

CATALOG OF COPYRIGHT ENTRIES

Third Series

VOLUME 7, PART 11B, NUMBER 1

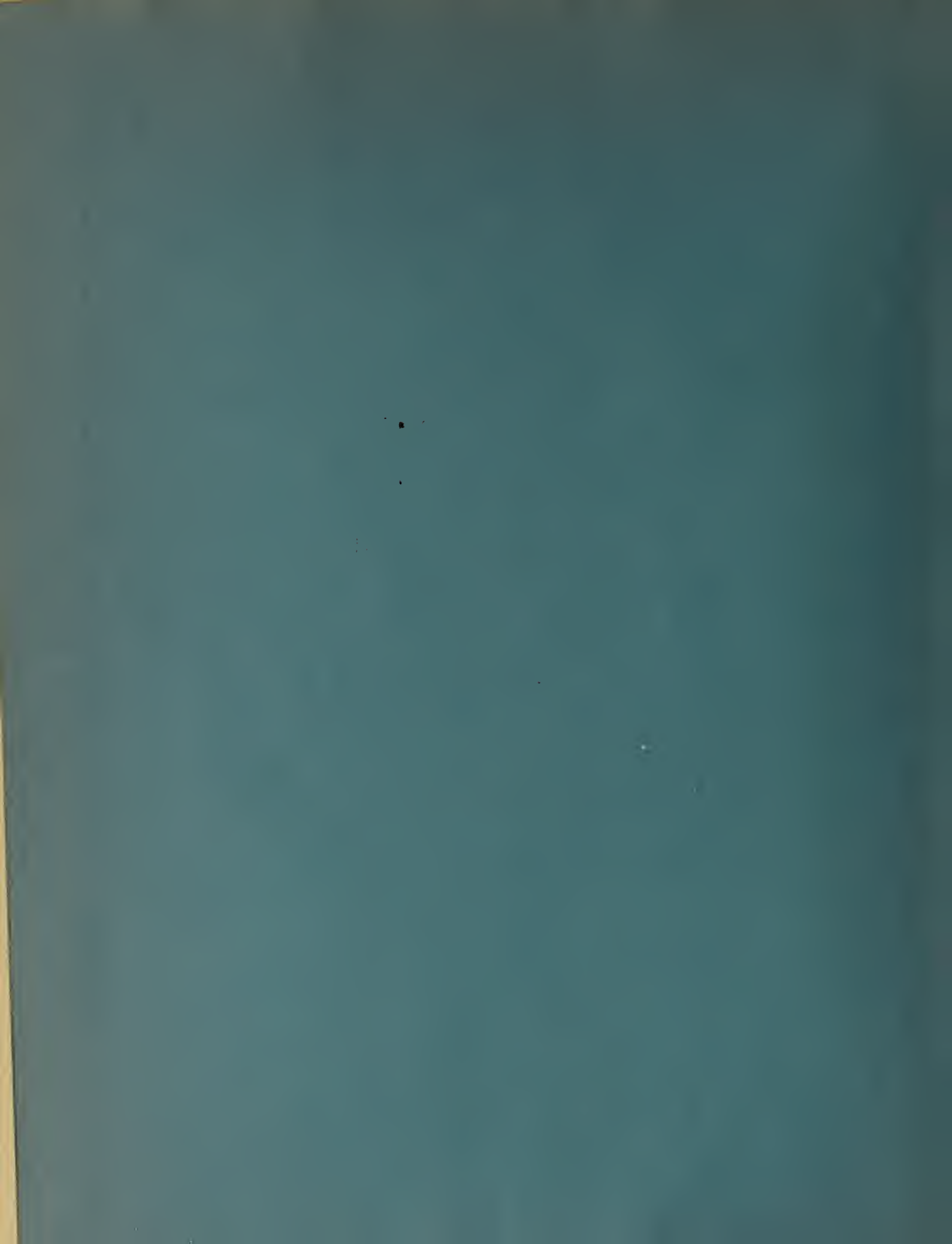
Commercial Prints and Labels

JANUARY-JUNE

1953



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THE LIBRARY OF CONGRESS
WASHINGTON: 1953



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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.

TABLE OF ORGANIZATION

	<i>Price per semiannual issue</i>		<i>Price per semiannual issue</i>
PART 1A BOOKS.....	\$1.50	PART 5C RENEWAL REGISTRATIONS—MUSIC.....	\$1.00
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AF Books in foreign languages published abroad			
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PART 2 PERIODICALS.....	1.00	GU Unpublished works of art and designs for works of art	
B Periodicals		H Reproductions of works of art published in the United States	
BF Periodicals in foreign languages published abroad		HF Reproductions of works of art published abroad	
BI Periodicals in the English language first published abroad		IP Published drawings or plastic works of a scientific or technical character	
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C Lectures and other works prepared for oral delivery		JP Published photographs	
DF Dramatic and dramatico-musical works published abroad		JU Unpublished photographs	
DP Published dramatic and dramatico-musical works		K Prints and pictorial illustrations published in the United States	
DU Unpublished dramatic and dramatico-musical works		KF Prints and pictorial illustrations published abroad	
PART 5A PUBLISHED MUSIC.....	1.50	PART 11B COMMERCIAL PRINTS AND LABELS.....	1.00
EF Musical compositions published abroad		KK Commercial prints and labels	
EP Musical compositions published in the United States			
PART 5B UNPUBLISHED MUSIC.....	1.50	PARTS 12-13 MOTION PICTURES AND FILMSTRIPS.....	.50
EU Unpublished Music		LP Published motion picture photoplays	
		LU Unpublished motion picture photoplays	
		MP Published motion pictures other than photoplays	
		MU Unpublished motion pictures other than photoplays	

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

COPYRIGHT REGISTRATIONS FOR COMMERCIAL PRINTS AND LABELS

January–June 1953

Commercial prints and labels	6, 268
Renewals	44

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 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

ABC DESSERT COMPANY ©.

For pies, toppings, desserts, Reddy-Fruit, Cherry. Net contents one pound 5 oz. (Instant pie filling and dessert) Label. Appl. author: Jack B. Siegle. © 25Apr52; KK85209.

A. B. C. WIPING MATERIALS.

Key working towels, sold or rented. You will say that's it. Fit the job with rags by Tubin. Card. © R. Bernard Tubin, d.b.a. A. B. C. Wiping Materials; 28Jul52; KK84857.

A-1 MANUFACTURING COMPANY ©.

California's finest jeans. Gold Rivets created in the west 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.

At last, a heavy duty truck muffler with power, long life, safety and silence. Silent power with AP. Adv. from Commercial car journal, Mar. 1953, p. 188. Appl. author: Gus H. Bobertz. © The AP Parts Corp., Muffler Division; 1Mar53; KK84828.

At last, a heavy duty truck muffler with power, long life, safety and silence. Silent power with AP. Adv. from Jobber topics, Mar. 1953, p. 156-157. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 1Mar53; KK84829.

Did 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.; 28Mar53; KK83766.

Don't let your engine get old this winter. Mechanics know that most engine wear occurs in winter. Miracle Power. (Additive) Adv. from Motor trend, Nov. 1952, p. 49. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 18Oct52; KK81938.

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

Popular science, Dec. 1952, p. 252. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 1Dec52; KK81939.

I figure Miracle Power can make me \$540 per year on 100 cars. Laurel C. Worman. (Additive) Adv. from Automotive news. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 19Jan53; KK83274.

I figure Miracle Power can make me \$540 per year on 100 cars. Laurel C. Worman. (Additive) Adv. from Jobber topics, Jan. 1953, p. 216-217. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 15Jan53; KK81751.

I figure Miracle Power can make me \$540 per year on 100 cars. Laurel C. Worman. (Additive) Adv. from Super service station, Jan. 1953, p. 48. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 15Jan53; KK83694.

Impartial road tests prove Miracle Power stops dry starting damage, treats the engine, not the oil. (Additive) Adv. from Farm journal, Mar. 1953. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 25Feb53; KK83770.

Impartial road tests prove Miracle Power stops dry starting damage, treats the engine, not the oil. (Additive) Adv. from Hot rod magazine, Apr. 1953. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 15Mar53; KK83772.

Impartial road tests prove Miracle Power stops dry starting damage, treats the engine, not the oil. (Additive) Adv. from Mechanix illustrated, Mar. 1953, p. 6. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 20Feb53; KK83771.

Impartial road tests prove Miracle Power stops dry starting damage, treats the engine, not the oil. (Additive) Adv. from the Saturday evening post, Mar. 1953, p. 114. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 28Mar53; KK83765.

Impartial road tests prove Miracle Power stops dry starting damage, treats the engine, not the oil. (Additive) Adv. from True magazine, Apr. 1953, p. 4. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 25Mar53; KK83774.

Maximum power? Yes. Long life? Yes. Safety? Yes. Silence? Yes. Then it's the new AP heavy duty truck muffler. Adv. from Commercial car journal, Apr. 1953, p. 348-349. Appl. author: Gus H. Bobertz. © The AP Parts Corp., Muffler Division; 1Apr53; KK84826.

Maximum power? Yes. Long life? Yes. Safety? Yes. Silence? Yes. Then it's the new AP heavy duty truck muffler. Adv. from Jobber topics, Apr. 1953, p. 434-435. Appl. author: Gus H. Bobertz. © The AP Parts Corp., Muffler Division; 1Apr53; KK84827.

Maybe you've got the wrong idea. Miracle Power treats the engine, not the oil. (Additive) Adv. from Southern automotive journal, Oct. 1952. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 10Oct52; KK81941.

Miracle Power and dgf push-button lubrication, saves us hours, stops comebacks. (Additive) Adv. from Commercial car journal, Feb. 1953, p. 176. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 5Feb53; KK83773.

Miracle Power sales climb 715 o/o. The fastest growing lubrication aid on the market. Adv. from Implement and tractor, Feb. 28, 1953, p. 24. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 28Feb53; KK83769.

Miracle Power sales climb 715 o/o. Treats the engine, not the oil. (Additive) Adv. from Motor, Feb. 1953, p. 124. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 1Feb53; KK83775.

Not rumors, but facts on Miracle Power. (Additive) Adv. from Commercial car journal, Mar. 1953, p. 186. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 5Mar53; KK83767.

Not rumors, but facts on Miracle Power. (Additive) Adv. from Southern automotive journal, Mar. 1953. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 1Mar53; KK83768.

Proved by acetylene torch, Miracle Power lubricates when oil burns off. (Additive) Adv. from Popular science, Jan. 1953, p. 259. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 5Jan53; KK81137.

- AP PARTS CORPORATION. Cont'd.
 Proved by acetylene torch, Miracle Power lubricates when oil burns off. (Additive) Adv. from True, the man's magazine, Feb. 1953, p. 16. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 7Jan53; KK81138.
- Proved by acetylene torch, Miracle Power lubricates when oil burns off ... Duane Carter, famous international racer. (Additive) Adv. from Motor trend. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 1Feb53; KK81933.
- The push-button lubrication twins that save time, eliminate breakdowns. Treats the engine not the oil. Miracle Power. Adv. from Implement & tractor, Oct. 11, 1952, p. 120. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 11Oct52; KK81940.
- The secret of today's HP is better breathing engines. Don't strangle them, insist on AP better breathing mufflers. Adv. from Super service station, Mar. 1953, p. 130. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 1Mar53; KK84830.
- ABBOTT, LYLE.
 Peebles pig fare sow's milk replacement, for pig feeding emergencies. KK82403. SEE Western Condensing Company.
- ABBOTT LABORATORIES ©.
 Cérebro edematoso. Vitamina B Complejo. Calcio-Cativa. (Pharmaceuticals) Folder. Appl. author: Thomas S. Bird. © 23May53; KK86047.
- De cada 4 personas, 3 tienen dermatitis seborreica del cuero cabelludo. Este nuevo tratamiento produce resultados muy eficaces. Selsun. (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 1Apr53; KK83822.
- Easiest job in the world, if you had help from all 44 of the patients who represent the uses for short-acting Nembutal. (Pharmaceuticals) Folder. Appl. author: Charles S. Downs. © 5Jan53; KK81641.
- Esqueleto de um infante. Polivitaminas Emulsao, Abbott. (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 16Mar53; KK83505.
- Éste es el Streptococcus Faecalis, normalmente muy resistente a los antibióticos. Qué sucede al encontrarse con la Pantomicina? (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 17Apr53; KK84717.
- For the 3 patients in 4 who have seborrheic dermatitis of the scalp. New treatment offers consistently effective results. Prescribe Selsun sulfide suspension. (Pharmaceuticals) Folder. Appl. author: Charles S. Downs. © 18Feb53; KK83435.
- El Fumidil se suministra en frascos de 30 y 60 cápsulas de 10 mg. (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 23Mar53; KK83506.
- He'a heard the call for Vi-Daylin. (Pharmaceuticals) Folder. Appl. author: Charles S. Downs. © 5Mar53; KK83504.
- Intestino grosso com seus vasos sanguíneos. (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 11Feb53; KK82933.
- Kalin barsak ve kan damarları. Abocillin 800M. (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 25Mar53; KK83823.
- Llegó la hora de tomar Dayamin emulsión para niños. (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 16May53; KK85823.
- New unique plasticized formula for prolonged protection against contact dermatoses. Covicone cream. (Pharmaceuticals) Folder. Appl. author: Charles S. Downs. © 6May53; KK85441.
- Pankreas kanlanmast ve diger organlarla münasabeti. Sucaryl. (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 25Mar53; KK83824.
- This is Streptococcus Faecalis, normally highly resistant to antibiotics. What happens when it meets Erythrocin? (Pharmaceuticals) Folder. Appl. author: Charles S. Downs. © 28Feb53; KK83433.
- When a jockey rides to lose. Help her past temptation's hurdles. Desoxyn hydrochloride. (Pharmaceuticals) Folder. Appl. author: Charles S. Downs. © 5Feb53; KK82934.
- When she's the missing link in the family circle. Iberol. (Pharmaceuticals) Folder. Appl. author: Charles S. Downs. © 18Feb53; KK83434.
- ABRAMSON, LEONARD F., AND EARL D. BETTENHAUSEN, composing the firm KADEX OIL COMPANY. SEE Kadex Oil Company.
- ACADEMY ADVERTISING AGENCY ©.
 Member. Pennies For Health Club. (Prescriptions) Folder. Appl. author: Jack H. Makover. © 10May53; KK85199.
- ACCURATE PARTS, INC. ©.
 Accurate starter drives. A complete exchange service. Catalog no. 29. (Automotive starter drives) 15 p. Appl. author: Charles R. Hicks. © 20Apr53; KK84443.
- ACE PAPER COMPANY, INC.
 Everlast of Miami. «Hula girl» (Hosiery) Label. Appl. author: Leo Kleinman. © The Ace Paper Co., inc.; 18Feb53; KK82687.
- Lovely Lady, made of Du Pont nylon. (Hosiery) Label. Appl. author: Leo Kleinman. © The Ace Paper Co., inc.; 23Mar53; KK83755.
- ACE PRODUCTS.
 Jaguar. XK120. Kit no. 25 R. Designed by Gordon A. Babb. [Plans and instructions] (Assembly kit for model car) Sheet. © Gordon A. Babb, d.b.a. Ace Products; 23Feb53; KK82816.
- ACKER, LINO, WORLEY AND ASSOCIATES, INC.
 Beautifully rebuilt by experts. KK83979. SEE All State Sewing Center.
- ACME APPLIANCE MANUFACTURING COMPANY ©.
 Acme sliding door hardware. It's the wheel that counts. Door lifts in and out without removing hangers. Pamphlet. © 14Oct52; KK84369.
- ACME BREWERIES ©.
 A man's beer says Jack Dempsey. Bull Dog lager beer. Poster.
- Appl. author: Foote, Cone & Belding. © 1Apr53; KK86487.
- A man's beer, says Jack Dempsey. Bull Dog lager beer. 24-sheet poster. Appl. author: Foote, Cone & Belding. © 1May53; KK85797.
- ACME BREWING COMPANY ©.
 It's here now. Biggest buy in stout malt liquor. Bull Dog stout malt liquor. Adv. from Daily news, Los Angeles, Feb. 26, 1953, p. 30. Appl. author: Foote, Cone & Belding. © 26Feb53; KK82926.
- ACME CHEMICAL COMPANY ©.
 Boiler treatments. Price list, effective June 1, 1953. (Sanitation products) 6 p. Appl. author: John V. Halaska. © 1Jun53; KK86162.
- ACROMARK COMPANY.
 Acromark model 2N power embossing press for tags, labels, number plates. Sheet. Appl. author: Harold O. Bates. © The Acromark Co.; 20May53; KK86730.
- ADAMAS CARBIDE CORPORATION ©.
 Endurance insurance for your tools. Adamas Tungsten Carbide. (Cemented carbide) Adv. from the Tool engineer, Jan. 1953, p. 117. Appl. author: George Byron Pampel. © 29Dec52 (in notice: 1953); KK82612.
- First with carbide that lasts. Adamas Tungsten Carbide. Adv. from the Tool engineer, Mar. 1953, p. 121. Appl. author: George Byron Pampel. © 28Feb53; KK82786.
- Teeth for the giant. Job engineered and on time. Adamas Tungsten Carbide. (Cemented carbide) Adv. from the Tool engineer, Feb. 1953, p. 135. Appl. author: George Byron Pampel. © 29Jan53; KK82611.
- ADAMS, ROY HOWARD ©.
 Selected gift ideas from leading Eugene stores. Pamphlet. © 5Dec52; KK81345.
- ADDRESSOGRAPH-MULTIGRAPH CORPORATION ©.
 It's all in a morning's work with Multigraph paperwork magic. Addressograph-Multigraph simplified business methods. (Office equipment) Adv. from American business, Mar. 1953, p. 57. Appl. author: Charles Farran. © 10Mar53; KK84436.
- The sign of savings for over 100,000 American businesses. Wherever you find Addressograph plates, you find repetitive writing being done at lowest possible cost. (Office equipment) Adv. from American business, Apr. 1953, p. 6. Appl. author: Charles Farran. © 10Apr53; KK84572.
- Turn prospects into profits faster with Addressograph methods. Addressograph-Multigraph production machines for business records. (Office equipment) Adv. from Time, Jan. 26, 1953, p. 82. Appl. author: Charles Farran. © 22Jan53; KK82260.
- ADMIRAL ADVERTISING AGENCY, INC.
 Aiello DairyMaid Mozzarella Ricotta cheese. KK84252. SEE Aiello Dairy Farms Company.
- ADOLPH'S, LTD. ©.
 New product makes tough meat tender. Adolph's meat tenderizer. Adv. from Life, May 11, 1953, p. 75. Appl. author: A. Culver Boyd, Jr. © 11May53; KK86163.
- This is it, the product you've read about. Makes all meat more tender.

- Adolph's meat tenderizer. Adv. from American family, June 1953, p. 36. Appl. author: A. Culver Boyd, Jr. © 1Jun53; KK86164.
- This is it, the product you've read about. Makes all meat more tender. The original Adolph's meat tenderizer. Adv. from Life magazine, June 15, 1953, p. 157. Appl. author: Andrew C. Boyd, Jr. © 15Jun53; KK86516.
- ADVERTISING COUNSELORS OF ARIZONA. First prize at the 1952 international beer competition. KK81004. SEE Arizona Brewing Company, inc.
- For the third consecutive year A-1 Pilsner wins international fame. KK81007. SEE Arizona Brewing Company, inc.
- Judged the finest by the world's beer experts. SEE Arizona Brewing Company, inc.
- 1950, 1951, 1952 - once again, the highest international recognition. KK81005. SEE Arizona Brewing Company, inc.
- The world's beer experts award first prize to A-1 Pilsner beer. SEE Arizona Brewing Company, inc.
- ADVISORS, INC. Every fisherman can be an expert. KK81282. SEE Great Lakes Products, inc.
- AIELLO DAIRY FARMS COMPANY ©. Aiello DairyMaid Mozzarella Ricotta cheese. Recipe book of fine Italian dishes. 19 p. Appl. author: Admiral Advertising Agency, inc. © 31Mar53; KK84252.
- AIR DEVICES, INC. ©. Agitair Stripline air diffusers with built-in diffusing vanes. 11 p. Appl. author: C. N. O'Day. © 23Jan53; KK82090.
- AIR ENGINEERING, INC. ©. It's new, it works. Nylox. Instant whiter, brighter. Nylon, rayon, ... will not harm fabric. A rinse not a bleach. Poster. Appl. author: Jerry Jolley. © 24Feb53; KK83732.
- AIR-SHIELDS, INC. ©. A new type of therapy for respiratory problems in newborn and premature infants using supersaturation for hydration of the airways. Vapojette. Pamphlet. Appl. author: Lee Ramsdell & Co., inc. © 29Jan53 (in notice: 1952); KK83417.
- To save the breath of life. The Croupette, the unique humidity and oxygen tent, for cool vapor therapy with or without oxygen. Folder. Appl. author: Lee Ramsdell and Co., inc. © 29Jan53; KK85122.
- AIRCRAFT-MARINE PRODUCTS, INC. ©. A-MP Capatron capacitors and pulse forming networks. Ampl1-Film, a new synthetic dielectric, with startling characteristics. Design data. 24 p. Appl. author: Renner Advertisers. © 15Mar53; KK85243.
- A-MP taper technique. New electronic uses for an old principle of mechanics. (Taper terminals) 7 p. Appl. author: Renner Advertiser. © 20Mar53; KK85027.
- Automatic wire terminators and Auto-Crimp strip terminals. 74 p. Appl. author: Renner Advertisers. © 24Dec52; KK82397.
- The creative approach to better wiring. A-MP. 20 p. Appl. author: Renner Advertisers. © 28May53; KK86213.
- How to take the lead out of your plants. For wiring, that is. (Precision pressure-type solderless terminals) Pamphlet. Appl. author: Renner Advertisers. © 11May53; KK85616.
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(No. 21 in a series on burley tobacco) Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Jan53; KK81337.

Control plant bed insects to produce better tobacco. Adv. from the Southern planter, Feb. 1953, p. 6. (No. 17 in a series on flue-cured tobacco) Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Feb53; KK82459.

Crop rotation builds soil for higher Burley quality. Adv. from the Kentucky farmer, Mar. 1953, p. 5. (No. 23 in a series on burley tobacco) Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Mar53; KK83863.

Diagnosing plant diseases helps flue-cured growers. Adv. from the Southern planter, May 1953, p. 13. (No. 20 in a series on flue-cured tobacco) Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1May53; KK86106.

Discriminating people prefer Herbert Tareyton. Francis B. Farr. (Cigarettes) Adv. from Collier's, June 6, 1953, p. 43. Appl. author: The M. H. Hackett Co. © The American Tobacco Co.; 30May53; KK86231.

Discriminating people prefer Herbert Tareyton. Miss Mollie McLean. (Cigarettes) Adv. from Town and country, May 1953, p. 103. Appl. author: M. H. Hackett Co. © The American Tobacco Co.; 1May53; KK84718.

Discriminating people prefer Herbert Tareyton. Miss Pamela De Pass. (Cigarettes) Adv. from Harper's bazaar, Mar. 1953, p. 199. Appl. author: The M. H. Hackett Co. © The American Tobacco Co.; 1Mar53; KK82717.

Discriminating people prefer Herbert Tareyton. Mr. Beveridge J. Rockefeller, Jr. (Cigarettes) Adv. from Ladies' home journal, Feb. 1953, p. 75. Appl. author: The M. H. Hackett Co. © The American Tobacco Co.; 30Jan53; KK81816.

Discriminating people prefer Herbert Tareyton. Mrs. Albert L. Cox, Jr. (Cigarettes) Adv. from Ladies' home journal, Apr. 1953, p. 131. Appl. author: The M. H. Hackett Co. © The American Tobacco Co.; 27Mar53; KK83920.

Discriminating people prefer Herbert Tareyton. Mrs. T. Markoe Robertson. (Cigarettes) Adv. from Harper's bazaar, Jan. 1953, p. 45. Appl. author: The M. H. Hackett Co. © The American Tobacco Co.; 1Jan53; KK81439.

Discriminating people prefer Herbert Tareyton. Mrs. Thomas R. Burns. (Cigarettes) Adv. from Ladies' home journal, June 1953, p. 103. Appl. author: The M. H. Hackett Co. © The American Tobacco Co.; 29May53; KK86230.

Dorothy Collins suggests: Here's an easy way to send Luckies to our boys in Korea ... Lucky Strike cigarettes. Adv. from the National Jewish monthly, Mar. 1953, p. 247. Appl. author: Tessie M. Krause. © 10Feb53; KK84945.

Field fertilization for flue-cured tobacco. Adv. from the Southern planter, Jan. 1953, p. 21. (No. 16 in a series on flue-cured tobacco) Appl. author:

- Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Jan53; KK81634.
- Give cartons of Luckies this Christmas; Luckies taste better, cleaner, fresher, smoother. Lucky Strike cigarettes. Adv. from Playbill, Dec. 1, 1952. Appl. author: Tessie M. Krause. © 1Dec52; KK81588.
- Good field cultivation promotes tobacco growth. Adv. from the Southern planter, Apr. 1953, p. 6. (No. 19 in a series on flue-cured tobacco) Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Apr53; KK86105.
- Harvest and grade carefully for greater tobacco profits. Adv. from the Southern planter, June 1953, p. 5. (No. 21 in a series on flue-cured tobacco) Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Jun53; KK86370.
- Here's an easy way to send Luckies to our boys in Korea and in V. A. and service hospitals. Lucky Strike cigarettes. Adv. from V.F.W. magazine, Jan. 1953. Appl. author: Tessie M. Krause. © 25Dec52; KK81574.
- Important notes in music -- Beethoven - symphony no. 3 in E flat major, op. 55, 1st movement. Lucky Strike cigarettes. Adv. from Boston pops concert, June 1, 1952. Appl. author: Tessie M. Krause. © 1Jun52; KK81591.
- Important notes in music -- Brahms - symphony no. 4 in E minor, op. 98, 3rd movement. Lucky Strike cigarettes. Adv. from Boston pops concert, June 1, 1952. Appl. author: Tessie M. Krause. © 1Jun52; KK81590.
- Important notes in music -- Franck - symphony in D minor, 1st movement. Lucky Strike cigarettes. Adv. from Boston pops concert, June 1, 1952. Appl. author: Tessie M. Krause. © 1Jun52; KK81592.
- Laboratory evaluation leads to better tobacco. Adv. from the Southern planter, Mar. 1953, p. 11. (No. 18 in a series on flue-cured tobacco) Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Mar53; KK83759.
- Luckies taste better. They're made better to taste cleaner, fresher, smoother. (Cigarettes) Adv. from C. C. N. Y. campus, Dec. 4, 1952. Appl. author: Tessie M. Krause. © 4Dec52; KK83558.
- Luckies taste better. They're made better to taste cleaner, fresher, smoother. (Cigarettes) Adv. from C. C. N. Y. reporter, Nov. 18, 1952. Appl. author: Tessie M. Krause. © 18Nov52; KK83557.
- Method of fertilizing influences Burley quality. The American Tobacco Company works with experiment stations to produce finer tobacco. Adv. from the Kentucky farmer, Apr. 1953, p. 5. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Apr53; KK83897.
- Nothing, no, nothing beats better taste, and Luckies taste better. Cleaner, fresher, smoother. (Cigarettes) Adv. from Columbia spectator, Jan. 7, 1953. Appl. author: Tessie M. Krause. © 7Jan53; KK83559.
- Nothing, no, nothing beats better taste, and Luckies taste better. Cleaner, fresher, smoother. Lucky Strike cigarettes. Adv. from Louisville defender, Louisville, Ky., Jan. 28, 1953, p. 5. Appl. author: Tessie M. Krause. © 28Jan53; KK84967.
- Nothing, no, nothing beats better taste, and Luckies taste better, cleaner, fresher, smoother. Lucky Strike cigarettes. Adv. from Louisville defender, Louisville, Ky., Apr. 23, 1953. Appl. author: Tessie M. Krause. © 23Apr53; KK86711.
- Nothing, no, nothing beats better taste, and Luckies taste better. Cleaner, fresher, smoother. (Cigarettes) Adv. from Newsweek, Jan. 12, 1953. Appl. author: Tessie M. Krause. © 8Jan53; KK83562.
- Nothing, no, nothing beats better taste, and Luckies taste better. Cleaner, fresher, smoother. (Cigarettes) Adv. from Playbill, Dec. 29, 1952. Appl. author: Tessie M. Krause. © 29Dec52; KK83561.
- Nothing, no, nothing beats better taste, and Luckies taste better. Cleaner, fresher, smoother. (Cigarettes) Adv. from Time, Apr. 6, 1953. Appl. author: Tessie M. Krause. © 2Apr53; KK84949.
- Nothing, no, nothing beats better taste, and Luckies taste better. Cleaner, fresher, smoother. Dorothy Collins, the sweetheart of Lucky Strike. (Cigarettes) Adv. from the Retail tobaccoist, Mar. 1, 1953, p. 9. Appl. author: Tessie M. Krause. © 1Mar53; KK84948.
- Nothing, no, nothing beats better taste, and Luckies taste better. Cleaner, fresher, smoother. Lucky Strike cigarettes. Adv. from the American family, Mar. 1953, p. 2 of cover. Appl. author: Tessie M. Krause. © 25Feb53; KK84952.
- Nothing, no, nothing beats better taste, and Luckies taste better, cleaner, fresher, smoother. Lucky Strike cigarettes. Adv. from the American family, May 1953, p. 2 of cover. Appl. author: Tessie M. Krause. © 25Apr53; KK86710.
- Nothing, no, nothing beats better taste, and Luckies taste better. Cleaner, fresher, smoother. Lucky Strike cigarettes. Adv. from the Daily Iowan, Jan. 22, 1953, p. 3. Appl. author: Tessie M. Krause. © 22Jan53; KK84954.
- Nothing, no, nothing beats better taste, and Luckies taste better. Cleaner, fresher, smoother. Lucky Strike cigarettes. Adv. from the Daily Iowan, Feb. 5, 1953. Appl. author: Tessie M. Krause. © 28Jan53; KK84955.
- Nothing, no, nothing beats better taste, and Luckies taste better. Cleaner, fresher, smoother. Lucky Strike cigarettes. Adv. from the Daily Iowan, Feb. 5, 1953. Appl. author: Tessie M. Krause. © 5Feb53; KK84956.
- Nothing, no, nothing beats better taste, and Luckies taste better. Cleaner, fresher, smoother. Lucky Strike cigarettes. Adv. from the Daily Iowan, Feb. 12, 1953, p. 3. Appl. author: Tessie M. Krause. © 12Feb53; KK84957.
- Nothing, no, nothing beats better taste, and Luckies taste better. Cleaner, fresher, smoother. Lucky Strike cigarettes. Adv. from the Daily Iowan, Feb. 19, 1953, p. 3. Appl. author: Tessie M. Krause. © 19Feb53; KK84958.
- Nothing, no, nothing beats better taste, and Luckies taste better. Cleaner, fresher, smoother. Lucky Strike cigarettes. Adv. from the Daily Iowan, Feb. 26, 1953. Appl. author: Tessie M. Krause. © 26Feb53; KK84959.
- Nothing, no, nothing beats better taste, and Luckies taste better. Cleaner, fresher, smoother. Lucky Strike cigarettes. Adv. from the Daily Iowan, Mar. 5, 1953. Appl. author: Tessie M. Krause. © 5Mar53; KK84960.
- Nothing, no, nothing beats better taste, and Luckies taste better. Cleaner, fresher, smoother. Lucky Strike cigarettes. Adv. from the Daily Iowan, Mar. 12, 1953, p. 3. Appl. author: Tessie M. Krause. © 12Mar53; KK84961.
- Nothing, no, nothing beats better taste, and Luckies taste better. Cleaner, fresher, smoother. Lucky Strike cigarettes. Adv. from the Daily Iowan, Mar. 19, 1953. Appl. author: Tessie M. Krause. © 19Mar53; KK84962.
- Nothing, no, nothing beats better taste, and Luckies taste better. Cleaner, fresher, smoother. Lucky Strike cigarettes. Adv. from the Daily Iowan, Mar. 26, 1953. Appl. author: Tessie M. Krause. © 26Mar53; KK84963.
- Nothing, no, nothing beats better taste, and Luckies taste better. Cleaner, fresher, smoother. Lucky Strike cigarettes. Adv. from the Daily Iowan, Apr. 2, 1953. Appl. author: Tessie M. Krause. © 2Apr53; KK84964.
- Nothing, no, nothing beats better taste, and Luckies taste better. Cleaner, fresher, smoother. Lucky Strike cigarettes. Adv. from the Daily Iowan, Apr. 9, 1953. Appl. author: Tessie M. Krause. © 9Apr53; KK84965.
- Nothing, no, nothing beats better taste, and Luckies taste better. Lucky Strike cigarettes. Adv. from the New York mirror, Feb. 1, 1953, p. 4. Appl. author: Tessie M. Krause. © 1Feb53; KK84946.
- Nothing, no, nothing beats better taste, and Luckies taste better. Cleaner, fresher, smoother. Lucky Strike cigarettes. Adv. from the New York mirror, Mar. 1, 1953. Appl. author: Tessie M. Krause. © 1Mar53; KK84947.
- Nothing, no, nothing beats better taste, and Luckies taste better, cleaner, fresher, smoother. Lucky Strike cigarettes. Adv. from Time, May 4, 1953. Appl. author: Tessie M. Krause. © 30Apr53; KK86709.
- Nothing, no, nothing beats better taste. Luckies taste better, cleaner, fresher, says Roy Campa-nella. Lucky Strike cigarettes.

AMERICAN TOBACCO COMPANY ©. Cont'd.

Adv. from Louisville defender, Louisville, Ky., Mar. 26, 1953, p. 10. Appl. author: Tessie M. Krause. © 26Mar53; KK84968.

Nothing, no, nothing beats better taste. Luckies taste better, cleaner, fresher, smoother, says Joe Black. Lucky Strike cigarettes. Adv. from Ebony, Mar. 1953, p. 3. Appl. author: Tessie M. Krause. © 13Feb53; KK84966.

Profit column by Lucky. Be happy-go Lucky decals ... Lucky Strike cigarettes. Adv. from the Vend almanac, Jan. 1953, p. 60. Appl. author: Tessie M. Krause. © 12Jan53; KK84950.

Recognize deficiencies early to avoid inferior burley. Adv. from the Kentucky farmer, June 1953, p. 5. (No. 26 in a series on burley tobacco) Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Jun53; KK86159.

Retail reminders by Lucky. Lucky Strike cigarettes. Adv. from Chain store age, Jan. 1953. (No. 8 of a series) Appl. author: Tessie M. Krause. © 30Dec52; KK81589.

Retail reminders by Lucky. Lucky Strike cigarettes. Adv. from Chain store age, Mar. 1953, p. 61. (No. 9 of a series) Appl. author: Tessie M. Krause. © 28Feb53; KK84953.

Retail reminders by Lucky. Lucky Strike cigarettes. Adv. from Chain store age, May 1953. (No. 10 of a series) Appl. author: Tessie M. Krause. © 30Apr53; KK86708.

See for yourself why Luckies taste better. cLocker room scene with golfers Lucky Strike cigarettes. Adv. from Trenton times, Trenton, N. J., Sept. 23, 1952. Appl. author: Tessie M. Krause. © 23Sep52; KK81572.

See for yourself why Luckies taste better. [Man stripping paper from cigarette] Lucky Strike cigarettes. Adv. from Detroit times, Aug. 12, 1952. Appl. author: Tessie M. Krause. © 12Aug52; KK84170.

See why Luckies taste better. cWorker eating lunch Lucky Strike cigarettes. Adv. from Trenton times, Trenton, N. J., Oct. 7, 1952. Appl. author: Tessie M. Krause. © 7Oct52; KK81575.

Seeding and fertilizing tobacco plant beds. Adv. from the Southern planter, Dec. 1952, p. 7. (No. 15 in a series on flue-cured tobacco) Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Dec52; KK81057.

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; KK82092.

Tobacco plant spacing, under present labor conditions on the farm, is largely a matter of economics or costs. Correct burley spacing means dollars to growers. Adv. from the Kentucky farmer, May 1953, p. 5. (No. 25 in a series on burley tobacco) Appl. author:

Carl Camenisch Advertising, inc.
© The American Tobacco Co.; 1May53;
KK84794.

AMES, ENOS RAY, d.b.a. AMES INDUSTRIES.
SEE Ames Industries.

AMES INDUSTRIES.

Sure hook 'em carp bait. Easy-to-fix drymix contains dark sweet anise, cultured mixed cheeses ... Measurements: over 22 cubic inches when packed. Label. © Enos Ray Ames, d.b.a. Ames Industries; 1Jun53; KK86773.

Sure hook 'em catfish bait. Easy-to-fix drymix contains dehydrated blood, cultured mixed cheeses ... Measurements: over 22 cubic inches when packed. Label. © Enos Ray Ames, d.b.a. Ames Industries; 1Jun53; KK86772.

AMOS, ROBERT W., d.b.a. ROIGINA. SEE Roigina Products.

AMPEX ELECTRIC CORPORATION ©.

Product specification sheet DS-2, model 375. Magnetic recorders. Ampex. cLogotype design Sheet. Appl. author: Walther-Boland Associates. © 12Jan53; KK84745.

AMSTERDAM SYNDICATE.

Dear Client: This is the time of year when thousands of people take to the woods for picnicing ... [Perce Strings says, help keep our forests green] (Mats) Sheet. © The Amsterdam Syndicate; 14May53; KK86070.

AMTEA CORPORATION ©.

The Amtea index of machine tools. American Machine Tool Export Associates. English ed. Catalog no. E-101. 23 p. Appl. author: Fred M. Read. © 1Dec52; KK81385.

ANAHIST COMPANY, INC. ©.

Anahist for colds. Stops cold symptoms in many cases in a single day. H. E. Himman family of New York City. (Pharmaceuticals) Adv. Appl. author: Foote, Cone & Belding. © 5Nov50; KK82899.

ANCIENT AGE DISTILLING COMPANY ©.

Go first class with Ancient Age. (Whiskey) Adv. from the Gonzales daily inquirer, May 15, 1953, p. 2. Appl. author: William H. Weintraub & Co., inc. © 15May53; KK85834.

Why not treat yourself like a guest? Taste the whiskey with age in its flavor. Ancient Age, the straight Kentucky bourbon. Adv. from Bogalusa daily news, Mar. 10, 1953, p. 6. Appl. author: William H. Weintraub & Co., inc. © Schenley Distillers, inc., d.b.a. Ancient Age Distilling Co.; 10Mar53; KK83213.

ANDALE COMPANY ©.

Andale oil cooler, with water through tubes, oil outside tubes. Instructions, cleaning, parts list. Bulletin 385-P-FK. Sheet. © 12Jan53; KK81287.

ANDERSON, CHARLES EVERT ©.

Save 40% - 50% on this beautiful rose pattern dinnerware. 16-pc. starter set \$3.99. Sheet. Appl. author: June E. Hunter. © C. E. Anderson; 18Feb53; KK83108.

This certificate saves you money on the purchase of genuine Household Institute thick, solid cast aluminum waterless cookware. Sheet. Appl. author: June E. Hunter. © 13Feb53; KK84299.

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

ANDERSON, MERRILL.

Are you living or just looking? KK84135. SEE Maco.

The best secretary in the company. KK84139. SEE Maco.

Can we give you a hand, mister? KK84136. 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. KK84143. SEE Maco.

Ho hum, nothing to do. KK84140. SEE Maco.

Home (it's precious, let us help you take care of it) KK84134. SEE Maco.

How fast is your world changing? KK84147. SEE Maco.

Just as you'd check your bags, check your bills. KK84144. SEE Maco.

The man who trusts nobody. KK84145. SEE Maco.

The merry-go-'round goes 'round. KK84138. SEE Maco.

The money was ready and waiting at First National. KK84133. SEE Maco.

One old friend is sure to outlast me, the First National. KK84141. SEE Maco.

Portrait of a hero. KK84148. 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. KK84146. SEE Maco.

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

ANDERSON (V. D.) COMPANY.

Internal downflow Anderson Hi-ef purifier. Condensed bulletin no. 101. Folder. Appl. author: Michel J. Toth. © The V. D. Anderson Co.; 12Jun53; KK86520.

ANDERSON AND CAIRNS, INC.

Cracked ice, another Cranston first. KK84023. SEE Cranston Print Works Company.

ANDERSON COMPANY.

Anco windshield washer solvent. 6 oz. bottle. Label. © The Anderson Co.; 28Nov52; KK81101.

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.; 23May53; KK85910.

For safer driving in storms ahead. Factory authorized sales and service. Anco windshield wiper blades and arms. [Merchandising & stock control cabinet] Metal cabinet. © The Anderson Co.; 20Oct52; KK83425.

How dead are your wiper blades? Let us replace them with new live Cushionite rubber. Anco blades. (Windshield wiper blades) Poster. © The Anderson Co.; 6Feb53; KK82502.

How dead are your wiper blades? Let us replace them with new live Cushionite rubber Anco blades. (Windshield wiper blades) Streamer. © The Anderson Co.; 11Feb53; KK85624.

- Keep your windshield clean ... Anco windshield washer solvent for use in all windshield washers. [Carton which holds 12 - 6 oz. bottles] Label. © The Anderson Co.; 28Nov52; KK80895.
- Mr. Anco Dealer: Please hold your temper. This quick, easy Anco 1-2-3 dead-blade test ... Form 04-0350. (Windshield wiper blades) Card. © The Anderson Co.; 23May53; KK85911.
- Mr. Anco dealer, win more cash prizes for April. Your guess costs you nothing. Can get you up to \$500.00. (Windshield wiper blades for automobiles) Folder. © The Anderson Co.; 31Mar53; KK83631.
- Mr. Dealer: Here is your May Guess-Fest. Your guess costs you nothing. Can get you up to \$500.00. (Windshield wiper blades for automobiles) Folder. © The Anderson Co.; 4May53; KK85627.
- Mr. Dealer: We welcome you to the family of Anco dealers now operating factory-authorized Anco universal replacement vacuum windshield wiper motor sales and service. Form 04-0243. Sheet. © The Anderson Co.; 26Jan53; KK81796.
- Mr. Dealer: We welcome you to the family of Anco dealers now operating factory-authorized Anco universal replacement vacuum windshield wiper motor sales and service. Form 04-0243, rev. 1-53. Sheet. © The Anderson Co.; 28Jan53; KK85626.
- Mr. Dealer: We welcome you to the family of Anco dealers now operating factory-authorized Anco windshield wiper blade and arm all-car sales and service. Form 04-0210. Sheet. © The Anderson Co.; 26Jan53; KK81797.
- Mr. Dealer: We welcome you to the family of Anco dealers now operating factory-authorized Anco windshield wiper blade and arm all-car sales and service. Form 04-0210. Sheet. © The Anderson Co.; 28Jan53; KK85625.
- Your guess costs you nothing. Can get you up to \$5000.00 in quick Anco cash. (Windshield wiper blades for automobiles) Folder. © The Anderson Co.; 9Mar53; KK83081.
- ANEMOSTAT CORPORATION OF AMERICA ©.**
Anemostat aspirantes y sin tiraje difusores de aire. (Air diffusers) Folder. Appl. author: Gilbert S. Carpenter. © 19Dec52; KK84401.
- ANGELI, VICTOR P.**
Prevent lightning loss. KK84391.
SEE Duala Company.
- ANGLE, PAUL M.**
The Federalist, 1787-1788. KK83998.
SEE Kingsport Press, inc.
Mark Twain, 1835-1910. KK84925.
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 betting 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 Harper's bazaar, Jan. 1953, p. 54. © 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; KK81823.
- It pays to be a fast woman ... That's why we say to you now, try Formula 9. (Hair care products) Adv. from Cosmopolitan, Jan. 1953, p. 36. © 19Jan53; KK81652.
- Ladies, you too can have new hair beauty in 1 minute with famous lanolin Formula 9. At B. Altman & Co., Fifth Avenue New York department store. (Hair care products) Adv. from Life, Jan. 19, 1953, p. 69. © 19Jan53; KK81650.
- S-e-x by Hoff. Ladies and gentleman: 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 the Saturday evening post, Feb. 14, 1953, p. 127. © 14Feb53; 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.
- APEL, LAURANCE M.**
Apel Tri-Therm projector conditioner. KK86045. SEE Apel Photo Products.
- APEL PHOTO PRODUCTS ©.**
Apel Tri-Therm projector conditioner. (Projector equipment) Label. Appl. authors: Gertrude Barewin and Laurance M. Apel. © 22Apr53; KK86045.
- APEX ELECTRICAL MANUFACTURING COMPANY ©.**
We don't believe in work for women. Apex hour-saving appliances. (Electrical appliances) Adv. from the Saturday evening post, Mar. 14, 1953, p. 162. Appl. author: Meldrum and Fewsmith, inc. © 11Mar53; KK84645.
- We don't believe in work for women. Home cleaning is done in half the time. Apex, hour-saving appliances. Adv. from the Saturday evening post, May 2, 1953, p. 107. Appl. author: Meldrum & Fewsmith, inc. © 29Apr53; KK85979.
- APPLE, ADRIAN.**
Pure minded clams with that good ocean-fresh flavor. KK82733.
SEE Inspectors Sea Food Company.
- APPLGATE ADVERTISING AGENCY.**
Add to the beauty, value and convenience of the home. KK86790.
SEE Overhead Door Corporation.
- All canning lids are not alike. SEE Ball Brothers Company.
- Be sure to see this surprise home of the year. SEE National Homes Corporation.
- Beauty is as beauty does. KK83327.
SEE Overhead Door Corporation.
- Buy your houses in one pre-sold, complete package, from National Homes. KK82423. SEE National Homes Corporation.
- Cut food costs 4 ways with the new Ball all-purpose refrigerator and freezer jar. KK81162. SEE Ball Brothers Company.
- The door that takes hard knocks. KK86351. SEE Overhead Door Corporation.
- Easy to use, sure to seal. KK86104. SEE Ball Brothers Company.
- Exciting news for all lovers of home-made sausage. KK81307. SEE Ball Brothers Company.
- First to build a five-section door with wide horizontal panels, 1951. KK82662. SEE Overhead Door Corporation.
- First to design a modern door for commercial and industrial buildings, 1951. KK83222. SEE Overhead Door Corporation.
- Garage doors of beauty, endurance, utility, convenience. KK85004. SEE Overhead Door Corporation.
- Ground meat flavor held months 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. KK86388. SEE Ball Brothers Company.
- Home-canning ideas by Lucina Ball. SEE Ball Brothers Company.
- Home-canning tips, by Lucina Ball. SEE Ball Brothers Company, inc.
- An idea developed here, revolutionized the door business. KK8404. SEE Overhead Door Corporation.
- It floats on 20 points of strength. KK85002. SEE Overhead Door Corporation.
- The man is wise who specifies the Overhead Door for garage, factory, warehouse. KK84543. SEE Overhead Door Corporation.
- The most beautiful garage door, and the best engineered. KK86789. SEE Overhead Door Corporation.
- New Ball jelly glasses with colorful lids. KK86547. SEE Ball Brothers Company of California, inc.
- Now, new low down payments, monthly payments less than rent. KK81342. SEE National Homes Corporation.
- Open your door electrically without leaving your car. KK85003. SEE Overhead Door Corporation.
- The Overhead Door. KK84995. SEE Overhead Door Corporation.
- The perfect door for that extra room. KK85788. SEE Overhead Door Corporation.
- Presenting the Monterey by National Homes. KK82749. SEE National Homes Corporation.
- So easy to open. KK85486. SEE Overhead Door Corporation.
- The strongest garage door built today, the Overhead Door. KK85485. 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? KK81861. SEE National Homes Corporation.
- Wrong move. SEE North American Van Lines, inc.
- You're wise to choose the Overhead Door. KK84851. SEE Overhead Door Corporation.
- ARCADIA PRESS ©.**
Samples of embossed seals. Sheet. Appl. author: David Rosen. © 17Dec52; KK80905.
- ARCADY FARMS MILLING COMPANY ©.**
Big things are always happening to feeders who use Arcady feeds. (Livestock feeds) Pamphlet. Appl. author: Biddle Co. © 15Sep52; KK81832.

ARCADY FARMS MILLING COMPANY © Cont'd.

Five point broiler program. Arcady. (Poultry feeds) Folder. Appl. author: Biddle Co. © 3Nov52; KK81834.

Here's a hog family that went from runts to ripsnorters on Arcady Hog Boost'r. Folder. Appl. author: Biddle Co. © 1Jul52; KK80777.

New. Arcady Sow 'N Litter pellets. (Hog feed) Folder. Appl. author: Biddle Co. © 1Mar53; KK83986.

New feeding ideas. Jan.-Feb. 1953. (Poultry feed) Card. Appl. author: Biddle Co. © 15Feb53; KK82965.

Poultry Boost'r, a recuperative feed for all poultry perks up low egg producers, turns slow growers into top profit birds. Folder. Appl. author: Biddle Co. © 1Oct52; KK80778.

A practical 5 point dairy program. Arcady. (Livestock feeds) Folder. Appl. author: Biddle Co. © 3Nov52; KK81833.

There are so many different kinds of feed. How do I know which to choose? Arcady. (Poultry and livestock feeds) Pamphlet. Appl. author: Biddle Co. © 15Dec52; KK81831.

ARCHER-HOYNE FEDERAL SAVINGS AND LOAN ASSOCIATION OF CHICAGO.

Guide to loan procedure. 14 p. Appl. author: Henry J. Wolske. © Archer-Hoyne Federal Savings & Loan Assn.; 5Apr53; KK85917.

ARDALT, INC. ©.

Lenwile China. Lacquer Kutani. (China trays and boxes) Sheet. Appl. author: Leon A. Arditti. © 15Jan53; KK81983.

Lenwile China. Precious darlin's. (China figurines) Sheet. Appl. author: Leon A. Arditti. © 15Jan53 (in notice: 1952); KK81984.

Lenwile China. Sweetiee. (China figurines) Sheet. Appl. author: Leon A. Arditti. © 10Jan53; KK81982.

Lenwile China. Traditional. (China figurines, trays, compotes, bowls and candle holders) Sheet. Appl. author: Leon A. Arditti. © 10Jan53; KK81981.

Lenwile China. Verithin eggshell, the thinnest china made. (China figurines) Sheet. Appl. author: Leon A. Arditti. © 1Feb53; KK81985.

Rio di pinto. (China trays, compotes, and candlestick holders) Sheet. Appl. author: Leon A. Arditti. © 1Feb53; KK81986.

ARDITTI, LEON A. SEE Ardalt, inc.

ARENA (V.) AND SONS, INC. ©.

Conte Luna, fancy macaroni products. Which twin has the twins? Gemelli twins. Net weight 1 pound. Label. © 8Apr53; KK85192.

ARGUS CAMERAS, INC. ©.

America's most distinguished 35 mm camera, Argus C-four. Adv. from Modern photography, May 1952, p. 3 of cover. Appl. author: Young & Rubicam, inc. © 10Apr52; KK81609.

America's most distinguished 35 mm camera, Argus C-four. Adv. from P.S.A. journal, July 1952. Appl. author: Young & Rubicam, inc. © 25Jun52; KK81615.

Bring this year's vacation back home. Record every fun-filled moment with an Argus 75, world's easiest camera to use. Adv. from New York times magazine, June 22, 1952, p. 17. Appl. author: Young & Rubicam, inc. © 22Jun52; KK81614.

Cameras, cameras, cameras, that say merry merry Christmas. Argus, the world's largest manufacturer of 35 mm cameras. Adv. from the Saturday evening post, Dec. 1, 1951. Appl. author: Young & Rubicam, inc. © 28Nov51; KK82986.

Can you keep it wrapped 'til Christmas? Argus 75, world's easiest camera to use. Adv. from New York journal American (American weekly), Dec. 7, 1952, p. 19. Appl. author: Young & Rubicam, inc. © 7Dec52; KK83587.

Check the high-priced features in the low-priced Argus 75. Brilliant, extra-large viewfinder ... Adv. from Cleveland plain dealer, July 13, 1952, p. 4. Appl. author: Young & Rubicam, inc. © 13Jul52; KK81617.

Complete your Christmas shopping here. Argus 75, world's easiest camera to use. Adv. from Chicago Sunday tribune, Dec. 21, 1952, p. 2. Appl. author: Young & Rubicam, inc. © 21Dec52; KK83585.

Easy to own, to use. Argus 75. It's the world's easiest camera to use. Adv. from Cleveland plain dealer, Sept. 14, 1952, p. 24. Appl. author: Young & Rubicam, inc. © 14Sep52; KK81618.

For Christmas, Argus C-four, America's most distinguished 35 mm camera. Adv. from U. S. camera, Dec. 1952, p. 2 of cover. Appl. author: Young & Rubicam, inc. © 10Nov52; KK83583.

Here's the one for the money. More people buy the Argus C3 than any other 35 mm camera. Adv. from the Saturday evening post, July 12, 1952, p. 110. Appl. author: Young & Rubicam, inc. © 9Jul52; KK81616.

How to make a reputation as a photographer, or a gift giver. Argus, the world's largest manufacturer of 35 mm cameras. Adv. from the Saturday evening post, Nov. 15, 1952, p. 67. Appl. author: Young & Rubicam, inc. © 12Nov52; KK83582.

How to make a reputation as a photographer, or a gift giver. Choose the Argus C3, world's most popular 35 mm camera. Adv. from Life, Apr. 14, 1952, p. 24. Appl. author: Young & Rubicam, inc. © 11Apr52; KK81610.

How to make your negatives a positive success. The secret is Argus 75, world's easiest camera to use. Another hit, with beginners and experts alike, Argus 40. Adv. from Milwaukee journal, Apr. 6, 1952, p. 24. Appl. author: Young & Rubicam, inc. © 6Apr52; KK81608.

How to please a photographer (in two easy lessons) 1. Get him an Argus C3, world's most popular 35 mm camera. 2. Get him an Argus 200 watt blower-cooled projector. Adv. from the Saturday evening post, Sept. 20, 1952, p. 68. Appl. author: Young & Rubicam, inc. © 17Sep52; KK81619.

How to start a hobby on Christmas day. Argus C3. Enjoy expensive camera versatility this low-cost Argus way. Adv. from Collier's, Dec. 13, 1952, p. 63. Appl.

author: Young and Rubicam, inc. © 5Dec52; KK83584.

An ideal Christmas gift. The world's easiest camera to use. Argus, the world's largest manufacturer of 35 mm. cameras. Adv. from Detroit news, Dec. 2, 1951, p. 16. Appl. author: Young & Rubicam, inc. © 2Dec51; KK82987.

It's his, it's hers, it's an Argus C3, for grand color pictures. (Cameras) Adv. from the Saturday evening post, Oct. 11, 1952. Appl. author: Young & Rubicam, inc. © 8Oct52; KK81620.

Let these stars be your guide to good pictures. Argus 75 ... (Cameras) Adv. from Detroit news, Oct. 12, 1952, p. 32. Appl. author: Young & Rubicam, inc. © 12Oct52; KK81621.

More people buy the Argus C3 than any other 35 mm camera. Adv. from the Saturday evening post, Apr. 5, 1952. Appl. author: Young & Rubicam, inc. © 2Apr52; KK81607.

Most likely to please on Christmas. Argus, world's largest manufacturer of 35 mm cameras. Adv. from Photo fun, winter 1952, p. 2. Appl. author: Young and Rubicam, inc. © 1Nov52; KK84477.

Say merry Christmas with an Argus. Argus, world's largest manufacturers of 35 mm cameras. Adv. from Life, Dec. 1, 1952, p. 96. Appl. author: Young and Rubicam, inc. © 28Nov52; KK83588.

Two answers to what shall I give him, her? Argus, world's easiest camera to use. Adv. from Seattle times, Nov. 30, 1952, p. 27. Appl. author: Young & Rubicam, inc. © 30Nov52; KK82988.

Welcome addition to any family, Argus 75. Mom, Dad, even the kids, can take good pictures right from the start ... (Camera) Adv. from Cleveland plain dealer, June 1, 1952, p. 18. Appl. author: Young & Rubicam, inc. © 1Jun52; KK81612.

What more could you want? Here's the camera that outsells every other 35 mm in the world, Argus C3. Adv. from Look, June 17, 1952, p. 109. Appl. author: Young & Rubicam, inc. © 3Jun52; KK81613.

When you give this to someone who has this, it's like giving a new camera, one that would cost hundreds of dollars. Argus, world's largest manufacturer of 35 mm cameras. Adv. from U. S. camera, Dec. 1952, p. 32. Appl. author: Young and Rubicam, inc. © 10Nov52; KK83586.

Your most prized pictures start right here on this page with the Argus 75, world's easiest camera to use. Adv. from New Orleans times picayune, May 11, 1952, p. 21. Appl. author: Young & Rubicam, inc. © 11May52; KK81611.

ARIZONA BREWING COMPANY, INC. ©.

First prize at the 1952 international beer competition. Once again, the world's leading beer experts choose A-1 Pilsner. (Beer) Adv. from Daily Citizen, Tucson, Ariz., Nov. 4, 1952, p. 20. Appl. author: Advertising Counselors of Arizona. © 4Nov52; KK81004.

For the third consecutive year A-1 Pilsner wins international fame. (Beer) Adv. from the Daily citizen, Tucson, Ariz., Nov. 25, 1952, p. 26. Appl. author: Advertising Counselors of Arizona. © 25Nov52; KK81007.

Judged the finest by the world's beer experts. Once again, the world's leading beer experts choose A-1 Pilsner. (Beer) Adv. from Daily citizen, Tucson, Ariz., Oct. 21, 1952, p. 22. Appl. author: Advertising Counselors of Arizona. © 21Oct52; KK81010.

Judged the finest by the world's beer experts. Once again, the world's leading beer experts choose A-1 Pilsner. (Beer) Adv. from the Phoenix gazette, Phoenix, Ariz., Dec. 2, 1952, p. 17. Appl. author: Advertising Counselors of Arizona. © 2Dec52; KK81008.

1950, 1951, 1952 - once again, the highest international recognition. ... the world's leading beer experts choose A-1 Pilsner. (Beer) Adv. from the Daily citizen, Tucson, Ariz., Nov. 11, 1952, p. 20. Appl. author: Advertising Counselors of Arizona. © 11Nov52; KK81005.

The world's beer experts award first prize to A-1 Pilsner beer. Adv. from Daily citizen, Tucson, Ariz., Oct. 28, 1952, p. 22. Appl. author: Advertising Counselors of Arizona. © 28Oct52; KK81003.

The world's beer experts award first prize to A-1 Pilsner beer. Adv. from the Daily citizen, Tucson, Ariz., Nov. 18, 1952, p. 22. Appl. author: Advertising Counselors of Arizona. © 18Nov52; KK81006.

ARLENGE LABORATORIES ©.

Ant-1-ant kills ants, roaches and waterbugs. 8 fl. oz. Label. © 3Mar53; KK83092.

Modern roach Kontrol kills roaches & ants. Net contents 8 fl. ozs. Label. © 10Dec51; KK81396.

Modern Silver Dip cleans sterling or silverplate in a few seconds. 8 fl. ozs. Label. © 14Oct52; KK83093.

ARMOUR AND COMPANY ©.

Aren't you glad you use Dial soap? Dial soap stops odor before it starts. Teen-age party scene; bar of Dial soap in color and girl shampooing her hair. Adv. from Puck, the comic weekly (Chicago American) May 24, 1953, p. 5. Appl. author: Catherine M. Haynie. © 24May53; KK86109.

Aren't you glad you use Dial soap? Main illustration shows piano scene. Second illustration shows bar of Dial soap in color and drawing of girl shampooing hair. Adv. from Puck, the comic weekly, Mar. 15, 1953, p. 2. Appl. author: Catherine M. Haynie. © 15Mar53; KK83716.

Armids help solve new product development problems. Armour's fractionated coconut oil fatty acids now even higher in purity. [Man applying lotion] (Chemicals) Adv. from Chemical and engineering news, Feb. 2, 1953, p. 468-469. Appl. author: Earle Ludgin, Jr. © 2Feb53; KK82491.

Available now in tank car quantities, for immediate shipment anywhere, Armour's fractionally distilled high purity capric acid. [Line drawings of arrows with tank cars in center] (Chemicals) Adv. from Oil, paint & drug reporter, Feb. 9, 1953, p. 26. Appl. author: Earle Ludgin, Jr. © 9Feb53; KK82680.

Economical emulsions for many fields possible with Armour's emulsifiers, by Dr. M. R. McCorkle. [Coupon for samples & literature] (Chemicals) Adv. from Chemical and engineering news, Mar. 2, 1953, p. 884-885. Appl. author: Earle Ludgin, Jr. © 2Mar53; KK83713.

Many new product developments indicated by new work on fatty amines. [Line drawing of chemical reactions] (Chemicals) Adv. from Chemical processing, Apr. 1953, p. 40-41. Appl. author: Earle Ludgin, Jr. © 15Apr53; KK85556.

New products and profits with Armour chemicals. Armour emulsifiers mix oil and water to make profits. Drawing of mother and child; showing of men weatherproofing a road in the rain. Adv. from Chemical week, Mar. 21, 1953, p. 20-21. Appl. author: Earle Ludgin, Jr. © 21Mar53; KK83985.

New products and profits with Armour chemicals. [Man shaving. Men examining coating on glassware] Adv. from Chemical week magazine, Feb. 21, 1953, p. 26-27. Appl. author: Earle Ludgin, Jr. © 21Feb53; KK82809.

Oil-wetting characteristics lead to new water-repellent applications for surface-active amines. Two-page spread. Lower right shows coupon for samples and literature (Chemicals) Adv. from Chemical processing, May 1953, p. 36. Appl. author: Earle Ludgin, Jr. © 15May53; KK85705.

Six weeks of high temperatures prove Armour oleic acids are really stable. Two batches of sodium soap. Armour Chemical Division seal. (Chemicals) Adv. from American dyestuff reporter, Feb. 2, 1953, p. 6. Appl. author: Earle Ludgin, Jr. © 2Feb53; KK82302.

ARMSTRONG CORK COMPANY ©.

Quaker floor and wall coverings, 1953. 96 p. © 14Jan53; KK81666.

Quaker rugs made with exclusive K-99 enamel. Poster. © 12Jan53; KK81180.

Spring 1953 color line; Armstrong's asphalt tile, the low-cost floor with the luxury look. Folder. © 5Jan53; KK80925.

ARNDT (JOHN FALKNER) AND COMPANY, INC.

Titeflex, helically-wound flexible metal tubing. KK85350. SEE Titeflex, inc.

Value, variety, versatility, yours in Travis Court by Drexel. KK84450. SEE Drexel Furniture Company.

ARNOLD, ROBERTSON T.

The little drops that saved a life. This battery ... KK86729. SEE Arnold Printing and Label Company.

ARNOLD BAKERS, INC. ©.

Arnold butter rolls, enriched. Net wt. 3 1/2 ozs. (Bread rolls) Label. © 20Jan53; KK81860.

Arnold crusty egg rolls. (Bread) Label. © 9Mar53; KK83183.

Holiday cookies. Net weight 7 oz. Label. © 17Nov52; KK80888.

ARNOLD 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 Sav-A-Battery filler caps on the battery. Sheet. Appl. author: Robertson T. Arnold. © 24Apr53; KK86729.

ARTCO COMPANY.

Smoothie, the high reaching broom duster slips over any house broom. Label. © Catherine E. Thompson, d.b.a. Artco Co.; 3Feb53; KK82386.

ARTILITY METAL PRODUCTS, INC. ©.

Artility metal office chairs; posture group, supervisory and clerical models. (Metal office chairs) Folder. Appl. author: Juhl Advertising Agency. © 10Oct52; KK80806.

Contemporary executive, supervisory, and side chairs. (Metal office chairs) Folder. Appl. author: Juhl Advertising Agency. © 10Oct52; KK80805.

Modern suite, executive, supervisory, and side chairs. Folder. Appl. author: Juhl Advertising Agency. © 10Oct52; KK80804.

ASHAWAY LINE AND TWINE MANUFACTURING COMPANY ©.

Ashaway sportsman 1953. (Fishing tackle) 38 p. Appl. author: Kelly Nason, Inc. © 6Jan53; KK81071.

ASHE (WALTER) RADIO COMPANY ©.

[Radio parts catalog] 160 p. Appl. author: Orville H. Kettler. © 17Oct52; KK80919.

ASSOCIATED ADVERTISERS ©.

Goldin Furriers, Inc. ... Going out of business ... Fur bargains galore ... Selling out to the bare walls ... Adv. from Long Island Sunday press, Jan. 18, 1953, p. 30. Appl. author: Harry Uswald. © 18Jan53; KK81795.

Penny Wise 101-112. [Presented by Karl's Supermarket] (Food advertising) Sheet. © Peter Van Thien, sole owner of Associated Advertisers; 9Jul52; KK81719.

ASSOCIATED SPRING CORPORATION. BARNES-GIBSON-RAYMOND DIVISION ©.

BGR die springs. Folder. Appl. author: Frank P. Zimmerli. © 1May53; KK85311.

ATHERTON, ALFRED A.

Boysen paint goes on easier. KK83668. SEE Boysen (Walter N.) Company.

ATLANTIC-PACIFIC MANUFACTURING CORPORATION ©.

Cruise along with APCO 1953. (Life preservers and water equipment) Folder. Appl. author: Clarence M. Skoldberg. © 9Jan53; KK81167.

ATLAS SUPPLY COMPANY ©.

Here's when to expect frost. Lines on map show when first killing frost is likely to hit your area. Be prepared for the first cold weather. 1. Check your battery now ... 2. Get Atlas Perma-Guard anti-freeze ... Adv. from Country gentleman, Oct. 1952, p. 16-17. Appl. author: McCann Erickson. © 24Sep52; KK81889.

I have 75,000 children, says Mildred Martin, of Pineville, Ky. Atlas tires, batteries, accessories. Adv. from the Saturday evening post, Mar. 28, 1953. Appl. author: McCann-Erickson, inc. © 25Mar53; KK86296.

It's a long way down on Tioga Pass, says R. H. Gade, of Sacramento, Calif. Atlas Tires, batteries, accessories. Adv. from the Saturday evening post, Apr. 25, 1953. Appl. author: McCann-Erickson, inc. © 21Apr53; KK86297.

One fill protects all winter long. Get Atlas Perma-Guard anti-freeze now. Adv. from the Saturday evening post, Nov. 1, 1952, p. 77.

ATLAS SUPPLY COMPANY ©. Cont'd.
Appl. author: McCann-Erickson.
© 29Oct52; KK82396.

There's a honey of a deal waiting for you at your Atlas tire trading bee. Adv. from the Saturday evening post, May 9, 1953. Appl. author: McCann-Erickson, inc. © 6May53; KK86298.

We clocked him at 80, says chief Ray Brink. Atlas tires, batteries, accessories. Adv. from Farm Journal, Feb. 1953. Appl. author: McCann-Erickson, inc. © 19Jan53; KK84709.

ATTERMEYER, ALBERT ©.
Life-Tex permanent. There is no problem hair with Life-Tex. Adv. © 6Jan53; KK81558.

Mr. Albert presents his new Taper Cut. Taper Cut is smart and versatile ... (Haircut and permanent wave) Adv. © 21Apr53; KK85132.

ATWELL, J. W. ©.
Payrobot payroll computer. Label. © 10Mar53; KK83246.

AUDIO CONTROLS CORPORATION ©.
Simple, step by step instructions. How to attach Blab-Off to your television set. (Remote control TV sound switch) Folder. © 19Mar53; KK83376.

Why be a captive audience to annoying TV commercials? It had to come, Blab-Off, the amazing new device that permits TV without commercials. (Remote control TV sound switch) Adv. from the Saturday review, Mar. 28, 1953, p. 5. © 25Mar53; KK83633.

AUDUBON WIRE CLOTH CORPORATION ©.
S P D Audubon metalwove belts. Positive drive conveyor belts. 6 p. Folder 65. © 23Jun53; KK86721.

AUGSTEIN (S.) AND COMPANY, INC.
Sacony values baffle experts. KK82219. SEE Sacony.

AUTOMATIC CANTEEN COMPANY OF AMERICA ©.
Between-meal nourishment automatically vended by candy-gum-nut-cookie Canteens. Folder. Appl. author: Richard A. Burleigh. © 5May53; KK86930.

Blueprint for automatic vending service. Canteen. Folder. Appl. author: Richard A. Burleigh. © 5May53; KK86932.

Canteen service. (Vending machines) Folder. Appl. author: Richard A. Burleigh. © 5May53; KK86931.

Cigarettes? Automatically vended from Canteens. Folder. Appl. author: Richard A. Burleigh. © 5May53; KK86933.

Complete steam generation for industry; equipment, installation, service. (Steam generation equipment) Pamphlet. Appl. author: Harry K. Clark. © 10Apr52; KK80864.

AUTOMOTIVE SAFETY DEVICE COMPANY.
Danger strikes at night. Don't take chances. You can prevent personal injury and property damage with the Becker safety after sunset Kar-Flare. Scotchlite brand reflective sheeting. Sheet. Appl. author: Albert William Becker. © The Automotive Safety Device Co.; 12Dec52 (in notice: 1953); KK84736.

Danger strikes at night. Don't take chances. You can prevent personal injury and property damage with the Becker safety after sunset Kar-Flare. Scotchlite brand reflective sheeting. Sheet. Appl. author: Albert William Becker. © The Automotive Safety Device Co.; 23Apr53; KK86009.

Safety after sunset reflector. Scotchlite. Card. Appl. author: Albert William Becker. © The Automotive Safety Device Co.; 15May53; KK85437.

AVALON MANUFACTURING CORPORATION ©.
Art Master paint by numbers; oil painting set complete with all materials, ready to paint. 2179. (Toy) Label. Appl. author: Morton R. Berman. © 18May53; KK85506.

Tole-Art paint-a-tray by numbers. 2279. (Toy) Label. Appl. author: Morton R. Berman. © 18May53; KK85505.

AVCO MANUFACTURING CORPORATION.
CROSLLEY DIVISION ©.
Crosley radio service information. Appl. author: Walter F. Henize. Mar. 1953. Bull. no. 453. © 13Mar53 (in notice: 1951); KK84300.

Mar. 1953. Bull. no. 454. © 10Apr53; KK85023.

Mar. 1953. Bull. no. 455. © 31Mar53; KK85148.

Apr. 1953. Bull. no. 456. © 2Apr53; KK85149.

Apr. 1953. Bull. no. 457. © 30Mar53; KK86257.

Crosley television service information. Appl. author: Walter F. Henize. Nov. 1952. Bull. no. 452. © 26Nov52; KK80975.

Dec. 1952. Bull. no. 445. © 8Dec52; KK80976.

1953 Crosley upright freezer service manual. Model UEF-13. 15 p. Appl. author: Walter F. Henize. © 30Apr53; KK86371.

1953 electric range service manual. 23 p. [No.] 453 SD. Appl. author: Walter F. Henize. © 13May53; KK86256.

1953 electric refrigerator service manual. 13 p. Appl. author: Walter F. Henize. © 8Dec52; KK81646.

1953 freezer service manual. 441SD. 15 p. Appl. author: Walter F. Henize. © 24Apr53; KK85905.

AVES (WESLEY) AND ASSOCIATES, INC.
Floors with the strength of Paul Bunyan. KK82765. SEE Robbins Flooring Company.

AVON COSMETICS ©.
Avon creams leave your skin so lovely. Coleen Gray. Avon cosmetics. Adv. from Good housekeeping, Sept. 1952, p. 137. Appl. author: Monroe F. Dreher, inc. © 15Aug52; KK80714.

Choose early. Avon gifts, your perfect choice for all. Avon cosmetics. Adv. from Life, Oct. 13, 1952, p. 104. Appl. author: Monroe F. Dreher, inc. © 9Oct52; KK80713.

Choosing gifts is so convenient the Avon way, Loretta Young. Avon cosmetics. Adv. from Good housekeeping, Nov. 1952, p. 125. Appl. author: Monroe F. Dreher, inc. © 15Oct52; KK80715.

Gifts, beautiful way to say: Merry Christmas, everyone. Avon cosmetics. Adv. from Woman's home companion, Dec. 1952, p. 113. Appl. author: Monroe F. Dreher, inc. © 25Nov52; KK80712.

I bring beauty wherever I go. (Cosmetics) Adv. from Good housekeeping, Feb. 1953, p. 127. © Avon Cosmetics; 15Jan53; KK85452.

Only Avon brings these fine cosmetics to you in your home. Adv. from Ladies' home journal, Mar. 1953, p. 26 & 27. Appl. author: Monroe F. Dreher, inc. © 25Feb53; KK85450.

Only Avon brings this color magic to you in your home. Adv. from Good housekeeping, Apr. 1953, p. 132 & 133. Appl. author: Monroe F. Dreher, inc. © 25Mar53; KK85451.

Wide women follow the stars. Avon cosmetics. Adv. from Good housekeeping, Oct. 1952, p. 137. Appl. author: Monroe F. Dreher, inc. © 15Sep52; KK80716.

AVON PRODUCTS, INC. ©.
From coast to coast, famous brands of fine cosmetics turn to Avon for manufacture and packaging. Adv. from American perfumer and essential oil review, Mar. 1953, p. 228. Appl. author: Monroe F. Dreher, inc. © 15Mar53; KK86846.

It pays to go by the book. (Cosmetics) Adv. from American perfumer and essential oil review. Appl. author: Monroe F. Dreher, inc. © 10Mar53; KK86845.

AVRIL, ARTHUR C.
Do it yourself with Sakrete pre-mixed concrete & mortar in a bag. KK84557. SEE Sakrete, inc.

AYER, HARRIET HUBBARD ©.
Make light of your shadows with Ayer Magic. A completely new cosmetic that helps you create ... Adv. from Charm, May 1952, p. 38. Appl. author: Ellington & Co., inc. © 22Apr52; KK82772.

AYER (N. W.) AND SON, INC.
Be your own decorator with Cannon's go-together colors. KK85549. SEE Cannon Mills, inc.

Did he praise your coffee this morning? KK86024. SEE Hills Brothers Coffee, inc.

Does he rave about mother's coffee? KK86034. SEE Hills Brothers Coffee, inc.

Does he rise and shine for your coffee? SEE Hills Brothers Coffee, inc.

Does your coffee cure his morning grouch? KK86027. SEE Hills Brothers Coffee, inc.

Does your coffee get the cold shoulder? KK86031. SEE Hills Brothers Coffee, inc.

Has his love for your coffee cooled? KK86028. SEE Hills Brothers Coffee, inc.

Is your coffee the life of the party? KK86033. SEE Hills Brothers Coffee, inc.

Make friends with Hills Bros. friendlier flavor. SEE Hills Brothers Coffee, inc.

Treat yourself to the finest. SEE Hills Brothers Coffee, inc.

What do they say about your coffee? KK86029. SEE Hills Brothers Coffee, inc.

Why didn't he take a second cup? SEE Hills Brothers Coffee, inc.

B

B AND H MANUFACTURING COMPANY.

The original Pateco. B. H. (Toys) Label. Appl. author: William C. Biggers. © The B & H Manufacturing Co.; 1Nov52; KK83542.

B S F AND D.

Be your own landlord. KK81571. SEE Mullins Manufacturing Corporation.

Dream kitchens priced to enjoy now. SEE Mullins Manufacturing Corporation.

Get this book now. KK80785. SEE Mullins Manufacturing Corporation.

Gift of her dreams, a new dream kitchen. SEE Mullins Manufacturing Corporation.

Hints for the care and use of cabinet sinks ... KK80779. SEE Mullins Manufacturing Corporation.

The home you've always wanted, dream kitchen and all. SEE Mullins Manufacturing Corporation.

House selling hints. KK82301. SEE Mullins Manufacturing Corporation.

Hudson for '53. KK80963. SEE Hudson Motor Car Company.

El Hudson Super Jet. KK82759. SEE Hudson Motor Car Company.

Kitchen luxury you can afford. SEE Mullins Manufacturing Corporation.

Let me be your garbage man. KK84321. SEE Mullins Manufacturing Corporation.

The new Hudson Jet would not be possible without exclusive step-down design. KK80964. SEE Hudson Motor Car Company.

Now \$100.00 for your old sink when you purchase your Youngstown Kitchens 48" Jet-Tower dishwasher. KK82758. SEE Mullins Manufacturing Corporation.

O Hudson Super Jet. KK82760. SEE Hudson Motor Car Company.

Performance, durability and economy never before offered in the low-price field. KK80965. SEE Hudson Motor Car Company.

Presenting a new kind of car, the wonderful Hudson Jet. KK84322. SEE Hudson Motor Car Company.

See the latest advances in colorful dream kitchens. SEE Mullins Manufacturing Corporation.

Your dream kitchen costs less than you'd think. KK80782. SEE Mullins Manufacturing Company.

BABB, GORDON A., d.b.a. ACE PRODUCTS. SEE Ace Products.

BABEE-TENDA CORPORATION.

Safe and sound. Out of sight, but out of danger in the tumbleproof Babee-Tenda. (Infant furniture) Adv. Appl. author: Cora Geiger Newald. © The Babee-Tenda Corp.; 1Jan53; KK82138.

BACARDI IMPORTS, INC. ©

A Bacardi cocktail has less calories than 2 slices of pineapple. Drink low calorie Bacardi. (Rum) Adv. from N. Y. world telegram & sun. Appl. author: Brooke, Smith, French & Dorrance, inc. © 5Feb53; KK81991.

A Bacardi highball has less calories than one egg. All alcoholic beverages have caloric energy but Bacardi ... (Rum) Adv. from New York world telegram & sun. Appl. author: Brooke, Smith, French & Dorrance, inc. © 13Feb53; KK82288.

A Bacardi old-fashioned has less calories than half a grapefruit. (Rum) Adv. from New York world telegram, Jan. 29, 1953. Appl. author: Brooke, Smith, French & Dorrance, inc. © 29Jan53; KK81803.

BACHARACH INDUSTRIAL INSTRUMENT COMPANY ©.

Bacharach Cummins fuel pump test stand, model YDK. Leaflet 659. Sheet. © 2Jun53; KK86448.

Bacharach Diesel testers and service tools. Leaflet 657. Sheet. © 27Jan53; KK81905.

Bacharach fuel injection pump calibrating stand; model YFK double end drive. Sheet. © 31Dec52; KK81792.

Bacharach type 2-CP engine indicator. Bulletin 293. Folder. © 5Jun53; KK86466.

Flue gas dial thermometer. Leaflet 819. Sheet. © 29Dec52 (in notice: 1953); KK81163.

Instructions for Bacharach connector for 201-A unit injectors. 6-IC-53. Sheet. © 17Jun53; KK86808.

Instructions for operation and maintenance. Bacharach nozzle tester, model YQK. 6-1A-53. 4 p. © 24Jun53; KK86810.

Instructions for operation and maintenance. Bacharach nozzle tester, model YRK. 6-1B-53. 4 p. © 24Jun53; KK86809.

Instructions for operation and maintenance. Bacharach test fixture, model YSK. EMD-567 series and 201-A unit injectors. 6-I-53. 4 p. © 24Jun53; KK86811.

BAILES (GEO. W.) LABORATORIES ©.

Kil-Mo rat and mouse killer. Contains Warfarin. (Rodent exterminator) Label. © 11Apr53; KK84397.

BAILEY, JOSEPH W. ©.

Jobie the Monk. Make him at home. (Novelty toy sewing kit) Folder. © 8Apr53; KK83999.

BAILEY, GREEN AND ELGER, INC. ©.

B. G. E. Originales herald the coronation. The royal family of your button counter. Adv. from Notion & novelty review, Mar. 1953, p. 2. Appl. author: Monroe F. Dreher, inc. © 25Feb53; KK84628.

B. G. E. Originales. Sparkling bright, sparkling new these jewel button beauties ... Adv. from Notion & novelty review, Nov. 1952, p. 2. Appl. author: Monroe F. Dreher, inc. © 20Oct52; KK80710.

The bright gleam of metal, with the soft glow of pearl, in new B. G. E. Originales. Buttons, buckles. Adv. from Notion & novelty review, Jan. 1953, p. 2. Appl. author: Monroe F. Dreher, inc. © 25Dec52; KK84630.

Buckles by B. G. E. for the new fall cinch-belts. B. G. E. Originales. Adv. from Notion & novelty review, Oct. 1952, p. 2. Appl. author: Monroe F. Dreher, inc. © 20Sep52; KK80709.

Button dramatics. B. G. E. Originales accents new-season costumes ... Buttons, buckles. Adv. from Vogue, Mar. 1, 1953, p. 181. Appl. author: Monroe F. Dreher, inc. © 1Mar53; KK84632.

Button dramatics. B. G. E. Originales of European jet ... Buttons, buckles. Adv. from Vogue, Mar. 1, 1953, p. 180. Appl. author: Monroe F. Dreher, inc. © 1Mar53; KK84631.

Coronation colors dominate this B. G. E. metal and enamel button from the coronation group. B. G. E. Originales. Adv. from Simplicity, summer 1953, p. 61. Appl. author: Monroe F. Dreher, inc. © 15Apr53; KK84637.

Coronation colors inspired this B. G. E. button of exquisite filigree with heraldic motif. B. G. E. Originales. Adv. from Simplicity, summer 1953, p. 60. Appl. author: Monroe F. Dreher, inc. © 15Apr53; KK84638.

Focal-point buttons are important as accessories on your costumes. B. G. E. Originales. Adv. from Vogue, Mar. 15, 1953, p. 144. Appl. author: Monroe F. Dreher, inc. © 1Mar53; KK84633.

Focal-point buttons. B. G. E. Originales plastic with a light-hearted air ... Adv. from Vogue, Mar. 15, 1953, p. 145. Appl. author: Monroe F. Dreher, inc. © 1Mar53; KK84640.

Fruit buttons imaginatively designed B. G. E. Originales. As featured in the April issue of Harper's bazaar. Buttons, buckles. Adv. from Notion & novelty review, Apr. 1953, p. 2. Appl. author: Monroe F. Dreher, inc. © 25Mar53; KK84627.

Fruit buttons imaginatively designed B. G. E. Originales. They're sure to be conversation pieces wherever they go. Buttons, buckles. Adv. from Harper's bazaar, Apr. 1953, p. 215. Appl. author: Monroe F. Dreher, inc. © 1Apr53; KK84641.

Help yourself to fruit button business this Easter. New B. G. E. Originales. Buttons, buckles. Adv. from Notion & novelty review, Feb. 1953, p. 2. Appl. author: Monroe F. Dreher, inc. © 25Jan53; KK84629.

Imagination in plastic. B. G. E. buttons in an asymmetric design ... B. G. E. Originales. Adv. from Modern miss, summer 1953, p. 49. Appl. author: Monroe F. Dreher, inc. © 15Mar53; KK84639.

Imagination in plastic. Distinctive combination with metal in a B. G. E. button of light-hearted airs and feather weight. B. G. E. Originales. Adv. from Modern miss, summer 1953, p. 48. Appl. author: Monroe F. Dreher, inc. © 15Mar53; KK84636.

Imported jet button. B. G. E. button, skillfully faceted in true European fashion, for a look of cut-glass artistry. Adv. from McCall's pattern book, summer 1953, p. 15. Appl. author: Monroe F. Dreher, inc. © 10Mar53; KK84635.

Imported jet button, with distinguished leaf motif in swirled effect. B. G. E. Originales. Adv. from McCall's pattern book, summer, 1953, p. 14. Appl. author: Monroe F. Dreher, inc. © 10Mar53; KK84634.

Season's greetings from Bailey, Green & Elger, inc. B. G. E. Originales. (Buttons) Adv. from Notion & novelty review, Dec. 1952, p. 2. Appl. author: Monroe F. Dreher, inc. © 20Nov52; KK80711.

The three-dimensional look in new fall metallics. B. G. E. Originales. (Buttons) Adv. from Notion & novelty review, Sept. 1952, p. 2. Appl. author: Monroe F. Dreher, inc. © 20Aug52; KK80708.

BAKE-KRAFT SPECIALTIES.

Better bake Chefs confection roll. Long lasting coffee and dessert that lasts for weeks. Minimum net weight 11 ozs. (Pastry) Label. © A. J. Tankersley, Ben Coffey & C. O. Sparkman, d.b.a. Bake-Kraft Specialties; 12Jan53; KK81322.

BAKEN-ETS, INC. ©.

Baken-ets brand. Fried bacon rinds. Net weight 2 3/4 oz. Label. © 4Apr52; KK82387.

BAKER, FRED W.

Harris Impressions. SEE Harris-Seybold Company.

BAKER, LYNN.

Day and night your magnetic hand reveals your personality. KK83060. SEE Lorr Laboratories.

BAKER (LYNN) INC.

The cool of a Scottish loch ... KK85463. SEE Chivas Brothers Import Corporation.
Energy, Puss 'n Boots adds the plus. KK81157. SEE Quaker Oats Company. Coast Fisheries Division.
This mother loves her Puss 'n Boots. KK86489. SEE Quaker Oats Company. Coast Fisheries Division.
Watching over her kittens takes time and patience ... KK86041. SEE Quaker Oats Company. Coast Fisheries Division.

BAKER, R. PAUL.

Bind-a-book. Complete book-binding instruction booklet, with materials. 28 easy-to-follow illustrations. (Rebinding kit) Label. © R. Paul Baker & Ernest N. Marshall; 2Mar53; KK83437.

BAKER, WILLIAM MERROW.

Merrow shirring & overseaming machine. KK84571. SEE Merrow Machine Company.

BALL BROTHERS COMPANY ©.

All canning lids are not alike. Ball dome lids ... Adv. from Household, June, 1953, p. 39. Appl. author: Applegate Advertising Agency. © 20May53; KK85482.
All canning lids are not alike. Ball dome lids. Adv. from Record news, Wichita Falls, Tex., May 14, 1953, p. 8. Appl. author: Applegate Advertising Agency. © 14May53; KK85790.
All canning lids are not alike. Ball dome lids, 3 ways better. Adv. from Kentucky new era, June 4, 1953, p. 3. Appl. author: Applegate Advertising Agency. © 4Jun53; KK86387.
All canning lids are not alike. Home canners' first choice ... Ball dome lids. Adv. from the Tribune, Tipton, Ind., June 11, 1953, p. 9. Appl. author: Applegate Advertising Agency. © 11Jun53; KK86543.
Cut food costs 4 ways with the new Ball all-purpose refrigerator and freezer jar. Folder. Appl. author: Applegate Advertising Agency. © 25Jun52; KK81162.
Easy to use, sure to seal. Home canners' first choice. Ball dome lids. (Dome lids and canning jars) Adv. from Wichita Falls record news, Wichita Falls, Tex., May 21, 1953, p. 7. Appl. author: Applegate Advertising Agency. © 21May53; KK86104.
Exciting news for all lovers of home-made sausage. New airtight freezer jar holds full meat flavor months longer. All-purpose freezer

jars ideal for home canning, too. Adv. from the Charlotte observer, Charlotte, N. C., Nov. 20, 1952, p. 11-B. Appl. author: Applegate Advertising Agency. © 20Nov52; KK81307.

Ground meat flavor held months longer with new airtight Ball freezer jars. 2 sizes: 16 and 22 oz. ... These ... glass jars come with Ball dome caps ... Adv. from Locker management, Jan. 1953, p. 47. Appl. author: Applegate Advertising Agency. © 28Dec52; KK81798.

Home canners' first choice. Ball dome lids. Only Ball jars come with dome lids. Adv. from the Daily tribune, Bay City, Tex., May 7, 1953, p. 8. Appl. author: Applegate Advertising Agency. © 7May53; KK86103.

Home canners save money, save flavor, use Ball dome lids. Adv. from the Cuero record, Cuero, Tex., May 28, 1953, p. 5. Appl. author: Applegate Advertising Agency. © 28May53; KK86388.

Home-canning ideas by Lucina Ball. Ball, home canners' first choice. Home canners will harvest millions of jars ... (Canning jars & dome lids) Adv. from the Progressive farmer, (Ga., Ala., Fla. ed.), June 1953, p. 114. Appl. author: Applegate Advertising Agency. © 15May53; KK86541.

Home-canning ideas by Lucina Ball. Home canners will harvest millions of jars of delicious, nourishing fruits and vegetables this month. Ball dome lids. Ball dome Mason jars. Adv. from the Progressive farmer (Carolinas-Va. ed) June 1953, p. 116. Appl. author: Applegate Advertising Agency. © 15May53; KK86386.

Home-canning ideas by Lucina Ball. Home canners will harvest millions of jars of delicious, nourishing fruits and vegetables this month. Ball dome lids. Ball dome Mason jars. Adv. from the Progressive farmer (Texas ed.) June 1953, p. 112. Appl. author: Applegate Advertising Agency. © 15May53; KK86389.

Home-canning tips, by Lucina Ball. Ball Dome lids seal it right. Glasses go gay. Toast of the coast is the new Ball freezer jar. Adv. from Western family, June 4, 1953, p. 23. Appl. author: Applegate Advertising Agency. © 4Jun53; KK85955.

Home-canning tips by Lucina Ball. Ball, home canners' first choice. (Canning jars & dome lids) Adv. from American agriculturist, June 6, 1953, p. 22. Appl. author: Applegate Advertising Agency. © 6Jun53; KK86542.

Home-canning tips by Lucina Ball. Ball, home canners' first choice. (Canning jars, dome lids, zinc lids and jar rubbers) Adv. from the Dakota farmer, May 16, 1953, p. 56. Appl. author: Applegate Advertising Agency. © 16May53; KK85791.

Home-canning tips by Lucina Ball. Ball, home canners' first choice. (Home-canning jars, dome lids, and freezer jars) Adv. from the Farmer-stockman, May 1953, p. 36. Appl. author: Applegate Advertising Agency. © 1May53; KK85026.

BALL BROTHERS COMPANY OF CALIFORNIA, INC. ©.

New Ball jelly glasses with colorful lids. Cost no more than plain

jelly glasses. 1/2 pint size. Adv. from the News-examiner, Montpelier, Idaho, June 11, 1953, p. 6. Appl. author: Applegate Advertising Agency. © 11Jun53; KK86547.

BALLARD, SAM M.

Krillium belongs in your midwinter night's dream. KK81106. SEE Monsanto Chemical Company.

BALLOWE, JAMES M. ©.

Rocketburger, hamburgers served in space ships. Spaceburgers, super sonic sundaes ... Sheet. © 15May53; KK85315.

BANBALL.

Everyone can play Banball; 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 Carroad, d.b.a. Banball; 17Dec52; KK84782.

BANCROFT (JOSEPH) AND SONS COMPANY ©.

In the United States, throughout North America, in Europe, in Africa, in Australia, in South America, in fact, 'round the world, everyone knows and wears Everglaze fabrics. Cinderella at left; Adv. from Daily news record, Mar. 10, 1953, p. 44. © 10Mar53; KK83492.
Prettiest cover girl of the year. Miss America 1953 chooses the magic fabrics, Everglaze. Cinderella at right; Adv. from Southern textile news, Mar. 14, 1953, p. 12. © 14Mar53; KK83491.

BANKER (R. C.) AND COMPANY ©.

Furniture sale; save up to 50 o/o. [4] p. © 14Feb53; KK82805.
Spring furniture sale. 8 p. © 14Feb53; KK82804.

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 famous low-cost White Cross Plan. (Insurance) Folder. © 20Apr53; KK84783.

The most expensive minute of your life. The White Cross Plan. (Insurance) Folder. © 19Feb53; KK82515.

They took him right to the operating room. The White Cross Plan. (Insurance) Folder. © 20Apr53; KK84784.

We'll need the doctor for at least another month. The White Cross Plan. (Insurance) Folder. © 20Apr53; KK84785.

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

Which of these would hurt you the worst? The White Cross Plan. (Insurance) Folder. © 6Jan53; KK81073.

The White Cross Plan. Dear friend. Will you do me (and yourself) a favor? (Insurance) Sheet. © 7Jan53; KK81444.

The White Cross Plan. Send me free information. Post card 621-TTA. (Insurance) Card. © 7Jan53; KK81443.

- Would your savings be wiped out? The White Cross Plan. (Insurance) Folder. © 6Jan53; KK81072.
- BANKERS LIFE COMPANY ©.**
How to meet the problems of life and living. (Insurance) Adv. Appl. author: Robert Blackburn. © 26Feb53; KK83307.
- Sell my \$125,000 farm for taxes? Not on your life. (Insurance) Adv. Appl. author: Robert Blackburn. © 25Mar53; KK83638.
- There they go, must be pay day again. I guess Bill and I hadn't realized what we were doing ... (Insurance) Adv. Appl. author: Robert Blackburn. © 22Jan53; KK81549.
- To a couple of happy young spend-thrifts. (Insurance) Adv. Appl. author: Vincent Vassolo. © 28Mar53; KK86084.
- What. Sacrifice a \$100,000 farm and a lifetime of work to pay taxes? (Insurance) Adv. Appl. author: Robert Blackburn. © 25Jan53; KK81864.
- BAR-B-Q LITE COMPANY.**
Bar-B-Q Lite starts fires quickly, safely ... for barbecue pit, fire place or campfire. Contents one pint. Label. © Tom Cudd & Howard M. Hall, d.b.a. Bar-B-Q Lite Co.; 30Mar53; KK86725.
- BAREWIN, GERTRUDE.**
Apel Tri-Therm projector conditioner. KK86045. SEE Apel Photo Products.
- BARKIN, LEVIN AND COMPANY, INC. ©.**
The Lassie story. Your guide to selling more coats. (Women's coats) 39 p. Appl. author: Cliff Bates. © 13Feb53; KK82264.
- BARLAND WEATHERSTRIP MATERIAL COMPANY ©.**
Barland wholesale price list, Oct. 10, 1952. (Metal weatherstrips) 13 sheets. © Elmer Barringer, d.b.a. Barland Weatherstrip Material Co.; 12Nov52; KK80852.
- BARLOW ADVERTISING AGENCY.**
Air operated presses for garment manufacturers. KK82676. SEE Prosperity Company, inc.
- Duo-Matic 25-pound capacity automatic washer, equipped with Prosperity's exclusive Formatrol cycle timer. KK82675. SEE Prosperity Company, inc.
- The last word. KK82677. SEE Prosperity Company, inc.
- One operator at one station finishes every piece of wearing apparel. KK82671. SEE Prosperity Company, inc.
- Plug the holes that waste your dollars. KK83446. SEE Prosperity Company, inc.
- Prosperity air-operated presses for cleaners. KK84514. SEE Prosperity Company, inc.
- Prosperity digest. SEE Prosperity Company, inc.
- Why waste human energy? KK82670. SEE Prosperity Company, inc.
- Yes, we repeat faster and finer. KK82672. SEE Prosperity Company, inc.
- BARNES CHASE COMPANY.**
Jewel of the Desert dates. KK82203. SEE Jewel of the Desert Dates.
- BARNES-GIBSON-RAYMOND DIVISION, ASSOCIATED SPRING CORPORATION. SEE Associated Spring Corporation. Barnes-Gibson-Raymond Division.**
- BARRANGO (C.) AND COMPANY ©.**
All paper two-piece inner-outer form. FB-85. (Clothing mannequins) Sheet. Appl. author: Carmen Barrango. © 19Jun52; KK86869.
- [Clothing mannequins] Sheet. Appl. author: Carmen Barrango.
Head no. 197; body no. 69, 46 stout. © 19Jun52; KK86866.
Head 227; body 103, 44 stout. © 19Jun52; KK86867.
Head 229; body 93. © 19Jun52; KK86872.
Head 233; body 105. © 19Jun52; KK86870.
Head 234; body 108. © 19Jun52; KK86871.
Head 236; body 110. © 19Jun52; KK86868.
131 B-6yr.; 132 B-6 yr. © 19Jun52; KK86873.
- BARRANGO, CARMEN. SEE Barrango (C.) and Company.**
- BARRELED SUNLIGHT PAINT COMPANY ©.**
Frame your picture windows with beautiful Barreled Sunlight. Barreled Sunlight paints. Adv. from the Saturday evening post, May 31, 1952, p. 15. Appl. author: John A. Keary. © 31May52; KK84789.
- BARRETT, JOHN A. ©.**
St. Nicholas candies from Santa Claus. This season says merry Christmas with assorted candies ... Adv. © 3Mar53; KK83538.
- BARRINGER, ELMER, d.b.a. BARLAND WEATHERSTRIP MATERIAL CO. SEE Barland Weatherstrip Material Company.**
- BARRINGTON, JOSEPH LEGGETT.**
Pyrolysis protection pays well with Quintera and Quinorgo. KK83067. SEE Johns-Manville.
- BARRY-WEHMILLER MACHINERY COMPANY ©.**
B-W increases production, efficiency, lowers operating cost. Barry-Wehmiller equipment. Bull. no. 305. (Machinery for bottlers) Folder. © 13Apr53; KK84660.
- Vortex food processor, for pasteurizing, exhausting, cooling, freezing. Bull. no. 302. Pamphlet. © 12Feb53; KK82409.
- BARTOLI, JULIUS. SEE Bartoli Products Company.**
- BARTOLI PRODUCTS COMPANY ©.**
Ask for genuine Bar-Toll white tile cement. Net wt. 8 oz. Label. Appl. authors: John Bartoli and Julius Bartoli. © 2Jun53; KK86112.
- BARTON, INC. ©.**
Barton's bonbonniere chocolate Hebrew symbols. Have you ever drawn a picture? (Confectionery) Folder. © 26May53; KK86799.
- Easter assortment. Barton's bonbonniere. (Confectionery) Label. © 27Feb53; KK82703.
- Freedom box [Yiddish text] One pound net. (Confectionery) Label. © 18Feb53; KK82685.
- Happy Purim. (Confectionery) Folder. © 10Feb53; KK82252.
- It's getting to be as traditional as an Easter bonnet. A gift of Barton's bonbonniere continental chocolates. Adv. from New York Times, Mar. 29, 1953, p. 44. Appl. author: Doyle Dane Bernbach, inc. © Barton's, inc.; 29Mar53; KK83738.
- Let's make sets. Playing cards of knowledge. (Confectionery) Label. © 10Feb53; KK82764.
- Marshmallow fluffs. Barton's bonbonniere. Famous for continental chocolates. One pound net. Label. © 15Apr53; KK84354.
- Purim children's masquerade. Barton's, famous for continental chocolates. Label. © 4Feb53; KK82030.
- Spell out your love for mom with a gift of Barton's bonbonniere continental chocolates. Adv. from the New York Times, May 3, 1953, p. 46. © 3May53; KK85139.
- With love to mother. Barton's bonbonniere. Famous for continental chocolates. One pound net. Sheet. © 27Mar53; KK84301.
- BASS, 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-Neilan Regulator Company.
- BATES, CLIFF.**
The Lassie story. KK82264. SEE Barkin, Levin and Company, inc.
- BATES, HAROLD O.**
Acromark model 2N power embossing press for tags, labels, number plates. KK86730. SEE Acromark Company.
- BATES (TED) AND COMPANY.**
Mother's old-time magic every time you bake with Duff's gingerbread mix. KK80978. SEE Pillsbury Mills, inc. Duff's Baking Mix Division.
- Overnight, all bottled soft drinks are old fashioned. SEE Cantrell and Cochrane Corporation.
- Overnight every bottled soft drink is old fashioned. KK84284. SEE Cantrell and Cochrane Corporation.
- Still more reason why Duff's gingerbread mix can guarantee mother's old-time magic every time you bake. KK82692. SEE Pillsbury Mills, inc. Duff's Baking Mix Division.
- BATESON, J. E.**
A home is reborn. KK85348. SEE Perma-Stone Company.
- The magic of Perma-Stone, the modern wall covering to change your home. SEE Perma-Stone Company.
- Many ways to beautify interiors with Perma-Stone. KK82368. SEE Perma-Stone Company.
- Modernizing magic. SEE Perma-Stone Company.
- Proudly you'll say, this is our home, it's Perma-Stone. KK84926. 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. KK82018. SEE Pittsburgh Corning Corporation.
- New train gives wings to thoughts and people ... KK83545. SEE Timken Roller Bearing Company.
- Shovel maker scoops \$10,000 out of this hole. KK86308. SEE Timken Roller Bearing Company.
- Steel that does faster push-ups without fatigue. KK83546. SEE Timken Roller Bearing Company.

BATTEN, BARTON, DURSTINE AND OSBORN, INC. Cont'd.

Steel that helps airplane engines breathe easier. KK84881. SEE Timken Roller Bearing Company.

Steel tubing that saves 54 minutes out of an hour. KK83238. SEE Timken Roller Bearing Company.

That decorator touch for your home. KK81819. SEE Pittsburgh Plate Glass Company.

Top your furniture with beauty. KK81318. SEE Pittsburgh Plate Glass Company.

Twindow, the window with built-in insulation. KK82017. 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. KK83544. SEE Timken Roller Bearing Company.

What's the big idea? KK85645. SEE Schenley Distributors, inc.

When bombers sit down, this steel stands up. KK84882. SEE Timken Roller Bearing Company.

Who says cows can't fly? KK84880. SEE Timken Roller Bearing Company.

Wilderness railroad goes roller freight ... KK86307. SEE Timken Roller Bearing Company.

BATTIN, LESLIE BURTON.

Instructions, parts reference. SEE Mason-Neilan 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.

BAUMGARTNER, WARREN.

Adding to vacation enjoyment. KK80752. SEE General Electric Company.

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

BAVARIAN BREWING COMPANY, INC. ©.

Man, it satisfies, and the next Bavarian's will be just as satisfying. Bavarian's old style, a man's beer. [Bust of man in sport shirt; lawn mower in background] Adv. from the Middletown journal, Middletown, Ohio, May 15, 1953, p. 15. Appl. author: John Healy. © 15May53; KK86491.

Man, it satisfies, and the next Bavarian's will be just as satisfying. Bavarian's old style, a man's beer. [Bust of man in sport shirt, standing in front of pin & holding 2 horse shoes] Adv. from the Middletown journal, Middletown, Ohio, May 28, 1953, p. 18. Appl. author: John Healy. © 28May53; KK86492.

Man, it satisfies. Bavarian's old style, a man's beer. [Man carrying 2 armfuls of beer] Adv. from the Middletown journal, Nov. 21, 1952, p. 17. Appl. author: John Healy. © 21Nov52; KK81088.

Man, it satisfies. Bavarian's old style, a man's beer. [Man holding bowling ball] Adv. from the Cincinnati enquirer, Dec. 31, 1952, p. 26. Appl. author: John Healy. © 31Dec52; KK81095.

Man, it satisfies. Bavarian's old style, a man's beer. [Man in a sweater and holding a can of beer] Adv. from the Middletown journal, May 1, 1953, p. 19. Appl. author: John Healy. © 1May53; KK85558.

Man, it satisfies. Bavarian's old style, a man's beer. [Man in zipper jacket; goblet of beer in left hand] Adv. from the Middletown journal, Dec. 5, 1952, p. 25. Appl. author: John Healy. © 5Dec52; KK81091.

Man, it satisfies. Bavarian's old style, a man's beer. [Man with cup in raised right hand; bottle in left] Adv. from the Middletown journal, Nov. 28, 1952, p. 16. Appl. author: John Healy. © 28Nov52; KK81089.

When a fella needs a beer. [Cartoon depicting a man operating moving picture projector, showing mother and baby. Father & mother seated on sofa with the father nodding and the mother very alert] Bavarian. Adv. from the Middletown journal, Jan. 21, 1953, p. 11. Appl. author: Mary Ann Kelly. © 21Jan53; KK82878.

When a fella needs a beer. [Cartoon of man sitting at desk looking over bills, a book Happy the broke lying on the floor] Bavarian. Adv. from the Cincinnati enquirer, Jan. 31, 1953, p. 16. Appl. author: Mary Ann Kelly. © 31Jan53; KK82879.

When a fella needs a beer, time for Bavarian's old style. [Baby in cradle, woman bringing beer to husband] Adv. from the Middletown journal, Dec. 10, 1952, p. 22. Appl. author: Mary Ann Kelly. © 10Dec52; KK81092.

When a fella needs a beer, time for Bavarian's old style. cCar parked in front of fire plug, angry driver, with ticket, looking at officer] Adv. from the Middletown journal, Jan. 14, 1953, p. 12. Appl. author: Mary Ann Kelly. © 14Jan53 (in notice: 1952); KK81675.

When a fella needs a beer, time for Bavarian's old style. cMaternity ward scene] Adv. from the Middletown journal, Dec. 31, 1952, p. 15. Appl. author: Mary Ann Kelly. © 31Dec52; KK81673.

When a fella needs a beer, time for Bavarian's old style. [Poker table scene] Adv. from the Middletown journal, Dec. 24, 1952, p. 9. Appl. author: Mary Ann Kelly. © 24Dec52; KK81093.

When a fella needs a beer. Time for Bavarian's old style. [3 persons in bleaches with report of football game] Adv. from the Middletown journal, Dec. 3, 1952, p. 14. Appl. author: Mary Ann Kelly. © 3Dec52; KK81090.

When a fella needs a beer. Time for Bavarian's old style. [TV set showing network trouble; prize fight] Adv. from the Middletown journal, Dec. 17, 1952, p. 16. Appl. author: Mary Ann Kelly. © 17Dec52; KK81094.

When a fella needs a beer, time for Bavarian's old style. cWife trying on hats, husband looking glum] Adv. from the Middletown journal, Jan. 7, 1953, p. 11. Appl. author: Mary Ann Kelly. © 7Jan53 (in notice: 1952); KK81674.

BAYLES, HEAGAN.

New vanishing cream deodorant with non-staining chlorophyll. KK83447. SEE Carter Products, inc.

Now for the first time, see under-arm odor vanish with new chlorophyll cream deodorant. KK83448. SEE Carter Products, inc.

BAYUK CIGARS, INC. ©.

Give dad Phillies Father's Day special. Try the new super mild, America's most up-to-date cigar. Adv. from the Knickerbocker news, June 17, 1953, p. 14. Appl. author: Ellington & Co., inc. © 17Jun53; KK86560.

Junior Phillies fresh-packs. Super mild. A fresh cigar is a better smoke. [Container] Label. Appl. author: Benjamin F. Cake. © 19Dec52; KK82360.

Junior Phillies fresh-packs. Triple sealed. The cigar is sealed ... cSlanting display] Label. Appl. author: Benjamin F. Cake. © 19Dec52; KK82361.

BEAR MANUFACTURING COMPANY ©.

Save your car, your tires, and perhaps your life. See your Bear safety service man. (Automotive balancing, alignment and tests) Adv. from the Saturday evening post, June 6, 1953, p. 130. Appl. author: Van Auken, Ragland & Stevens. © 4Jun53; KK86517.

BEARD, DWIGHT MARVIN.

Lucky 7 ash tray. KK81998. SEE Disabled American Veterans. State Dept. of Washington.

BEATRICE FOODS COMPANY ©.

Beatrice Cooke's blueberry pancakes recipe. cBlueberry pancakes and grilled apple rings. Beatrice Foods seal and Meadow Gold packaged food products.] Adv. from McCall's, Feb. 1953, p. 64. Appl. author: Doris Johnson. © 21Jan53 (in notice: 1952); KK82303.

Beatrice Cooke's chocolate ice cream cups. A favorite recipe from mealtime adventures. [Ice cream cups; 5 packaged products] Adv. from McCall's, Dec. 1951, p. 68. Appl. author: John Rolfe. © 10Oct51; KK82490.

Beatrice Cooke's mealtime adventures. For May: lemon nut cake ... Here's friendly fare ... [Sandwich & trimmings on plate in color] (Food products) Adv. from Ladies' home journal, May 1952, p. 82. Appl. author: Elaine Campbell. © 30Apr52; KK85560.

Do you know Meadow Gold costs you no more to serve than the bread it butters. [Slice of toasted bread with butter on dish; picture of ham casserole and cake] Adv. from Life, Apr. 20, 1953, p. 156-157. Appl. author: John Rolfe. © 17Apr53; KK85280.

For the likes of you, Emerald Mint Meadow Gold ice cream. cPhoto shows plate of peppermint candy ice cream displayed with frosted cookies. Second illustration shows colorful figure of girl holding package] Adv. from Life, Mar. 2, 1953, p. 84. Appl. author: John Rolfe. © 27Feb53; KK83714.

Look good? Wait till you taste it. Springtime chocolate revel. Meadow Gold ice cream. cPlate of chocolate ice cream with spoon and flower; color figure of girl holding sign] Adv. from Life,

- Apr. 6, 1953, p. 87. Appl. author: John Rolfe. © 3Apr53; KK84325.
- Meadow Gold mealtime adventures, by Beatrice Cooke. cPeach sailboat sailed. Packaged food products and photo of girl holding free recipe offer sign; Adv. from McCall's, Mar. 1953, p. 96. Appl. author: Doris Johnson. © 20Feb53; KK83210.
- Meadow Gold mealtime adventures by Beatrice Cooke. Recipe for butter dainties. [Plate of cookies; Meadow Gold package foods; girl holding free recipe offer] Adv. from Ladies' home journal, Mar. 1953, p. 138. Appl. author: Doris Johnson. © 25Feb53; KK83715.
- Meadow Gold mealtime adventures by Beatrice Cooke. Recipe for chocolate mint roll. [Chocolate mint roll on plate; girl holding package] Adv. from McCall's, May 1953, p. 68. Appl. author: Doris Johnson. © 22May53; KK85562.
- Meadow Gold mealtime adventures by Beatrice Cooke. Recipe for frosted orange float. cTwo glasses of orange floats; Adv. from Ladies' home journal, June 1953, p. 169. Appl. author: Doris Johnson. © 28May53; KK86589.
- Meadow Gold mealtime adventures by Beatrice Cooke. Recipe for ice cream sandwich royale. [Illustration shows ice cream sandwich on plate; girl holding free dessert recipes sign] Adv. from Ladies' home journal, May 1953, p. 158. Appl. author: Doris Johnson. © 29Apr53; KK85561.
- Meadow Gold mealtime adventures, by Beatrice Cooke. Recipe for red Devil's Food cake. cDevil's Food cake and recipe; Meadow Gold packaged food products, and girl holding a slice of cake on plate; Adv. from Ladies' home journal, Apr. 1953, p. 156. Appl. author: John Rolfe. © 25Mar53; KK85281.
- Serve something simple, delicious and thrifty. La Choy shop suey or chow mein. [Homemade shrimp chop suey; Chinese boy with display sign] Adv. from the Saturday evening post, Feb. 21, 1953, p. 138. Appl. author: John Rolfe. © 18Feb53; KK83068.
- Serve something simple, delicious, and thrifty. La Choy chop suey or chow mein. cPlate of homemade shrimp chop suey; package of La Choy food products, and Chinese boy holding sign; Adv. from Woman's day magazine, Apr. 1953, p. 46. Appl. author: John Rolfe. © 26Mar53; KK85279.
- To a queen's taste and your Coronation vanilla. Meadow Gold ice cream. cPlate of vanilla ice cream, spoon and roses; colorful figure of girl holding ice cream sign; Adv. from Life, June 1, 1953, p. 92. Appl. author: John Rolfe. © 29May53; KK86590.
- BEAUTIFUL BRYANS, INC. ©.**
Flowering of the pretty bloom for legs, English Tea-Rose. Beautiful Bryans, always a shade ahead. (Hosiery) Adv. from Vogue, Mar. 15, 1953, p. 10-11. Appl. author: Abbott Kimball Co., inc. © 15Mar53; KK84806.
- BEAUX ARTS ENGROSSERS ©.**
Treasured gifts of esteem, for modern presentations. (Plaques and hand engrossed and illuminated books) Folder. © 24Mar53; KK83458.
- BEAVERITE PRODUCTS, INC. ©.**
A hand made sample. Imperfections will be corrected in production. (Binders) Label. © 18Feb53; KK83551.
- BECK, C. O. ©.**
Old Fashion enriched bread. Rainbo is good bread. Label. © 7Oct52; KK82640.
- BECK, U. C. ©.**
Handy hose hanger. Sheet. © 3Jun53; KK85757.
- BECKER, ALBERT WILLIAM.**
Danger strikes at night. SEE Automotive Safety Device Company.
Safety after sunset reflector. KK85437. SEE Automotive Safety Device Company.
- BECKER, FRED ©.**
Rainbow Pot O' Gold. (General merchandise) Stamp. © 7Feb53; KK82307.
Rainbow premium stamps. Your Pot O' Gold. [Trading stamp holder] (General merchandise) Pamphlet. © 5Mar53; KK83209.
- BECKER, MARTIN E.**
Extra dry Cotton Club ginger ale. KK85601. SEE Cotton Club Bottling Company.
- BECKER, SANFORD, AND MELVILLE L. WOLFF, d.b.a. MELAIRE DISTRIBUTING COMPANY.** SEE Melaire Distributing Company.
- BECTION, DICKINSON AND COMPANY ©.**
B-D blood pressure equipment. Folder. "D50-5400-1-53." © 2Mar52; KK82744.
Certificate of examination. B-D fever thermometer. Sheet. © 6Jan53 (in notice: 1952); KK82250.
Certificate of examination. Basal temperature thermometer. Sheet. © 2Jun53; KK86169.
Every plunger fits every barrel. B-D Multifit syringes. (Hypodermic syringes) Folder. "M393-53." © 1Apr53; KK84808.
When support is needed, Ace full-footed elastic hosiery for men and women. Folder. © 5Jan53; KK81386.
Your choice of stethoscopes B-D. Folder. © 29Dec52; KK81065.
- BEECH-NUT PACKING COMPANY ©.**
Apple sauce. Strained foods. Net wt. 4 3/4 ozs. Label. © 22Jan53; KK81799.
- BEGIN, H. G.**
For extra safety at your fingertips, equip your tractor-trailer units with ... KK82218. SEE Bendix-Westinghouse Automotive Air Brake Company.
- BELOND, JESSE S., RUTH M. BELOND, ROBERT W. HEDMAN, AND DONALD F. PARRISH,** forming the partnership SOUTHERN CALIFORNIA MUFFLER COMPANY. SEE Southern California Muffler Company.
- BELOND, RUTH M., JESSE S. BELOND, ROBERT W. HEDMAN, AND DONALD F. PARRISH,** forming the partnership SOUTHERN CALIFORNIA MUFFLER COMPANY. SEE Southern California Muffler Company.
- BELZER, ALBERT J. AND MAE BELZER, d.b.a. THE CHEESE BOX.** SEE Cheese Box.
- BELZER, MAE AND ALBERT J. BELZER, d.b.a. THE CHEESE BOX.** SEE Cheese Box.
- BENDIX-WESTINGHOUSE AUTOMOTIVE AIR BRAKE COMPANY ©.**
For extra safety at your fingertips, equip your tractor-trailer units with this new Bendix-Westinghouse tractor protection valve. (Vehicle air brakes) Folder. Appl. author: H. G. Begin. © 29Jan53; KK82218.
- BENGAL COMPANY ©.**
Join the thousands enjoying the real hobby with watch repair kits. Bengal. (Watchmakers' tools and supplies) Folder. Appl. author: Ben Segal. © 2Jun52; KK84430.
- BENGUE, INC. ©.**
Children's Ben-Gay, for symptomatic relief of colds. Baume Bengue. Net contents 1 1/4 oz. (Pharmaceutical preparations) Label. © 22Dec52; KK83487.
How to get the best from Ben-Gay. The story behind this long established product. (Analgaic preparation for external application) Sheet. © 6Nov52; KK84746.
- BENTON AND BOWLES, INC.**
Better than beer? SEE Brewing Corporation of America.
Going places over Decoration Day? KK85909. SEE Continental Oil Company.
Here's a stopper. KK86505. SEE Continental Oil Company.
Just what the doctor ordered to bring jobbers a healthy boost in sales. KK84690. SEE Continental Oil Company.
The tank truck. KK86522. SEE Continental Oil Company.
- BERGER'S ©.**
The marvelous batwing cardigan. Your favorite of sweaters, the versatile cardigan. Berger's. Adv. from Harper's bazaar, Jan. 1952, p. 63. Appl. author: The Albert Woodley Co. © 3Jan52; KK83207.
Play as you go jersey shirtwaister by Serbin, \$8.98. Go as you play, fun-to-formal charmer by Country Club, \$5.98 complete. (Women's apparel) Adv. from Glamour, May 1953, p. 30-31. Appl. author: The Albert Woodley Co. © L. L. Berger, inc.; 22Apr53; KK85916.
- BERGHOFF BREWING CORPORATION ©.**
Famous Berghoff dark beer. Contents 12 fluid ounces. Label. © 1Mar53; KK85234.
- BERK (IRVING) COMPANY, INC.**
Out and out flattery for mother. KK85334. SEE Heller-Delta Company, inc.
- BERMAN, HYMIE D.**
Letters and numbers. KK83188. SEE Judy Company.
- BERMAN, MORTON R.**
Art Master paint by numbers. KK85506. SEE Avalon Manufacturing Corporation.
Color Craft oil painting set. KK85507. SEE Standard Toykraft Products Corporation.
Priscilla doll sewing set. KK85508. SEE Standard Toykraft Products, inc.
Tole-Art paint-a-tray by numbers. KK85505. SEE Avalon Manufacturing Corporation.
- BERNIER, ROY J.**
400 beer. Fox Head. KK82821. SEE Fox Head Brewing Company.

BERNSTEIN, JOSEPH M.

Empire's life line is your life-line to history making pencil sales ... KK85581. SEE Hassenfeld Brothers, inc. Empire Pencil Company Division.

Uncas does it again, and only Uncas has it. KK85580. SEE Uncas Manufacturing Company, inc.

BERRAY, CLARENCE KARL.

Banquet better first quality butter. KK83872. SEE Ricks (Nelson) Creamery Company.

BERRY PATCH.

Spring 1953 price list for the discriminating gardener. The Berry Patch. (Nursery stock) Folder. © The Berry Patch, Reginald Wyld, Ann E. Wyld; 17Mar53; KK83326.

BERSWORTH, FREDERICK C. ©.

Key-Lates. (Chemicals & services) Label. © 15Dec52; KK80903.

BERSWORTH CHEMICAL COMPANY ©.

Coin of the realm. Versene. (Industrial chemicals) Adv. from Scientific American, June 1953, p. 14. Appl. author: Meissner & Culver, inc. © 1Jun53; KK86011.

Versene chelants for heavy metals. (Industrial chemicals) Adv. from Journal of chemical education, May 1953, p. 17. Appl. author: Meissner & Culver, inc. © 1May53; KK86251.

BESSING, CLARENCE.

Chicken of the Sea. KK84919. SEE Van Camp Sea Food Company, inc.

BEST AND COMPANY ©.

Generally agreed, the Lilliputian Bazaar is the world's most famous babies' floor. (Children's clothes) Adv. from the New York herald tribune, Apr. 5, 1953, p. 5. © 5Apr53; KK83981.

Mother knows Best's, because Youth is our Specialty. (Clothes) Adv. from the New York herald tribune, May 10, 1953, p. 5. © 10May53; KK85216.

Why is Best's busy foundation department the delight of young people? When it's a time for the first bra, garter belt or girdle, school girls choose Best's, the first store to specialize in young foundations. Adv. from the New York world-telegram, Apr. 27, 1953, p. 5. © 27Apr53; KK84748.

Wonderful to travel in, wonderful when you get there. Shirtmaker, biggest quality dress name. Sold only at Best's. Adv. from New York times, June 21, 1953, p. 7. © 21Jun53; KK86565.

BEST'S APPAREL ©.

Smart set, sweater and dress. Beaumont's wonderful combination for summer. Adv. from Charm, Apr. 1953, p. 24. Appl. author: The Albert Woodley Co. © 22Mar53; KK85120.

BETTENHAUSEN, EARL D., AND LEONARD

F. ABRAMSON, composing the firm KADEX OIL COMPANY. SEE Kadex Oil Company.

BETTER LIVING, INC. ©.

Now, the sale prices you wanted. Beautiful 1" thick all-aluminum storm and screen door. (Storm doors, windows and aluminum awnings) Adv. from the Philadelphia bulletin, Apr. 13, 1953, p. 31. Appl. author: Packard Advertising Agency. © 13Apr53; KK84193.

BEVERLY VOGUE COMPANY ©.

No hitch, no hike. Bevs. (Nylon garter pantie) Display card. Appl. author: G. Peter Rosenfeld. © 1Jan53; KK81477.

BICKELHAUPT, ROWLAND WALTER.

Now, for your indoor plants, permanent lustre, and dust resistance for life. KK81306. SEE Schultz Company.

Permanent lustre dust-resistance for life with only 1 application. SEE Schultz Company.

BIDDLE COMPANY.

Big things are always happening to feeders who use Arcady feeds. KK81832. SEE Arcady Farms Milling Company.

Five point broiler program. KK81834. SEE Arcady Farms Milling Company.

Here's a hog family that went from runts to ripsnorters on Arcady Hog Boost'r. KK80777. SEE Arcady Farms Milling Company.

New. Arcady Sow 'N Litter pellets. KK83986. SEE Arcady Farms Milling Company.

New feeding ideas. KK82965. SEE Arcady Farms Milling Company.

Poultry Boost'r, a recuperative feed for all poultry ... KK80778. SEE Arcady Farms Milling Company.

A practical 5 point dairy program. KK81833. SEE Arcady Farms Milling Company.

There are so many different kinds of feed. KK81831. SEE Arcady Farms Milling Company.

BIGELOW-LIPTAK CORPORATION ©.

Flexible thin wall for industrial furnace enclosures. Pamphlet. © 31Dec52; KK81397.

BIGGERS, WILLIAM C.

The original Pateeca. KK83542. SEE B and H Manufacturing Company.

BIGGERSTAFF, NEIL BEDFORD.

Tough as a she-cat, advanced as a new location. Wildcat rings. (Oil field specialties) Label. © N. B. Biggerstaff; 15Jan53; KK81552.

BIKINI CORPORATION ©.

Bikini cloth. (Flameproof, heat repellent cloth) Label. Appl. author: Ramon Eugene Sullivan. © 24Jun51; KK86481.

BILL'S DINER.

Merveilleux a gouter. The first time anywhere, our exclusive recipe. Bill's Chicken Francis. (Food service) Adv. Appl. author: Robert L. Rainey. © William J. Wurtz, d.b.a. Bill's Diner; 2Mar53; KK85646.

BLOW COMPANY, INC.

At fabulous Waikiki ... KK86880. SEE National Distillers Products Corporation.

At French Lick Springs, smart guests agree on PM, the dividend whiskey. KK85402. SEE National Distillers Products Corporation.

At Santa Barbara, smart guests agree on PM, the dividend whiskey. KK85051. SEE National Distillers Products Corporation.

At Southampton, smart guests agree on PM. KK86304. SEE National Distillers Products Corporation.

Beer as modern people like it ... KK86432. SEE Gunther Brewing Company, inc.

Beer at its driest, 99 o/o sugar-free. KK85268. SEE Gunther Brewing Company, inc.

Counter showmanship shoves Schick sales up to all-time peak in leading tobacco stores. KK83161. SEE Eversharp, inc.

Does more for you. KK82271. SEE Gunther Brewing Company, inc.

Drink your beer brewery-fresh. SEE Ruppert (Jacob) Brewery, inc.

Drink your beer in king-size quarts. SEE Ruppert (Jacob) Brewery, inc.

Enjoy glass after glass, because it's 99 o/o sugar-free. KK86152. SEE Gunther Brewing Company, inc.

Enter the Independent grocer's \$2,500 display contest and ... KK82721. SEE Ruppert Knickerbocker Beer and Ruppert Ale.

February 2, 1953. KK82722. SEE Ruppert Knickerbocker Beer and Ruppert Ale.

Fluffo beats all for all baking. KK81155. SEE Procter and Gamble Company.

Fluffo, the balanced-blend shortening, beats all for all baking. KK86563. SEE Procter and Gamble Company.

Fluffo, the balanced-blend shortening, beats all for all frying. SEE Procter and Gamble Company.

For display, to help you sell more, make more. KK84371. SEE Eversharp, inc.

Free Eversharp Schick Injector razor kit. KK85531. SEE Eversharp, inc.

A friendly challenge. SEE Ruppert Knickerbocker Beer and Ruppert Ale.

Good luck in the Independent grocer's \$2500 Knickerbocker display contest. KK82020. SEE Ruppert Knickerbocker Beer and Ruppert Ale.

Here it is ladies, from Procter & Gamble. KK81716. SEE Procter and Gamble Company.

Here's your modern beer, 99 o/o sugar-free. KK86765. SEE Gunther Brewing Company, inc.

It's new, it's amazing. KK83329. SEE Eversharp, inc.

Knickerbocker draught beer costs your bar more money, yet you enjoy it at regular price. KK83095. SEE Ruppert Knickerbocker Beer and Ruppert Ale.

Less sugar in your beer means more \$ugar in your cash register. KK85465. SEE Gunther Brewing Company, inc.

Let Schick Injector help you get your share of the \$105,000,000 razor and blade business. KK81387. SEE Eversharp, inc.

Light and dry in the modern fashion. 99 o/o sugar-free. Gunther is beer at its driest. KK86766. SEE Gunther Brewing Company, inc.

Mister, here's a treasure. KK82718. SEE Gunther Brewing Company, inc.

Most expensive popular priced draught beer any bar can buy, yours to enjoy at regular price. KK83421. SEE Ruppert Knickerbocker Beer and Ruppert Ale.

New Spic and Span cleans linoleum cleaner, twice as fast as soap or newest detergents. SEE Procter and Gamble Company.

New Spic and Span cleans linoleum cleaner, twice as fast as with soap or newest detergents. SEE Procter and Gamble Company.

Newest shortening discovery. SEE Procter and Gamble Company.

- Newest shortening discovery, Fluffo ... SEE Procter and Gamble Company.
- 99 %/o sugar-free. KK86946. SEE Gunther Brewing Company, inc.
- Now a beer that is 99 %/o sugar-free. KK84852. SEE Gunther Brewing Company, inc.
- Now, an improved detergent formula. SEE Procter and Gamble Company.
- Now for the first time, a home permanent brings you instant neutralizing. SEE Procter and Gamble Company.
- Once over, and painted walls, woodwork, linoleum look newly decorated. KK84031. SEE Procter and Gamble Company.
- Only Dennison's gives you both ... KK85271. SEE Dennison's Foods.
- The overwhelming swing to Knickerbocker proves no other beer can match its magnificent flavor. SEE Ruppert Knickerbocker Beer and Ruppert Ale.
- Popular radio star Lou LuTour says ... KK83649. SEE Ruppert Knickerbocker Beer and Ruppert Ale.
- Ready now for your next promotion. KK81708. SEE Eversharp, inc.
- Revolutionary new development puts Eversharp years ahead of the field. SEE Eversharp, inc.
- Schick injector's outdoor tricks. SEE Eversharp, inc.
- The showdown is right in your glass. SEE Ruppert Knickerbocker Beer and Ruppert Ale.
- 1653-1953. KK82695. SEE Ruppert Knickerbocker Beer and Ruppert Ale.
- Spic and Span makes painted walls, woodwork, linoleum look newly decorated. SEE Procter and Gamble Company.
- This frosty-dry flavor can't be equalled. KK86949. SEE Ruppert Knickerbocker Beer and Ruppert Ale.
- This modern beer is 99 %/o sugar-free. KK85220. SEE Gunther Brewing Company, inc.
- This pen burps before it drinks, but never afterwards. KK84809. SEE Eversharp, inc.
- We staked the Ruppert reputation on Knickerbocker beer and you've made it New York's fastest growing beer. KK83094. SEE Ruppert Knickerbocker Beer and Ruppert Ale.
- What's the good word? KK82925. SEE Gunther Brewing Company, inc.
- The whirlwind speed of its growth proves Knickerbocker has finer flavor than any other beer today. KK82720. SEE Ruppert Knickerbocker Beer and Ruppert Ale.
- Willie Bryant, mayor of Harlem, says ... KK83648. SEE Ruppert Knickerbocker Beer and Ruppert Ale.
- BIRD, THOMAS SHELDON.
Cérebro edematoso. KK86047. SEE Abbott Laboratories.
De cada 4 personas ... KK83822. SEE Abbott Laboratories.
Esqueleto de um infante. KK83505. SEE Abbott Laboratories.
Este es el Streptococcus Faecalis, normalmente muy resistente a los antibióticos. KK84717. SEE Abbott Laboratories.
El Fumidil se suministra en frascos de 30 y 60 cápsulas de 10 mg. KK83506. SEE Abbott Laboratories.
- Intestino grosso com seus vasos sanguíneos. KK82933. SEE Abbott Laboratories.
- Kalin barsak ve kan damarlari. KK83823. SEE Abbott Laboratories.
- Llegó la hora de tomar Dayamin emulsión para niños. KK85823. SEE Abbott Laboratories.
- Pankreas kanlanmast ve diger organlara münasebeti. KK83824. SEE Abbott Laboratories.
- BIRD AND SON, INC. ©.
Flairettes, by Foot Flairs. (Shoe boxes) Label. © 31Jan53; KK82364.
Hurd fireside comfort slippers. (Shoe carton) Label. © 4May53; KK85399.
King Bee, a honey of a slipper. (Shoe carton) Label. © 3Jun53; KK86334.
Lo Mox. (Shoe carton) Label. © 24Apr53 (in notice: 1952); KK85648.
Maine Maid. (Shoe carton) Label. © 2Feb53; KK83414.
- BIRKMEIER, PAUL J., d.b.a. MARVELOUS PRODUCTS COMPANY. SEE Marvelous Products Company.
- BISHOP, AUBREY EUCLID.
Kalart Round-The-Clock flash guide and exposure calculator. KK81915. SEE Kalart Company, inc.
- BISHOP (HAZEL) INC. ©.
It's here, new liquid-creme cheek color discovery always looks natural, never looks rouged. Complexion Glow. Adv. from New York daily news, Nov. 12, 1952, p. 53. Appl. author: Raymond Spector. © 12Nov52; KK81134.
New kind of cheek color takes years off your looks. Complexion Glow. Adv. from New York daily news, Oct. 17, 1952, p. 65. Appl. author: Raymond Spector. © 17Oct52; KK81135.
Women over 25 hail new kind of cheek color. Complexion Glow. Adv. from Chicago daily tribune, Oct. 20, 1952, pt. 4, p. 5. Appl. author: Raymond Spector. © 20Oct52; KK81377.
- BLACK, GLENN L.
Airfloor panel heating and cooling systems. KK86908. SEE Airfloor Company of California, inc.
- BLACK, JOHN OLIVER ©.
Cotton storage calculator. Armko high quality fertilizer, a sign of quality. (Advertising) Sheet. © 15May53; KK86515.
- BLACK AND WEBSTER, INC. ©.
Electropunch, a new lightning fast electric impact hammer. Folder. © 15Aug52; KK81117.
Electrostake, the new all-electric staking machine. (Machine tool) Folder. © 5Dec52; KK81118.
- BLACKBURN, ROBERT.
How to meet the problems of life and living. KK83307. SEE Bankers Life Company.
Sell my \$125,000 farm for taxes? KK83638. SEE Bankers Life Company.
There they go, must be pay day again. KK81549. SEE Bankers Life Company.
What. Sacrifice a \$100,000 farm and a lifetime of work to pay taxes? KK81864. SEE Bankers Life Company.
- BLAKE, FORDYCE T., JR.
Steel, metals ... Catalog D. SEE Blake (George F.) inc.
- BLAKE (GEORGE F.) INC. ©.
Steel, metals ... Industrial supplies ... Catalog D. D335 p. Appl. author: Fordyce T. Blake, Jr. © 1Feb53 (in notice: 1952); KK81930.
- BLATZ BREWING COMPANY ©.
Blatz is Milwaukee's finest beer; it's Milwaukee's favorite beer, I lived in Milwaukee, I ought to know, says Dan Duryea. Adv. from Life, Feb. 18, 1952. Appl. author: Kastor, Farrell, Chesley & Clifford. © 18Feb52; KK81776.
Blatz is Milwaukee's finest beer; it's Milwaukee's favorite beer. I'm from Milwaukee, I ought to know, says Hank Marino. Adv. from Life, Mar. 24, 1952. Appl. author: Kastor, Farrell, Chesley & Clifford. © 24Mar52; KK81779.
Blatz, largest-selling beer in Milwaukee. Adv. from Illinois beverage journal, Dec. 1952, p. 37. Appl. author: William H. Weintraub & Co., inc. © 10Dec52; KK81174.
Fourth consecutive year, Blatz elected beer of the year. Adv. from the Milwaukee journal, Apr. 7, 1953, p. 11. Appl. author: William H. Weintraub and Co., inc. © 7Apr53; KK84813.
4th consecutive year. Milwaukee chooses Blatz. (Beer) Adv. from Illinois beverage journal, May, 1953, p. 33. Appl. author: William H. Weintraub & Co., inc. © 10May53; KK85455.
I've been to Milwaukee, I ought to know; Blatz is Milwaukee's finest beer, says Bert Lehr. Adv. from Life, Jan. 28, 1952. Appl. author: Kastor, Farrell, Chesley & Clifford. © 28Jan52; KK81778.
Milwaukee's finest beer. Wherever you go these days, you'll hear Blatz is Milwaukee's finest beer. Adv. from Illinois beverage journal, Mar. 1953, p. 35. Appl. author: William H. Weintraub and Co., inc. © 10Mar53; KK83793.
More and more people everywhere are drinking Blatz, Milwaukee's first bottled beer ... Adv. from Illinois beverage journal, Oct. 1951, p. 41. Appl. author: Kastor, Farrell, Chesley & Clifford, inc. © 10Sep51; KK85429.
Other times, other tastes. What made Milwaukee change its mind? Blatz, Milwaukee's finest beer. Adv. from Ebony, Apr. 1953, p. 105. Appl. author: William H. Weintraub and Co., inc. © 10Mar53; KK83663.
Other times, other tastes. What made Milwaukee change its mind? Blatz, Milwaukee's finest beer. Adv. from Field & stream, Mar. 1953, p. 18. Appl. author: William H. Weintraub & Co., inc. © 25Feb53; KK83347.
There's no beer like Milwaukee beer. And Milwaukee chooses Blatz. Blatz, largest-selling beer in Milwaukee. Adv. from Illinois beverage journal, Jan. 1953, p. 2 of cover. Appl. author: William H. Weintraub & Co., inc. © 10Jan53; KK82231.
What made Milwaukee change its mind? Blatz, Milwaukee's finest beer. Adv. from American legion magazine, Jan. 1953, p. 12. Appl. author: William H. Weintraub & Co., inc. © 1Jan53; KK81555.
What made Milwaukee change its mind? Blatz, Milwaukee's finest beer. Adv. from Bowling magazine, Dec. 1952, p. 19. Appl. author: William H. Weintraub & Co., inc. © 1Dec52; KK81557.

BLATZ BREWING COMPANY ©. Cont'd.

- What made Milwaukee change its mind? Blatz, Milwaukee's finest beer. Adv. from Ebony magazine, Jan. 1953, p. 22. Appl. author: William H. Weintraub & Co., inc. © 12Dec52 (in notice: 1953); KK81172.
- What made Milwaukee change its mind? Blatz, Milwaukee's finest beer. Adv. from Ebony magazine, Feb. 1953, p. 12. Appl. author: William H. Weintraub & Co., inc. © 9Jan53; KK81173.
- What made Milwaukee change its mind? Blatz, Milwaukee's finest beer. Adv. from Ebony, May 1953, p. 121. Appl. author: William H. Weintraub and Co., inc. © 10Apr53; KK84248.
- What made Milwaukee change its mind? Blatz, Milwaukee's finest beer. Adv. from Ebony, June 1953, p. 84. Appl. author: William H. Weintraub and Co., inc. © 8May53; KK85295.
- What made Milwaukee change its mind? Blatz, Milwaukee's finest beer. Adv. from National bowlers journal, Dec. 1952, p. 36. Appl. author: William H. Weintraub & Co., inc. © 2Dec52; KK82901.
- What made Milwaukee change its mind? Blatz, Milwaukee's finest beer. Adv. from True magazine, May 1953, p. 64. Appl. author: William H. Weintraub and Co., inc. © 25Apr53; KK84696.
- What made Milwaukee change its mind? No doubt about it, modern times and modern taste have changed Milwaukee's mind about beer. Blatz. Adv. from Sports afield, Apr. 1953, p. 43. Appl. author: William H. Weintraub and Co., inc. © 24Mar53; KK84032.
- What made Milwaukee change its mind? No doubt about it, modern times and modern taste have changed Milwaukee's mind about beer. Blatz, Milwaukee's finest beer. Adv. from Ebony, Mar. 1953, p. 79. Appl. author: William H. Weintraub & Co., inc. © 7Feb53; KK82174.
- What made Milwaukee change its mind? No doubt about it, modern times and modern taste have changed Milwaukee's mind about beer. Today it's Blatz. Adv. from Life, Nov. 24, 1952, p. c3 of cover. Appl. author: William H. Weintraub & Co., inc. © 21Nov52; KK81304.
- What made Milwaukee change its mind? Today it's Blatz, Milwaukee's finest beer. Adv. from Sports afield, Feb. 1953, p. 19. Appl. author: William H. Weintraub & Co., inc. © 24Jan53; KK82282.
- What made Milwaukee change to Blatz. Milwaukee's finest beer. Adv. from American legion, June 1953, p. 9. Appl. author: William H. Weintraub & Co., inc. © 1Jun53; KK86630.
- You're from Milwaukee, you ought to win. Blatz, first in Milwaukee, Milwaukee's finest beer. Adv. from the Milwaukee journal, Apr. 12, 1953, p. 19. Appl. author: William H. Weintraub and Co., inc. © 12Apr53; KK84373.

BLAW-KNOX COMPANY ©.

- Blaw-Knox oil fogger plays important role in \$25,000,000 gas conversion job. Adv. from Gas, Oct. 1952, p. 142-143. Appl. author: Al Paul Lefton Co., inc. © 5Oct52; KK81373.

BLOCARIS COMPANY.

- Evardry, the thirsty coaster. Chemically absorbent. Set of four.

Label. © Albert Allen, d.b.a. Blocaria Co.; 18Feb53; KK83752.

- BLONDIN, FRANCES.
Stitch in time. KK83734. SEE Spool Cotton Company.
- BLUE DIAMOND CORPORATION ©.
Gypsum plaster. Blue Diamond. Fibersed. Weights, 99.25 lbs. net, 100 lbs. gross. Label. Appl. author: Don Wiltse. © 30Jan53; KK85545.
- BLUE STAR HOSPITAL PLAN ©.
You've got to see it to believe it. Blue Star's remarkable new hospitalization plan. (Insurance) Adv. from the Sterling advocate, May 15, 1953. © 15May53; KK85824.
- BLYTHE, ALLEN W.
Have you experienced the sensational safety ride with the Allen coil spring booster? SEE Vermont Machine.
- BOBERTZ, GUS H.
At last, a heavy duty truck muffler with power, long life, safety and silence. SEE AP Parts Corporation.
Did winter make your car a gas chamber? KK83766. SEE AP Parts Corporation.
Don't let your engine get old this winter. SEE AP Parts Corporation.
I figure Miracle Power can make me \$540 per year on 100 cars. SEE AP Parts Corporation.
Impartial road tests prove Miracle Power stops dry starting damage ... SEE AP Parts Corporation.
Maximum power? SEE AP Parts Corporation.
Maybe you've got the wrong idea. KK81941. SEE AP Parts Corporation.
Miracle Power and dgf push-button lubrication ... KK83773. SEE AP Parts Corporation.
Miracle Power sales climb 715 %/o. SEE AP Parts Corporation.
Not rumors, but facts on Miracle Power. SEE AP Parts Corporation.
Proved by acetylene torch, Miracle Power lubricates when oil burns off. SEE AP Parts Corporation.
The push-button lubrication twins that save time, eliminate break-ins. KK81940. SEE AP Parts Corporation.
The secret of today's HP is better breathing engines. KK84830. SEE AP Parts Corporation.
- BOE, WARREN J. ©.
BBC, the old reliable; cleans, conditions, protects. (Boiler cleaner) Label. © 1Jan53; KK81086.
- BOGERT, ELLIOTT V.
Country fresh quick-frozen colored frying chicken with giblets. KK80890. SEE Schaefer Poultry Company.
- BOHANNON (DAVID D.) ORGANIZATION ©.
Hillsdale, hub of the peninsula, San Mateo, California. (Shopping center) Folder. Appl. author: Gerth-Pacific Advertising Agency. © 24Oct52; KK81565.
Mayfair Heights. California contemporary homes for sunshine living. (Real estate) Folder. Appl. author: Gerth-Pacific Advertising Agency. © 5Dec52; KK81863.
- BOKER (H.) AND COMPANY, INC. ©.
Boker Tree brand gives an edge to your cutting. (Cutlery) Adv.

from the Saturday evening post, May 30, 1953, p. 85. Appl. author: Harvey C. Stocking. © 30May53; KK86004.

Cut like lightning. A Boker Tree brand specialty. Easy pinkers built for a woman's hand. (Cutlery) Adv. from Saturday evening post, May 2, 1953, p. 126. Appl. author: Harvey C. Stocking. © 2May53; KK85471.

Cut the work of everyday living with Boker Tree brand cutlery. Adv. from the Saturday evening post, Apr. 18, 1953, p. 180. Appl. author: Harvey C. Stocking. © 18Apr53; KK84441.

Hi folks. For better cutting buy Boker Tree brand. Shear delight. (Cutlery) Adv. from the Saturday evening post, Apr. 4, 1953, p. 106. Appl. author: Harvey C. Stocking. © 4Apr53; KK83801.

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; KK85470.

BOLAN, CHARLES W.

- Aluma-Flux, non-corrosive flux for soldering aluminum. SEE Insulation and Wires, inc.
Leading school architects helped design them ... KK86117. SEE Medart (Fred) Products, inc.
Now, aluminum soldering made easy. KK86865. SEE Insulation and Wires, inc.

BOLAN, EDWARD A.

- Be proud of your figure, stay slim the Roman Meal way. KK86402. SEE Long (W. E.) Company.
Best for the whole famlee. KK86497. SEE Long (W. E.) Company.
Chock-full, plus sunshine vitamin D. KK85829. SEE Long (W. E.) Company.
Everybody's talking about the new loaf in the sunshine yellow wrapper ... KK86864. SEE Long (W. D.) Company.
Grand new idea. KK85833. SEE Long (W. E.) Company.
Hard workers get hard-working energy the Roman Meal way. KK86385. SEE Long (W. E.) Company.
How exciting when you introduce the sunshine yellow package into your home. KK86861. SEE Long (W. E.) Company.
How to look good with bare shoulders or bare legs. KK86359. SEE Long (W. E.) Company.
How you can keep slim the Roman Meal way. KK86398. SEE Long (W. E.) Company.
It's easy to stay in shape the Roman Meal way. KK86401. SEE Long (W. E.) Company.
Makes you feel like new, plus sunshine vitamin D. KK85831. SEE Long (W. E.) Company.
New ways are better ways. KK86878. SEE Long (W. E.) Company.
Now for the first time ... KK86863. SEE Long (W. E.) Company.
She gets more body building-blocks the Roman Meal way. KK86397. SEE Long (W. E.) Company.
She'll keep that wonderful figure wonderful ... KK86379. SEE Long (W. E.) Company.

She's been proposed to twice.
KK86400. SEE Long (W. E.) Company.

Success, plus sunshine vitamin D.
KK85832. SEE Long (W. E.) Company.

Today look for this new sunshine yellow wrapper. KK86496. SEE Long (W. E.) Company.

Tried it yet? KK86862. SEE Long (W. E.) Company.

Try the all new bread in the sunshine yellow wrapper. KK86860. SEE Long (W. E.) Company.

BOMERS, NED, JR.
Huron stock food cooker. KK82803.
SEE Wade-Foster.

BOMGARDNER, CHARLES HENRY ©.
Custom sound recording studios.
Training your parakeet to talk, side 1. (Phonograph record) Label.
© 1Dec52; KK82374.

Custom sound recording studios.
Training your parakeet to talk, side 2. (Phonograph record) Label.
© 1Dec52; KK82373.

Training your parakeet to talk.
Peter Parker. (Phonograph record) Folder.
© 1Sep52; KK82372.

BONATH, 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.
© 5Nov52; KK83996.

BOND WHEELWRIGHT COMPANY.
The American Saga series; the White Rose of Memphis by Col. W. C. Falkner; Sonnets to Steve by Wilbert Snow; Fragments of Life, metaphysics and art, by Léo Bronstein, and 4 others. (Books) Adv. from Publishers' weekly, spring 1953, p. 468. Appl. author: Gotham Advertising Co. © The Bond Wheelwright Co.; 31Jan53; KK84313.

BON-TON WALL PAPER COMPANY ©.
For sale, latest type, old-fashioned trimming machines. Now 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.

BOONE (N. K.) COMPANY ©.
Follow the road to success. (Banking service advertising) Folder. Appl. author: H. Hart Nance. © 8Jun53; KK86266.

For convenience, wherever you live, our bank is as near as your mailbox. Bank by mail, pay by check. (Banking service advertising) Sheet. Appl. author: H. Hart Nance. © 8Jun53; KK86270.

The house that Jack built and Mary added to. (Bank advertising) Folder. © Dick Boone, Joe W. Kendrick & H. Hart Nance, d.b.a. N. K. Boone Co.; 24Feb53; KK86618.

The house that our customers built continues to grow. (Banking service advertising) Folder. Appl. author: H. Hart Nance. © 8Jun53; KK86265.

If you had a fire tonight, how much would you lose? (Bank advertising) Folder. © Dick Boone, Joe W. Kendrick & H. Hart Nance, d.b.a. N. K. Boone Co.; 24Feb53; KK86617.

Low cost auto loans. (Bank advertising) Folder. © Dick Boone, Joe W. Kendrick & H. Hart Nance, d.b.a. N. K. Boone Co.; 24Feb53; KK86616.

Old fashioned loan, too? Build bank credit when you buy, it's like money in the bank. (Banking service advertising) Sheet. Appl. author: H. Hart Nance. © 8Jun53; KK86271.

Times change but wisdom of saving remains. (Banking service advertising) Sheet. Appl. author: H. Hart Nance. © 8Jun53; KK86267.

Will your auto loan stand investigation? (Banking service advertising) Sheet. Appl. author: H. Hart Nance. © 8Jun53; KK86269.

Who? Me? Safe deposit boxes available now. (Banking service advertising) Sheet. Appl. author: H. Hart Nance. © 8Jun53; KK86268.

BORDEAU, S. P.
E-M foto facts. KK84797. SEE Electric Machinery Manufacturing Company.

BORDEN COMPANY.
Borden quarterly memo to stockholders. Dec. 20, 1952. (Food products) Folder. Appl. author: Charles Howard. © The Borden Co.; 20Dec52; KK82461.

Eremil powdered infant food. Net weight 1 pound. Label. Appl. authors: Ted Miller and John Johnson. © The Borden Co.; 7Apr53; KK84701.

Free of extra cost, 2 Elsie family cookie cutters, when you purchase 2 cans of Eagle brand milk. (Condensed milk) Card. Appl. author: Thomas B. Kerr. © The Borden Co.; 17Feb53; KK84700.

La Rue de luxe french bulk ice cream; one-half gallon. Label. Appl. author: David Maxwell. © The Borden Co.; 27Apr53; KK86514.

La Rue de luxe french ice cream. Contents: 1 pint. Label. Appl. author: David Maxwell. © The Borden Co.; 15Apr53; KK86513.

BORG-WARNER CORPORATION ©.
Sun position, heat gain and shading data calculator. Ingersoll Koolshade Sunscreen. (Door and window screens) Card. Appl. author: Walkley B. Ewing. © 15Sep52; KK81457.

BORG-WARNER CORPORATION. NORGE DIVISION ©.
Remember Yahooody? My how he's grown since Norge and Borg-Warner put him to work for you. (Electrical ranges & automatic washer) Adv. from Retailing daily, Feb. 17, 1953, p. 4 of cover. Appl. author: J. Walter Thompson Co. © 17Feb53; KK83103.

BORROUGHS MANUFACTURING COMPANY ©.
Borroughs does it again. Borroughs introduces another sure-fire hit, the red cap Wrap Rack. (Clothes rack) Adv. from Geyer's topics, Apr. 1953, p. 9-11. Appl. author: Spedden Advertising Agency. © 25Mar53; KK86344.

BOSTON PRINTING COMPANY.

Home schedule Braves and Red Sox for 1953. Night games — 2-double headers. (Baseball calendars) Calendar. On verso: College football games for 1953. © Nathan R. Krock, d.b.a. the Boston Printing Co.; 27Jan53; KK83117.

Home schedule Braves and Red Sox for 1953. Night games — 2 double headers. (Calendar schedule blotter) Blotter. © Boston Printing Co., Nathan R. Krock, owner; 20Jan53; KK83112.

BOSTONIAN SHOES.

By paying a little more today, you save shoe dollars tomorrow. Bostonians. Adv. from Life, Oct. 6, 1952, p. 54. Appl. author: Young & Rubicam, inc. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 30Oct52; KK82996.

Father, speak your piece. Bostonian Tom-Tom moccasins. (Shoes) Adv. from Esquire, July 1952, p. 109. Appl. author: Young & Rubicam, inc. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 6Jun52; KK81184.

Have you got 5 o'clock feet? Bostonian Footsavers. (Shoes) Adv. from Time, Oct. 13, 1952, p. 12. Appl. author: Young & Rubicam, inc. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 9Oct52; KK83000.

It's not how little you pay, but how much you get. Bostonians. (Shoes) Adv. from Life, Nov. 10, 1952, p. 105. Appl. author: Young & Rubicam, inc. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 7Nov52; KK82997.

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. 145. Appl. author: Young & Rubicam, inc. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 10Sep52; KK82995.

Like walking on pillows all day long. Mansfields, by the makers of Bostonians. (Shoes) Adv. from Collier's, Dec. 13, 1952, p. 73. Appl. author: Young & Rubicam, inc. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 5Dec52; KK82991.

A little more money buys a lot more shoe. Bostonians. Adv. from Life, Sept. 8, 1952, p. 75. Appl. author: Young & Rubicam, inc. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 5Sep52; KK83001.

Mansfields first again. Easy Lacers. (Shoes) Adv. from Esquire, Oct. 1952, p. 44-45. Appl. author: Young & Rubicam, inc. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 10Sep52; KK82989.

Pay a little more now, get a lot more longer. Bostonians. (Shoes) Adv. from the Saturday evening post, Nov. 15, 1952, p. 94. Appl. author: Young & Rubicam, inc. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 15Nov52; KK82998.

Pedigreed grains, the leather that gives yet takes it. Bostonians. (Shoes) Adv. from Esquire, Nov. 1952, p. 19. Appl. author: Young & Rubicam, inc. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 1Sep52; KK82994.

BOSTONIAN SHOES. Cont'd.

- The shoe you don't have to take off after work. Bostonian Footsavers. Adv. from Time, Sept. 15, 1952, p. 10. Appl. author: Young & Rubicam, inc. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 11Sep52; KK82999.
- Something new in nylon mesh, cocoa. Bostonians. (Shoes) Adv. from Esquire, June 1952, p. 25. Appl. author: Young & Rubicam, inc. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 9May52; KK82992.
- These Cordograins won't insure success, but they sure look it. Mansfields, by the makers of Bostonians. (Shoes) Adv. from Collier's, Oct. 18, 1952, p. 47. Appl. author: Young & Rubicam, inc. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 10Oct52; KK82990.
- This year fall starts in the Bostonian windows. (Shoes) Adv. from Esquire, Sept. 1952, p. 84. Appl. author: Young & Rubicam, inc. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 8Aug52; KK82993.
- BOSTONIAN SHOES. SEE ALSO Commonwealth Shoe and Leather Company.
- BOSTROM, ROBERT W.
Here's your professional sample of Hematovals Ulmer. KK81992. SEE Ulmer Pharmacal Company.
Trisert Ulmer. KK81993. SEE Ulmer Pharmacal Company.
- BOTANY MILLS, INC. ©.
- Botany beautiful. All about wool. Adv. from Practical home economics, Feb. 1953, p. 55. Appl. author: Botany Mills, inc., employer for hire. © 1Feb53; KK82290.
- Botany brand certified fabrics for home sewing for the new fluid lines. Adv. from Simplicity pattern book, Spring 1953, p. [4] of cover. Appl. author: Botany Mills, inc., employer for hire. © 15Jan53 (in notice: 1952); KK81794.
- Botany brand 500, tailored by Daroff, blue chip blues. (Men's clothing) Adv. from Esquire, Jan. 1953, p. 37. Appl. author: Botany Mills, inc., employer for hire. © 5Dec52; KK81151.
- Botany brand 500, tailored by Daroff. High man on a poll. The fabric is the soul of the suit. (Men's suits) Adv. from Esquire, June 1952, p. 100. Appl. author: Botany Mills, inc., employer for hire. © 15May52; KK82366.
- Botany brand 500 tailored by Daroff unbelievable value in all-wool sport jackets and slacks. Adv. from Esquire, June 1953, p. 44. Appl. author: Botany Mills, inc., employer for hire. © 8May53; KK85436.
- 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. © 20May53; KK85779.
- Botany brand 500, tailored by Daroff unbelievably priced at only \$60. (Men's suits) Adv. from Collier's, Mar. 21, 1953, p. 30. Appl. author: Botany Mills, inc., employer for hire. © 13Mar53; KK85741.
- Botany brand 500 tailored by Daroff unbelievably priced at only \$60. (Men's topcoats) Adv. from the Saturday evening post, Mar. 7, 1953, p. 112. Appl. author:

- Botany Mills, inc., employer for hire. © 4Mar53; KK82910.
- Botany brand 500, tailored by Daroff unbelievably priced at only \$65. (Men's suits) Adv. from Esquire, Apr. 1953, p. 40. Appl. author: Botany Mills, inc., employer for hire. © 6Mar53; KK83281.
- Botany brand 500, tailored by Daroff, unbelievably priced at only \$65. (Men's suits) Adv. from Look, Apr. 21, 1953, p. 57. Appl. author: Botany Mills, inc., employer for hire. © 7Apr53; KK84675.
- Botany brand 500 tailored by Daroff unbelievably priced at only \$65. (Men's suits) Adv. from the New York times magazine, Mar. 15, 1953, p. 72. Appl. author: Botany Mills, inc., employer for hire. © 15Mar53; KK83686.
- Botany brand products for men. The richest nest eggs for Easter. (Ties, slacks and shirts) Adv. from Esquire, Apr. 1953, p. 4 of cover. Appl. author: Botany Mills, inc., employer for hire. © 6Mar53; KK83280.
- Botany brand sportswear insured. Read about Botany's new plan for fall. (Shirts and slacks) Adv. from Men's wear, Apr. 10, 1953, p. 138. Appl. author: Botany Mills, inc., employer for hire. © 10Apr53; KK84433.
- Botany brand wrinkle-proof ties. The only ties with the patented fabric construction that stay wrinkle-proof forever. Adv. from Look, Apr. 7, 1953, p. 49. Appl. author: Botany Mills, inc., employer for hire. © 24Mar53; KK84434.
- The Botany Model of the Month Club. (Yarns) Folder. Appl. author: Botany Mills, inc., employer for hire.
- Vol. 13, no. 1. © 2Jan53; KK81070.
- Vol. 13, no. 2. © 2Feb53; KK82094.
- v. 13, no. 3. © 2Mar53; KK82911.
- v. 13, no. 4. © 1Apr53; KK84239.
- v. 13, no. 5. © 1May53; KK85197.
- v. 13, no. 6. © 1Jun53; KK86233.
- Botany products for men. The high signs of spring. (Ties, slacks and shirts) Adv. from the New York times magazine, Feb. 8, 1953, p. 56. Appl. author: Botany Mills, inc., employer for hire. © 8Feb53; KK82291.
- Fact not fiction; a patented fabric construction designed to keep Botany brand wrinkle-proof ties wrinkle-proof forever. Adv. from Collier's, Dec. 20, 1952, p. 28. Appl. author: Botany Mills, inc., employer for hire. © 13Dec52; KK80932.
- For hand-knitting, wool has no equal, and the wool yarn without equal is Botany brand No-dye-lot yarn. Adv. from Smart knitting and needlecraft, 11th ed., p. 4 of cover. Appl. author: Botany Mills, inc., employer for hire. © 2Mar53; KK82704.
- For the dad who's one in a million, the billion dollar quality of Botany brand products for men. (Ties, shirts and slacks) Adv. from the New York times magazine, June 7, 1953, p. 80. Appl. author: Botany Mills, inc., employer for hire. © 7Jun53; KK86426.
- She knows Botany. Handmacher, too, knows the luxury and quality of Granaire by Botany, ... (Fabrics)

- Adv. from Vogue, Feb. 1, 1953, p. 45. Appl. author: Botany Mills, inc., employer for hire. © 1Feb53; KK82167.
- She knows Botany. Jane Derby, too, knows Botany Eplinge ... (Fabrics) Adv. from Town & country, Mar. 1953, p. 21. Appl. author: Botany Mills, inc., employer for hire. © 28Feb53; KK82932.
- She knows Botany. Leeds, ltd., too, knows the fashion versatility of Bouclaine, Botany's quality ... (Fabrics) Adv. from Mademoiselle, Feb. 1953, p. 25. Appl. author: Botany Mills, inc., employer for hire. © 1Feb53; KK82168.
- She knows Botany. Matlin, too, knows the soft-brushed texture of Botany's Tazmeer, luxury-woven Zibeline of fine pure wool. (Fabrics) Adv. from Vogue, Jan. 1953, p. 19. Appl. author: Botany Mills, inc., employer for hire. © 1Jan53; KK81720.
- She knows Botany. Moordale, too, knows the fame of Botany Reeds-ton flannel, fine 100% virgin wool worsted, yarn-dyed for texture interest, luxurious touch. (Fabrics) Adv. from Charm, Feb. 1953, p. 31. Appl. author: Botany Mills, inc., employer for hire. © 25Jan53; KK81721.
- She knows Botany. Philip Mangone, too, knows the beauty and quality ... (Fabrics) Adv. from Vogue, Mar. 1, 1953, p. 8. Appl. author: Botany Mills, inc., employer for hire. © 1Mar53; KK82931.
- This fall, your best bet is Botany. She knows Botany, manufacturers know Botany, stores know Botany. (Fabrics) Adv. from Women's wear daily, Feb. 24, 1953, p. 3. Appl. author: Botany Mills, inc., employer for hire. © 24Feb53; KK83687.
- Which would you rather sink your teeth into; a choice roast -- a vitamin pill. Botany brand sportswear. Adv. from Department store economist, Dec. 1952, p. 85. Appl. author: Botany Mills, inc., employer for hire. © 1Dec52; KK81550.
- You are cordially invited to discover a gold mine this spring ... Botany brand products for men. (Men's clothing) Adv. from Men's wear, Jan. 9, 1953, p. 52. Appl. author: Botany Mills, inc., employer for hire. © 9Jan53; KK81633.
- BOURKE, HOLLAND, AND MILLER, INC. SEE Envoys, inc.
- BOUTELLS ©.
- Boutells checkbook to savings. (Furniture and appliances) Pamphlet. Appl. authors: Arthur Davidson & Geo. Woerner. © 15Jan53; KK82009.
- BOYD, ANDREW CULVER, JR.
How to give exciting new flavor to an old favorite Mardi Gras macaroni & cheese. KK82347. SEE Carnation Company.
New idea for a one-dish dinner. KK84070. SEE Carnation Company.
New product makes tough meat tender. KK86163. SEE Adolph's, ltd.
Nothing like this ever happened to meat loaf before cheeseburger loaf. KK82053. SEE Carnation Company.
This is it, the product you've read about. KK86164. SEE Adolph's, ltd.

- BOYD, DUANE.**
White bond envelopes. KK80942.
SEE Marathon Corporation.
White bond writing paper. KK80941.
SEE Marathon Corporation.
- BOYER, ROBERT JOHN.** SEE Boyer Brothers, inc.
- BOYER BROTHERS, INC. ©.**
Peanut butter Mallo. It's half-n-half. Net wt. 7/8 oz. (Candy) Label. Appl. author: Robert John Boyer. © 20May53; KK86086.
- BOYSEN (WALTER N.) COMPANY ©.**
Boysen paint goes on easier. Adv. Appl. author: Alfred A. Atherton. © 4Feb53; KK83668.
- BOZELL AND JACOBS.**
Staley Pig Kisses. KK82532. SEE Staley Milling Company.
- BRADLEY, T. W., JR.**
Fabulous fashion tones. KK83889.
SEE Grey (Mary) Hosiery Mills.
Mary Grey hosiery. KK83890. SEE Grey (Mary) Hosiery Mills.
Spanish tones. KK83757. SEE Grey (Mary) Hosiery Mills.
- BRADLEY AND TAYLOR ©.**
Darling, my trunks are bulging with all the wrong clothes. (Clothing) Adv. from Ft. Lauderdale daily news, Mar. 3, 1953, p. 7. Appl. author: Allen Salvesen. © 3Mar53; KK82928.
- BRAND, OTHAL E.** SEE Brand Brothers Produce Company.
- BRAND BROTHERS PRODUCE COMPANY ©.**
Trophy brand selected onions. Net wt. 3 lbs. Label. Appl. author: Othal E. Brand. © 25Nov52; KK81953.
- BRANDENFELS, CARL ©.**
Here is a new research discovery. Could affect your whole life. The amazing benefits of Dilative Action massage could be the secret of a new life for you. (Mechanical massager) Sheet. © 16Feb53; KK82689.
Now you too can enjoy this sensational discovery of a new all-body massage principle. Dilative Action releases your hidden youth till your whole body pulsates ... (Mechanical massager) Sheet. © 16Feb53; KK82688.
- BRANN, DONALD R.**
Build it yourself. SEE Easi-Bild Pattern Company.
- BRASCHWITZ, JOHN M.**
Brighten your home with Dyna Foam. KK83298. SEE Specialties Development Corporation.
- BRECK (JOHN H.) INC. ©.**
Beautiful hair. Breck cream treatment, a simple treatment for dry or damaged hair. Net weight 1 1/2 oz. Label. © 15May53; KK86352.
- BREWER (BRUCE B.) AND COMPANY.**
Ask a friend who owns any other dishwasher if hers can match what James can do. KK85837. SEE James Manufacturing Company, inc.
A herbicide for cotton, Ho-No-Mo. KK82161. SEE Spencer Chemical Company.
How Wizard outperforms all others. SEE Western Auto Supply Company.
- BREWER (SILAS H.) COMPANY ©.**
Every age is the magic age when your children have life security with Life and Casualty Insurance Company of Tennessee. Magic age chart. Folder. Appl. author: Silas Herbert Brewer. © 11Jan52; KK81052.
- BREWER, SILAS HERBERT.** SEE Brewer (Silas H.) Company.
- BREWERS SCIENTIFIC LABORATORIES ©.**
Amylan, the economical foam binder. Amylan is economical, effective, and enlivens beer and ale properties. (Protein preparation) Sheet. Appl. author: A. L. Nugey. © 28Mar50; KK83922.
B.M.S., the best preservative for all beers. (Sulphur dioxide compound) Sheet. Appl. author: A. L. Nugey. © 3Jan41; KK83921.
BSL cooker enzymes. (Enzymic compound) Label. Appl. author: A. L. Nugey, employer for hire. © 3Sep50; KK83312.
BSL cooker enzymes insures against inefficiency, contamination and strawy flavors. Sheet. Appl. author: A. L. Nugey, employer for hire. © 3Sep50; KK82654.
BSL cooker enzymes insures against inefficiency, contamination and strawy flavors. (Enzymic compound) Sheet. Appl. author: A. L. Nugey. © 3Sep50; KK84024.
BSL cooker enzymes insures against inefficiency, contamination and strawy flavors. Folder. Appl. author: A. L. Nugey. © 1Dec52; KK83923.
BSL cooker enzymes insures against inefficiency, contamination and strawy flavors. Folder. Appl. author: A. L. Nugey. © 1Dec52; KK86328.
BSL yeast antiseptic. (Yeast cleansing chemical compound) Folder. Appl. author: A. L. Nugey. © 27Mar41; KK86331.
Blank beer, mellowed rite, no tongue bite. Sheet. Appl. author: A. L. Nugey. © 7Jan52; KK86327.
Brewers Cooker N-Zymes. (Enzymic compound) Label. Appl. author: A. L. Nugey, employer for hire. © 1Dec52; KK83311.
Brewers Diastase overcomes starch turbidity. (Enzymic compound) Sheet. Appl. author: A. L. Nugey. © 6Jan41; KK86330.
Brewers letter. (BSL cooker enzymes) Folder. Appl. author: A. L. Nugey. Dec. 1952. The year of 1953. © 1Dec52 (in notice: 1953); KK84022.
Apr. 1953. What is research? © 2Apr53; KK84530.
May 1953. Brewery wastes. © 1May53; KK86740.
Bru-Gum, foam producer, foam binder, foam retainer. (Purified cellulose material) Folder. Appl. author: A. L. Nugey. © 2Apr53; KK84529.
Enzmol, for all malt mashes, for malt and prepared flake mashes. (Enzymic compound) Sheet. Appl. author: A. L. Nugey. © 1Dec52; KK82734.
Mr. Brewer: A protein imbalance in beer & ale is knocking down your sales volume. Improve mash tub efficiency with Enzmol. Enzmol is your best partner. (Enzymic compound) Sheet. Appl. author: A. L. Nugey. © 2Mar53; KK86332.
- Morfoam puts a uniform, long lasting, rich creamy head on beers and ales. (Protein compound) Folder. Appl. author: A. L. Nugey. © 6Jun49; KK83918.
Self-gelatinizing Brewers refined grits. No malt required in cooker mash. (Enzyme-starch product) Sheet. Appl. author: A. L. Nugey, employer for hire. © 3Sep50; KK82653.
Take notice. Brewers Scientific Laboratories has applications pending in the US Patent Office ... covering the process relating to enzymic gelatinization of all raw cereals ... BSL cooker enzymes. Sheet. Appl. author: A. L. Nugey. © 2Mar53; KK86329.
Take notice. This concern manufactures and sells enzymic products for use in brewery cooker mashes ... BSL cooker enzymes. Sheet. Appl. author: A. L. Nugey. © 14Mar53; KK83925.
Wort-ite, the master coagulant. BSL. (Chemical precipitant) Sheet. Appl. author: A. L. Nugey. © 6Jan48; KK83924.
- BREWING CORPORATION OF AMERICA ©.**
Better than beer? Try Carling's Red Cap ale this week and see. Adv. from Detroit free press, June 11, 1953, p. 25. Appl. author: Benton & Bowles, inc. © 11Jun53; KK86731.
Better than beer? Try Carling's Red Cap ale this week and see. Adv. from Tribune leader, Great Falls, Mont., June 10, 1953. Appl. author: Benton & Bowles, inc. © 10Jun53; KK86546.
- BRIDGE, DAISY C. ©.**
Weathervane playing cards. North, south, east, west. Label. © 18Apr53; KK84759.
- BRIDGEPOINT PLAYING CARD COMPANY ©.**
Bridge bidding made simple. New, Goren Bridgepoint playing cards. Speeds bidding, helps beginners. Label. © 1Apr53; KK85055.
- BRIESMEISTER, FRED.**
The Gregorian edition of the Catholic family Bible. KK83864. SEE Crawley (John J.) and Company.
- BRIGGS MANUFACTURING COMPANY ©.**
Briggs beautyware in color. Delightfully modern and built to last. (Plumbing ware and bathroom fixtures) Adv. from the Saturday evening post, May 16, 1953, p. 155. Appl. author: MacManus, John and Adams, inc. © 16May53; KK86948.
Demand quality plumbing fixtures. Briggs Beautyware. (Plumbing ware & bathroom fixtures) Adv. from NAHB correlator, Apr. 1953, p. 157-158. Appl. author: MacManus, John & Adams, inc. © 1Apr53; KK86536.
Everyone wants two bathrooms. Sell homes faster with two bathrooms of Briggs Beautyware. (Plumbing ware & bathroom fixtures) Adv. from American builder, May 1953, p. 32. Appl. author: MacManus, John & Adams, inc. © 1May53; KK86538.
Show them two, and make a sale. Two bathrooms, a must in every modern home. Briggs Beautyware. (Plumbing ware and bathroom fixtures) Adv. from NAHB correlator, Mar. 1953, p. 103-106. Appl. author: MacManus, John and Adams, inc. © 1Mar53; KK84928.

BRIGGS MANUFACTURING COMPANY ©. Cont'd.

Two questions, Mr. Builder: What does every home-buyer want in his new home? How can you sell your new homes faster? Briggs Beautyware. (Plumbing ware & bathroom fixtures) Adv. from NAHB correlator, May 1953, p. 101-104. Appl. author: MacManus, John & Adams, inc. © 1May53; KK86537.

BRIGHT STAR.

First choice among professional and amateur photographers. Bright Star photo flash battery. Adv. from Life, Feb. 16, 1953, p. 102. Appl. author: Monroe F. Dreher, inc. © Bright Star Battery Co., d.b.a. Bright Star; 12Feb53; KK85762.

The leader. Bright Star photoflash batteries are first in choice, first in sales. Adv. from Photography magazine, Jan. 1953, p. 109. Appl. author: Monroe F. Dreher, inc. © Bright Star Battery Co., d.b.a. Bright Star; 10Dec52; KK85760.

Lifetime flashlight. Bright Star. Adv. from Life, Feb. 2, 1953. Appl. author: Monroe F. Dreher, inc. © Bright Star Battery Co., d.b.a. Bright Star; 29Jan53; KK85763.

Power packed flashlight battery. Bright Star. Adv. from Life, Mar. 30, 1953. Appl. author: Monroe F. Dreher, inc. © Bright Star Battery Co., d.b.a. Bright Star; 26Mar53; KK85761.

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

BRINLEY, J. F. ©.

Official map-guide to metropolitan Houston. (Printed maps) Label. © 5Jun53; KK86168.

BRISEBOIS, LESLIE A.

Ad-maker furniture advertising and promotion service. SEE Evans and Brisebois.
3 star sale, day and night. KK81122. SEE Evans and Brisebois.

BRISTOL, JOSEPH W.

Fills cracks in masonry & metal. KK85238. SEE Shield Chemical Corporation.

BRISTOL-MYERS COMPANY ©.

Back up your smile with healthy teeth. Ipana tooth paste. Charts A [and] B. Poster. Appl. author: Sally Dickson Associates. © 15May53; KK86322.

Facts about perspiration. Mum deodorant. Charts A and B. Poster. Appl. author: Sally Dickson Associates. © 15May53; KK86322.

BRITTON, ARTHUR THOMAS ©.

Principle and operation of the Britton multi-strip sealed piston, with or without wrist pin. Sheet. © 16Jan53; KK83197.

BRODY (B.) SEATING COMPANY ©.

The world's finest seating equipment. Tru-Chrome. Brobilt. (Restaurant booths and chairs) 36 p. Appl. author: Robert E. Friedman. © 15Oct52; KK81430.

BROMO-MINT COMPANY, d.b.a. KENNER PRODUCTS COMPANY. SEE Kenner Products Company.

BRONX SAVINGS BANK.

Here's the whole wonderful story of the insured-savers plan. Adv. from Daily news, Jan. 21, 1953, p. 4M.

Appl. author: H. J. Gerds Co., inc. © The Bronx Savings Bank; 20Jan53; KK81553.

BROOKE, SMITH, FRENCH AND DORRANCE, INC.

A Bacardi cocktail has less calories than 2 slices of pineapple. KK81991. SEE Bacardi Imports, inc.

A Bacardi highball has less calories than one egg. KK82288. SEE Bacardi Imports, inc.

A Bacardi old-fashioned has less calories than half a grapefruit. KK81803. SEE Bacardi Imports, inc.

Now, undreamed of comfort and convenience ... KK85786. SEE Bundy Tubing Company.

This is new Bundyweld ceiling radiant heating. SEE Bundy Tubing Company.

BROOKLYN METALWARE COMPANY.

New captive cover garbage can ... Permanently lubricated hinge ... holds cover rigid in all three positions. Label. © Brooklyn Metalware Co., a co-partnership composed of Hyman Solnick & Edward Solnick; 25May53; KK85894.

BROOKS, HAROLD. SEE Brooks-Skinner Company.

BROOKS-SKINNER COMPANY ©.

The largest manufacturers in the Eastern States of wood and steel prefabricated buildings. Catalog no. 77. 5 p. Appl. author: Harold Brooks. © 29Apr53; KK86311.

BROWN, BYRON H.

Only TAC has perfected the open-end ratchet wrench. KK86624. SEE Tubing Appliance Company.

BROWN, D. J.

Your hair your way. KK83033. SEE House of Beauty.

BROWN, DEAN.

Natural, low cost Magnite provides amazing rapid growth for your lawn, garden & plants. KK85155. SEE Magma Corporation.

BROWN, ELMORE.

Where the furnace used to be. KK80753. SEE General Electric Company.

BROWN, MELVIN J.

Ask for Brown's vitamin-mineral fortified milk. KK86440. SEE Brown's Creamery.

BROWN, ROBERT MICHAEL.

Facts for fun. KK84254. SEE Esslinger's, inc.
Facts for fun at your party. KK84265. SEE Esslinger's, inc.

BROWN, SAM.

Spray painting made easy. KK83110. SEE Devilbiss Company.

BROWN, WILBER E. ©.

In event of death, will you leave them a debt-free home? No debt should live longer than the man who made it. (Insurance) Sheet. © 1Apr51; KK81283.

BROWN AND GRAVENSON, INC. ©.

America's hottest new account openers for 1953. Free mats with orders. Richie. (Piano, fishing outfit, luggage, umbrellas) Pamphlet. Appl. author: Sidney M. Brownstein. © 5Mar53; KK83512.

Another Richie triumph. The biggest dollar days and cash special catalog in America. (Household utensils) Pamphlet. Appl. author: Sidney M. Brownstein. © 8Jan53; KK82176.

Genuine Car Master matched 3 pc. travel-bag set. (Luggage) Sheet. Appl. author: Sidney M. Brownstein. © 9Mar53; KK84030.

Greatest luggage sale in our history ... 3 pc. set of fine matched monogrammed luggage. Sheet. Appl. author: Sidney M. Brownstein. © 2Mar53; KK82778.

Pre-vacation 50 o/o off sale. America's most beautiful 3 pc. matched set luggage. (Luggage, fishing sets and picnic table and chair) Folder. Appl. author: Sidney M. Brownstein. © 9Mar53; KK84029.

Special gift for our preferred customers only. Free 13 pc. copper & ivory bake-serve set, given with purchase of Castelholm dinner service. Sheet. Appl. author: Sidney M. Brownstein. © 24Dec52; KK82175.

The talk of the industry ... the most important doll of the century, her majesty the Coronation walking doll. Sheet. Appl. author: Sidney M. Brownstein. © 2Mar53; KK82777.

BROWN AND WILLIAMSON TOBACCO CORPORATION ©.

Life cigarettes, filter length. Label. © 10May53; KK85202.

BROWN-BLODGETT, INC. ©.

Try Big Bill. Thick-n-smooth malts and shakes. Poster. © 15Apr53; KK86612.

BROWN-FORMAN DISTILLERS CORPORATION ©.

A gift to be remembered. Famous Old Forester in matchless new guest decanter. (Whiskey) Adv. from Life, Nov. 17, 1952, p. 50. Appl. author: Ruthrauff & Ryan, inc. © 17Nov52; KK81039.

There is nothing better in a highball, because as it says on the label ... Enjoy an Old Forester highball today. (Whisky) Adv. from Cosmopolitan, Mar. 1953, p. 128. Appl. author: Ruthrauff & Ryan, inc. © 1Mar53; KK84819.

BROWN-MILLER COMPANY ©.

Delta pickles; home style, summer dill, with garlic. One quart. Label. Appl. author: Ted Drell. © 5Dec52; KK86631.

Rainbo pickles, sweet gherkins. 12 fl ozs. Label. Appl. author: Ted Drell. © 5Dec52; KK86632.

BROWN'S CREAMERY.

Ask for Brown's vitamin-mineral fortified milk. Poster. Appl. author: Melvin J. Brown. © Brown's Creamery (Company); 15Jun53; KK86440.

BROWNSTEIN, SIDNEY M. America's hottest new account openers for 1953. KK83512. SEE Brown and Gravenson, inc.

Another Richie triumph. KK82176. SEE Brown and Gravenson, inc.

Genuine 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. KK84029. SEE Brown and Gravenson, inc.
- Special gift for our preferred customers only. KK82175. 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. © 15Dec52; KK81669.
- BRUCK (FRANKLIN) ADVERTISING CORPORATION.
Coty gifts trimmed at no extra cost. KK81145. SEE Coty, inc.
- Four Coty beauty values that really add up. KK83746. SEE Coty, inc.
- Introducing Body Beautiful hormone lotion, the finest hormone lotion to help your body look young. KK81319. SEE Coty, inc.
- Legend of love and luck surrounds Muguet Des Bois. KK85160. 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. KK85138. SEE Coty, inc.
- BRUMBACH, GEORGE E.
Carpenter service bulletin. SEE Carpenter Steel Company.
- BRUNSWICK-BALKE-COLLENDER COMPANY.
Brunswick brings you a completely new line of school furniture with advanced design. 2 sheets. Appl. author: McCann-Erickson, inc. © The Brunswick-Balke-Collender Co.; 23Feb53; KK82641.
- 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.
Bryan. Perfect workmanship and fit. (Baby garments) Label. © Joseph Edgar Bryan & Grace Edavera Bryan, d.b.a. Bryan Frocks Co.; 1Apr50; KK82093.
- Infant creepers. Jeepers, one-piece suit. (Baby garments) Label. © Joseph Edgar Bryan & Grace Edavera Bryan, d.b.a. Bryan Frocks Co.; 3Nov52; KK84900.
- BUCHAN, FREDERICK C.
Typewriter, the modern typewriter type cleaner. KK83082. SEE Margo Products Company.
- BUCHANAN AND COMPANY.
Double-good Eskimo twin pop. KK85098. SEE Eskimo Pie Corporation.
- Eskimo cone. KK85099. SEE Eskimo Pie Corporation.
- Tasta-mates. KK84438. SEE Eskimo Pie Corporation.
- Yum's the word. KK84439. SEE Eskimo Pie Corporation.
- BUCHBINDER, HENRY M. SEE Buchbinder Brothers. Style-Lite-Division.
- BUCHBINDER BROTHERS. STYLE-LITE DIVISION ©.
Style-lite, a great name in functional units. Fixtures to be used in flower shops. Folder. Appl. author: Henry M. Buchbinder. © 21Jan53; KK81559.
- BUCHEN COMPANY.
Add new life to lazy lunchrooms with Modernfold doors. KK83497. SEE New Castle Products.
- Additional hospital space at no additional cost. KK82534. 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. KK83646. SEE New Castle Products.
- Boats today. KK85106. SEE Universal Motor Company.
- Brand new. KK85140. SEE Club Aluminum Products Company.
- Central Oregon got more space at no more cost. KK84663. SEE New Castle Products.
- Create double-duty areas, cut construction costs with Modernfold doors. KK83978. SEE New Castle Products.
- Every dish a treat with new Club Hammercraft waterless cookware. KK85141. SEE Club Aluminum Products Company.
- Fit classrooms to class needs with Modernfold movable walls. KK82251. SEE New Castle Products.
- Flexible plan for an expanding family. KK81661. SEE New Castle Products.
- Get in step with spring. KK84643. SEE Ripon Knitting Works.
- Here is the true story of how one family solved that more space problem. KK85300. 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. KK83335. SEE New Castle Products.
- How to make wardrobe space 100 % accessible. KK82535. SEE New Castle Products.
- It's a best seller, new Spacemaster folding door. KK84665. SEE New Castle Products.
- Keep classrooms here, till you need them here. KK82345. SEE New Castle Products.
- Modernfold doors definitely help sales. SEE New Castle Products.
- Modernfold doors really make houses more saleable. SEE New Castle Products.
- Modernfold doors save space ... KK86897. 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 bigger 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. KK84125. SEE New Castle Products.
- Modernfold magic saves space all through the house and in business too. KK83232. SEE New Castle Products.
- Modernfold makes the sale much easier. KK85785. SEE New Castle Products.
- More room all through the house. KK83493. SEE New Castle Products.
- New Spacemaster folding door by Modernfold Doors. KK81625. 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 ... KK81627. SEE New Castle Products.
- 1 → 8 = 6? One auditorium. KK83231. SEE New Castle Products.
- One room fits large crowds ... KK83510. SEE New Castle Products.
- Private dining room? KK83647. SEE New Castle Products.
- Problem: To find more classrooms quickly. KK83495. SEE New Castle Products.
- The proven way to effective room division. KK86361. SEE New Castle Products.
- Recipes that make cooking a pleasure ... KK84512. SEE Club Aluminum Products Company.
- The right size for any need. KK81909. SEE New Castle Products.
- Ripon profit boosters from the new fall line. SEE Ripon Knitting Works.
- See how Modernfold magic brings dead corners to life. KK83494. SEE New Castle Products.
- See what Modernfold magic can do for your kitchen. KK82483. SEE New Castle Products.
- Simple, space saving passage closure. KK84664. SEE New Castle Products.
- Space savers, cost shavers, sales builders. KK84856. SEE New Castle Products.
- Spacemaster beauty is more than skin deep ... KK81626. SEE New Castle Products.
- A test that disproves an old insulation belief ... KK85298. SEE Wood Conversion Company.
- What a wonderful way to serve coffee. KK80892. SEE Club Aluminum Products Company.
- When is the basement not a basement? KK85784. SEE Wood Conversion Company.
- When you build your home, there are some things you must not skimp on. KK85299. SEE Wood Conversion Company.
- Your attic can be a lovely spot. KK85783. SEE Wood Conversion Company.
- BUCKLEY, ANDREW FORREST, AND JENNIE COLEMAN 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 Toxaphene in Mississippi. KK85316. SEE Hercules Powder Company.
- News about Toxaphene in the Rio Grande Valley ... KK85317. SEE Hercules Powder Company.
- BULTNER, CARL.
Mr. Topper, super soda jerker. KK85168. SEE Towne Talk Company.

BULLDOG PALLET COMPANY ©.

They're not hounds for finding out-laws, and they're not hounds for hunting wolves, but they sure are hounds for punishment. Bulldog pallet, built to take it. (Wooden pallets) Folder. Appl. author: Frank P. Newton. © 11Mar53; KK83821.

BULOVA WATCH COMPANY, INC. ©.

The Ambassador arrives April 23. Ambassador of greater watch value. New Bulova Ambassador 17 jewels. Pamphlet. © 19Mar53; KK83454.

Complete new Bulova 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 Bulova Watch Co. Pamphlet. © 19Mar53; KK83455.

BUNDAS, RUDOLPH.

Heidelberg jumbo quart. KK84986. SEE Columbia Breweries, inc.

BUNDY TUBING COMPANY ©.

Now, undreamed of comfort and convenience with dirt-free Bundyweld ceiling radiant heating. (Metal tubing) Adv. from Better homes & gardens, Sept. 1952, p. 33. Appl. author: Brooke, Smith, French & Dorrance, inc. © 27Aug52; KK85786.

This is new Bundyweld ceiling radiant heating. Here's new heating that puts other types to shame for comfort, cleanliness and economy. (Metal tubing) Adv. from House beautiful, Apr. 1953, p. 109. Appl. author: Brooke, Smith, French & Dorrance, inc. © 20Mar53; KK83735.

This is new Bundyweld ceiling radiant heating. Here's wonderful new comfort ... (Metal tubing) Adv. from Better homes and gardens, Jan. 1953, p. 23. Appl. author: Brooke, Smith, French & Dorrance, inc. © 25Dec52; KK81326.

This is new Bundyweld ceiling radiant heating. Imagine home heating so comfortable, clean and inexpensive. It's like having the sun in your ceiling. (Metal tubing) Adv. from Better homes and gardens, Mar. 1953, p. 171. Appl. author: Brooke, Smith, French and Dorrance, inc. © 10Feb53; KK83736.

BURCHAM, GOULEY N., d.b.a. INSPECTORS SEA FOOD COMPANY. SEE Inspectors Sea Food Company.**BURDEN, WILLIAM WILSON.**

Broaching practice. KK84987. SEE National Broach and Machine Company.

BURENS, A. N., GERALD NOLAN, THOMAS CONLEY, R. A. MINNING, J. J.

RALEIGH, AND WARD LEAHY, composing the firm WIPEX INDUSTRIAL TOWEL SERVICE COMPANY. SEE Wipex Industrial Towel Service Company.

BURGDORFER, RENE H., ADIE E. GIESSOW, AND KENNETH J. WAHLBRINK, d.b.a.

KRAEG GAMES. SEE Kraeg Games.

BURGESS VIBROCRAPTERS, INC. ©.

Garden spraying is easy with this new low-priced all-purpose Burgess electric sprayer. Streamer. Appl. author: Carl L. Sorensen. © 6Mar53; KK83350.

Here it is at last. A special paint for spraying. BVI all-purpose enamel type spray paint. Form CS-4. Sheet. Appl. author:

Carl L. Sorensen. © 13Apr53; KK85900.

Mothproofing is easy with this new low-priced all-purpose Burgess electric sprayer. Streamer. Appl. author: Carl L. Sorensen. © 6Mar53; KK83351.

Painting is easy with this new low-priced all-purpose Burgess electric sprayer. Streamer. Appl. author: Carl L. Sorensen. © 6Mar53; KK83352.

Takes the pain out of painting. New low-priced all-purpose Burgess electric sprayer. Streamer. Appl. author: Carl L. Sorensen. © 6Mar53; KK83349.

BURKE (R. J.) ADVERTISING, INC.

From Paddock of Texas. KK83184. SEE Paddock of Texas.

Seablue pools. KK83185. SEE Paddock of Texas.

BURLEIGH, RICHARD A.

Between-meal nourishment automatically vended by candy-gum-nut-cookie Canteens. KK86930. SEE Automatic Canteen Company of America.

Blueprint for automatic vending. KK86932. SEE Automatic Canteen Company of America.

Canteen service. KK86931. SEE Automatic Canteen Company of America.

Cigarettes? Automatically vended from Canteens. KK86933. SEE Automatic Canteen Company of America.

BURNDY ENGINEERING COMPANY, INC. ©.

Burndy Wire-Mike. Connectors for all types, for all sizes of wire, cable, tube and bar. Metal work. Appl. author: David H. Harris. © 23Apr53; KK86838.

BURNETT, LEO.

Greatest sleeping improvement since the box spring. KK85289. SEE Englander Company, inc.

No matter how you sleep, you'll sleep better on an Englander mattress. SEE Englander Company, inc.

BURNETT (LEO) COMPANY, INC.

Art Linkletter goes corn wild. KK82560. SEE Green Giant Company.

El campeón. KK82553. SEE Green Giant Company.

Everybody goes for Kounty K1st peas and corn. KK82549. SEE Green Giant Company.

Feast or fiesta? KK82551. SEE Green Giant Company.

First time out. KK82557. SEE Green Giant Company.

Fresh-shucked flavor. KK82548. SEE Green Giant Company.

Grand opening. KK82561. SEE Green Giant Company.

Great new kitchen idea. SEE International Harvester Company.

Great new kitchen idea by International Harvester. KK86788. SEE International Harvester Company.

The Green Giant comes to town with a top flavor idea. KK82552. SEE Green Giant Company.

The Green Giant does a fireman's act when he gets the signal for the fleeting moment. KK82562. SEE Green Giant Company.

The Green Giant gives Art Linkletter the lowdown on high values in peas and corn. KK82558. SEE Green Giant Company.

He's weighted, he's inflated, he's plastic, he's fantastic, and he's selling peas and corn like crazy. KK82555. SEE Green Giant Company.

International Harvester introduces the smart way to keep cool. KK84893. SEE International Harvester Company.

Linkletter learns facts of corn life. KK82559. SEE Green Giant Company.

Linkletter makes like the Green Giant. KK82563. SEE Green Giant Company.

New pack. KK82556. SEE Green Giant Company.

New 7-climate refrigerators by International Harvester. SEE International Harvester Company.

Take it from your grocer, it's a great value in good eating. KK82554. SEE Green Giant Company.

\$10,000 winner. KK81970. SEE Durkee Famous Foods.

We couldn't pack them fresher unless we packed the vine. KK82550. SEE Green Giant Company.

BURNHAM CORPORATION ©.

Lord & Burnham garden center 1953. (Greenhouse store) Calendar.

Appl. author: Frank Herlihy. © 28Nov52; KK82388.

This is the catalog you requested from Lord & Burnham Division of Burnham Corporation. (Greenhouses) Sheet. Appl. author: Frank J. Herlihy. © 20Jan53 (in notice: 1952); KK81913.

BURROUGHS ADDING MACHINE COMPANY ©.

Save as much as 40 o/o of calculating time. Burroughs calculator with MemoRegister. Sheet. Appl. author: Campbell-Ewald Co. © 1May53; KK85704.

BURSTEIN, J. A. SEE Burstein-Applebee Company.**BURSTEIN-APPLEBEE COMPANY ©.**

B-A's big new 1953 summer flyer. No. 53-4. Featuring amazing savings and summer-time needs. (Radio, television, electrical appliance) 31 p. Appl. author: J. A. Burstein. © 15May53; KK86154.

B-A's big parade of super values, plus many new items available for the first time. Supplement no. 53-3 to 1953 catalog no. 531. (TV, electrical appliances) 31 p. Appl. author: J. A. Burstein. © 28Feb53; KK83174.

BURTONITE COMPANY.

Dri-Glu (No-warp) for tight wrapping. DF20. (Glues and adhesives) Post card. © The Burtonite Co., Burton H. Greenwood, owner; 1May53; KK85758.

Glu-Beads. A better product through research. (Glue in form of beads) Post card. © The Burtonite Co., Burton H. Greenwood, owner; 1May53; KK85759.

BUSH (CLINTON G.) LUMBER CORPORATION ©.

There is no other wood grown in the United States that possesses the combined superior natural characteristics ... California Redwood. [On verso] Chart of comparative ratings. Sheet. © 15Jan53; KK81754.

BUTCHER SHOP QUARTETTE, INC. ©.
Butcher Shop Quartette flavoring, for soups, stews ... Net contents 2½ fluid ounces. Label. Appl. author: Ross A. Lasley. © 15Feb53; KK84526.

Butcher Shop Quartette marinating sauce. Use before cooking roasts, broils, steaks, chops. Net contents 2½ fluid ounces. Label. Appl. author: Ross A. Lasley. © 15Feb53; KK84523.

Butcher Shop Quartette meat sauce. Use at the table with beef, lamb ... Net contents 2½ fluid ounces. Label. Appl. author: Ross A. Lasley. © 15Feb53; KK84525.

Butcher Shop Quartette saled dressing, for vegetable meat & sea food salads. Net contents 2½ fluid ounces. Label. Appl. author: Ross A. Lasley. © 15Feb53; KK84524.

BUTLER, ARTHUR R.
Eureka tool and die or maintenance welding in the forge shop. KK84762. SEE Welding Equipment and Supply Company.

BUTLER (B. B.) MANUFACTURING COMPANY, INC. ©.
New Peg-Board storage unit now available for immediate delivery. Folder. © 6Apr53; KK84096.

Peg-Board panels and metal hangers. What is Peg-Board equipment? Folder. © 15Dec52; KK84098.

BUTLER (KENNETH B.) AND ASSOCIATES.
Bill sprayed, Will didn't. KK85897. SEE Root-Lowell Corporation.

BUTLER, LESTER H.
Custom railing order form. KK80980. SEE Locke Manufacturing Company.

BUZZEO, WILLIAM E.
The perfect all seasoning agent, Spice-It. KK84835. SEE Products of Famous Restaurants, Inc.

BYMART, INC. SEE Bymart-Tintair, Inc.

BYMART-TINTAIR, INC.
Now. Go blonde at home without that bleached blonde look. Lightening Change. Home hair lightener, by Tintair. Adv. from Harper's bazaar, Dec. 1951, p. 2 of cover. Appl. author: Cecil & Presbrey, Inc. © Bymart, Inc., now by change of name Bymart-Tintair, Inc.; 1Dec51; KK81855.

BYNON, EDWARD NELSON.
Nature's health bath. Soap Lake mineral water. Contents 5 gallons. Label. © Edward Nelson Bynon & Everett Elmer Olson; 27Apr53; KK84795.

BYRON JACKSON COMPANY ©.
Easy on the eyes. Chip-proof ends guard against eye accidents. BJ Red Top tong dies. (Oil tools) Card. Appl. author: John O. Ramsey. © 20Jan53; KK83549.

Easy on the eyes. New BJ Red Top tong dies. (Oil tools) Sheet. Appl. author: John O. Ramsey. © 17Feb53; KK83548.

C

C AND D BATTERIES, INC. ©.
C & D diesel-locomotive batteries. (Electric storage batteries) Folder. Appl. author: The Richard A. Foley Advertising Agency, Inc. © 5May53; KK85031.

C & D heavy-duty batteries for marine service. (Electric storage batteries) Folder. Appl. author: The Richard A. Foley Advertising Agency, Inc. © 21Apr53; KK84533.

C & D Slyver-Clad batteries, for use with Yale worksaaver and electric industrial trucks. (Electric storage batteries) Sheet. Appl. author: The Richard A. Foley Advertising Agency, Inc. © 25Mar53; KK84532.

Plasticell batteries for the telephone industry. Folder. Bulletin T-527. Appl. author: T. A. Winchell & Co., Inc. © 5Jun53; KK86237.

Plasticell batteries for the telephone industry. Folder. Bulletin T-528. Appl. author: T. A. Winchell & Co., Inc. © 5Jun53; KK86238.

Slyver-Clad industrial truck batteries. Folder. Bulletin IT-520. Appl. author: T. A. Winchell & Co., Inc. © 5Jun53; KK86236.

C AND I BLIND INDUSTRIES.
O-dor-X; a powerful deodorizer and non-toxic spray. Label. © C & I Blind Industries, Charles V. Hodge, sole owner; 31Mar53; KK86881.

C-H COMPANY.
Mag1-Glo. For the home ... For the car. (Upholstery cleaner) Label. © C-H Co. (Richard Hammer); 8Jun53; KK86306.

CABANY, MILDRED. SEE Cabany Products, Inc.

CABANY PRODUCTS, INC. ©.
Airoma, a spicy mist that freshens, deodorizes, and aromatizes the air in your home. 12 fluid ozs. Label. Appl. author: Mildred Cabany. © 1Jan53; KK85650.

CADE (W. W.) SALES COMPANY ©.
Garden Kist liquid fertilizers. Emulsified liquid fish base. Contents 1 gallon. Label. Appl. author: Gerald P. Mertens. © 26Jan53; KK83660.

CAHN, CHARLES.
For an important U. S. male ... KK83820. SEE Schoeneman (J.) inc. Hammer 'Nails imported fabric. KK83817. SEE Schoeneman (J.) inc. Imported Coronado, as featured in Life. KK82633. SEE Schoeneman (J.) inc.

Man of the hour. KK83816. SEE Schoeneman (J.) inc.

Newspaper mats for spring and summer, 1953. KK80815. SEE Schoeneman (J.) inc.

Tough as a tiger, Bengal whipcord worsted. KK83818. SEE Schoeneman (J.) inc.

You are so right in a grey flannel suit. KK83819. SEE Schoeneman (J.) inc.

CAIN'S ENGLISH MUFFIN COMPANY ©.
Try Cain's English muffins, always buttered, never battered. Label. Appl. author: Topflight Tape Co. © 10Feb53; KK82546.

CAKE, BENJAMIN F.
Junior Phillies fresh-packs. SEE Bayuk Cigars, Inc.

CAL DE PIANO PRODUCTS COMPANY ©.
Kar-Visor street guide. Marquette Super Service Station. (Gasoline, tires, oil) Folder. Appl. authors: Joseph De Piano and James Collechia. © 15Jun52; KK85641.

CALGON, INC. ©.
Calgon for dispersion. (Glassy phosphate dispersing agent) Sheet. © 7Jan53; KK81139.

Instruction booklet for installation and use of the no. 2 Micromet feeder. (Mechanical chemical feeder) Folder. © 12Jan53; KK81346.

Instruction booklet for installation and use of the no. 6-G Micromet Pump Feeder. 10 p. © 7Jan53 (in notice: 1952); KK81140.

Refrigeration salt brine corrosion control with Banox. Folder. © 20Apr53; KK84799.

Zeotone cleans water softeners. Folder. © 23Mar53; KK83632.

CALIENTE GREYHOUND CLUB ©.
Night dog racing. Caliente Wed. thru Sun. Streamer. Appl. author: Scott Johnson. © 9Mar53; KK83779.

CALIFORNIA PRUNE MARKETING PROGRAM ©.
Fun Fare. Pass around the treat that's naturally sweet, today's luscious prunes from California. Adv. from San Francisco examiner, Feb. 8, 1953, p. 5. © 8Feb53; KK82095.

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. 6. © 12Apr53; KK84504.

Magic helpings of energy. Anytime's the time for prunes, the California wonder fruit. Adv. from San Francisco examiner, Mar. 1, 1953, p. 16. © 1Mar53; KK82790.

This week, discover the California wonder fruit. Concentrated energy. Luscious so many ways ... California prunes. Adv. from Sunday pictorial review, San Francisco examiner, Jan. 18, 1953, p. 5. © 18Jan53; KK81647.

Toast your good health. Let's all have prune juice, from the California wonder fruit. Adv. from San Francisco examiner, Sunday pictorial review, Mar. 22, 1953, p. 5. © 22Mar53; KK83499.

CALLAHAN, PAUL L.
Presenting Truscon ranch windows. KK86201. SEE Republic Steel Corporation. Truscon Steel Division.

CAMBRIDGE RECORD COMPANY.
Palestrina supplications. Victoria, Lassus, Byrd. Harvard Glee Club, G. Wallace Woodworth, conductor. Cambridge long playing record. Manus guidonus. Label. © Caldwell P. Smith, d.b.a. Cambridge Record Co.; 19Dec52; KK81678.

CAMENISCH (CARL) ADVERTISING, INC.
Burley tobacco varieties to meet grower's problems. KK81337. SEE American Tobacco Company.

Control plant bed insects to produce better tobacco. KK82459. SEE American Tobacco Company.

Crop rotation builds soil for higher Burley quality. KK83863. SEE American Tobacco Company.

Diagnosing plant diseases helps flue-cured growers. KK86106. SEE American Tobacco Company.

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

Good field cultivation promotes tobacco growth. KK86105. SEE American Tobacco Company.

CAMENISCH (CARL) ADVERTISING, INC.
Cont'd.
Harvest and grade carefully for greater tobacco profits. KK86370. SEE American Tobacco Company.

Laboratory evaluation leads to better tobacco. KK83759. SEE American Tobacco Company.

Method of fertilizing influences Burley quality. KK83897. SEE American Tobacco Company.

Recognize deficiencies early to avoid inferior burley. KK86159. SEE American Tobacco Company.

Seeding and fertilizing tobacco plant beds. KK81057. SEE American Tobacco Company.

Tobacco growers have come to fear black shank ... KK82092. SEE American Tobacco Company.

Tobacco plant spacing ... KK84794. SEE American Tobacco Company.

CAMERON, JACK, d.b.a. DE-STROY LABORATORIES. SEE De-Stroy Laboratories.

CAMPBELL, CHARLES LANGDON.
Auxiliary parts. KK81756. SEE Centrifix Corporation.

High efficiency Centrifix separation. KK81757. SEE Centrifix Corporation.

Internal purifiers ... KK81755. SEE Centrifix Corporation.

CAMPBELL, ELAINE.
Beatrice Cooke's mealtime adventures. KK85560. SEE Beatrice Foods Company.

CAMPBELL-EWALD COMPANY, INC.
Doing double duty for Bardahl. KK83164. SEE Rheem Manufacturing Company.

Every Rheem imperial water heater carries a 10-year warranty ... KK83662. SEE Rheem Manufacturing Company.

It's a really new gravity furnace. KK83196. SEE Rheem Manufacturing Company.

Kelite found the key to better packing ... KK86545. SEE Rheem Manufacturing Company.

Mrs. Tucker's foods get dependable shipments, plus effective trademark display with Rheemcote 55-gallon poster drums. KK83167. SEE Rheem Manufacturing Company.

A new advertising medium, another Rheem first. KK83165. SEE Rheem Manufacturing Company.

A royal combination. KK83163. SEE Rheem Manufacturing Company.

Save as much as 40% of calculating time. KK85704. SEE Burroughs Adding Machine Company.

Sitting pretty. KK83162. SEE Rheem Manufacturing Company.

There are Rheem water heaters to fit any type of home. KK83689. 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 baby is the boss. KK85369. SEE Rheem Manufacturing Company.

Tips on selling water heaters. SEE Rheem Manufacturing Company.

Weedone sells as it ships with Rheemcote 55-gallon poster drums. KK84288. SEE Rheem Manufacturing Company.

Why sell unknown water heaters ... KK83690. SEE Rheem Manufacturing Company.

CANADIAN INDUSTRIES, LTD. ©.
It's easy living, when you knit with mothproof, shrinkfree, long-lasting nylon yarn. (Nylon garments) Adv. from Canadian home journal, Mar. 1950, p. 41. © 1Mar50; KK81917.

CANADIAN SCHENLEY, LTD. ©.
Proof of perfection, as conceived by famous artist Stevan Dohanos. Canadian Schenley 909. (Whisky) Adv. from Newsweek Pacific, Mar. 9, 1953, p. 4 of cover. Appl. author: McCann-Erickson, inc. © 9Mar53; KK83792.

CANALEZ PHARMACAL COMPANY ©.
Canalez laboratory tested products. Crea-tose. Net contents 6 oz. (Pharmaceuticals) Label. © 30Dec52; KK82000.

CANNON MILLS, INC. ©.
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: N. W. Ayer & Son, inc. © 27Apr53; KK85549.

The best-dressed beds wear Cannon percales, and how little they cost. (Sheets) Adv. from McCall's, Mar. 1953, p. 85. Appl. author: Young and Rubicam, inc. © 20Feb53; KK84611.

The best-dressed beds wear Cannon percales. Cannon Combspun percale sheets. Adv. from McCall's, Jan. 1953, p. 2 of cover. Appl. author: Young and Rubicam, inc. © 24Dec52 (in notice: 1953); KK84974.

The best-dressed beds wear Cannon percales. Cannon Combspun percale sheets. Adv. from McCall's, May 1953, p. 8. Appl. author: Young & Rubicam, inc. © 22Apr53; KK86664.

Cannon's launching the biggest May-June sheet promotion you ever saw. Cannon Combspun percale sheets. Adv. from Department store economist, Mar. 1953, p. 126-127. Appl. author: Young and Rubicam, inc. © 28Feb53 (in notice: 1952); KK84612.

Put fresh color in your room with Cannon percales. Cannon Combspun percale sheets. Adv. from Good housekeeping, July 1952, p. 21. Appl. author: Young & Rubicam, inc. © 20Jun52; KK81201.

Sale. Your best buy at the January white sales. Cannon percales. Colors, styles and sizes for every bed in your home. (Sheets) Adv. from New York news, Jan. 4, 1953, p. 21. Appl. author: Young and Rubicam, inc. © 4Jan53; KK84478.

6 wonderful reasons for putting Cannon percale sheets on your beds. Cannon Combspun percale sheets. Adv. from Sunday news, New York, Mar. 8, 1953, p. 29. Appl. author: Young and Rubicam, inc. © 8Mar53; KK84613.

Take a good, long look at what Cannon's doing to build a bigger sheet business for you. Adv. from Department store economist, Oct. 1952, p. 104-105. Appl. author: Young & Rubicam, inc. © 30Sep52; KK81483.

We could write a book about how Cannon is expanding the sheet market. Adv. from Department store economist, Aug. 1952, p. 32-33. Appl. author: Young & Rubicam, inc. © 31Jul52; KK81183.

Why are Cannon Duralite percales a better buy than heavy-duty muslin? (Sheets) Adv. from Hotel management, Apr. 1953, p. 129. Appl. author: Young & Rubicam, inc. © 10Apr53; KK86663.

CAN-PRO CORPORATION.
Particular servicemen of today prefer the M-4 Flight Leader, military designed ... (Flight bags) Folder. © Canvas Products Corp., a.k.a. Can-Pro Corp.; 31Oct52; KK80988.

CANTRELL AND COCHRANE CORPORATION ©.
Overnight, all bottled soft drinks are old fashioned. Now, your favorite soft drinks in cans. Super Coola. Adv. from New York Journal-American, June 8, 1953, p. 12. Appl. author: Ted Bates & Co. © 8Jun53; KK86321.

Overnight, all bottled soft drinks are old fashioned. You'll show a real profit on Super soft drinks in cans. Super Coola. Adv. from Grocer-graphic, Apr. 28, 1953, p. 7. Appl. author: Ted Bates and Co. © 28Apr53; KK84908.

Overnight every bottled soft drink is old fashioned. Now, Super soft drinks in cans. Super Coola. Adv. from the Super news, bombshell ed., 1953. Appl. author: Ted Bates & Co. © 1Apr53; KK84284.

CANVAS PRODUCTS CORPORATION, a.k.a. CAN-PRO CORPORATION. SEE Can-Pro Corporation.

CAPLIN, ALFRED G.
Li'l Abner. SEE United Feature Syndicate, inc.

CAPPER PUBLICATIONS, INC. ©.
Here is proof positive that Capper's farmer concentrates on the best farms in America. (Magazine) 1 v. © 30Dec52; KK81679.

Sales are high in Mid-America because merchandise moves with every issue of Capper's Farmer. (Advertising in magazine) Folder. © 15Jun53; KK86738.

CARING, ALFRED BERNARD.
Dritz Duo-Rip sewing tweezer and ripper. KK83788. SEE Dritz (John) and Sons.

Dritz needle cushion. KK81062. SEE Dritz (John) and Sons.

Dritz tailor's chalk pencil. KK84398. SEE Dritz (John) and Sons.

Refill for Dritz tailor's chalk pencil. KK84396. SEE Dritz (John) and Sons.

CARL, GEORGE E., proprietor, OXFORD PRINTING COMPANY. SEE Oxford Printing Company.

CARLISLE SHOE COMPANY ©.
Soft lights, soft-toed, light-footed, airily vamped, newly-tapered Made-moiselle shoes. Adv. from Harper's bazaar, Mar. 1951, p. 95. Appl. author: Abbott Kimball Co., inc. © 1Mar51; KK81161.

CARLSON, GEORGE.
Animal story library no. 3637. KK80832. SEE Platt and Munk Company, inc.

CARLSON PRODUCTS COMPANY, INC. ©.
Makes ironing easier. 5 Sta-put ironing board cover fasteners. Label. Appl. author: Tom Hall. © 14Jan53; KK83443.

CARNATION COMPANY ©.
How to give exciting new flavor to an old favorite Mardi Gras macaroni & cheese. Carnation performs cooking miracles not possible with any

- other form of milk. Appl. author: A. Culver Foyd, Jr. © 16Feb53; KK82347.
- New idea for a one-dish dinner. Sure to delight your family. Carnation evaporated milk. Adv. from Life, Apr. 6, 1953, p. 100. Appl. author: A. Culver Foyd, Jr. © 6Apr53; KK84070.
- Nothing like this ever happened to meat loaf before cheeseburger loaf. It takes Carnation milk, no other form of milk will do. Adv. from Life, Jan. 19, 1953, p. 110. Appl. author: A. Culver Foyd, Jr. © 19Jan53; KK82053.
- CAROLINA CHEMICALS, INC. ©. Flight brand ant killer. Net contents 1 pint. (Insecticides) Label. Appl. author: The Herald Press. © 15Jun53; KK86727.
- Flight brand 25 o/o DDT emulsifiable concentrate. Net contents 1 pint. (Insecticides) Label. Appl. author: The Herald Press. © 15Jun53; KK86728.
- CARON, d.b.a. CARON CORPORATION. SEE Caron Corporation.
- CARON CORPORATION. Caron. (Perfume) Adv. from Vogue, Apr. 1, 1953, p. 74. © Caron, d.b.a. Caron Corp.; 1Apr53; KK84232.
- Fleur de lis. (Perfume) Sheet. Apr. 1, 1953. © Caron Corp.; 1Apr53; KK83901.
- Fleurs de Rocaille poudre de Caron. A glow of subtilty to enhance your complexion. (Talcum powder) Adv. from the New Yorker, Mar. 22, 1952, p. 41. Appl. author: Parfums Caron. © Caron, d.b.a. Caron Corp.; 20Mar52; KK84511.
- CARPENTER, GILBERT S. Anemostat aspirantes y sin tiraje difusores de aire. KK84401. SEE Anemostat Corporation of America.
- CARPENTER STEEL COMPANY. Carpenter service bulletin. (Steel) Folder. Appl. author: George E. Brumbach. © The Carpenter Steel Co. v. 3, no. 14. © 17Jan53; KK81479.
- v. 3, no. 15. © 24Apr53; KK84676.
- CARR, ANDREW EUGENE. Coleman home heating equipment to meet the trends. KK81150. SEE Coleman Company, inc.
- CARR-CONSOLIDATED BISCUIT COMPANY ©. Happy time assortment. Net weight 11 oz. Crackin Good. (Cookies) Label. Appl. author: Jim Nash. © 13May53; KK86085.
- CARROAD, YALE, d.b.a. BANBALL. SEE Banball.
- CARTER (CLAIRE) SPORTSWEAR, INC. ©. Claire Carter, the blouse with the college education. 100 o/o wool jersey. Label. Appl. author: Eric F. New. © 30Apr53; KK84902.
- CARTER, FERN JENNINGS ©. Braided rug box. A kit of all the things you need to make beautiful braided rugs ... Label. © 1Jan53; KK81317.
- CARTER PRODUCTS, INC. ©. New vanishing cream deodorant with non-staining chlorophyll. Rub it in, rub odor out. Arrid. A-39. Adv. from New York daily news, Mar. 4, 1953, p. 52. Appl. author: Heagan Bayles. © 4Mar53; KK83447.
- Now for the first time, see under-arm odor vanish with new chlorophyll cream deodorant. Arrid. A-40.
- Adv. from New York daily news, Mar. 4, 1953, p. 52. Appl. author: Heagan Bayles. © 4Mar53; KK83448.
- CARTY, WILLIAM WARDEN. Selling slants. SEE Du Pont De Nemours (E. I.) and Company, inc.
- CASE, FLOYD B., d.b.a. CASE PROVISION COMPANY. SEE Case Provision Company.
- CASE PROVISION COMPANY. Q. T. cube steaks. 2 steaks, 8 oz. Label. © Floyd B. Case, d.b.a. Case Provision Co.; 14Apr53; KK86944.
- CASEY, CHARLES J. Highway displays. KK82936. SEE Casey (Charles J.) inc.
- CASEY (CHARLES J.) INC. ©. Highway displays. Double-face metal signs with strong, durable angle iron frames that are bolted to a sturdy one post standard. Sheet. Appl. author: Chas. J. Casey. © 31Dec52; KK82936.
- CASSIDY, THOMAS FRANCIS ©. Genuine Min-E-Lax, a mineral laxative. 12 fluid ounces. Label. © 27May53; KK85958.
- CASTLETON FABRICS, INC. ©. Castleton year round cottons. Designer's Choice. (Textile fabrics) Label. Appl. author: Howard Horn. © 17Apr53; KK84393.
- CASTRO CONVERTIBLES ©. First time at this new low price. Castro Convertible regency sofa. Sleeps 2 in heavenly comfort. (Sofa-beds) Adv. from the New York Sunday mirror, Nov. 23, 1952, p. 12. © 23Nov52; KK82340.
- This week only, repeat of a sellout. Castro Convertible sofa. Adv. from the New York Sunday mirror, Nov. 16, 1952, p. 16. © 16Nov52; KK81372.
- CASTRO DECORATORS, INC. ©. Smash value. Castro convertible sofa. (Sofa bed) Adv. from Sunday mirror, New York, Jan. 11, 1953, p. 14. © 11Jan53; KK82338.
- Through space, to bring you more and more space. Castro Convertible means that luxurious extra room. (Sofa-beds) Adv. from the New York Sunday mirror, Dec. 21, 1952, p. 16. © 21Dec52; KK82339.
- CATHER, WILLIAM A., III. Read about the 12 major improvements in the Torsion Rx-1. KK83682. SEE Torsion Balance Company.
- CAULK (L. D.) COMPANY. Characterized by the Lucitone Colorblend process. Presented herewith is the exciting, new development in prosthesis ... (Dental powders and fibers) Folder. Appl. author: George Franklin Waples. © The L. D. Caulk Co.; 1Dec52; KK81270.
- Distinctively personal. Characterized by the Lucitone Colorblend process. (Dental powders and fibers) Folder. Appl. author: George Franklin Waples. © The L. D. Caulk Co.; 1Dec52; KK81269.
- Shade indicators for Lucitone Colorblend powders and fibers. (Dental powders and fibers) Card. Appl. author: George Franklin Waples. © The L. D. Caulk Co.; 1Dec52; KK81268.
- CAVEY, C. ALLAN ©. We wanted to keep it clean. This paper floor-mat was used to protect your floor while we worked on your car. A Kaiser Brothera courtesy service. (Automobile servicing) Sheet. © 17Dec52; KK82328.
- CÉCÉ COMPANY ©. Latest innovation in teen toilettries; Beauty Box, by Cécé. A gorgeous, re-usable carry-all. (Cosmetics) Sheet. Appl. author: Sheldon Ritter. © 1Apr53; KK84834.
- CECIL AND PRESBRY, INC. Now. Go blonde at home without that bleached blonde look. KK81855. SEE Bymart-Tintair, inc.
- CEMENT MASONS' LOCAL NO. 404. A higher standard in cement work. KK83654. SEE Millward, Joseph.
- CENTAUR PRODUCTIONS. Play babies. A precious trio of pliable, playful pets. Perky, Punky, Pudgy. Style 880. Label. Appl. author: Wah Ming Chang. © Centaur Productions, a partnership consisting of Wah Chang, Gene Warren & Norval Crutcher; 1May53; KK86859.
- CENTRAL MUTUAL INSURANCE COMPANY ©. A revealing fact about Mr. Halfinsured. Central Mutual property insurance. Adv. from the Saturday evening post, Feb. 14, 1953, p. 82. Appl. author: John Howard Swink. © 14Feb53; KK82329.
- CENTRAL SCIENTIFIC COMPANY ©. New Cenco Supervac OD-25 oil diffusion pump. Easy to take apart for cleaning ... (Vacuum pump) Folder. Appl. author: Gordon C. Godejahn. © 24Mar53; KK84336.
- CENTRIFIX CORPORATION ©. Auxiliary parts. Bulletin 173-1. Folder. Appl. author: Charles Langdon Campbell. © 26Jan53; KK81756.
- High efficiency Centrifix separation; what it really means to your problem. Bulletin C-20-1. (Folder) Appl. author: Charles Langdon Campbell. © 26Jan53; KK81757.
- Internal purifiers ... types AFE, AFD-1, AFD-2 with the Centrifix features. Bulletin G-50-1. Folder. Appl. author: Charles Langdon Campbell. © 26Jan53; KK81755.
- CERTIFIED GROCERS OF ILLINOIS, INC. ©. Certified's Red Label vegetable oleomargarine. Net wt. 1 pound. Label. Appl. author: Henry Vinci. © 10Nov52; KK80725.
- Country's Delight brand. Butter. Net weight 1 pound. Label. Appl. author: Henry Vinci. © 14Jan53; KK82707.
- CHALLENGE CREAM AND BUTTER ASSOCIATION ©. Challenge high protein food. Nonfat dry milk solids. Makes 5 quarts. Net weight 1 pound. Label. © 12Jan53; KK81290.
- CHAMPION PLASTICS CORPORATION ©. Atomic space scout gun puzzle and key chain. Card. Appl. author: Hyman Hendel. © 6Jan53 (in notice: 1952); KK81451.
- The mystery bowling pin and ball puzzle and key chain. Card. Appl. author: Hyman Hendel. © 6Jan53 (in notice: 1952); KK81450.
- Play ball, batter up. (Baseball turntable game) Card. Appl. author: Hyman Hendel. © 20Apr53; KK84687.

- CHAMPION PLASTICS CORPORATION ©.
Cont'd.
Set 'em up. Bowling score card.
(Bowling turntable game) Card.
Appl. author: Hyman Hendel.
© 20Apr53; KK84688.
- CHANG, WAH MING, GENE WARREN, AND
NORVAL CRUTCHER, forming the part-
nership CENTAUR PRODUCTIONS. SEE
Centaur Productions.
- CHAPMAN, CHARLES G., d.b.a. MARJEFF
INDUSTRIES. SEE Marjeff Industries.
- CHARBONNEAU, EDWARD U., d.b.a. ST.
CHRISTOPHER CENTER. SEE St.
Christopher Center.
- CHARLES, HENRY AND CROWLEY COMPANY,
INC. ©.
Certificate of appraisal. Diamond
merchants since 1899. (Jewelry)
Folder. © 1Jun53; KK86145.
- CHASE, ROBERT BYRON, SR.
Antique automobile estate sign.
Robert V. Smith, Earle S.
Eckel. cCatalog sheet and
price list. Sheet. © Robert
B. Chase, Sr.; 23May53; KK85961.
- CHASE-SHAWMUT COMPANY.
Shawmut's new Form 208 Amp-trap.
Saves both circuit and customer.
(Electrical current-limiting de-
vices) Adv. from Electrical
world, June 15, 1953, p. 149.
Appl. author: Meissner & Culver,
inc. © The Chase-Shawmut Co.;
15Jun53; KK86567.
- CHASEN, MERWIN J.
Fabulous Tournette. KK86436. SEE
Tourneau, inc.
- CHEESE BOX.
A gift of natural cheese from the
nation's dairyland. Say merry
Christmas the Cheese Box way.
Folder. © Mae & Albert J. Belzer,
d.b.a. The Cheese Box; 31Oct52;
KK81474.
- CHEF HOWALD'S FAMOUS FOODS ©.
All 'N' one brand pure Italian oil
dressing. Net weight 8 fl. ozs.
Label. © Chef Howald's Famous
Foods, A. S. Howald, sole owner;
17Feb53; KK84095.
- CHEMEX CORPORATION ©.
Chemex coffeemaker and bonded filter-
paper make the best cup of coffee
ever. (Coffeemakers) Folder.
Appl. author: Peter Schlumbohm.
© 15Oct52; KK81710.
A home is only as good as its coffee.
Chemex coffeemaker, Chemex filter-
paper. Adv. from New York herald
tribune magazine. Appl. author:
Peter Schlumbohm. © 12Apr53;
KK84657.
- CHENOWETH, JOSEPH.
Adding to America's productivity.
KK80750. SEE General Electric
Company.
Aiding the Nation's atomic program.
KK80749. SEE General Electric
Company.
- CHESEBROUGH MANUFACTURING COMPANY ©.
Rusty and Dusty. (Vaseline hair
tonic) Adv. Appl. author: McCann-
Erickson, inc.
At Forest Hills ... © 7Sep52;
KK81895.
At the famous La Scala opera house
... © 5Apr53; KK84708.
In Algiers ... © 15Jun52;
KK81901.
In Manhattan ... © 13Apr52;
KK81902.
In the jungle ... © 11May52;
KK81900.
- Rusty and Dusty driving into the
town of River's End ...
© 2Nov52; KK81879.
Times Square. Rusty and Dusty,
pleasure-bound, run into unex-
pected adventure. © 15Feb53;
KK83939.
- Rusty and Dusty. (Vaseline hair
tonic) Adv. from New York Sunday
news. Appl. author: McCann-Erick-
son, inc.
Looks like a shoo-in for Kentucky
Lady Colonel. © 10May53;
KK86295.
Stop thief. © 8Mar53; KK83938.
- CHESSHER (L. H.) AND COMPANY ©.
Mrs. Chessher's chicken. Born tender,
pampered plump, frozen fresh.
Fryer breasts. Net wt. one pound.
Label. Appl. author: R. A. Woita.
© 25Feb53; KK83534.
Mrs. Chessher's chicken. Born ten-
der, pampered plump, frozen fresh.
Fryer drumsticks. Net wt. one
pound. Label. Appl. author: R.
A. Woita. © 25Feb53; KK83532.
Mrs. Chessher's chicken. Born tender,
pampered plump, frozen fresh.
Fryer thighs. Net wt. one pound.
Label. Appl. author: R. A. Woita.
© 25Feb53; KK83533.
Mrs. Chessher's chicken ... one
fryer cut up and ready-to-fry,
11 pieces and the giblets. Label.
Appl. author: R. A. Woita.
© 23Feb53; KK83424.
- CHEW, GRACE PAULINE ©.
Picture-Pops. BMI 301. Why can't
it be only me. (Phonograph
records) Label. © 23Mar53;
KK84376.
Picture-Pops. BMI 302. Will you.
(Phonograph records) Label.
© 23Mar53; KK84502.
- CHICAGO, ARCHER-HOYNE FEDERAL SAVINGS
AND LOAN ASSOCIATION OF CHICAGO.
SEE Archer-Hoyne Federal Savings and
Loan Association of Chicago.
- CHICAGO OFFSET PRINTING COMPANY.
Hi-Life cat food. KK83790. SEE
Hi-Life Packing Company.
- CHICAGO SHOW PRINTING COMPANY ©.
Got a problem, at the point-of-sale?
Harried ad man on the spot ...
(Sales promotion) Folder. Appl.
author: Robert Leander. © 9Dec52;
KK81053.
I dreamed I lost my shirt on our
new advertising campaign. (Ad-
vertising displays, banners,
booklets) Adv. from Fortune,
May 1953, p. 235. Appl. author:
George H. Hartman Co. © 1May53;
KK85318.
Shopper's equipment 1953. (Adver-
tising displays: banners, labels,
booklets) Adv. from Advertising
age, Feb. 23, 1953, p. 33. Appl.
author: George H. Hartman Co.
© 23Feb53; KK82930.
- CHICAGO SHOW PRINTING COMPANY.
MYSTIK ADHESIVE PRODUCTS DIVISION ©.
Mystik brand tape. Jobber price
list no. 2309-J. Deal SM. Deluxe
cabinet stand of Mystik brand
self-stik cloth tape. Sheet.
Appl. author: Robert Leander.
© 30Jan53; KK81800.
Protect frozen foods, with Mystik
brand freezer tape. Self-stik.
Folder. Appl. author: Robert J.
Leander. © 1Jun53; KK86883.
- CHICKEN-BURGER CORPORATION OF AMERICA.
SEE Churchill, A. Judson.
- CHICOPEE MILLS, INC. ©.
Common sense in dressing baby, by
Louise Zabriskie. (Diapers) 14
p. © 17Nov52; KK81713.
- CHILCOTT LABORATORIES, INC. ©.
Blood pressure down. (Pharmaceuti-
cal) Folder. Appl. author:
William Douglas McAdams, inc.
© 15Sep52; KK80848.
Chilcote double feature, marked re-
duction in blood pressure, and
marked reduction in price. Methium.
Also featuring Peritrate. Star
performer, Proloid. Peak perfor-
mance in all seasons, Tedral.
(Pharmaceutical) Sheet. Appl. au-
thor: William Douglas McAdams, inc.
© 15Oct52; KK80851.
The consistently widening circle of
clinical acceptance, years of
constipation can be corrected
with Cellothyl. (Pharmaceuticals)
Folder. Appl. author: William
Douglas McAdams, inc. © 15Nov52;
KK84085.
E.E.N.T. Proloid. (Pharmaceutical)
Sheet. Appl. author: William
Douglas McAdams, inc. © 13Oct52;
KK80850.
It is obvious that restoration of
function cannot consist in chang-
ing the contents from dry to
liquid state by the habitual use
of drugs and enemas. Cellothyl.
(Pharmaceuticals) Folder. Appl.
author: William Douglas McAdams,
inc. © 15Oct52; KK84084.
Pathological liar; of the tissues
of the body, the thyroid gland is
probably the worst liar, pathologi-
cally. Proloid. (Pharmaceutical)
Sheet. Appl. author: William
Douglas McAdams, inc. © 13Oct52;
KK80849.
A tale of research in two cities.
(Pharmaceutical) Folder. Appl.
author: William Douglas McAdams,
inc. © 11Sep52; KK80846.
To correct years of constipation
in days. Cellothyl provides soft,
moist, colonic bulk for normal
easily passed stools. Physician's
sample. (Pharmaceutical) Folder.
Appl. author: William Douglas
McAdams, inc. © 15Dec52; KK84086.
To lower blood pressure toward nor-
motive levels. Methium, a po-
tent oral hypotensive for long-
term therapy. (Pharmaceutical)
Folder. Appl. author: William
Douglas McAdams, inc. © 17Sep52;
KK80844.
To prevent attacks in angina pec-
toris. Peritrate. (Pharmaceuti-
cal) Folder. 4347-1152. Appl.
author: William Douglas McAdams,
inc. © 9Nov52; KK84087.
To prevent attacks in angina
pectoris. Peritrate for prophyl-
actic management. 11 p.
4309-952. (Pharmaceutical) Appl.
author: William Douglas McAdams,
inc. © 16Sep52; KK84088.
To prevent attack in angina pectoris.
Peritrate for prophylactic manage-
ment. (Pharmaceutical) Blotter.
Appl. author: William Douglas
McAdams, inc. © 16Oct52; KK80847.
The use of Peritrate to prevent
attacks in angina pectoris.
(Pharmaceutical) 14 p. Appl.
author: William Douglas McAdams,
inc. © 12Jun52; KK80845.
- CHILCOTT LABORATORIES, INC. SEE
ALSO Warner-Hudnut, inc. Warner-
Chilcote Laboratories Division.
- CHINNOCK, A. VAUGHN.
Hooker chemicals. KK84981. SEE
Hooker Electrochemical Company.

CHISHOLM, COLLIN., d.b.a. CHISHOLM SYSTEMS. SEE Chisholm Systems.

CHISHOLM SYSTEMS.

For automobile dealers only. How to give a hot foot to cold calls. The Chisholm System will increase your hot prospect lists, your sales, your profits. Folder. © Collin Chisholm, d.b.a. Chisholm Systems; 9Mar53; KK83300.

Improved sales management for automobile dealers. A review of the stream-lined method of sales management used in the operation of the Chisholm system. Folder. © Collin Chisholm, d.b.a. Chisholm Systems; 13Feb53; KK82331.

CHIVAS BROTHERS IMPORT CORPORATION. ©. The cool of a Scottish loch, the kiss of a highland breeze, and the friendly refreshment of Scotland's prince of whiskies, Chivas Regal. Adv. from Southern States beverage journal, June 1952. Appl. author: Lynn Baker, inc. © 1Jun52; KK85463.

CHRISTIAN BOARD OF PUBLICATION. Work and study packet. KK82761. SEE Cramblet, Wilbur H.

CHRYSLER CORPORATION. AIRTEMP DIVISION ©.

Alphabet fun from Chrysler Airtemp. Your Chrysler Airtemp alphabet book ... (Heating and air conditioning equipment) Pamphlet. Appl. author: Grant Advertising, inc. © 2Mar53; KK84431.

CHRYSLER CORPORATION. SALES DIVISION ©.

Who's excited? Everybody. Come see the car that's causing more excited talk ... Chrysler. Adv. Appl. author: McCann-Erickson, inc. © 8Dec52; KK81875.

CHYZAMOWSKI, ROMAN H. S-K-O works wonders. KK84059. SEE S-K-O Corporation.

CHUCK WAGON BRANDS, INC. ©.

Chuck Wagon boneless strip steak. 5 ozs. Label. Appl. author: Milprint, inc. © 20Nov52; KK81353.

CHUN KING SALES, INC.

Oriental menu magic. Chun King, American-oriental foods. Folder. Appl. author: Jeno F. Paulucci. © Chun King Sales; 20Feb53 (in notice: 1952); KK85753.

CHURCH, MEREDITH K.

Seasons greetings to you. KK82500. SEE Mariner's Shorside Service.

CHURCH AND DWIGHT COMPANY, INC. ©.

Praise winning cookies. (Baking soda) Adv. from What's new in home economics, June 1953, p. 113-116. Appl. author: Harvey and Howe, inc. © 26May53; KK86535.

Quick loaf breads. (Baking soda) Adv. from What's new in home economics, Mar. 1953, p. 115-118. Appl. author: Harvey and Howe, inc. © 23Feb53; KK86532.

6 easy desserts from 1 soda-made dessert mix. (Baking soda) Adv. from What's new in home economics, Apr. 1953, p. 91-94. Appl. author: Harvey and Howe, inc. © 2Apr53; KK86533.

Top candy favorites. (Baking soda) Adv. from What's new in home economics, May 1953, p. 105-108. Appl. author: Harvey and Howe, inc. © 27Apr53; KK86534.

CHURCHILL, A. JUDSON ©.

Chick'an steaks. Cubed. Ready to cook. Churchill's. Net wt. 8 oz. Label. © 31Jan53; KK81858.

Chicken-Burger, Chickand outlet, Chick'an steak, Chickend franks. (Food products) Folder. © A. Judson Churchill, d.b.a. Chicken-Burger Corp. of America; 1Feb53; KK84425.

Chickend Burger, Chickensise seasoning, steaks. 8 oz. Label. © 7Jan53; KK81441.

CIRCLE MAGIC ©.

A Barrel of Fun for everyone. (Novelty toy) Label. Appl. author: Michael Tannen. © 1May53; KK85097.

CLACK, WILLIS E. ©.

The Manumatic valve, for domestic water softener and water filter equipment. Clack water treatment service. Sheet. © 24Mar53; KK85050.

CLAIROL, INC. ©.

Awaken your sleeping beauty with new, amazing Miss Clairol Hair Color Bath. Adv. from the Philadelphia inquirer magazine, Oct. 5, 1952, p. 52. Appl. author: Allan Shevlo. © 5Oct52; KK83976.

Awaken your sleeping beauty with new amazing Miss Clairol Hair Color Bath. Adv. from the Philadelphia inquirer magazine, Oct. 26, 1952, p. 30. Appl. author: Allan Shevlo. © 26Oct52; KK83974.

Clairol invites you to attend free educational courses on haircoloring. Card. Appl. author: Samuel Cohen. © 1Dec52; KK81351.

Clairol Remov-zit. Removes penetrating tints and dyes. Contents: 2 envelopes 10 grams each. (Hair preparation) Folder. Appl. author: Verne Radusky. © 2Mar53; KK83098.

How to use new, amazing Miss Clairol Hair Color Bath. (Hair tint) Folder. Appl. author: Vern Radusky. © 8May53; KK85093.

Important news about your hair. Beauticians recommend and use amazing Miss Clairol, the natural-looking hair color ... Adv. from Chicago Sunday tribune, Apr. 5, 1953, p. 3. Appl. author: Allan Shevlo. © 5Apr53; KK84339.

Important news about your hair. Beauticians recommend and use amazing Miss Clairol, the natural-looking hair color that actually conditions as it colors. Adv. from Chicago tribune, Mar. 15, 1953, p. 11. Appl. author: Allan Shevlo. © 15Mar53; KK83444.

Important news about your hair. Saks-34th beauty salon recommends and uses amazing Miss Clairol, the natural-looking hair color that actually conditions as it colors. Adv. from the New York times magazine, Mar. 22, 1953, p. 41. Appl. author: Allan Shevlo. © 22Mar53; KK83655.

It's the wonder-product you've been waiting for. Clairol Hairdew. The hairdo-miracle that gives hair new, lustrous, shining condition as it sets. Folder. Appl. author: Verne Radusky. © 10Mar53; KK83099.

Miss Clairol presents 10 secrets for beautiful hair. (Hair tints) Pamphlet. Appl. author: Vern Radusky. © 17Dec52; KK81914.

Mr. Carter, why did you switch to Miss Clairol Hair Color Bath? Adv. from Modern beauty shop maga-

zine, Mar. 1, 1953, p. 3. Appl. author: Allan Shevlo. © 1Mar53; KK84320.

New hairdo miracle; discovery will revolutionize hairdressing. New Clairol Hair-dew conditions hair as it sets it - guarantees better work. Adv. from Beauty trade news, Feb. 28, 1953, p. 1. Appl. author: Jack Shor. © 28Feb53; KK83097.

Which hair color should you use? Let us awaken sleeping beauty in your hair, with new, amazing Miss Clairol Hair Color Bath. Adv. from New York daily news, Feb. 24, 1953, p. 26. Appl. author: Allan Shevlo. © 24Feb53; KK84654.

Which hair color should you use? Macy's knows best. Let us awaken sleeping beauty in your hair with new, amazing Miss Clairol. (Hair tints) Adv. from the New York times, Feb. 22, 1953, p. 24. Appl. author: Allan Shevlo. © 22Feb53; KK82513.

Which hair color should you use? Miss Clairol Hair Color Bath. Adv. from the New York times magazine, Jan. 18, 1953, p. 14. Appl. author: Allan Shevlo. © 18Jan53; (in notice: 1952); KK81374.

Which hair color should you use? Your professional beautician knows best. It's new, amazing Miss Clairol Hair Color Bath. Adv. from Chicago Sunday tribune, Feb. 8, 1953, p. 3. Appl. author: Allan Shevlo. © 8Feb53 (in notice: 1952); KK84340.

Which hair color should you use? Your professional beautician knows best. It's new, amazing Miss Clairol Hair Color Bath for beautiful hair color. Adv. from Chicago tribune, Feb. 15, 1953, p. 9. Appl. author: Allan Shevlo. © 15Feb53; KK84409.

Which hair color should you use? Your professional beautician knows best. Let her awaken sleeping beauty in your hair with new, amazing Miss Clairol Hair Color Bath. Adv. from the Philadelphia inquirer magazine, Feb. 15, 1953, p. 32. Appl. author: Allan Shevlo. © 15Feb53; KK83975.

Which hair color should you use? Your professional beautician will tell you the new, amazing Miss Clairol Hair Color Bath. Adv. from San Francisco examiner, Jan. 11, 1953, p. 5. Appl. author: Allan Shevlo. © 11Jan53 (in notice: 1952); KK84060.

Why did you switch to Miss Clairol Hair Color Bath? Ask your jobber for Miss Clairol Hair Color Bath. (Hair tint) Adv. from Modern beauty shop magazine, Jan. 2, 1953, p. 3. Appl. author: Allan Shevlo. © 2Jan53 (in notice: 1952); KK83169.

Why did you switch to Miss Clairol Hair Color Bath? (Hair tint) Adv. from Modern beauty shop, Feb. 1953, p. 3. Appl. author: Allan Shevlo. © 1Feb53 (in notice: 1952); KK84767.

Your professional beautician knows best. Let her awaken your sleeping beauty with new, amazing Miss Clairol Hair Color Bath. Adv. from Chicago Sunday tribune, Jan. 11, 1953, p. 13. Appl. author: Allan Shevlo. © 11Jan53 (in notice: 1952); KK84341.

CLAIROL, INC. ©. Cont'd.

Your questions answered on hair-coloring. A complete, handy easy reference covering every phase of haircoloring. Miss Clairol. 18 p. Appl. author: Verne Radusky. © 30Dec52; KK83100.

CLARK, HARRY K.

Complete steam generation for industry. KK80864. SEE Automatic Combustion Equipment Company, inc.

CLARK, JAMES ANDREW.

S. P. C. enzyme screen print cleaner. KK81842. SEE Wallerstein Company, inc.

CLARK, WILLIAM.

Detailed instructions for the removal and installation of direct action shock absorbers. KK81668. 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. 126. Appl. author: Ronald S. West. © The Clark Grave Vault Co.; 7Mar53; KK82876. When you are the one to whom others look. Some day, a relative, a friend is going to turn to you ... Adv. from the Saturday evening post, Jan. 17, 1953, p. 68. Appl. author: Ronald S. West. © 17Jan53; KK81348.

CLARK MEMORIALS, INC. ©.

Clark the dependable name in memorials. (Monuments) Appl. author: Haywood Lee Ellis. © 1Jan53; KK82802.

CLARK-MERRIFIELD MANUFACTURING COMPANY.

America's newest outdoor games. Azora Pad'l'ball. The home tennis game and the home ball game. Rules of the game. Folder. © A. M. Merrifield, d.b.a. Clark-Merrifield Mfg. Co.; 25Sep52; KK82309. Azora Pad'l'ball. Home tennis game. For old and young, the greatest exerciser of all time. Sheet. © A. M. Merrifield, d.b.a. Clark-Merrifield Mfg. Co.; 25Sep52; KK82310.

CLARKE (ROBERT E.) AND ASSOCIATES, INC.

For the modest private home or the largest city skyscraper. SEE Maule Industries, inc.

CLARK'S SUPER 100 DIVISION, PETCO CORPORATION. SEE Petco Corporation. Clark's Super 100 Division.

CLAUDA, F. JOSEPH, sole owner, MERRY BLUE FLAME. SEE Merry Blue Flame.

CLAYTON (A. C.) PRINTING COMPANY ©.

Crawford's Dayton Lima. (Shoe carton wrap) Label. © 5May53; KK86879.

Peacock shoes. Art in footwear. (Shoe carton wrap) Label. © 30Sep52; KK81670.

CLEMENT, DONALD.

G & B Lind's Cat 'n Fiddle cat food. KK81435. SEE Lind and Lind.

CLEMENTS, HARVEY.

Let's swap ideas. SEE Kimberly-Clark Corporation. Printers, let's swap ideas. KK82205. SEE Kimberly-Clark Corporation.

CLOROX CHEMICAL COMPANY ©.

Clorox releases big new 1953 advertising campaign. (Bleach and disinfectant) Adv. from Progressive grocer, Apr. 1953, p. 118. Appl. author: Honig-Cooper Co. © 1Apr53; KK85000.

Here's my reason for always laundering with Clorox. (Bleach and disinfectant) Adv. from San Francisco call-bulletin, Apr. 9, 1953, p. 26. Appl. author: Honig-Cooper Co. © 9Apr53; KK84999.

I wouldn't think of washing diapers without Clorox. Clorox makes linens more than white, it makes them sanitary, too. (Bleach) Adv. from San Francisco call-bulletin, May 21, 1953, p. 24. Appl. author: Honig-Cooper Co. © 21May53; KK86015.

It takes a Clorox-clean wash to satisfy me. Clorox 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; KK86014.

I've been proud of my Clorox-clean washes for 30 years. Clorox makes linens more than white, it makes them sanitary, too. (Bleach) Adv. from San Francisco call-bulletin, Apr. 23, 1953, p. 18. Appl. author: Honig-Cooper Co. © 23Apr53; KK85821.

Scientific tests prove there's added health protection in Clorox-clean linens. (Bleach & disinfectant) Adv. from Woman's home companion, Mar. 1953, p. 55. Appl. author: Honig-Cooper Co. © 18Feb53; KK83157.

There's added health protection in a bathroom that's Clorox-clean. Clorox, America's favorite bleach & household disinfectant. Adv. from Woman's home companion, Apr. 1953, p. 50. Appl. author: Honig-Cooper Co. © 18Mar53; KK83729.

There's pride and protection in a Clorox-clean wash. (Bleach and disinfectant) Adv. from San Francisco call-bulletin, June 4, 1953, p. 23. Appl. author: Honig-Cooper Co. © 4Jun53; KK86804.

Today, more than ever, Clorox is America's no. 1 bleach and household disinfectant. Adv. from the Progressive grocer, June 1953, p. 116. Appl. author: Honig-Cooper Co. © 1Jun53; KK86805.

When your bathroom is Clorox-clean, it's safer for your family's health ... America's favorite bleach & household disinfectant. Adv. from San Francisco call-bulletin, Dec. 4, 1952, p. 8F. Appl. author: Honig-Cooper Co. © 4Dec52; KK81904.

The white line is the Clorox line. Exclusive, ultra refined Clorox. Contents 1 quart. (Liquid bleach) Label. Appl. author: W. J. Roth. © 13Apr53; KK84906.

You get more than whiteness with Clorox. You get added health protection. (Bleach) Adv. from San Francisco call-bulletin, Jan. 22, 1953, p. 6. Appl. author: Honig-Cooper Co. © 22Jan53; KK82656.

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

Appl. author: Honig-Cooper Co. © 18Jan53; KK82655.

CLOSE, H. EARL.

Dependable, economical winter comfort. SEE Morrison Steel Products, inc.

Guaranteed for 10 years. KK85086. SEE Morrison Steel Products, inc.

More ways to profit with Morrison Roly-Door steel sectional garage doors. KK83642. SEE Morrison Steel Products, inc.

More ways to profit with Mor-Sun automatic warm air furnaces. KK83791. SEE Morrison Steel Products, inc.

Morrison Carry-All service bodies. KK84399. SEE Morrison Steel Products, inc.

Your home will be cleaner, healthier, happier. KK84378. SEE Morrison Steel Products, inc.

CLOSE, PAUL D.

Simpson woodfiber products manual. KK85962. SEE Simpson Logging Company.

CLOUD, JESS H.

New Wilson condenser tube inserts. KK86733. SEE Wilson (Thomas C.) inc.

Special report. KK82393. SEE De Laval Steam Turbine Company.

CLUB ALUMINUM PRODUCTS COMPANY ©.

Brand new. Inland instant coffee maker. Adv. from the Bride's magazine, summer 1953, p. 146. Appl. author: The Buchen Co. © 15Apr53; KK85140.

Club Aluminum Hammercraft waterless cookware, with Cook-N-Look covers. Sheet. Appl. author: Everett M. Pippin. © 13Feb53; KK82639.

Every dish a treat with new Club Hammercraft waterless cookware. Adv. from McCall's magazine, May 1953, p. 65. Appl. author: The Buchen Co. © 21Apr53; KK85141.

For good coffee every time. Club coffee dispenser. Folder. Appl. author: Everett M. Pippin. © 25Feb53; KK83192.

A free gift for you. Pride of your kitchen. Club Hammercraft, a Club Aluminum product with Cook-N-Look covers. (Aluminum cookware) Folder. Appl. author: June E. Hunter. © 15May53; KK85826.

Recipes that make cooking a pleasure, insure full-flavored, healthful dishes every time. Club Hammercraft. (Aluminum cookware) Folder. Appl. author: The Buchen Co. © 10Apr53; KK84512.

Special offer new 6-pc service set Club Hammercraft. Sheet. Appl. author: Everett M. Pippin. © 1Dec52; KK80893.

What a wonderful way to serve coffee. Wonderful to give or get. Inlaid Carafes. Adv. from McCall's, Dec. 1952, p. 92. Appl. author: The Buchen Co. © 25Nov52; KK80892.

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

COAST-TO-COAST STORES, CENTRAL ORGANIZATION, INC. ©.

All store-wide fall sale. 31 p. Appl. author: Irvin Rose. © 30Oct52; KK80898.

Christmas sale; save on gifts for everyone in our 11 big departments. 11 p. Appl. author: Irvin Rose. © 28Nov52; KK80897.

The Coast-To-Coast stores plan.
40 p. Appl. author: Louis Melamed.
© 15Oct52; KK80899.

Proof of lower prices. You save most at locally owned Coast to Coast Stores: (Hardware, housewares, sporting goods, automotive supplies, etc.) [4]p. Appl. author: Irvin Rose. © 15May53; KK86358.

Sparky solves the mystery of the black box. (Automotive batteries) 55 p. Appl. author: Robert Rose. © 11Mar53; KK83477.

Spring sale. (Hardware, housewares, sporting goods, automotive supplies) 47 p. Appl. author: Irvin Rose. © 11Mar53; KK83476.

Storewide sale. 11 big departments, everything for farm, home and car. (Hardware, housewares, sporting goods, automotive supplies ...) Adv. Appl. author: Irvin Rose. © 13Jan53; KK81957.

COBLE DAIRY PRODUCTS, INC. ©.

Reach for me. Coble. (Dairy products) Card. Appl. author: Howard I. Goforth. © 5Jan53; KK81380.

Reach for me. Coble homogenized milk. Poster. Appl. author: Howard I. Goforth. © 5Jan53; KK81381.

COCA-COLA COMPANY.

Add zest to food. Have a Coke with meals. Drink Coca-Cola. cWoman at table (Soft drink) Adv. from Democrat and chronicle, Feb. 4, 1953, p. 15. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 4Feb53; KK82741.

Again this year you can profit with the big holiday promotion of Coca-Cola. (Soft drink) Adv. from Food topics, Nov. 24, 1952, pp. 12 & 13. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 24Nov52; KK81548.

At home serve Coca-Cola. cBird houses (Soft drink) Poster. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 1Apr53; KK84686.

At work or at play, be refreshed, have a Coke, says Mrs. M. E. Burbridge. (Soft drink) Adv. from Atlanta daily world, Mar. 26, 1952, p. 3. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 26Mar52; KK81950.

Basketball is a demanding game. Sweetwater Clifton, long-shot artist and famous professional basketball star ... Coca-Cola. (Soft drink) Adv. from the Louisiana weekly, Feb. 14, 1953, p. 3. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 14Feb53; KK82735.

Buddy Young, outstanding professional football star ... knows how to enjoy the pause that refreshes, with ice-cold Coca-Cola. (Soft drink) Adv. from Courier, Apr. 25, 1953, p. 4. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 25Apr53; KK86827.

Busy people pause for Coke. You hear people say, Coca-Cola has been a favorite in our family for four generations. cGirl at airport fountain (Soft drink) Adv. from the New Yorker, Feb. 14, 1953, p. 2 of cover. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 12Feb53; KK84618.

Campus capers call for Coke. Commencement's a big day ... Drink Coca-Cola. cCommencement exercises (Soft drink) Adv.

from the Obu bison, May 8, 1953, p. 3. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 8May53; KK86134.

Campus capera call for Coke. Drink Coca-Cola. cBull session (Soft drink) Adv. from Student life, Nov. 4, 1952, p. 2. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 4Nov52; KK82736.

Campus capers call for Coke. Everyone enjoys the break between classes. Drink Coca-Cola. cQuad shop (Soft drink) Adv. from Hillsdale collegian, Sept. 24, 1952, p. 5. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 24Sep52; KK84002.

Campus capers call for Coke. Everything's in high gear at May Pete time ... cMay Pete (Soft drink) Adv. from Barnard bulletin, Apr. 27, 1953, p. 3. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 27Apr53; KK86130.

Campus capera call for Coke. He's a heavy in the play, but short on time. Drink Coca-Cola. cCampus little theatre (Soft drink) Adv. from the Salemite, Feb. 13, 1953, p. 3. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 13Feb53; KK84038.

Campus capers call for Coke. How long can Jack be nimble? Drink Coca-Cola. cBarn dance party (Soft drink) Adv. from the Wilson College press, Apr. 16, 1953, p. 3. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 16Apr53; KK86127.

Campus capers call for Coke. In the spring ... Drink Coca-Cola. cClassroom scene (Soft drink) Adv. from the Obu bison, Apr. 17, 1953, p. 3. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 17Apr53; KK86128.

Campus capers call for Coke. It depends on the point of view, of course, but almost everyone enjoys these antics. Drink Coca-Cola. [Sophomore-freshman antics] (Soft drink) Adv. from the Erskine mirror, Feb. 26, 1953, p. 3. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 26Feb53; KK84040.

Campus capers call for Coke. No matter if the big act goes wrong ... Drink Coca-Cola. cIce skating scene (Soft drink) Adv. from Heights daily news, Feb. 26, 1953, p. 4. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 26Feb53; KK84042.

Campus capers call for Coke. No matter if this year's team is the underdog. Drink Coca-Cola. cHomecoming rally (Soft drink) Adv. from the Phillipian, Nov. 7, 1952, p. 3. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 7Nov52; KK84005.

Campus capers call for Coke. Parties click when the mood is right. Drink Coca-Cola. cRecord session (Soft drink) Adv. from Student life, Feb. 24, 1953, p. 2. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 24Feb53; KK84041.

Campus capers call for Coke. Rehearsals stretch out ... Drink Coca-Cola. cGlee club (Soft drink) Adv. from the Erskine mirror, Mar. 5, 1953, p. 3. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 5Mar53; KK84043.

Campus capers call for Coke. The accent's on hi-jinks at the winter carnival ... Drink Coca-Cola. cWinter carnival (Soft drink) Adv. from the Salemite, Feb. 6, 1953, p. 3. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 6Feb53; KK84036.

Campus capers call for Coke. The hour hand moves fast the night before exams. Drink Coca-Cola. cCram session (Soft drink) Adv. from the Phillipian, Nov. 28, 1952, p. 2. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 28Nov52; KK84006.

Campus capers call for Coke. There's bedlam in the stands when the team is on a march to the goal. Drink Coca-Cola. cFootball game (Soft drink) Adv. from Hillsdale collegian, Oct. 9, 1952, p. 5. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 9Oct52; KK84003.

Campus capers call for Coke. There's fun-filled confusion ... as Christmas holidays begin. Drink Coca-Cola. cRailroad station; Christmas vacation (Soft drink) Adv. from Hillsdale collegian, Dec. 11, 1952, p. 5. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 11Dec52; KK84007.

Campus capers call for Coke. There's lots of excitement around the dance floor. Drink Coca-Cola. cSchool prom (Soft drink) Adv. from Flat lux, Nov. 4, 1952, p. 3. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 4Nov52; KK84004.

Campus capers call for Coke. There's plenty of need for refreshment ... Drink Coca-Cola. cGreek week (Soft drink) Adv. from Student life, Mar. 6, 1953, p. 5. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 6Mar53; KK84044.

Campus capers 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. 5. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 17Dec52; KK84008.

Campus capers call for Coke. Win the race, bag the trophy, and dunk the coxswain ... Drink Coca-Cola. cGrewman under water (Soft drink) Adv. from the Polygon, Mar. 20, 1953, p. 4. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 20Mar53; KK84910.

The Coca-Cola Bottling Company of New York, Inc., salutes the 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. © The Coca-Cola Co.; 14Mar53; KK84046.

Coca-Cola is still the same price. Drink Coca-Cola. c6-bottle carton, woman shopper (Soft drink) Adv. from Daily mirror, Jan. 22, 1953, p. 31. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 22Jan53; KK82740.

Coca-Cola is still the same price. c6-bottle carton, woman shopper (Soft drink) Adv. from New York post, Feb. 11, 1953, p. 19. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 11Feb53; KK82737.

COCA-COLA COMPANY. Cont'd.

- Coca-Cola, the refreshment of friends. cBarbecue (Soft drink) Adv. from Ladies' home journal, May 1953, p. 27. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 29Apr53; KK86192.
- Coke time. It's time for Coca-Cola starring Eddie Fisher with Don Ameche. cEnvelope enclosure (Soft drink) Folder. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 1May53; KK86195.
- Customers, 115 to the gallon. The soda fountain is the traffic leader of your store, and Coca-Cola is the profit leader at your fountain. [Customers pouring from jug] (Soft drink) Adv. from Fountain & fast food, Feb. 1953, p. 2 of cover. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 30Jan53; KK84623.
- Dear Santa, please leave lots of Coke. [Santa Claus at fireplace] (Soft drink) Adv. from Daily news, Dec. 22, 1952, p. 52. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 22Dec52; KK81951.
- Drink Coca-Cola. Drive safely, drive refreshed. [Girl motorist] (Soft drink) Adv. from Cosmopolitan, May 1953, p. 4 of cover. Appl. author: D'Arcy Advertising Agency. © The Coca-Cola Co.; 24Apr53; KK86825.
- Drive safely refreshed. Drink Coca-Cola. cService stations (Soft drink) Poster. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 1Jun53; KK86408.
- Easter hospitality calls for Coke. Your food store is featuring many combinations of fine food and delicious Coca-Cola ... cHam, Easter basket, 12 bottle cartons (Soft drink) Adv. from Chicago daily tribune, Mar. 31, 1953, p. 20. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 31Mar53; KK84918.
- Figure it for yourself and see how much you make on Coca-Cola, the food store profit-leader. cCoca-Cola salesman and easel (Soft drink) Adv. from Chain store age, May 1953, p. 133. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 30Apr53; KK86193.
- Folks agree, Coke is delicious with lunch. Drink Coca-Cola. cTwo women at cafeteria (Soft drink) Adv. from Rochester times-union, Feb. 16, 1953, p. 15. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 16Feb53; KK84037.
- For home refreshment, buy Coke by the case. Drink Coca-Cola. cCouple painting screens (Soft drink) Adv. from Beaumont journal, Apr. 29, 1953, p. 14. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 29Apr53; KK86132.
- For quality refreshment, what you want is a Coke, says John C. Pope. (Soft drink) Adv. from Atlanta daily world, July 30, 1952, p. 2. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 30Jul52; KK81948.
- For quality you can trust, have a Coke, says J. A. Long. (Soft drink) Adv. from Atlanta daily world, July 16, 1952, p. 4. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 16Jul52; KK81947.
- For Valentine's Day, your party guests will welcome Coke. cValentine subjects (Soft drink) Adv. from Rochester times-union, Feb. 9, 1953, p. 27. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 9Feb53; KK82738.
- For your holiday week end, have enough Coke on hand. Frosty bottles of Coke in the refrigerator ... [Barbecue scene] (Soft drink) Adv. from Chicago daily tribune, May 29, 1953, p. 20. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 29May53; KK86829.
- Fountain of youth? Fountain of all ages. Drink Coca-Cola, ice cold. cAutomatic dispenser and fountains (Soft drink) Adv. from Fountain & fast food, Jan. 1953, p. 2 of cover. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 30Dec52; KK84621.
- Game, set, Coke. Active people pace themselves, pause now and then to relax ... refresh with an ice-cold Coca-Cola. [Tennis player with racket, ball and net in background] (Soft drink) Adv. from U. S. Lawn Tennis Association, June 22-27, p. 4 of cover. Appl. author: D'Arcy Advertising Co. © 7Jun53; KK86824.
- The gift for thirst, Coca-Cola. [Santa Claus drinking Coke] Adv. from St. Louis post-dispatch, Dec. 22, 1952, p. 12B. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 22Dec52; KK81952.
- The gift for thirst; drink Coca-Cola. [Santa Claus] (Soft drink) Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 1Dec52; KK80935.
- Goose Tatum, court showman and world famous basketball star ... Follow the champions, have a Coke and go refreshed. (Soft drink) Adv. from the Louisiana weekly, Apr. 11, 1953, p. 7. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 11Apr53; KK84913.
- Have a Coke, it's the refreshing way to shop. Drink Coca-Cola. cTwo women at meat counter (Soft drink) Adv. from Beaumont journal, Apr. 15, 1953, p. 16. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 15Apr53; KK86126.
- Have a Coke says: Take your time. Buy everything you need. Here's how to increase sales and profits on Coca-Cola. [Woman shopper at cooler] (Soft drink) Adv. from Chain store age, June 1953, p. 59. Appl. author: D'Arcy Advertising Company. © The Coca-Cola Co.; 30May53; KK86826.
- Have a Coke when you shop, take a carton home, says Shedrick L. Johnson. (Soft drink) Adv. from Atlanta daily world, July 2, 1952, p. 7. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 2Jul52; KK81946.
- Here's help to fill 'er up. These 3 simple steps will help you increase traffic and add-on sales. Drink Coca-Cola. cCoca-Cola salesman (Soft drink) Adv. from Super service station, Apr. 1953, p. 92-93. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 21Apr53; KK84616.
- Home-grown fun has lots of flavor. Drink Coca-Cola. cFireplace scene, popcorn (Soft drink) Adv. from Farm and ranch, Jan. 1953, p. 32. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 10Dec52; KK84626.
- Hospitality all over town. cCarton over town (Soft drink) Adv. from the Chattanooga times, Oct. 23, 1952, p. 26. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 23Oct52; KK81544.
- Hospitality can be so easy. Refreshment just naturally belongs when folks get together. Drink Coca-Cola. cGirl with tray serving 2 men (Soft drink) Adv. from Farm and ranch, Mar. 1953, p. 47. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 10Feb53; KK84617.
- I find ice-cold Coca-Cola good, wholesome refreshment, says Bishop William T. Phillipa. (Soft drink) Adv. from Courier, Dec. 20, 1952, p. 3. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 20Dec52; KK82742.
- I'd love it. Drink Coca-Cola. [Girl's head & glass] (Soft drink) Poster. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 1Mar53; KK83657.
- It is a happy birthday of our service to you. Our 14th anniversary. Coca-Cola. [12 bottle carton] (Soft drink) Adv. from Laconia evening citizen, Laconia, N. H., May 7, 1952, p. 5. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 7May52; KK82743.
- It's refreshing, so refreshing in the Switzerland of the Caribbean. Drink Coca-Cola. cHaiti (Soft drink) Adv. from the Instructor, May 1953, p. 67. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 1Apr53; KK84614.
- Jesse Owens, Olympic track and field star ... Follow the champions, have a Coke and be refreshed. (Soft drink) Adv. from the Louisiana weekly, Mar. 14, 1953, p. 3. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 14Mar53; KK84915.
- A little minute for a big rest. People who work have a happy custom. Drink Coca-Cola. cSteal-worker holding Coke (Soft drink) Adv. from Life, Jan. 5, 1953, p. 4 of cover. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 2Jan53; KK84625.
- Make it a real meal, just add Coke. Drink Coca-Cola. cWoman at table (Soft drink) Adv. from St. Louis post-dispatch, Jan. 29, 1953, p. 10. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 29Jan53; KK82739.
- Make it a real meal, just add Coke. Serve Coca-Cola at mealtime. cWoman setting table (Soft drink) Adv. from New Orleans item, Mar. 10, 1953, p. 5. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 10Mar53; KK84045.
- Marques Haynes, world-famous professional basketball star, pauses to refresh with ice-cold Coca-Cola. (Soft drink) Adv. from Washington Afro American, Mar. 10, 1953, p. 18. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 10Mar53; KK86124.
- Me, too. Coca-Cola. cFountain attendant (Soft drink) Poster. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 15Dec52; KK82682.

- Nice work and you can get it. Sell Coca-Cola. [Hand with coins] (Soft drink) Adv. from Vend, May 1953, p. 38. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 1May53; KK86194.
- Nurses at New Orleans' Flint-Goodridge Hospital pause for refreshment with ice-cold Coca-Cola. Adv. from Atlanta daily world, June 18, 1952, p. 2. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 18Jun52; KK81944.
- Of course, any time is time for Coca-Cola, but on TV tonight for the first time, it's Coke time starring Eddie Fisher. (Soft drink) Adv. from St. Louis post-dispatch, Apr. 29, 1953, p. 6. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 29Apr53; KK86131.
- The pause that refreshes. Watch the folks who drink Coca-Cola ... [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.; 25Mar53; KK84615.
- Play refreshed, have a Coke, says C. J. Mathews. (Soft drink) Adv. from Atlanta daily world, June 11, 1952, p. 4. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 11Jun52; KK81943.
- Roy Campanella, slugging 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; KK84916.
- Salesmen in print for January. Coca-Cola. (Soft drink) Adv. from the Coca-Cola bottler, Dec. 1952, center spread. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 15Dec52 (in notice: 1953); KK82800.
- Salesmen in print for March. I'd love it. Drink Coca-Cola. (Soft drink) Adv. from the Coca-Cola bottler, Feb. 1953. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 20Feb53; KK84912.
- Salesmen in print for May. Work safely refreshed, drink Coca-Cola. (Soft drink) Adv. from the Coca-Cola bottler, Apr. 1953. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 20Apr53; KK86191.
- Salesmen in print for June. This is the big time of year for you, time to push your product ... (Soft drink) Adv. from the Coca-Cola bottler, May 1953, center spread. Appl. author: D'Arcy Advertising Company. © The Coca-Cola Co.; 20May53; KK86828.
- Salesmen in print for December. Coca-Cola. (Soft drink) Adv. from the Coca-Cola bottler, Nov. 1952, center spread. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 15Nov52; KK81547.
- Serve delicious Coca-Cola with meals. So many people prefer an ice-cold beverage with good things to eat. [Sunday supper] (Soft drink) Adv. from Family circle, Jan. 1953, p. 4 of cover. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 31Dec52; KK84620.
- Situation well in hand. The offer of Coca-Cola fits so many occasions ... [Girl marines] (Soft drink) Adv. from Life, Feb. 2, 1953, p. 4 of cover. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 29Jan53; KK84624.
- So delicious as you shop, so convenient to take home. Drink Coca-Cola. [Grocery store, woman at cooler] (Soft drink) Adv. from Beaumont journal, Apr. 22, 1953, p. 14. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 22Apr53; KK86129.
- Stock up for the holidays. [Host opening Coke] (Soft drink) Adv. from St. Louis post-dispatch, Dec. 10, 1952, p. 80. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 10Dec52; KK81949.
- Sugar Ray Robinson, world's welter-weight and middleweight boxing champion, pauses between bouts to refresh with ice cold Coca-Cola. (Soft drink) Adv. from the Louisiana weekly, May 9, 1953, p. 2. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 9May53; KK86135.
- Sure, any time is time for Coca-Cola, but tonight for the first time on radio, it's Coke time starring Eddie Fisher. (Soft drink) Adv. from St. Louis post-dispatch, May 5, 1953, p. 6. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 5May53; KK86133.
- Symbol of friendship. [Globe; hand holding bottle] Coca-Cola. (Soft drink) Adv. from New York herald tribune, Oct. 26, 1952, p. 51. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 26Oct52; KK81545.
- Ted Rhodes, outstanding professional golfer ... Follow the champions, have a Coke and play refreshed. (Soft drink) Adv. from the Louisiana weekly, Mar. 28, 1953, p. 3. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 28Mar53; KK84914.
- There's a difference, you know, when you serve Coke. Coca-Cola. [Bridge party] (Soft drink) Adv. from Ladies' home journal, Mar. 1953, p. 139. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 25Feb53; KK84619.
- There's nothing like giving folks what they want, and what they want is Coca-Cola, says R. C. Cain. (Soft drink) Adv. from Atlanta daily world, June 25, 1952, p. 2. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 25Jun52; KK81945.
- Three ideas to help bring you more customers: 1. Serve Coca-Cola in the bottle on the bar; 2. display bottles of Coke ... [3 bar illustrations] (Soft drink) Adv. from Arizona beverage journal, Feb. 1953, p. 9. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 1Feb53; KK84622.
- Try delicious Coca-Cola with your meals. [Woman and boy at lunch counter] (Soft drink) Adv. from Rochester times-union, Feb. 23, 1953, p. 13. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 23Feb53; KK84039.
- Turkey on the table, naturally; Coke in the bottle, naturally. Coca-Cola. (Soft drink) Adv. from Daily news, Nov. 25, 1952, p. 27. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 25Nov52; KK81546.
- What it takes when thirst arrives. Drink Coca-Cola. [Man and boy under tree] (Soft drink) Adv. from Country gentleman, May 1953, p. 113. Appl. author: D'Arcy Advertising Company. © The Coca-Cola Co.; 29Apr53; KK86823.
- Win this Admiral 21" television set. Drink Coca-Cola. [Television contest ad] (Soft drink) Adv. from Chicago daily tribune, Apr. 14, 1953, p. 20. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 14Apr53; KK84911.
- Work safely refreshed. Drink Coca-Cola. [Truck driver] (Soft drink) Poster. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 1Mar53; KK83658.
- You trust its quality. Coca-Cola. [WAC] (Soft drink) Poster. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 1Feb53; KK82344.
- You'll shop refreshed when you pause for Coke. Drink Coca-Cola. [Women at grocery store scales] (Soft drink) Adv. from Beaumont journal, Apr. 8, 1953, p. 12. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 8Apr53; KK86125.
- Young man's fancy. Drink Coca-Cola. [Teenager and glass] (Soft drink) Poster. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 1May53; KK85764.
- Young man's fancy. Thirst and appetite build up quickly when young folks get going. Drink Coca-Cola. [Boy with hamburgers] (Soft drink) Adv. from Life, Apr. 27, 1953, p. 4 of cover. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 23Apr53; KK84917.

COE ADVERTISING AGENCY.

Now, production and profit. KK85513. SEE Prosperity Company, inc.

Prosperity digest. SEE Prosperity Company, inc.

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

COFFEY, BEN, A. J. TANKERSLEY, AND C. O. SPARKMAN, d.b.a. BAKE-KRAFT SPECIALTIES. SEE Bake-Kraft Specialties.

COFFMAN (R. G.) COMPANY, INC.

You do it with Coffman wrought iron table and chair legs, K-D. Coffman's ornamental iron. Form 132. Sheet. Appl. author: Frank Hermesdorf. © The R. G. Coffman Co., inc.; 14Apr53; KK85584.

COHEN, SAMUEL.

Clairol invites you to attend free educational courses on haircoloring. KK81351. SEE Clairol, inc.

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

COLE, ELLEN C.

Coles Wells. KK81709. SEE Cole, Selmon G.

COLE (H. A.) PRODUCTS COMPANY ©.

Pine-Plus brand disinfectant. Contents 1 pint. Label. Appl. author: H. S. Crocker Co., inc. © 10Oct51; KK82499.

COLE, SELMON G.

Coles Wells. Ramona's Santa Maria mineral wells. One gallon. (Mineral water) Label. © Selmon G. Cole & Ellen C. Cole; 24Jan53; KK81709.

COLE BAKERIES, INC. ©.

Coles' bakeries. We strive for perfection. (Bread) Label. © 11Jun53; KK86438.

COLE OF CALIFORNIA, INC. ©.

Beautiful build-up. The best figure news, the best fabric news, rolled into one beach, wonderful Cole. (Swimsuit) Adv. from Mademoiselle, May 1953, p. 26. Appl. author: Foote, Cone & Belding. © 29Apr53; KK85792.

Con muchas curvas. Cole of California original. (Swimsuit) Adv. from Vogue, May 1, 1953, p. 27. Appl. author: Foote, Cone & Belding. © 1May53; KK85796.

Designed to improve your circulation. Cole of California original. (Swimsuit) Adv. from Life, May 18, 1953, p. 185. Appl. author: Foote, Cone & Belding. © 15May53; KK85795.

Double helping of news. Cole swimsuits in Bates Disciplined Cotton. Adv. from Harper's bazaar, May 1953, p. 64-65. Appl. author: Foote, Cone & Belding. © 1Apr53; KK85794.

The great white way. Cole of California shows the way with the beachwear color for '53--white ... (Swimsuit) Adv. from Vogue, Jan. 1953, p. 40. Appl. author: Foote, Cone & Belding. © 1Jan53; KK81932.

It's a Cole. These are magic words to your customers, make the most of them. (Swimsuit) Adv. from Women's wear daily, Mar. 4, 1953, p. 23. Appl. author: Foote, Cone & Belding. © 4Mar53; KK83650.

Pacific sun fashions. Sun-day best. (Beachwear) Adv. from Mademoiselle, Jan. 1953, p. 37. Appl. author: Foote, Cone & Belding. © 29Dec52 (in notice: 1953); KK82051.

Time to step out. Cole opening scheduled for January 5, 1953. Cole of California original. (Swimsuits) Adv. from Women's wear daily, Dec. 17, 1952, p. 35. Appl. author: Foote, Cone & Belding. © 17Dec52; KK82137.

COLEMAN COMPANY, INC.

Coleman home heating equipment to meet the trends. 23 p. Appl. author: Andrew Eugene Carr. © The Coleman Co., inc.; 1Jan53; KK81150.

COLEMAN CONTROLS.

The scientific method of controlling sterilization. Folder. © Andrew Forrest Buckley and Jennie Coleman Buckley, d.b.a., and sole owners of Coleman Controls; 4Feb53; KK81979.

COLLACHIA, JAMES.

Kar-Visor street guide. KK85641. SEE Cal De Piano Products Company.

COLONIAL MOLASSES COMPANY, INC. ©.

Colonial blue label extra fancy New Orleans molasses. Contains sulphur dioxide. Net wt. 2 lb. 5 oz. Net vol. 1 pt. 10 fl. oz. Label. © 14Jan53; KK81973.

Colonial brown label New Orleans molasses. Contains sulphur dioxide. Net wt. 2 lb. 5 oz. Net vol. 1 pt. 10 fl. oz. Label. © 14Jan53; KK81972.

Colonial red label New Orleans molasses. Contains sulphur dioxide. Net wt. 2 lb. 5 oz. Net vol. 1 pt. 10 fl. oz. Label. © 14Jan53; KK81971.

COLUMBIA BREWERIES, INC. ©.

Have a Heidelberg, the beer. Poster. Appl. author: Harold F. Ellis. © 5Mar53; KK86019. Heidelberg jumbo quart. Four big 8 oz. glasses. (Beer) Poster. Appl. author: Rudolph Bundas. © 5Mar53; KK84986.

Smart wives have Heidelberg handy. The beer. Adv. from Western family, Mar. 8, 1951, p. 43. Appl. author: How. J. Ryan and Son. © 8Mar51; KK83871.

COLUMBIA HAT COMPANY ©.

Spring & summer 1953 [catalog] 16 p. © 15Feb53; KK83249.

COLUMBIA RECORDS, INC. ©.

Columbia recording development creates the most intriguing new idea in selling. Don't write, send a 7-78. The warmth and conviction of the spoken word, on ... new self-mailing 7-78 promise results far beyond the scope of any printed matter you've ever known. Adv. from Printer's ink, Oct. 17, 1952, p. 18-19. Appl. author: McCann Erickson. © 17Oct52; KK81882.

COLUMBIA TOOL STEEL COMPANY ©.

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

Switch to Columbia Tool Steel. Pete's right, men ... Adv. from American machinist, Nov. 24, 1952, p. 234. © 24Nov52; KK80945.

COMANOR, PAULINE ©.

Cartoon party voozy boody bird. (Advertising novelty) Label. © 1Sep52; KK82130.

COMMERCIAL SHEARING AND STAMPING COMPANY.

Commercial oil hydraulic cylinders. Cat. H-3. 56 p. © The Commercial Shearing & Stamping Co.; 30Aug50; KK84308.

Commercial oil hydraulic pumps motors. Series D, cat. H-4. 60 p. © The Commercial Shearing & Stamping Co.; 2Jul51; KK84309.

Design applications advantages. Stampings, forgings, hydraulic equipment, assembled products, as advanced by Commercial. Cat. GI. 28 p. © The Commercial Shearing & Stamping Co.; 21Apr49; KK84307.

COMMONWEALTH SHOE AND LEATHER COMPANY ©.

On the 20th century limited, whose famous Bostonians are these? cFarley Granger endorsements (Men's shoes) Adv. from Life, May 11, 1953, p. 76. Appl. author: Foote, Cone & Belding. © 8May53; KK86202.

COMMONWEALTH SHOE AND LEATHER COMPANY. SEE ALSO Bostonian Shoes.

CONGOLEUM-NAIRN, INC. ©.

And still they come, more new exciting patterns in famous Gold Seal Congoleum, with the 8-coat thickness wear-layer. Floors and walls. Adv. from Look, Apr. 21, 1953. Appl. author: McCann-Erickson, inc. © 7Apr53; KK86290.

Any wall, any floor can be done by anybody with Gold Seal. (Floor and wall covering) Adv. from Life, Mar. 9, 1953. Appl. author: McCann-Erickson, inc. © 6Mar53; KK84713.

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; KK82621.

The big news is Bermuda hues in Gold Seal Vinylite. Color-coordinated, and almost impossible to mar, scuff, stain or discolor. Floors and walls. Adv. from Life, Apr. 6, 1953. Appl. author: McCann-Erickson, inc. © 3Apr53; KK86293.

The big news is Bermuda hues in Gold Seal Vinylite. (Floor and wall covering) Adv. from National furniture review, Mar. 1953, p. 2 of cover. Appl. author: McCann-Erickson, inc. © 1Mar53; KK84712.

Build sales. Create your own "my home" campaign with the most profitable decorator books in the business. (Floor covering) Adv. Appl. author: McCann Erickson, inc. © 21Oct52; KK81881.

Cash in on today's booming do-it-yourself trend. Revolutionary new Gold Seal Tile-o-matic ... (Floor and wall covering) Adv. from Hardware age, Jan. 22, 1953, p. 59. Appl. author: McCann Erickson. © 8Jan53; KK82615.

Christmas profits zoom with the high-flying new Congoleum Rocket Rug. Ideal for youngsters' rooms, playrooms. Adv. from Hardware age, Sept. 18, 1952, p. 99. Appl. author: McCann-Erickson, inc. © 18Sep52; KK81891.

Christmas profits zoom with the high-flying new Congoleum Rocket Rug. Ideal for youngsters' rooms, playrooms. Adv. from Retailing daily, Oct. 9, 1952, p. 23. Appl. author: McCann Erickson, inc. © 9Oct52; KK81884.

Congowall's covered with sell, sell, sell. Gold Seal floors and walls. Adv. from Retailing daily, Apr. 17, 1953, p. 19. Appl. author: McCann-Erickson, inc. © 17Apr53; KK86286.

Dramatic new color tone design in Congoleum wins immediate acceptance. Gold Seal. (Floor covering) Appl. author: McCann Erickson, inc. © 1Dec52; KK82622.

Dynamite, the moneymaking blast of big, full-color Gold Seal ads exploding in all these magazines all through the fall. (Floor and wall coverings) Adv. from National furniture review, Sept. 1952, p. 4. Appl. author: McCann Erickson. © 1Sep52; KK81897.

Easy on the eyes, ears, feet, and budget. Famous Gold Seal Nairn inlaid linoleum, satisfaction guaranteed. Adv. from Progressive architecture, Sept. 1952, p. 202-203. Appl. author: McCann-Erickson, inc. © 1Sep52; KK81896.

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. © 15Sep52; KK81893.

Easy on your eyes, easy on your feet, this floor stays beautiful, bright and quiet for years. It's famous Gold Seal Nairn inlaid linoleum. Adv. Appl. author: McCann Erickson, inc. © 1Sep52; KK82625.

Every day your kitchen takes a 3,000-step beating. Get the 8-coat thickness wear-layer that takes traffic, in beautiful Gold Seal Congoleum designs. (Floor covering) Adv. from Look, Feb. 20, 1953. Appl. author: McCann-Erickson, inc. © 10Feb53; KK83931.

Famous Gold Seal tiles sell themselves. Gold Seal floors and walls. Adv. from Retailing daily,

- Feb. 24, 1953, p. 40. Appl. author: McCann-Erickson, inc. © 24Feb53; KK83933.
- Garroway's back, big as Life, and all, all, all, all for Congowall. Gold Seal Congowall. (Floor and wall covering) Adv. from Retailing daily, Apr. 15, 1953. Appl. author: McCann-Erickson, inc. © 15Apr53; KK86281.
- Get ready for the merry, merry month of Congowall. Gold Seal floors and walls. Adv. from Retailing daily, Apr. 23, 1953, p. 23. Appl. author: McCann-Erickson, inc. © 23Apr53; KK86284.
- Get set, May is Congowall month. Gold Seal floors and walls. Adv. from Retailing daily, Apr. 28, 1953, p. 31. Appl. author: McCann-Erickson, inc. © 28Apr53; KK86283.
- Goes up easily, stays up for good. Gold Seal Congowall. Give your kitchen a new look ... Gold Seal linoleum tile ... (Wall and floor coverings) Adv. from the Saturday evening post, Sept. 20, 1952, p. 175. Appl. author: McCann Erickson. © 17Sep52; KK81892.
- Here comes Dave the Garroway, selling Congowall in May. (Floor and wall covering) Adv. from Retailing daily, Apr. 20, 1953, p. 30. Appl. author: McCann-Erickson, inc. © 20Apr53; KK86282.
- How to modernize your kitchen. Save 1/3 or even more. Put down Gold Seal linoleum tile ... Put up Gold Seal Congowall ... Adv. from Popular science, Aug. 1952, p. 223. Appl. author: McCann Erickson. © 1Aug52; KK81899.
- How to save money with Gold Seal floors. Gold Seal Nairn linoleum. Adv. from Institutions magazine, Mar. 1953. Appl. author: McCann-Erickson, inc. © 1Mar53; KK84703.
- How to save money with Gold Seal floors. Gold Seal rubber tile. Adv. from the Nation's schools, Apr. 1953, p. 151. Appl. author: McCann-Erickson, inc. © 15Mar53; KK84706.
- Introducing Gold Seal rubber tile, the new high-fashion floor covering with the clearest, truest colors in rubber tile history. Adv. from National furniture review, Oct. 1952, p. 4. Appl. author: McCann Erickson. © 10Oct52; KK81886.
- Is there an all purpose floor covering? An emphatic no, with reasons why from one of the most successful ... the makers of Gold Seal floors and walls. Adv. Appl. author: McCann Erickson, inc. © 15Jan53; KK82618.
- Kindergarten tots will be in college before this floor wears out. It's famous Gold Seal Nairn inlaid linoleum. Adv. from Architectural forum, Jan. 1953, p. 7. Appl. author: McCann Erickson. © 15Jan53; KK82623.
- Look at the wonders you can work with Gold Seal Congowall. (Floor and wall covering) Adv. from Life, May 4, 1953. Appl. author: McCann-Erickson, inc. © 30Apr53; KK86289.
- Look how we're covering your market for Congowall sales in May. Gold Seal floors and walls. Adv. from Retailing daily, Apr. 16, 1953, p. 26. Appl. author: McCann-Erickson, inc. © 16Apr53; KK86287.
- Look, the new Gold Seal linoleum design that seems to move walls back. Jackstraw. Everything about this new ... design is wonderful ... Best of all, it doesn't tie you to just one color scheme ... (Floor covering) Adv. Appl. author: McCann Erickson. © 20Sep52; KK81890.
- New colors, new designs, new excitement in Gold Seal Congoleum, with the 8-coat thickness wear-layer. (Floor covering) Adv. from Look, Mar. 24, 1953. Appl. author: McCann-Erickson, inc. © 10Mar53; KK83920.
- No matter how tough your problem, how tight your budget, you'll find the one right answer in the wide range of Gold Seal floors and walls. Adv. from Progressive architecture, Mar. 1953. Appl. author: McCann-Erickson, inc. © 1Mar53; KK84705.
- Nothing beats it. Everything wonderful you've heard about plastic is built into Gold Seal vinyl inlaid. (Floor covering) Adv. from Ladies' home journal, Mar. 1953. Appl. author: McCann-Erickson, inc. © 25Feb53; KK84704.
- Now a 3-way profit opportunity with Jackstraw. Only linoleum design in the world so successful ... Gold Seal. Adv. from Retailing daily, Sept. 23, 1952, p. 33. Appl. author: McCann-Erickson, inc. © 23Sep52; KK83932.
- Now. The only genuine inlaid linoleum developed, proved and guaranteed ... New Gold Seal Ranchtile. Adv. from Retailing daily, Nov. 12, 1952, p. 21. Appl. author: McCann Erickson. © 12Nov52; KK81878.
- Operation safety. It starts from the ground up with Gold Seal Nairn static-conductive linoleum. Adv. from the Modern hospital, Feb. 1953, p. 245. Appl. author: McCann-Erickson, inc. © 1Feb53; KK83883.
- Remodel it yourself, use the best, save 1/3 or even more. Put your foot down, insist on Gold Seal linoleum tile. Above all, use ... Congowall ... Adv. from Popular science, Sept. 1952, p. 231. Appl. author: McCann Erickson. © 1Sep52; KK81898.
- See what happens when you add the Gold Seal Nairn inlaid linoleum that makes rooms look bigger. Jackstraw. Adv. from Better homes & gardens, Mar. 1953. Appl. author: McCann-Erickson, inc. © 25Feb53; KK86294.
- See what you can do with the Gold Seal Nairn inlaid linoleum that lets you key to so many different colors. Jackstraw. Adv. from Better homes & gardens, May 1953. Appl. author: McCann-Erickson, inc. © 25Apr53; KK86291.
- This floor will stand up for years. Satisfaction guaranteed. It's famous Gold Seal Nairn inlaid linoleum. Adv. from Nation's schools, Nov. 1952, p. 135. Appl. author: McCann-Erickson, inc. © 15Oct52; KK83930.
- This is your next floor. It's Gold Seal vinyl inlaid. This is today's miracle floor. No waxing needed ... Adv. from Ladies' home journal, Oct. 1952. Appl. author: McCann Erickson. © 25Sep52; KK81888.
- This new, new Congowall display will pay, pay, pay, says Garroway. Gold Seal floors and walls. Adv. from Retailing daily, Apr. 21, 1953, p. 27. Appl. author: McCann-Erickson, inc. © 21Apr53; KK86285.
- 2 hospital blasts kill 2 patients ... Don't let this happen to you. Make your surgical areas safer with Gold Seal Nairn static-conductive linoleum. Adv. Appl. author: McCann-Erickson, inc. © 10Oct52; KK81885.
- What a floor. What a sink-top. It's inlaid vinyl ... Gold Seal Vinyl-Floor. Gold Seal VinylTop. (Sink and floor covering) Adv. from Ladies' home journal, May 1953, p. 172-173. Appl. author: McCann-Erickson, inc. © 25Apr53; KK86292.
- What's so only about Gold Seal Ranchtile 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. 320. Appl. author: McCann-Erickson, inc. © 1May53; KK86288.
- 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 markets. (Floor and wall covering) Adv. from Retailing daily, Jan. 6, 1953. Appl. author: McCann-Erickson, inc. © 6Jan53; KK84707.
- Which floor covering best suits your particular needs? Gold Seal floors and walls. Adv. from Architectural record, Jan. 1953, p. 249. Appl. author: McCann Erickson. © 1Jan53; KK81873.
- Which floor covering best suits your particular needs. No matter how tough your problem, how tight your ... the one right answer in the wide range of Gold Seal floors and walls. Adv. Appl. author: McCann Erickson, inc. © 1Jan53; KK82617.
- Which floor covering best suits your particular needs? No matter how tough your problem ... the one right answer in the wide range of Gold Seal floors and walls. Adv. Appl. author: McCann Erickson, inc. © 1Jan53; KK82620.
- Which floor covering best suits your particular needs? No matter how tough your problem ... the one right answer in the wide range of Gold Seal floors and walls. Adv. from Chain store age, Jan. 1953, p. 165. Appl. author: McCann Erickson, inc. © 1Jan53; KK82619.
- Which floor covering best suits your particular needs? No matter how tough your problem ... the one right answer in the wide range of Gold Seal floors and walls. Adv. from Chain store age, Jan. 1953, p. 189. Appl. author: McCann Erickson, inc. © 7Jan53; KK82616.
- Which floor covering best suits your particular needs? No matter how tough your problem ... the one right answer in the wide range of Gold Seal floors and walls. Adv. from the Nation's schools, Jan. 1953, p. 155. Appl. author: McCann-Erickson, inc. © 15Dec52 (in notice: 1953); KK83884.
- Years of beauty and comfort underfoot, no overhead. This rich, gleaming floor is ... Gold Seal inlaid linoleum, easy on your eyes, ears, feet, and budget. Adv. Appl. author: McCann Erickson. © 10Oct52; KK81887.
- You're looking at the only inlaid linoleum ... New Gold Seal Ranchtile linoleum. Adv. from Architectural record, Dec. 1952, p. 194-195. Appl. author: McCann Erickson. © 1Dec52; KK81876.

CONLEY, THOMAS, R. A. MINNING, J. J. RALEIGH, WARD LEAHY, A. N. BURENS, AND GERALD NOLAN, composing the firm WIPEX INDUSTRIAL TOWEL SERVICE COMPANY. SEE WipeX Industrial Towel Service Company.

CONLEY, BALTZER, PETTLER AND STEWARD. Dress up your windows with aluminum Tension-tite screens. KK82112. SEE Rudiger-Lang Company.

First with faster installation, smoothest operation ... KK85193. SEE Rudiger-Lang Company.

How to install type TC Tension-tite screens. KK86884. SEE Rudiger-Lang Company.

How to repair window screens. KK83635. SEE Rudiger-Lang Company.

Individualized rubber mats. KK80827. SEE Pioneer Rubber Mills.

Sea Jay resin, for bonding glass fabric, to boat hulls, decks, etc. KK85778. SEE Hendry (C. J.) Company.

Tide graphs and other marine data ... KK80828. SEE Hendry (C. J.) Company.

CONRAD, FREMONT JOHN ©.

You can bring home the blue from your own shows, too, with Conrad Rouens. How to make more money with Rouen ducks than any other breed. (Ducks and chicks) Pamphlet. © 6Jan53; KK84599.

CONSO CAST WARE COMPANY DIVISION, CONSOLIDATED IRON-STEEL MANUFACTURING COMPANY. SEE Consolidated Iron-Steel Manufacturing Company. Conso Cast Ware Company Division.

CONSOLIDATED IRON-STEEL MANUFACTURING COMPANY. CONSO CAST WARE COMPANY DIVISION.

Now you can cook with pleasure, serve with pride. New Conso Ware. (Cooking ware) Folder. Appl. author: I. T. Kahn. © The Consolidated Iron-Steel Mfg. Co., Conso Cast Ware Co. Division; 8Jan53; KK81364.

CONSOLIDATED OIL COMPANY.

Consolidated Oil Co. (Lubricating oil) Label. © Toshio Yoshida, d.b.a. Consolidated Oil Co.; 2Apr53; KK85069.

CONSOLIDATED PRODUCTS COMPANY ©.

Al Schlott says: Here's how we hatch Kerr's lively chicks. Semi-Solid E Emulsion. (Baby chick feed) Adv. Appl. author: Dancer-Fitzgerald-Sample, inc. © 1May53; KK85967.

Ambroae Brownell says: Here's how I knew this egg would hatch. Semi-Solid E Emulsion. Adv. Appl. author: Dancer-Fitzgerald-Sample, inc. © 3Apr53; KK83980.

Don't raise twins or triplets! Check farrowing failures with new Sow Emulsion. Self-feeding, non-freezing. (Hog feed) Adv. Appl. author: Dancer-Fitzgerald-Sample, inc. © 7Feb53; KK82177.

40 Golden Acres by Roscoe Pollitt. Both ends of our pork production line can be seen in operation this month at our semi-solid demonstration farm ... (Animal feeds) Adv. from Iowa farm and home register, Feb. 1, 1953, p. 4 H. Appl. author: Dancer-Fitzgerald-Sample, inc. © 1Feb53; KK82178.

40 Golden Acres 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. © 3Apr53; KK84099.

Freedra Roth Greenan says: Here's how I know this egg will hatch. Semi-Solid E Emulsion. Adv. Appl. author: Dancer-Fitzgerald-Sample, inc. © 3Mar53; KK82866.

Get your free trial Sparx and the new dried Sow Emulsion at these dealers. Now, farrow doubtful pigs alive and kicking. (Hog feed) Sheet. Appl. author: Dancer-Fitzgerald-Sample, inc. © 21Jan53; KK83206.

Kaff-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.

Kaff-A costs less to feed than other milk replacers, and raises better calves than whole milk says Lewis Reisner, Jr. Adv. Appl. author: Dancer-Fitzgerald-Sample, inc. © 22Feb53; KK82629.

Nuggets from 40 Golden Acres, by Roscoe Pollitt. How much gold will 40 Golden Acres yield? Semi-Solid Pig Emulsion. (Hog feed) Adv. Appl. author: Dancer-Fitzgerald-Sample, inc. © 2Mar53 (in notice: 1951); KK83550.

Orphans find mother. Sparx, replaces sow's milk at any age. (Pig feed) Adv. from the Farmer, Feb. 1953, p. 37. Appl. author: Dancer-Fitzgerald-Sample, inc. © 21Feb53; KK82520.

Sparx save orphan pigs. Prevent weaning setbacks. (Animal feed) Adv. from Successful Farming, Feb. 1953, p. 15. Appl. author: Dancer-Fitzgerald-Sample, inc. © 25Jan53; KK82223.

Speeds your pigs through weaning. New improved Sparx with hidrolef (hydrolyzed milk sugar. Pig feed) Adv. Appl. author: Dancer-Fitzgerald-Sample, inc. © 20Apr53; KK85966.

Why did this sow farrow 6 pigs last spring, 14 pigs last fall? New dried Sow Emulsion. (Hog feed) Adv. Appl. author: Dancer-Fitzgerald-Sample, inc. © 17Jan53; KK82179.

CONSTABLE, JAMES CHESTON.

Another new IBM electronic development for business. KK84595. SEE International Business Machines Corporation.

The IBM electronic data processing machines. KK84582. SEE International Business Machines Corporation.

The new IBM accumulating reproducer. KK84593. SEE International Business Machines Corporation.

The new versatile IEM printing summary punch. KK84596. SEE International Business Machines Corporation.

Typing, punching, verifying. KK84594. SEE International Business Machines Corporation.

CONSTANTINE, DOROTHY.

1/3 less armwork than cake mixes. SEE Wesson Oil and Snowdrift Company, inc.

CONTAINER CORPORATION OF AMERICA ©.

Land O Lakes cherry vanilla ice cream. One pint liquid. (Carton) Label. © 3Feb53; KK82635.

Roney's Real Rich orange sherbet. One pint liquid. (Carton) Label. © 13Feb53; KK82637.

Thrif-T-Freeze chocolate ripple. Vegetable fat frozen dessert. One pint liquid. (Carton) Label. © 23Sep52; KK82636.

CONTINENTAL COFFEE COMPANY ©.

At Caproni's it's Pasta and more coffee flavor. In every walk of life everyone enjoys Continental coffee. Adv. from American restaurant magazine. Appl. author: Western Advertising Agency. © 10Dec52; KK81060.

It's the spices you use that give flavor to your cooking... 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 noodles. A prepared soup mix. Sopa Continental de vegetales con fideos finos. Sopa preparada. Net wt. 2 ounces. Label. © Continental Foods, inc. (s.a.); 4Feb53; KK83310.

CONTINENTAL OIL COMPANY ©.

And many drops to drink. Survivors at sea ... Oil-plate with Conoco super motor oil. Adv. from the Saturday evening post, Oct. 4, 1952. Appl. author: Geyer Advertising, inc. © 10Oct52; KK83129.

Get ready for winter now with Conoco's great Eskimo special. Ad. no. 23-52A. (Oil) Adv. from Joplin news herald, Oct. 14, 1952, p. 2. Appl. author: Geyer Advertising, inc. © 14Oct52; KK83142.

Get ready for winter now with Conoco's great Eskimo special. Ad. no. 24-52. (Oil) Adv. from Joplin news herald, Oct. 28, 1952, p. 8. Appl. author: Geyer Advertising, inc. © 27Oct52; KK83143.

Going places over Decoration Day? Play safe. Stop for Conoco safety-first service. (Motor oil) Adv. from the Gary post tribune, May 20, 1953, p. 34. Appl. author: Benton & Bowles, inc. © 20May53; KK85909.

Happy landing, country style. Doctors, ranchers, explorers ... Oil-plate with Conoco super motor oil. Adv. from the Saturday evening post, Aug. 2, 1952. Appl. author: Geyer Advertising, inc. © 30Jul52; KK83127.

Here's a stopper. Conoco safety-first service for a more profitable future. (Oil) Adv. from National petroleum news, June 10, 1953, p. 6-7. Appl. author: Benton & Bowles, inc. © 10Jun53; KK86505.

He's tough but oh so tender. Combining ruggedness on the hoof ... Oil-plate with Conoco super motor oil. Adv. from the Saturday evening post, July 5, 1952. Appl. author: Geyer Advertising, inc. © 2Jul52; KK83126.

I got Conoco's new 1-2-3 50,000 miles no wear service. Drive to your nearest Conoco mileage merchant ... cGirl in hat (Oil) Adv. from Salt Lake telegram, June 24, 1952, p. 17. Appl. author: Geyer Advertising, inc. © 24Jun52; 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 ... cMan in hat; (Oil) Adv. from Joplin news herald, Sept. 16, 1952, p. 7. Appl. author: Geyer Advertising, inc. © 16Sep52; KK83141.
- I got Conoco's new 1-2-3, 50,000 miles no wear service. Now is the time for all smart motorists to discover how Conoco's great new 50,000 miles — no wear service helps engines last longer ... cGirl; (Oil) Adv. from Joplin news herald, Aug. 19, 1952, p. 4. Appl. author: Geyer Advertising, inc. © 19Aug52; KK83139.
- I got Conoco's new 1-2-3 50,000 miles no wear service. Thousands of other car owners are discovering what this smart motorist knows ... cMan in hat; (Oil) Adv. from Salt Lake telegram, July 22, 1952, p. 3. Appl. author: Geyer Advertising, inc. © 22Jul52; KK86035.
- Just what the doctor ordered to bring jobbers a healthy boost in sales. Conoco super motor oil. Adv. from National petroleum news, Apr. 22, 1953, p. 8-9. Appl. author: Benton and Bowles, inc. © 22Apr53; KK84690.
- Sea-going truck. Two fathoms under ... Oil-plate with Conoco super motor oil. Adv. from the Saturday evening post, Sept. 6, 1952. Appl. author: Geyer Advertising, inc. © 3Sep52; KK83128.
- Snow train. Through blizzards ... Oil-plate with Conoco super motor oil. Adv. from the Saturday evening post, Nov. 1, 1952. Appl. author: Geyer Advertising, inc. © 29Oct52; KK83130.
- The tank truck. 1 farm & 4 Nelsons = 4 businesses. 50,000-mile tests prove that Conoco super helps engines eat less, run better, live longer. (Oil) Adv. from the Western farm life, June 1, 1953, p. 40. Appl. author: Benton & Bowles, inc. © 1Jun53; KK86522.
- Team up with the Conoco man for bigger business with the Conoco profit package. A good man to know. Bob Moreland. (Petroleum products) Adv. from National petroleum news, July 31, 1952, p. 4-5. Appl. author: Geyer Advertising, inc. © 30Jul52; KK83132.
- Team up with the Conoco man for bigger business with the Conoco profit package. A good member of your team. Al Donnell. (Petroleum products) Adv. from National petroleum news, Apr. 9, 1952, p. 4-5. Appl. author: Geyer Advertising, inc. © 9Apr52; KK83133.
- Team up with the Conoco man for bigger business with the Conoco profit package. Can I help you? William Frost. (Petroleum products) Adv. from the National petroleum news, June 4, 1952, p. 4-5. Appl. author: Geyer Advertising, inc. © 4Jun52; KK83131.
- Team up with the Conoco man for bigger business with the Conoco profit package. Meet a man you'll be glad to know. Al Lacazette. (Petroleum products) Adv. from National petroleum news, Oct. 8, 1952, p. 4-5. Appl. author: Geyer Advertising, inc. © 8Oct52; KK83134.
- Team up with the Conoco man for bigger business with the Conoco profit package. They all say he's tops. Ken Tobleck. (Petroleum products) Adv. from National petroleum news, Dec. 3, 1952, p. 12-13. Appl. author: Geyer Advertising, inc. © 3Dec52; KK83135.
- Then I got Conoco's new 1-2-3, 50,000 miles no wear service. Now Adeline [Tyne] is doing fine ... Conoco super motor oil. Adv. from Joplin globe and news herald, June 10, 1952. Appl. author: Geyer Advertising, inc. © 10Jun52; KK83136.
- Then I got Conoco's new 1-2-3, 50,000 miles no wear service. Now Doctor Fred's a happy med ... Conoco super motor oil. Adv. from Joplin news herald, Sept. 2, 1952, p. 4. Appl. author: Geyer Advertising, inc. © 2Sep52; KK83140.
- Then I got Conoco's new 1-2-3, 50,000 miles no wear service. Now smart young Lil climbs every hill ... Conoco super motor oil. Adv. from Joplin news herald, Aug. 5, 1952, p. 3. Appl. author: Geyer Advertising, inc. © 5Aug52; KK83138.
- Then I got Conoco's new 1-2-3, 50,000 miles no wear service. Now Ted is ahead ... cSalesman; Conoco super motor oil. Adv. from Joplin globe and news herald, July 8, 1952, p. 3. Appl. author: Geyer Advertising, inc. © 8Jul52; KK83137.
- CONTOUR SALES, INC. ©
Add hours of freshness to your days, active years to your life, by resting relaxed as never before. Contour chair-lounge. Adv. from Better homes & gardens, Apr. 1, 1953, p. 263. Appl. author: Ruthrauff & Ryan, inc. © 1Apr53; KK85976.
- Contour chairs. Annual February discontinued fabrics and floor models clearance sale ... The luxurious, super-relaxing, tension-banishing Contour chair lounge. Ask your doctor. Adv. from St. Louis globe-Democrat, Feb. 1, 1953, p. 6. Appl. author: Ruthrauff & Ryan, inc. © 1Feb53; KK84538.
- Doctor, lawyer, merchant, chief, find release from nervous tension in luxurious, super-relaxing, fatigue-banishing Contour chair lounge. Adv. from Esquire, May 1, 1953, p. 21. Appl. author: Ruthrauff & Ryan, inc. © 1May53; KK85974.
- February only. Annual discontinued fabrics and floor models clearance sale, of the luxurious super-relaxing tension-banishing Contour chair lounge. Adv. from St. Louis post-dispatch, Feb. 4, 1953, p. 3. Appl. author: Ruthrauff and Ryan, inc. © 4Feb53; KK84721.
- February only. Annual discontinued fabrics and floor models clearance sale, of the luxurious super-relaxing tension-banishing Contour chair lounge. Ask your doctor. Adv. from St. Louis post-dispatch, Feb. 8, 1953, p. 9. Appl. author: Ruthrauff and Ryan, inc. © 8Feb53; KK84540.
- The 20 minutes that give the energy pickup of two hours sleep in the luxurious, super-relaxing, tension-banishing Contour chair-lounge. Adv. from Life, Apr. 20, 1953, p. 66. Appl. author: Ruthrauff & Ryan, inc. © 20Apr53; KK85975.
- The 20 minutes that give the energy pickup of two hours sleep, in the luxurious, super-relaxing, tension-banishing Contour chair-lounge. Adv. from the Saturday evening post, Mar. 14, 1953, p. 102. Appl. author: Ruthrauff and Ryan, inc. © 14Mar53; KK84875.
- Will you look this young at 51? At 45, doctors told him, quit or else. Instead, he invented the luxurious, super-relaxing Contour chair-lounge, and found release from nervous tension. Adv. from the Saturday evening post, May 16, 1953, p. 118. Appl. author: Ruthrauff & Ryan, inc. © 16May53; KK85973.
- 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. 14, 1952, p. 55. © 14Jan52 (in notice: 1951); KK83105.
- Uncle Ben's long grain converted rice always cooks up white and fluffy. 14 ozs. Net wt. Label. © 5Feb53; KK82262.
- COOK, CELIA. SEE Cook, James.
- COOK, JAMES.
From Cook's Cookery. (Foodstuffs) Label. © James Cook & Celia Cook; 24Dec52; KK80981.
- COOK, PAUL E. ©
H1. Sav-A-Step shopping list. (Super market merchandise) Sheet. © 29Oct52; KK86898.
- COOMES, ROBERT S.
The night was dark, his lights were dim, but he could still see Luma-Rim. KK82286. SEE Luma-Rim Corporation.
- When winter winds begin to blow and the air is filled with rain or snow, streets are slippery, visibility is low. SEE Luma-Rim Corporation.
- COOPER, BENJAMIN.
Carbon monoxide detector. KK81111. SEE Taller and Cooper, inc.
- CORDAY, LOUIS ©.
Pin curl foundation, step by step. Styling and construction folio by Louis Corday. (Hair style sketches) 6 sheets. © 5May53; KK85043.
- CORNELL-DUBILIER ELECTRIC CORPORATION ©
Engineering bulletin. (Capacitors) Sheet.
Bull. no. 422-3. © 13Mar53; KK84267.
Bull. no. 522. © 7Jan53 (in notice: 1952); KK82293.
Bull. no. 523. © 31Dec52; KK82289.
Bull. no. NB-147. © 22Oct52; KK81356.
Quietone filters. Folder.
Bull. no. NB-148. © 20Mar53; KK84268.
- CORO, INC. ©.
Deauville by Coro. America's best dressed women wear Coro jewelry. Adv. from Charm, Apr. 1953, p. 39. Appl. author: Adolph Katz. © 1Apr53; KK84231.
- Her jewelry. Coro, of course. Elizabeth Scott. (Costume jewelry) Adv. from Mademoiselle, Feb. 1953, p. 81. Appl. author: Adolph Katz. © 1Feb53; KK81975.
- Her jewels. Corocraft of course. Mayfair by Coro. (Costume jewelry) Adv. from Glamour, Mar. 1953, p. 64. Appl. author: Adolph Katz. © 1Mar53; KK83154.

- CORO, INC. ©. Cont'd.
 Her jewels. Corocraft, of course. Rosalind Russell. (Costume jewelry) Adv. from Harper's bazaar, Feb. 1953, p. 66. Appl. author: Adolph Katz. © 1Feb53; KK81974.
 Mignon by Coro. Coro jewelry. Adv. from Charm, Mar. 1953, p. 51. Appl. author: Adolph Katz. © 1Mar53; KK83153.
 Wrist charmers by Coro. (Costume jewelry) Adv. from Photoplay, Mar. 1953, p. 103. Appl. author: Adolph Katz. © 1Mar53; KK84998.
 Your jewels for spring, Corocraft of course. (Costume jewelry) Adv. from Vogue, Mar. 1953, p. 76. Appl. author: Adolph Katz. © 1Mar53; KK83152.
- CORONADO, JESUS.
 Mole en polvo, suave. KK82948. SEE Jacques (Clemente) y Compania, S. A.
- CORREA, SAMPAIO.
 Lincoln Medical presents the Alpha one ton de luxe ambulance ... KK84402. SEE Lincoln Medical Supply Company.
- COSMO, INC. ©.
 Cosmo cold cream cleansing. Lovely-fies You Always. Net wt. 2.9 ozs. Label. Appl. author: Robert Stanley Moser. © 10Jan53; KK84646.
- COSTA, ANTHONY E. ©.
 Atomik Ann, every day wonder soap for the use of agricultural, industrial and household workers, garages, etc. (Hand soap) Label. © 29Aug52; KK81035.
- COTTAGE PRODUCTS, INC. ©.
 Cottage frozen waffles. Best by taste test. Toast and serve. Sheet. Appl. author: Max Liebman. © 30Oct52; KK82111.
 Cottage instant waffles. 6 frozen waffles. Toast and serve. Label. Appl. author: Sydney L. Weiss. © 17Jul52; KK82112.
- COTTON CLUB BOTTLING COMPANY.
 Extra dry Cotton Club ginger ale. Full quart. (Soft drink) Label. Appl. author: Martin E. Becker. © The Miller-Becker Co., d.b.a. The Cotton Club Bottling Co.; 4May53; KK85601.
- COTTS, LOUIS C.
 Super Thermo-Base ... KK85240. SEE Gerwin Industries, inc.
- COTY, INC. ©.
 Coty gifts trimmed at no extra cost. (Toiletries) Adv. Appl. author: Franklin Bruck Advertising Corp. © 10Dec52; KK81145.
 Four Coty beauty values that really add up. Air Spun powder. New cream powder. Adv. Appl. author: Franklin Bruck Advertising Corp. © 25Mar53; KK83746.
 Introducing Body Beautiful hormone lotion, the finest hormone lotion to help your body look young. Adv. Appl. author: Franklin Bruck Advertising Corp. © 8Jan53; KK81319.
 Legend of love and luck surrounds Muguet Des Bois. (Cosmetics) Adv. from Life, May 4, 1953. Appl. author: Franklin Bruck Advertising, Corp. © 4May53; KK85160.
 Nothing makes a woman feel more feminine. L'Aimant. Coty. (Perfume) Adv. Appl. author: Franklin Bruck Advertising Corp. © 25Apr53; KK84744.
- Nothing makes a woman feel more feminine. L'Origan. (Perfume) Adv. Appl. author: Franklin Bruck Advertising Corp. © 11May53; KK85343.
 Season's brightest gifts, by Coty. Solid cologne. Adv. Appl. author: Franklin Bruck Advertising Corp. © 16Dec52; KK81067.
 Season's brightest gifts by Coty. Solid cologne ... Perfume Purser. Adv. Appl. author: Franklin Bruck Advertising Corp. © 16Dec52; KK80977.
 Season's brightest gifts, by Coty. Sub deb lipstick. Adv. Appl. author: Franklin Bruck Advertising Corp. © 18Dec52; KK81069.
 The spray that makes the day. Coty gives you a free atomizer with your purchase of toilet water. Adv. Appl. author: Franklin Bruck Advertising Corp. © 3Jun53; KK86234.
 There's love in the air. Coty. Muguet des Bois. (Perfume) Adv. Appl. author: Franklin Bruck Advertising, Corp. © 27Apr53; KK85138.
- COVEY, THOMAS R., JR.
 The fisherman's favorite flies ... KK85468. SEE Eastern Corporation.
- CRAFTOOL COMPANY ©.
 Doodle page of the month. (Leather tools) Sheet.
 Page 1, series 4. Right and wrong by Al Stohlman. © 15Jan53; KK86460.
 Page 2, series 4. Picture and figure carving [by Al Stohlman] © 15Feb53; KK86456.
 Page 3, series 4. More about figure carving by Al Stohlman. © 15Mar53; KK86455.
 Page 4, series 4. Springtime by Al Stohlman. © 15Apr53; KK86458.
 Page 5, series 4. Craftool of the month [by Al Stohlman] © 15May53; KK86457.
 Page 6, series 4. Big game by Al Stohlman. © 15Jun53; KK86459.
- CRAFTS MANUFACTURING COMPANY ©.
 Colonial tray-pins. The original miniature colonial tray pins and earrings. Sheet. Appl. author: Hugo A. Jamnback. © 26Mar53; KK84026.
- CRAMBLET, WILBUR H. ©.
 Work and study packet. Junior year one, winter quarter. January, February, March. (Study sheets) Envelope. Appl. author: Office Staff of Christian Board of Publication. © 1Dec52; KK82761.
- CRANDALL, LOUIS.
 Wayless lanolin hair dressing. KK85127. SEE Fordham (E. E.) Manufacturing Company.
- CRANSTON PRINT WORKS COMPANY ©.
 Cracked ice, another Cranston first. (Textiles) Adv. from Women's wear daily, Mar. 18, 1953, p. 37. Appl. author: Anderson and Cairns, inc. © 18Mar53; KK84023.
- CRAWLEY (JOHN J.) AND COMPANY ©.
 The Gregorian edition of the Catholic family Bible. Sheet. Appl. author: Fred Briesmeister. © 22Aug52; KK83864.
- CRESCENT MANUFACTURING COMPANY ©.
 Make better ayup so easy with Mapleine. (Imitation maple flavor) Adv. from Life, Jan. 14, 1952, p. 77. Appl. author: Honig-Cooper Co. © 14Jan52; KK83381.
- CRUPE, EARNEST C.
 Beautiful ornaments for home, farm, cottage. KK84355. SEE Independent Protection Company, inc.
- CROCKER (H. S.) COMPANY, INC.
 Pine-Plus brand disinfectant. KK82499. SEE Cole (H. A.) Products Company.
- CROSS, RALPH E. SEE Cross Company.
- CROSS COMPANY.
 Controlling machine tool down time. A paper presented at the 21st annual meeting of the American Society of Tool Engineers, March 19th, 1953, by Ralph E. Cross. 8 p. © The Cross Co.; 1May53; KK84996.
- CROWN ZELLERBACH CORPORATION ©.
 Daddy's particular, too. He likes the special softness of facial quality Chiffon. (Toilet tissue) Sheet. © 1May53; KK86010.
 Fish sticks. (Frozen food wrapper) Sheet. © 1Apr53; KK84285.
 For particular people like me and you, only facial quality Chiffon will do. (Toilet tissue) Sheet. © 1Apr53; KK85146.
 Mommy says I'm special, only facial-tissue soft Chiffon will do. (Toilet tissue) Adv. © 1Apr53; KK85263.
 New, powder-puff softness in Zee toilet tissue. Ad no. 113-Zt. Sheet. © 1Dec52; KK84766.
 New powder puff softness in Zee toilet tissue. Softer than ever before, more absorbent than ever before. Ad. no. 713-ZT. Sheet. © 1Dec52; KK83926.
 [Representation of a pie] (Frozen food wrapper) Label. © 1Feb53; KK82545.
 [Representation of blueberries] (Frozen food wrapper) Label. © 1Mar53; KK84518.
 [Representation of cauliflower] (Frozen food wrapper) Label. © 1May53; KK85960.
 [Representation of chicken drumsticks] (Frozen food wrapper) Label. © 1Mar53; KK84519.
 [Representation of mashed potatoes in a bowl] (Frozen food wrapper) Label. © 1Mar53; KK84520.
 Stock 2, small fish fillet. (Frozen food wrapper) Label. © 1Apr53; KK85147.
- CRUMP (B. T.) COMPANY, INC. ©.
 Crump. Kulrest. Porch accessories. Summer, 1953. 15 p. © 22Dec52; KK81928.
- CRUTCHER, NORVAL, GENE WARREN, AND WAH CHANG, forming the partnership CENTAUR PRODUCTIONS. SEE Centaur Productions.
- CUDAHY BROTHERS COMPANY ©.
 Patrick Cudahy sliced bacon (Peacock brand) Net wt. one pound. Label. Appl. author: DeForest Sackett. © 17Nov52; KK81022.
- CUDAHY PACKING COMPANY.
 Be sure of serving the finest. Guest quality Delrich margarine. So fresh, so sweet, so nutritious. Adv. from the Cleveland press, May 14, 1953, p. 48. Appl. author: Grant Advertising, inc. © The Cudahy Packing Co.; 14May53; KK86890.
- CUDD, TOM, AND HOWARD M. HALL, d.b.a. BAR-B-Q LITE COMPANY. SEE Bar-B-Q Lite Company.

CULLIGAN, INC. ©.

Culligan super Cul-matic water softener featuring automatic regeneration. Sheet. Appl. author: Alex T. Franz, Jr. © 19Mar53; KK83344.

Culligan, the greatest name in soft water service. Adv. from the Saturday evening post, Apr. 25, 1953, p. 130. Appl. author: Alex T. Franz, Jr. © 22Apr53; KK85143.

Culligan Water. Filtered and conditioned water. Folder. Appl. author: Alex T. Franz, Jr. © 16Mar53; KK83345.

Featured in House & garden's 1953 house of ideas. Culligan soft water service. Adv. from House & garden, Jan. 1953, p. 95. Appl. author: Alex T. Franz, Jr. © 18Dec52; KK80694.

How to eliminate milk stone. Culligan soft water service and Cul-Brite, the can-washing compound. Folder. Appl. author: Alex T. Franz, Jr. © 15Jan53; KK81369.

Made expressly for all-purpose use in soft water. Cul soap. Contents 7 1/2 lbs. net. Label. Appl. author: Alex T. Franz, Jr. © 20Apr53; KK85499.

The perfect dishwashing team. Culligan soft water service and Cul-Sheen, the soft water washing compound. Folder. Appl. author: Alex T. Franz, Jr. © 15Jan53; KK81368.

We are sorry your Culligan serviceman called and found you not at home. Culligan soft water service. Card. Appl. author: Herbert F. Hamblet. © 25Mar53; KK84820.

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. © 5Mar53; KK83441.

CULLIGAN ZEOLITE COMPANY ©.

Culligan serves all your water conditioning needs. You can enjoy Culligan soft water service. Adv. from the Skokie life, Sept. 18, 1952, p. 5. Appl. author: Alex T. Franz. © 18Sep52; KK83204.

CULVER, J. FRANK.

Drink cold chocolate milk, pasteurized. KK84601. SEE Monitor Process Corporation.

Drink cold milk. KK84598. SEE Monitor Process Corporation.

CUNDELL, NELSON B., AND GEORGE E. MCCORMICK, d.b.a. HICKORY SPRINKLE. SEE Hickory Sprinkle.

CUNNINGHAM AND WALSH, INC.

All over America, smokers are changing to Chesterfield. SEE Liggett and Myers Tobacco Company.

Are you overlooking this gold mine? KK83748. SEE International Silver Company. Holmes and Edwards Division.

Ask me any time ... KK84255. 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. KK83386. SEE Liggett and Myers Tobacco Company.

Choice of young America, Chesterfield. KK86211. 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. KK81335. SEE Liggett and Myers Tobacco Company.

Don't you want to try a cigarette with a record like this? KK84655. SEE Liggett and Myers Tobacco Company.

An 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. R.) 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.

The Holmes & Edwards collection. SEE International Silver Company. Holmes and Edwards Division.

I like a cigarette that treats me right day and night. KK83973. SEE Liggett and Myers Tobacco Company.

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

I've been a two-pack-a-day man for fifteen years ... KK82693. SEE Liggett and Myers Tobacco Company, inc.

Just as I've told you on our Dragnet shows ... KK84810. SEE Liggett and Myers Tobacco Company.

Meet Pete Petropoulos ... KK85198. SEE Liggett and Myers Tobacco Company.

Now, a 1-2 selling punch for extra silverplate sales. KK84578. 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 ... KK86215. SEE Liggett and Myers Tobacco Company.

Simple arithmetic. KK84579. SEE International Silver Company. Holmes and Edwards Division.

Spring into action. KK82418. SEE International Silver Company. Holmes and Edwards Division.

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

Time = money. KK85828. 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. KK80999. SEE International Silver Company. Holmes and Edwards Division.

What's behind Holmes & Edwards national advertising? KK81841. SEE International Silver Company. Holmes and Edwards Division.

Why is the Holmes & Edwards collection your surest 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 ... KK86568. SEE International Silver Company. Holmes and Edwards Division.

CURRAN COAL AND APPLIANCE COMPANY ©.

A Curran cleaning job is your best bet for a more efficient, cleaner and safer heating system. Folder. © 19Jun53; KK86909.

Currancooler, plus your window fan, air conditions your home. Amazing comfort. Folder. © 19Jun53; KK86910.

CURTIS (HELENE) INDUSTRIES, INC. ©.

Dora's dish-mop hair. Helene Curtis Spray Net. (Hair preparation) Adv. from St. Louisa post-dispatch, Apr. 26, 1953, comic section. Appl. author: Ruthrauff & Ryan, inc. © 26Apr53; KK85775.

Never-kissed Nancy. Men never looked at her twice until ... Helene Curtis Spray Net. (Hair preparation) Adv. from St. Louis post-dispatch, Mar. 1953, comic section. Appl. author: Ruthrauff and Ryan, inc. © 29Mar53; KK84539.

CURTS, LLOYD M., d.b.a. CURTS-FOLSE LABORATORIES. SEE Curts-Folse Laboratories.

CURTS-FOLSE LABORATORIES.

January 1953 products and prices. Including enough information to adequately describe each product, ... Pharmaceutical chemists to the veterinary profession since 1918. 33 p. © Lloyd M. Curts, d.b.a. Curts-Folse Laboratories; 17Mar53; KK83219.

CUSTOM FINISHERS GUILD.

For the enchantment of beautifully beeswaxed wood. Finish Feeder with beeswax, the only feeder polish for furniture. Adv. from Antiques, Dec. 1952, p. 521. © Albert Young Woodward, d.b.a. Custom Finishers Guild; 1Dec52; KK85121.

This is the season to cash in on sales of Finish Feeder with beeswax, the unique feeder polish for furniture. Card. © Albert Young Woodward, d.b.a. Custom Finishers Guild; 24Apr53; KK85231.

You will like this. Finish Feeder with beeswax. The original feeder polish for furniture. Adv. from Antiques, May 1953, p. 449. © Albert Young Woodward, d.b.a. Custom Finishers Guild; 1May53; KK85172.

D

DADAIAN, CHARLES.

Components for the electronic field. KK82098. SEE Electronic Parts Manufacturing Company, inc.

DAHLBERG, CARL. SEE Dahlberg Machinery Company.

DAHLBERG MACHINERY COMPANY ©.

Dahlberg's garment conveyor systems, and 1953 Slick Rail catalog of fittings, no. 5. Folder. Appl. author: Carl Dahlberg. © 6May53; KK85227.

DAIRY QUEEN COMPANY ©.

I am Dairy Queen, D. Q. to you. (Dairy products) Folder. © 25Feb53; KK82937.

DAIRY QUEEN NATIONAL TRADE ASSOCIATION, INC. ©.

Call for the cone with the curl on top. Dairy Queen tastes better. (Whole milk and sweet cream frozen

DAIRY QUEEN NATIONAL TRADE ASSOCIATION, INC. ©. Cont'd.

- food) Adv. from Evansville courier, Apr. 10, 1953, p. 48. Appl. author: Kenneth D. Warren. © 10Apr53; KK85527.
- Call for the cone with the curl on top. Dairy Queen tastes better. (Whole milk, sweet cream and frozen food) Adv. from New Britain herald, New Britain, Conn., Mar. 27, 1953, p. 29. Appl. author: Kenneth Warren. © 27Mar53; KK85306.
- Choose your flavor malt or shaka. 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; KK85529.
- Cool, smooth, delicious, nutritious. Dairy Queen tastes better. (Whole milk, sweet cream and frozen food) Adv. from Kokomo tribune, Kokomo, Ind., Apr. 2, 1953, p. 3. Appl. author: Kenneth D. Warren. © 2Apr53; KK85308.
- Dairy Queen is back, and you'll love it. In cones, sundaes, malts ... (Whole milk, sweet cream and frozen food) Adv. from the Evening Democrat, Fort Madison, Iowa, Mar. 20, 1953, p. 3. Appl. author: Kenneth D. Warren. © 20Mar53; KK85305.
- Dairy Queen, the cone with the curl on top. Contents 9 fl. oz. (Ice cream) Label. Appl. author: Kirk A. Journey. © 17Feb53; KK84878.
- How about a hot fudge sundae. Dairy Queen tastes better. (Whole milk, sweet cream and frozen food) Adv. from Southern Illinoisan, Carbondale, Ill., Mar. 17, 1953, p. 15. Appl. author: Kenneth D. Warren. © 17Mar53; KK85304.
- Make yours a malt or shake. Dairy Queen tastes better. (Whole milk and sweet cream frozen food) Adv. from Evansville courier, Apr. 3, 1953, p. 38. Appl. author: Kenneth D. Warren. © 3Apr53; KK85530.
- Special coconut isle sundaes. Dairy Queen tastes better. (Whole milk and sweet cream frozen food) Adv. from Fremont guide & tribune, Fremont, Neb., Apr. 4, 1953, p. 10. Appl. author: Kenneth D. Warren. © 4Apr53; KK85618.
- 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; KK84769.
- Sweet as can be, butterscotch sundae. Dairy Queen tastes better. (Whole milk, sweet cream and frozen food) Adv. from Fremont guide & tribune, Fremont, Neb., Apr. 1, 1953, p. 14. Appl. author: Kenneth D. Warren. © 1Apr53; KK85307.
- Sweet tropical treat, pineapple sundae. Dairy Queen tastes better. (Whole milk and sweet cream frozen food) Adv. from Charles City press, Charles City, Iowa, Apr. 10, 1953, p. 8. Appl. author: Kenneth D. Warren. © 10Apr53; KK85617.
- This 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; KK85528.
- Triple-header today. Banana split. Dairy Queen tastes better. (Whole milk, sweet cream and frozen food) Adv. from Marietta times, Marietta,

Ohio, Apr. 3, 1953, p. 5. Appl. author: Kenneth D. Warren. © 3Apr53; KK85309.

- DAIRYMEN'S LEAGUE, CO-OPERATIVE ASSOCIATION, INC. ©.
- Dairylea ice cream. 6 fl. oz. Label. © 1May53; KK86802.
- Dairylea non fat dry milk solids. Dry skim milk. Net weight one pound. Label. © 24Nov52; KK83678.
- DALLAS IRON AND WIRE WORKS, INC. ©.
- Create an entirely new market for canvas or metal awnings. Pre-Kut. (Ornamental iron) Adv. from the National canvas goods manufacturers review, Apr. 1953, p. 55. Appl. author: Philip Carl Lindman. © 1Apr53; KK84282.
- Frame your picture window like this ... Pre-Kut. (Ornamental iron) Sheet. Appl. author: Philip Carl Lindman. © 24Jun52; KK80691.
- Have you seen the gym set that grows? Pre-Kut Add-A-Pla gymsets. (Playground equipment) Adv. from the Dallas morning news, May 31, 1953, p. 2. Appl. author: Philip Carl Lindman. © 31May53; KK86182.
- Hey kids, it's better than a circus. Pre-Kut Add-A-Pla gymsets. (Playground equipment) Folder. Appl. author: Philip Carl Lindman. © 2May53; KK86185.
- Installation manual for Pre-Kut ornamental iron stair & level railings. Pamphlet. Appl. author: Philip Carl Lindman. © 29May53; KK86183.
- Look at your porch columns. Pre-Kut. (Ornamental iron) Sheet. Appl. author: Philip Carl Lindman. © 24Jun52; KK80692.
- Now a revolutionary method of playground equipment merchandising. The only line of gym sets that offers maximum variety at less than 1/2 the investment. Pre-Kut. Folder. Appl. author: Philip Carl Lindman. © 13Apr53; KK84283.
- Patio, cabana, summer house frames. Ready to install, with your choice of coverings. Pre-Kut. (Ornamental iron & canvas) Sheet. Appl. author: Philip Carl Lindman. © 18Jun53; KK86553.
- Pre-Kut Add-A-Pla gymsets. (Playground equipment) Label. Appl. author: Philip Carl Lindman. © 4May53; KK85133.
- Pre-Kut. It's terrace time. (Ornamental iron) Sheet. Appl. author: Philip Carl Lindman. © 24Jun52; KK80688.
- Pre-Kut ornamental iron. Decorative steel railings and columns. Sheet. Appl. author: Philip Carl Lindman. © 24Jun52; KK80689.
- Pre-Kut ornamental iron sales go up. Adv. from Building specialties & home improvement dealer, Dec. 1952, p. 38. Appl. author: Philip Carl Lindman. © 23Dec52; KK81063.
- Pre-Kut roof and canopy frames. (Ornamental iron) Sheet. Appl. author: Philip Carl Lindman. © 4Jun53; KK86184.
- Reduce labor and installation costs. Pre-Kut products. (Ornamental iron) Sheet. Appl. author: Philip Carl Lindman. © 23Mar53; KK83836.
- Riviera. Introducing the newest in Pre-Kut classic designs. (Ornamental iron) Sheet. Appl. author: Philip Carl Lindman. © 24Jun52; KK80690.

This winter protect against icy, rain-slick steps with Pre-Kut. (Ornamental iron) Sheet. Appl. author: Philip Carl Lindman. © 7Nov52; KK80687.

would you gamble? Pre-Kut ornamental iron. Adv. from Venetian blind news, Dec. 1952, p. 67. Appl. author: Philip Carl Lindman. © 26Dec52; KK80693.

DAN DEE PRETZEL AND POTATO CHIP COMPANY.

Dan Dee Old Dutch pretzel stix. Label. © The Dan Dee Pretzel & Potato Chip Co.; 15Sep52; KK81910.

Dan Dee Old Dutch thin pretzels. Label. © The Dan Dee Pretzel & Potato Chip Co.; 22Sep52; KK81911.

DANA PERFUMES, INC. ©.

Expert attention. There is so much excitement in each of these four perfums masterpieces ... 20 Carats, Tabu ... Adv. from the New Yorker, Apr. 5, 1952, p. 19. Appl. author: Ross Roy, inc. © 3Apr52; KK84678.

DANCER-FITZGERALD-SAMPLE, INC.

Al Schlott says ... KK85967. SEE Consolidated Products Company.

Ambrose Brownell says ... KK83980. SEE Consolidated Products Company.

Don't raise twins or triplets! KK82177. SEE Consolidated Products Company.

40 Golden Acres by Roscoe Pollitt. SEE Consolidated Products Company.

Freda Roth Greenan says: Here's how I know this egg will hatch. KK82866. SEE Consolidated Products Company.

Get your free trial Sparx and the new dried Sow Emulsion at these dealers. KK83206. SEE Consolidated Products Company.

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

Nuggets from 40 Golden Acres. KK83550. SEE Consolidated Products Company.

Orphans find mother. KK82520. SEE Consolidated Products Company.

Sparx save orphan pigs. KK82223. SEE Consolidated Products Company.

Speeds your pigs through weaning. KK85966. SEE Consolidated Products Company.

Why did this sow farrow 6 pigs last spring, 14 pigs last fall? KK82179. SEE Consolidated Products Company.

DANOWITZ, JACK.

Florida Fashions direct-by-mail to you, for greater savings. KK85269. SEE Florida Fashions.

Florida Fashions glamorous mid-summer styles ... KK85270. SEE Florida Fashions.

Florida Fashions sale bulletin. KK82342. SEE Florida Fashions, inc.

New, exciting fashions for now, for Easter, and right thru summer. KK82343. SEE Florida Fashions, inc.

New styles for spring 1953. KK82341. SEE Florida Fashions, inc.

DANT, PETER.

Darlens ice cream and ices. Contents 16 fluid ounces. Photo. Appl. author: William Higgins Hazzard. © Edwin James Schoettle & William Pepper Watts, d.b.a. Peter Dant; 18Jan52; KK85261.

- Harbisons fresh from the dairy ice cream. Individual slices. Contents one quart. Photo. Appl. author: William Higgins Hazzard. © Edwin James Schoettle & William Pepper Watts, d.b.a. Peter Dant; 18Jan52; KK85262.
- DAPRATO STATUARY COMPANY.
Daprato art bulletin. (Works of art) Folder. Appl. author: Paul Rigali. © Daprato Statuary Co., parent firm of Daprato Studios. 229. © 15Jan53; KK81822.
230. © 15Feb53; KK83176.
231. © 15Mar53; KK84290.
232. © 1May53; KK85173.
233. © 15May53; KK86228.
234. © 15Jun53; KK86945.
- D'ARCEY (G. W.) COMPANY ©.
Blockhead. (Game) Label. Appl. author: Gerard Ward D'Arcey. © 5Nov52; KK81994.
- D'ARCEY, GERALD WARD. SEE D'Arcey (G. W.) Company.
- D'ARCY ADVERTISING COMPANY.
Add zest to food. KK82741. SEE Coca-Cola Company.
Again this year you can profit with the big holiday promotion of Coca-Cola. KK81548. SEE Coca-Cola Company.
At home serve Coca-Cola. KK84686. SEE Coca-Cola Company.
At work or at play, be refreshed, have a Coke. KK81950. SEE Coca-Cola Company.
Basketball is a demanding game. KK82735. SEE Coca-Cola Company.
Buddy Young, outstanding professional football star ... knows how to enjoy the pause that refreshes ... KK86827. SEE Coca-Cola Company.
Busy people pause for Coke. KK84618. SEE Coca-Cola Company.
Campus capers call for Coke. SEE Coca-Cola Company.
The Coca-Cola Bottling Company of New York, inc. ... KK84046. SEE Coca-Cola Company.
Coca-Cola is still the same price. SEE Coca-Cola Company.
Coca-Cola, the refreshment of friends. KK86192. SEE Coca-Cola Company.
Coke time. It's a time for Coca-Cola ... KK86195. SEE Coca-Cola Company.
Customers, 115 to the gallon. KK84623. SEE Coca-Cola Company.
Dear Santa, please leave lots of Coke. KK81951. SEE Coca-Cola Company.
Drink Coca-Cola. Drive safely, drive refreshed. KK86825. SEE Coca-Cola Company.
Drive safely refreshed. KK86408. SEE Coca-Cola Company.
Faster hospitality calls for Coke. KK84918. SEE Coca-Cola Company.
Figure it for yourself and see how much you make on Coca-Cola ... KK86193. SEE Coca-Cola Company.
Folks agree, Coke is delicious with lunch. KK84037. SEE Coca-Cola Company.
For home refreshment, buy Coke by the case. KK86132. SEE Coca-Cola Company.
For quality refreshment, what you want is a Coke. KK81948. SEE Coca-Cola Company.
For quality you can trust, have a Coke. KK81947. SEE Coca-Cola Company.
- For Valentine's Day, your party guests will welcome Coke. KK82738. SEE Coca-Cola Company.
For your holiday week end, have enough Coke on hand. KK86829. SEE Coca-Cola Company.
Fountain of youth? KK84621. SEE Coca-Cola Company.
Game, set, Coke. Active people pace themselves, pause now and then to relax ... KK85824. SEE Coca-Cola Company.
The gift for thirst. SEE Coca-Cola Company.
A gift of beauty - a joy forever. KK80764. SEE Glenmore Distilleries Company, inc.
Goose Tatum, court showman and world famous basketball star ... KK84913. SEE Coca-Cola Company.
Have a Coke, it's the refreshing way to shop. KK85126. SEE Coca-Cola Company.
Have a Coke says: Take your time. KK86826. SEE Coca-Cola Company.
Have a Coke when you shop, take a carton home. KK81946. SEE Coca-Cola Company.
Here's help to fill 'er up. KK84616. SEE Coca-Cola Company.
Home-grown fun has lots of flavor. KK84626. SEE Coca-Cola Company.
Hospitality all over town. KK81544. SEE Coca-Cola Company.
Hospitality can be so easy. KK84617. SEE Coca-Cola Company.
I'd love it. KK83657. SEE Coca-Cola Company.
I find ice-cold Coca-Cola, good, wholesome refreshment. KK82742. SEE Coca-Cola Company.
It is a happy birthday of our service to you. KK82743. SEE Coca-Cola Company.
It's refreshing, so refreshing in the Switzerland of the Caribbean. KK84614. SEE Coca-Cola Company.
Jesse Owens, Olympic track and field star ... KK84915. SEE Coca-Cola Company.
A little minute for a big rest. KK84625. SEE Coca-Cola Company.
Make it a real meal, just add Coke. SEE Coca-Cola Company.
Marques Haynes, world-famous professional basketball star ... KK86124. SEE Coca-Cola Company.
Me, too. KK82682. SEE Coca-Cola Company.
Nice work and you can get it. KK86194. SEE Coca-Cola Company.
Nurses at New Orleans' Flint-Goodridge Hospital pause for refreshment with ice-cold Coca-Cola. KK81944. SEE Coca-Cola Company.
Of course, any time is time for Coca-Cola ... KK86131. SEE Coca-Cola Company.
The pause that refreshes. KK84615. SEE Coca-Cola Company.
Play refreshed, have a Coke. KK81943. SEE Coca-Cola Company.
Roy Campanella, slugging catcher for the Brooklyn Dodgers ... KK84916. SEE Coca-Cola Company.
Salesmen in print for December. KK81547. SEE Coca-Cola Company.
Salesmen in print for January. KK82800. SEE Coca-Cola Company.
Salesmen in print for June. KK86828. SEE Coca-Cola Company.
Salesmen in print for March. KK84912. SEE Coca-Cola Company.
Salesmen in print for May. KK86191. SEE Coca-Cola Company.
- Serve delicious Coca-Cola with meals. KK84620. SEE Coca-Cola Company.
Situation well in hand. KK84624. SEE Coca-Cola Company.
So delicious as you shop, so convenient to take home. KK86129. SEE Coca-Cola Company.
Stock up for the holidays. KK81949. SEE Coca-Cola Company.
Sugar Ray Robinson, world's welter-weight and middleweight boxing champion, pauses between bouts to refresh with ice cold Coca-Cola. KK86135. SEE Coca-Cola Company.
Sure, any time is time for Coca-Cola ... KK86133. SEE Coca-Cola Company.
Symbol of friendship. KK81545. SEE Coca-Cola Company.
Ted Rhodes, outstanding professional golfer ... KK84914. SEE Coca-Cola Company.
There's a difference, you know, when you serve Coke. KK84619. SEE Coca-Cola Company.
There's nothing like giving folks what they want, and what they want is Coca-Cola. KK81945. SEE Coca-Cola Company.
This year give a bottle of Kentucky Tavern [whiskey] in this cheery, useful snow man package. KK80765. SEE Glenmore Distilleries Company, inc.
Three ideas to help bring you more customers ... KK84622. SEE Coca-Cola Company.
Try delicious Coca-Cola with your meals. KK84039. SEE Coca-Cola Company.
Turkey on the table, naturally. KK81546. SEE Coca-Cola Company.
What it takes when thirst arrives. Drink Coca-Cola. KK86823. SEE Coca-Cola Company.
Win this Admiral 21" television set. KK84911. SEE Coca-Cola Company.
Work safely refreshed. KK83658. SEE Coca-Cola Company.
You trust its quality. KK82344. SEE Coca-Cola Company.
You'll shop refreshed when you pause for Coke. KK86125. SEE Coca-Cola Company.
Young man's fancy. SEE Coca-Cola Company.
- DAVIDSON, ARTHUR.
Boutells checkbook to savings. KK82009. SEE Boutells.
- DAVIMOS, RICHARD H., CASPER PINSKER, JR., AND MALCOLM E. SMITH, JR., t.a. ROOT MAKER COMPANY. SEE Root Maker Company.
- DAVIS, GUY.
What are little boys made of? KK84102. SEE Nursmatic Corporation.
- DAVIS, NOEL, AND STEVE J. FEKETE, forming the partnership DAVIS AND FEKETE. SEE Davis and Fekete.
- DAVIS, RICHARD L.
Perlite Institute member. KK85326. SEE Perlite Institute.
- DAVIS AND FEKETE.
Engineered air control, by Ventender. Push-button control. (Limited motion, self-powered, geared control device) Folder. © Davis & Fekete, a partnership of Noel Davis & Steve J. Fekete; 29Jan53; KK82199.
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Consumer savings plan; a certificate book. [13] p. Appl. author: Eugene C. Eggen. © Dawn Advertising Agency, Eugene C. Eggen, Douglas J. Madsen & James L. Welch, sole owners; 1Jul52; KK80758.
- DAWNELLE, INC. ©
See Bird of paradise and Dawnelle, America's finest double-woven glove. Adv. from Harper's bazaar, Mar. 1951, p. 86. Appl. author: Harry E. Woods. © 28Feb51 (in notice: 1950); KK84021.
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CFI (Comfort for industry) Day-Line open end for two 90-watt fluorescent lamps. Sheet 3, section 30, Day-Brite catalog. Appl. author: Day-Brite Lighting, inc., employer for hire of L. J. Rozier. © 31Dec52; KK81294.
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- Day-Brite recessed Duo-Frame units, with 8 1/2" corning lensed bowl in drop-hinge frame. Catalog no. RC-851-RH. Section 50, sheet 15. Appl. author: Day-Brite Lighting, inc., employer for hire of L. J. Rozier. © 29May53; KK86178.
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- Light-tight Duo-Frame. Day-Brite's new recessed lighting units give you decidedly better lighting. Form OD-552-R. (Fluorescent lighting fixtures) Folder. Appl. author: Day-Brite Lighting, inc., employer for hire of L. J. Rozier. © 1Jun53; KK86179.
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Always a bride ... Only Koolfoam gives you air-conditioned sleep. (Foam latex pillows) Adv. from Better homes and gardens, June 1953, p. 25. Appl. author: Norman D. Waters & Associates, inc. © 25May53; KK86813.
- Announcing the world's first furniture, upholstered with the world's finest foam cushioning. Dayton Koolfoam air-conditioned cushioning. Adv. from Retailing daily, June 22, 1953, p. 28-29. Appl. author: Norman D. Waters & Associates, inc. © The Dayton Rubber Co.; 22Jun53; KK86561.
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Dazor professional lighting aids for the private medical practice, clinic, hospital, laboratory, first-aid department. Form 691. Folder. © 6Jan53; KK81059.
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D'azzo products. KK85272. SEE Standard Arm Company.
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Quality on the upper level. A talk to grocers by the Dean Milk Company. (Dairy products) Adv. Appl. author: Lee Harriman. © 15Feb53; KK82935.
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Protect steel bridges against rust and corrosion with No-Ox-Id. Bulletin no. 3009-A. Folder. Appl. author: Harold G. Meissner. © 6Nov52; KK81030.
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Automatic twine-tie hay baler. In 60 seconds it can make up to 8 bales, with hay's richness locked inside. (Farm implements) Folder. © 10Dec52; KK81689.
- Dearborn heavy duty side delivery rake. (Farm equipment) Sheet. © 20Mar53; KK84047.
- Dearborn lift type rear attached mower. (Farm implement) Sheet. © 24Apr53; KK85459.
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- DEELY, WILLIAM S. ©. For that empty spot on your desk. (Metric conversion slide rules) Sheet. © 3Feb53; KK83044.
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- Chatfield's Transeason ransom cloth outer coat with Milium metal-insulated lining. Adv. from Daily news-record, Feb. 24, 1953, p. 17. © 24Feb53; KK83084.
- Did you hear what Milium is doing in '53? We're selling for you ... More and more manufacturers are making their top fashions with Milium linings. Milium metal-insulated lining. Adv. from Women's wear daily, Dec. 29, 1952, p. 15. © 29Dec52; KK81311.
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- Milium window display ideas to sell, Transeason fashions. (Metal-insulated lining for garments) Sheet. © 23Dec52; KK82537.
- Milner fashions with Milium will pay you big sales dividends. (Metal-insulated lining for garments) Adv. from Women's wear daily, Feb. 10, 1953, p. 11. © 10Feb53; KK82851.
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- DENSLOW, OTIS L. ©. Pay 10 cents for this card and you are entitled to the following offer: ... a beautiful 8x10 Silver-tone portrait unmounted. (Photograph) Card. © 10May50; KK84331, KK84332.
- DE PIANO, JOSEPH. Kar-Visor street guide. KK85641. SEE Cal De Piano Products Company.
- DEPPERMAN, O. F. Plumbing, heating, industrials. KK85186. SEE Nelson (N. O.) Company.
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You may never fish the Nipigon, but it's a safe bet that you'll be going fishing somewhere. KK83474. SEE Ripon Knitting Works.
- DEXTER, CLARENCE WILLIAM, JR.
Ilgjet air circulators. KK81671. SEE ILG Electric Ventilating Company.
Type TA Direct-Drive Tubeaxial Duct-Fans. KK82097. SEE ILG Electric Ventilating Company.
Vertical type ceiling Ilgette kitchen ventilator. KK82632. SEE ILG Electric Ventilating Company.
- DIAMOND MATCH COMPANY.
Diamond de luxe plates. Ideal for hot or cold foods. (Paper plates) Label. © The Diamond Match Co.; 19Jan53; KK82664.
Diamond Dee tissue. 640 4 1/2 x 4 1/2 sheets. (Toilet tissue) Label. © The Diamond Match Co.; 10Nov54; KK81074.
Diamond dinner napkins, embossed, heavy deluxe quality. 16 x 17 inches. Label. © The Diamond Match Co.; 23Dec52; KK81177.
Diamond 50 book matches. Label. © The Diamond Match Co.; 15Apr53 (in notice: 1952); KK84804.
Diamond matches. 3 boxes. Strike anywhere. Label. © The Diamond Match Co.; 18Feb53; KK84803.
Diamond matches known for over a century as the world's best match. 16 cu. in. Label. © The Diamond Match Co.; 18Feb53; KK82904.
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Diamond waxed paper. 125 ft. Label. © The Diamond Match Co.; 11Nov52; KK81075.
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Blinky is my name. Heat retainer rattle-toy & bottleholder combination. (Carton for heat retaining) Label. Appl. author: Morris Deitch. © 18Dec52 (in notice: 1953); KK82049.
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Hotpoint summer shower of special values. KK86499. SEE General Electric Company.
- DI CARLO, CARLTON M. SEE Di Carlo Crystal Etcher Company.
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Instructions for the beginner in the art of retouching negatives, by Carlton M. Di Carlo. Crystal Etcher. (Retouching tool) 6 p. © 4Apr53; KK84287.
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Back up your smile with healthy teeth. KK86323. SEE Bristol-Myers Company.
Facts about perspiration. KK86322. SEE Bristol-Myers Company.
- DIEHL, WILLIAM A.
Beauty brand Skim, evaporated skimmed milk. KK85161. SEE Defiance Milk Products Company.
- DIETERICH PRODUCTS CORPORATION ©.
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Estates, trusts and other fiduciary accounts at The Dime. 21 p. © The Dime Savings Bank of Brooklyn; 4Feb53; KK83885.
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Helping asthma sufferers. KK85242. SEE Merck and Company, Inc.
- DINISMAN, MAX, AND MAX R. SLATER, composing the partnership WASS FOOD PRODUCTS COMPANY. SEE Wass Food Products Company.
- DIRECTORY OF MANUFACTURERS OF AMERICA ©.
Directory of manufacturers of America; over 250,000 manufacturers in the United States listed ... Folder. Appl. author: David Oleck. © 27Apr53; KK85044.
Directory of manufacturers of America; over 250,000 manufacturers listed. Substantially all manufacturers in the U. S. ... Folder. Appl. author: David Oleck. © 25May53; KK86606.
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Lucky 7 ash tray. Safeguard your life and your home. Poster. Appl. author: Dwight Marvin Beard. © 5Feb53; KK81998.
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Child's storage wall, plan no. 5. KK82067. SEE Douglas Fir Plywood Association.
Demountable music wall, plan no. 8. KK82070. SEE Douglas Fir Plywood Association.
Flexible storage wall, plan no. 1. KK82063. SEE Douglas Fir Plywood Association.
Island entry wall, plan no. 6. KK82068. SEE Douglas Fir Plywood Association.
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Shelf-door wardrobe, plan no. 3. KK82065. SEE Douglas Fir Plywood Association.
Under-eave storage, plan no. 2. KK82064. SEE Douglas Fir Plywood Association.
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Mother Goose puzzles. SEE Platt and Munk Company, Inc.
- DOBECKMUN COMPANY.
Midwest animals, Vista Pak jumbo animals. KK81102. SEE Midwest Biscuit Company, Inc.
Midwest Vista-Pak old fashioned coconut. KK81103. SEE Midwest Biscuit Company, Inc.
Vista-Pak chocolate covered sticks. KK80744. SEE Midwest Biscuit Company.
- DOBIE, GEORGE N. ©.
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- DOBIN ADVERTISING, INC.
Spring and summer fashion serenade for juniors, misses, and women. KK81055. SEE Lobell, Lana.
Summer rhapsody of fashions. KK83804. SEE Lobell, Lana.
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There's a challenge in every sheet metal product ... KK84126. SEE Riester and Thesmacher Company.
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Décolleté is for dolls, not for guys. KK83869. SEE Allen-A Company.
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Guide Liner lettering instrument. The best and the least expensive instrument for drawing guide lines. (Drafting instruments) Sheet. © Gregory S. Dolgorukov, d.b.a. Dolgorukov Manufacturing Co.; 10Mar49; KK85152.
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- Square drafting template Bolto-graph, engineered for drafting efficiency, made for precision drafting. Folder. © Gregory S. Dolgorukov, d.b.a. Dolgorukov Manufacturing Co.; 25Mar48; KK84349.
- Square drafting template Bolto-graph, for drawing standard bolts, nuts, hexagon head cap screws ... Folder. © Gregory S. Dolgorukov, d.b.a. Dolgorukov Manufacturing Co.; 26Mar51; KK84350.
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Meet Toby Brite. (Books and tooth-brushes) Folder. Appl. authors: Don E. Harley & Cecil B. Woofter. © 8May53; KK85755.
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Camille Donnayé personalized cosmetics. Hand cream. Label. © 23Mar53; KK83630.
- DONNELLEY (LEE) COMPANY.
At Permold, quality control is under control always. KK85448. SEE Permold Company.
- Drop forging topics. SEE Drop Forging Association.
- Fully crowned tooth design can be used to solve your long-standing coupling problem. KK83473. SEE American Flexible Coupling Company.
- Glidden Industrial review. KK84272. SEE Glidden Company.
- New, a major improvement in door operation and control, by Sanymetal. KK86074. SEE Sanymetal Products Company, inc.
- You can maintain more of the full-rated pressure with Zurn engineered low pressure drop strainers. SEE Zurn (J. A.) Manufacturing Company.
- You see all the floor in a rest room with a fixture-bare floor. KK83472. SEE Zurn (J. A.) Manufacturing Company.
- Zurn engineered carrier systems usually reduce the over-all cost of fixture installations. KK83471. SEE Zurn (J. A.) Manufacturing Company.
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The new sensational Port-O-Fold safety folding high chair. KK86554. SEE Select Products, inc.
- DOUGLAS (G. S.) COMPANY ©.
Flower spray chart. (Garden sprays) Folder. Appl. author: John Leslie Glaspey. © 26Mar53; KK86782.
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Child's storage wall, plan no. 5. Douglas fir plywood. Folder. Appl. author: Harold C. Dixon. © 27Jan53; KK82067.
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Wall size eliminator. SEE Paste Company of America.

DOWNES, CHARLES S.
Easiest job in the world, if you had help from all 44 of the patients who represent the uses for short-acting Nembutal. KK81641. SEE Abbott Laboratories.

For the 3 patients in 4 who have seborrheic dermatitis of the scalp. KK83435. SEE Abbott Laboratories.

He's heard the call for Vi-Daylin. KK83504. SEE Abbott Laboratories.

New unique plasticized formula ... KK85441. SEE Abbott Laboratories.

This is Streptococcus Faecalis, normally highly resistant to antibiotics. KK83433. SEE Abbott Laboratories.

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

When she's the missing link in the family circle. KK83434. SEE Abbott Laboratories.

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

DOYLE DANE BERNBACH, INC.
Do your dollar day shopping at Ohrbach's, and you'll save plenty for a rainy day. KK82517. SEE Ohrbach's, inc.

Dreams come true at Ohrbach's ... KK84793. SEE Ohrbach's, inc.

The freshest fashions in the news. KK83309. SEE Ohrbach's, inc.

High prices got you tied up? KK83090. 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 great values on new, smart merchandise, for women, men, children. KK82516. SEE Ohrbach's, inc.

She's no dummy, she dresses at Ohrbach's. KK83406. SEE Ohrbach's, inc.

Under the circumstances may I suggest Ohrbach's for my Father's Day gift? KK86419. SEE Ohrbach's, inc.

Watch the amazing Necchi without attachments, sew on buttons, embroider ... KK81323. 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 stretch your Christmas budget. KK80728. SEE Ohrbach's, inc.

What makes fire hot? KK85503. SEE Groller Society.

What's your hurry, hurry, hurry. SEE Ohrbach's, inc.

The whisper that became a shout. KK84395. SEE Ohrbach's, inc.

Why depend on words, see for yourself. KK84400. SEE Ohrbach's, inc.

You are looking at a wonder wheel. KK86619. 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. KK85559. SEE American Bakers Association.

Good breakfasts make any pupil more efficient ... KK84407. SEE American Bakers Association.

DREHER, ELLSWORTH BRECHT.
Good news. Why continue to drive a 1903 model check book. Change to the new ... Finger tip control. Folder. © Ellsworth B. Dreher; 26Jun53; KK86905.

DREHER (MONROE F.) INC.
Avon creams leave your skin so lovely, Coleen Gray. KK80714. SEE Avon Cosmetics.

B. G. E. Originales. KK80710. SEE Bailey, Green and Elger, inc.

B. G. E. Originales herald the coronation. KK84628. SEE Bailey, Green and Elger, inc.

Benjamin Moore paints. KK84109. SEE Moore (Benjamin) and Company.

Benjamin Moore paints create new beauty for your home. KK84108. SEE Moore (Benjamin) and Company.

The bright gleam of metal ... KK84630. SEE Bailey, Green and Elger, inc.

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

Button dramatics. SEE Bailey, Green and Elger, inc.

Choose early. KK80713. SEE Avon Cosmetics.

Choosing gifts is so convenient the Avon way, Loretta Young. KK80715. SEE Avon Cosmetics.

Coronation colors dominate this B. G. E. metal and enamel button from the coronation group. KK84637. SEE Bailey, Green and Elger, inc.

Coronation colors inspired this B. G. E. button ... KK84638. SEE Bailey, Green and Elger, inc.

First choice among professional and amateur photographers. KK85762. SEE Bright Star.

Focal-point buttons. KK84640. SEE Bailey, Green and Elger, inc.

Focal-point buttons are important as accessories on your costumes. KK84633. SEE Bailey, Green and Elger, inc.

From coast to coast ... KK86846. SEE Avon Products, inc.

Fruit buttons imaginatively designed B. G. E. Originales. SEE Bailey, Green and Elger, inc.

Gifts, beautiful way to say: Merry Christmas, everyone. KK80712. SEE Avon Cosmetics.

Help yourself to fruit button business this Easter. KK84629. SEE Bailey, Green and Elger, inc.

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

Imported jet button. KK84635. SEE Bailey, Green and Elger, inc.

Imported jet button, with distinguished leaf motif in swirled effect. KK84634. SEE Bailey, Green and Elger, inc.

It pays to go by the book. KK86845. SEE Avon Products, inc.

The leader. KK85760. SEE Bright Star.

Lifetime flashlight. KK85763. SEE Bright Star.

Luxury in finest cashmere by Forstmann. KK80721. SEE Forstmann Woolen Company.

Only Avon brings these fine cosmetics to you in your home. KK85450. SEE Avon Cosmetics.

Only Avon brings this color magic to you in your home. KK85451. SEE Avon Cosmetics, inc.

Power packed flashlight battery. KK85761. SEE Bright Star.

Quality, craftsmanship, style. SEE Forstmann Woolen Company.

Season's greetings from Bailey, Green & Elger, inc. KK80711. 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. KK80716. SEE Avon Cosmetics.

The world's finest cashmere by Forstmann. KK80720. SEE Forstmann Woolen Company.

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Little Princess jewelry styled for the younger set. KK85484. SEE Drell Manufacturing Company, inc.

Video Vanities exquisite jewelry with that luxury look. KK81099. SEE Drell Manufacturing Company, inc.

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

Rainbo pickles. KK86632. SEE Brown-Miller Company.

DRELL MANUFACTURING COMPANY, INC. ©.
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Value, variety, versatility, yours in Travis Court by Drexel. (Furniture) Adv. from Better homes & gardens, May 1953, p. 211. Appl. author: John Falkner Arndt and Co., inc. © 20Apr53; KK84450.

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Drop forging topics. Problem parts supplement. Appl. author: The Lee Donnelley Co. March 1953. © 15Mar53; KK84271. Apr. 1953. © 30Apr53; KK85449.
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Prevent lightning loss. The advent of television has brought with it an extremely dangerous lightning hazard, the antenna on top of a home ... (Lightning arrester for antenna) Folder. Appl. author: Victor P. Angeli. © The Duala Co.; 31Mar53; KK84391.
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Rolliton aluminum roofs. KK84503. SEE Rolliton of America.
- DUNHAM, FRANK W.**
Hedrick lager beer. KK84597. SEE Hedrick Brewing Company, inc.
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Selling slants. Zerone, Zerex anti-freeze. Folder. Appl. author: William Warden Carty. Dec. 1952. © 25Nov52; KK81046. Feb. 1953. © 23Jan53; KK82541. Apr. 1953. © 28Mar53; KK84386.
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On sale here, the new sensational bankers approved Customline retractable ball pen, with permanent, instant drying, non-smudgeable ink ... A smart gift for students, teachers ... Sheet. Appl. author: Joseph Gorelik, t.a. Du-Pro Co. © 22Jan53; KK81912.
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Save money making Air turning vanes, with the new engineer approved Duro Vane Rail. Folder. © 9May53; KK86564.
- DURRANCE, EUGENE.**
Pidd, atmosphere conditioner. KK83462. SEE S. S. I. Company.
- DUVAL JEWELRY COMPANY ©.**
Miss Doll R. Down says: Pay only a dollar down on any Philco radio under \$50 from Duval's wide selection. Adv. Appl. author: Oliver A. Jenkins. © 8Jan53; KK84121.
Yours for only \$1.00. 22K gold decorated table lamp. Card. Appl. author: Oliver Augmund Jenkins. © 20Dec52; KK84330.
- DYKSTRA, THEODORE A., AND RUSSEL D. VAN HOUTEN, d.b.a. MODERN DISPLAYS. SEE Modern Displays.**
- E**
- E-Z GAME MANUFACTURING CORPORATION ©.**
Picture sewing craft; sew and play the E-Z way. 17. (Game) Label. Appl. author: Egon Zwicker. © 19May53; KK85494.
Race thru space; interplanetary play the E-Z way. 25. (Game) Label. Appl. author: Egon Zwicker. © 19May53; KK85493.
- E-Z PRODUCTS.**
Aquaпруf adjustable aqua-fins for water sports. One pair, no. 220. Label. © Nat P. Steckler, Lee Steckler & Donald M. Steckler, d.b.a. E-Z Products; 10Apr53; KK85594.
Aquaпруf adjustable junior aqua-fins, the perfect speed swim-fins. One pair, no. 215. Label. © Nat P. Steckler, Lee Steckler & Donald M. Steckler, d.b.a. E-Z Products; 10Apr53; KK85593.
Aquaпруf de luxe dive mask; provides protection to swimmers with a sinus condition. No. 79. Label. © Nat P. Steckler, Lee Steckler & Donald M. Steckler, d.b.a. E-Z Products; 10Apr53; KK85591.
Aquaпруf de luxe swim goggle ... makes swimming a pleasure. No. 65 adjustable. Label. © Nat P. Steckler, Lee Steckler & Donald M. Steckler, d.b.a. E-Z Products; 10Apr53; KK85590.
Aquaпруf junior swim goggle for underwater swimming, with inner-sealing ring for extra safety. One dozen, no. 61 adjustable. Label. © Nat P. Steckler, Lee Steckler & Donald M. Steckler, d.b.a. E-Z Products; 10Apr53; KK85592.
Protek adjustable swim goggle with plastic lens. One dozen, no. 64. Label. © Nat P. Steckler, Lee Steckler & Donald M. Steckler, d.b.a. E-Z Products; 10Apr53; KK85595.
Protek dive mask for underwater swimming. Protects eyes and nose. Label. © Nat P. Steckler, Lee Steckler & Donald M. Steckler, d.b.a. E-Z Products; 10Apr53; KK85589.
- EAGLE ROLL LEAF STAMPING COMPANY ©.**
Eagle ear-soft phone pad made of Firestone foamex. (Telephone pads) Label. Appl. author: Harold L. Schwartz. © 2Feb53; KK86801.
- EASI-BILD PATTERN COMPANY ©.**
Build it yourself. No. 87. Bedford bunk beds. (Full size printed paper pattern) Envelope. Appl. author: Donald R. Brann. © 7Aug52; KK86917.
Build it yourself. No. 249. Garden tool house. (Full size printed
- paper pattern) Envelope. Appl. author: Donald R. Brann. © 13May53; KK86913.
Build it yourself. No. 311. Modern lawn chair. (Full size printed paper pattern) Envelope. Appl. author: Donald R. Brann. © 6Nov52; KK86915.
Build it yourself. No. 312. Beverly Hills chaise. (Full size printed paper pattern) Envelope. Appl. author: Donald R. Brann. © 19Jan53 (in notice: 1952); KK86914.
Build it yourself. No. 343. Night table with drawers. (Full size printed paper pattern) Envelope. Appl. author: Donald R. Brann. © 2Apr53; KK86916.
Build it yourself. No. 432. Southwest corner house. (Full size printed paper pattern) Envelope. Appl. author: Donald R. Brann. © 9Feb53 (in notice: 1952); KK86918.
- EASTERN CORPORATION ©.**
The all-time all-stars of basketball as picked by Grantland Rice, for Eastern Corporation. Atlantic bond. (Paper) Sheet. © 16Feb53; KK83155.
The all-time all-stars of track and field, chosen by Grantland Rice for Eastern Corporation. Atlantic bond. (Paper) Sheet. © 15Mar53; KK83156.
The fisherman's favorite flies, selected by the editors of Field & stream magazine for Eastern Corporation. Ted Williams chooses his ten favorites. Atlantic bond. (Paper) Sheet. Appl. author: Thomas R. Covey, Jr. © 18May53; KK85468.
Grantland Rice picks the all-time all-star baseball pitchers, for Eastern Corporation. Atlantic bond, fine papers for business. Sheet. © 20Apr53; KK84673.
Grantland Rice picks the all-time all-stars of bowling. Atlantic bond. (Paper) Sheet. © 12Jan53; KK81159.
Grantland Rice picks the all-time all-stars of tennis, for Eastern Corporation. Atlantic bond, fine papers for business. Sheet. © 22Jun53; KK86899.
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Eastern hydraulic pumps and fluid motors. Bulletin 800. 9 p. © 1Jun52; KK86494.
- EASTERN INDUSTRIES, INC. AUTOMATIC SIGNAL DIVISION ©.**
Electro-Matic pressure sensitive vehicle detectors. Bulletin no. 531. (Traffic detector) Sheet. © 24Feb53; KK83170.
- EASY INDUSTRIES.**
Easy Industries small agitating immersion pump. Model A-5. Sheet. © Earl H. Zimmerman, d.b.a. Easy Industries; 21Mar53; KK83786.
- EATON, DEWITT ©.**
If you have a flower pot ... you can now grow dozens, hundreds of new big full grown flowers, plants, bushes, trees in 2 to 5 weeks. Airwrap. (Method of horticulture) Adv. from the New York times, May 3, 1953, p. 34. © 3May53; KK84980.
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Mole en polvo, suave. KK82948. SEE Jacques (Clemente) y Compania, S. A.
- ECLIPSE SLEEP PRODUCTS, INC.**
Could you sue your mattress for non-support? Eclipse Springwall mattress. First for firmness by

ECLIPSE SLEEP PRODUCTS, INC. Cont'd.
laboratory tests. Positively sag-proof, edge to edge. Poster. Appl. author: Dewey Pinsker. © Eclipse Sleep Products, inc., a.k.a. Eclipse; 1Aug52; KK81677.

Could you sue your mattress for non-support? Springwall. Adv. from Better homes and gardens, Sept. 1952, p. 189. Appl. author: Dewey Pinsker. © Eclipse Sleep Products, inc., Southern Spring Bed Co., and The United States Bedding Co.; 27Aug52; KK82140.

Could you sue your mattress for non-support? Springwall. (Mattresses) Adv. from Good housekeeping, Sept. 1952, p. 145. Appl. author: Dewey Pinsker. © Eclipse Sleep Products, inc., The United States Bedding Co., & Southern Spring Bed Co.; 21Aug52; KK82474.

Is your waking back an aching back? Take a tip from world-famous laboratories, who report Springwall first for correct sleep posture ... Adv. from Good housekeeping, Nov. 1952, p. 207. Appl. author: Dewey Pinsker. © Eclipse Sleep Products, inc., The United States Bedding Co., & Southern Spring Bed Co.; 21Oct52; KK82476.

Is your waking back an aching back? Take a tip from world-famous laboratories, who report Springwall first for correct sleep posture, and for ideal relaxing sleep. (Mattresses) Adv. from Life, Oct. 13, 1952, p. 164. Appl. author: Dewey Pinsker. © The United States Bedding Co., Eclipse Sleep Products, inc., & Southern Spring Bed Co.; 10Oct52; KK82523.

Just what the doctors ordered for ideal, relaxing sleep. Eclipse Springwall mattress. According to a nation-wide survey ... first for firmness, by laboratory tests. Poster. Appl. author: Dewey Pinsker. © Eclipse Sleep Products, inc., a.k.a. Eclipse; 29Aug52; KK81676.

Just what the doctors ordered. Un-biased laboratories rate Springwall mattress first. Adv. from Better homes and gardens, Nov. 1952, p. 10. Appl. author: Dewey Pinsker. © The United States Bedding Co., Eclipse Sleep Products, inc., & Southern Spring Bed Co.; 24Oct52; KK82139.

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Just what the doctors ordered. Un-biased laboratories rate Springwall mattress first. Adv. from Life, Sept. 15, 1952, p. 25. Appl. author: Dewey Pinsker. © The United States Bedding Co., Eclipse Sleep Products, inc., & Southern Spring Bed Co.; 11Sep52; KK82524.

Just what the doctors ordered. Un-biased laboratories rate Springwall mattress first. Adv. from Life, Nov. 10, 1952, p. 14. Appl. author: Dewey Pinsker. © The United States Bedding Co., Eclipse Sleep Products, inc., & Southern Spring Bed Co.; 7Nov52; KK82522.

ECONOMICS LABORATORY, INC. ©.

Glass Magic glasswashing compound, for brush machine use. Net wt. 100 lbs. Label. Appl. author: Harry A. Riemen. © 1Jun53; KK86508.

Pan Dandy, a dandy cleaner for pots and pans. An excellent degreaser and cleaner, protects aluminum, kind to the hands. Net wt. 110 lbs. Label. Appl. author: Harry A. Riemen. © 1Jun53; KK86509.

Soil-A-Way heavy duty dishwashing compound, for machine use only. Net wt. 125 lbs. Label. Appl. author: Harry A. Riemen. © 1Jun53; KK86507.

Soilmaster heavy duty dishwashing compound, for machine use only. Net wt. 150 lbs. Label. Appl. author: Harry A. Riemen. © 1Jun53; KK86510.

Tetrox for handwashing of glassware & dishes. Net wt. 100 lbs. Label. Appl. author: Harry A. Riemen. © 1Jun53; KK86511.

ECONOMY FOOD PLAN, INC. ©.

The man with the plan. (Freezers and food) Sheet. Appl. author: Albert Stein. © 16Feb53; KK82817.

EDMONDSON, JOHN H. ©.

Weight-O-Graph, 1953. Correct daily record of your weight for the whole year. Form C, part 2. Sheet. © 11May53; KK85188.

EDWARDS, JOHN P.

Hooker polyester resins. KK82787. SEE Hooker Electrochemical Company.

EDWARDS AND DEUTSCH LITHOGRAPHING COMPANY.

Salute to a giant. KK82146. SEE Thompson Products, inc.

EGGEN, EUGENE C., DOUGLAS J. MADSEN AND JAMES L. WELCH, sole owners DAWN ADVERTISING AGENCY. SEE Dawn Advertising Agency.

EGGO FOOD PRODUCTS, INC. ©.

Eggo 4 toaster-size frozen waffles. Net weight 4 1/2 ounces. Label. Appl. author: Benet Hanau. © 1Nov52; KK80834.

EINWALTER, DICK.

Look what's happening to your market. KK86069. SEE Oster (John) Manufacturing Company.

EISENBERG, LEONARD S.

Sopa tropical. KK86488. SEE Mother Hubbard's Cake Company.

EISENMAN, A. L.

Paddock of Texas Constructors. KK83676. SEE Paddock of Texas Constructors.
Paddock Sapphire pools. KK85025. SEE Paddock Pools, inc.

ELCO TOOL AND SCREW CORPORATION ©.

Elco aids for home and office. (Screws, bolts, and related products) Folders. Appl. author: Walter Gustaf Larson.
May 1952. © 2Jun52; KK82182.
June 1952. © 20Jun52; KK82183.
July 1952. © 30Jul52; KK82184.
Aug. 1952. © 25Aug52; KK82185.
Sept. 1952. © 30Oct52; KK82186.
Oct. 1952. © 1Dec52; KK82187.
Nov. 1952. © 9Dec52; KK82188.
Dec. 1952. © 17Dec52; KK82189.

[Issue 1] © 2Feb53; KK82001.
[Issue 2] © 2Mar53; KK84110.
[Issue 3] © 24Mar53; KK84111.
[Issue 4] © 28Apr53; KK85170.
[Issue 5] © 2Jun53; KK86142.

ELECTREND PRODUCTS DIVISION, ST. JOE MACHINES. SEE St. Joe Machines. Electrend Products Division.

ELECTRIC MACHINERY MANUFACTURING COMPANY ©.

E-M foto facts; 200-FF-22. News and views about electric power apparatus. 3 p. Appl. author: S. P. Bordeaux. © 22Apr53; KK84797.

ELECTRIC REGULATOR CORPORATION ©.

News currents. Adv. from the Norwalk hour.
Jan. 1953. © 20Jan53; KK81680.
Feb. 1953. © 17Feb53; KK83683.
Mar. 1953. © 17Mar53; KK83465.
Apr. 1953. © 21Apr53; KK84864.
May 1953. © 19May53; KK86040.
June 1953. © 16Jun53; KK86469.

ELECTRICAL INFORMATION PUBLICATIONS, INC. ©.

Air conditioning a sell-out in '53. Businessmen agree on sales benefits ... An important message from your electric service company. Folder. Appl. author: Fenton Kelsey, Jr. © 11Mar53; KK85946.

Buyers set their sights on the names in lights. (Sign lighting) Folder. Appl. author: Fenton Kelsey, Jr. © 5May52; KK85942.

A cool customer is your hot prospect. Planned air conditioning takes the slump out of summer selling. Four benefits, plus cooling. Folder. Appl. author: Fenton Kelsey, Jr. © 2Apr52; KK85933.

A cool customer is your hot prospect. Planned air conditioning takes the slump out of summer selling. Now, one compact air-conditioning unit heats and cools homes, stores, and offices electrically. Folder. Appl. author: Fenton Kelsey, Jr. © 2Apr52; KK85934.

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. © 12Dec51; KK85948.

Easy does it with your electric food freezer. Folder. Appl. author: Fenton Kelsey, Jr. © 11Sep52; KK85926.

Easy does it with your electric range. Folder. Appl. author: Fenton Kelsey, Jr. © 11Sep52; KK85928.

Easy does it with your electric washer and dryer. Folder. Appl. author: Fenton Kelsey, Jr. © 11Sep52; KK85929.

Easy does it with your electric water heater. Folder. Appl. author: Fenton Kelsey, Jr. © 11Sep52; KK85925.

Electric baking and roasting ovens offer all these benefits. Your electric service company. No guesswork, no watchwork ... Folder. Appl. author: Fenton Kelsey, Jr. © 28Jul52; KK85923.

Electric heat lamp brooding as simple as 1-2-3. Sheet. Appl. author: Fenton Kelsey, Jr. © 26Feb52; KK85939.

Everyone benefits, from the boss on the top floor, to the clerk in the bottom drawer. Buy air conditioning in a package. Folder. Appl. author: Fenton Kelsey, Jr. © 2Apr52; KK85935.

Fill it up with sales light. (Adequate lighting) Folder. Appl. author: Fenton Kelsey, Jr. © 24Mar53; KK85943.

Food service operators, here's a your solution to high food costs, rising labor costs ... One solution to many problems with electric cooking. (Cooking equipment) Folder. Appl. author: Fenton Kelsey, Jr. © 30Apr51; KK85927.

From the boss on the top floor, to the clerk in the bottom drawer.

- Everyone works better in a cool refreshing atmosphere. Buy air conditioning in a package. Folder. Appl. author: Fenton Kelsey, Jr. © 2Apr52; KK85936.
- Here's how good sales light is often lost. (Maintenance of store lighting) Folder. Appl. author: Fenton Kelsey, Jr. © 24Jun52; KK85941.
- Hold everything, by Joanne Englund. Every food service operator needs an electric food warmer ... 7 p. Appl. author: Fenton Kelsey, Jr. © 26Feb51; KK85922.
- How to make money when the cook stands still. (Electric cooking equipment) Folder. Appl. author: Fenton Kelsey, Jr. © 24Nov52; KK85945.
- How you can cut corners with electric food warmers. Are you cashing in on all the electrical help available to you? Sheet. Appl. author: Fenton Kelsey, Jr. © 22Jul52; KK85924.
- It's make or break in the first 8 weeks. Radiant heat solves problem. (Heat lamp) Folder. Appl. author: Fenton Kelsey, Jr. © 1Feb52; KK85920.
- Lighting for your home. Adds new beauty and distinction ... No. 4 in a series. Folder. Appl. author: Fenton Kelsey, Jr. © 6Jul51; KK85919.
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- Lighting for your home. Ideas for the kitchen. (Lighting fixtures) Folder. (No. 3 in a series) Appl. author: Fenton Kelsey, Jr. © 20Jun51; KK84153.
- The magic lamp for scores of chores. Heating, drying ... The electric heat lamp. Folder. Appl. author: Fenton Kelsey, Jr. © 26Feb52; KK85940.
- Need low-cost help on your place? Here's a tip on finding extra hands. (Electricity on the farm) Folder. Appl. author: Fenton Kelsey, Jr. © 16Jul51; KK85949.
- Now is the time for all good office workers to get better light. Who made the mistake here? Folder. Appl. author: Fenton Kelsey, Jr. © 17Sep52; KK85930.
- Recipe for a prosperous summer ... Air conditioning gives you the jump on competition. Four benefits, plus cooling. Folder. Appl. author: Fenton Kelsey, Jr. © 2Apr52; KK85931.
- Recipe for a prosperous summer ... Food service operators. Air conditioning gives you the jump on competition. Enjoy healthful air-conditioned comfort at home, too. Folder. Appl. author: Fenton Kelsey, Jr. © 3Apr52; KK85932.
- 'Round the clock with waffles. Another bell ringer for electric cooking. (Waffle makers) Sheet. Appl. author: Fenton Kelsey, Jr. © 13Mar52; KK85938.
- Snapshot selling pays the rent. (Adequate lighting) Folder. Appl. author: Fenton Kelsey, Jr. © 18Aug52; KK85951.
- Warmth and protection save pigs, boost your profits. Heat lamps brooding unit. Folder. Appl. author: Fenton Kelsey, Jr. © 15Aug51; KK85921.
- What is your shopper stopper rating? (Adequate lighting) Folder. Appl. author: Fenton Kelsey, Jr. © 23Mar53; KK85947.
- You can earn more profits the electric fry kettle way. Fried foods from an electric kettle are always winners. Folder. Appl. author: Fenton Kelsey, Jr. © 13Mar52; KK85937.
- You can't squeeze restaurant profits out of pennies. Your electric service company. (Electric cooking) Sheet. Appl. author: Fenton Kelsey, Jr. © 2May52; KK85950.
- Your how book of electric deep fat frying. (Electric fry kettles) 13 p. Appl. author: Fenton Kelsey, Jr. © 17Nov50; KK84150.
- Your windows should pay the rent. (Adequate lighting) Folder. Appl. author: Fenton Kelsey, Jr. © 23Mar53; KK85944.
- ELECTROGRAPHIC CORPORATION. LAKE SHORE ELECTROTYPE DIVISION ©. Do it yourself. Beautify your home. (Household supplies & equipment) Sheet. Appl. author: Vogue Wright Art Studios of Chicago. © 1May53; KK86856.
- 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. © 1May53; KK86857.
- Let us prepare your car for a safe happy vacation of trouble-free driving. Logotype's vacation special. (Automotive accessories) Sheet. Appl. author: Vogue Wright Art Studios of Chicago. © 1May53; KK86855.
- ELECTROLUX CORPORATION ©. 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 & gardens, Apr. 1953, p. 15. Appl. author: Tessie M. Krause. © 10Mar53; KK84186.
- Imagine, no dust bag to shake out ... nothing to take out ... Only Electrolux sells the cleaner you never have to empty. It's automatic. (Vacuum cleaner) Adv. from Life, Mar. 2, 1953, p. 9. Appl. author: Tessie M. Krause. © 27Feb53; 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: Tessie M. Krause. © 6Mar53; KK83564.
- Imagine, no dust bag to shake out ... Only Electrolux sells the cleaner you never have to empty. (Vacuum cleaner) Adv. from Life, Mar. 16, 1953, p. 65. Appl. author: Tessie M. Krause. © 13Mar53; KK83569.
- New Electrolux, the cleaner you never have to empty. It's automatic. (Vacuum cleaners) Card. © 16Feb53; KK82376.
- Out pops the dirt, all wrapped, sealed & sanitary. New automatic Electrolux. (Vacuum cleaner) Adv. from Press herald, Portland, Me. Appl. author: Tessie M. Krause. © 19May53; KK86712.
- ELECTRONIC PARTS MANUFACTURING COMPANY, INC. ©. Components for the electronic field: leads, springs, machined tube parts, coils, beading, contacts, formed parts. Folder. Appl. author: Charles Dadaian. © 5Dec52; KK82098.
- ELFMONT, HENRY ELFMAN ©. Table tips. cVols. A-12 - A-19. (Wines & liquors) 8 sheets. © 31Mar53; KK86037.
- ELGIN, J. D. Introducing the sensational new Everhot roaster oven. KK81920. SEE McGraw Electric Company. Tropic-Aire, inc.
- ELGIN AMERICAN. Elgin American gifts. Enduring, endearing, so easy to choose ... This Christmas, give the gift that shows you care. (Jewelry and accessories) Adv. from Life, Dec. 1, 1952, p. 22. Appl. author: Russel M. Seeds Co. © Illinois Watch Case Co., d.b.a. Elgin American; 1Dec52; KK81331.
- Elgin American musical compact. Fashion's latest fancy. Adv. from Collier's, May 9, 1953, p. 45. Appl. author: Russel M. Seeds Co. © Illinois Watch Case Co., d.b.a. Elgin American; 1May53; KK85162.
- For your regal moments, Elgin American regimentals. (Compacts and carryalls) Adv. from Harper's bazaar, Apr. 1, 1953, p. 72. Appl. author: Russel M. Seeds Co. © Illinois Watch Case Co., d.b.a. Elgin American; 1Apr53; KK84062.
- Give dad a break on Father's day, he's your Santa 365 days a year. Elgin American Lite-O-Matic, combination cigarette case and automatic lighter. Adv. from Esquire, July 1953, p. 14. Appl. author: Russel M. Seeds Co. © Illinois Watch Case Co., d.b.a. Elgin American; 10Jun53; KK86468.
- Give the gift that shows you care. What an array of gift ideas, to flatter every fancy. (Jewelry and accessories) Adv. from Argosy, Dec. 1952, p. 3. Appl. author: Russel M. Seeds Co. © Illinois Watch Case Co., d.b.a. Elgin American; 20Nov52; KK81334.
- ELGIN NATIONAL WATCH COMPANY ©. All at sea about what to give for Christmas? Bet he'd like an Elgin watch. Adv. from Life, Dec. 15, 1952, p. 10. Appl. author: Young and Rubicam, inc. © 12Dec52; KK83590.
- Haunted by what to give this Christmas? Bet he'd like an Elgin watch. Adv. from Life, Dec. 15, 1952, p. 108. Appl. author: Young and Rubicam, inc. © 12Dec52; KK83593.
- Hunting for the ideal Christmas gift? Bet he'd like an Elgin watch. Adv. from Life, Dec. 15, 1952, p. 138. Appl. author: Young and Rubicam, inc. © 12Dec52; KK83592.
- In a stew about the right gift? Bet she'd like an Elgin watch for Christmas. Adv. from Life, Dec. 15, 1952, p. 100. Appl. author: Young and Rubicam, inc. © 12Dec52; KK83591.
- Looking for something out of this world? Bet she'd like an Elgin watch for Christmas. Adv. from Life, Dec. 15, 1952, p. 7. Appl. author: Young and Rubicam, inc. © 12Dec52; KK83595.

ELGIN NATIONAL WATCH COMPANY ©.
Cont'd.

On edge about what to give her for Christmas? Bet she'd like an Elgin watch. Adv. from Life, Dec. 15, 1952. Appl. author: Young and Rubicam, inc. © 12Dec52; KK83988.

The perfect band for your watch is on this page. It's easy to find with the Hadley Wheel of Fashion. (Watches) Adv. from Life, Nov. 17, 1952, p. 81. Appl. author: Young & Rubicam, inc. © 14Nov52; KK83002.

Spring will bring 'em out. And this fine assortment of new Elgin newspaper ads will help you bring 'em in. (Watches) Pamphlet. © 23Jan53; KK82462.

Stumped by what to give for Christmas? Bet he'd like an Elgin watch. Adv. from Life, Dec. 15, 1952, p. 50. Appl. author: Young and Rubicam, inc. © 12Dec52; KK83594.

Wrestling with a gift decision? Bet she'd like an Elgin watch for Christmas. Adv. from Life, Dec. 15, 1952, p. 134. Appl. author: Young and Rubicam, inc. © 12Dec52; KK83589.

ELGO PLASTICS, INC. ©.

How to build with American plastic bricks. (Toy building set) 16 p. © 20Mar53; KK83637.

ELLINGTON AND COMPANY, INC.

Give dad Phillies Father's Day special. KK86560. SEE Bayuk Cigars, inc.

Make light of your shadows with Ayer Magic. KK82772. SEE Ayer, Harriet Hubbard.

ELLIS, HAYWOOD LEE.

Clark the dependable name in memorials. KK82802. SEE Clark Memorials, inc.

ELSE, INC. ©.

Elsé. Special measuring chart for your permanent, personal, exactly-like-you basic pattern. (Dress patterns) Sheet. © 25Mar53; KK83629.

E-MOLLI-O PRODUCTS.

E-Molli-O, emollient daytime cream for dry skin. Net wt. 3 1/2 oz. Label. © Pearl Anna Gibbons, d.b.a. E-Molli-O Products; 31Dec52; KK83754.

EM ILLERS. SEE Illers, Em.

EMPIRE MERCHANDISING COMPANY ©.

Amazing new appl-1-coter actually electroplates metal for completely new finish, new permanence. (Electroplating kit) Adv. Appl. author: E. A. Piller. © 21Apr53; KK86627.

EMPIRE PENCIL COMPANY DIVISION, HASSENFELD BROTHERS, INC. SEE Hassenfeld Brothers, inc. Empire Pencil Company Division.

EMRESS SPECIALTY COMPANY ©.

Milwaukee, land of the brew and home of the Braves. (Campaign buttons) Label. Appl. author: Emanuel Ress. © 30Mar53; KK83719.

ENAMELED CAST IRON PLUMBING FIXTURES ASSOCIATION ©.

Protection of plumbing fixtures against abuse during building construction. Folder. Appl. author: Iler James Fairchild. © 11Feb53; KK82248.

ENDUST CORPORATION.

End dust scattering with Endust. Net contents 10 1/2 ozs. (Dust absorbing composition) Label. © The Endust Corp.; 15Jun53; KK86418.

ENGEL, THOMAS TOBIAS ©.

Bonnie nursery picture. For baby's nursery, with your baby's name and birth-date imprinted. Commemorate the birth of your baby. Poster. © 16Jan53; KK82055.

ENGER-KRESS COMPANY ©.

Emerald, one of the fascinating coronation colors in Jewel-Tone matched handbag accessories, exclusively Enger-Kress. (Leather goods) Adv. from Mademoiselle, Aug. 1952, p. 73. © 29Jul52; KK83753.

ENGLANDER COMPANY, INC.

Greatest sleeping improvement since the box spring. Englander, America's most luxurious mattress. Adv. from Parade, Apr. 12, 1953, p. 17. Appl. author: Leo Burnett. © The Englander Co., inc.; 12Apr53; KK85289.

No matter how you sleep, you'll sleep better on an Englander mattress. Adv. from Life, Mar. 23, 1953, p. 51. Appl. author: Leo Burnett. © The Englander Co., inc.; 23Mar53; KK85288.

No matter how you sleep, you'll sleep better on an Englander mattress. Adv. from Life, Apr. 20, 1953, p. 72. Appl. author: Leo Burnett. © The Englander Co., inc.; 20Apr53; KK85287.

ENVOYS, INC.

Have you heard? Cracker barrel without checkerboard; (Paper bags) Sheet. © Bourke, Holland, and Miller, inc. (now by change of name, Envoys, inc.); 30Jan48; KK80800.

ERNAL AND COMPANY.

Tycool, shirt style discovery, the tie you tie like any other, but not around your neck. Folder. © Ernal & Co., a partnership consisting of Ernestine and Alan Rinehart; 13Jan53; KK81176.

ERNIE'S ENTERPRISES.

It's terrific. Texas jigger. Straight from the horse's mouth, the world's biggest shot glass. [Animated horse] Poster. © Ernest Weinberger, d.b.a. Ernie's Enterprises; 1Apr53; KK83984.

ERRIGO, FRANK SABAT, d.b.a. (sole owner) PIC-PUZ. SEE Pic-Puz.

ERWIN, WASEY AND COMPANY, INC.

Another broad in broadcloth. KK85167. SEE Springs Cotton Mills.

Are you a young wife losing sleep about this intimate problem? KK85142. SEE Zonite Products Corporation.

How a wife can hold on to married happiness. SEE Zonite Products Corporation.

I was blind as a bat about these intimate physical facts. KK84394. SEE Zonite Products Corporation.

Larvex announces finger-tip pressure pack spray for mothproofing. SEE Zonite Products Corporation.

Rabbit eye tests prove Zonite's absolute safety to body tissues in feminine hygiene. SEE Zonite Products Corporation.

ESCOTT, LEWIS M.

Remember last time you were caught in the rain? KK80409. SEE Nylon Corporation.

ESKIMO PIE CORPORATION ©.

Double-good Eskimo twin pop. Save the bags for valuable premiums. (Frozen flavored ice on stick)

Window streamer. Appl. author: Buchanan and Co. © 20Apr53; KK85098.

Eskimo cone. (Ice cream) Window streamer. Appl. author: Buchanan and Co. © 20Apr53; KK85099.

Taste-mates. The finest ice cream, the finest chocolate. Eskimo Pie. Window streamer. Appl. author: Buchanan and Co. © 10Apr53; KK84438.

Yum's the word. Eskimo fudge pie. Streamer. Appl. author: Buchanan and Co. © 10Apr53; KK84439.

ESPY, MAGDALIN C., AND WALTER R. ESPY, d.b.a. ESPY FOODS. SEE Espy Foods.

ESPY, WALTER R., AND MAGDALIN C. ESPY, d.b.a. ESPY FOODS. SEE Espy Foods.

ESPY FOODS.

The great American dish. Espy's ready-to-eat genuine home made pan-fried roasted chicken. Contents: one whole chicken. Label. © Magdalin C. & Walter R. Espy, d.b.a. Espy Foods; 13Mar53; KK86732.

ESSLINGER'S, INC. ©.

Facts for fun. Esslinger. Philadelphia's premium beer. Label. Appl. author: Robert Michael Brown. © 8Apr53; KK84254.

Facts for fun at your party. Esslinger distinctive Parti quiz. Philadelphia's premium beer. 6 12 oz. cans. Label. Appl. author: Robert Michael Brown. © 8Apr53; KK84265.

ESSO, INC. ©.

Good for all cars, but best for 9 out of 10 all year 'round. Esso 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 Collier's, Feb. 7, 1953, p. 27. Appl. author: John D. Wooster. © The Esterbrook Pen Co.; 7Feb53; KK82354.

Choose the right point for the way you write, by number. Add it to the barrel of an Esterbrook fountain pen. Adv. from Collier's, May 2, 1953, p. 8. Appl. author: John D. Wooster. © The Esterbrook Pen Co.; 2May53; KK85229.

Choose the right point for the way you write by number. Add it to the barrel of an Esterbrook fountain pen. Adv. from Collier's, June 6, 1953, p. 50. Appl. author: John D. Wooster. © The Esterbrook Pen Co.; 6Jun53; KK86892.

Choose the right point for the way you write by number. Add it to the barrel of an Esterbrook fountain pen. Adv. from Newsweek, Feb. 9, 1953, p. 57. Appl. author: John D. Wooster. © The Esterbrook Pen Co.; 9Feb53; KK82353.

Choose the right point for the way you write by number. Add it to the barrel of an Esterbrook fountain pen. Adv. from the Saturday evening post, Mar. 14, 1953, p. 80. Appl. author: John D. Wooster. © The Esterbrook Pen Co.; 14Mar53; KK83744.

Holds 40 times more ink than ordinary fountain pens. Esterbrook 444 desk pen sets. Adv. from Business week, Feb. 14, 1953, p. 12. Appl. author: John D. Wooster. © The Esterbrook Pen Co.; 14Feb53; KK82351.

Let's analyze your handwriting, by Ralph G. Warner, C. G. A. Psych. (Fountain pens) Pamphlet. © The Esterbrook Pen Co.; 14Apr53; KK85615.

The pen that fills itself. A new kind of desk pen. Esterbrook 444 desk pen sets. Adv. from Business week, Mar. 14, 1953, p. 190. Appl. author: John D. Wooster. © The Esterbrook Pen Co.; 14Mar53; KK83745.

The pen that fills itself. Choose the right point for the way you write by number. Esterbrook 444 desk pen set. Adv. from Newsweek, Feb. 9, 1953, p. 57. Appl. author: John D. Wooster. © The Esterbrook Pen Co.; 9Feb53; KK82352.

The pen that fills itself. Model 444. Esterbrook desk pen sets. Adv. from Time, Apr. 13, 1953, p. 109. Appl. author: John D. Wooster. © The Esterbrook Pen Co.; 13Apr53; KK84780.

EURKA OZARK FOODS CORPORATION ©. Ozark bunny pie. Net weight 8 ounces. Label. Appl. author: Harry McBride. © 6May53; KK86065.

EVANS, EMANUEL E. ©. Never, never before an offer like this. Your old dinnerware is worth 20¢ for each piece. American Homes dinnerware. Adv. from the Record-courier, Ravenna, Ohio, Mar. 4, 1953, p. 6. © 4Mar53; KK83043.

EVANS, HARRY. New reducing miracle. KK84689. SEE Ditco, inc.

EVANS' (L. B.) SON COMPANY ©. Evans slippers and casuals. Hand turned. Catalog '53. Pamphlet. Appl. author: R. D. Northrop Co. © 3Apr53; KK83826.

He'll love you all the more if they're Evans hand turned slippers. Adv. from the Saturday evening post, June 6, 1953, p. 143. Appl. author: R. D. Northrop Co. © 3Jun53; KK86501.

Here's a casual introduction to comfort. Evans casuals. (Shoes) Adv. from Esquire, May 1953, p. 115. Appl. author: R. D. Northrop Co. © 9Apr53; KK83964.

How to please a man. Give him Evans hand turned slippers. Adv. from Collier's, June 6, 1953, p. 69. Appl. author: R. D. Northrop Co. © 27May53; KK85908.

When it's time for television, it's time for Evans slippers. (Men's slippers) Adv. from Life, June 8, 1953, p. 147. Appl. author: R. D. Northrop Co. © 5Jun53; KK86174.

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EVANS, TREVOR H. Spring-time is pie time. KK84560. SEE Fisher Flouring Mills Company.

EVANS AND BRISEBOIS ©. Ad-maker furniture advertising and promotion service. Appl. author: Leslie A. Brisebois. Jan. 1953. © 1Jan53; KK81123. Feb. 1953. © 1Feb53; KK84791. Mar. 1953. © 1Mar53; KK84790. Apr. 1953. © 1Apr53; KK85526. May 1953. © 1May53; KK85525.

3 star sale, day and night. (Home furnishings) Sheet. Appl. author: Leslie A. Brisebois. © 22Dec52; KK81122.

EVERDS, JAMES CHARLES.

Doesn't cost any more, either. KK86394. SEE Holsum Unified Bakers.

Gee, do I like my vitamins toasted. KK86407. SEE Holsum Unified Bakers.

I know my family's healthy ... KK86395. SEE Holsum Unified Bakers.

Teacher says we need plenty. KK86405. SEE Holsum Unified Bakers.

Vitamins couldn't taste nicer. KK86360. SEE Holsum Unified Bakers.

What won't they think of next. KK86404. SEE Holsum Unified Bakers.

Would you believe it, new Holsum gives you 93 3/4 o/o of your daily requirement of vitamin D. KK86396. SEE Holsum Unified Bakers.

Wouldn't serve anything else. KK86380. SEE Holsum Unified Bakers.

Wow, vitamins with butter and jelly. KK86406. SEE Holsum Unified Bakers.

Yes, it's true. KK86399. SEE Holsum Unified Bakers.

Yes sir, healthier every day. KK86392. SEE Holsum Unified Bakers.

EVERETT PIANO COMPANY ©.

French provincial custom Everett spinet. (Pianos) Folder. Appl. author: Juhl Advertising Agency. © 22Jan53; KK82588.

French provincial custom Everett spinet. (Pianos) Folder. Appl. author: Juhl Advertising Agency. © 22Jan53 (in notice: 1952); KK82586.

EVERITT HAT COMPANY ©.

Here's how to sell a hat. Needlepoint originals. Adv. from Earnshaw's magazine, June 1952. Appl. author: Frederick C. Williams. © 18Jun52; KK81120.

EVERSHARP, INC. ©.

Counter showmanship shoves Schick sales up to all-time peak in leading tobacco stores. These are only a few of the greatest point of profit merchandising displays ever developed in the razor and blade business. New Eversharp Schick Injector razor kit. Adv. from N.A.T.D. co-ordinator, Feb. 1953, p. 14. Appl. author: The Biow Co., inc. © 16Mar53; KK83161.

For display, to help you sell more, make more. 3 packs free with every 33 you buy. Eversharp Schick Injector razor and blades. Adv. from Drug topics, Mar. 1953, p. 8. Appl. author: The Biow Co., inc. © 23Mar53; KK84371.

Free Eversharp Schick Injector razor kit. (Razor and blades) Adv. from Youngstown vindicator, Apr. 23, 1953, p. 40. Appl. author: The Biow Co., inc. © 23Apr53; KK85531.

It's new, it's amazing. It's the sensational new Eversharp Retractable. (Pen) Adv. from Newark star-ledger, Mar. 10, 1953, p. 7. Appl. author: The Biow Co., inc. © 10Mar53; KK83329.

Let Schick Injector help you get your share of the \$105,000,000 razor and blade business. Adv. from Chain store age, Jan. 1, 1953, p. 20. Appl. author: The Biow Co., inc. © 1Jan53; KK81387.

Ready now for your next promotion. Three sensational new Eversharp premium specialties. 1. Sensational new Eversharp retractable. 2. New ... V.I.P. 3. New ... V.I.P ball point pen ... (Pen and pencils) Adv. from Premium practice, Jan. 1, 1953, p. 171. Appl. author: The Biow Co., inc. © 1Jan53; KK81708.

Revolutionary new development puts Eversharp years ahead of field. New Eversharp Kec-54 cartridge. (Pens) Adv. from the Evening bulletin, Feb. 24, 1953, p. 4. Appl. author: The Biow Co., inc. © 24Feb53; KK82657.

Revolutionary new development puts Eversharp years ahead of the field. New KEC54 cartridge with its secret Kimberly formula ink insures all these advantages ... (Pens) Adv. from Collier's, June 13, 1953, p. 33. Appl. author: The Biow Co., inc. © 13Jun53; KK86947.

Schick Injector's outdoor tricks. Outdoor tricks as practiced by Ben Prince, famous Minnesota guide. You shave cleaner in 1/2 the time. Razor & blades. Adv. from Sports afield, Jan. 1953, p. 71. Appl. author: The Biow Co., inc. © 24Dec52; KK80994.

Schick Injector's outdoor tricks. Outdoor tricks as practiced by Bill McEntyre, famous Colorado guide. You shave cleaner in 1/2 the time. Razor & blades. Adv. from Field & stream, Feb. 1953, p. 81. Appl. author: The Biow Co., inc. © 12Jan53; KK81284.

Schick Injector's outdoor tricks. Outdoor tricks as practiced by Eddie Jones, famous Ohio guide. You shave cleaner in 1/2 the time. Razor and blades. Adv. from Field & stream, July 1953, p. 63. Appl. author: The Biow Co., inc. © 15Jun53; KK86467.

Schick Injector's outdoor tricks. Outdoor tricks as practiced by Frank Galata, famous British Columbia guide. You shave cleaner in 1/2 the time. Razor & blades. Adv. from Field & stream, Mar. 1953, p. 75. Appl. author: The Biow Co., inc. © 25Feb53; KK83039.

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This pen burps before it drinks, but never afterwards. New Eversharp Ventura. Adv. from the Milwaukee journal, Apr. 6, 1953, p. 14. Appl. author: The Biow Co., inc. © 6Apr53; KK84809.

EVIS MANUFACTURING COMPANY ©.
Evis fluid conditioners. Flow line type, designed especially for use on water-oil mixtures. Sheet. Appl. author: Eugene W. Shafer. © 30Dec52 (in notice: 1953); KK85107.

Evis-ized H₂O, a must for the modern home. Evis water conditioners. Adv. from Sunset, Jan. 1953, p. 20. Appl. author: Eugene W. Shafer. © 24Dec52; KK86063.

Evis-ized H₂O conquers scale for the shipping industry. Evis water conditioners. Folder. Appl. author: Eugene W. Shafer. © 30Mar53; KK85110.

Industry's newest way to stop water scale formation. Industry's necessity is a two-faced friend, but trouble ends when you use Evis-ized H₂O. (Water conditioners) Folder. Appl. author: Eugene W. Shafer. © 15Dec52; KK85108.

Installation instructions. Evis water conditioning. Bulletin EV-37, supplement. Sheet. Appl. author: Eugene W. Shafer. © 20Jan53; KK85118.

The most advanced method of conditioning most waters and fluid mixtures. Evis conditioner. Folder. Appl. author: Eugene W. Shafer. © 10Jan53; KK85119.

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Sun position, heat gain and shading data calculator. KK81457. SEE Borg-Warner Corporation.

EXALIN PRODUCTS COMPANY ©.
Especially developed for sufferers from pains of arthritis, rheumatism ... Exalin ointment. Adv. © Louis E. Krawitz, d.b.a. Exalin Products Co.; 25Jan53; KK81758.

EXCELSIOR ACCORDIONS, INC. ©.
Accordiana with Voicematic tone selectors. 600 series, 120 bass. (Accordions) Folder. Appl. author: Juhl Advertising Agency. © 11Nov52; KK80802.

EXCHANGE LEMON PRODUCTS COMPANY.
Dairy-fresh lemonade. KK81275. SEE Sunkist Growers, inc.

F

FABIAN ENTERPRISES.
Prof. Fabian's improved pixie cigarettes. They smoke by themselves. (Magic cigarettes) Label. © Albert A. Wolfe, professionally known as Prof. Fabian, d.b.a. Fabian Enterprises; 12Jan53; KK81695.

FABIL MANUFACTURING CORPORATION ©.
Haberdashery for boys of all ages. Spring catalog, 1953. Fabil. 15 p. © 15Mar53; KK84066.

FAIRCHILD, ILER JAMES.
Protection of plumbing fixtures against abuse during building construction. KK82248. SEE Enamelled Cast Iron Plumbing Fixtures Association.

FAIRFAX, INC.
Gay deceivers. KK86384. SEE Spry (Constance) inc.

FAIRMONT RAILWAY MOTORS, INC. ©.
The Fairmont S2, series E, standard section car. Bulletin 439C. 8 p. Appl. author: R. B. Evans. © 25May53; KK85987.

FALK, BERNARD SAMUEL.
Key cutting machines. KK81130. SEE Independent Lock Company.

FALSTAFF BREWING CORPORATION ©.
Follow the Browns with Falstaff beer. The choicest product of the brewers' art. Bud Blattner and Bill Durney station. Calendar. Appl. author: Paul C. Simmons, Jr. © 3Mar53; KK82857.

It's here, the finest premium quality beer. Premium label Falstaff. Adv. from the Morning world-herald, Omaha, Apr. 15, 1953, p. 24. Appl. author: Paul Gioni. © 14Apr53; KK84863.

Tomorrow, March 9, 1953, famous Falstaff beer comes to California. Adv. from Pictorial review, Mar. 1953. Appl. author: Paul Gioni. © 8Mar53; KK83384.

FAMOUS FOODS, INC. ©.
New, de-calorized, extra dry. 59¢ 12 oz. net weight. Vita-Boy potato chips. Label. Appl. author: John L. Grieger. © 30Nov52; KK81037.

FANNIN, L. STEARNS.
Kleer glass cleaner. KK85191. SEE Kleer Company.
New Kleer household cleaner. KK85190. SEE Kleer Company.

FARM ON THE HILL.
The height of happiness on your honeymoon. Find the happiness you yearn for at America's unique haven for newly married couples. (Resort accommodations) Adv. from the Bride's magazine, spring 1953, p. 199. © Rudolf van Hoevenberg, Farm on the Hill; 15Jan53; KK83468.

Together toward tomorrow. Come what may, you two face life together. In the busy season of wedding preparation, give a thought to making your honeymoon dreams come true. (Resort accommodations) Adv. from Modern bride, spring 1953, p. 185. © Rudolf van Hoevenberg, Farm on the Hill; 15Jan53; KK83467.

FARNSWORTH, M. G. SEE Farnsworth Laboratories, inc.

FARNSWORTH LABORATORIES, INC. ©.
Dipyron (Farnsworth) for the relief of acute suffering reports quoted cover the following conditions: post operative pain, lumbago ... (Pharmaceutical) Folder. Appl. author: M. G. Farnsworth. © 19Jan53; KK82938.

FARRAN, CHARLES.
It's all in a morning's work with Multigraph paperwork magic. KK84436. SEE Addressograph-Multigraph Corporation.
The sign of savings for over 100,000 American businesses. KK84572. SEE Addressograph-Multigraph Corporation.
Turn prospects into profits faster with Addressograph methods. KK82260. SEE Addressograph-Multigraph Corporation.

FARRIS, CLARENCE E. ©.
Electronics kill diseases in the body. EE sterilizer. Folder. © 26Feb53; KK84805.

FEDERATED CONSUMERS COMPANY ©.
Open at once, important membership card enclosed by invitation only to limited number. (Brokerage discount firm) Folder. Appl. author: Ashby Starr Co. © 9Mar53; KK83405.

FEDERATED PURCHASER, INC. ©.
Mr. Fed's easy finder. Federated Purchaser coast to coast service. (Electronic merchandise) Sheets. © 16Dec52; KK81278.

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Union Special for better, faster, more economical production of men's shorts and pajamas. KK81019. SEE Union Special Machine Company.
Union Special, modern, efficient aids to quality tailoring of men's clothing. KK81338. SEE Union Special Machine Company.

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

FELSENTHAL, GILBERT SEYMOUR.
Travel America electric educational action game ... KK83993. SEE Harett-Gilmar, inc.
Wiry Dan's electric baseball game. KK83994. SEE Harett-Gilmar, inc.
Wiry Dan's electric football game. KK83995. SEE Harett-Gilmar, inc.
Wiry Dan's Junior Genius. KK83992. SEE Harett-Gilmar, inc.

FELT FUN.
Felt fun. Make it yourself. (Feltcraft box, sewing project) © Felt Fun, solely owned by Edith Miller Weintraub, d.b.a. Em Illers; 3Jun53; KK86928.

FEMAGENE COMPANY.
Be safe, use Fem-a-gene. Complete feminine hygiene with chlorophyll. (Sanitary device) Label. Appl. author: Dick Nelson. © The Femagene Co.; 1Feb53; KK82582.

FERGUSON, C. KEITH.
A better boiler of steel for heating homes. KK86227. SEE Kewanee-Ross Corporation.
Think of the boiler now. KK86226. SEE Kewanee-Ross Corporation.

FERGUSON (HARRY) INC. ©.
Ahora es el momento para iniciar una agencia de tractores Ferguson. (Farm equipment) Adv. from Implementos y tractores, June 1953, p. 3 of cover. Appl. author: Dolph Jansen, Jr. © 15Jun53; KK86748.
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Cada vez mas agricultores compran tractores Ferguson. (Farm equipment) Adv. from la Hacienda, Jan. 1953, p. 32. Appl. author: Dolph Jansen, Jr. © 1Jan53; KK81398.
Conservation is everybody's business. Ferguson tractor and 63 Ferguson system implements. (Farm equipment) Adv. from the Financial post, Apr. 4, 1953, p. 10. Appl. author: Dolph Jansen, Jr. © 2Apr53; KK84446.
Das áreas limitadas às mais vastas extensões é cada vez maior o número de agricultores que compra tractores Ferguson. (Farm equip-

ment) Adv. from A fazenda, Jan. 1953, p. 16. Appl. author: Adolph Jansen, Jr. © 1Jan53; KK83118.

Facts book. Ferguson 30 tractor. 111 p. Form no. E-1371 Appl. author: Arthur Kenneth Martin. © 1Jun53; KK86378.

The family's last frontier. Today, more than ever, Ferguson equipment is a better buy for farmers ... (Farm equipment) Adv. from the Financial post, Nov. 29, 1952, p. 27. Appl. author: Adolph Jansen, Jr. © 27Nov52; KK80859.

A Ferguson franchise requires a smaller investment. One size Ferguson tractor meets more of the needs of more farmers. (Farm equipment) Adv. from Farm equipment retailing, Mar. 1953, p. 31. Appl. author: Adolph Jansen, Jr. © 1Mar53; KK83333.

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Ferguson is the lowest priced tractor of its type in Canada. Adv. from Canadian farm implements, Apr. 1953, p. 53. Appl. author: Dolph Jansen, Jr. © 15Apr53; KK85355.

From small areas to vast expanses, more farmers are buying Ferguson tractors. Adv. from Time, Latin American ed., Jan. 19, 1953, p. 39. Appl. author: Adolph Jansen, Jr. © 16Jan53; KK81814.

Gone the manger. Nearly 2,000 years ago, a Baby was born in a manger. Ferguson tractor and 63 Ferguson system implements. (Farm equipment) Adv. from Financial post, Dec. 20, 1952, p. 7. Appl. author: Adolph Jansen, Jr. © 18Dec52; KK82029.

How to buy a tractor. Facts to consider, and the proof you have a right to expect. Ferguson tractors. 23 p. Appl. author: Stanley S. Roberts. © 16Feb53; KK83688.

Mais fazendeiros poupam tempo, trabalho e dinheiro com tratores Ferguson. (Farm equipment) Adv. from A Fazenda, Mar. 1953, p. 23. Appl. author: Dolph Jansen, Jr. © 1Mar53; KK84447.

More farmers are saving time, labor and money with Ferguson tractors. Adv. from Time, Latin American ed, Mar. 16, 1953, p. 48. Appl. author: Adolph Jansen, Jr. © 13Mar53; KK83445.

Operation showdown. A sure-fire program, aimed at multiplying your Ferguson sales. (Farm tractor) Portfolio. Form 6-22. Appl. author: Stanley Samuel Roberts. © 3Mar53; KK84120.

The resale value of a Ferguson tractor is high. Adv. from Farm equipment retailing, Apr. 1953, p. 5. Appl. author: Dolph Jansen, Jr. © 1Apr53; KK84289.

Revolutionary Ferguson side-delivery rake does everything different and better. Ferguson tractor and 63 Ferguson system implements. Adv. from Kentucky farmer, July 1952, p. 9. Appl. author: Dolph Jansen, Jr. © 1Jul52; KK85965.

Seeing is believing. Get a showdown demonstration of the far more powerful Ferguson 30. Adv. from Country gentleman, Feb. 1953, pp. 4 & 5. Appl. author: Adolph Jansen, Jr. © 28Jan53; KK81400.

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Seeing is believing. Get a showdown demonstration of the far more powerful Ferguson twenty 85. (Farm equipment) Adv. from Farm and ranch review, Feb. 1953, p. 15. Appl. author: Dolph Jansen, Jr. © 1Feb53; KK85005.

Seeing is believing. Get a showdown demonstration of the far more powerful Ferguson twenty-85. (Farm equipment) Adv. from Farm and ranch review, Apr. 1953, p. 29. Appl. author: Dolph Jansen, Jr. © 1Apr53; KK85006.

El sistema Ferguson sirve bien a la causa de la agricultura. (Farm equipment) Adv. from Life, Spanish ed., Jan. 5, 1953, p. 33. Appl. author: Adolph Jansen, Jr. © 5Jan53; KK82666.

Stewardship, not ownership. Building a better world through better farm mechanization is the business of Harry Ferguson, inc. (Farm equipment) Adv. from Journal of soil & water conservation, Jan. 1953, p. 2. Appl. author: Adolph Jansen, Jr. © 15Jan53; KK82444.

There are two kinds of farming. Ferguson tractor and 63 Ferguson system implements. (Farm equipment) Adv. from Financial post, Feb. 21, 1953, p. 29. Appl. author: Adolph Jansen, Jr. © 19Feb53; KK83258.

FERNICOLA, JOHN D.
Seatag. Tues. This seat occupied. KK85600. SEE Seatag of N. J., inc.

FERRIS WOOLEN COMPANY ©.
Finest quality tailors trimmings for fine custom tailoring. Book no. 16. 34 p. Appl. author: William O. Huettig. © 10Mar53; KK83189.

FETTY, CLARENCE L.
Bubble Sudz. KK86889. SEE Ken-I-Kal Engineering Laboratories, inc.

FIEDLER, EDWARD H. ©.
Wonder, do-it-yourself ... Re-Store, restores as it cleans upholstery, rugs, carpets. Contents one pint. Folder. © 1May53; KK85034.

FIELD (HENRY) SEED AND NURSERY COMPANY ©.
To all lovers of beautiful house plants. Flame violet. (Nursery stock) Adv. from Country gentleman, Oct. 1952, p. 155. Appl. author: R. J. Foster. © 10Oct52; KK81361.

FIELD (MARSHALL) AND COMPANY. SEE Marshall Field and Company.

FILTROS, INC. ©.
Porous media for the chemical process industries. Filtros. Folder. Appl. author: Gerhard Saalfrank. © 9Feb53; KK82089.

FINECOE LABORATORIES ©.
Swish, for washing dishes and fine fabrics. 8 fl. oz. (Liquid dish-washing detergent) Label. © 30Mar53; KK84765.

FINLAY, JOHN J.
Counter points. SEE Wayne Knitting Mills.
Flawless fit, fabulous comfort. KK85292. SEE Wayne Knitting Mills.
Pretty Plot, most intriguing hosiery shade of the season. KK84356. SEE Wayne Knitting Mills.

FINLAY, JOHN J.
So exquisitely feminine, so flawlessly fitted. KK83297. 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. Exclusive in the form-fitted mattress of Firestone Foamex. (Foam rubber mattress) Adv. from the Saturday evening post, June 14, 1952, p. 69. © 14Jun52; KK83853.

FIRESTONE PLASTICS COMPANY ©.
Even a closet like this can look like this, with closet accessories made of Firestone Velon. Adv. from Good housekeeping, Feb. 1951, p. 232. © 1Feb51; KK85404.

Month after month after month, this wading pool stayed outside through sun and storms, withstood rough-house abuse from healthy youngsters. Made of Firestone Velon. Adv. from the Saturday evening post, May 24, 1952, p. 85. © 24May52; KK85092.

They may never agree 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.

Underwater beauties to keep your shower see-worthy. Shower curtains made of Firestone Velon. Adv. from Better homes & gardens, May 1952, p. 43. © 1May52; KK84865.

FIRESTONE TIRE AND RUBBER COMPANY.
Announcing the world's greatest farm tire value. The new Firestone ground grip open center tractor tire. Adv. from the Progressive farmer, Sept. 1952, p. 14. © The Firestone Tire & Rubber Co.; 1Sep52; KK86115.

Farmers everywhere prefer Firestone, and there are more farm tractors on Firestone tires than any other make. Adv. from Farm journal, May 1952, p. 33. © The Firestone Tire & Rubber Co.; 1May52; KK86347.

Firestone brake block is tailor-made for your bus operation. (Brake lining) Adv. from Bus transportation, Apr. 10, 1952, p. 115. © The Firestone Tire & Rubber Co.; 10Apr52; KK83111.

Good news for budget-minded families. All these famous-for-quality products now on sale at Firestone dealers. (Home appliances) Adv. from Life, May 19, 1952, p. 60-61. © The Firestone Tire & Rubber Co.; 19May52; KK82479.

What you should know before buying just any pillow. Firestone Foamex. (Foamed rubber pillow) Adv. from Life, Jan. 14, 1952, p. 2. © The Firestone Tire & Rubber Co.; 14Jan52; KK82478.

FIRM-BEDDING SLEEPING COMFORT AT A PRICE YOU CAN NOW AFFORD TO PAY. KK82255. SEE Superior Sleeprite Corporation. At your store.

FISCHER, HENRY A. ©.
Fischer's Flavor-Seal outstanding formula, for processing fresh meats. Contents 1 qt. (A flavoring liquid for meats) Label. © 8Apr53; KK84668.

- FISHER, ROBERT.
Paint by number. KK86137. SEE
Transogram Company, inc.
- FISHER CHEESE COMPANY ©.
Chef's Delight, for quick, taste
tempting, economical meals.
2 lb. net wt. (Cheese food)
Label. © 17Mar53; KK84868.
- FISHER FLOURING MILLS COMPANY ©.
Spring-time is pie time. Fisher's
blend all purpose flour. Adv.
from the Seattle times, Apr. 12,
1953, p. 21. Appl. author:
Trevor H. Evans. © 12Apr53;
KK84560.
- FISHLOVE (H.) AND COMPANY ©.
Automatic spaghetti fork. Label.
Appl. author: I. Fishlove.
© 23Jul52; KK81865.
- Candy turtles, snappy delights.
(Box containing a snapping noise
making device) Label. Appl.
author: I. Fishlove. © 26Feb53;
KK82913.
- His and hers. (Imitation toilet
paper) Label. Appl. author: I.
Fishlove. © 21Mar52; KK81867.
- Ladies sex appeal chart. (Imitation
brassiere) Label. Appl. author:
I. Fishlove. © 21Mar52; KK81869.
- Ol' Reliable deodorant. (Clothes
pin) Label. Appl. author: I.
Fishlove. © 21Mar52; KK81866.
- A reserved gift. (Miniature toilet)
Label. Appl. author: I. Fishlove.
© 30Oct52; KK81871.
- Seat covers. (Miniature panties)
Label. Appl. author: I. Fishlove.
© 23Jul52; KK81870.
- A snappy number. A beauty. (Box
containing a snapping noise making
device) Label. Appl. author:
I. Fishlove. © 16Feb53; KK82912.
- The Snoz. (Rubber nose) Label.
Appl. author: I. Fishlove.
© 22Oct51; KK81868.
- FISHLOVE, I. SEE Fishlove (H.) and
Company.
- FITZGERALD, JAMES. SEE Fitzgerald
Nelson Company.
- FITZGERALD NELSON COMPANY ©.
Introducing Chroma-Glo pressure-
sensitive decals. The first major
improvement in decals in nearly a
century. Folder. Appl. author:
James Fitzgerald. © 24Apr53;
KK86519.
- FLACK ADVERTISING AGENCY, INC.
Choosing your wedding rings.
KK83101. SEE Pond (A. H.) Com-
pany, inc.
- FLAMING PIT, INC. ©.
F is for fun. F is for the Flaming
thing. Flaming Pit. (Mixed
drinks) Adv. from the Denver post,
Feb. 13, 1953. Appl. author:
Aubrey E. Pilkington. © 20Dec52;
KK82543.
- FLANAGAN, F.
Spring Shadows. KK83858. SEE
Manhattan Shirt Company.
- FLANIGAN, CLIFFORD HOSSETTER.
Lawn-Do-All, world's finest mower,
trimmer, pulverizer. KK86741.
SEE Universal Auto Parts Company.
Shake handle as you tighten hinge
knobs ... KK86523. SEE Universal
Auto Parts Company.
You can have a large beautiful lawn
the proven, easy way. KK86524.
SEE Universal Auto Parts Company.
- FLEISCHER, DORIS. SEE Fleischer
(Joseph) and Company.
- FLEISCHER (JOSEPH) AND COMPANY ©.
Joseph Fleischer creates fashion's
crowning glory. (Hairpieces)
35 p. Appl. author: Doris &
Paul K. Fleischer. © 15May53;
KK86060.
- FLEISCHER, PAUL K. SEE Fleischer
(Joseph) and Company.
- FLEMING, JOHN CARLYLE.
Bruce floor products, the easiest
floor care ever. KK81669. SEE
Bruce (E. L.) Company.
- FLEXIBLE SALES COMPANY ©.
Handy-Bo-Clear. Flexible plastic
swabber. Toilet bowl cleaner.
Sheet. Appl. author: Jeannette
Evelyn Yost. © 25May53; KK85780.
Handy-Bo-Clear, flexible plastic
swabber. (Toilet bowl cleaning
implement) Label. Appl. au-
thor: Jeannette Evelyn Yost.
© 1Jun53; KK86300.
White plastic toilet bowl cleaner.
Handle our flexible plastic swab-
ber the same way as a brush ...
Sheet. Appl. author: Jeannette
Evelyn Yost. © 27Mar53; KK83509.
- FLEXICLOGS ©.
Action footwear for active Ameri-
cans, Flexiclogs. (Sport shoes)
Pamphlet. Appl. author: Gregg
Pauly. © 22Jan53; KK81730.
- FLEX-O-GLASS, INC., d.b.a. WARP
BROTHERS. SEE Warp Brothers.
- FLORIDA DAIRIES COMPANY ©.
Creami-smooth, country-fresh.
You've tried the rest, now buy
the best. (Milk & other dairy
products) Label. © 1May53;
KK86493.
- FLORIDA FASHIONS ©.
Florida Fashions direct-by-mail to
you, for greater savings. New,
exciting fashions, for now, for
Easter and right thru summer.
(Women's clothing) Adv. Appl.
author: Jack Danowitz. © 16Feb53;
KK85269.
Florida Fashions glamorous midsummer
styles ... (Women's clothing)
Adv. Appl. author: Jack Danowitz.
© 17Mar53; KK85270.
Florida Fashions sale bulletin. Year-
end sale. (Women's clothing) Fold-
er. Appl. author: Jack Danowitz.
© 15Nov52; KK82342.
New, exciting fashions for now, for
Easter, and right thru summer.
Florida Fashions. (Women's cloth-
ing) Pamphlet. Appl. author: Jack
Danowitz. © 7Feb53; KK82343.
New styles for spring 1953. Florida
Fashions. (Women's clothing) Pam-
phlet. Appl. author: Jack Danowitz.
KK82341.
- FLORSHEIM, HAROLD MILTON. SEE
Florsheim Shoe Company.
- FLORSHEIM SHOE COMPANY.
Styles of the times. Florsheims as
always the new in shoes. Pamphlet.
Appl. author: Harold Milton Flor-
sheim. © The Florsheim Shoe Co.;
24Feb53; KK83466.
- FLOWERS, M. FRANK, AND VADA L. FLOWERS,
d.b.a. THE WESTERNERS. SEE Western-
ers.
- FLOWERS, VADA L., AND M. FRANK FLOWERS,
d.b.a. THE WESTERNERS. SEE Western-
ers.
- FOAM RUBBER CENTER ©.
Foam Rubber Center. The Amelia pre-
sents a new concept in furniture
design ... (Foam rubber furniture)
Adv. from New York herald tribune,
May 31, 1953, p. 32. Appl. author:
Mann-Ellis, inc. © 31May53;
KK86247.
- Foam Rubber Center. The Slideaway
foam rubber sleep-two convertible.
(Foam rubber products) Adv. from
the New York times, May 3, 1953,
p. 104. Appl. author: Mann-Ellis,
inc. © 3May53; KK85189.
- Foam Rubber Center, the Ursula
Meyer collection. (Foam rubber
products) Adv. from New York
times, May 17, 1953, p. 80.
Appl. author: Mann-Ellis, inc.
© 17May53; KK86006.
- Framed in beauty. This is what your
best modern furniture designers
are creating today ... foam rubber
lounge beds ... Adv. from New
York times, Feb. 1, 1953, p. 49.
Appl. author: Mann-Ellis, inc.
© 1Feb53; KK81856.
- Natural walnut & 33" foam rubber.
Foam Rubber Center. (Furniture)
Adv. from New York times, Mar. 15,
1953, p. 90. Appl. author: Mann-
Ellis, inc. © 15Mar53; KK83317.
- FOLEY (RICHARD A.) ADVERTISING AGENCY,
INC.
C & D diesel-locomotive batteries.
KK85031. SEE C and D Batteries,
inc.
C & D heavy-duty batteries for ma-
rine service. KK84533. SEE C and
D Batteries, inc.
C & D Slyver-Glad batteries, for use
with Yale worksaver and electric
industrial trucks. KK84532. SEE
C and D Batteries, inc.
- FOLGER (J. A.) AND COMPANY ©.
Delicious mountain grown Folger's
coffee, and prize butterscotch
pie. Adv. from Family circle,
Jan. 1952, p. 86. Appl. author:
Grant Advertising, inc.
© 8Jan52; KK83547.
Folger's instant coffee. Mountain
grown. Net wt. 2 ozs. Label.
Appl. author: Frank Gianninoto.
© 31Dec52; KK86877.
- FOLTZ-WESSINGER, INC.
Are you out on a limb? KK83789.
SEE Strunk Equipment Company.
Electric heat on the farm. Pennsylva-
nia Electric Association. (Elec-
tric service) Pamphlet. © Foltz-
Wessinger, inc.; 7Jan53; KK81096.
- Partners in progress, you and your
electric company. The Pennsylvania
Electric Association. Folder.
© Foltz-Wessinger, inc.; 7Jan53;
KK81097.
- The trail that is always new.
KK81098. SEE Lebanon Steel Com-
pany.
- FOOTE, CONE AND BELDING.
Amazing offer. KK86444. SEE
Purex Corporation, ltd.
Be gay, be at ease, wear what you
please. KK84465. SEE Interna-
tional Latex Corporation.
Beautiful build-up. KK85792.
SEE Cole of California, inc.
Brew it like Rheingold. SEE
Liebmann Breweries, inc.
But some things are better unchang-
ed. KK85991. SEE Liebmann Brew-
eries, inc.
Chairman of board goes shopping.
KK81261. SEE Liebmann Breweries,
inc.
The chances are, that while you read
this ... KK86584. SEE Liebmann
Breweries, inc.
Columnist scoops town. KK84607.
SEE Liebmann Breweries, inc.

- Con muchas curvas. KK85796.
SEE Cole of California, inc.
- Current attraction. Joan Fontaine. KK86205. SEE Liebmann Breweries, inc.
- Designed to improve your circulation. KK85795. SEE Cole of California, inc.
- Double helping of news. KK85794.
SEE Cole of California, inc.
- Famous actor tells secret. KK83242.
SEE Liebmann Breweries, inc.
- For deep sleep from yawn to dawn. KK86588. SEE International Latex Corporation.
- Four leading American designers show why only a Playtex girdle ... KK84494. SEE International Latex Corporation.
- Full page Life magazine color ads ... KK84466. 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. KK84604. SEE Liebmann Breweries, inc.
- Grand gift for Easter. SEE International Latex Corporation. Precision Products Division.
- The great white way. KK81932.
SEE Cole of California, inc.
- Greatest vote of confidence any beer ever had. KK86581. SEE Liebmann Breweries, inc.
- He's a specialist in pleasant surprises. KK83240. SEE Swiss Federation of Watch Manufacturers.
- Hits the right note. KK84608. SEE Liebmann Breweries, inc.
- Hollywood star names favorite. KK84157. SEE Liebmann Breweries, inc.
- Hollywood stars and famous designers call Playtex the perfect girdle. KK84469. SEE International Latex Corporation.
- Hollywood stars and top designers agree. KK83243. SEE International Latex Corporation.
- It's a Cole. KK83650. SEE Cole of California, inc.
- It's here now. KK82926. SEE Acme Brewing Company.
- It's like giving a \$100 bill for Christmas. KK81262. 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. KK84464. SEE International Latex Corporation. Precision Products Division.
- It's never bitter, never bland, always tasty, never thin ... KK84602. SEE Liebmann Breweries, inc.
- It's new, it's here. KK84467.
SEE General Foods Corporation.
- It's under our cap. KK82210. SEE Liebmann Breweries, inc.
- The leader, by a wider margin than ever. KK81256. SEE Liebmann Breweries, inc.
- Lemons prove lifesaver for low-salt diets. KK82650. SEE Sunkist.
- Lemons solve no. 1 problem of low-salt diets. KK82096. SEE Sunkist.
- Low-salt diet? KK84661. SEE Sunkist.
- A man's beer, says Jack Dempsey. SEE Acme Breweries.
- Mary Austin and Douglas Fairbanks, Jr., are working for every Rheingold dealer. SEE Liebmann Breweries, inc.
- Mary Austin elected Miss Rheingold 1953. KK82305. SEE Liebmann Breweries, inc.
- Meet the faces behind the new fashions. KK83072. SEE International Latex Corporation.
- Meet the most amazed man in New York City. Meet Xavier Heilmann'seder ... KK86840. SEE Liebmann Breweries, inc.
- More than a girdle, better than a corset. SEE International Latex Corporation.
- Most sensational Father's Day promotion ever. KK86208. SEE International Latex Corporation. Precision Products Division.
- The most wanted Christmas gift in the world. KK86204. SEE International Latex Corporation. Precision Products Division.
- My beer is Rheingold, the dry beer, says Anne Hogan, Miss Rheingold 1952. KK82306. SEE Liebman Breweries, Inc.
- My beer is Rheingold, the dry beer, says Beatrice Lillie. KK84158. SEE Liebmann Breweries, inc.
- My beer is Rheingold, the dry beer, says Cole Porter. KK86578. SEE Liebmann Breweries, inc.
- My beer is Rheingold, the dry beer, says Conrad Nagel. KK80958. SEE Liebmann Breweries, inc.
- My beer is Rheingold, the dry beer, says Dick Powell. KK86580. SEE Liebmann Breweries, inc.
- My beer is Rheingold, the dry beer, says George McManus. KK84971. SEE Liebmann Breweries, inc.
- My beer is Rheingold, the dry beer, says Ida Lupino. KK86579. SEE Liebmann Breweries, inc.
- My beer is Rheingold, the dry beer, says Irene Dunne. KK86586. SEE Liebmann Breweries, inc.
- My beer is Rheingold, the dry beer, says Joan Crawford. KK85680. SEE Liebmann Breweries, inc.
- My beer is Rheingold, the dry beer, says Lauritz Melchior. KK84603. SEE Liebmann Breweries, inc.
- My beer is Rheingold, the dry beer, says Linda Christian. KK82207. SEE Liebmann Breweries, inc.
- My beer is Rheingold, the dry beer, says Linda Darnell. KK85679. SEE Liebmann Breweries, inc.
- My beer is Rheingold, the dry beer, says Martha Wright. KK86576. SEE Liebmann Breweries, inc.
- My beer is Rheingold, the dry beer, says Mary Austin, Miss Rheingold 1953. SEE Liebmann Breweries, inc.
- My beer is Rheingold, the dry beer, says Maurice Evans. KK82213. SEE Liebmann Breweries, inc.
- My beer is Rheingold, the dry beer, says Nigel Bruce. KK80959. SEE Liebmann Breweries, inc.
- My beer is Rheingold, the dry beer, says Paul Douglas. KK86575. SEE Liebmann Breweries, inc.
- My beer is Rheingold, the dry beer, says Peter Arno. KK82209. SEE Liebmann Breweries, inc.
- My beer is Rheingold, the dry beer, says Yvonne De Carlo. KK82304. SEE Liebmann Breweries, inc.
- New improved Purex gets linens and cottons nearly 3 shades whiter than suds alone. KK82652. SEE Purex Corporation, ltd.
- New, liquid bleach in safe dry form. SEE Purex Corporation, ltd.
- New, new, Post's Sugar Krinkles. KK86206. SEE General Foods Corporation.
- New, revolutionary. SEE Purex Corporation, ltd.
- New revolutionary liquid bleach in safe dry form. SEE Purex Corporation, ltd.
- The newest gift for heads of the family. KK86587. SEE International Latex Corporation. Precision Products Division.
- Now, at last. SEE Purex Corporation, ltd.
- Now get your linens nearly 3 shades whiter. KK86413. 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 fashions. KK82051. SEE Cole of California, inc.
- Piling up new records. KK81989. SEE Liebmann Breweries, inc.
- Rheingold is New York City's largest selling beer ... KK84606. SEE Liebmann Breweries, inc.
- Roma, America's largest selling wine, because it tastes better. SEE Roma 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. KK85491. SEE Purex Corporation, ltd.
- This symbol alone doesn't make a famous motor car. KK81254. SEE Liebmann Breweries, inc.
- This vote is no secret. KK81260. SEE Liebmann Breweries, inc.
- Though flowers are fine and candy is dandy, there's nothing sweeter than the gift of sleep. KK85677. SEE International Latex Corporation.
- Time to step out. KK82137. SEE Cole of California, inc.
- Try this revolutionary new liquid bleach in safe, dry form. KK85492. SEE Purex Corporation, ltd.
- TV, at last, seems to have a mature half-hour dramatic series, says the Billboard, leading theatrical weekly. KK82208. SEE Liebmann Breweries, inc.
- Twins, till you 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 that's like a check for \$100.00. KK84468. SEE International Latex Corporation. Precision Products Division.
- Way out ahead, and breaking all records. KK82211. SEE Liebmann Breweries, inc.

FOOTE, CONE AND BELDING. Cont'd.
We'll prove only Playtex has the pillow just right for you. KK84470. SEE International Latex Corporation.
What every young bride should know ... KK84495. SEE International Latex Corporation.
What size pillow fits your sleep? KK84496. SEE International Latex Corporation.
When the doctor says cut down on salt. KK84072. SEE Sunkist.
Why everyone who values time deserves a fine Swiss watch. KK84465. SEE Swiss Federation of Watch Manufacturers.
Why the world's top honors are won by fine Swiss watches. KK86210. SEE Swiss Federation of Watch Manufacturers.
Why there is no finer tribute than to say, this is a fine Swiss watch. KK83990. SEE Swiss Federation of Watch Manufacturers.
Words, mere words, oh what a waste. KK81257. SEE Liebmann Breweries, inc.
Wrong pillows rob millions of a good night's sleep. KK86207. SEE International Latex Corporation.

FORD, WILLIAM A.
Arctic quick frozen meats. KK85655. SEE West States Meat Packing Corporation.

FORD MOTOR COMPANY ©.
Designed for distinction with a practical touch. Ford's 53 Saddletex interiors. (Automotive products) Folder. © 13Nov52; KK81827.
'53 Ford, the new standard of the American road. (Automotive products) Folder. © 13Nov52; KK81829.
For smooth go. For fun-packed go. For money-saving go. Go Ford overdrive. (Automotive products) Folder. © 13Nov52; KK81826.
1953 Ford station wagons. The industry's greatest line. (Automotive products) Folder. © 17Nov52; KK81830.
Protects you from the sun's glaring rays. Ford I-Rest tinted safety glass rests your eyes day or night. (Automotive products) Folder. © 15Sep52; KK81828.
Victoria. Ford's finest for '53. Sunliner. (Automotive products) Folder. © 17Nov52; KK81825.

FORDHAM (E. E.) MANUFACTURING COMPANY ©.
Wayless lanolin hair dressing. A soft well balanced hair dressing ... Label. Appl. author: Louis Crandall. © 23Mar53; KK85127.

FOREST LAWN MEMORIAL-PARK ASSOCIATION, INC. ©.
Flowers for Easter remembrance. Forest Lawn flower shop. Folder. © 18Mar53; KK83830.
Flowers for Memorial Day remembrance. Forest Lawn flower shop. Folder. © 28May53; KK86367.
Flowers for Mother's Day. Flowers say it so much better. Forest Lawn flower shop. Folder. © 27Apr53; KK85101.
Mount Sinai Memorial-Park reflecting the finest traditions of Jewish faith, thought and achievement. (Cemetery property) Folder. © 24Feb53; KK82631.

Nowhere else in the world except at Forest Lawn, can exact marble reproductions of all Michelangelo's statuary be seen in a single, permanent exhibit. (Mortuary and cemetery) Adv. from 68th annual Los Angeles times, 1953, p. 45. © 2Jan53; KK81997.
To love is to remember; Christmas flowers. Folder. © 18Dec52; KK80983.

FORSTMANN WOOLEN COMPANY ©.
Luxury in finest cashmere by Forstmann. (Knitwear) Adv. from the New Yorker, Nov. 8, 1952, p. 20. Appl. author: Monroe F. Dreher, inc. © 6Nov52; KK80721.
Quality, craftsmanship, style. Forstmann. Look for this label; it identifies the finest woolens in the world. Adv. from Life, Sept. 8, 1952, p. 2 of cover. Appl. author: Monroe F. Dreher, inc. © 4Sep52; KK80717.
Quality, craftsmanship, style. Forstmann. Look for this label; it identifies the finest woolens in the world. Adv. from Life, Oct. 13, 1952, p. 2 of cover. Appl. author: Monroe F. Dreher, inc. © 9Oct52; KK80722.
Quality, craftsmanship, style. Forstmann. Look for this label; it identifies the finest woolens in the world. Adv. from Life, Nov. 3, 1952, p. 2 of cover. Appl. author: Monroe F. Dreher, inc. © 30Oct52; KK80719.
Quality, craftsmanship, style. Forstmann. Look for this label; it identifies the finest woolens in the world. Adv. from Life, Nov. 24, 1952, p. 2 of cover. Appl. author: Monroe F. Dreher, inc. © 20Nov52; KK80718.
Quality, craftsmanship, style. Forstmann 100 o/o virgin wool. Look for this label, it identifies the finest woolens in the world. Adv. from Life, Dec. 29, 1952, p. 2 of cover. Appl. author: Monroe F. Dreher, inc. © 25Dec52; KK84114.
Quality, craftsmanship, style. Forstmann 100 o/o virgin wool. Look for this label, it identifies the finest woolens in the world. Adv. from Life, Feb. 9, 1953, p. 2 of cover. Appl. author: Monroe F. Dreher, inc. © 5Feb53; KK84115.
Quality, craftsmanship, style. Forstmann 100 o/o virgin wool. Look for this label, it identifies the finest woolens in the world. Adv. from Life, Mar. 2, 1953, p. 2 of cover. Appl. author: Monroe F. Dreher, inc. © 26Feb53; KK84116.
Quality, craftsmanship, style. Forstmann 100 o/o virgin wool. Look for this label, it identifies the finest woolens in the world. Adv. from Life, Mar. 30, 1953, p. 2 of cover. Appl. author: Monroe F. Dreher, inc. © 26Mar53; KK84117.
Quality, craftsmanship, style. Forstmann's tissue worsted tweed town suit. (Woolens) Adv. from Vogue pattern book, Apr.-May 1953, p. 2 of cover. Appl. author: Monroe F. Dreher, inc. © 7Mar53; KK84118.
Quality, craftsmanship, style. Pink tints two smart spring woolens by Forstmann. Adv. from Vogue pattern book, Feb.-Mar. 1953, p. 9. Appl. author: Monroe F. Dreher, inc. © 9Jan53; KK84119.

The world's finest cashmere by Forstmann. (Knitwear) Adv. from the New Yorker, Dec. 6, 1952, p. 9. Appl. author: Monroe F. Dreher, inc. © 4Dec52; KK80720.

FOSTER (L. B.) COMPANY ©.
Switch material. Catalog 575A. 43 p. Appl. author: Milton Porter. © 18Mar53; KK86476.
Track accessories and tools. Catalog 575B. 31 p. Appl. author: Milton Porter. © 18Mar53; KK86477.

FOSTER, RAYMOND JACK.
Catalog for spring 1953. KK82775. SEE Gurney Seed and Nursery Company.
To all lovers of beautiful house plants. KK81361. SEE Field (Henry) Seed and Nursery Company.
To all lovers of beautiful house plants. KK82221. SEE Welch Nurseries.

FOSTER ENGINEERING COMPANY ©.
The flow tube. Catalog 80. p. 101-104. Appl. author: Vincent Gentile. © 8May53; KK85435.
How to select Foster regulators; pressure regulators, temperature regulators, pump governors. 35 p. Appl. author: Nicholas L. A. Martucci. © 1Dec52; KK81276.

FOUGERA (E.) AND COMPANY, INC. ©.
The essential 24-hour uterosalpingogram. Lipiodol. (Pharmaceutical) Folder. © 20Apr53; KK85113.
For prolonged control of post-tonsillectomy pain ... Efocaine. (Pharmaceutical) Card. © 25Mar53; KK85111.
In cardiac therapy, Digitaline Native. Avoids up and down dosage. (Pharmaceutical) Card. © 9Mar53; KK85117.
In psoriasis prescribe Wright's liquor carbonis detergens ... Fougera. (Pharmaceutical) Card. © 21Apr53; KK85114.
Low sodium foods needn't taste like hay. All salt substitutes are not alike. Only Diasal offers this triple assurance. (Pharmaceutical) Card. © 2Apr53; KK85116.
Spotlights the bronchial tree. Lipiodol. (Pharmaceutical) Folder. © 27Apr53; KK85112.
A universal base for all your ointment prescriptions. Polysorb. Nothing to add but your medication. (Pharmaceutical) Card. © 1May53; KK85115.

FOULKE AGENCY, INC.
The Schutz-O'Neill superfine pulverizer. KK82939. SEE Schutz-O'Neill Company.
Ten minutes is all you need to take apart for cleaning, adjustment, repair. KK82940. SEE Schutz-O'Neill Company.

FOX HEAD BREWING COMPANY ©.
400 beer. Fox Head. Brewed with Waukesha water. Label. Appl. authors: Jacob L. Harris and Roy J. Bernier. © 2Mar53; KK82821.

FRAM CORPORATION ©.
Fram replacement cartridge C-4. Label. © 21Nov52; KK80833.

FRAME, E. BARTRAM.
Monarch oil burner accessories. KK85899. SEE Monarch Manufacturing Works, inc.

- FRANK, JULIAN ©.
Take your pick free. Which of these new Crosley electric appliances would you like to win? Sheet. © 26Feb53; KK83672.
- FRANSARD, INC. ©.
Sardi's jiffy white sauce. Contents: 8 oz. Label. © 16Mar53; KK83659.
- FRANTZ MANUFACTURING COMPANY ©.
The overhead garage door that opens with Glide-o-matic action. Adv. Appl. author: Western Advertising Agency. © 1Feb53; KK82895.
- FRANZ, ALEX T., JR.
Culligan serves all your water conditioning needs. KK83204. SEE Culligan Zeolite Company.
- Culligan super-Cul-matic water softener featuring automatic regeneration. KK83344. SEE Culligan, inc.
- Culligan, the greatest name in soft water service. KK85143. SEE Culligan, inc.
- Culligan Water. KK83345. SEE Culligan, inc.
- Featured in House & garden's 1953 house of ideas. KK80694. SEE Culligan, inc.
- How to eliminate milk stone. KK81369. SEE Culligan, inc.
- Made expressly for all-purpose use in soft water. KK85499. SEE Culligan, inc.
- The perfect dishwashing team. KK81368. SEE Culligan, inc.
- You cover the water front. KK83441. SEE Culligan, inc.
- FREDERICK'S OF HOLLYWOOD ©.
Fashion. (Ladies' apparel) Pamphlet. v. 6, issue 7, '53 preview. © 6Jan53; KK81132.
v. 6, issue 8, Spring '53. © 5Mar53; KK82872.
v. 6, issue 9, summer '53. Vacation values. © 5May53; KK85104.
- FREED HAT COMPANY ©.
Qualita superiore. Francato cappello. (Hats) Label. © 1Dec52; KK83248.
- FREIHOFER (CHAS.) BAKING COMPANY, INC. ©.
Freddie Freihofer's coloring book with cut out greeting cards. (Bakery products) Pamphlet. © 5Mar53; KK85630.
- FRENCH, MULFORD WALTER ©.
French's no bug, no bother. Net wt. 3 3/4 oz. (Insecticide) Label. © 1Feb53; KK85210.
- FRIDEN CALCULATING MACHINE COMPANY, INC. ©.
In all business figure-work, extra savings come with extra thinking. Friden. (Automatic calculator) Adv. from Time, Jan. 5, 1953, p. 53. Appl. author: J. Walter Thompson Co. © 2Jan53; KK81148.
In all business figure-work, extra savings come with Friden extra thinking. (Automatic calculator) Adv. from Time, June 1, 1953, p. 105. Appl. author: J. Walter Thompson Co. © 29May53; KK86155.
In all business figure work, Friden extra thinking subtracts costs multiplies savings. (Automatic calculator) Adv. from Time, Apr. 6, 1953, p. 87. Appl. author: J. Walter Thompson Co. © 3Apr53; KK84067.
In invoice figure-work, Friden extra thinking shrinks overhead costs. Striking evidence that the fully-automatic Friden calculator takes
- more steps in figure-work ... Adv. from Time, Feb. 2, 1953, p. 67. Appl. author: J. Walter Thompson Co. © 30Jan53; KK81980.
- In payroll calculations costs come down with Friden extra thinking. The thinking machine of American business. (Automatic calculator) Adv. from Time, Mar. 2, 1953, p. 83. Appl. author: J. Walter Thompson Co. © 27Feb53; KK82864.
- In payroll calculations, invoicing, inventory, more Friden thinks-per-second, multiply savings. (Automatic calculator) Adv. from Time, May 4, 1953, p. 90. Appl. author: J. Walter Thompson Co. © 1May53; KK85196.
- FRIEDMAN, ROBERT E.
The world's finest seating equipment. KK81430. SEE Brody (B.) Seating Company.
- FRIEDMANN, ALBERT H.
Strip N' Stick, plastic coated shelf covering with scalloped edge. KK86365. SEE Domestic Industries, inc.
- FRIESEN, MAUD LEACHMAN.
The revolutionary new Travelman. KK86490. SEE Leachman Friesen Company.
- FRIESEN, TED.
The revolutionary new Travelman. KK86490. SEE Leachman Friesen Company.
- FRIMKESS, LOU.
Water putty and crack filler. KK85340. SEE Schalk Chemical Company.
- FROST TOY COMPANY ©.
Cowboy printing set. Wild west fun for boys and girls. (Rubber stamp printing set) Label. Appl. author: Paul D. Robinson. © 31Mar53; KK83651.
- FRUIT PRODUCTS CORPORATION ©.
Come and get it. (Frozen confections) Poster. Appl. author: Sydney L. Weiss. © 15May52; KK82108.
Donald Duck. Fudgi-Frost. Chewy fudge thru and thru. (Frozen confections) Poster. Appl. author: Richard H. Gross. © 15May52; KK82107.
Donald Duck Icy-Frost twins. (Frozen confections) Poster. Appl. author: Sydney L. Weiss. © 15May52; KK82110.
- Dreamstick. Save bags for swell gifts. (Frozen confections) Streamer. Appl. author: Max Liebman. © 24Mar53; KK85772.
- For goodness' sakes, try Donald Duck Ducky Dubble. Cool and refreshing. (Frozen confections) Poster. Appl. author: Murray Morgan. © 15May52; KK82109.
- Prize list. Donald Duck. Ducky Dubble prize list. (Frozen confections) Folder. Appl. author: Richard H. Gross. © 24Apr52; KK82106.
- Prize list, Donald Duck. Ducky Dubble prize list. 1953 edition. (Frozen confections) Folder. Appl. author: Sydney L. Weiss. © 16Mar53; KK85770.
- Save bags for swell gifts. (Frozen confections) Streamer. Appl. author: Sydney L. Weiss. © 24Mar53; KK85771.
- FULLER (A. S.) COMPANY.
Glass Sheen, cleans glass and mirrors. 8 oz. Label. © Albert S. Fuller, d.b.a. A. S. Fuller Co.; 5Jun53; KK86235.
- Glass-Sheen. Glass, mirror and chrome cleaner and polisher. Label. © Albert S. Fuller, t.a. A. S. Fuller Co.; 11Feb53; KK82367.
- FULLER, ALBERT S., t.a. A. S. FULLER COMPANY. SEE Fuller (A. S.) Company.
- FULLER AND SMITH AND ROSS, INC.
And now, a \$1,000,000 worth of national advertising and promotion behind Webcor. KK86348. SEE Webster-Chicago Corporation.
Calling all coffee lovers. KK83677. SEE Aluminum Cooking Utensil Company, inc.
8 ways to easier canning and freezing. KK85236. SEE Aluminum Cooking Utensil Company, inc.
For a new flavor thrill. KK82943. SEE Aluminum Cooking Utensil Company, inc.
How are you going to vote? KK82927. SEE Webster-Chicago Corporation.
Listen to your favorite record on a Webcor. KK86102. SEE Webster Chicago Corporation.
Most popular Wear-Ever oven utensils. KK85643. SEE Aluminum Cooking Utensil Company, inc.
New Webcor changes records faster. KK83865. SEE Webster Chicago Corporation.
Planning and decorating with furniture. KK81343. SEE National Oak Flooring Manufacturers' Association.
3 reasons Wear-Ever helps you cook better. KK82769. SEE Aluminum Cooking Utensil Company, inc.
The Webcor authentic fonograf. KK85827. SEE Webster Chicago Corporation.
Webcor carries a better tune. KK86794. SEE Webster-Chicago.
Webcor treats your records better. KK83866. SEE Webster Chicago Corporation.
- FUNNELL, WALTER LEWIS.
For efficient, economical vibration control. KK82599. SEE Korfund Company, inc.
Here's how air conditioning vibration problems have been successfully solved with Korfund vibration control. KK82600. SEE Korfund Company, inc.
Natvar Aboglas, a new Natvar class B composite insulation with exceptional toughness and flexibility. KK82598. SEE Natvar Corporation.
- G
- G AND R TACKLE COMPANY.
Feathercraft. (Fly tying materials) Label. © G & R Tackle Co.; proprietors, Gordon J. Ullenbruch & Raymond P. Kegler; 15Apr53; KK84432.
- G CHICKEN COMPANY.
G Chicken means good chicken. (Eviscerated chickens) Label. © Benjamin Glass, d.b.a. G. Chicken Co.; 17Jul52; KK86064.
- G. H., firm.
Preserve your identity, drink Olde Anonymous and Ancient Anonymous. (Non-alcoholic beverage) Adv. from San Diego union, San Diego, Calif., Feb. 22, 1953, p. 4. © George Hawkins, d.b.a. G. H.; 22Feb53; KK83728.
- G. H. P. CIGAR COMPANY ©.
Best seller all year 'round. El Producto cigar album for gift sales all year 'round. Adv. from Retail tobacconist, Mar. 1, 1953, p. 12. Appl. author: William H. Weintraub & Co., inc. © 1Mar53; KK83289.

- G. H. P. CIGAR COMPANY ©. Cont'd.
- Best sellers for Father's Day. El Producto cigars. Adv. from Retail tobacconist, May 1, 1953, p. 8. Appl. author: William H. Weintraub & Co., inc. © 1May53; KK85453.
- I always feel like an El Producto. At work, at home, at play. [3 illus., 4 column ad.] (Cigars) Adv. Appl. author: William H. Weintraub & Co., inc. © 18Feb53; KK82584.
- I always feel like an El Producto. At work, at home, at play. [3 illus., full page ad.] (Cigars) Adv. from the Daily news, Feb. 17, 1953, p. 53. Appl. author: William H. Weintraub & Co., inc. © 17Feb53; KK82510.
- I always feel like an El Producto. Bouquet. (Cigars) Adv. Appl. author: William H. Weintraub & Co., inc. © 24Jun53; KK86903.
- I always feel like an El Producto. Bouquet. (Cigars) Adv. Appl. author: William H. Weintraub and Co., inc. © 16Mar53; KK83665.
- I always feel like an El Producto. Bouquet. (Cigars) Adv. Appl. author: William H. Weintraub & Co., inc. © 18Mar53; KK83346.
- I always feel like an El Producto. Bouquet. (Cigars) Adv. Appl. author: William H. Weintraub and Co., inc. © 20Mar53; KK84247.
- I always feel like an El Producto. Corona. (Cigars) Adv. Appl. author: William H. Weintraub & Co., inc. © 24Feb53; KK83306.
- I always feel like an El Producto. Corona. (Cigars) Adv. Appl. author: William H. Weintraub & Co., inc. © 25Feb53; KK83287.
- I always feel like an El Producto. Corona. (Cigars) Adv. Appl. author: William H. Weintraub and Co., inc. © 27Mar53; KK83764.
- I always feel like an El Producto. Corona. (Cigars) Adv. from Miami herald, Miami, Fla., Jan. 21, 1953. Appl. author: William H. Weintraub & Co., inc. © G.H.P. Cigar Co., d.b.a. G.H.P. Co.; 21Jan53; KK86941.
- I always feel like an El Producto. Escepcionales. (Cigars) Adv. Appl. author: William H. Weintraub and Co., inc. © 14Apr53; KK84372, KK84695.
- I always feel like an El Producto. Escepcionales. (Cigars) Adv. Appl. author: William H. Weintraub and Co., inc. © 15Apr53; KK84778.
- I always feel like an El Producto. Escepcionales. (Cigars) Adv. from Fort Lauderdale news, Fort Lauderdale, Fla., Jan. 14, 1953. Appl. author: William H. Weintraub & Co., inc. © G. H. P. Cigar Co., d.b.a. G. H. P. Co.; 14Jan53; KK86942.
- I always feel like an El Producto. Favorita. (Cigars) Adv. Appl. author: William H. Weintraub and Co., inc. © 28Apr53; KK85096.
- I always feel like an El Producto. Favorita. (Cigars) Adv. Appl. author: William H. Weintraub and Co., inc. © 29Apr53; KK85294.
- I always feel like an El Producto. Favorita. (Cigars) Adv. Appl. author: William H. Weintraub & Co., inc. © 30Apr53; KK85454.
- I always feel like an El Producto. Puritanos Finos. (Cigars) Adv. Appl. author: William H. Weintraub & Co., inc. © 4Mar53; KK82870.
- I always feel like an El Producto. Puritanos Finos. (Cigars) Adv. Appl. author: William H. Weintraub and Co., inc. © 4Mar53; KK84779.
- I always feel like an El Producto. Puritanos Finos. (Cigars) Adv. Appl. author: William H. Weintraub and Co., inc. © 8Apr53; KK84694.
- I always feel like an El Producto. Puritanos Finos. (Cigars) Adv. from Miami herald, Miami, Fla., Jan. 7, 1953. Appl. author: William H. Weintraub & Co., inc. © G. H. P. Cigar Co., d.b.a. G. H. P. Co.; 7Jan53; KK86943.
- I always feel like an El Producto. Queens. (Cigars) Adv. Appl. author: William H. Weintraub and Co., inc. © 11Mar53; KK84884.
- I always feel like an El Producto. Queens. (Cigars) Adv. Appl. author: William H. Weintraub & Co., inc. © 13Mar53; KK83322.
- I always feel like an El Producto. Queens. (Cigars) Adv. Appl. author: William H. Weintraub and Co., inc. © 22Apr53; KK84883.
- I always feel like an El Producto. The cigar that adds pleasure to every sport, every relaxation. Adv. Appl. author: William H. Weintraub & Co., inc. © G. H. P. Cigar Co., d.b.a. The G. H. P. Co.; 13Dec52; KK82371.
- I always feel like an El Producto. Varsity Panetela. (Cigars) Adv. Appl. author: William H. Weintraub & Co., inc. © 18Feb53; KK83323.
- I always feel like an El Producto. Varsity Panetela. (Cigars) Adv. Appl. author: William H. Weintraub and Co., inc. © 18Feb53; KK85293.
- I always feel like an El Producto. Varsity Panetela. (Cigars) Adv. Appl. author: William H. Weintraub and Co., inc. © 1Apr53; KK83794.
- Keeps on rolling. El Producto, America's largest-selling quality cigar, keeps on rolling up record sales. El Producto for volume and profit. Adv. from Retail tobacconist, Feb. 1, 1953, p. 15. Appl. author: William H. Weintraub & Co., inc. © 1Feb53; KK83288.
- Perfect for parties and gifts. When you offer your guests the El Producto cigar album, your good taste is applauded. Adv. from New York times magazine, Mar. 29, 1953, p. 18. Appl. author: William H. Weintraub and Co., inc. © 29Mar53; KK83795.
- A royal treat for dad. [I always feel like an El Producto] (Cigars) Adv. from the New York times, June 17, 1953, p. 35. Appl. author: William H. Weintraub & Co., inc. © 17Jun53; KK86552.
- Seek no more my lady. El Producto cigar album. Adv. Appl. author: William H. Weintraub & Co., inc. © 10Feb53; KK82509.
- Seek no more my lady. El Producto cigar album. Boxes of 50 El Producto cigars in gay valentine wraps ... Adv. Appl. author: William H. Weintraub & Co., inc. © 11Feb53; KK82229.
- Seek no more my lady. If you've been meditating over a specially smart valentine for him, here's the answer, the El Producto cigar album. Adv. from New Yorker, Feb. 7, 1953, p. 63. Appl. author: William H. Weintraub & Co., inc. © 4Feb53; KK82171.
- GABRIEL, DANIEL E., AND HENRY GABRIEL, d.b.a. PEOPLES DRUG SUNDRIES. SEE Peoples Drug Sundries.
- GABRIEL, HENRY, AND DANIEL E. GABRIEL, d.b.a. PEOPLES DRUG SUNDRIES. SEE Peoples Drug Sundries.
- GAEDKE, RAY. June brides, practical beautiful gifts ... KK86021. SEE Item Events.
- GAIL, A. Your hair your way. KK83033. SEE House of Beauty.
- GAL-SIM. The burp-bib. Slips easily over mother's shoulder. Label. © Alice A. Galvani & Lois M. Simon, d.b.a. Gal-Sim; 4May53; KK86495.
- GALVANI, ALICE A., AND LOIS M. SIMON, d.b.a. GAL-SIM. SEE Gal-Sim.
- GARAGE BUILDERS, INC. ©. At last the garage every family needs, built with concrete blocks. Sheet. Appl. author: Joseph Polley. © 17Oct52; KK81110.
- GARAGUSO, LEONARD, d.b.a. MIGHTY GOOD BAKING COMPANY. SEE Mighty Good Baking Company.
- GARDEN RESEARCH LABORATORIES ©. How to grow thousands of flowers without dirtying your hands. RX-15 is the only nutregene treated plant food on the market. (Fertilizer) Adv. from Fort Wayne journal-gazette, Apr. 20, 1953, p. 22. Appl. author: Herbert Mishkin. © 20Apr53; KK84692.
- How to grow thousands of flowers without dirtying your hands. RX-15. (Liquid fertilizer) Adv. from St. Louis post dispatch, Mar. 1, 1953, p. 6. Appl. author: Herbert Mishkin. © 1Mar53; KK83216.
- How to perk up a tired bathroom and kitchen, by Marion Palmer. KK83888. SEE Monsanto Chemical Company.
- GARD-N-PAK, INC. ©. General purpose sterilized potting soil, from the garden spot of Ohio. Contents 1 1/2 quarts, approx. 3 lbs. when packed. Label. Appl. author: Jon A. Merkel. © 26Jan53; KK83693.
- GASKELL, ALBERTA S., AND CHARLES E. GASKELL, sole owners ALBERTA'S CERAMIC STUDIO. SEE Alberta's Ceramic Studio.
- GASKELL, CHARLES E., AND ALBERTA S. GASKELL, sole owners ALBERTA'S CERAMIC STUDIO. SEE Alberta's Ceramic Studio.
- GATES AND SONS, INC. ©. Announcing the new Gates Break Back concrete form tie. Designed to meet more rigid specifications for finished work ... Here's how simple and easy it is. Smaller holes ... (Construction material) Sheet. Appl. author: Dale Hill. © 15Dec52; KK81702.
- Build your forms the easy way in half the time. Table for easy figuring of Gates rod type concrete form ties with built-in spreader. (Construction material) Sheet. Appl. author: Dale Hill. © 15Dec52; KK81702.
- Build your forms the easy way with Gates concrete form ties, with spreader. Save time, effort ... Practical, dependable, economical. (Construction material) Folder. Appl. author: Dale Hill. © 15Dec52; KK81705.
- Concrete form ties. (Construction material) Sheet. Appl. author: Dale Hill. © 15Dec52; KK81699.

Concrete form ties. Faster, easier forming than ever before. Brochure G-4. (Construction material) Folder. Appl. author: Dale Hill. © 15Dec52; KK81698.

Concrete form ties with spreaders. (Construction material) Folder. Appl. author: Dale Hill. © 15Dec52; KK81697.

Gates concrete form tie with spreader. Dealer price list. Effective August 15, 1950. (Construction material) Sheet. Appl. author: Dale Hill. © 15Dec52; KK81701.

Gates splits with the dealer. 50-50. Here's what one dealer did in 1950. Breakdown of form tie dealership ... (Construction material) Sheet. Appl. author: Dale Hill. © 15Dec52; KK81703.

Price list for immediate delivery in metropolitan Denver. Gates rod type concrete form ties with rod service. Effective August 15, 1950. (Construction material) Sheet. Appl. author: Dale Hill. © 15Dec52; KK81700.

Rod type concrete form ties, with spreader. Price list. Effective Aug. 15, 1950. (Construction material) Sheet. Appl. author: Dale Hill. © 15Dec52; KK81696.

GATES RUBBER COMPANY.

Industrial news. (Rubber goods) Appl. author: Grosvenor Ayres Kennedy. © The Gates Rubber Co. Jan. 1953. © 15Dec52; KK80788.
Feb. 1953. © 15Jan53; KK82627.
Mar. 1953. © 16Feb53; KK83571.
Apr. 1953. © 16Mar53; KK83572.
May 1953. © 15Apr53; KK83555.
June 1953. © 15May53; KK86591.

Industrial reporter. (Rubber goods) Appl. author: Grosvenor Ayres Kennedy. © The Gates Rubber Co. Feb. 1953. © 20Jan53; KK81836.
Apr. 1953. © 18Mar53; KK81449.
June 1953. © 15May53; KK86592.

Tire service data calculator. Card-board. Appl. author: Herbert Schalliol. © The Gates Rubber Co.; 29May52; KK80966.

GAYLORD PRODUCTS, INC. ©.

Always in the spotlight, the Gayla girls. New rubber tipped Gayla Hold-Bob bobby pins. Adv. from Chain store age, Feb. 1953, p. 135. © 1Feb53; KK82427.

Have a party hair-do all day long, with Gayla Hold-Bob bobby pins. Adv. from Woman's home companion, July 1950, p. 44. © 1Jul50; KK86474.

Through the years. 1953 the largest selling bobby pin in the world. Gayla Hold-Bob. Adv. from Chain store age, Jan. 1953, p. 144. © 1Jan53; KK82426.

GEIGER (J. W.) AND COMPANY.

Geiger bug bag. (Bag for removing bugs and fragment) Label. © J. W. Geiger & Co., partnership of James W. Geiger & Raymond J. Base; 12May53; KK85777.

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

GEIGY COMPANY, INC. GEIGY PHARMACEUTICALS DIVISION ©.

Butazolidin. Therapeutic efficacy and toxic potentialities in arthritis and allied disorders. Geigy. (Pharmaceutical) Pamphlet. © 23Mar53; KK84403.

GENERAL BAKING COMPANY ©.

Enriched Standish Farms milk bread. Net weight 1 lb. Bond product. Label. © 17Oct52; KK83805.

Jane Standish whole wheat. Thin sliced. Net wt. 1 lb. (Bread) Label. © 17May53; KK85956.

GENERAL CIGAR COMPANY, INC. ©.

White Owl proud papa package. It's a boy. (Cigars) Label. Appl. author: William L. Rubin. © 8Apr53; KK84069.

White Owl proud papa package. It's a girl. (Cigars) Label. Appl. author: William L. Rubin. © 8Apr53; KK84065.

GENERAL ELECTRIC COMPANY ©.

Adding to America's productivity, painted by Joseph Chenoweth. (General Electric's tinsplate furnace producing 30 tons of steel per hour for heating equipment) Poster. © 1Dec52; KK80750.

Adding to vacation enjoyment, painted by Warren Baumgartner. (Radio and exposure meter) Poster. © 1Dec52; KK80752.

Aiding the Nation's atomic program, painted by Joseph Chenoweth. (Manufacturing machinery essential to the production of atomic materials) Poster. © 1Dec52; KK80749.

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. © 5Oct51; KK81354.

Give me 3 minutes to tell you why alternating-current welding will help you increase production, improve quality, cut costs. (Welding equipment) Folder. © 16Feb53; KK84033.

Guarding our timber resources, painted by Warren Baumgartner. (Two-way radio equipment for fighting forest fires) Poster. © 1Dec52; KK80754.

Here now. G.E. new welding electrode, type W-610-A, the easy-to-use class E-6010 electrode. Window streamer. © 5Mar53; KK84051.

Hotpoint summer shower of special values. A proved program to step up sales. (Ranges, washing machines and similar appliances) Pamphlet. Appl. author: Leroy J. DiAngelo. © 10Apr53; KK86499.

Lights that say: Merry Christmas, painted by Adolph Treidler. (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 Rabut. (Hydro-power and generating equipment) Poster. © 1Dec52; KK80746.

Research in guided missiles, painted by Peter Hurd. (Launching, powering, and controlling guided missiles) Poster. © 1Dec52; KK80748.

Speeding aircraft production, painted by John Gould. (Motors and skins for jet fighters or transports) Poster. © 1Dec52; KK80747.

Thanksgiving, painted by Tran Mawicke. (Stoves, refrigerators, dishwashers, etc.) Poster. © 1Dec52; KK80755.

Welding arcs news.

710-1. © 2Jan53; KK82225.
710-3. © 21Apr53; KK85089.
710-3E. © 20Apr53; KK85090.
710-4. © 12Mar53; KK83439.
710-4E. © 13Mar53; KK84445.

Where the furnace used to be, painted by Elmore Brown. (Home-heating equipment; television receivers for the home) Poster. © 1Dec52; KK80753.

GENERAL ELECTRIC COMPANY. MANNING-BOWMAN DIVISION ©.

Manning-Bowman, a distinguished line of quality fans. America's biggest values. Manning-Bowman deluxe fans. Folder. Appl. author: W. E. O'Brien. © 15Jan53; KK82428.

GENERAL FIREPROOFING COMPANY.

Annual report, 1952. General Fireproofing. (Office furniture) Pamphlet. © The General Fireproofing Co.; 3Mar53 (in notice: 1952); KK83780.

Are you losing money in your office every day? General Fireproofing, foremost in metal business furniture. Folder. © The General Fireproofing Co.; 21Feb53; KK84388.

Biltmore guests enjoy Goodform luxury. In a chair Goodform means gracious living. (Metal business furniture) Adv. from Institutions magazine, Dec. 1952, p. 110. © The General Fireproofing Co.; 1Dec52; KK81935.

Counter Height filing and storage equipment. 30 p. © The General Fireproofing Co.; 23Jan53; KK83785.

Goodform adjustable aluminum office chair. For secretaries, stenographers, and clerical workers. Folder. © The General Fireproofing Co.; 17Apr53; KK85849.

Goodform chairs, another asset at Mellon National. In a chair Goodform means sound value. (Aluminum chairs) Adv. from Institutions magazine, Apr. 1953, p. 95. © The General Fireproofing Co.; 30Mar53; KK85846.

Goodform's easy maintenance registers at the Lord Baltimore. In a chair Goodform means low cost over the years. (Aluminum chairs) Adv. from Institutions magazine, May 1953, p. 92. © The General Fireproofing Co.; 4May53; KK85847.

Goodform's the style at University of Kansas student union. Goodform aluminum chairs. Adv. from Institutions magazine, Mar. 1953, p. 103. © The General Fireproofing Co.; 2Feb53; KK83784.

It will pay you to replace your old office furniture. General Fireproofing, foremost in metal business furniture. Adv. from Time, Mar. 16, 1953, p. 13. © The General Fireproofing Co.; 12Mar53; KK84389.

Metal desks and tables. Mode-Maker. 72 p. © The General Fireproofing Co.; 20Apr53; KK85848.

Must you apologize for the appearance of your office? Good metal business furniture is a good investment. Adv. from Time, Jan. 19, 1953, p. 87. © The General Fireproofing Co.; 15Jan53; KK83783.

Mutual of Omaha benefits with Goodform. In a chair Goodform means relaxation. (Metal business furniture) Adv. from Institutions magazine, Jan. 1953, p. 136. © The General Fireproofing Co.; 5Jan53; KK81936.

GENERAL FIREPROOFING COMPANY. Cont'd.

A small investment can save money in your monthly office costs. Good metal business furniture is a good investment. Adv. from Time, Dec. 22, 1952, p. 51. © The General Fireproofing Co.; 18Dec52; KK81934.

We nurses enjoy Goodform. In a chair Goodform means comfort. (Aluminum chairs) Adv. from Institutions magazine, Feb. 1953, p. 96. © The General Fireproofing Co.; 1Feb53; KK83782.

Why it will pay you to refurnish your office. Good metal business furniture is a good investment. General Fireproofing. Adv. from Time, Feb. 16, 1953, p. 111. © The General Fireproofing Co.; 12Feb53; KK83781.

GENERAL FOODS CORPORATION ©.

Ahoy, here's Corn-Fetti, new kind of corn flakes with the magic sugar coat. Adv. from Chicago news, Sept. 4, 1952, p. 21. Appl. author: Young & Rubicam, inc. © 4Sep52; KK81210.

Best eatin' chicken that ever went to a picnic. Birds Eye. Adv. from New York news, July 1, 1952, p. 48. Appl. author: Young & Rubicam, inc. © 1Jul52; KK81202.

Best eatin' chicken that ever went to a picnic. Birds Eye. Adv. from Philadelphia bulletin, Aug. 27, 1952, p. 28. Appl. author: Young & Rubicam, inc. © 27Aug52; KK81209.

Best-eating chicken you ever served up, Birds Eye. Adv. from Chicago news, Oct. 2, 1952, p. 9. Appl. author: Young & Rubicam, inc. © 20Oct52; KK81487.

Big introductory push on new Birds Eye chicken pie. Adv. from Yankee food merchant, Sept. 30, 1952, p. 5. Appl. author: Young & Rubicam, inc. © 30Sep52; KK81489.

Biggest Birds Eye bargains ever offered. Right now low, low, prices on these Birds Eye vegetables and fruits. (Frozen foods) Adv. from the Springfield union, Springfield Mass., Oct. 10, 1952, p. 24. Appl. author: Young and Rubicam, inc. © 10Oct52; KK84472.

Birds Eye, best for your money. (Frozen foods) Adv. from Western family, Oct. 16, 1952. Appl. author: Young & Rubicam, inc. © 16Oct52; KK81485.

Birds Eye chicken parts now packaged separately. (Frozen foods) Adv. from Boston globe, Feb. 25, 1953. Appl. author: Young & Rubicam, inc. © 25Feb53; KK86660.

Birds Eye chicken parts, packaged separately. Adv. from Pittsburgh press, Oct. 9, 1952, p. 41. Appl. author: Young & Rubicam, inc. © 9Oct52; KK81495.

Birds Eye chopped spinach or whole leaf; Birds Eye french fries; Birds Eye green beans ... (Frozen foods) Adv. from Western family, Nov. 20, 1952, p. 20. Appl. author: Young and Rubicam, inc. © 20Nov52; KK83600.

Birds Eye first on every count. Birds Eye frosted foods. Adv. from California grocers advocate, Sept. 12, 1952, p. 155. Appl. author: Young and Rubicam, inc. © 12Sep52; KK83596.

Birds Eye heat 'em and eat 'em whipped potatoes. Poster no. 5389. (Frozen foods) © 15Feb53; KK82217.

Birds Eye kids dolls only 25¢ plus one imprinted can top from Birds Eye orange juice. Adv. from New York news, Feb. 22, 1953. Appl. author: Young & Rubicam, inc. © 22Feb53; KK86659.

Birds Eye newa. (Frozen foods) Appl. author: Young & Rubicam, inc.

Birds Eye vegetables bring you sweet-summer goodness in January. Adv. from Chicago news, Jan. 8, 1953, p. 36. © 8Jan53; KK86655.

Corn you'll go for. Let Birds Eye do your food fixing while you do Christmas shopping. Adv. from Chicago news, Dec. 3, 1952, p. 9. © 3Dec52; KK83606.

Do it now. Birds Eye squash is here. Birds Eye green beans ... Adv. from Baltimore sun, Nov. 20, 1952, p. 32. © 20Nov52; KK83602.

Flash. Finest crop ... Birds Eye french fried potatoes are back. Adv. from Baltimore news post, Nov. 12, 1952, p. 4. © 12Nov52; KK83603.

How Chicago eats. Fixin's for Christmas all fixed for you by Birds Eye. Adv. from Chicago news, Dec. 22, 1952, p. 12. © 22Dec52; KK83605.

How Chicago eats. Fixin's for Thanksgiving all fixed for you by Birds Eye. Adv. from Chicago news, Nov. 24, 1952, p. 16. © 24Nov52; KK83604.

In lima beans, insist on the brand you know is special. Adv. from New York news, Feb. 12, 1953. © 12Feb53; KK86654.

In peas, insist on the brand you know is special. Birds Eye. Adv. from New Haven register, Mar. 12, 1953, p. 11. © 12Mar53; KK86653.

It pays to insist on frozen foods you know are special. Adv. from Chicago news, Feb. 19, 1953, p. 40. © 19Feb53; KK86652.

Now, special low prices on the frozen foods you know are special quality. Birds Eye. Adv. from New Haven register, Jan. 22, 1953, p. 11. © 22Jan53; KK86657.

Now, special low prices on the frozen foods you know are special quality. Birds Eye. Adv. from Philadelphia bulletin, Jan. 29, 1953. © 29Jan53; KK86656.

Special January sale on Birds Eye broccoli appears. Adv. from Baltimore sun, Jan. 29, 1953, p. 22. © 29Jan53; KK86658.

There's special springtime freshness about these special Birds Eye foods. Adv. from Chicago news, Mar. 19, 1953, p. 19. © 19Mar53; KK86650.

Birds Eye recipe takes the heat out of August supper-fixing. Birds Eye frosted foods. Adv. from Life, Aug. 18, 1952, p. 30. Appl. author: Young & Rubicam, inc. © 15Aug52; KK81185.

Birds Eye strawberries; Birds Eye peas; Birds Eye orange juice. (Frozen foods) Adv. from Western family, Dec. 11, 1952, p. 44. Appl. author: Young and Rubicam, inc. © 11Dec52; 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

tribune, July 16, 1952. Appl. author: Young & Rubicam, inc. © 16Jul52; KK81233.

Carry home the juice of 27 oranges in this handy Birds Eye 3-can pak. Concentrated orange juice. Adv. from San Francisco call bulletin, Oct. 9, 1952, p. 4F. Appl. author: Young & Rubicam, inc. © 9Oct52; KK81496.

Delicious. All-in-one dinner. New Birds Eye chicken pie. (Frozen foods) Adv. from New York world telegram and sun, Nov. 12, 1952, p. 24. Appl. author: Young and Rubicam, inc. © 12Nov52; KK83597.

Everybody's raving about new Birds Eye chicken pie. Adv. from Philadelphia bulletin, Mar. 19, 1953. Appl. author: Young & Rubicam, inc. © 19Mar53; KK86651.

For luscious chocolate drinks hot or cold get Baker's 4 in 1 instant cocoa mix today. Sheet. © 4Feb53; KK83050.

Gangway, new kind of corn flakes with the magic sugar coat. Post's Corn-Fetti. Adv. from Milwaukee sentinel, Aug. 28, 1952, p. 12. Appl. author: Young & Rubicam, inc. © 28Aug52; KK81195.

It's new, it's here. The greatest cereal on earth, new Sugar Krinkles. It's the sugar rice treat ... cColor clowns, Jack and Snack; free offer of Reed's Paloo lollipops; Adv. from Chicago daily tribune, Apr. 15, 1953, p. 12. Appl. author: Foote, Cone and Belding. © 15Apr53; KK84467.

Like to add a touch of glamour to dinner tonight? Jell-O. Adv. from Good housekeeping, Oct. 1952, p. 172. Appl. author: Young & Rubicam, inc. © 20Sep52; KK81493.

Looking for a fancy dish you can make today, serve tomorrow. Jell-O. Adv. from McCall's, Oct. 1952, p. 92. Appl. author: Young & Rubicam, inc. © 24Sep52; KK81491.

Love brownies? Everything chocolate tastes best when it's Baker's. Sheet. © 22Oct52; KK81181.

Low price bargains now on Birds Eye vegetable combinations-in-a-box. (Frozen foods) Adv. from New York news, July 10, 1952, p. 44. Appl. author: Young & Rubicam, inc. © 10Jul52; KK81204.

Luscious new frostings. Baker's chocolate. Sheet. © 22Oct52; KK81182.

More than a vegetable, a real treat. New Birds Eye french fried eggplant. (Frozen foods) Adv. from Springfield union, Springfield, Mass., Nov. 25, 1952, p. 16. Appl. author: Young and Rubicam, inc. © 25Nov52; KK84475.

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- New Post's Corn-Fetti, the different kind of corn flakes with the magic sugar coat. Adv. from the Flint Journal, Sept. 11, 1952, p. 26. Appl. author: Young & Rubicam, inc. © 11Sep52; KK81194.
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- New, wonder vegetable. Birds Eye french fried eggplant. (Frozen foods) Adv. from Springfield union, Springfield, Mass., Dec. 5, 1952, p. 18. Appl. author: Young & Rubicam, inc. © 5Dec52; KK86647.
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- None quicker, none better, Birds Eye summer fixings. Birds Eye frosted foods. Adv. from Western family, July 10, 1952, p. 6. Appl. author: Young & Rubicam, inc. © 10Jul52; KK81203.
- Now at new low prices, the best Birds Eye bargains ever. The finest frozen foods ever. Adv. from Chicago news, July 10, 1952, p. 16. Appl. author: Young & Rubicam, inc. © 10Jul52; KK81230.
- Now, Birds Eye dinner-in-a-bag. (Frozen foods) Adv. from Boston herald-traveler, Sept. 11, 1952, p. 27. Appl. author: Young & Rubicam, inc. © 11Sep52; KK81208.
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- Now's the time for Ann Pillsbury's new holiday parfait pies, made with Jell-O. Adv. from Farm journal, Dec. 1952, p. 78-79. Appl. author: Young and Rubicam, inc. © 17Nov52; KK83607.
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- There's something special about a Birds Eye chicken dinner. Form 5560. [Chicken dinner kids] 24-sheet poster. © 15Apr53; KK86841.
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- Larrometer feed calculator. Larro feeds. Card. © 30Dec52; KK83708.
- New, sugared, ready-to-eat. Sugar Jets, the wonderful new sugared cereal. Net wt. 10 oz. Label. © 11Mar53; KK86504.
- GENERAL NUTS, INC. ©.
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- GENTILE, VINCENT.
- The flow tube. KK85435. SEE Foster Engineering Company.
- GEO. BROTHERS ©.
- For a proud future in any weather ... Famous GB Lin-Speed, the real oil finish. Label. © 16Mar53; KK84807.
- GEORGIA PACIFIC COMPANY ©.
- Exciting WedgeWood richly textured wood wall paneling. (Textured plywood) Pamphlet. © 9Feb53; KK82614.
- GERARDEN, KARL E.
- We recommend packaged Eagle Claw fish hooks. KK85515. SEE Wright and McGill Company.
- GERBER (JOSEPH R.) COMPANY.
- Expandable Malarkey house. KK81554. SEE M and M Wood Working Company.

GERDTS (H. J.) COMPANY, INC.
Here's the whole wonderful story of
the insured-savers plan. KK81553.
SEE Bronx Savings Bank.

GERSTLE, HARRY.
It's Seweasy to make a skirt.
KK86343. SEE Novella.

GERTH-PACIFIC ADVERTISING AGENCY.
Hillsdale, hub of the peninsula,
San Mateo, California. KK81565.
SEE Bohannon (David D.) Organiza-
tion.

Mayfair Heights. KK81863. SEE
Bohannon (David D.) Organization.

This seal of protection in garage
or closet assures greater value
for your home. KK82731. SEE
Rickman-Lee Company.

GERWIN INDUSTRIES, INC. ©.
Super Thermo-Base, commercial and
industrial heating and air condi-
tioning applications. Sheet.
Appl. author: Louisa C. Cotta.
© 7Apr53; KK85240.

GETTELMAN (A.) BREWING COMPANY ©.
Congratulations. Jack Fisco, first
winner of a 300 game prize in the
exciting Gettelman bowling con-
test. (Beer) Adv. from Milwaukee
journal, Jan. 21, 1953, p. 32.
Appl. author: Hoffman & York,
inc. © 21Jan53; KK81817.

Make these splits. Gettelman bowling
contest. Win a case of Gettelman
beer. Streamer. Appl. author:
Hoffman & York, inc. © 8Jan53;
KK81357.

Now you can make your splits pay
off. Nothing to buy, win a case
of Gettelman beer. Adv. from
Milwaukee journal, Jan. 8, 1953,
p. 7. Appl. author: Hoffman &
York, inc. © 8Jan53; KK81358.

Win a case of Gettelman beer ...
or a case a week ... in the excit-
ing Gettelman bowling contest.
Adv. from Milwaukee journal and
Milwaukee sentinel, Jan. 13, 1953,
p. 3, section 2. Appl. author:
Hoffman & York, inc. © 13Jan53;
KK81347.

Wow. Another 300 game winner in the
Gettelman bowling contest. Joseph
L. Hastings ... (Beer) Adv.
from Milwaukee journal, Jan. 28,
1953, p. 5. Appl. author: Hoff-
man & York, inc. © 28Jan53;
KK81818.

GEYER ADVERTISING, INC.
And many drops to drink. KK83129.
SEE Continental Oil Company.

Eavesdrop at the heart of a man and
you'll hear his pulse beat Zip-po.
KK83965. SEE Zippo Manufacturing
Company.

Get ready for winter now with
Conoco's great Eskimo special.
SEE Continental Oil Company.

Give the ones you love the world's
best-loved lighter. KK83125.
SEE Zippo Manufacturing Company.

Happy landing, country style.
KK83127. SEE Continental Oil
Company.

He's tough but oh so tender.
KK83126. SEE Continental Oil
Company.

I got Conoco's new 1-2-3, 50,000
miles no wear service. SEE Con-
tinental Oil Company.

Sea-going truck. KK83128. SEE
Continental Oil Company.

Snow train. KK83130. SEE
Continental Oil Company.

Team up with the Conoco man for
bigger business with the Conoco
profit package. SEE Continental
Oil Company.

Then I got Conoco's new 1-2-3,
50,000 miles no wear service.
SEE Continental Oil Company.

Why zip, zip, zip when one zip does
it. KK83124. SEE Zippo Manufac-
turing Company.

GHIRARDELLI (D.) COMPANY ©.
E-Z instant sweet cocoa drink with
non-fat milk solids. Net weight
1/2 lb. Label. © 1Dec52; KK80885.

GIANNINOTO, FRANK.
Folger's instant coffee. KK86877.
SEE Folger (J. A.) and Company.

GIATTI, VALENTINO.
Martini brand Maniconi. KK84569.
SEE De Martini Macaroni Company,
inc.
Quality product. KK84536. SEE
De Martini Macaroni Company, inc.

GIBBONS, PEARL ANNA, d.b.a. E-MOLLI-0
PRODUCTS. SEE E-Molli-0 Products.

GIBBONS-O'NEILL, INC.
And the lambs were there, Ophelia.
KK80799. SEE St. Marys Woolen
Manufacturing Company.

Someday Ophelia, you'll go walking
in the meadow, too. KK84292.
SEE St. Marys Woolen Manufacturing
Company.

GIBRALTAR CORRUGATED PAPER COMPANY,
INC. ©.
Rockcor cylinder-formed corrugating
medium. Gibraltar Rockcor corru-
gating medium for strength.
(Medium for corrugating paper
sheets) Label. © 20Aug52;
KK82333.

GIBSON REFRIGERATOR COMPANY ©.
It's really worth your while to see
the new Gibson with exclusive
swing-out servers. (Refrigerator)
Adv. from Life, May 11, 1953,
p. 94. Appl. author: Henri,
Hurst & McDonald, inc. © 8May53;
KK85913.

See the new Gibson. The only range
with ups-a-daisy deep-well cooker,
plus 2 do-all ovens. Adv. from
Better homes & gardens, May 1953,
p. 130. Appl. author: Henri,
Hurst & McDonald, inc. © 24Apr53;
KK86225.

See the new Gibson. The only range
with ups-a-daisy deep-well cooker,
plus 2 do-all ovens. (Range)
Adv. from Life, Feb. 23, 1953,
p. 11. Appl. authors: Henri,
Hurst & McDonald, inc. © 20Feb53;
KK82785.

See the new Gibson, the only up-
right food freezer with tilt-
out-bin and stay-packt shelves.
Adv. from Life, Apr. 13, 1953,
p. 180. Appl. author: Henri,
Hurst & McDonald, inc. © 10Apr53;
KK85912.

See the new Gibson, the only up-
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out-bin and stay-packt shelves.
(Food freezer and refrigerator)
Adv. from McCall's, June 1953,
p. 93. Appl. author: Henri,
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© 22May53; KK86151.

See the new Gibson with exclusive
new swing-out servers, plus auto-
matic defrosting. Adv. from
Good housekeeping, Feb. 1953, p.
154. Appl. author: Henri, Hurst
& McDonald, inc. © 20Jan53;
KK86150.

See the new Gibson with exclusive
new swing-out servers, plus
automatic defrosting. (Electric
refrigerator) Adv. from McCall's,
Apr. 1953, p. 23. Appl. author:
Henri, Hurst & McDonald, inc.
© 20Mar53; KK86049.

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refrigerators) Adv. from Life,
June 15, 1953, p. 79. Appl.
author: Henri, Hurst & McDonald,
inc. © 12Jun53; KK86737.

GISSOW, ADIE E., KENNETH J. WAHLBRINK,
AND RENE H. BURGENDORFER, d.b.a. KRAEG
GAMES. SEE Kraeg Games.

GILLETTE COMPANY.
Cavalcade of Sports. Eddie
Arcaro. Gillette super-speed
razor and Blue Blade dispenser
... Adv. from the Detroit
free press, Mar. 1, 1953.
Appl. author: Maxon, inc.
© The Gillette Co.; 1Mar53;
KK84184.

Cavalcade of Sports. Eddie Arcaro.
Gillette super-speed razor and Blue
Blade dispenser ... Adv. from
Wichita daily times, Mar. 5, 1953,
p. 14. Appl. author: Maxon, inc.
© Gillette Safety Razor Co.;
5Mar53; KK84174.

Cavalcade of Sports. Jim Hegan.
Gillette super-speed razor and
Blue Blade dispenser ... Adv.
from the Abilene reporter-news,
Feb. 5, 1953, p. 2. Appl.
author: Maxon, inc. © Gillette
Safety Razor Co.; 5Feb53;
KK84178.

Cavalcade of Sports. Johnny Longden.
Gillette super-speed razor and Blue
Blade dispenser ... Adv. from the
Abilene reporter-news, Feb. 19,
1953, p. 5. Appl. author: Maxon,
inc. © Gillette Safety Razor Co.;
19Feb53; KK84176.

Cavalcade of Sports. Johnny Longden.
Gillette super-speed razor and Blue
Blades dispenser ... Adv. from the
Detroit news, Jan. 4, 1953, comic
section. Appl. author: Maxon, inc.
© The Gillette Co.; 4Jan53;
KK81601.

Cavalcade of sports: Lloyd Mangrum.
Gillette Super-Speed razor. Gil-
lette Blue Blades. Adv. from the
Detroit news, May 10, 1953.
Appl. author: Maxon, inc. © The
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Cavalcade of Sports. Paul Richards.
Gillette super-speed razor and
Blue Blade dispenser ... Adv.
from Wichita daily times, Jan.
29, 1953, p. 12. Appl. author:
Maxon, inc. © Gillette Safety
Razor Co.; 29Jan53; KK84173.

Cavalcade of Sports. Ralph Kiner.
Gillette super-speed razor and
Blue Blade dispenser ... Adv.
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San Angelo, Tex., Jan. 22, 1953,
p. 3. Appl. author: Maxon, inc.
© Gillette Safety Razor Co.;
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Cavalcade of Sports. Tom Fears.
Gillette super-speed razor
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Adv. from 7th annual Armed
Forces benefit game, Sept.
14, 1952. Appl. author:
Maxon, inc. © Gillette Safety
Razor Co.; 14Sep52; KK82970.

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Gillette super-speed razor and
Blue Blade dispenser ... Adv.
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Feb. 12, 1953, p. 5. Appl.
author: Maxon, inc. © Gillette
Safety Razor Co.; 12Feb53;
KK84177.

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Gillette super-speed razor
and Blue Blades dispenser ...
Adv. from the Detroit news,

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- Sure to please, sure to sell Gillette gifts for men beautifully packaged, attractively priced. (Razor & blades) Adv. from McKesson profitunities, Oct. 1952, p. 48. Appl. author: Maxon, inc. © Gillette Safety Razor Co.; 10Oct52; KK81594.
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- Tune in Gillette's Cavalcade of Sports broadcast. Vince Martinez vs. Don Williams. Gillette Blue Blades. Adv. from the Sporting news, Dec. 24, 1952, p. 29. Appl. author: Maxon, inc. © The Gillette Co.; 19Dec52; KK81598.
- Tune in Gillette's cavalcade of sports broadcast. Willie Pep vs. Pat Marcune. Gillette Blue Blades. Adv. from the Sporting news, June 3, 1953, p. 36. Appl. author: Maxon, inc. © The Gillette Co.; 29May53; KK86636.
- Tune in Gillette's Cavalcade of Sports broadcast. Willie Troy vs. Randy Sandy. Gillette Blue Blades. Adv. from the Sporting news, Apr. 8, 1953, p. 36. Appl. author: Maxon, inc. © The Gillette Co.; 3Apr53 (in notice: 1952); KK84183.
- GILLETTE COMPANY. TONI 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); KK82332.
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. KK83674. SEE Hercules Powder Company.
- GINTER, JAMES LYELL, d.b.a. TROUT INDUSTRIES. SEE Trout Industries.
- GIONI, PAUL.
It's here, the finest premium quality beer. KK84863. SEE Falstaff Brewing Corporation.
Tomorrow, March 9, 1953, famous Falstaff beer comes to California. KK83384. SEE Falstaff Brewing Corporation.

GIRARD'S, INC. ©.

Mild cream style french dressing.
Net contents 6 fl. oz. Label.
Appl. author: Rufus Rhoades.
© 15Dec52; KK86417.

Original old-time San Francisco
french dressing. Net contents
6 fl. oz. Label. Appl. au-
thor: Rufus Rhoades. © 15Dec52;
KK86415.

Valley of the Moon, dry wine vinegar
french dressing. Net contents
6 fl. oz. Label. Appl. author:
Rufus Rhoades. © 15Dec52; KK86416.

GITS MOLDING CORPORATION ©.

Gitware deluxe therma-glass set.
Deluxe no. 1244. (Plastic dual-
wall containers) Adv. from House-
wares review, June 1952, p. 35.
© 5Jun52; KK85290.

Gitware matched accessories. Spicy
new items ... (Salt, pepper &
spice sets) Adv. from Plastics &
merchandising, Mar. 1952, p. 3.
© 1Mar52; KK83255.

Gitware TV snack set, no. 91256.
New soft colors, modern design for
refreshment time. (Plastic cups &
dishes) Adv. from Housewares
review, Sept. 1952, p. 104.
© 1Sep52; KK83254.

GITTINS, BERT S.

A new way to better living, from a
leading American manufacturer.
KK81316. SEE Manitowoc Equipment
Works, inc.

GLADDING, MCBEAN AND COMPANY ©.

Facebrick is all these things.
ATA 3-F-1. Pamphlet. © 15Apr53;
KK85749.

Top architects agree, let's face
it with C.V. Ceramic Veneer.
(Facing) Sheet. © 6May53;
KK86197.

GLADEN, CARL F. SEE Gladen Enter-
prises, inc.

GLADEN ENTERPRISES, INC. ©.

It whirls. It flashes. The new
bicycle safety Whirl-Flector.
Label. Appl. author: Carl F.
Gladen. © 23Jan53 (in notice:
1952); KK81857.

GLASPEY, JOHN LESLIE.

Flower spray chart. KK86782. SEE
Douglas (G. S.) Company.

GLATT, HERBERT, d.b.a. MAGLA PRODUCTS.
SEE Magla Products.

GLENMORE 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. 3, 1952, p. 53.
Appl. author: D'Arcy Advertising
Co. © The Glenmore Distilleries
Co., inc.; 31Oct52; KK80764.

This year give a bottle of Kentucky
Tavern [whiskey] in this cheery,
useful snow man package. Adv.
from Life, Dec. 15, 1952, p. 104.
Appl. author: D'Arcy Advertising
Co. © The Glenmore Distilleries
Co., inc.; 12Dec52; KK80765.

GLIDDEN COMPANY.

Buy your paint now and save. Glidden
2nd annual paint festival. Spred
Gloss, Spred Satin. Adv. from
Life, Apr. 13, 1953, p. 7. Appl.
author: Meldrum and Fawsmith, inc.
© The Glidden Co.; 10Apr53;
KK85036.

Glidden industrial review. Vol. 3,
no. 1. 8 p. Appl. author: The
Lee Donnelley Co. © The Glidden
Co.; 28Feb53; KK84272.

Here it is. The most exciting news
since Spred Satin. New 100 %
latex base, rich luster enamel
Spred Gloss. Glidden, pacemaker in
paints. [Double page] Adv. from
the Saturday evening post, Mar. 7,
1953, p. 14-15. Appl. author:
Meldrum and Fawsmith, inc. © The
Glidden Co.; 4Mar53; KK84190.

Here it is. The most exciting paint
news since Spred Satin. New 100 %
latex base enamel Spred Gloss.
Glidden, pacemaker in paints.
[Single page] Adv. from the Pro-
gressive farmer, Apr. 1953, p. 166.
Appl. author: Meldrum and Fawsmith,
inc. © The Glidden Company;
15Mar53; KK84189.

New one-coat white house paint. Saves
1/2 the time, nearly 1/2 the cost,
stays white longer. Glidden, pace-
maker in paints. Adv. from the
Saturday evening post, May 16, 1953,
p. 14-15. Appl. author: Meldrum &
Fawsmith, inc. © The Glidden Co.;
13May53; KK85978.

A new wonder enamel for western
homes. Here it is, the most ex-
citing paint news since Spred
Satin. New 100 o/o latex base
enamel Spred Gloss. Glidden,
pacemaker in paints. Adv.
from Los Angeles times, Mar.
15, 1953. Appl. author: Meld-
rum and Fawsmith, inc. © The
Glidden Co.; 15Mar53; KK84577.

No fumes. No wait for drying. Win-
ter is the ideal time to paint
with Spred Satin. Glidden, pace-
maker in paints. Adv. from
Better homes & gardens, Feb.
1953, p. 36. Appl. author:
Meldrum and Fawsmith, inc. © The
Glidden Co.; 23Jan53; KK84188.

So beautiful, so washable, so easy
to apply. That's why millions
insist on Spred Satin. Glidden,
pacemaker in paints. Adv. from
the Progressive farmer, May 1953,
p. 49. Appl. author: Meldrum
and Fawsmith, inc. © The Glidden
Co.; 15Apr53; KK85037.

GOCHENOUR, CARL I.

Fluorolube GR greases. KK81711.
SEE Hooker Electrochemical Com-
pany.

GODEJAHN, GORDON C.

New Cenco Supervac OD-25 oil diffu-
sion pump. KK84336. SEE Central
Scientific Company.

GOFORTH, HOWARD I.

Reach for me. SEE Coble Dairy Prod-
ucts, inc.

GONNELLA BAKING COMPANY ©.

Gonnella French bread crumbs. Made
from French bread. Net wt. 10 oz.
avd. Label. Appl. author:
Rossotti Lithograph Corp.
© 22Jan53; KK83503.

GOODALL FABRICS, INC. ©.

Cork, Goodall's new plastic, choice
of Lloyd's for dinettes featured at
the market. (Upholstery fabric)
Adv. from Retailing daily, Dec. 11,
1952, p. 13. Appl. author: Ruth-
rauff & Ryan, inc. © 11Dec52;
KK80767.

The finest name in fabrics for over
80 years, Goodall fabrics. Adv.
from Fairchild's fabrics directory,
Spring, 1953, p. 27. Appl. author:
Ruthrauff & Ryan, inc. © 1Jan53;
KK82493.

Goodall fabrics contribute to the
luxury and modern efficiency of
the Burlington's new Kansas City
Zephyrs and American Royal Zeph-
yrs. (Upholstery and drapery

fabrics) Adv. from Railway age,
Feb. 9, 1953, p. 14. Appl. au-
thor: Ruthrauff & Ryan, inc.
© 9Feb53; KK82907.

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; KK86907.

Goodall fabrics help Le Bonheur Child-
ren's Hospital achieve its look of
luxury with economy. (Drapery
fabrics) Adv. from the Modern hos-
pital, Dec. 1952, p. 141. Appl.
author: Ruthrauff & Ryan, inc.
© 1Dec52; KK80768.

Goodall fabrics introduces a mag-
nificent new line of zibelines.
Blended-to-perform with Goodall's
85 years of exclusive skill.
(Fabrics) Adv. from Women's wear
daily, Feb. 24, 1953, p. 7. Appl.
author: Ruthrauff & Ryan, inc.
© 24Feb53; KK82609.

Goodall fabrics introduces a new
sales era for furniture manufac-
turers with the first all-nylon
frieze Nyloop. Adv. from Retail-
ing daily, Dec. 16, 1952, p. 15.
Appl. author: Ruthrauff & Ryan,
inc. © 16Dec52; KK80894.

Goodall fabrics invites 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
and Ryan, inc. © 5May53; KK85323.

Goodall fabrics meet architects'
specifications in Le Bonheur Child-
ren's Hospital. (Drapery fabric)
Adv. from Architectural record,
Dec. 1952, p. 240. Appl. author:
Ruthrauff & Ryan, inc. © 1Dec52;
KK80769.

Goodall fabrics meet every decorating
need in greater Pittsburgh airport.
(Drapery fabrics) Adv. from Archi-
tectural record, Feb. 1953, p. 86.
Appl. author: Ruthrauff & Ryan, inc.
© 1Feb53; KK82608.

Goodall fabrics, originator of fab-
ric fashions for over 85 years
brings you new coatings ... Zibe-
lines. Adv. from Women's wear
daily, May 19, 1953, p. 36. Appl.
author: Ruthrauff & Ryan, inc.
© 19May53; KK85495.

Goodall fabrics, pace setter of fab-
ric fashions for over 85 years,
creates coatings of the rarest lux-
ury fibers ... Shaglux. Adv. from
Women's wear daily, May 12, 1953,
p. 18. Appl. author: Ruthrauff and
Ryan, inc. © 12May53; KK85322.

Goodall's new plastic pattern,
Geometric. Look for this Goodall
plastic open line print at the
markets. (Upholstery fabrics)
Adv. from Retailing daily, Dec.
29, 1952, p. 21. Appl. author:
Ruthrauff & Ryan, inc. © 29Dec52;
KK82389.

Harden chooses Goodall fabrics to
help sell more chairs and sofas.
Adv. from Retailing daily, Apr.
1, 1953, p. 15. Appl. author:
Ruthrauff and Ryan, inc.
© 1Apr53; KK84306.

Named for its affinity for French
provincial. Goodall's Nice.
(Drapery fabrics) Adv. from In-
teriors, Jan. 1953, p. 48. Appl.
author: Ruthrauff & Ryan, inc.
© 1Jan53; KK82494.

New coordinated beauty in chrome
sets by Douglas, plastic uphol-
stery by Goodall. Table top and
Goodallite upholstery identically

- matched ... Adv. from Chicago Tribune, May 3, 1953, p. 16. Appl. author: Ruthrauff and Ryan, inc. © 3May53; KK85145.
- The new Los Angeles Statler. Draperies of Goodall fabric help to create an atmosphere of home-like charm in this typical Statler guest suite. Adv. from the Hotel monthly, Jan. 1953, p. 14. Appl. author: Ruthrauff & Ryan, inc. © 1Jan53; KK82492.
- Newly redecorated Titchfield Hotel in Jamaica, British West Indies, uses luxurious Goodall fabrics. (Drapery fabrics) Adv. from Hotel monthly, Feb. 1953, p. 24. Appl. author: Ruthrauff & Ryan, inc. © 1Feb53; KK82607.
- Norwalk chooses Goodall fabrics to help sell more half-sofas. Adv. from Retailing daily, Apr. 29, 1953, p. 17. Appl. author: Ruthrauff and Ryan, inc. © 29Apr53; KK85144.
- Only Goodall plastics bring furniture manufacturers and retailers this new sales and color magic. (Upholstery fabrics) Adv. from Furniture south, Jan. 1953, p. 87-90. Appl. author: Ruthrauff & Ryan, inc. © 1Jan53; KK82606.
- Only Goodall plastics bring furniture manufacturers and retailers this new sales and color magic. (Upholstery fabrics) Adv. from Retailing daily, Dec. 22, 1952. Appl. author: Ruthrauff & Ryan, inc. © 22Dec52; KK82390.
- See these Goodall plastics on dinette furniture by leading manufacturers at the market. Cork on Lloyd dinettes ... Adv. from Retailing daily, Jan. 25, 1953, p. 25. Appl. author: Ruthrauff & Ryan, inc. © 5Jan53; KK81632.
- Simmons chooses Goodall fabrica to help sell more Hide-A-Beds. (Furniture fabrics) Adv. from Retailing daily, Mar. 4, 1953, p. 12. Appl. author: Ruthrauff and Ryan, inc. © 4Mar53; KK83212.
- So exquisite, so exclusively Goodall. Only beautiful Goodall fabrics give your home this look of lasting, youthful loveliness. (Drapery and furniture fabrica) Adv. from House & garden, Apr. 1953, p. 56. Appl. author: Ruthrauff & Ryan, inc. © 1Apr53; KK83511.
- TWA selects Goodall fabrics for new super constellations, the Ambassadors. Adv. from American aviation, May 11, 1953, p. 31. Appl. author: Ruthrauff & Ryan, inc. © 11May53; KK85446.
- Why Massachusetts Mutual redeco- rated with Goodall casement curtains. Adv. from Architectural record, Jan. 1, 1953, p. 56. Appl. author: Ruthrauff & Ryan, inc. © 1Jan53; KK86108.
- Windblown, new Goodall inspiration for ethereal draperies. Adv. from Interiors, Feb. 1953, p. 24. Appl. author: Ruthrauff & Ryan, inc. © 1Feb53; KK82784.
- You know zibelines are the biggest seller of the season. Don't miss the most magnificent line of all blended-to-perform Goodall fabrics. Adv. from Women's wear daily, May 26, 1953, p. 18. Appl. author: Ruthrauff & Ryan, inc. © 26May53; KK85892.
- You'll increase sales with Goodall Seamloc. (Carpets) Adv. from Rug profits, Mar. 1953, p. 79. Appl. author: Ruthrauff & Ryan, inc. © 1Mar53; KK85447.
- GOODMAN (H.) AND SONS, INC. ©.
Goody color chart. Barrettes with stay tight clasp, holds hair securely. (Barrettes and combs) Card. Appl. author: Ole M. Markuson. © 15Jan53; KK84978.
- Goody floral bouquet. Evergrip barrettes, guaranteed to hold even the finest hair. (Barrettes and combs) Card. Appl. author: Ole M. Markuson. © 26Mar53; KK84979.
- Goody matching barrette sets for my mommy and me. Holds hair securely. Item no. 5988. Economy package, 59¢ per card 12. (Barrettes, curlers, and combs) Card. Appl. author: Ole M. Markuson. © 5Jan53; KK81907.
- GOODMAN, L. F. ©.
Confidential money request. Postal Finance Company. Loans by mail to teachers and other school employees. Sheet. © 23Mar53; KK84049.
- Facts you should know to get money by mail. Postal Finance Company. (Loans by mail) Sheet. © 26Jan53; KK81845.
- Postal Finance Company. Just think what you can do with a lot of cash. Dear friend ... (Loans by mail) 2 sheets. © 10Feb53; KK82243.
- Postal Finance Company. You can obtain a teachers' vacation loan up to \$300 now. Sheet. © 23Mar53; KK84050.
- GOODMAN, WILLIAM LEE, JR.
Big advance in bread baking. KK86377. SEE Holsum Unified Bakers.
- The bread with extra value. KK86393. SEE Holsum Unified Bakers.
- Increased nutrition. KK86403. SEE Holsum Unified Bakers.
- Something extra special in bread. KK86061. SEE Long (W. E.) Company.
- Women have waited for bread like this. KK86062. SEE Long (W. E.) Company.
- GOODRICH (B. F.) COMPANY.
B. F. Goodrich Safetyliner tubeless tire. Folder. © The B. F. Goodrich Co.; 2Mar53; KK86101.
- GOOLD AND TIERNEY, INC.
A bed warmer used to be a welcome gift. KK84187. SEE Landers, Frary and Clark.
- It's Universal for smart giving and better living. KK84105. SEE Landers, Frary and Clark.
- GORDON, MELVIN 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 MELVIN J. GORDON, forming the co-partnership MANCHESTER HOSIERY MILLS. SEE Manchester Hosiery Mills.
- GORELIK, JOSEPH, d.b.a. DU-PRO COMPANY. SEE Du-Pro Company.
- GORHAM COMPANY.
The gift that begins a lovely family tradition. Wonderful idea for today's weddings and anniversaries, too ... Gorham sterling. Adv. from the New Yorker magazine, May 16, 1953, p. 20. Appl. author: Mrs. C. Le Vathes. © The Gorham Co.; 14May53; KK86430.
- Gifts the bride can really use. From \$4.00 to \$25.00 and all Gorham sterling. (Silverware) Adv. from House beautiful, May 1953, p. 48. Appl. author: Mrs. C. Le Vathes. © The Gorham Co.; 17Apr53; KK85611.
- Grand-gesture gift for bridea. Thread of gold. Gorham's custom-crafted place-settings and serving pieces in solid silver, with 18-karat gold. Adv. from House & garden, Apr. 1953, p. 162. Appl. author: Mrs. C. Le Vathes. © The Gorham Co.; 18Mar53; KK84035.
- Happy the bride who plans ahead with Gorham sterling. (Silverware) Adv. from McCall's, Apr. 1953, p. 7. Appl. author: Mrs. C. Le Vathes. © The Gorham Co.; 20Mar53; KK83814.
- Ideas for your hope chest begin with Gorham sterling. (Silverware) Adv. from Seventeen, Apr. 1953, p. 2 of cover. Appl. author: Mrs. C. Le Vathes. © The Gorham Co.; 1Apr53; KK83815.
- Important announcement. Once again you can add to your treasured family sterling flatware. Gorham sterling special order service. Adv. from Ladies' home journal, Jan. 1953, p. 22. Appl. author: Mrs. C. Le Vathes. © The Gorham Co.; 31Dec52 (in notice: 1953); KK82363.
- Introducing Gorham's newest sterling pattern, Décor. (Silverware) Adv. from Mademoiselle, May 1953, p. 2 of cover. Appl. author: Mrs. C. Le Vathes. © The Gorham Co.; 29Apr53; KK85613.
- Spring flowers bring romantic hours and plans for Gorham sterling. Pick your pattern now and let the news get around for gift occasions to come. (Silver) Adv. from Seventeen, Feb. 1953, p. 9. Appl. author: C. LeVathes. © The Gorham Co.; 1Feb53; KK83273.
- Start your dream home now, with Gorham sterling. Adv. from Glamour magazine, Feb. 1953, p. 2 of cover. Appl. author: Mrs. C. LeVathes. © The Gorham Co.; 22Jan53; KK82497.
- GORR (CARL) PRINTING COMPANY.
The perfect picnic spot is anywhere you make it with table for two. SEE Plaut and Lederman.
- GOTHAM ADVERTISING COMPANY.
The American Saga series. KK84313. SEE Bond Wheelwright Company.
- Juilliard. KK82008. SEE Juilliard (A. D.) and Company, inc.
- Juilliard woolens. SEE Juilliard (A. D.) and Company, inc.
- The thrilling 1953 Sailfish. KK81136. SEE Alcott, inc.
- GOTHAM HOSIERY COMPANY, INC. ©.
Only the finest stockings in the world have the gold stripe. Gotham Gold Stripe. Adv. from Hosiery Merchandising. © 15Jan53; KK81461.
- GOTTESMAN, GEORGE.
New, pleasantly scented Sulfur-8 hair and scalp conditioner, rich in lanolin. KK81042. SEE Sulfur-8 Chemical Company, inc.
- Sulfur-8 hair and scalp conditioner shampoo. KK81041. SEE Sulfur-8 Chemical Company, inc.
- GOULD, JOHN.
Speeding aircraft production. KK80747. SEE General Electric Company.
- GOULD-NATIONAL BATTERIES, INC. ©.
For those who enjoy cheese. Gould cheese bar. Favorite recipes. Folder. Appl. author: Hutchins Advertising Co., inc. © 1Mar53; KK86571.
- Gould advertising reaches more than 2,000,000 readers every month.

GOULD NATIONAL BATTERIES, INC. ©
Cont'd.

- (Industrial batteries) Folder. Appl. author: Frank M. Hutchins. © 3Mar53; KK82783.
- Gould nuggets of 1953, to be held at the Hotel Lafayette, Buffalo, New York, Monday, January 12, 1953. (Batteries) Folder. © 29Dec52; KK80817.
- Initial charge and installation instructions for lead-calcium batteries, shipped dry, uncharged... 6 p. Appl. author: Hutchins Advertising Co., inc. © 1May53; KK86573.
- Installation and operating instructions for lead-calcium batteries in Signal Corps telephone service. 4 p. Appl. author: Hutchins Advertising Co., inc. © 10May53; KK86574.
- Instrucciones generales para la conservacion y la operacion de los acumuladores Gould, de caucho. (Industrial batteries) Sheet. Appl. author: Hutchins Advertising Co., inc. © 1Apr53; KK86572.
- January... Start the New Year right. Get all the benefits of Gould battery service. In case you industrial battery users don't know, our service facilities... Blotter. Appl. author: Frank M. Hutchins. © 28Jan53; KK81961.
- Let us help your batteries live a long useful life. (Industrial batteries) Blotter. Appl. author: Frank M. Hutchins. © 14Apr53; KK84286.
- GOULDING, ALFRED T.
Modern fastening methods. KK83218. SEE Ramset Fasteners, inc.
- GOURFAIN, A. S., JR.
For television enjoyment, the picture tells the story. SEE Motorola, inc.
- GOWLAND, DOUGLAS KELVIN, AND JOHN PINKNEY GOWLAND, a co-partnership of GOWLAND AND GOWLAND. SEE Gowland and Gowland.
- GOWLAND, JOHN PINKNEY, AND DOUGLAS KELVIN GOWLAND, a co-partnership of GOWLAND AND GOWLAND. SEE Gowland and Gowland.
- GOWLAND AND GOWLAND.
America's maritime history in miniature. Shipyard. Ships in bottles. Label. © Gowland & Gowland, a co-partnership of John Pinkney Gowland and Douglas Kelvin Gowland; 15Aug52; KK80876.
- GRABER (C. C.) COMPANY ©.
Graber tree-ripened California olives. Net contents 1-lb. drained weight. Label. Appl. author: Robert Dixon Graber. © 17Dec52; KK84053.
- GRABER, ROBERT DIXON.
Graber tree-ripened California olives. KK84053. SEE Graber (C. C.) Company.
- GRABOW, EDWARD J.
Announcing the sensational new Toastmaster super de luxe toaster. KK83840. SEE McGraw Electric Company. Toastmaster Products Division.
- Fits where you want it, to speed counter service. KK83841. SEE McGraw Electric Company. Toastmaster Products Division.
- Hot food's ready any time. SEE McGraw Electric Company. Toastmaster Products Division.
- Introducing the most distinctly different toaster in the world, the

- sensational new Toastmaster super de luxe toaster. KK82952. SEE McGraw Electric Company. Toastmaster Products Division.
- Plenty of toasting capacity, and every slice perfect. KK83845. SEE McGraw Electric Company. Toastmaster Products Division.
- Profitable way to speed counter service. KK82961. SEE McGraw Electric Company. Toastmaster Products Division.
- Speed -- 250 slices per hour. SEE McGraw Electric Company. Toastmaster Products Division.
- Strong leadership guides these sales-winners... SEE McGraw Electric Company. Toastmaster Products Division.
- Toast merchandiser that builds counter traffic. KK82960. SEE McGraw Electric Company. Toastmaster Products Division.
- Toastmaster bun toasters help glorify Wimpy... KK83844. SEE McGraw Electric Company. Toastmaster Products Division.
- Toastmaster roll and food warmers speed hot food from kitchen to patient. KK83846. SEE McGraw Electric Company. Toastmaster Products Division.
- Toastmaster toasters help Percy Brown's maintain foods of distinction. SEE McGraw Electric Company. Toastmaster Products Division.

GRACE-O-LEIGH COMPANY ©.

- Miss America sews; street dress without any help from mommy; ages 7 to 11. (Sewing kit) Label. © 29Nov52; KK80921.

GRAHAM, WALTER M., d.b.a. GRAHAM PROCESS DISPLAYS. SEE Graham Process Displays.

GRAHAM PROCESS DISPLAYS.

- Love that Butter Krust bread. Poster. © Walter M. Graham, d.b.a. Graham Process Displays; 2Feb53 (in notice: 1952); KK83478.
- Resolved for '53. Fresh Richter's Butter Krust, the flavor-rite loaf enriched. (Bread) Poster. © Walter M. Graham, d.b.a. Graham Process Displays; 2Jan53 (in notice: 1952); KK83426.

GRANAT BROTHERS ©.

- Choose from one of America's largest selections. Diamond-set Hamiltons and Elgins. (Diamond watches) Adv. from San Francisco examiner, Dec. 14, 1952, p. 3. © 14Dec52; KK80745.
- Coronation, newest Wed-Lok diamond ring ensemble. Adv. from San Francisco examiner, Dec. 28, 1952, p. 3. © 28Dec52; KK80818.
- 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. © 22Feb53; KK82719.
- Lily of the Valley diamond Wed-Lok rings with matching Lady Elgin diamond watches. Adv. from San Francisco examiner, Feb. 8, 1953, p. 3. © 8Feb53; KK82261.
- Modern classics in diamonds... Adoration... An exclusive Granat ring set with a perfect diamond. Adv. from San Francisco examiner, Feb. 15, 1953, p. 3. © 15Feb53; KK82473.
- The official inaugural medal. The first inaugural medal, in gold, will be presented to President-elect Dwight D. Eisenhower. Adv.

from San Francisco examiner, Jan. 18, 1953, p. 3. © 18Jan53; KK81942.

- Read this dramatic story of diamond security. Science shows why Tempered gold and platinum safeguard your diamonds. Adv. from San Francisco examiner, Feb. 1, 1953, p. 3. © 1Feb53; KK81995.
- Wed-Lok diamond rings look better, wear better, feel better. Adv. from San Francisco examiner, Jan. 11, 1953, p. 3. © 11Jan53; KK81445.
- 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; KK81737.

GRANT, STUART.

- Fyre-Freez carbon dioxide portable fire extinguishers. KK81846. SEE Kidde (Walter) and Company, inc.
- Portable equipment. SEE Kidde (Walter) and Company, inc.
- Stop those gin fires. KK81847. SEE Kidde (Walter) and Company, inc.
- GRANT ADVERTISING, INC.
Alphabet fun from Chrysler Airtemp. KK84431. SEE Chrysler Corporation. Airtemp Division.
- Be sure of serving the finest. KK86890. SEE Cudahy Packing Company.
- Commercial export purchasing service. KK85351. SEE Miami Shippers, inc.
- Delicious mountain grown Folger's coffee, and prize butterscotch pie. KK83547. SEE Folger (J. A.) and Company.

GRASS, ALBERT M. SEE Grass Instrument Company.

GRASS INSTRUMENT COMPANY ©.

- Model P4 pre-amplifier. (Electro medical instrument) Sheet. Appl. author: Albert M. Grass. © 23Mar53; KK83863.
- Specifications for Grass Stimulus Isolation Unit model SIU-4. (Electro medical instrument) Sheet. Appl. author: Albert M. Grass. © 2Jan53; KK83758.

GRATTAN (D. M.) COMPANY. SEE Grattan, Della M.

- GRATTAN, DELLA M.
Registered glove service. Registered glove service is an original plan... to be offered to a manufacturer or manufacturers of men's or women's gloves as a merchandising, advertising and promotional adjunct... Sheet. © Della M. Grattan & John D. Hallaren (in notice: D. M. Grattan Co.); 15Jun51; KK82540.

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 the cake to make the party. Label. © Joseph A. Gratzel & Stephen Gratzel, d.b.a. Gratzel's Bakery; 15May52; KK85282.

GREAT LAKES PRODUCTS, INC. ©.
Every fisherman can be an expert. New Great Lakes Whirlaway reel. 23 p. Appl. author: Advisors, inc. © 28Oct52; KK81282.

GREEN GIANT COMPANY ©.

Art Linkletter goes corn wild. Niblets sweet corn. Adv. from Life, Nov. 10, 1952, p. 162. Appl. author: Leo Burnett Co., inc. © 7Nov52; KK82560.

El campeón. Niblets Mexicorn. (Corn) Adv. from Life, Dec. 8, 1952, p. 83. Appl. author: Leo Burnett Co., inc. © 5Dec52; KK82553.

Everybody goes for Kounty Kist peas and corn. Adv. from Look, Nov. 18, 1952, p. 8. Appl. author: Leo Burnett Co., inc. © 4Nov52; KK82549.

Feast or fiesta? Either way, you've got a dinner date with the Green Giant's famous kernels, Niblets sweet corn or Mexicorn. Adv. from Ladies' home journal, Nov. 1952, p. 20. Appl. author: Leo Burnett Co., inc. © 29Oct52; KK82551.

First time out. Now Green Giant cream style corn. Adv. from Life, Oct. 13, 1952, p. 162. Appl. author: Leo Burnett Co., inc. © 10Oct52; KK82557.

Fresh-shucked flavor. Enjoy it tonight. Niblets whole kernel corn. Adv. from This week, Dec. 7, 1952, p. 11. Appl. author: Leo Burnett Co., inc. © 7Dec52; KK82548.

Grand opening. New pack's in. Green Giant peas. Adv. from Life, Aug. 25, 1952, p. 91. Appl. author: Leo Burnett Co., inc. © 22Aug52; KK82561.

The Green Giant comes to town with a top flavor idea. Green Giant peas. Adv. from Ladies' home journal, Oct. 1952, p. 150. Appl. author: Leo Burnett Co., inc. © 26Sep52; KK82552.

The Green Giant does a fireman's act when he gets the signal for the fleeting moment. Green Giant peas. Adv. from Life, Nov. 24, 1952, p. 4 of cover. Appl. author: Leo Burnett Co., inc. © 21Nov52; KK82562.

The Green Giant gives Art Linkletter the lowdown on high values in peas and corn. Adv. from Life, Oct. 27, 1952, p. 55. Appl. author: Leo Burnett Co., inc. © 24Oct52; KK82558.

He's weighted, he's inflated, he's plastic, he's fantastic, and he's selling peas and corn like crazy. The new jolly Green Giant display. Adv. from Progressive grocer, Dec. 1952, p. 23. Appl. author: Leo Burnett Co., inc. © 1Dec52; KK82555.

Linkletter learns facts of corn life. Niblets sweet corn. Adv. from Life, Nov. 3, 1952, p. 138. Appl. author: Leo Burnett Co., inc. © 31Oct52; KK82559.

Linkletter makes like the Green Giant. Niblets sweet corn. Adv. from Life, Nov. 17, 1952, p. 161. Appl. author: Leo Burnett Co., inc. © 14Nov52; KK82563.

New pack. Niblets sweet corn. Adv. from Life, Sept. 29, 1952, p. 48. Appl. author: Leo Burnett Co., inc. © 26Sep52; KK82556.

Take it from your grocer, it's a great value in good eating. Kounty Kist peas. Adv. from Look, Dec. 30, 1952, p. 60. Appl. author: Leo Burnett Co., inc. © 16Dec52; KK82554.

We couldn't pack them fresher unless we packed the vine. Kounty Kist peas. Adv. from Look, Sept. 23, 1952, p. 101. Appl. author: Leo Burnett Co., inc. © 9Sep52; KK82550.

GREEN VALLEY LABORATORIES ©.

Silicure ointment, odorless non-toxic. Helps healing and protects skin ... Label. © 18May53; KK85915.

GREENE, ALFRED C.

Available for immediate delivery. KK85313. SEE Vulcan Motor Products, inc.

Dual ignition conversion plate kits for Ford and Mercury. KK81367. 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. KK85314. SEE Vulcan Motor Products, inc.

GREENWOOD, BURTON H.

Dri-Glu (No-warp) for tight wrapping. KK85758. SEE Burtonite Company.

Glu-Beeds. KK85759. SEE Burtonite Company.

GREGG AND SON, INC. ©.

Corner china cabinet, no. 895. This colonial corner cabinet is made of unfinished ponderosa pine ... Sheet. © 1May53; KK85163.

Corner china cabinet. This colonial corner cabinet is made of unfinished ponderosa pine. Sheet. © 11Mar53; KK83787.

GREGORY (WILLARD G.) AND COMPANY.

Strength permanence sustained hydraulic capacity. KK82824. SEE American Pipe and Construction Company.

GRESH, PERRY HEIM.

Think of your family when you buy tires. KK83301. SEE West Side Buick, inc.

GREY (MARY) HOSIERY MILLS ©.

Fabulous fashion tones. Mary Grey hosiery. Adv. from Vogue, Aug. 1, 1952, p. 2 of cover. Appl. author: T. W. Bradley, Jr. © 1Aug52; KK83889.

Mary Grey hosiery. Sun and sea colors. Adv. Appl. author: T. W. Bradley, Jr. © 1Mar52; KK83890.

Spanish tones. Mary Grey hosiery. Adv. from Harper's bazaar, Feb. 1953, p. 3 of cover. Appl. author: T. W. Bradley, Jr. © 1Feb53; KK83757.

GREY ADVERTISING AGENCY, INC.

Double your holiday pleasure with double-rich Cream of Kentucky. KK80979. SEE Schenley Distillers, inc.

Double your pleasure on Valentine's Day, serve double-rich drinks. KK83328. SEE Schenley Distillers, inc.

Mojud magic motion stockings. KK83214. SEE Mojud Hosiery Company, inc.

Old Stagg, America's largest selling Kentucky bourbon. SEE Stagg Distilling Company.

On Christmas day and every day, every sip of Old Stagg is a taste bonus. KK80816. SEE Stagg Distilling Company.

Only Cream of Kentucky gives you double-rich taste. SEE Schenley Distillers, inc.

Prove to yourself why double-rich Kentucky taste satisfies millions. SEE Schenley Distillers, inc.

The sheerest, most beautiful stockings in the world. KK82754. SEE Mojud Hosiery Company, inc.

So smooth, no chaser needed.

KK83776. SEE Stagg Distilling Company.

Top off a great weekend with Old Stagg. KK86042. SEE Stagg Distilling Company.

When sportsmen get together, it's Old Stagg time. KK85902. SEE Stagg Distilling Company.

When you take it easy, enjoy a double-rich drink that's easy to take. KK85903. SEE Schenley Distillers, inc.

You'll double the pleasure of your leisure hours ... KK85125. SEE Schenley Distillers, inc.

GREYVAN LINES, INC. ©.

Let's look at it from your side. Better let Greyvan take the load off your mind. (Long distance moving) Folder. © 16Feb53; KK83640.

This is you when you say move it by Greyvan, because you know that Greyvan Lines takes the load off your mind just like that. (Long distance moving) Sheet. © 15Jan53; KK83639.

GRIDER (H.) ADVERTISING, INC. ©.

Men make passes at girls who drain glasses. Rhymes of the times. Card. © 12Feb52; KK80861.

GRIEGER, JOHN L.

New, de-calorized, extra dry. KK81037. SEE Famous Foods, inc.

GRIER, EDNA WOOD ©.

The meal planner. A service to homemakers. (Display units for recipe cards) Label. © 24Nov52; KK82147.

GRIESEDIECK BROTHERS BREWERY ©.

Griesedieck Bros. 1953 baseball calendar. Ask for GB, good beer. Griesedieck Bros. premium light lager beer. Poster. © 30Apr53; KK85652.

GRIESEDIECK WESTERN BREWERY COMPANY ©.

At popular prices. Stag, the beer that tastes better because it's sugar-free ... Adv. from Grand Rapids press. Appl. author: Maxon, inc. © 2Jun53; KK86929.

GRIFFIN, A. J.

The case of the missing teeth. KK83916. SEE Ticonium.

The case of the missing \$32,000. KK85285. SEE Ticonium.

Dentist boosts star outfielder's batting average. KK86111. SEE Ticonium.

Did you know this about candy. KK80794. SEE Ticonium.

Famous dance team breaks up. KK82985. SEE Ticonium.

Famous movie star visits town. KK81682. SEE Ticonium.

GRIFFITH LABORATORIES, INC.

Prague Powder, a full boiled curing pickle for all meat curing. (Meat curing salt) Label. © The Griffith Laboratories, inc.; 12Mar53; KK85009.

GRIMM, DAVID.

Quality products for the water works industry. KK86607. SEE Mueller Company.

GRINNELL COMPANY, INC. ©.

Grinnell automatic spray sprinklers. Different in method, spectacular in performance. Folder. © 13Mar53; KK83220.

GRIZZLY MANUFACTURING COMPANY ©.

Profit calculator. Grizzly brake lining. Card. Appl. author: Art Kanasko. © 12Dec52; KK80703.

GROLIER SOCIETY.

What makes fire hot? The Book of Knowledge. Adv. from the Oregonian, May 4, 1953, p. 6. Appl. author: Doyle Dane Bernbach, inc. © The Grolier Society; 4May53; KK85503.

GROSS (JOHN) AND COMPANY ©.

Mackenzie Duff's. Ye very olde Prime Vat blended Scotch whisky. 4/5 quart. Label. © 3Mar53; KK84256.

Royal Mac blended scotch whisky. 4/5 quart. Label. Appl. author: John J. Gross. © 20Mar53; KK83383.

Royal Mac blended scotch whisky. Label. Appl. author: John Gross. © 29Dec52; KK80830.

GROSS, RICHARD H.

Caught. Popsicle, that pure orange flavor. KK85773. SEE Lowe (Joe) Corporation.

Donald Duck. KK82107. SEE Fruit Products Corporation.

Popsicle Pete, 1953-1954. KK82105. SEE Lowe (Joe) Corporation.

Popsicle, pure orange flavor. KK85769. SEE Lowe (Joe) Corporation.

Prize list. KK82106. SEE Fruit Products Corporation.

Save bags for swell gifts. KK82103. SEE Lowe (Joe) Corporation.

Save bags, swell gifts. KK85768. SEE Lowe (Joe) Corporation.

GROSSFELD, EDWARD A.

Elected family favorite for weightless warmth and super-smartness. KK83330. SEE Winer Manufacturing Company, inc.

GULF STATE ADVERTISING AGENCY.

Cartoons. More Americans read 'em and love 'em than you could shake a stick at. But if you want to try, Video-Laffs bring cartoons to television. (Cartoon slides. Set of 35 television) Folder. © Gulf State Advertising Agency, a partnership, composed of Adie Marks and Seymour Cohen; 31Jan53; KK82610.

GUNDERSON, GUSTAV ©.

Here is your Cor-Ductor. Handiest iron accessory you ever had. (Cord holders for irons) Sheet. © 21Feb53; KK85058.

GUNTHER BREWING COMPANY, INC. ©.

Beer as modern people like it, 99 o/o sugar-free. Gunther beer. Adv. from the Evening star, Washington, June 2, 1953, p. 18. Appl. author: The Biow Co., inc. © 2Jun53; KK86432.

Beer at its driest, 99 o/o sugar-free. Gunther beer. Adv. from the Evening star, Washington, Apr. 30, 1953, p. 7. Appl. author: The Biow Co., inc. © 30Apr53; KK85268.

Does more for you. Vigorous, but not heavy. Here's the heartiest, most vigorous ale you ever tasted. Gunther Old English ale. Adv. from Washington, D. C. times herald, Feb. 6, 1953, p. 37. Appl. author: The Biow Co., inc. © 6Feb53; KK82271.

Enjoy glass after glass, because it's 99 o/o sugar-free. Gunther beer. Adv. from the Evening star, Washington, May 28, 1953, p. 17. Appl. author: The Biow Co., inc. © 28May53; KK86152.

Here's your modern beer, 99 o/o sugar-free. Why more people are enjoying Gunther today than ever

before ... Adv. from the Evening sun, Baltimore, June 16, 1953, p. 19. Appl. author: The Biow Co., inc. © 16Jun53; KK86765.

Less sugar in your beer means more sugar in your cash register. ... Now Gunther is launching the greatest advertising campaign in its history ... Adv. from Food world, May 1953, p. 30. Appl. author: The Biow Co., inc. © 6May53; KK85465.

Light and dry in the modern fashion. 99 o/o sugar-free. Gunther is beer at its driest. Adv. from Times herald, Washington, D. C., June 11, 1953, p. 9. Appl. author: The Biow Co., inc. © 11Jun53; KK86766.

Mister, here's a treasure. Most vigorous ale you ever tasted, yet not heavy. Gunther Old English ale. Adv. from the Evening star, Feb. 27, 1953, p. 2. Appl. author: The Biow Co., inc. © 27Feb53; KK82718.

99 o/o sugar-free. Take this sugar home (with our compliments) with your beer, not in it. Gunther beer. Adv. from the Evening sun, Baltimore, June 23, 1953, p. 17. Appl. author: The Biow Co., inc. © 23Jun53; KK86946.

Now a beer that is 99 o/o sugar-free. Why you can drink glass after glass of Gunther, beer at its driest without tiring your taste. Adv. from the Evening star, Washington, D. C.; Apr. 27, 1953, p. 20. Appl. author: The Biow Co., inc. © 27Apr53; KK84852.

This modern beer is 99 o/o sugar-free. Gunther is light, dry, easy to digest ... Adv. from the Evening star, Washington, May 6, 1953, p. 4. Appl. author: The Biow Co., inc. © 6May53; KK85220.

What's the good word? Not just bock beer, but Gunther bock. Adv. from the Evening star, Mar. 9, 1953, p. 18. Appl. author: The Biow Co., inc. © 9Mar53; KK82925.

GURNEY SEED AND NURSERY COMPANY ©.

Catalog for spring 1953. Gurney's. (Seeds, nursery stock) Pamphlet. Appl. author: Raymond Jack Foster. © 18Jan53; KK82775.

To all lovers of beautiful house plants. Something thrillingly new. Now, be one of the first to own the gorgeous, new scarlet Flame Violet. Adv. from Better homes & gardens, Feb. 1953, p. 213. Appl. author: Russ Rulon. © 25Jan53; KK83256.

H

HACKETT (M. H.) COMPANY.

Discriminating people prefer Herbert Tareyton. SEE American Tobacco Company.

HADDOCK, HOYT S., d.b.a. HADDOCK'S NURSERY. SEE Haddock's Nursery.

HADDOCK'S NURSERY.

Whatever the occasion [sic] a living plant is the ideal gift. Haddock's Nursery. (Nursery stock) Sheet. © Hoyt S. Haddock, d.b.a. Haddock's Nursery; 7Apr53; KK84385.

HAEGER POTTERIES, INC.

Haeger ceramics make the difference. Sally Potter says: plan your picture window to frame the view. Adv. from Living for young homemakers, Mar. 1952, p. 45. Appl. author: Western Advertising Agency. © The Raeger Potteries, inc.; 20Feb52; KK82460.

HAFFENREFFER AND COMPANY, INC. ©.

Enjoy Boylston in the new double treat pint. 16 full ounces, brewed by Haffenreffer, with you in mind. (Beer) Adv. from Portland press herald, Portland, Me., Apr. 17, 1953, p. 29. © 17Apr53; KK85039.

HAGAN CORPORATION ©.

Differential transmitter; type FRB (ring balance. Bulletin 3M52. Revised. Folder. © 14Oct52; KK80938.

Hagafilm film-type Amine for controlling corrosion in steam condensate systems. (Water treatment chemical) Folder. © 12May53; KK86795.

Hagan flow signal transmitter, high pressure type. Bulletin 2553. 7 p. © 16Apr53; KK84801.

HAINKE (PAUL) MOWER CORPORATION ©.

Those who want the best, buy Hainke. 1st in power mowers. (Lawn mowers) Adv. from Popular gardening, Mar. 1953, p. 2 of cover. Appl. author: Paul W. Hainke. © 16Feb53; KK82531.

HAINKE, PAUL W. SEE Hainke (Paul) Mower Corporation.

HAJILEE, pseud. SEE Halperin, Lee.

HALASKA, JOHN V.

Boiler treatments. KK86162. SEE Acme Chemical Company.

HALE (A. H.) COMPANY.

Hale bee supplies and orchardists' pollen supplies. 1953 catalog. 18 p. Appl. author: Aldren H. Hale, Jr. © The A. H. Hale Co.; 11Apr53; KK85534.

HALE, ALDREN H., JR. SEE Hale (A. H.) Company.

HALL, HOWARD M., AND TOM CUDD, d.b.a. BAR-B-Q LITE COMPANY. SEE Bar-B-Q Lite Company.

HALL, RAY J., SR.

Something new under the sun. KK81812. SEE Schroeder (John) Lumber and Supply Company.

HALL (ROBERT) CLOTHES, INC. ©.

Are you paying for these invisible labels? Robert Hall, America's largest clothing super-market chain. Adv. from Chicago daily tribune, Apr. 15, 1953, p. 13. © 15Apr53; KK84715.

The coolest, 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.

Robert Hall presents an exciting month of special Easter values ... (Articles of apparel) Adv. from Life, Mar. 17, 1952, p. 12-13. © 17Mar52; KK82472.

Robert Hall price sensation. Men's gabardine and tropical slacks. (Clothing) Adv. from the Daily news, McKeesport, Pa., Apr. 23, 1953, p. 20. © 23Apr53; KK84993.

Rush to Robert Hall. Last time we sold out in hours. Robert Hall, America's largest clothing chain. Adv. from the Pittsburgh sun-telegraph, Apr. 23, 1953, p. 22. © 23Apr53; KK84994.

Sensational spring and Easter 20 to 40 o/o savings at Robert Hall. A great coast-to-coast value spree celebrating the opening of 13 more Robert Hall super-market salesrooms. (Clothing) Adv. from Life, Mar. 9, 1953, p. 100-101. © 9Mar53; KK83377.

- This is the new way we buy our clothes. Robert Hall, America's largest clothing super-market chain. Adv. from Chicago daily tribune, Apr. 8, 1953, p. 13. © 8Apr53; KK84573.
- HALL, TOM.**
Makes ironing easier. KK83443.
SEE Carlson Products Company, inc.
- HALL LABORATORIES, INC. ©.**
Procedures, reagents, and equipment for one-minute water hardness test. Bull. 1RE53. Folder. © 26Feb53; KK83379.
- HALLAREN, JOHN D.**
Registered glove service. KK82540.
SEE Grattan, Della M.
- HALLSTROM AND FISHER, INC. ©.**
Try a Dairy Queen Dip Top. Chocolate, lime, orange, cherry ... (Whole-milk and sweet-cream frozen food) Display card. Appl. author: W. J. Henderson. © 15May53; KK86050.
- HALOID COMPANY.**
At Thalhimers, Richmond, Virginia and Sosnik-Thalhimers, Winston-Salem, North Carolina; a case history of xerography at work. Pamphlet. Appl. author: Thomas J. Liston. © The Haloid Co.; 8Aug52; KK80912.
At the Brown Instruments Division of Minneapolis-Honeywell, Philadelphia, Pa.; a case history of Xerography at work. Pamphlet. Appl. author: Thomas J. Liston. © The Haloid Co.; 10Jul52 (in notice: 1951); KK85638.
At the Ford Motor Co. A case history of Xerography at work. XeroX. (Duplicating process) Folder. Appl. author: Thomas J. Liston. © The Haloid Co.; 1Feb52 (in notice: 1951); KK81029.
At the National Gypsum Company, Buffalo, N. Y., a case history of Xerography at work. Xerox. (Xerographic equipment & supplies) Folder. Appl. author: Thomas J. Liston. © The Haloid Co.; 12Jan53 (in notice: 1952); KK82573.
At the Pennsylvania Railroad Consolidated Freight Agency, Philadelphia, Pennsylvania; a case history of xerography at work. Pamphlet. Appl. author: Thomas J. Liston. © The Haloid Co.; 30Sep51; KK80910.
At the Taylor Instrument Companies; a case history of xerography at work. Pamphlet. Appl. author: Thomas J. Liston. © The Haloid Co.; 29Aug51; KK80911.
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 and supplies) Folder. Appl. author: Thomas J. Liston. © The Haloid Co.; 10Mar53; KK85022.
Paper work, get it done quicker and cheaper with XeroX copying equipment. (Xerographic equipment and supplies) Pamphlet. © The Haloid Co.; 1Mar53 (in notice: 1952); KK86116.
Sohio. The Standard Oil Company uses Xerox copying equipment to make offset paper masters to speed the flow of paper work. Folder. Appl. author: Thomas J. Liston. © The Haloid Co.; 10Feb53; KK82575.
Xerography at work at Glens Falls group. Xerox copying equipment helps maintain up-to-date direc-
- tory for 11,000 agents in U. S. and Canada. (Equipment & supplies) Folder. Appl. author: Thomas J. Liston. © The Haloid Co.; 10Feb53; KK82572.
- Xerography at work at Piasecki Helicopter Corporation. Preparing and reproducing drafting manuals ... and office and factory forms of all kinds, with the Xerox-offset method for multiple duplicating. (Xerographic equipment & supplies) Folder. Appl. author: Thomas J. Liston. © The Haloid Co.; 10Feb53; KK82574.
- Xerography at work making offset paper masters at the Atlantic Refining Co. Xerox. Folder. Appl. author: Thomas J. Liston. © The Haloid Co.; 12Jan53; KK81462.
- XeroX Lith-Master developer for use in xerography. Contents: one-half pound, black. Form no. 6002. Label. © The Haloid Co.; 11May53; KK86258.
- XeroX Lith-Master plate cleaner, type 1 for use with Xerography. Contents: 90 ounces. Form no. 6004. Label. © The Haloid Co.; 11May53; KK86260.
- XeroX Lith-Master plate cleaner, type 3 for use with Xerography. Contents: 28 ounces. Form no. 6005. Label. © The Haloid Co.; 11May53; KK86261.
- XeroX Lith-Master plate for use in xerography. Important instructions. Form no. 6001. Sheet. © The Haloid Co.; 11May53; KK86262.
- XeroX Lith-Master toner for use in xerography. Contents: 150 grams, black. Form no. 6003. Label. © The Haloid Co.; 11May53; KK86259.
- HALPERIN, LEE.**
Twist-a-doodle. KK80918. SEE Lauren Products Company.
Twist-a-doodle board. KK80917. SEE Lauren Products Company.
- HALSAM PRODUCTS COMPANY ©.**
How to build with American logs. Halseam. (Toy building set) Folder. © 6Mar53; KK83177.
- HAMBLETT, HERBERT F.**
We are sorry your Culligan serviceman called and found you not at home. KK84820. SEE Culligan, inc.
- HAMILTON, AUSDILLE TRAVIS ©.**
Krack-A-Jak nut cracker and tray. The new nut cracker. Sheet. © 17Jan53; KK83669.
- HAMILTON MANUFACTURING CORPORATION ©.**
Boost sales the year around with the Cosco merchandiser. (Display stand) Folder. © 23Apr53; KK86885.
Cosco baby jumper. Model 12-A. Sheet. © 14May53; KK86200.
Cosco feed-n-play tables. A handy feeding table. (Baby table) Sheet. © 20Feb53; KK83862.
Cosco metal household furniture. Tie in, cash in, on the biggest Cosco stool promotion in history. Folder. © 18Mar53; KK83969.
Cosco step stool. Model 11-C. Sheet. © 20Mar53; KK83800.
Cosco utility table with built-in electrical outlet. Model 8-L. Sheet. © 25Jun53; KK86886.
For convenient feeding, safer play, Cosco feed-n-play table. (Baby table) © 9Mar53; KK83887.
Why do it the hard way? Get a Cosco utility cart. Adv. from Better homes & gardens, Mar. 1953, p. 147. © 25Feb53; KK82514.
- HAMILTON WATCH COMPANY ©.**
Ask your jeweler he knows your best buy is Hamilton. (Watches) Adv. Spokesman-review, Spokane, Oct. 7, 1952. Appl. author: Tessie M. Krause. © 7Oct52; KK81585.
Ask your jeweler he knows your best buy is Hamilton for style ... (Watches) Adv. from Portland journal, Portland, Or., Dec. 2, 1952. Appl. author: Tessie M. Krause. © 2Dec52; KK81577.
Darling, how did you know I wanted a Hamilton? (Watches) Adv. from National geographic, Feb. 1953. Appl. author: Tessie M. Krause. © 1Feb53; KK83568.
Give a Hamilton to make this Christmas live forever. Ask your jeweler, he knows your best buy is Hamilton, the fine American watch. Adv. from the Union bulletin, Walla Walla, Wash., Dec. 14, 1952. Appl. author: Tessie M. Krause. © 14Dec52; KK84493.
Hamilton to be given with pride, to be cherished forever. (Watches) Adv. from Daily news, New York, Oct. 17, 1952. Appl. author: Tessie M. Krause. © 17Oct52; KK81576.
Outstanding leader of the watch fashion parade Hamilton for style ... Adv. from Daily news, New York, Oct. 31, 1952. Appl. author: Tessie M. Krause. © 31Oct52; KK81573.
This Christmas for her, for him, forever. (Watches) Adv. from the Saturday evening post, Dec. 6, 1952. Appl. author: Tessie M. Krause. © 3Dec52; KK81587.
You'll be right on time for the years ahead with a Hamilton. (Watches) Adv. from Scholaastic, May 14, 1952. Appl. author: Tessie M. Krause. © 14May52; KK81586.
- HAMMER, RICHARD.** SEE C-H Company.
- HAMMERMILL PAPER COMPANY ©.**
From forest tree to writing paper. How Hammermill papers are made. Poster. © 2Jan53; KK82317.
Hammermill manual of paper information. 10th ed. 20 p. © 30Mar53; KK83667.
Papermaking at Hammermill. cEd. shows new wood conveyor, p. 63 23 p. © 2Feb53; KK83032.
Papermaking at Hammermill. cEd. shows old wood conveyor, p. 63 23 p. © 2Feb53; KK83031.
Salesmen's handbook 1953. (Paper items) 56 p. © 28Jan53; KK82795.
- HAMMOND, J. C. ©.**
Freez-O-Graf, Buy-O-Graf. Live better for less; Wizard freezers. (Freezer cabinets) Card. © 12Jan53; KK81440.
- HAMMOND-GOFF COMPANY.**
Netco agitating equipment catalog 530. KK85466. SEE New England Tank and Tower Company.
- HAMMOND INSTRUMENT COMPANY ©.**
At your touch, a new experience in music. Hammond organ, music's most glorious voice. Adv. from Etude, Jan. 1953, p. 53. Appl. author: Young and Rubicam, inc. © 25Dec52; KK84480.
At your touch, a new experience in music. Hammond organ, music's most glorious voice. Adv. from the Saturday evening post, Jan. 24, 1953, p. 83. Appl. author: Young and Rubicam, inc. © 21Jan53; KK84479.

HAMMOND INSTRUMENT COMPANY ©.

Cont'd.

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- 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. © 10Oct52; KK83007.
- Before you buy, find out why year after year more churches choose the Hammond organ than any other. Adv. from Extension, Sept. 1952, p. 5. 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; KK81502.
- Church goes. Yes, church-going people of almost every denomination, have most often chosen the Hammond organ for their church. Adv. from Pathfinder, Apr. 1953, p. 67. Appl. author: Young & Rubicam, inc. © 1Apr53; KK85743.
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I can save you time and money. KK83825. SEE Mystik Adhesive Products.
I dreamed I lost my shirt on our new advertising campaign. KK85318. SEE Chicago Show Printing Company.
Make more money. KK85497. SEE Mystik Adhesive Products.
Mystik brand Self-Stik. KK81916. SEE Mystik Adhesive Products.
Mystik brand Self-Stik new Flexstron. KK86784. SEE Mystik Adhesive Products.
Mystik brand Self-Stik new Thinflex masking tape, fastest and best masking tape made. KK81340. SEE Mystik Adhesive Products.
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Mystik brand tapes Self-Stik like mittens for kittens. KK81339. SEE Mystik Adhesive Products.
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Quick loaf breads. KK86532. SEE Church and Dwight Company, inc.
6 easy desserts from 1 soda-made dessert mix. KK86533. SEE Church and Dwight Company, inc.
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SEE Accurate Parts, inc.
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4-C Chic's channel cat chow catfish bait. Contents 1 lb. or over. Label. © 12Apr53; KK84061.
- HIGH PRESSURE EQUIPMENT COMPANY.
High Pressure equipment. Valves, fittings, tubing. Catalog no. 1053. (Research equipment) 8 p. © W. Derrick Johnston, d.b.a. High Pressure Equipment Co.; 8Jun53; KK86847.
- HI-LIFE PACKING COMPANY ©.
Hi-Life cat food. Net weight one pound. Label. Appl. authors: Charles A. Akers, and Chicago Offset Printing Co. © 12Aug52; KK83790.
- HILL, DALE.
Announcing the new Gates Break Back 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 form ties, with spreader. KK81705. SEE Gates and Sons, inc.
- Concrete form ties. 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. KK81703. 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. KK81696. SEE Gates and Sons, inc.
- HILL, IVAN.
Men and children get funny ideas 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 cutting job. SEE Monark Silver King, inc.
- We forgot Aunt Nellie. KK82278.
SEE Kitchens of Sara Lee.
- HILLERICH AND BRADSBY COMPANY ©.
Famous slugger yearbook, 1953. Performance makes them famous. (Sports accessories) 58 p. Appl. author: Jack McGrath. © 4May53; KK85228.
- HILLS BROTHERS COFFEE, INC. ©.
Did he praise your coffee this morning? Treat him to Hills Bros. never-changing goodness. Adv. from Hanford daily sentinel. Appl. author: N. W. Ayer & Son, inc. © 5Mar53; KK86026.
- Does he rave about mother's coffee? Treat him to Hills Bros. never-changing goodness. Adv. from Vallejo times herald. Appl. author: N. W. Ayer & Son, inc. © 30Apr53; KK86034.
- Does he rise and shine for your coffee? Treat him to Hills Bros. never-changing goodness. Adv. from Imperial Valley press. Appl. author: N. W. Ayer & Son, inc. © 26Feb53; KK86025.
- Does he rise and shine for your coffee? Treat him to Hills Bros. never-changing goodness. Adv. from Independent Journal. Appl. author: N. W. Ayer & Son, inc. © 25Mar53; KK86030.
- Does your coffee cure his morning grouch? Treat him to Hills Bros. never-changing goodness. Adv. from Times news. Appl. author: N. W. Ayer & Son, inc. © 13Mar53; KK86027.
- Does your coffee get the cold shoulder? Treat them to Hills Bros. never-changing goodness. Adv. from Bellingham herald. Appl. author: N. W. Ayer & Son, inc. © 2Apr53; KK86031.
- Has his love for your coffee cooled? Treat him to Hills Bros. never-changing goodness. Adv. from Redwood City tribune, Redwood City, Calif. Appl. author: N. W. Ayer & Son, inc. © 19Mar53; KK86028.
- Is your coffee the life of the party? Treat them to Hills Bros. never-changing goodness. Adv. from Long Beach press-telegram. Appl. author: N. W. Ayer & Son, inc. © 16Apr53; KK86033.
- Make friends with Hills Bros. friendlier flavor. [Card party scene] Adv. from San Francisco news, Feb. 14, 1952, p. 22. Appl. author: N. W. Ayer & Son, inc. © 14Feb52; KK80952.
- Make friends with Hills Bros. friendlier flavor. [Croquet scene] Adv. from San Francisco news, Apr. 24, 1952, p. 17. Appl. author: N. W. Ayer & Son, inc. © 24Apr52; KK80957.
- Make friends with Hills Bros. friendlier flavor. [Dancing scene] Adv. from San Francisco examiner, Apr. 10, 1952, p. 18. Appl. author: N. W. Ayer & Son, inc. © 10Apr52; KK80956.
- Make friends with Hills Bros. friendlier flavor. [Golf scene] Adv. from San Francisco news, Jan. 16, 1952, p. 9. Appl. author: N. W. Ayer & Son, inc. © 16Jan52; KK80950.
- Make friends with Hills Bros. friendlier flavor. [Man & woman drinking coffee] Adv. from San Francisco news, Apr. 10, 1952, p. 21. Appl. author: N. W. Ayer & Son, inc. © 10Apr52; KK80955.

HILLS BROTHERS COFFEE, INC. ©. Cont'd.
 Make friends with Hills Bros. friendlier flavor. [Painter drinking from thermos] Adv. from San Francisco news, May 8, 1952, p. 13. Appl. author: N. W. Ayer & Son, inc. © 8May52; KK80954.
 Make friends with Hills Bros. friendlier flavor. [Party scene - service man] Adv. from San Francisco news, Mar. 27, 1952, p. 18. Appl. author: N. W. Ayer & Son, inc. © 27Mar52; KK80953.
 Make friends with Hills Bros. friendlier flavor. [Television scene] Adv. from San Francisco news, Jan. 31, 1952, p. 14. Appl. author: N. W. Ayer & Son, inc. © 31Jan52; KK80949.
 Make friends with Hills Bros. friendlier flavor. [Worker with lunch pail] Adv. from San Francisco news, Feb. 28, 1952, p. 21. Appl. author: N. W. Ayer & Son, inc. © 28Feb52; KK80951.
 Treat yourself to the finest. Hills Bros. coffee. Red can brand. The original vacuum pack. [Can between man and woman] Adv. Appl. author: N. W. Ayer & Son, inc. © 16Oct52; KK81925.
 Treat yourself to the finest. Hills Bros. coffee. Red can brand. The original vacuum pack. [40"] Adv. Appl. author: N. W. Ayer & Son, inc. © 2Oct52; KK81924.
 Treat yourself to the finest. Hills Bros. coffee. Red can brand. The original vacuum pack ... Hills Bros. never cuts corners on quality ... 1000 li. Adv. Appl. author: N. W. Ayer & Son, inc. © 9Oct52; KK81922.
 Treat yourself to the finest. Hills Bros. coffee. Red can brand. The original vacuum pack. [Man and woman with cups, in lower left corner] Adv. Appl. author: N. W. Ayer & Son, inc. © 16Oct52; KK81923.
 Treat yourself to the finest. Hills Bros. coffee. Red can brand. The original vacuum pack. [Man and woman with cups, in lower right corner] Adv. Appl. author: N. W. Ayer & Son, inc. © 13Nov52; KK81926.
 Treat yourself to the finest. Hills Bros. coffee. Red can brand. The original vacuum pack. [Man with cup, woman holding pot of coffee in left hand, in lower left corner] Adv. Appl. author: N. W. Ayer & Son, inc. © 20Nov52; KK81921.
 Treat yourself to the finest. Hills Bros. coffee. Red can brand. The original vacuum pack. [60] Adv. Appl. author: N. W. Ayer & Son, inc. © 30Oct52; KK81927.
 Treat yourself to the finest. [Man playing piano] (Coffee) Adv. from San Francisco news, Mar. 11, 1952, p. 8. Appl. author: N. W. Ayer & Son, inc. © 11Mar52; KK80948.
 What do they say about your coffee? Treat them to Hills Bros. never-changing goodness. Adv. from Toledo blade. Appl. author: N. W. Ayer & Son, inc. © 19Mar53; KK86029.
 Why didn't he take a second cup? Treat him to Hills Bros. never-changing goodness. Adv. from the Bellingham herald. Appl. author: N. W. Ayer & Son, inc. © 16Apr53; KK86032.
 Why didn't he take a second cup? Treat him to Hills Bros. never-changing goodness. (Coffee)

Adv. from Chicago daily tribune, Jan. 22, 1953, p. 8. Appl. author: N. W. Ayer & Son, inc. © 22Jan53; KK86502.
 HILMER, ALFRED M. ©.
 AMH all purpose food and meat seasoning. Hilmer's seasoning; food, meats, chilli. Blend of 8 spices ... Folder. © 22Dec52; KK81644.
 Chilli seasoning. AMH. American chilli. Net weight 1 1/4 pounds. Label. © 25Feb53; KK82946.
 Hilmer's seasoning. AMH. Food, meats, chilli. Blend of 8 spices. Net weight 2 oz. Label. © 22Dec52; KK81645.
 HILTGEN, MARGARET.
 Majorette queen. KK81686. SEE Sherer, Helen.
 HINDE AND DAUCH PAPER COMPANY.
 Hinde & Dauch corrugated boxes. Annual report, 1952. Cora Gated. (Paperboard cartons and boxes) Pamphlet. © The Hinde & Dauch Paper Co.; 16Mar53; KK86107.
 HINES-PARK FOODS, INC. ©.
 Duncan Hines says: Here's one of my favorite meals from the Landmark in the Hotel Cornhusker, Lincoln, Nebraska. Chicken pot pie ... No. 8. (Flour) Appl. author: Roy Hampton Park. © 1May53; KK86762.
 Now any time is shortcake time, says Duncan Hines ... with fresh, frozen or canned fruits and a package of Duncan Hines White Cake Mix ... Folder. Appl. author: Roy Hampton Park. © 1Apr53; KK86761.
 HOAGUE-SPRAGUE CORPORATION.
 Circle V brand for active feet. KK81566. SEE Victory Footwear Sales Company.
 Moc-about, styled by Nashua. KK81000. SEE Nashua Footwear Corporation.
 Styled by Nashua. KK82321. SEE Nashua Footwear Corporation.
 HOAGUE-SPRAGUE CORPORATION ©.
 Beacon on the beam. (Shoe boxes) Label. "B 2295." © 6Mar53; KK83303.
 Carousels by Morse. (Shoe boxes) Label. "C 1958." © 2Feb53; KK82044.
 Churchill men's fine shoes. (Shoe boxes) Label. "C 1957 A." © 11Jun53; KK86853.
 Cotillion footwear. (Shoe boxes) Label. "C 285 AB." © 5May53; KK85207.
 Fashionable footwear by Fleisher. (Shoe boxes) Label. "F 285 AB." © 6Mar53; KK83198.
 Laconians. (Shoe boxes) Label. "L 220 AB." © 23Jan53; KK83144.
 Linda-Sue, latest fashions by Ideal. (Shoe boxes) Label. "L 217 AB." © 6Jan53; KK81303.
 Pall Mall shoes. (Shoe boxes) Label. "P 179 AB." © 19Dec52; KK80724.
 Pickwick, shoes for men. (Shoe boxes) Label. "P 1594 A." © 16Dec52; KK81001.
 Pin-Money shoes. (Shoe boxes) Label. "P 183 AB." © 22Dec52; KK80723.
 Queen-Flex shoes. Genuine Goodyear welt. (Shoe boxes) Label. "Q 139." © 2Feb53; KK82015.
 Siegel's better shoes. (Shoe boxes) Label. "S 589 AB." © 5Feb53; KK82323.

Sirocco's by Hathaway. (Shoe boxes) Label. "S 595 AB." © 14Apr53; KK84451.
 Strait-Step. They see the box first. (Shoe boxes) Label. "S 594 AB." © 24Mar53; KK83749.
 Teenaire by Henel. (Shoe boxes) Label. "T 119 AB." © 7May53; KK85296.
 They see the box first. (Shoe boxes) Label. "P 184 AB." © 9Feb53; KK82322.
 Tryon Toddlers shoes for children. (Shoe boxes) Label. "T 971." © 2Feb53; KK82016.
 HOBBS MANUFACTURING COMPANY ©.
 New model PR dock-aligner. Pre-vents broken legs. Hobbs trailer. Sheets. Appl. author: Thomas L. Yates. © 12May53; KK85337.
 HOCHMAN, LOUIS.
 Surgitube, patented bandages for head, foot, fingers, toes, arms, legs. KK81166. SEE Surgitube Products Corporation.
 HODELL, ETHEL ©.
 Gift of loveliness; packaged beauty by Ethel Hodell. (Boxes containing assortments of cosmetics) Label. © 23May53; KK86785.
 HODGE, CHARLES V., sole owner, C AND I BLIND INDUSTRIES. SEE C & I Blind Industries.
 HOEN (A.) AND COMPANY.
 You'll love Debutante stockings. KK81752. SEE Sanson Hosiery Mills, inc.
 HOFFMAN, JACK C.
 Buckaroo brand beef in barbecue sauce. KK81051. SEE Milani (Louis) Foods, inc.
 Patio french dressing. KK81050. SEE Milani (Louis) Foods, inc.
 HOEVENBERG, RUDOLF VAN. SEE Van Hoevenberg, Rudolf.
 HOFFMAN, ROBERT P.
 Do you price mark code your merchandise. KK83252. SEE Listo Pencil Corporation.
 Do you use a Listo? SEE Listo Pencil Corporation.
 Everyone uses a Listo, the marking pencil that writes on everything. SEE Listo Pencil Corporation.
 His pricing time is your selling time with Listo imprinted marking pencil. KK85631. SEE Listo Pencil Corporation.
 Now available. KK85637. SEE Listo Pencil Corporation.
 Prepackaging is profitable when you use Listo ... KK86391. SEE Listo Pencil Corporation.
 Sell your product 1,000 times a day with imprinted Listo marking pencil. KK85632. SEE Listo Pencil Corporation.
 Selling the drug trade? KK85633. SEE Listo Pencil Corporation.
 There's only one Listo. KK83253. SEE Listo Pencil Corporation.
 There's only one Listo, the marking pencil that writes on everything. SEE Listo Pencil Corporation.
 HOFFMAN AND YORK, INC.
 Congratulations. KK81817. SEE Gettelman (A.) Brewing Company.
 Make these splits. KK81357. SEE Gettelman (A.) Brewing Company.
 Now you can make your splits pay off. KK81358. SEE Gettelman (A.) Brewing Company.
 Win a case of Gettelman beer ... KK81347. SEE Gettelman (A.) Brewing Company.

- Wow. Another 300 game winner in the Gettelman bowling contest. KK81818. SEE Gettelman (A.) Brewing Company.
- HOFFMAN BEVERAGE COMPANY** **D.**
Hoffman quality root beer. Contents 1 pt. 13 fl. oz. (Soft drink) Label. © 4May53; KK85893.
- The importers of these world famous Irish whiskies recommend Hoffman club soda as the finest mixer for a perfect highball. Adv. from the Irish echo, Mar. 14, 1953, p. 14. Appl. author: Warwick & Legler, inc. © 14Mar53; KK86221.
- HOFLION** **©.**
Carnival balls for toys, favors, decorations, costumes. (Childrens costumes) Label. Appl. author: Douglas C. Small. © 15May53; KK86362.
- HOHENADEL, JOHN F.**
Illinois brushes are sweeping the country. KK84124. SEE Illinois Duster and Brush Company.
- HOISINGTON, MARY M., president, MARY MAXWELL, INC.** SEE Maxwell (Mary) inc.
- HOKREIN, CHARLES L.** SEE Hokrein Associates, inc.
- HOKREIN ASSOCIATES, INC.** **©.**
Harvest. Tiny top circus. Black leopard, jaguar, lion. (Bakery products) Label. Appl. author: Charles L. Hokrein. © 31Jan53; KK84456.
- Harvest. Tiny top circus. Brown bear, leopard, tiger. (Bakery products) Label. Appl. author: Charles L. Hokrein. © 31Jan53; KK84454.
- Harvest. Tiny top circus. Camel, tiny top clown, performing dog. (Bakery products) Label. Appl. author: Charles L. Hokrein. © 31Jan53; KK84458.
- Harvest. Tiny top circus. Cougar, grizzly bear, giant panda. (Bakery products) Label. Appl. author: Charles L. Hokrein. © 31Jan53; KK84457.
- Harvest. Tiny top circus. Monkey, horse, elephant. (Bakery products) Label. Appl. author: Charles L. Hokrein. © 31Jan53 (in notice: 1952); KK84314.
- Harvest. Tiny top circus. [No. 1 training ring. Tiger, cougar and 10 others] (Bakery products) Sheet. Appl. author: Charles L. Hokrein. © 31Jan53 (in notice: 1952); KK84316.
- Harvest. Tiny top circus. [No. 2 training ring. Zebra, bison and 10 others] (Bakery products) Sheet. Appl. author: Charles L. Hokrein. © 31Jan53 (in notice: 1952); KK84315.
- Harvest. Tiny top circus. Performing seal, performing horse, bison. (Bakery products) Label. Appl. author: Charles L. Hokrein. © 31Jan53; KK84452.
- Harvest. Tiny top circus. Polar bear, tiger, lioness. (Bakery products) Label. Appl. author: Charles L. Hokrein. © 31Jan53; KK84455.
- Harvest. Tiny top circus. Zebra, giraffe, performing dog. (Bakery products) Label. Appl. author: Charles L. Hokrein. © 31Jan53; KK84453.
- HOLCOMB, GORDON** **©.**
Fully automatic mechanically operated unitized system, for real estate listings. (Punched tabulating cards) Card. © 10Apr53; KK84522.
- I'll make you richer, if you'll make me broker. Gordon Holcomb. Fully automatic mechanically operated unitized system, for real estate listings. (Real estate listing cards) Adv. from the Park cities news, Apr. 23, 1953, p. 14. © 23Apr53; KK84907.
- HOLDEN, CLIFFORD, FLINT, INC.**
Trichlorethylene. A new money-saving way to buy it. KK83636. SEE Stanton Chemical Company, inc.
- HOLLAND (REGINALD H.) INC.** **©.**
Any way you look at it, Dr. Saxe. (Plastic dentures) Sheet. © 7Jan53; KK81149.
- Dear Mr. Saxe: A great American architect was asked which of his own works was his favorite. IBM. (Electric typewriter) Sheet. © Reginald H. Holland, inc. & International Business Machines Corp.; 25May53; KK85781.
- Dear Mr. Saxe: I am told that the greatest physicist of our age ... (Electric typewriter) Sheet. © Reginald H. Holland, inc. & International Business Machines Corp.; 27Apr53; KK85516.
- Dear Mr. Saxe: In the market place of old, a sale would begin and end with a single transaction. IBM. (Electric typewriter) Sheet. © Reginald H. Holland, inc. & International Business Machines Corp.; 8Jun53; KK86167.
- Dear Mr. Saxe: Many a medieval monk spent a lifetime creating a thing of beauty from a lettered page. IBM executive typewriter. Sheet. © Reginald H. Holland, inc. & International Business Machines Corp.; 8Jun53; KK86165.
- Dear Mr. Saxe: Ours is the age of wonderful machines. (Electric typewriter) Sheet. © Reginald H. Holland, inc. & International Business Machines Corp.; 11May53; KK85517.
- Oh wad some power the giftie gie us ... Dear Mr. Saxe: In business and professional life ... IBM. (Electric typewriter) Sheet. © Reginald H. Holland, inc. & International Business Machines Corp.; 8Jun53; KK86166.
- On a silver platter. There's a lot of business coming your way ... To publicize Rayve creme shampoo, we've arranged with Cannon Mills to offer your customers wonderful value in nylon hose. (Creme shampoo) Sheet. © 4Jun53; KK86252.
- There's no need to shout, Mr. Saxe ... Now, no one can deny ... modern plastic tooth cannot be equalled. And since our beautiful S-R tooth is ... (Plastic dentures) Sheet. © 19May53; KK85483.
- HOLLIS AND DUNCAN** **©.**
High-Style bags. (Paper bags) Folder. © 15Dec52; KK81453.
- HOLLYWOOD CHEMICAL COMPANY.**
Cleans, deodorizes, disinfects. 3-way O-So-White toilet bowl cleaner. 1 quart. Label. © Hollywood Chemical Co., a partnership composed of R. H. Anderson and Dora Anderson; 27Jan53; KK84305.
- HOLLYWOOD STUDIO RENTALS** **©.**
Buy furniture returned from motion picture and television locations.
- 150 scenes on sale ... J. B. Finch, furniture. Adv. from Los Angeles examiner, Apr. 12, 1953, p. 5. © 12Apr53; KK85046.
- Buy furniture returned from motion picture and television locations. 197 scenes on sale ... J. B. Finch, furniture. Adv. from Los Angeles mirror, Mar. 31, 1953, p. 18. © 31Mar53; KK85045.
- Hollywood Studio Rentals. cSigna-ture design for stationery, business cards and advertising (Furniture) Label. © 1Mar53; KK84988.
- J. P. Mack furniture. Returned from motion picture and TV studios. Adv. from San Diego union, June 8, 1953, p. B-14. © 8Jun53; KK86906.
- J. P. Mack furniture ... Through arrangement with Hollywood Studio Rentals, you may now buy furniture returned from motion picture and TV studios. Adv. from San Diego union, June 6, 1953, p. 8. © 6Jun53; KK86305.
- Now, at J. B. Finch furniture Hollywood store ... Through special arrangements with Hollywood Studio Rentals, furniture returned from movie and TV locations ... Adv. from Los Angeles examiner, Apr. 19, 1953, p. 17. © 19Apr53; KK85048.
- Open today, Sunday ... Ashby furniture Co. 87 scenes, furniture returned from motion picture and television locations. Adv. from San Francisco examiner, Mar. 22, 1953, p. 2. Appl. author: Hollywood Studio Rentals. © 22Mar53; KK84064.
- Through special arrangements with Hollywood Studio Rentals, Globe furniture offers the opportunity to buy furniture returned from motion picture & TV stages. Adv. from Los Angeles examiner, Mar. 8, 1953, p. 9. © 8Mar53; KK84989.
- Through special arrangements with Hollywood Studio Rentals, you can now buy at J. B. Finch furniture Hollywood store, furniture from motion picture & TV locations. Adv. from Los Angeles times, Apr. 19, 1953, p. 16. © 19Apr53; KK85047.
- HOLMES AND EDWARDS DIVISION, INTERNATIONAL SILVER COMPANY.** SEE International Silver Company. Holmes And Edwards Division.
- HOLSCLAW BROTHERS, INC.** **©.**
Sportrailer finest low-cost boat trailer ever built. Sheet. Appl. author: Keller-Crescent Co. © 3Jan53; KK81551.
- HOLSUM UNIFIED BAKERS** **©.**
Big advance in bread baking. New Holsum bread gives you vitamin D. Adv. from St. Petersburg times, Nov. 10, 1952, p. 32. Appl. author: William Lee Goodman, Jr. © 10Nov52; KK86377.
- The bread with extra value. Holsum bread with vitamin D. Adv. from St. Petersburg times, Nov. 25, 1952, p. 40. Appl. author: William Lee Goodman, Jr. © 25Nov52; KK86393.
- Doesn't cost any more, either. Get new Holsum with 93 3/4 o/o of your daily requirement of vitamin D. (Bread) Adv. from St. Petersburg times, Mar. 19, 1953, p. 23. Appl. author: James Charles Everts. © 19Mar53; KK86394.

HOLSUM UNIFIED BAKERS ©. Cont'd.

Gee, do I like my vitamins toasted. Get new Holsum with 93 3/4 o/o of your daily requirement of vitamin D. (Bread) Adv. from St. Petersburg times, Feb. 12, 1953, p. 42. Appl. author: James Charles Everds. © 12Feb53; KK86407.

I know my family's healthy, I serve new Holsum, has 93 3/4 o/o of your daily requirement of vitamin D. (Bread) Adv. from St. Petersburg times, Feb. 19, 1953, p. 33. Appl. author: James Charles Everds. © 19Feb53; KK86395.

Increased nutrition. Vitamin D in Holsum bread. Adv. from St. Petersburg times, Dec. 2, 1952, p. 3. Appl. author: William Lee Goodman, Jr. © 2Dec52; KK86403.

Look Holsum; buy Holsum vitamin D white enriched bread. cMan's Poster. Appl. author: The W. E. Long Co. © 25Jan53; KK85659.

Look Holsum; buy Holsum vitamin D white enriched bread. cTeen age girls Poster. Appl. author: The W. E. Long Co. © 5Feb53; KK85658.

Look Holsum; buy Holsum vitamin D white enriched bread. cYoung couples Streamer. Appl. author: The W. E. Long Co. © 25Feb53; KK85657.

Look Holsum; buy plus sunshine vitamin D white enriched bread. cLittle girls Poster. Appl. author: The W. E. Long Co. © 25Mar53; KK85660.

Teacher says we need plenty. New Holsum gives you 93 3/4 o/o of your daily requirement of vitamin D. (Bread) Adv. from St. Petersburg times, Feb. 26, 1953, p. 24. Appl. author: James Charles Everds. © 26Feb53; KK86405.

Vitamins couldn't taste nicer. 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. Appl. author: James Charles Everds. © 16Apr53; KK86360.

What won't they think of next. New Holsum has 93 3/4 o/o of your daily requirement of vitamin D. (Bread) Adv. from St. Petersburg times, Mar. 5, 1953, p. 14. Appl. author: James Charles Everds. © 5Mar53; KK86404.

Would you believe it, new Holsum gives you 93 3/4 o/o of your daily requirement of vitamin D. (Bread) Adv. from St. Petersburg times, Jan. 16, 1953, p. 37. Appl. author: James Charles Everds. © 16Jan53; KK86396.

Wouldn't serve anything else. New Holsum gives you 93 3/4 o/o of your daily requirement of vitamin D. (Bread) Adv. from St. Petersburg times, Mar. 12, 1953, p. 6. Appl. author: James Charles Everds. © 12Mar53; KK86380.

Wow, vitamins with butter and jelly. Get new Holsum with 93 3/4 o/o of your daily requirement of vitamin D. (Bread) Adv. from St. Petersburg times, Jan. 22, 1953, p. 12. Appl. author: James Charles Everds. © 22Jan53; KK86406.

Yes, it's true. New Holsum gives you 93 3/4 o/o of your daily requirement of vitamin D. (Bread) Adv. from St. Petersburg times, Jan. 6, 1953, p. 23. Appl. author: James Charles Everds. © 6Jan53; KK86399.

Yes sir, healthier 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. Appl. author: James Charles Everds. © 6Feb53; KK86392.

HOMAC FRESH STONE GROUND MILLERS, INC. ©.

Homac bread. From wheat, to flour, to table. Net weight 1 pound. Label. © 5Jun53; KK86161.

HOME DECORATORS, INC. ©.

Darling, how did you do it? There's no finer silver than State House sterling. Adv. from Modern bride, spring 1953, p. 100-101. Appl. author: Hicks & Greist, inc. © 16Jan53; KK81370.

HOME DECORATORS, INC. STATE HOUSE STERLING DIVISION ©.

It all began two years ago. Like every bride ... (Sterling silver) Adv. from Seventeen, May 1953, p. 64-65. Appl. author: Hicks & Greist, inc. © 15Apr53; KK85498.

HOMEMAKERS' PRODUCTS CORPORATION ©.

Diaparene presents baby's bath and skin care. (Pharmaceutical) Folder. Appl. author: Thomas J. Mahon. © 23Jan53; KK84698.

HONIG-COOPER COMPANY.

Clorox releases big new 1953 advertising campaign. KK85000. SEE Clorox Chemical Company.

Here's my reason for always laundering with Clorox. KK84999. SEE Clorox Chemical Company.

I wouldn't think of washing diapers without Clorox. KK86015. SEE Clorox Chemical Company.

It takes a Clorox-clean wash to satisfy me. KK86014. SEE Clorox Chemical Company.

I've been proud of my Clorox-clean washes for 30 years. KK85821. SEE Clorox Chemical Company.

Make better syrup so easy with Mapleine. KK83381. SEE Crescent Manufacturing Company.

Scientific tests prove there's added health protection in Clorox-clean linens. KK83157. SEE Clorox Chemical Company.

There's added health protection in a bathroom that's Clorox-clean. KK83729. SEE Clorox Chemical Company.

There's pride and protection in a Clorox-clean wash. KK86804. SEE Clorox Chemical Company.

Today, more than ever, Clorox is America's no. 1 bleach and household disinfectant. KK86805. SEE Clorox Chemical Company.

When your bathroom is Clorox-clean, it's safer for your family's health ... KK81904. SEE Clorox Chemical Company.

You get more than whiteness with Clorox. KK82656. SEE Clorox Chemical Company.

You make linens more than white with Clorox, you make them sanitary, too. KK83158. SEE Clorox Chemical Company.

Your linens are snowy-white and sanitary too, when they're Clorox-clean. KK82655. SEE Clorox Chemical Company.

HOOKER ELECTROCHEMICAL COMPANY ©.

Fluorolube GR greases. Hooker bulletin no. 41. From the salt of the

earth, Hooker chemicals. 8 p. Appl. author: Carl I. Gochenour. © 2Jan53; KK81711.

Hooker chemicals. General products 1st. Bulletin 100. 23 p. Appl. author: A. Vaughn Chinnock. © 21Apr53; KK84981.

Hooker polyester resins. Preliminary bulletin no. 50. (Chemicals) 9 p. Appl. authors: Paul Robitschek & John P. Edwards. © 16Feb53; KK82787.

HOPPE, HARRY WILLIAM, AND ELMER MELAHAN, co-partners, d.b.a. M & H LABORATORIES. SEE M and H Laboratories.

HOPPS, ABE A. Vin-Creo, the liquid douche. KK80936. SEE Vin-Creo Products Company.

HORN, HOWARD. Castleton year round cottons. KK84393. SEE Castleton Fabrics, inc.

HOROWITZ, ISADORE. Keep your children healthy, happy and at home with Gym-Dandy. SEE Universal Manufacturing Company, inc.

HOSE ACCESSORIES COMPANY ©. Dangers under pressure. Le-Hi for safety. Air, gas and steam can kill. (Hose accessories) 7 p. Appl. author: A. T. Dewees. © 6Apr53; KK85245.

HOSPITAL SPECIALTY COMPANY.

Unlimited sales ahead with the Tam-pax vendor and these sanitary napkin dispensers. Hospeco. Adv. from Sanitary maintenance, Mar. 1953, p. 32. © The Hospital Specialty Co.; 9Mar53; KK83833.

HOUGH (FRANK G.) COMPANY.

Hough model HM Payloader. 1 1/2 cu. yd. 4-wheel drive. Form 235. (Industrial tractors and shovels) 15 p. © The Frank G. Hough Co.; 20Nov52; KK83516.

Hough Payloader model HA. 12 cu. ft. capacity. A fast, compact bulk material handling unit. Form no. 230. 15 p. © The Frank G. Hough Co.; 12May52; KK83515.

Hough Payloader model HE, 1/2 cu. yd. capacity. 4 forward speeds, 4 reverse speeds. Form no. 245. (Industrial tractors and shovels) 11 p. © The Frank G. Hough Co.; 26Feb53; KK83519.

Hough Payloader, model HF and HFFH, 3/4 cu. yd. capacity. Form no. 246. (Industrial tractors and shovels) 15 p. © The Frank G. Hough Co.; 5Mar53; KK83520.

Hough Payloader model HR. 1 cu. yd. capacity with 4-wheel drive power boosted steer. Form 241. (Industrial tractors and shovels) Folder. © The Frank G. Hough Co.; 12Mar53; KK83518.

Model TM Payloader tractor, with torque converter and 4-wheel drive. Form no. 236. (Industrial tractors and shovels) Pamphlet. © The Frank G. Hough Co.; 16Oct52; KK83517.

HOUGH SHADE CORPORATION.

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 Hough Shade Corp.; 15Nov51; KK81850.

Ra-Tox folding doors. Ra-Tox folding doors offer the architect a new way to separate one room area from

another ... Form no. 706. Folder.
© The Hough Shade Corp.; 1Dec52;
KK81807.

HOUSE OF BEAUTY.

Your hair your way. (Hair styling)
Adv. from New Yorker, Feb. 14,
1953, p. 48. Appl. authors: Shir-
ley Mitchell and A. Gail. © D. J.
Brown, House of Beauty; 12Feb53;
KK83033.

HOUSE OF IDEAS.

Bullseye business booster, issue
no. 1. (Advertising cuts) Sheet.
© Damon J. Swann, d.b.a. House of
Ideas; 28Apr53; KK86071.

This is bullseye business boosters,
issue no. 2. (Advertising cuts)
Sheet. © Damon J. Swann, d.b.a.
House of Ideas; 10Jun53; KK86767.

The world's best food ad headings.
Issue no. 1. (Advertising cuts)
Sheet. © Damon J. Swann, d.b.a.
House of Ideas; 12May53; KK86072.

The world's best food ad headings
... Issue no. 2. (Advertising
cuts) Sheet. © Damon J. Swann,
d.b.a. House of Ideas; 10Jun53;
KK86768.

HOUSE OF WORSTED-TEX, INC.

American modern with a genius for
raising your standard of living and
keeping the cost down. Worsted-Tex
in the British lounge model. Adv.
from the New York times magazine,
Mar. 8, 1953, p. 22. Appl. author:
Alfred J. Silberstein, Bert Gold-
smith, inc. © The House of Wor-
sted-Tex, inc.; 8Mar53; KK83416.

Our exclusive British lounge model
made to American specifications.
2-ply 100% virgin worsteds
clear-faced fabrics. (Clothing)
Adv. from Esquire, Apr. 1953, p.
130. Appl. author: Alfred J.
Silberstein, Bert Goldsmith, inc.
© The House of Worsted-Tex, inc.;
6Mar53; KK83160.

Tropi-Tex, British lounge model by
the House of Worsted-Tex. (Cloth-
ing) Adv. from Time, May 11, 1953,
p. 46. Appl. author: Alfred J.
Silberstein, Bert Goldsmith, inc.
© The House of Worsted-Tex, inc.;
7May53; KK86079.

Worsted-Tex. You'll speak of our
new all-wool gabardine in glowing
terms. Video Sheen gabardine in
the British lounge model. Tropi-
Tex. (Clothing) Adv. from Es-
quire, May 1953, p. 121. Appl.
author: Alfred J. Silberstein,
Bert Goldsmith, inc. © The House
of Worsted-Tex, inc.; 8Apr53;
KK84719.

HOUSE PLANT CORNER.

How to have your dream garden in
1953. (Gift items, accessories
and garden equipment) Folder.
© Lincoln Maytham, d.b.a. The
House Plant Corner; 14Feb53;
KK82394.

HOWALD, ALBERT S., sole owner CHEF
HOWALD'S FAMOUS FOODS. SEE Chef
Howald's Famous Foods.

HOWARD, CHARLES.

Borden quarterly memo to stockhold-
ers. KK82461. SEE Borden Com-
pany.

HOWE, EDWIN J.

Available now in your locality ...
KK85007. SEE American Brake Shoe
Company.

Daily and sometimes Sundays our
dynamometer room is a busy place
... KK83828. SEE American Brake
Shoe Company.

For wet or dry applications, Ameri-
can Brakeblok has been proved the
best. KK84449. SEE American
Brake Shoe Company.

Just off the press. KK82668.
SEE American Brake Shoe Company.

Now at your jobber. KK83827.
SEE American Brake Shoe Company.

Protect your workmanship. KK82028.
SEE American Brake Shoe Company.

We stop them all, safely. KK81624.
SEE American Brake Shoe Company.

HOWELL, JOHN G.

At your store. KK82255. SEE
Superior Sleeprite Corporation.

For living comfort tonight, tomor-
row, and for years to come.
KK82815. SEE Superior Sleeprite
Corporation.

Now at your store for the 1st time.
KK82375. SEE Superior Sleeprite
Corporation.

Your store. SEE Superior Sleeprite
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Bed. KK82814. SEE Superior Sleep-
rite Corporation.

Your store now offers, for the 1st
time, a pair of love-seat Over-
nite's that open out to two
separate innerspring single beds.
KK81854. SEE Superior Sleeprite
Corporation.

Your store shows you how a pair of
love seat Overnite's serves you
better day and night. KK82813.
SEE Superior Sleeprite Corpora-
tion.

HUDEPOHL BREWING COMPANY ©.

The news is out. Extra ... Hudepohl's
process 14-k takes the bite out of
the hops. Never before such golden
smoothness. (Beer) Adv. from
the Cincinnati times-star, May 1,
1953. Appl. author: Ronald S.
West. © 30Apr53; KK85057.

HUDSON (H. D.) MANUFACTURING COMPANY ©.

Hudson sprayers and dusters for
gardening pleasure, garden beauty.
Adv. Appl. author: William A.
Ries. © 22May53; KK85907.

Hudson sprayers and dusters help make
40 acres yield like 50. Adv.
Appl. author: William A. Ries.
© 29Apr53; KK85521.

Hudson sprayers and dusters mean
pennies spent, dollars saved.
Pennies to stop pests, yield dol-
lars in crops, food, health. Adv.
Appl. author: William A. Ries.
© 29Apr53; KK85520.

HUDSON MINIATURES.

Old timers. 1900 Packard roadster.
(Miniature automobiles) Label.
© Anthony John Koveleski, d.b.a.
Hudson Miniatures; 5Dec49;
KK82045.

Old timers. 1902 Franklin. (Min-
iature automobiles) Label.
© Anthony John Koveleski, d.b.a.
Hudson Miniatures; 2Jul51 (in
notice: 1949); KK82046.

Old timers. 1903 Cadillac. (Min-
iature automobiles) Label.
© Anthony John Koveleski, d.b.a.
Hudson Miniatures; 23May50 (in
notice: 1949); KK82040.

Old timers. 1906 Columbia electric.
(Miniature automobiles) Label.
© Anthony John Koveleski, d.b.a.
Hudson Miniatures; 15Aug51 (in no-
tice: 1949); KK82047.

Old timers. 1910 International
Harvester. (Miniature automo-
biles) Label. © Anthony John
Koveleski, d.b.a. Hudson Minia-
tures; 28Mar50 (in notice: 1949);
KK82043.

Old timers. 1911 Brush delivery.
(Miniature automobiles) Label.
© Anthony John Koveleski, d.b.a.
Hudson Miniatures; 8Oct52 (in no-
tice: 1949); KK82039.

Old timers. 1911 Buick Bug. (Min-
iature automobiles) Label.
© Anthony John Koveleski, d.b.a.
Hudson Miniatures; 22Apr50 (in
notice: 1949); KK82041.

Old timers. 1911 Mercer. (Minia-
ture automobiles) Label.
© Anthony John Koveleski, d.b.a.
Hudson Miniatures; 21Aug50 (in
notice: 1949); KK82036.

Old timers. 1911 Regal coupe.
(Miniature automobiles) Label.
© Anthony John Koveleski, d.b.a.
Hudson Miniatures; 25Nov52 (in
notice: 1949); KK82037.

Old timers. 1911 Stutz Bearcat.
(Miniatures automobiles) Label.
© Anthony John Koveleski, d.b.a.
Hudson Miniatures; 19Jul50 (in
notice: 1949); KK82044.

Old timers. Old 16 Locomobile racer,
1906. (Miniature automobiles)
Label. © Anthony John Koveleski,
d.b.a. Hudson Miniatures; 30Jan51
(in notice: 1949); KK82038.

HUDSON MOTOR CAR COMPANY ©.

Hudson for '53. A fabulous new Hud-
son Hornet ... Folder. Appl. au-
thor: B S F & D. © 1Dec52;
KK80963.

El Hudson Super Jet. Trae el lujo,
el funcionamiento y la durabili-
dad de los coches finos, a la ...
(Cars) Folder. Appl. author:
B. S. F. & D. © 30Jan53; KK82759.

The new Hudson Jet would not be pos-
sible without exclusive step-down
design. Poster. Appl. author:
B S F & D. © 1Dec52; KK80964.

O Hudson Super Jet. Trae o luxo,
funcionamento e durabilidade dos
carros de classe, maior segurança,
sliada ... (Cars) Folder. Appl.
author: B. S. F. & D. © 30Jan53;
KK82760.

Performance, durability and economy
never before offered in the low-
price field. New Hudson Jet. Pos-
ter. Appl. author: B S F & D.
© 1Dec52; KK80965.

Presenting a new kind of car, the
wonderful Hudson Jet. A compact,
economical wonder car in the low-
price field ... 8 p. Appl.
author: B S F & D. © 15Nov52;
KK84322.

HUETTIG, WILLIAM O.

Finest quality tailors trimmings
for fine custom tailoring.
KK83189. SEE Ferris Woolen Com-
pany.

Finest quality tailors' trimmings
for fine custom tailoring.
KK83513. SEE Wawak Company, inc.

HUFFMAN, HORACE MCKEE, JR. SEE Huffman
Manufacturing Company.

HUFFMAN MANUFACTURING COMPANY ©.

How the quiet light weight Huffy makes
your lawn easier to mow. (Lawn-
mowers) Folder. Appl. author:
Horace McKee Huffman, Jr. © 2Jan53
(in notice: 1952); KK81360.

Huffy Mower. Electric model 52-16.
16" cut. (Lawnmowers) Envelope.
Appl. author: Horace McKee Huff-
man, Jr. © The Huffman Manufac-
turing Co.; 15Dec52; KK82145.

Huffy Mower. Electric model 52-18.
18" cut. (Lawnmowers) Envelope.
Appl. author: Horace McKee Huff-
man, Jr. © The Huffman Manufac-
turing Co.; 15Dec52; KK82141.

HUFFMAN MANUFACTURING COMPANY ©. Cont'd.

- Huffy Mower. Gas model 52-216. 16" cut. (Lawnmowers) Envelope. Appl. author: Horace McKee Huffman, Jr. © The Huffman Manufacturing Co.; 15Dec52; KK82142.
- Huffy Mower. Gas model 52-218. 18" cut. (Lawnmowers) Envelope. Appl. author: Horace McKee Huffman, Jr. © The Huffman Manufacturing Co.; 15Dec52; KK82144.
- Huffy Mower. Gas model 52-418. 18" cut. (Lawnmowers) Envelope. Appl. author: Horace McKee Huffman, Jr. © The Huffman Manufacturing Co.; 15Dec52; KK82143.
- Huffy Mower instruction book. (Lawnmowers) 15 p. Appl. author: Horace McKee Huffman, Jr. © The Huffman Manufacturing Co.; 15Dec52; KK81146.
- HULBERT, REED OWEN.
Smash-Proof. KK85215. SEE Smash-Proof Company.
- Thousands of Smash-Proof creepers in everyday use are fifteen years old or older. KK86211. SEE Smash-Proof Company.
- HUMM, ALBERT W.
Model CTT, throttling type. KK81694. SEE Robertshaw-Fulton Controls Company.
- Model DG gas thermostat. KK81692. SEE Robertshaw-Fulton Controls Company.
- Model DP gas thermostat. KK81693. SEE Robertshaw-Fulton Controls Company.
- Model GC double seat, throttling type gas thermostat for gas heated coffee urns and coffee makers. KK81691. 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.
- HUNHOLZ, JOHN F. ©.
Vibragen, tonic food supplement. Label. © 14May53; KK85403.
- HUNT, DONALD E.
Huntstone process gives you a strikingly beautiful, simulated stone surface at a fraction of previous cost. KK83387. SEE Huntstone Company.
- You can have this Huntstone wall in your home. KK83811. SEE Huntstone Company.
- HUNT FOODS, INC.
Revolutionary new recipe, takes only 18 minutes, spanish rice pronto. KK81214. SEE General Foods Corporation.
- HUNTER, JUNE E.
A free gift for you. KK85826. SEE Club Aluminum Products Company.
- Save 40 % - 50 % on this beautiful rose pattern dinnerware. KK83108. SEE Anderson, Charles Evert.
- This certificate saves you money ... KK84299. SEE Anderson, Charles Evert.
- HUNTSTONE 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. © 19Mar53; KK83387.

You can have this Huntstone wall in your home. (Simulated stone surfacing) Adv. from Living for young homemakers, Apr. 1953, p. 49. Appl. author: Donald E. Hunt. © 19Mar53; KK83811.

HURD, PETER.
Research in guided missiles. KK80748. SEE General Electric Company.

HUTCHINS, FRANK M.
Gould advertising reaches more than 2,000,000 readers every month. KK82783. SEE Gould-National Batteries, inc.

January ... KK81961. SEE Gould-National Batteries, inc.

Let us help your batteries live a long useful life. KK84286. SEE Gould-National Batteries, inc.

HUTCHINS ADVERTISING COMPANY, INC.
For those who enjoy cheese. KK86571. SEE Gould-National Batteries, inc.

Initial charge and installation instructions for lead-calcium batteries ... KK86573. SEE Gould-National Batteries, inc.

Installation and operating instructions for lead-calcium batteries ... KK86574. SEE Gould-National Batteries, inc.

Instrucciones generales para la conservacion y la operacion de los acumuladores Gould, de caucho. KK86572. SEE Gould-National Batteries, inc.

HUTCHINSON, RICHARD B.
Color film. KK82226. SEE McGregor Products Company.

Take pictures in thrilling McGregor high fidelity color film. KK86718. SEE McGregor Products Company.

HUTSON, HERMAN HERBERT.
Best buys you ever made. KK82197. SEE White's Super Markets.

HYGIENIC PRODUCTS COMPANY.
Meló cleaner. All purpose cleaner, by makers of Saniflush. Label. Appl. author: Walter P. Lash. © The Hygienic Products Co.; 9Mar53; KK83123.

I

ICE CREAM MERCHANDISING INSTITUTE, INC. ©.
Verify cherry vanilla ice cream. One pint liq. Label. Appl. author: Joseph Hunter Ross, III. © 2Jan53; KK81638.

IDENTIVISOR PROTECTION.
Now you can identivise against loss or theft of personal property. (Identivisor card) Folder. © Clyde Stewart and/or Marion E. Stewart, Identivisor Protection; 20Jun53; KK86555.

IGOE BROTHERS, INC. ©.
Igoe Brothers, inc. Hardware, tools, building materials. 1953. Calendar. © 17Dec52; KK81281.

ILG ELECTRIC VENTILATING COMPANY ©.
Ilget air circulators. Model nos. 1274, 1334, 1204U, 1274U. Bulletin no. 15B. Sheet. Appl. author: Clarence William Dexter, Jr. © 19Dec52; KK81671.

Type TA Direct-Drive Tubeaxial Duct-Fans. Bulletin no. 15A. (Ventilators and air conditioners) Sheet. Appl. author: Clarence William Dexter, Jr. © 21Jan53 (in notice: 1952); KK82097.

Vertical type ceiling Ilgette kitchen ventilator. Bull. no. 563. (Electric ventilators) Sheet. Appl. author: Clarence William Dexter, Jr. © 25Feb53; KK82632.

ILLERS, EM; EDITH MILLER WEINTRAUB, d.b.a. EM ILLERS AND SOLE OWNER OF FELT FUN. SEE Felt Fun.

ILLINI MOLDED PLASTICS ©.
Imp Duo-Seat. Engineered plastics for home & industry. (Combination toilet seat for adults and infants) Sheet. Appl. author: Richard Martin Radl. © 6Feb53; KK84025.

ILLINOIS DUSTER AND BRUSH COMPANY ©.
Illinois brushes are sweeping the country. Adv. from Sanitary maintenance, Dec. 1952, p. 59. Appl. author: John F. Hohenadel. © 15Dec52; KK84124.

ILLINOIS WATCH CASE COMPANY, d.b.a. ELGIN AMERICAN. SEE Elgin American.

IMPERIAL FABRIC COMPANY.
Imperial presents one of their famous Picture Classics for your home. Mississippi, from an original Currier and Ives collectors item. (Drapery fabrics and pictures) Poster. © Herbert Mand & Milton B. Rubenstein, t.a. Imperial Fabric Co.; 10Feb53; KK82233.

It's here. Ask to see the exciting new style trend. Imperial Picture Classics. Oaken bucket. From an original Currier and Ives collectors item. (Drapery fabrics and pictures) Poster. © Herbert Mand & Milton B. Rubenstein, t.a. Imperial Fabric Co.; 10Feb53; KK82235.

Picture Classics. Winter scene. From an original Currier and Ives collectors item. (Drapery fabrics and pictures) Poster. © Herbert Mand & Milton B. Rubenstein, t.a. Imperial Fabric Co.; 10Feb53; KK82234.

IMPERIAL KNIFE COMPANY, INC. ©.
Jack-Master made to stay sharp; pocket knives. Counter display holder. Appl. authors: Wilson, Haight & Welch and Hyman Hendel. © 10Dec52; KK80922.

Kamp-King big and sturdy for all outdoor knife needs. Jack-Master made to stay sharp [pocket knives] Counter display holder. Appl. authors: Wilson, Haight & Welch and Hyman Hendel. © 10Dec52; KK80923.

IMPERIAL PEARL SYNDICATE, INC. ©.
A gift for you, an Imperial cultured pearl. Folder. © 19Mar53; KK83391.

The romance of cultured pearls by Imperial. Folder. © 19Mar53; KK83392.

IMPERVIOUS PAINT AND VARNISH COMPANY ©.
One-coat beauty treatment for worn, unsightly plaster walls and ceilings. Raytex texture wall paint. Folder. © 4Nov52; KK85766.

INDEPENDENT LOCK COMPANY ©.
Key cutting machines. Ilco. 11 p. Appl. author: Bernard Samuel Falk. © 6Jan53; KK81130.

INDEPENDENT PROTECTION COMPANY, INC. ©.
Beautiful ornaments for home, farm, cottage. IPC, America's most popular line. (Weather vanes, markers, lightning rods) Folder. Appl. author: Earnest C. Cripe. © 1Apr53; KK84355.

INDUSTRIAL CHEMICAL DEVELOPING CORPORATION ©

Transparent, non-combustible micro-film, an invisible, protective umbrella for masonry. Folder.
© 1Nov52; KK84475.

INDUSTRIAL SYNTHETICS CORPORATION ©

All plastic tire-cord reinforced. Supplex Tuff-ply garden hose. Adv. from the New York times, Apr. 19, 1953, p. 38. Appl. author: Mann-Ellis, inc. © 19Apr53; KK84442.

For your lawn's sake, remember this. Here's why only Supplex flexible triple-tubed plastic sprinkler won't wash out loam or seedlings. Adv. from New York times, May 24, 1953, p. 44. Appl. author: Mann-Ellis, inc. © 24May53; KK85825.

INFILCO, INC. ©

SR Accelerator. Flow pattern. (Liquid treating apparatus) Sheet. Appl. author: Anton A. Kalinske. © 27Apr53; KK85510.

INLAND WALLPAPER COMPANY ©

Hints for hanging Eze hang [wallpaper] Folder. © 25Jul52; KK80940.

INNESS, JOSEPH BERNARD ©

Chain-a-tree Christmas tree chains. (Tree decoration) Sheet.
© 17Dec52; KK81047.

INSPECTORS SEA FOOD COMPANY.

Clam chowder with that good ocean-fresh flavor. Net weight 15 1/2 oz. Label. Appl. author: Tinsley T. Jepson. © Gouley N. Burcham, d.b.a. Inspectors Sea Food Co.; 4Jul52; KK82732.

Pure minded clams with that good ocean-fresh flavor. 7 oz. Label. Appl. author: Adrian Apple. © Gouley N. Burcham, d.b.a. Inspectors Sea Food Co.; 26Jan53; KK82733.

INSTANT-GRIP COMPANY.

Instant Grip cement. The glue that mends anything. Label. © Emil Marcus, d.b.a. Instant-Grip Co.; 19May53; KK86229.

INSTRUMENT SPECIALTIES COMPANY, INC. ©

Micro-processed electronic components Beryllium copper. Catalog 7A. 7 p. Appl. author: James Roberson. © 18Mar53; KK83390.

INSULATION AND WIRES, INC. ©

Aluma-Flux, non-corrosive flux for soldering aluminum. Envelope. Appl. author: Charles W. Bolan. © 5Jun53; KK86118.

Aluma-Flux, non-corrosive flux for soldering aluminum. Folder. Appl. author: Charles W. Bolan. © 5Jun53; KK86119.

Now, aluminum soldering made easy. Aluma-Flux soldering flux. Sheet. Appl. author: Charles W. Bolan. © 5Jun53; KK86865.

INSUL-MASTIC CORPORATION OF AMERICA ©

Insul-Mastic type D. Condensation control charts, for obtaining specific temperature data and efficiency ranges. (Asphaltum protective coating) Folder. Appl. author: Harry E. Rapp. © 12Jan53; KK83731.

INTERNATIONAL BUSINESS MACHINES CORPORATION.

Dear Mr. Saxe ... SEE Holland (Reginald H.) inc.

Dear Mr. Saxe: I am told that the greatest physicist of our age ... KK85516. SEE Holland (Reginald H.) inc.

Dear Mr. Saxe: Ours is the age of wonderful machines. KK85517. SEE Holland (Reginald H.) inc.

Oh wad some power the giftie gie us ... KK86166. SEE Holland (Reginald H.) inc.

INTERNATIONAL BUSINESS MACHINES CORPORATION ©

Another IBM first. New AC minute impulse self-regulating clock system, for time indicating and signaling only. Sheet. Appl. author: William F. Schilling. © 13Apr53; KK84591.

Another IBM first. New electronic paging system. Folder. Appl. author: William F. Schilling. © 13Apr53; KK84588.

Another IBM first. New 12 hour self-regulating electronic time system. Sheet. Appl. author: William F. Schilling. © 13Apr53; KK84592.

Another IBM first. Studio self-regulating clock system. Sheet. Appl. author: William F. Schilling. © 13Apr53; KK84585.

Another new IBM electronic development for business. IBM electronic calculator type 607. Folder. Appl. author: James Cheston Constable. © 13Apr53; KK84595.

The IBM electronic data processing machines. A development of great significance, tremendous speed and flexibility ... Folder. Appl. author: James Cheston Constable. © 24Mar53; KK84582.

Lapse and life. Industrial life insurance combined register system. IBM. Folder. Appl. author: International Business Machines Corp., employer for hire of James Cheston Constable. © 5May53; KK86713.

Modern square indicating clock. IBM time. (Electric time clock) Sheet. Appl. author: William F. Schilling. © 13Apr53; KK84587.

The new IBM accumulating reproducer. 2 basic machines in 1. Folder. Appl. author: James Cheston Constable. © 13Apr53; KK84593.

New IBM coded signal receiver. Expanded programming up to 9 circuits each frequency. Sheet. Appl. author: William F. Schilling. © 13Apr53; KK84590.

New IBM 91 series master controls. Electronic synchronous-wired minute impulse. (Self-regulation of IBM time and program signaling systems) Sheet. Appl. author: William F. Schilling. © 13Apr53; KK84584.

New IBM transmitter signal amplifier. Expanded electronic signal output. Sheet. Appl. author: William F. Schilling. © 13Apr53; KK84589.

New 1953 IBM fully-automatic attendance time recorder. Sheet. Appl. author: William F. Schilling. © 13Apr53; KK84586.

New radio-supervised time control. Another IBM first. Sheet. Appl. author: William F. Schilling. © 13Apr53; KK84583.

The new versatile IBM printing summary punch. Accumulative record card. Folder. Appl. author: James Cheston Constable. © 13Apr53; KK84596.

Typing, punching, verifying. The key to all three, the new IBM typewriter tape punch. Folder. Appl. author: James Cheston Constable. © 13Apr53; KK84594.

INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY ©

Colds call for Kleenax. [Little Lulu & a large box of Kleenex in a windstorm] (Tissues) Poster. (Its [Design no. 800]) Appl. author: Winifred S. Snyder. © 1Mar53; KK82810.

Delsey special. (Toilet tissue) Display card. © 4May53; KK85345.

Only Delsey is soft like Kleenex tissues. (Toilet tissue) Poster. © 4May53; KK85400.

Save with Kleenex at new low prices. [Little Lulu leading a band] (Tissues) Poster. (Its [Design no. 780]) Appl. author: Winifred S. Snyder. © 1Feb53; KK82811.

Veldown table napkins. Luxuriously soft and strong. 50, size 15 1/2" x 15 1/2". Label. © 5Feb53; KK83852.

You can blow to beat the band. Kleenex tissues. Illustration of little Lulu in tubas. Poster. Appl. author: Winifred S. Snyder. © 1Mar53; KK85678.

INTERNATIONAL ELECTRIC COMPANY ©

The best stop to control your stock. Weed Chopper, electric fencer. Label. Appl. author: Si Simon. © 28May53; KK86272.

INTERNATIONAL HARVESTER COMPANY ©

Great new kitchen idea by International Harvester. New decorator refrigerator, a fashion-first exclusive with International Harvester. Adv. from Saturday evening post, June 13, 1953, p. 142. Appl. author: Leo Burnett Co., inc. © 13Jun53; KK86788.

Great new kitchen idea. The decorator refrigerator by International Harvester. Adv. from Better homes & gardens, Mar. 1953, p. 40. Appl. author: Leo Burnett Co., inc. © 25Feb53; KK82897.

Great new kitchen idea. The decorator refrigerator exclusive with International Harvester. Adv. from Saturday evening post, Feb. 14, 1953, p. 14-15. Appl. author: Leo Burnett Co., inc. © 14Feb53; KK82898.

International Harvester introduces the smart way to keep cool. (Air conditioner) Adv. from Better homes & gardens, May, 1953. Appl. author: Leo Burnett Co., inc. © 23Apr53; KK84893.

New 7-climate refrigerators by International Harvester. Adv. from Pathfinder, Apr. 1953, p. 2 of cover. Appl. author: Leo Burnett Co., inc. © 23Mar53; KK84107.

The new 7-climate refrigerators by International Harvester. Adv. from the Saturday evening post, Mar. 28, 1953, p. 118-119. Appl. author: Leo Burnett Co., inc. © 28Mar53; KK84106.

INTERNATIONAL LATEX CORPORATION ©

At regular prices, they're a beautiful buy. At white sale savings, don't pass them by. First quality Playtex pillows. Ad no. 5158. Sheet. © 29May53; KK86822.

At store name, new hands for old with new Playtex Glovelies. These fabric-lined gloves protect the beauty of your hands and manures while you work. Sheet. Bl41. © 31Mar53; KK86528.

Baby, it's a soft life. Only Playtex panties, the e-t-r-e-t-c-h-y latex panties, fit so gently ...

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Cont'd.

- cRabbit strobe: Adv. from the New York times magazine, Feb. 1, 1953, p. 2. Appl. author: Charles Dallas Reach Co., inc., of New York. © 1Feb53; KK85177.
- Be gay, be at ease, wear what you please. Invisible Playtex Pink-Ice gives you a look-twice figure. [Water-tube strobe; model in three summer outfits] (Girdles) Adv. from True confessions, July 1952, p. 7. Appl. author: Foote, Cone and Belding. © 10Jun52; KK84463.
- 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. © 29Dec52; KK82297.
- Beauty magic for hands at work. Protect hands and manicures this new, easy way. New Playtex Glovelies. (Rubber gloves) Adv. from Binghamton press, Binghamton, N. Y., Feb. 4, 1953, p. 27. Appl. author: Chas. Dallas Reach Co. of New York, inc. © 4Feb53; KK82661.
- Beauty magic for hands at work. Protect hands and manicures this new, easy way, with new Playtex Glovelies. Fabric-lined protective gloves ... Sheet. Bl36. © 13Mar53; KK83536.
- Beauty magic for hands at work. Protect hands and manicures this new, easy way, with new Playtex Glovelies. (Gloves) Sheet. Bl38. © 6Apr53; KK84276.
- Buy them in pairs and double your savings. First quality Playtex pillows. Ad no. 5155A. Sheet. © 29May53; KK86821.
- Caught with his pants up. Night and day, all through the year, only Playtex Dryper. cKitten strobe: (Pants and pads) Adv. from Commentary, Mar. 1953, p. 2 of cover. Appl. author: Charles Dallas Reach Co., inc., of New York. © 4Mar53; KK85180.
- Christmas catalogue. Playtex customized pillows. No gift compares with the gift of sleep. This Christmas give Playtex pillows. cSuggested Christmas layouts: Sheet. P615. © 12Jun53; KK86446.
- Come, meet Miss Beth Rocke, Playtex Figure consultant ... Discover the secret of true figure makeup with Playtex fabric lined girdles. [Counter cards P479] Display poster. © 3Nov52; 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. H693. © 13Mar53; KK83535.
- Diagrammatic sketch of Playtex display window [no.] 8. Magic-Controller. (Girdles) P 562. © 6Mar53; KK83275.
- Do your pillows belong in ancient Rome? Playtex foam pillows. Folder. "P486." © 29Dec52; KK81414.
- Don't be a square. Your bulges are gone, real gone when you wear Playtex Magic-Controller panty brief. (Girdles) Sheet. G350. © 1May53; KK85424.
- First aid for sleepless dads. Customized Playtex pillows. Sheet. 5149. © 1May53; KK85419.
- 1st time available, new profit opportunity for you. Playtex introduces the only baby lotion with chlorophyll. cMirror strobe: Adv. from N.A.R.D. Journal, Mar. 16, 1953, p. 377. Appl. author: Charles Dallas Reach Co., inc., of New York. © 16Mar53; KK85182.
- 1st time available to America's precious babies. Playtex lotion with the extra protection of chlorophyll. Adv. from Modern romances, June 1953, p. 21. Appl. author: Charles Dallas Reach Co. © 8May53; KK85914.
- First time ever. Discontinued styles of Playtex pillows. Sheet. Ad. no. 5140. © 27Mar53; KK83913.
- For deep, healthful sleep, choose the Playtex pillow that's just right for you. Sheet. P602. © 5Jun53; KK86442.
- For deep sleep from yawn to dawn. Father will sleep like a baby on his new Playtex customized pillow. cMan pillow strobe: Adv. from the New York times magazine, June 7, 1953, p. 2. Appl. author: Foote, Cone & Belding. © 7Jun53; KK86588.
- For Father's Day, June 21st, Playtex pillows, customized for the sleeping comfort he needs. Streamer. P594. © 8May53; KK85418.
- For Father's Day, the perfect gift for the heads of the family. Amazing new Playtex home hair cutter. Streamer. P589. © 1May53; KK85417.
- For the fortunate father who has everything, give him a Playtex pillow, customized for the sleeping comfort he wants. Sheet. 5150. © 1May53; KK85420.
- Four leading American designers show why only a Playtex girdle lets you look as slim as this, and feel as free as this. cTrigere, Mangone, Sano, Derby endorsement: Adv. from Good housekeeping, Feb. 1953, p. 19. Appl. author: Foote, Cone and Belding. © 20Jan53; KK84494.
- From its boneless non-roll top, to its hidden finger panels, there's not a girdle in the world like the amazing Playtex Magic-Controller. Sheet. G339. © 25Mar53; KK83527.
- Give baby the pick of Santa's pack. Night and day, all through the year only Playtex Dryper ... Adv. from Life, Dec. 1, 1952, p. 9. Appl. author: Charles Dallas Reach Co., of New York, inc. © 28Nov52; KK81390.
- Give him deep sleep from yawn to dawn. Customized Playtex pillows, designed to give your dad the sound, healthful sleep he needs. Sheet. 5151. © 1May53; KK85421.
- Give those you love the personal, precious gift of sleep; give Playtex, the world's sleepingest pillow. [Young couple in Xmas wreath; Santa Claus box] Adv. from Life, Nov. 17, 1952, p. 25. Appl. author: Foote, Cone & Belding. © 14Nov52; KK80961.
- A glamorous star and her glamorous baby. Your glamorous baby deserves Playtex baby needs during National Baby Week, and all year 'round. Ida Lupino says: I've used Playtex for my baby from the start ... Streamer. P558. © 20Mar53; KK83488.
- A hit. Playtex home hair cutter. Sold at Thorne's Pharmacy. Folder. © 8May53; KK86531.
- Hollywood stars and famous designers call Playtex the perfect girdle. Because it streamlines your natural figure. Invisible Playtex fabric ... Sheet. © 6Feb53; KK82272.
- Hollywood stars and famous designers call Playtex the perfect girdle. Counter card. P539. © 17Feb53; KK82923.
- Hollywood stars and famous designers call Playtex the perfect girdle. cZsa Zsa Gabor, Maxwell, Loper, McCardell endorsement. Dancing strobe: Adv. from the New York times magazine, Feb. 15, 1953, p. 2. Appl. author: Foote, Cone and Belding. © 15Feb53; KK84469.
- Hollywood stars and top designers agree. Only a Playtex girdle reveals your own true figure naturally slimmer, naturally comfortable. cVera Ralston: Adv. from the New York times magazine, Mar. 15, 1953, p. 2. Appl. author: Foote, Cone, Belding. © 15Mar53; KK83243.
- How to use Playtex Glovelies. (Gloves) Card. © 23Jan53; KK82072.
- Hurry, hurry, hurry, this week only. Free gift of Playtex baby oil, powder and cream. Sheet. Bl23A. © 5Jun53; KK86444.
- I look so cute in Playtex Dress-Eez, the gay waterproof panties of soft plastic with a fresh, crisp gingham-look. Poster. © 2Jan53; KK82077.
- I use Playtex baby powder because it's superfine, wonderfully scented ... Poster. © 2Jan53; KK82073.
- I use Playtex chlorophyll baby lotion, the only lotion with chlorophyll. Poster. © 2Jan53; KK82074.
- I use Playtex Dryper, the Pad-in-Panty diapering method that keeps me comfortable and protected ... Poster. © 2Jan53; KK82076.
- I use Playtex panties made of creamy latex. Poster. © 2Jan53; KK82075.
- I wear Playtex panties. They're waterproof, fit so gently, so snugly. Never cut circulation. Poster. © 2Jan53; 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. G340. © 25Mar53; KK83528.
- Important instructions, please read carefully. Playtex adjustable garters are completely new and different from any other adjustable garter. (Girdles) Sheet. P564. © 23Apr53; KK84752.
- Instruction for effectively using all material in your Playtex display kit. (Baby needs) Sheet. © 2Jan53; KK82273.
- Instructions assembly of metal floor stand no. 4, P518, code 678. Playtex. (Baby needs) Sheet. © 23Jan53; KK81966.
- Introducing more than a girdle. It's a completely new idea in natural figure control. New Playtex Magic-Controller. cMail enclosure P580: Folder. © 27Mar53; KK84751.
- Introducing the panty brief that does more than most girdles. New Playtex Magic-Controller panty brief. Sheet. G346. © 1May53; KK85426.

Introducing the panty brief that does more than most girdles. New Playtex Magic-Controller panty brief. Sheet. G351. © 1May53; KK85425.

Is the wrong pillow robbing you of a good night's sleep? Now choose the pillow that's just right for you from our wonderful customized Playtex pillows. Sheet. P557. © 20Mar53; KK84274.

It looks like a panty brief, it feels like a panty brief, but it holds you, controls you, slims and supports you as no panty brief ever before. Amazing new Playtex Magic-Controller panty brief. (Girdles) Sheet. G349. © 1May53; KK85423.

It's June in January with this special Playtex swim cap deal. Ask your Playtex salesman about the special credit terms ... Adv. from Drug topics, Dec. 1, 1952, p. 10. Appl. author: Charles Dallas Reach Co., of New York, inc. © 1Dec52; KK81392.

It's so simple to do more business when you sell what people want most. Playtex baby needs. P610. Pamphlet. © 29May53; KK86246.

Just arrived, the panty brief that does more than most girdles. New Playtex Magic Controller. P599. Streamer. © 1May53; KK86241.

Just look at her baby. Ida Lupino and her daughter, Bridget. Playtex babies are happier babies, neater, sweeter and cleaner. (Panties) Adv. from the New York Times magazine, Mar. 29, 1953, p. 2. Appl. author: Charles Dallas Reach Co., inc., of New York. © 29Mar53; KK85178.

Keep your baby Socially Acceptable. Playtex cover all bib. [Transparent package] Label. © 24Feb53; KK84866.

Let bouncing babies bounce your profits; feature America's fastest selling baby pants. Playtex. Adv. from Drug topics, Sept. 22, 1952, p. 64. Appl. author: Charles Dallas Reach Co., of New York, inc. © 22Sep52; KK81393.

Look, a new non-roll top that stays up, hidden finger panels that control your tummy. That's the magic of new Playtex Magic-Controller. (Girdles) Sheet. G341. © 25Mar53; KK83529.

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. G342. © 25Mar53; KK83530.

Lovely screen star Anne Baxter says: Playtex gives me wonderful freedom for all my strenuous studio activities. (Girdles) Poster. © 29Dec52; KK82298.

Magic control for those calorie-curves. Introducing newest Playtex Magic-Controller panty girdle with garters. P624. Poster. © 18Jun53; KK86734.

Magic fingers lift your figure. New Playtex Magic-Controller shapes and supports you without a single seam, stitch, stay or bone. (Girdles) Sheet. G343. © 25Mar53; KK83531.

Meet the faces behind the new fashions. The world's leading designers say: No girdle 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: Foote, Cone & Belding. © 1Mar53; KK83072.

Mommy, buy my Playtex baby needs here. Display poster. P492. © 2Jan53; KK82071.

More than a girdle, better than a corset. Amazing new Playtex Magic-Controller. cModels in girdles Adv. from the New York Times magazine, Apr. 12, 1953, p. 2. Appl. author: Foote, Cone and Belding. © 12Apr53; KK84471.

More than a girdle, better than a corset. Amazing new Playtex Magic-Controller with new non-roll top and hidden power panels ... (Girdles) Sheet. P581. © 3Apr53; KK84274.

More than a girdle, better than a corset. Amazing new Playtex Magic-Controller. cSolarized model; close view of girdles Adv. from the New York Times magazine, May 10, 1953, p. 2. Appl. author: Foote, Cone & Belding. © 10May53; KK86209.

More than a girdle, better than a corset. New Playtex Magic-Controller. Sheet. G316. © 6Mar53; KK82919.

More than a girdle, better than a corset. Playtex fabric lined latex Magic-Controller. Label. © 16Feb53; KK82349.

More than a girdle, better than a corset. The amazing new Playtex Magic-Controller. (Girdles) Sheet. G311. © 6Mar53; KK82922.

Mothers of babies are the purchasing agents for their families. There's no richer market. Playtex. (Baby needs) Pamphlet. © 29Apr53; KK86441.

New, a panty brief that does more than most girdles. Playtex Magic-Controller. cCounter card; P597. Display poster. © 1May53; KK86239.

New Glovelies make this daring promise: softer, smoother, lovelier hands in 9 days, plus protected manicures. Playtex Glovelies. (Rubber gloves) Adv. from the Hartford times, Jan. 30, 1953, p. 16. Appl. author: Chas. Dallas Reach Co. of New York, inc. © 30Jan53; KK82659.

New Glovelies make this daring promise: softer, smoother, lovelier hands in 9 days, plus protected manicures. Playtex Glovelies. (Rubber gloves) Adv. from the Hartford times, Feb. 5, 1953, p. 20. Appl. author: Chas. Dallas Reach Co. of New York, inc. © 5Feb53; KK82660.

New hands for old with new Playtex Glovelies. These fabric-lined gloves protect the beauty of your hands and manicures while you work. Sheet. B131. © 20Mar53; KK84280.

New Playtex baby lotion with chlorophyll ... Poster. © 2Jan53; KK82086.

New Playtex Glovelies. (Gloves) Sheet. P551. © 5Mar53; KK82918.

New Playtex Glovelies promise you beauty magic for your hands while you work. (Gloves) Sheet. B130. © 20Mar53; KK84281.

New Playtex Glovelies promise you beauty magic for your hands while you work. (Gloves) Sheet. B134. © 20Mar53; KK84279.

New Playtex Magic-Controller. More than a girdle, better than a corset. Poster. P548. © 20Feb53; KK83046.

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 latex muscles ... (Girdle) Sheet. Streamer P553. © 11Mar53; KK83320.

New with chlorophyll, Playtex baby lotion. Label. © 16Jan53; KK82296.

Night and day, all through the year only Playtex Dryper makes changes so safe and comfortable ... cMirror; 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. G313. © 6Mar53; KK82921.

Now, a panty brief that does more than most girdles. New Playtex Magic Controller. Folder. cMail enclosure; P598. © 1May53; KK86240.

Now, a panty brief that does more than most girdles. New Playtex Magic-Controller panty brief. P604. Broadside. © 27May53; KK86244.

Now nature's own slimming action with new non-roll top and tummy-flattening power panels. New Playtex Magic-Controller. (Girdles) Sheet. G314. © 6Mar53; KK82920.

Now, nature's own slimming action, with new non-roll top and tummy-flattening power panels. Playtex Magic-Controller. (Girdles) Sheet. G335. © 25Mar53; KK83526.

Now Playtex customized pillows, double-covered, for something new in sleeping comfort. Sheet. P584. © 22May53; KK86242.

Now save \$4 a pair on 1st quality discontinued styles of Playtex pillows. Sheet. Ad. no. 5141. © 27Mar53; KK83908.

Now, see what nature's own slimming action can do for you. Come see ... the amazing new Playtex Magic-Controller. (Girdles) Poster. © 12May53; KK85676.

Now something wonderful happens to your body with this natural figure control. Playtex Magic-Controller. We saw it, we tried it ... (Girdles) Sheet. G333. © 25Mar53; KK83524.

Now try the new fabric lined Playtex girdle. More slimming power ... Playtex known everywhere as the girdle in the famous slim tube. cCounter display P504; Display card. © 29Dec52; KK81330.

Now try the new Playtex fabric lined girdle. cCounter display P460; Tube card. © 2Jan53; KK81417.

Now, you can give yourself professional-looking haircuts at home for only 3¢ each. Revolutionary Playtex home hair cutter. Poster. P537. © 18Mar53; KK84755.

Only a Playtex girdle lets you feel as free as this and look as slim as this. [Marcel Rochas, endorser] Adv. from Life, Dec. 15, 1952, p. 9. Appl. author: Foote, Cone & Belding. © 12Dec52; KK80960.

Only a Playtex girdle lets you feel as free as this, and look as slim as this. cPhilip Mangone, endorser;

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bowling strobes Adv. from Life, Oct. 6, 1952, p. 7. Appl. author: Foote, Cone and Belding. © 30Oct52; KK84498.

Only a Playtex girdle lets you feel as free as this, and look as slim as this. cPierre Balmain, endorser; jumping rope strobe Adv. from Life, Aug. 11, 1952, p. 55. Appl. author: Foote, Cone and Belding. © 8Aug52; KK84497.

Only Playtex baby oil, powder and cream guarantee no diaper rash or your money back. Poster. © 2Jan53; KK82081.

Only Playtex panties, the stretchy latex panties fit so gently, give such complete waterproof protection. cBlocks Adv. from Commentary, Dec. 1952, p. 2 of cover. Appl. author: Charles Dallas Reach Co., of New York, inc. © 1Dec52; KK81395.

The perfect gift for precious baby, a complete wardrobe of Playtex panties. [Mail enclosure 453] Folder. © 2Jan53; KK81113.

Perfect gift for the heads of the family. Sensational new Playtex home hair cutter. Sheet. H701. © 1May53; KK85415.

Playtex babies are happier babies ... Night and day, all through the year, only Playtex Dryper gives baby safe comfort ... Safeguard your baby's health ... cBouncing ball strobe (Pants and pads) Adv. from Commentary, Feb. 1953, p. 2 of cover. Appl. author: Charles Dallas Reach Co., inc., of New York. © 4Feb53; KK85181.

Playtex bibs and sheets. So sanitary. So comfortable. Poster. © 2Jan53; KK82084.

Playtex Dress-Eez colorful plastic panties. (Baby pants) Poster. © 2Jan53; KK82085.

Playtex Dryper keeps baby clean, dry, protected. (Diapering garment) Poster. © 2Jan53; KK82087.

Playtex Glovelies. Beauty magic for hands at work. (Gloves) Label. © 27Feb53; KK86927.

Playtex Glovelies. Beauty magic for hands at work. Size, small. (Gloves) Label. © 23Jan53; KK82299.

Playtex nylon Party-Pants for little dress-ups. (Baby pants) Poster. © 2Jan53; KK82083.

Playtex outsells all other brands of baby pants. Adv. from Super market merchandising, Sept. 1952, p. 81. Appl. author: Chas. Dallas Reach Co., inc. © 1Sep52; KK81389.

Playtex Self-Serv [display] P532. (Women's apparel) Sheet. © 23Jan53; KK81967.

Playtex swim cap information sheet. P517. Sheet. © 23Jan53; KK81968.

Playtex, the girdle of the stars, for the enchanted silhouette, as editorially featured in Modern screen. Sheet. © 29Dec52; KK80826.

Playtex waterproof panties. Always keep your baby Socially Acceptable. Poster. © 2Jan53; KK82082.

Playtex waterproof panties made of creamy latex. Never cut circulation. (Baby pants) Poster. © 2Jan53; KK82088.

Pretty enough to trim the tree. Give a Playtex panty wardrobe. Adv. from the New York times

magazine, Nov. 30, 1952, p. 2. Appl. author: Charles Dallas Reach Co., inc., of New York. © 30Nov52; KK81391.

Promotion plans. cProduct calendar; (Baby needs, girdles, hair cutters) July 1953. © 5Jun53; KK86443.

Promotion plans. cProduct calendar; (Baby needs, girdles, hair cutters and pillows) Sheet. Apr. 1953. © 13Mar53; KK83319.

Promotion plans. cProduct calendar; (Baby needs, girdles, hair cutters and pillows) Sheet. May 1953. © 27Mar53; KK83912.

Promotion plans. [Product calendar] (Hair cutters, girdles, baby needs, and pillows) Sheet. June 1953. © 17Apr53; KK84750.

Protect your hands and manicures this new, easy way. Beauty magic for hands at work. New Playtex Glovelies. (Gloves) Sheet. B137. © 31Mar53; KK84277.

Scientific testing and manufacturing methods make Playtex your best buy. Playtex hotel and hospital premium pillows. [Specification sheets P476] Sheet. © 11Dec52; KK80990.

Sleep as you've never slept before, save as you've never saved before. First quality Playtex pillows. Ad no. 5152A. Sheet. © 29May53; KK86818.

A smash hit on T.V. The sensational Playtex home hair cutter is changing the habits of the nation, just as the safety razor did. cDepartment store presentation Pamphlet. © 22Apr53; KK84753.

A smash hit on T.V. The sensational Playtex home hair cutter is changing the habits of the nation, just as the safety razor did. cDrug store presentation Pamphlet. © 22Apr53; KK84754.

Softer, smoother, lovelier hands in 9 days. Playtex fabric-lined Glovelies. (Gloves) Poster. © 23Jan53 (in notice: 1952); KK82300.

Softer, smoother, lovelier hands in 9 days ... Playtex Glovelies. Beauty magic for hands at work. (Gloves) Poster. © 23Jan53; KK82080.

Softer, smoother, lovelier hands in 9 days ... Playtex Glovelies ... Protect hands, nails, manicures while you work. (Gloves) Label. © 23Jan53; KK82078.

Softer, smoother, lovelier hands in 9 days, plus protected manicures. Playtex fabric-lined Glovelies. Beauty magic for hands at work. (Gloves) Label. © 5Jan53; KK86527.

Something wonderful for baby's skin. Playtex, the only baby lotion with chlorophyll. Sheet. B122A. © 5Jun53; KK86445.

Special sleep event. Discontinued styles of Playtex pillows. Sheet. Ad. no. 5142. © 27Mar53; KK83907.

Store name brings you beauty magic for hands at work. Protect hands and manicures with new Playtex Glovelies. (Gloves) Sheet. B143. © 2Apr53; KK84275.

Store name introduces more than a girdle. The new Playtex Magic-Controller with new non-roll top and hidden power panels, ... Sheet. G334. © 25Mar53; KK83525.

Store name new Playtex Glovelies promise you beauty magic for your hands while you work. Softer,

smoother, lovelier hands in 9 days, plus protected manicures. (Gloves) Sheet. B139. © 2Apr53; KK86530.

Store name presents a completely new idea in natural figure control. Playtex Magic-Controller. (Girdles) Sheet. G312. © 25Mar53; KK83521.

There's never been this kind of figure control in any panty brief. New Playtex Magic-Controller panty brief. (Girdles) Sheet. G347. © 1May53; KK85427.

They're here. New Playtex Glovelies, the fabulous fabric-lined protective gloves. Safeguard the beauty of your hands ... Sheet. B142. © 31Mar53; KK86529.

They're here. New Playtex Glovelies. The fabulous fabric-lined protective gloves. Sheet. B135. © 20Mar53; KK84278.

This August white sale is the year's biggest bargain in sleep. Now save \$4 a pair on top quality Playtex pillows. Sheet. P606. © 29May53; KK86245.

Though flowers are fine and candy is dandy, there's nothing sweeter than the gift of sleep. For Mother's Day and all her nights, she'll really treasure a Playtex customized pillow. cPillow strobe Adv. from the New York times magazine, May 3, 1953, p. 2. Appl. author: Foote, Cone and Belding. © 3May53; KK85677.

To all S. S. Kresge Company stores ... Complete product information about Playtex baby needs, America's best known, fastest selling baby line. Folder. © 15May53; KK85675.

We feature vacation-travel needs for baby. Playtex panties. P600. Streamer. © 22May53; KK86243.

We'll prove only Playtex has the pillow just right for you. [Pillow strobe; Rest-Tester strobe] Adv. from the New York times magazine, Oct. 19, 1952, p. 2. Appl. author: Foote, Cone and Belding. © 19Oct52; KK84470.

What every young bride should know: Playtex, world's only customized pillow, has a height and type just right for every sleeper. cPicture of bride's head; pillow-strobe; Rest-Tester strobe Adv. from the Bride's magazine, spring 1953, p. 19. Appl. author: Foote, Cone and Belding. © 15Jan53; KK84495.

What really goes on in Hollywood ... Every starring role calls for lines by Playtex ... girdles wash in seconds, dry in a flash. 11 p. © 12May53; KK85674.

What size pillow fits your sleep best? There's a customized Playtex pillow for the sleeping comfort you want. Sheet. Ad. no. 5144. © 27Mar53; KK83909.

What size pillow fits your sleep best? There's a customized Playtex pillow size for the sleeping comfort you want. Sheet. Ad. no. 5145. © 27Mar53; KK83911.

What size pillow fits your sleep? Customized Playtex pillows now in varying heights and degrees of softness for the sleeping comfort you want. Sheet. Ad. no. 5143. © 27Mar53; KK83910.

What size pillow fits your sleep? More people change to customized Playtex pillows, than to any other kind. cPillow strobe: Adv. from the New York times magazine, Mar. 22, 1953, p. 2. Appl. author: Foote, Cone and Belding. © 22Mar53; KK84496.

Whether you're tiny or tall, slight or statuesque, junior size or generous. New Playtex Magic-Controller panty brief. (Girdles) Sheet. G345. © 1May53; KK85428.

White sale. Sensational savings on Playtex pillows. Ad no. 5159. Sheet. © 29May53; KK86817.

White sale. Spectacular savings on first quality Playtex pillows. Ad no. 5154. Sheet. © 29May53; KK86820.

White sale. What a buy. At savings you've dreamed about. First quality Playtex pillows. Ad no. 5153A. Sheet. © 29May53; KK86819.

Who says a panty brief can't give you real control? Amazing new Playtex Magic-Controller panty brief. (Girdles) Sheet. G348. © 1May53; KK85422.

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. cScientists in lab.: Adv. from Life, Apr. 21, 1952, p. 5. Appl. author: Foote, Cone & Belding. © 18Apr52; KK86207.

Your baby will bounce with joy, says Donald O'Connor ... For tiny travelers and home-babies, only Playtex Dryper, the modern psd-in-panty diapering ... Adv. from the New York times magazine, Apr. 26, 1953, p. 2. Appl. author: Charles Dallas Reach Co., inc., of New York. © 26Apr53; KK85179.

Your gift is worth \$100 a year to dad. Amazing new Playtex home hair cutter. Sheet. H702. © 1May53; KK85416.

Your new dress will look and fit better over a Playtex fabric lined girdle. [Counter display P465] Display card. © 3Jan53; KK81415.

Your new dress will look and fit better over a Playtex fabric lined girdle. Streamer. "P466." © 3Jan53; KK81416.

You've seen it in Life, we have it. Amazing new Playtex Magic-Controller. Now you'll really enjoy wearing a full control girdle. Sheet. G315. © 25Mar53; KK83522.

You've seen it in Life, we have it. New Playtex Magic-Controller with new non-roll top and hidden power panels ... We've never seen a girdle like this before. Sheet. G317. © 25Mar53; KK83523.

INTERNATIONAL LATEX CORPORATION. PRECISION PRODUCTS DIVISION ©. Full page Life magazine color ads support your store's Christmas sales of the sensational new Playtex home hair cutter. Full 40 o/o profit for you. Adv. from Drug topics, Nov. 3, 1952, p. 77. Appl. author: Foote, Cone and Belding. © 2Nov52; KK81466.

Grand gift for Easter. Our professional-looking haircuts astonish our friends, say Mr. & Mrs. Clement Bourgal and family ... The revolutionary new Playtex home hair

cutter. Adv. from the New York times magazine, Mar. 8, 1953, p. 2. Appl. author: Foote, Cone & Belding. © 8Mar53; KK83244.

Grand gift for Easter. The revolutionary new Playtex home hair cutter. Mr. & Mrs. Clement Bourgal and family. Adv. from the New York times magazine, Mar. 8, 1953, p. 2. Appl. author: Foote, Cone & Belding. © 8Mar53; KK83570.

It's like giving a \$100 bill for Christmas. The revolutionary new Playtex home hair cutter. Adv. from Life, Nov. 24, 1952, p. 5. Appl. author: Foote, Cone & Belding. © 21Nov52; KK81262.

It's like giving a \$100 bill to each of your friends; give everyone the new Playtex home hair cutter. [Catal family endorsement] Adv. from the New York times magazine, Dec. 14, 1952, p. 8. Appl. author: Foote, Cone & Belding. © 14Dec52; KK80962.

It's like slipping a \$100.00 bill into your wallet, says James B. Gilligan. Now, our whole family is getting neat-looking haircuts at home ... Playtex home hair cutter. Adv. from the New York times magazine, Apr. 5, 1953, p. 2. Appl. author: Foote, Cone and Belding. © 5Apr53; KK84464.

Most sensational Father's Day promotion ever. The Playtex home hair cutter. James Gilligan. E. A. Thorne. Adv. from N.A.R.D. journal, Apr. 20, 1953, p. 577. Appl. author: Foote, Cone & Belding. © 20Apr53; KK86208.

The most wanted Christmas gift in the world. The Playtex home hair cutter. cPhoto of young man cutting his hair; drawing of Santa Claus: Adv. from Post exchange, May 1953, p. 10. Appl. author: Foote, Cone & Belding. © 1May53; KK86204.

The newest gift for heads of the family. Playtex home hair cutter. cBourgal, Catal, Woods, Gilligan, endorse: Adv. from the New York times magazine, May 31, 1953, p. 2. Appl. author: Foote, Cone & Belding. © 31May53; KK86587.

A valentine for the whole family that's like a check for \$100.00. The revolutionary new Playtex home hair cutter. cBourgal family endorsement: Adv. from the New York times magazine, Feb. 8, 1953, p. 2. Appl. author: Foote, Cone and Belding. © 8Feb53; KK84468.

INTERNATIONAL MEDICAL RESEARCH COMPANY ©.

Bucky dosage indicator. (Measuring instrument) Folder. Appl. author: Gustav Bucky. © 15Dec52; KK81426.

INTERNATIONAL MILLING COMPANY ©.

Look for these two comic books at your grocer's, now. Get these new Walt Disney comic books when you buy Robin Hood flour. Adv. from the Progressive farmer, Sept. 1952, p. 89. Appl. author: H. W. Kastor & Sons Advertising Co. © 18Aug52; KK86114.

INTERNATIONAL NICKEL COMPANY, INC.

America is ideas, translated by metals such as nickel, into all manner of things that make for better living. Inco Nickel, your unseen friend. (Nickel and nickel products) Adv. from Newsweek, May 4, 1953, p. 79. © The International Nickel Co., inc.; 30Apr53; KK85128.

It was 5° below when the boiler let go but because of a discovery by Inco research, the radiators were soon hot again. (Nickel and nickel products) Adv. from the New York times, Jan. 12, 1953, p. 22. © The International Nickel Co., inc.; 12Jan53; KK81840.

They are not alone. Up and down the track, there's an unseen friend helping to safeguard their homecoming. (Nickel and nickel products) Adv. from Newsweek, Apr. 6, 1953, p. 11. © The International Nickel Co., inc.; 2Apr53; KK84063

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. 13Apr53; KK85129.

While the city sleeps, both the police and your unseen friend are wide-awake protecting it from harm. Inco Nickel. (Nickel and nickel products) Adv. from the New York times, Mar. 2, 1953, p. 10. © The International Nickel Co., inc.; 2Mar53; KK82906.

INTERNATIONAL PAPER COMPANY ©.

Great documents of human freedom, Jan. 1953. (Paper) Calendar. © 17Dec52; KK81027.

Feb. 1953. Magna Carta, 1215. © 12Jan53; KK81371.

Mar. 1953. The Gutenberg Bible. © 14Feb53; KK82355.

Apr. 1953. The Declaration of Independence. © 16Mar53; KK83679.

May 1953. Mayflower compact. © 17Apr53; KK84552.

June 1953. Declaration of Rights of Man and the Citizen. © 18May53; KK85464.

July 1953. Bill of Rights. © 17Jun53; KK86521.

INTERNATIONAL PARTS CORPORATION ©.

If it's power you want try True Tone duals; dual exhaust kits; exhaust header kits. Poster. Appl. author: Sol K. Miller. © 6Nov52; KK81405.

True Tone, packed Hollywood type mufflers. Dual kits, header kits. (Automotive) Pamphlet. Appl. author: Sol K. Miller. © 7May53; KK86016.

Truetone, duals, headers. A handy quick-reference chart to guide you in buying and selling this complete line. (Automotive) Chart. Appl. author: Sol K. Miller. © 18Feb53; KK82456.

INTERNATIONAL SILVER COMPANY.

Ageless beauty from the past. Sterling by International. (Silverware) Adv. from New Yorker, Apr. 11, 1953, p. 5. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 9Apr53; KK86696.

Ageless beauty from the past. Sterling by International. (Silverware) Adv. from the New Yorker, Oct. 11, 1952, p. 5. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 9Oct52; KK81523.

Blossom Time in International sterling. A new idea in sterling, the balanced place setting. (Silverware) Adv. from Seventeen, Aug. 1952, p. 3. Appl. author: Young and Rubicam, inc. © The International Silver Co.; 1Aug52; KK83578.

INTERNATIONAL SILVER COMPANY. Cont'd.

But I don't want to invite the Clarks for dinner. International sterling, the solid silver with beauty that lives forever. Adv. from Life, Mar. 23, 1953, p. 93. Appl. author: Young and Rubicam, inc. © The International Silver Co.; 20Mar53; KK84610.

Delighted Detroit teens select their favorite International sterling patterns. (Silverware) Adv. from Seventeen, Oct. 1952, p. 6. Appl. author: Young and Rubicam, inc. © The International Silver Co.; 10ct52; KK83579.

1847 Rogers Bros. brings you Heritage, a magnificent new pattern ... America's finest silverplate. Adv. from McCall's, May 1953, p. 14-15. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 22Apr53; KK86692.

1847 Rogers Bros. brings you Heritage, only in solid silver before. America's finest silverplate. Adv. from Bride's magazine, summer 1953. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 15Apr53; KK86691.

Eternally yours. Your heart and your head tell you why more women choose 1847 Rogers Bros. (Silverware) Adv. from Life, Oct. 13, 1952. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 10Oct52; KK81522.

Five new ways to start your collection of International sterling this Christmas. (Silverware) Adv. from Life, Nov. 17, 1952, p. 16-17. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 14Nov52; KK83011.

How to plan a big Christmas on a small budget. International sterling, the solid silver that lives forever. Adv. from Life, Oct. 27, 1952, p. 4-5. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 24Oct52; KK81497.

I solved my biggest hostess problem by falling in love again. International sterling. (Silverware) Adv. from Life, May 18, 1953, p. 62. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 15May53; KK86695.

International sterling. Forward-looking Scranton seniors select their favorite International sterling patterns. (Silverware) Adv. from Seventeen, Sept. 1952, p. 3. Appl. author: Young and Rubicam, inc. © The International Silver Co.; 1Sep52; KK83575.

International sterling. Happy Wichita seniors select their favorite International sterling patterns. (Silverware) Adv. from Seventeen, Feb. 1953, p. 3. Appl. author: Young and Rubicam, inc. © The International Silver Co.; 1Feb53; KK84492.

International sterling. Popular Des Moines teens select their favorite International sterling patterns. (Silverware) Adv. from Seventeen, June 1952, p. 3. Appl. author: Young and Rubicam, inc. © The International Silver Co.; 1Jun52; KK83576.

International sterling. Pretty Buffalo seniors select their favorite International sterling patterns just in time for Christmas. (Silverware) Adv. from Seventeen, Dec. 1952, p. 3. Appl. author: Young and Rubicam, inc. © The International Silver Co.; 1Dec52; KK84484.

Joan of Arc. Fine sterling silver in a rich French provincial design. Sterling by International. Adv. from the New Yorker, Nov. 8, 1952. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 6Nov52; KK83010.

Just hold it, feel it. First love. 1847 Rogers Bros., America's finest silverplate. Adv. from Life, Sept. 8, 1952. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 5Sep52; KK81218.

A masterpiece in contemporary design. Continental, the ultimate in modern sterling design. Sterling by International. (Silverware) Adv. from the New Yorker, Jan. 31, 1953, p. 5. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 29Jan53; KK83009.

Memphis beauties choose their favorite International sterling patterns. (Silverware) Adv. from American girl, Apr. 1953, p. c3 of cover. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 25Mar53; KK86697.

New beauty in solid silver. International sterling — La Paglia designed. Adv. from Vogue, Nov. 1952, p. 24. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 15Nov52; KK83008.

New, completely new. The beauty of silver design in Steelsmiths stainless you'll never have to polish. Adv. from Good housekeeping, Nov. 1952, p. 115. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 20Oct52; KK83013.

New stainless, by International in a specially designed portable chest, ideal for Christmas. (Silverware) Adv. from Holiday, Dec. 1952, p. 165. Appl. author: Young and Rubicam, inc. © The International Silver Co.; 12Nov52; KK83574.

Now, an easy way to start your sterling, wherever International sterling is sold. (Silverware) Adv. from Life, Apr. 27, 1953, p. 6-7. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 24Apr53; KK86694.

The perfect way to treat your mother-in-law, and yourself. International sterling, the solid silver with beauty that lives forever. Adv. from Life, Aug. 18, 1952, p. 38-39. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 15Aug52; KK81197.

Prelude by International sterling. A favorite across the country. (Silverware) Adv. from Seventeen, July 1952, p. 3. Appl. author: Young and Rubicam, inc. © The International Silver Co.; 1Jul52; KK83577.

Prelude, sterling by International. (Silverware) Adv. from the New Yorker, Sept. 13, 1952. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 11Sep52; KK81217.

Presenting Wedgwood, sterling by International. (Silverware) Adv. from the New Yorker, Aug. 16, 1952, p. 7. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 14Aug52; KK81216.

She started her sterling service with a single teaspoon. Why don't you? (Silverware) Adv. from Seventeen, Apr. 1953, p. 2. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 1Apr53; KK86693.

Spring Glory in International sterling. A favorite everywhere with teens who plan ahead. (Silverware) Adv. from Seventeen, Nov. 1952, p. 2. Appl. author: Young and Rubicam, inc. © The International Silver Co.; 1Nov52; KK84483.

Stainless by International. Christiania. Stockholm. (Silverware) Adv. from Holiday, Apr. 1953, p. 85. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 20Mar53; KK86698.

Stainless by International. Here's the newest, finest flatware of its kind ever crafted in this country. Adv. from Holiday, Nov. 1952, p. 96. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 15Oct52; KK83012.

These are the reasons why more women choose 1847 Rogers Bros. (Silverware) Adv. from Life, Nov. 17, 1952, p. 2 of cover. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 14Nov52; KK83014.

This Christmas give her a gift as lasting as your love. 1847 Rogers Bros. royal gift chest. (Silverware) Adv. from Ladies' home journal, Dec. 1952, p. 13. Appl. author: Young and Rubicam, inc. © The International Silver Co.; 26Nov52; KK83580.

To help you collect your International sterling, send for your free sterling silver record. Adv. from Seventeen, Jan. 1953, p. 2. Appl. author: Young and Rubicam, inc. © The International Silver Co.; 1Jan53; KK84491.

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.; 13Feb53; KK84609.

Which wedding trip would you have taken? International sterling, the solid silver with beauty that lives forever. Adv. from Life, Sept. 22, 1952, p. 6-7. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 19Sep52; KK81215.

INTERNATIONAL SILVER COMPANY. HOLMES AND EDWARDS DIVISION ©.

Are you overlooking this gold mine? The Holmes & Edwards collection. (Silverware) Adv. from National jeweler, Mar. 1953, cover. Appl. author: Cunningham and Walsh. © 10Mar53; KK83748.

From the Holmes & Edwards collection of sterling inlaid silverplate. Silverplate with the look and feel of sterling for \$200 less. Adv. from McCall's, Apr. 1953, p. 27. Appl. author: Cunningham and Walsh. © 20Mar53; KK84237.

From the Holmes & Edwards collection of sterling inlaid silverplate. The silverplate with the look and feel of sterling for \$200 less. Adv. from McCall's, June 1953, p. 57. Appl. author: Cunningham & Walsh, inc. © 22May53; KK86506.

The Holmes & Edwards collection chest starts the sale. (Silverplate) Adv. from Jewelers circular keystone, Jan. 1953, p. 2 of cover. Appl. author: Cunningham & Walsh, inc. © 13Jan53; KK81459.

The Holmes & Edwards collection. Silverplate with the look and feel of sterling. Adv. from McCall's,

May 1953, p. 74. Appl. author: Cunningham and Walsh, inc. © 25Apr53; KK85091.

The Holmes & Edwards collection. Silverplate with the look and feel of sterling ... Adv. from Today's woman, Mar. 1953, p. 16. Appl. author: Cunningham & Walsh, inc. © 20Feb53; KK82642.

It's terrific, it has helped us indeed in our selling. The Holmes & Edwards collection chest. (Sterling inlaid silverplate) Adv. from Jewelers' circular-keystone, Mar. 1953, p. 2 of cover. Appl. author: Cunningham and Walsh. © 13Mar53; KK84990.

Now, a 1-2 selling punch for extra silverplate sales. The Holmes & Edwards collection of sterling inlaid silverplate. Adv. from Jewelers' circular keystone, Apr. 1953, p. 2 of cover. Appl. author: Cunningham and Walsh, inc. © 13Apr53; KK84578.

Simple arithmetic. 1 silverplate that's sold direct only, 1 that gives retailers full profit ... The Holmes & Edwards collection of sterling inlaid silverplate. Adv. from National jeweler, Apr. 1953, cover. Appl. author: Cunningham and Walsh, inc. © 10Apr53; KK84579.

Spring into action. For spring profits order these Holmes & Edwards special now. (Sterling inlaid silver plate) Adv. from National jeweler, Feb. 1953, cover. Appl. author: Cunningham & Walsh, inc. © 10Feb53; KK82418.

Time = money. You'll sell more silverplate in less time when you say Holmes & Edwards. Adv. from National jeweler, May 1953, cover. Appl. author: Cunningham & Walsh, inc. © 13May53; KK85828.

Wanted. Silverplate with the look and feel of sterling. The Holmes & Edwards collection chest. Adv. from Jewelers circular keystone, Feb. 1953, p. 2 of cover. Appl. author: Cunningham & Walsh, inc. © 13Feb53; KK82350.

We hope you found in '52 that your brightest star was the Holmes & Edwards collection. Adv. from National jeweler, Dec. 1952, cover. Appl. author: Cunningham & Walsh. © 10Dec52; KK80999.

What's behind Holmes & Edwards national advertising? (Sterling inlaid silver) Adv. from National jeweler, Jan. 1953, cover. Appl. author: Cunningham & Walsh, inc. © 10Jan53; KK81841.

Why is the Holmes & Edwards collection your surest way to extra sales and profits? Because ... patterns are the loveliest in silverplate. (Sterling inlaid silver) Adv. from Jewelers' circular-keystone, Dec. 1952, p. 2 of cover. Appl. author: Cunningham & Walsh, inc. © 8Dec52; KK81011.

You'll catch more silverplate sales in less time, when you say Holmes & Edwards in different from other silverplate. Adv. from National jeweler, June 1953, cover. Appl. author: Cunningham & Walsh, inc. © 10Jun53; KK86568.

INTERNATIONAL TEXTILES, INC. ©. Zizi, pre-cut ready to saw dress originals. Label. © 1Apr53; KK85511.

INTERSTATE BAKERIES CORPORATION ©. Burst cbread package. Sheet. © 28Oct51; KK85278.

IONIA MANUFACTURING COMPANY ©.

Aces back to back. Ionia seating for satisfied riders. (Bus seats) Adv. from Bus transportation, June 1952, p. 139. © 15Jun52; KK83114.

Bus seating history is still being made in Ionia, for satisfied riders. Adv. from Bus transportation, Apr. 1952, p. 84. © 15Apr52; KK83115.

A good rule to follow in planning transportation seating. Get all the facts. For satisfied riders, Ionia seating. (Bus seats) Adv. from Bus transportation, Feb. 1952, p. 130. © 15Feb52; KK83116.

Quality and comfort are built right into all Ionia seating. (Bus seats) Adv. from Bus transportation, Nov. 1952, p. 149. © 15Nov52; KK83113.

ISAACSON, DONALD WILLIAM, d.b.a. Spring Gate Company. SEE Spring Gate Company.

ISRAEL, ROLLIN HUFFORD. Virginia refrigerants. KK80860. SEE Virginia Smelting Company.

ITEM EVENTS.

June brides, practical beautiful gifts of housewares dedicated to their perfect homemaking. Sheet. Appl. author: Ray Gaedke. © Mathias N. Strass, Harvey S. Lederman & George Lederman, d.b.a. Item Events; 4May53; KK86021.

IVARS, INC. ©.

Puget Sound clam chowder. Net contents 1 pound or one pint liquid. cShip, tugs and mountain scene; 2 handed serving bowl, instructions; Label. Appl. author: Fred Bruce Marshall. © 25May53; KK86146.

IVORY PLASTICS COMPANY ©.

Pillpak folding cup for handbag, desk, auto, picnics. Label. Appl. author: Emanuel F. Vito. © 22Jan53; KK82062.

J

JACK AND HEINTZ, INC. ©.

Aircraft reciprocating and turbo-jet engine starters, aircraft-type tank starters. Jack & Heintz technical bulletin. 8 p. Appl. author: Harry D. Kurtz. © 22Jan53; KK81643.

What Jack & Heintz is doing about acceleration. (Precision machinery) Adv. from Newsweek, May 11, 1953, p. 61. Appl. author: Edward J. Martin. © 7May53; KK85354.

What Jack & Heintz is doing about commercial aviation. (Precision machinery) Adv. from Aviation week, Mar. 2, 1953, p. 112-113. Appl. author: Edward J. Martin. © 27Feb53; KK83332.

What Jack & Heintz is doing about complexity. (Precision machinery) Adv. from Newsweek, Mar. 23, 1953, p. 103. Appl. author: Edward J. Martin. © 19Mar53; KK85024.

What Jack & Heintz is doing about humidity. Jack & Heintz rotomotive equipment. (Precision machinery) Adv. from Newsweek, Apr. 13, 1953, p. 10. Appl. author: Edward J. Martin. © 9Apr53; KK84448.

What Jack & Heintz is doing about impact. Fighting jet aircraft must battle continuous shock. (Precision machinery) Appl. author: Edward J. Martin. Adv. from Newsweek, Jan. 5, 1953, p. 24. © 1Jan53; KK81399.

What Jack & Heintz is doing about obsolescence. Jack & Heintz rotomotive equipment ... designed to solve unusual problems of developing power ... (Precision machinery) Adv. from Newsweek, June 8, 1953, p. 69. Appl. author: Edward J. Martin. © 4Jun53; KK86749.

What Jack & Heintz is doing about the thermal barrier. (Precision machinery) Adv. from Aviation week, Apr. 13, 1953, p. 28-29. Appl. author: Edward J. Martin. © 10Apr53; KK85008.

What Jack & Heintz is doing about vibration. (Precision machinery) Adv. from Newsweek, Feb. 9, 1953, p. 58. Appl. author: Edward J. Martin. © 5Feb53; KK82667.

JACK BROTHERS AND MCBURNEY, INC. ©. First Grade brand. Highest grade melons. (Fresh fruits) Label. Appl. author: Archie Vesquez. © 4Jun53; KK86742.

JACKSON, JOHN H., JR.

No question about it, Lee is your best value in work clothes. SEE Lee (H. D.) Company.

No. 1 in value. KK83412. SEE Lee (H. D.) Company.

Outwears ordinary twills, keeps that brand-new look. KK85011. SEE Lee (H. D.) Company.

Rugged, long-wearing Lee dungarees. KK84094. SEE Lee (H. D.) Company.

Rugged, long-wearing Lee dungarees, for any job, anywhere. SEE Lee (H. D.) Company.

There's a Lee for every job. KK80733. SEE Lee (H. D.) Company.

You're on the team with Lee Riders. KK83411. SEE Lee (H. D.) Company.

JACKSON BREWING COMPANY ©.

Another cue for barbecue. Barbecued chicken. Drink Jax, best beer in town. Six 12 oz. cans. Label. © 20Feb53; KK84328.

Another cue for barbecue. Barbecued frankfurters. Drink Jax, best beer in town. Six 12 oz. cans. Label. © 20Feb53; KK84509.

Another cue for barbecue. Chuck wagon bar-b-q. Barbecued pork chop roast. Drink Jax, best beer in town. Six 12 oz. cans. Label. © 20Feb53; KK84510.

Another cue for barbecue. Frankfurter-cheese kababs. Drink Jax, best beer in town. Six 12 oz. cans. Label. © 20Feb53; KK84327.

Another cue for barbecue. Hamburgers in bacon wheels. Drink Jax, best beer in town. Six 12 oz. cans. Label. © 20Feb53; KK84508.

Another cue for barbecue. Jaxburgers. Drink Jax, best beer in town. Six 12 oz. cans. Label. © 20Feb53; KK84329.

Come gather 'round for a fireside snack. Drink Jax best beer in town. Six 12 oz. cans. Label. "7." © 23Dec52; KK82724.

Invite your friends to a down on the farm party. Drink Jax best beer in town. Six 12 oz. cans. Label. "11." © 23Dec52; KK82728.

Jax menu ideas. Drink Jax best beer in town. Six 12 oz. cans. Label. "12." © 23Dec52; KK82729.

Join the fun at a tacky party ... Drink Jax best beer in town. Six 12 oz. cans. Label. "10." © 23Dec52; KK82727.

When your crowd really wants to let go, it's time for a rumpus room jamboree. Drink Jax best beer in town. Six 12 oz. cans. Label. "9." © 23Dec52; KK82726.

JACKSON BREWING COMPANY ©. Cont'd.

You're invited aboard for a shipwreck party. Drink Jax best beer in town. Six 12 oz. cans. Label. "8." © 23Dec52; KK82725.

JACKSONVILLE MEAT COMPANY, a.k.a. JAX MEAT COMPANY. SEE Jax Meat Company.

JACOBS (IRVIN) AND COMPANY ©.

This mortgage established a G.I. in business. Adv. from Chicago daily tribune, Mar. 10, 1953, p. 7. Appl. author: Stubbs and Montgomery, inc. © 10Mar53; KK83083.

This mortgage liquidated. An estate's obligations. A trust estate, owning several pieces of valuable real estate, Irvin Jacobs. (Loans) Adv. from Chicago daily tribune, Jan. 27, 1953, p. 5. Appl. author: Stubbs and Montgomery, inc. © 27Jan53; KK82311.

This mortgage made a manufacturer his own landlord. Irvin Jacobs & Company. (Loans) Adv. from Chicago daily tribune, Apr. 28, 1953, p. 7. Appl. author: Stubbs and Montgomery, inc. © 28Apr53; KK84792.

JACOBY-BENDER, INC. ©.

So new, so different ... Lord Chesterfield by JB. (Watch bands) Adv. from Life, Oct. 6, 1952, p. 72. Appl. author: Lewin, Williams & Saylor, inc. © 6Oct52; KK80699.

JACQUES (CLEMENTE) Y COMPANIA, S. A. ©.

Mole en polvo, suave. Net 6 ounces. (Hot chili sauce) Label. Appl. authors: Jesus Coronado and Enrique Ebel. © 5Sep52; KK82948.

JAK VISOR COMPANY.

Instructions for long service from Jak Auto-Nite visors. (Automobile visor) Sheet. © John A. Kurtzke & Joseph J. Kurtzke, d.b.a. The Jak Visor Co.; 13Feb53; KK85235.

JAMER, CARL W. ©.

Here is the Jamer Telephoto lens for your 35mm camera with focal plane shutter. Sheet. © 22May53; KK85547.

Telephoto lenses. Jamer Telephoto lenses for 35mm cameras with focal plane shutters. Folder. © 22May53; KK85546.

JAMES MANUFACTURING COMPANY, INC. ©.

Ask a friend who owns any other dishwasher if hers can match what James can do. Even dried egg yolks vanish in this James Wall of Water dishwasher. Adv. from Life, May 11, 1953, p. 154. Appl. author: Bruce B. Brewer & Co. © 11May53; KK85837.

JAMIESON, WILLIAM D. SEE Jamieson, inc.

JAMIESON, INC. ©.

The nuns' store within your door. Spring and summer 1953 catalog. (Supplies for convents, hospitals and institutions) 48 p. Appl. author: William D. Jamieson. © 5Jan53; KK81806.

JAMNBACK, HUGO A.

Colonial tray-pins. KK84026. SEE Crafts Manufacturing Company.

JANICE LACE COMPANY, INC. ©.

Attention trimming buyer, please. Streamline and capitalize with Trim It Yourself. (Trimnings for hats, gloves ...) Folder. Appl. author: Nathan Leffeld. © 21May53; KK86498.

JANNEY, SEMPLE, HILL AND COMPANY ©.

Miracle in your home. Amazing new Janney Best Magic-Kote covers any surface in any room, velvet soft finish wears for years. (Paint) Adv. © 4May53; KK85208.

Summer value days. (June consumer broadside) (General merchandise) Adv. © 25May53; KK85782.

Wonderland of toys. Broadside. Title on Verso: Toy parade. © 1Jun53; KK86232.

JANSEN, ADOLPH, JR.

Ahora es el momento para iniciar una agencia de tractores Ferguson. KK86748. SEE Ferguson (Harry) inc.

Bigger in power, in performance, in economy. KK80774. SEE Ferguson (Harry) inc.

Cada vez mas agricultores ahorran tiempo, trabajo y dinero con tractores Ferguson. KK82669. SEE Ferguson (Harry) inc.

Cada vez mas agricultores compran tractores Ferguson. KK81598. SEE Ferguson (Harry) inc.

Conservation is everybody's business. KK84446. SEE Ferguson (Harry) inc.

Das áreas limitadas ás mais vastas extensoes é cada vez maior o número de agricultores que compra tractores Ferguson. KK83118. SEE Ferguson (Harry) inc.

The family's last frontier. KK80859. SEE Ferguson (Harry) inc.

A Ferguson franchise requires a smaller investment. KK83333. SEE Ferguson (Harry) inc.

Ferguson has the industry's most potent sales tool. KK82445. SEE Ferguson (Harry) inc.

Ferguson is the lowest priced tractor of its type in Canada. KK85355. SEE Ferguson (Harry) inc.

From small areas to vast expanses, more farmers are buying Ferguson tractors. KK81814. SEE Ferguson (Harry) inc.

Gone the manger. KK82029. SEE Ferguson (Harry) inc.

Mais fazendeiros poupam tempo ... KK84447. SEE Ferguson (Harry) inc.

More farmers are saving time, labor and money with Ferguson tractors. KK83445. SEE Ferguson (Harry) inc.

The resale value of a Ferguson tractor is high. KK84289. SEE Ferguson (Harry) inc.

Revolutionary Ferguson side-delivery rake does everything different and better. KK85965. SEE Ferguson (Harry) inc.

Seeing is believing. SEE Ferguson (Harry) inc.

El sistema Ferguson sirve bien a la causa de la agricultura. KK82666. SEE Ferguson (Harry) inc.

Stewardship, not ownership. KK82444. SEE Ferguson (Harry) inc.

There are two kinds of farming. KK83258. SEE Ferguson (Harry) inc.

JARDINE, GEORGE WINSOR ©.

Jardine foot sling and several illustrations of its uses. (Fracture appliance) Sheet. © 14May53; KK85339.

JARRETT PRESS. SHOPPING LIST DIVISION ©.

One-stop shopping list. Packaged products. (Shopping pad) Sheet. Appl. author: William J. Swagerman. © 1May53; KK85169.

JAX MEAT COMPANY.

Naturally you get more for your money at Jax Meat. [Male Scotch character] (Groceries) Adv. from

the Florida times-union, Jacksonville, Fla., Nov. 7, 1952, p. 41. © Jacksonville Meat Co., a.k.a. Jax Meat Co.; 7Nov52; KK83201.

JECKELL, FRED J., d.b.a. HEMORIS TABLETS. SEE Hemoris Tablets.

JEFFERSON CITY BAKING COMPANY ©.

Quaker's Mr. Freshie, the freshest thing in town. Enriched white bread. Net wt. one lb. Label. Appl. author: John Sommerer. © 25Feb53; KK82945.

JEFFREY-ALLAN INDUSTRIES.

26 reasons why you're [sic] customers will buy Monogram-Tray with only one number to stock. Now a dashboard tray with your own initial for the customer who ... Sheet. © Seymour Kulwin, d.b.a. Jeffrey-Allan Industries; 31Jan53 (in notice: 1952); KK82011.

Volume sales in the new Jeffrey-Allan magnetic grip Dash-Tray. Here's the handsome Dash-Tray that your customers have demanded for a world of traveling convenience. Sheet. © Seymour Kulwin, d.b.a. Jeffrey-Allan Industries; 31Jan53 (in notice: 1952); KK82012.

JELINDA ORIGINALS.

A Jelinda original. Mama gets the candy and the flowers. Baby gets the rattles, booties too. Father gets the bills and buys the cigars. So pop may we present this gift to you. (Neckties) Card. © Jack W. Jennings, d.b.a. Jelinda Originals; 15Jan53; KK82050.

JENKINS, OLIVER AUGMUND.

Miss Doll R. Down says ... KK84121. SEE Duval Jewelry Company. Yours for only \$1.00. KK84330. SEE Duval Jewelry Company.

JENNINGS, JACK W., d.b.a. JELINDA ORIGINALS. SEE Jelinda Originals.

JEPSON, TINSLEY T.

Clam chowder with that good ocean-fresh flavor. KK82732. SEE Inspectors Sea Food Company.

JERCLAYDON, INC. ©.

Here's your long-handled Glamorene rug brush. Carpet soils vanish with this quick, easy way to rug beauty. Full length 4 foot handle. Label. © 3Feb53 (in notice: 1952); KK83208.

JEWEL LABORATORIES ©.

Ad-Cel-H₂O, the modern cellulose wallpaper paste. Red E mix concentrate. Label. Appl. author: Jewell Shapiro. © 12Nov52; KK83418.

Jewel Lab's Ad-Cel-H₂O, the modern cellulose wallpaper paste. Contents 1 lb. Label. Appl. author: Jewell Shapiro. © 8Dec52; KK84576.

JEWEL OF THE DESERT DATES.

Jewel of the Desert dates. Fresh from California. Net weight 2 pounds. Label. Appl. author: Barnes Chase Co. © John W. Leslie, d.b.a. Jewel of the Desert Dates; 3Nov52; KK82203.

JIFFY STRUDELBOARD COMPANY.

Now anyone can make Strudel quickly without the use of messy cloths or stretching of dough. Jiffy Strudelboard. (Pastryboard) Folder. © Lillian M. Smith, sole owner of Jiffy Strudelboard Co.; 7Feb53; KK82501.

JOHNS-MANVILLE ©.

Pyrolysis protection pays well with

Quinterra and Quinorgo. Johns-Manville highly purified asbestos electrical insulations. 31 p. Appl. authors: Burnham Bowditch Woodford and Joseph Leggett Barrington. © 17Feb53; KK83067.

JOHNSON, DAVID B.

Hollywood Hearts, skin conditioning while you diet. KK81352. SEE De Haviland (David) Ltd.

JOHNSON, DORIS.

Beatrice Cooke's blueberry pancakes recipe. KK82303. SEE Beatrice Foods Company.

Meadow Gold mealtime adventures. SEE Beatrice Foods Company.

JOHNSON, JOHN.

Bremil powdered infant food. KK84701. SEE Borden Company.

JOHNSON (S. C.) AND SON, INC. ©.

Beautiflor traffic wax. Cleans as it waxes. (Cleaning and polishing liquid wax for floors) Label. © 23Aug52; KK86100.

Carnu. Johnson's. Cleans as you rub it on. Contents 1 pint liquid. (Car cleaner & polisher) Label. © 30Jan53; KK82511.

Car-plate pre-wax cleaner, for all car finishes. Contents 1 gallon. Label. © 15Apr52; KK86048.

End scuffed-up floors. Spring waxing bee tip, save work, save money. Johnson's hard gloss Glo-Coat. Adv. from Better living magazine, Apr. 1953, p. 89. Appl. author: Needham, Louis & Brorby, inc. © 12Mar53; KK83278.

Heavy duty Hard-Gloss. Johnson's. Scuff-resistant floor finish. Label. © 28Feb53; KK82706.

Jubilee kitchen wax. Johnson's. For enameled surfaces ... Contents 1 pint. Label. © 20Oct52; KK81642.

Let electricity wax your floors. Johnson's Beautiflor electric polisher waxes 10 times faster. Adv. from the Ladies home journal, June 1952, p. 121. Appl. author: Needham, Louis and Brorby, inc. © 25May52; KK84260.

Rival TV networks share the honors. NBC and ABC both take lively part in one of TV's biggest success stories. Johnson's Pride. (Furniture polish) Adv. from Life, Apr. 13, 1953, p. 169. Appl. author: Needham, Louis and Brorby, inc. © 10Apr53; KK84358.

Shur-tred, no-buff floor finish. Slip-retardant. (Liquid polish for finishing and coating floors) Label. © 14Aug50; KK86083.

Top TV commercial. 1-minute announcement of new kind of furniture wax makes it top seller overnight. Johnson's Pride. Adv. from Life, Mar. 2, 1953, p. 99. Appl. author: Needham, Louis & Brorby, inc. © 27Feb53; KK83102.

TV show how pays off. Commercial crew works 197 hours to present 90-second demonstration. Johnson's Pride. (Furniture polish) Adv. from Life, Mar. 23, 1953, p. 90. Appl. author: Needham, Louis & Brorby, inc. © 20Mar53; KK83378.

JOHNSON (SAM) AND SON'S FISHERIES, INC. ©.

Mid-winter price list on Skipper Sam's fresh fish, 1953. Now in insure-lated boxes; will keep fish fresh and frozen ... Folder. © 23Jan53; KK81735.

New price list for mid-winter and Lent, 1953. (Fresh frozen lake and ocean fish) Sheet. © 23Jan53; KK81736.

Winter price list on guaranteed fresh frozen fish. Folder. © 28Nov52; KK80887.

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; KK80886.

JOHNSON, SCOTT.

Night dog racing. KK83779. SEE Caliente Greyhound Club.

JOHNSON AND JOHNSON.

Cotton balls, underpads and diapers, obstetrical pads, combine pads. (Surgical dressings) Poster. (Nursing education program, chart 2) © Johnson & Johnson, Mid-Western Hospital Division; 9Mar53; KK84227.

Sourcebook of visual materials for nursing education. 36 p. © Johnson & Johnson, Midwestern Hospital Div.; 30Mar53; KK84531.

Sponges, surgical and postoperative types. (Surgical dressings) Poster. (Nursing education program, chart 1) © Johnson & Johnson, Mid-Western Hospital Division; 9Mar53; KK84226.

Tip sheet, a series of selling sentences. Next time use Johnson's cotton tips, so you'll hear train whistles. (Cotton tipped applicators) Sheet. © Johnson & Johnson; 8Oct52; KK81712.

Tip sheet, a series of selling sentences ... What would you recommend as a gift for a brand new baby ... Johnson's baby gift boxes. (Baby products) Sheet. © Johnson & Johnson; 25Sep52; KK82464.

JOHNSTON, ALAN C.

Hang me up chart. KK85906. SEE Southern Supply Company.

JOHNSTON, W. DERRICK, d.b.a. HIGH PRESSURE EQUIPMENT COMPANY. SEE High Pressure Equipment Company.

JOLLEY, JERRY.

It's new, it works. KK83732. SEE Air Engineering, inc.

JONES, FORREST A.

Revolutionary new Tru-Sonic-D-2 hearing device. KK86895. SEE Oregon Hearing Center.

JONES, JOHN THOMPSON.

It's true, Milton Kauffman Construction Corporation has done the impossible. KK81422. SEE Kauffman (Milton) Construction Corporation.

JONES (TOM) COMPANY, INC.

Lifetime used car guarantee. Lifetime mutual used car guarantee official warranty. Sheet. © Thomas J (Tom) Jones for Tom Jones Co., inc.; 1Jun53; KK86437.

JONES AND TAYLOR AND ASSOCIATES.

New easier way to shop and budget. KK86888. SEE South Bend, Ind. National Bank and Trust Company.

Users of O'Brien's Sateen say ... KK82871. SEE O'Brien Corporation.

JONES BAKERIES, INC. ©.

Holsum bread is tempting to your appetite. Thick or thin-sliced goodness in each tasty bite. Adv. from Winston-Salem journal, Winston-Salem, N. C., Nov. 8, 1952, p. 5. Appl. author: Maddyrey B. Sell. © 8Nov52; KK85274.

More truth than poetry. In all Holsum ads, you never have

read fancy claims and boasts about Holsum bread. Adv. Appl. author: M. B. Sell. © 27Jun52; KK85273.

JOURNEY, KIRK A.

Dairy Queen, the cone with the curl on top. KK84878. SEE Dairy Queen National Trade Association, inc.

JUDY COMPANY.

Letters and numbers. 90 pieces by Judy. 26 capitals, 54 small letters, 10 numerals. (Transparent flexible container containing cut-out letters and numerals) Card. Appl. author: Hymie D. Berman. © The Judy Co.; 16Feb53; KK83188.

JUHL ADVERTISING AGENCY.

Accordiana with VoiceMatic tone selectors. KK80802. SEE Excelsior Accordions, inc.

Artility metal office chairs. KK80806. SEE Artility Metal Products, inc.

Contemporary executive, supervisory, and side chairs. KK80805. SEE Artility Metal Products, inc.

Custom kitchens in the Mutschler manner. KK80803. SEE Mutschler Brothers Company, inc.

Famous men of music. KK82587. SEE Music Bureau.

Fatigue backache [its causes and how to get relief] KK80801. SEE Domore Chair Company.

French provincial custom Everett spinet. SEE Everett Piano Company.

Important installation instructions. KK81521. SEE Solar Air-Flo, inc.

Modern suite, executive, supervisory, and side chairs. KK80804. SEE Artility Metal Products, inc.

Solar windows. KK83712. SEE Solar Air Flo, inc.

JUHRE, WILLIAM E.

Here's your key to a brand new, unsaturated market. KK84215. SEE Raycine Clipper Company.

It's a red hot deal. KK84211. SEE Oster (John) Manufacturing Company.

It's a red hot promotion. KK85363. SEE Oster (John) Manufacturing Company.

Look, make meals in minutes with the new modern meal maker. KK84219. SEE Oster (John) Manufacturing Company.

Look, meals in minutes with the new modern meal maker, the Osterizer. KK84220. SEE Oster (John) Manufacturing Company.

Look, the new modern meal maker puts party in every meal. KK85358. SEE Oster (John) Manufacturing Company.

Look what the new modern meal maker will do for you in '53. KK82496. 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. KK84222. SEE Oster (John) Manufacturing Company.

The new modern meal maker ... KK84216. SEE Oster (John) Manufacturing Company.

Other fine Oster products. KK84217. SEE Oster (John) Manufacturing Company.

Suffer from D. E. D. (day's end drag)? KK85362. SEE Oster (John) Manufacturing Company.

JUHRE, WILLIAM E. Cont'd.
Wedding belles are singing.
KK82495. SEE Oster (John) Manu-
facturing Company.

JUILLIARD (A. D.) AND COMPANY, INC. ©.
Juilliard; it is wool. Look for this
label because fine fabrics are the
foundation of fashion. Juilliard
Balaire, distinguished alpaca-like
worsted. (Clothing) Adv. from
Vogue, Feb. 1, 1953, p. 47. Appl.
author: Gotham Advertising Co.
© 25Jan53; KK82008.

Juilliard woolens. Deftly curved
and detailed suit by Swansdown of
Eldeen ... Look for this label be-
cause fine fabrics are the founda-
tion of fashion. (Clothing) Adv.
from Glamour, Feb. 1953, p. 9.
Appl. author: Gotham Advertising
Co. © 22Jan53; KK82007.

Juilliard woolens. Juilliard's newest
luxury texture, Julora ... (Cloth-
ing) Adv. from the New Yorker,
Mar. 14, 1953, p. 21. Appl. au-
thor: Gotham Advertising Co.
© 12Mar53; KK85476.

Juilliard woolens. Juilliard's shad-
ow tweed comes to town. (Cloth-
ing) Adv. from Charm, Mar. 1953,
p. 31. Appl. author: Gotham Adver-
tising Co. © 22Feb53; KK83743.

Juilliard woolens. The fashion fabu-
lous. (Clothing) Adv. from
Harper's bazaar, Mar. 1953, p. 12.
Appl. author: Gotham Advertising
Co. © 1Mar53; KK83742.

Juilliard woolens. The light
touch for spring ... Look for
this label because fine fabrics
are the foundation of fashion.
(Clothing) Adv. from Mademoi-
selle, Jan. 1953, p. 52. Appl.
author: Gotham Advertising Co.
© 29Dec52; KK82005.

Juilliard woolens. Your first
love for spring, the tweed suit.
Look for this label because fine
fabrics are the foundation of
fashion. (Clothing) Adv. from
Vogue pattern book, Feb.-Mar.
1953, p. 12. Appl. author:
Gotham Advertising Co.
© 5Jan53; KK82006.

JUNGGREN, OSCAR H.
Ladder scaffolds. KK83276. SEE
Patent Scaffolding Company, inc.

Trouble saver adjustable steel
trestles. KK84071. SEE Steel
Scaffolding Company, inc.

JUNTUNEN, ARNO A.
Salerno chocolate cremes. KK86812.
SEE Salerno-Megowen Biscuit
Company.

Salerno Hippodromes. KK85174. SEE
Salerno-Megowen Biscuit Company.

K

KADEX OIL COMPANY.
Kadex, the perfected sterilizer oil.
Doubles the life of your instru-
ments. Label. Appl. author:
Clarence S. Levine. © Kadex Oil
Co., a firm composed of Earl D.
Bettenhausen and Leonard P.
Abramson; 21Jan53 (in notice:
1952); KK81637.

KAHDENA PRESS.
Natural resources of Canada Fund,
inc. (Investment securities)
Folder. © Henry D. Steinmetz,
d.b.a. Kahdena Press; 29Oct52;
KK81687.

KAHN (DAVID) INC. ©.
Spend less, get more, buy Weavever.
Weavever fountain pens, ball pens,

mechanical pencils. Adv. from
Life, Apr. 6, 1953, p. 10.
© 3Apr53; KK85136.

KAHN, I. T.
Now you can cook with pleasure,
serve with pride. KK81364. SEE
Consolidated Iron-Steel Manufac-
turing Company. Conso Cast Ware
Company Division.

KAHN, LOUIS E. SEE Kahn's (E.) Sons
Company.

KAHN'S (E.) SONS COMPANY.
Dove brand fresh sausage. Net wt.
one lb. Label. Appl. author:
Louis E. Kahn. © The E. Kahn's
Sons Co.; 7May52; KK80971.

Imperial Club sliced bacon. Net
weight 1 pound. Label. Appl. au-
thor: Louis E. Kahn. © The E.
Kahn's Sons Co.; 5Jun52; KK80797.

KAISER FRAZER EXPORT CORPORATION ©.
'53 Henry J, the big car with small
car economy. Up to 30 miles on
a gallon, see it at your Kaiser-
Frazer distributors. Adv. from
Army times, Pacific ed., Feb. 18,
1953, p. 11. Appl. author:
William H. Weintraub and Co., inc.
© 18Feb53; KK84249.

'53 Kaiser, world's most beautiful,
most dependable car. See it at
your Kaiser-Frazer distributor.
Adv. from Air Force times (Europe-
an) Jan. 27, 1953, p. 15. Appl.
author: William H. Weintraub &
Co., inc. © Kaiser Frazer Export
Corp., d.b.a. Kaiser Frazer Export
Co.; 27Jan53; KK82944.

Going home soon? Order now for
stateside delivery. See your
nearest Kaiser-Frazer distribu-
tor now ... '53 Henry J. '53
Kaiser. (Automobiles) Adv.
from Army times (Europe) Apr.
7, 1953, p. 3. Appl. author:
William H. Weintraub & Co., inc.
© 7Apr53; KK86313.

Order now for stateside delivery.
'53 Kaiser, world's most beauti-
ful, most dependable car. '53
Henry J, the big car with small-
car economy. Adv. from Air Force
times (Europe), Mar. 10, 1953,
p. 30. Appl. author: William
H. Weintraub and Co., inc.
© 10Mar53; KK84243.

World's favorite new cars, inter-
national prize winners. 1953
Henry J. 1953 Kaiser. Adv. from
Army times (Europe) Apr. 14, 1953,
p. 3. Appl. author: William H.
Weintraub & Co., inc. © 14Apr53;
KK86314.

KAISER FRAZER SALES CORPORATION ©.
Ahead of you 100,000 miles of magni-
ficent safety. World's first safety-
first car. '53 Kaiser. Adv. Appl.
author: William H. Weintraub & Co.,
inc. © 9Mar53; KK83304.

And the most beautiful thing about
it is its safety. World's first
safety-first car. '53 Kaiser.
Adv. Appl. author: William H.
Weintraub & Co., inc. © 5Jan53;
KK82505.

At Cannes ... Another grand prix
for Kaiser beauty. (Automobiles)
Adv. Appl. author: William H.
Weintraub & Co., inc. © 18May53;
KK85822.

A doctor looks at the world's first
safety-first car. '53 Kaiser.
Adv. from Parents' magazine, Mar.
1953, p. 75. Appl. author:
William H. Weintraub & Co., inc.
© 24Feb53; KK83305.

Drive and save on easiest street, in
the new '53 Henry J. (Automobiles)
Adv. Appl. author: William H.
Weintraub & Co., inc. © 13Jan53;
KK82506.

5 important ways Kaiser gives you
more. (Automobiles) Adv. from
the Saturday evening post, May
30, 1953, p. 122-123. Appl.
author: William H. Weintraub &
Co., inc. © 27May53; KK86003.

For dealers with this franchise.
\$5,000,000 extra take-home pay.
Kaiser-Frazer, the priceless
franchise. (Automobiles) Adv.
from Automotive news, Mar. 30,
1953, p. 14-15. Appl. author:
William H. Weintraub and Co., inc.
© 30Mar53; KK84251.

Get on Easiest St.; get in the new
'53 Henry J. (Automobiles) Adv.
from the Saturday evening post,
Dec. 13, 1952, p. 91. Appl. au-
thor: William H. Weintraub & Co.,
inc. © 9Dec52; KK81556.

Henry J, the stamina car of the
Thrillcade. Chosen by Aut Swen-
son, owner of the famous Thrill-
cade. Adv. from American weekly,
Mar. 22, 1953, p. 11. Appl.
author: William H. Weintraub and
Co., inc. © 22Mar53; KK84250.

Henry J wins in Mobilgas economy
run. Henry J beats all comers with
28.2 miles per gallon. (Autom-
obiles) Adv. Appl. author: Wil-
liam H. Weintraub & Co., inc.
© 4May53; KK86901.

How do owners like the Henry J?
(Automobiles) Adv. from American
weekly, Feb. 1, 1953, p. 11. Appl.
author: William H. Weintraub & Co.,
inc. © 1Feb53; KK82507.

How the Henry J puts the Browns on
Easiest St. (Automobiles) Adv.
from the Saturday evening post,
May 2, 1953, p. 5. Appl. author:
William H. Weintraub and Co., inc.
© 29Apr53; KK85212.

How the Henry J puts the Edwards'
on Easiest St. (Automobiles)
Adv. from the Saturday evening
post, June 6, 1953, p. 58.
Appl. author: William H. Wein-
traub & Co., inc. © 3Jun53;
KK86315.

How the Henry J puts the Warrens on
Easiest St. (Automobiles) Adv.
from the Saturday evening post,
Mar. 21, 1953, p. 60. Appl. au-
thor: William H. Weintraub and
Co., inc. © 18Mar53; KK83763.

How the Henry J puts the Wilsons on
Easiest St. (Automobiles) Adv.
from the Saturday evening post,
Apr. 4, 1953, p. 77. Appl. author:
William H. Weintraub and Co., inc.
© 1Apr53; KK84554.

Is your child as safe as the girl in
this Kaiser? She's guarded against
danger by the world's safest front
seat. (Automobiles) Adv. from
Parents', June 1952, p. 15.
Appl. author: William H. Weintraub
and Co., inc. © 25May52; KK83541.

Just bought my 4th Kaiser. Drive the
Kaiser, America's most beautiful
car. Winner of 14 international
beauty awards. Adv. Appl. au-
thor: William H. Weintraub & Co.,
inc. © 24Jun53; KK86902.

Kaiser, world's first safety-first
car. Adv. from the Saturday eve-
ning post, Mar. 14, 1953, p. 115.
Appl. author: William H. Wein-
traub and Co., inc. © 11Mar53;
KK83762.

Kaiser, world's first safety-first car. When you step into a '53 Kaiser, you enter a new world of luxury ... Adv. from the Saturday evening post, Apr. 18, 1953, p. 107. Appl. author: William H. Weintraub and Co., inc. © 15Apr53; KK84374.

Kaiser, world's first safety-first car. Wins world-wide honors for beauty, too. Adv. from Saturday evening post, June 13, 1953, p. 131. Appl. author: William H. Weintraub & Co., inc. © 10Jun53; KK86874.

New Kaiser power steering in the world's first safety-first car. Adv. from the Saturday evening post, May 16, 1953, p. 174-175. Appl. author: William H. Weintraub and Co., inc. © 13May53; KK85410.

New profit opportunity for volume dealers. Kaiser Manhattan. Henry J. (Automobiles) Adv. from Automotive news, May 18, 1953, p. 16-17. Appl. author: William H. Weintraub & Co., inc. © 18May53; KK86002.

A safety engineer looks at the world's first safety-first car. '53 Kaiser. Adv. from the Saturday evening post, Feb. 7, 1953, p. 75. Appl. author: William H. Weintraub & Co., inc. © 4Feb53; KK82508.

Safety-test the world's first safety-first car at our open house Feb. 23. '53 Kaiser, your safest buy today. Adv. Appl. author: William H. Weintraub and Co., inc. © 22Feb53; KK84553.

Save \$125.80 on gas alone when you drive on Easiest St. in the new Henry J. (Automobile) Adv. Appl. author: William H. Weintraub and Co., inc. © 11May53; KK85409.

Star of the auto show held over by popular demand. New '53 hardtop Kaiser Dragon. Adv. Appl. author: William H. Weintraub and Co., inc. © 14Apr53; KK84693.

What Kaiser's \$62 million expansion program means to you. (Automobile) Adv. Appl. author: William H. Weintraub & Co., inc. © 8Jun53; KK86312.

You owe it to your family to safety-test the world's first safety-first car. '53 Kaiser. Adv. Appl. author: William H. Weintraub & Co., inc. © 10Feb53; KK83325.

KALART COMPANY, INC.

Kalart Round-The-Clock flash guide and exposure calculator. Easy way to add sparkling highlights ... (Photographic equipment) Folder. Appl. author: Aubrey Euclid Bishop. © The Kalart Co., inc.; 16Jan53; KK81915.

KALINSKE, ANTON A.

SR Accelator. KK85510. SEE Infilco, inc.

KALVIG, L. J. ©.

K-lur swims like a fish. The K-lur has out-performed leading artificial lures in competitive fishing tests during the past 3 years. Label. © 28Aug52; KK83202.

KANASKE, ART.

Profit calculator. KK80703. SEE Grizzly Manufacturing Company.

KANGAROO PRODUCTS.

New self-sudsing Kangaroo Pouch Sponge cuts dishwashing time in

two, with 6 Mighty Mite detergent refill sticks. (Household or car cleaner) Label. © Kangaroo Products, Charles Dupuy, owner; 2Mar53; KK84357.

KAPLAN, ARNOLD JOHN.

Civil defense badges armbands by Wentworth. KK82768. SEE Wentworth-Forman Company, inc.

Regulation civil defense insignie decal emblems, Federal Civil Defense Administration regulation. KK82767. SEE Wentworth-Forman Company, inc.

KASTOR (H. W.) AND SONS ADVERTISING COMPANY.

Look for these two comic books at your grocer's, now. KK86114. SEE International Milling Company.

KASTOR, FARRELL, CHESLEY AND CLIFFORD, INC.

The belt with the split personality ... KK85430. SEE Hickok Manufacturing Company.

Blatz is Milwaukee's finest beer. SEE Blatz Brewing Company.

I've been to Milwaukee, I ought to know. KK81778. SEE Blatz Brewing Company.

More and more people everywhere are drinking Blatz ... KK85429. SEE Blatz Brewing Company.

Sheep produce this cosmetic for cows ... KK85431. SEE Hickok Manufacturing Company.

To keep the memory of your giving ever green. KK81777. SEE Hickok Manufacturing Company.

KATZ, ADOLPH.

Deauville by Coro. KK84231. SEE Coro, inc.

Her jewelry. KK81975. SEE Coro, inc.

Her jewels. KK81974. SEE Coro, inc.

Her jewels, Corocraft of course. KK83154. SEE Coro, inc.

Mignon by Coro. KK83153. SEE Coro, inc.

Wrist charmers by Coro. KK84998. SEE Coro, inc.

Your jewels for spring, Corocraft of course. KK83152. SEE Coro, inc.

KAUFFMAN (MILTON) CONSTRUCTION CORPORATION ©.

It's true, Milton Kauffman Construction Corporation has done the impossible. (Dwelling) Folder. Appl. author: John Thompson Jones. © 1Nov52; KK81422.

KAUFFMAN, JEROME.

Lustron triple lanolin wave ... KK85640. SEE Sales Affiliates, inc.

Quik-Seal, new high speed neutralizer. KK85639. SEE Sales Affiliates, inc.

KAUFMAN, WYNNE, d.b.a. RUSSMARK GREETINGS. SEE Russmark Greetings.

KAYLON, INC. ©.

New Terrace Tommies. (Clothing) Adv. from Charm, May 1952, p. 45. Appl. author: Rosemary Meyer. © 26Apr52; KK82061.

Starlight Tommies. Brilliant copper stars light a gay cotton pajama, beautiful and washable. Tommies Proportionette pajamas. Card. Appl. author: Joseph Stolarik. © 8Apr53; KK84761.

Who's getting the business from the two big spring issues of Seventeen, featuring Tommies. (Clothing) Folder. Appl. author: Rosemary B. Meyer. © 27Mar53; KK83722.

KAYNEE COMPANY.

Boys' wear news, big as Life. (Boys' shirts) Folder. Appl. author: Lang, Fisher & Stashower, inc. © The Kaynee Co.; 15Apr53; KK86186.

KAYSUN, INC. ©.

Propellers aero-dynamically designed & tested by Kaysun. Kaysun engine propellers. (Model airplane propellers) Label. Appl. author: J. F. Sanlader. © 28Nov52; KK80695.

KEARY, JOHN A.

Frame your picture windows with beautiful Barreled Sunlight. KK84789. SEE Barreled Sunlight Paint Company.

KEGLER, RAYMOND P., AND GORDON J. ULLENBRUCH, d.b.a. G AND R TACKLE COMPANY. SEE G and R Tackle Company.

KELLER, FRANK L.

One way to lower high corporation taxes (but not recommended). KK86077. SEE American Optical Company.

KELLER-CRESCENT COMPANY.

Sportrailer finest low-cost boat trailer ever built. KK81551. SEE Holsclaw Brothers, inc.

KELLOGG COMPANY ©.

Corn flakes. Kellogg's corn flakes. The original. Net weight 8 ounces. Wonderful homemade Cherry Winks. (Ready-to-eat cereals) Label. © 22Oct52; KK83553.

Corn flakes. Kellogg's corn flakes. The original. W. K. Kellogg. Write an ad like this for Kellogg's corn flakes ... Net weight 8 ounces. (Ready-to-eat cereals) Label. © 11Jun52; KK83554.

Corn flakes. Kellogg's ... Save 10¢ on purchase of ... All-Bran. Get 7 different masks on other packages. Net weight 12 ounces. [Indian head] (Ready-to-eat cereals) Label. © 24Sep52; KK82259.

Corn flakes. Save 10¢ on purchase of Kellogg's All-Bran. Get 7 different masks on other packages. Net weight 12 ounces. [Cougar head] (Ready-to-eat cereals) Label. © 24Sep52; KK82256.

Pep. Kellogg's ... The solar cereal ... Whole wheat flakes. Your Space Cadet heroes. One on every 8 oz. box of ... Pep. Tom Corbett. (Ready-to-eat cereals) Label. © 4Jun52; KK82258.

Rice Krispies. Kellogg's ... brings you initialed silverware ... Signature pattern. 5 1/2 ounces net wt. (Ready-to-eat cereals) Label. © 29Feb52; KK82257.

KELLY (J. G.) COMPANY, INC. ©.

My name is Reddy-Snax ... (Food and drink products) Sheet. © 10Apr53; KK84311.

KELLY, JOHN HAYES.

Announcing the new 1953 Studebaker. KK82027. SEE Studebaker Corporation.

A good-looking Studebaker truck does a grand job of gas saving. KK86815. SEE Studebaker Corporation.

The new American car with the European look. KK85102. SEE Studebaker Corporation.

The new Studebaker with the European look styling straight out of the dream book. KK83145. SEE Studebaker Corporation.

Save and keep saving with a thrifty Studebaker truck. KK84570. SEE Studebaker Corporation.

- KELLY, JOHN HAYES. Cont'd.
A Studebaker truck stands out in looks and in gas saving. KK81639. SEE 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. KK81133. SEE Kelly Products Company.
- KELLY, MARY ANN.
When a fella needs a beer. SEE Bavarian Brewing Company, inc.
When a fella needs a beer, time for Bavarian's old style. SEE Bavarian Brewing Company, inc.
- KELLY, NASON, INC.
Ashaway sportsman 1953. KK81071. 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, FENTON, JR.
Air conditioning a sell-out in '53. KK85946. SEE Electrical Information Publications, inc.
A cool customer is your hot prospect. SEE Electrical Information Publications, inc.
Don't stop with half enough light. KK85948. 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. KK85928. SEE Electrical Information Publications, inc.
Easy does it with your electric washer and dryer. KK85929. SEE Electrical Information Publications, inc.
Easy does it with your electric water heater. KK85925. SEE Electrical Information Publications, inc.
Electric baking and roasting ovens offer all these benefits. KK85923. SEE Electrical Information Publications, inc.
Electric heat lamp brooding as simple as 1-2-3. KK85939. SEE Electrical Information Publications, inc.
Everyone benefits, from the boss on the top floor, to the clerk in the bottom drawer. KK85935. SEE Electrical Information Publications, inc.
Food service operators, here's your solution to high food costs, rising labor costs ... KK85927. SEE Electrical Information Publications, inc.
From the boss on the top floor, to the clerk in the bottom drawer. KK85936. SEE Electrical Information Publications, inc.
Here's how good sales light is often lost. KK85941. SEE Electrical Information Publications, inc.
Hold everything, by Joanne Englund. KK85922. SEE Electrical Information Publications, inc.
How to make money when the cook stands still. KK85945. SEE Electrical Information Publications, inc.
- How you can cut corners with electric food warmers. KK85924. SEE Electrical Information Publications, inc.
It's make or break in the first 8 weeks. KK85920. SEE Electrical Information Publications, inc.
Lighting for your home. SEE Electrical Information Publications, inc.
The magic lamp for scores of chores. KK85940. SEE Electrical Information Publications, inc.
Need low-cost help on your place? KK85949. SEE Electrical Information Publications, inc.
Now is the time for all good office workers to get better light. KK85930. SEE Electrical Information Publications, inc.
Recipe for a prosperous summer ... SEE Electrical Information Publications, inc.
'Round the clock with waffles. KK85938. SEE Electrical Information Publications, inc.
Snapshot selling pays the rent. KK85951. SEE Electrical Information Publications, inc.
Warmth and protection save pigs, boost your profits. KK85921. SEE Electrical Information Publications, inc.
You can earn more profits the electric fry kettle way. KK85937. SEE Electrical Information Publications, inc.
You can't squeeze restaurant profits out of pennies. KK85950. SEE Electrical Information Publications, inc.
Your how book of electric deep fat frying. KK84150. SEE Electrical Information Publications, inc.
Your windows should pay the rent. KK85944. SEE Electrical Information Publications, inc.
- KEMP (E. F.) CORPORATION ©.
Easter greetings. (Nuts) Label. © 13Mar53; KK83867.
- KEMP, WALTER.
Salty dogs, all beef. KK84501. SEE General Nuts, inc.
- KENDALL COMPANY.
The first-aid dressings that most leading hospitals use. Curity. Adv. from How to play 20 questions like the experts, p. 4 of cover. © The Kendall Co.; 8Apr53; KK85320.
Miss Curity, the first lady of first aid, answers 20 questions about first aid. (First aid dressings) Adv. from How to play 20 questions like the experts, p. 10. © The Kendall Co.; 8Apr53; KK85321.
- KENDALL COMPANY. BAUER AND BLACK DIVISION ©.
Is anything less good enough for Eddie? Use the same first-aid dressings most leading hospitals use. Curity hospital dressings for the home. Adv. from Life, May 19, 1952, p. 88. © 19May52; KK82157.
- KENDRICK, JOE W., DICK BOONE, AND H. HART NANCE, d.b.a. BOONE (N. K.) COMPANY. SEE Boone (N. K.) Company.
- KEN-I-KAL ENGINEERING LABORATORIES, INC. ©.
Bubble Sudz. Cleans your clothes as never cleaned before. (Washing powders) Label. Appl. author: Clarence L. Fetty. © 7Apr53; KK86889.
- KENLEE-KARDEN COMPANY ©.
Ever buy a cat in a bag? (Animal acts, no. 2) (Ad-mats) Sheet. © 27Apr53; KK85131.
- Lucky Louie. A little tip from the birds ... (No. 2) (Ad-mats) Sheet. © 27Apr53; KK85130.
- Lucky Louie. If you're hit on the head you should still remember. Don't jump in the wrong direction, remember. (Ad-mats) Sheet. © 30Mar53; KK84412.
- 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 ... [Animal acts] (Ad-mats) Sheet. © 30Mar53; KK84411.
- KENMAR MANUFACTURING COMPANY ©.
Don't miss Kenmar space 433 furniture mart. Folder. Appl. author: Werner Lentz. © 15Jun53; KK86549.
- KENNAMETAL, INC. ©.
Announcing Kennametal grade K4H tools and blanks, stocked in Latrobe. Supplement 1 to catalog 52. Sheet. Appl. author: Fred W. Pennington. © 31Mar53; KK84068.
Here's how you end down-the-hole check valve trouble. Kennametal sintered carbide API balls 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 AYRES.
Industrial news. SEE Gates Rubber Company.
- KENNEDY, JOHN H.
Hand hues colors. KK82798. SEE Paint Pot.
The Paint Pot. KK82799. SEE Paint Pot.
- KENNER PRODUCTS COMPANY.
Nursery birds by Kenner. Baby's first plaything. (Toy or gift) Label. © Bromo-Mint Co., d.b.a. Kenner Products Co.; 26May53; KK86800.
- KENTUCKY DIVISION, UNITED STATES BREWERS FOUNDATION. SEE United States Brewers Foundation. Kentucky Division.
- KERR, THOMAS B.
Free of extra cost, 2 Elsie family cookie cutters ... KK84700. SEE Borden Company.
- KESSLINGER (JOSEPH M.) ASSOCIATES.
Quicksee ready mixed wallpaper paste. KK86882. SEE Tudor Chemical Specialties, inc.
- KETTLER, ORVILLE H.
[Radio parts catalog] KK80919. SEE Ashe (Walter) Radio Company.
- KEUFFEL AND ESSER COMPANY ©.
K & E presents the Zeiss-opton automatic self-leveling level N12. Folder. © 3Mar53; KK86940.
- KEWANEE-ROSS CORPORATION ©.
A better boiler of steel for heating homes. Folder. Form 878. Appl. author: C. Keith Ferguson. © 11May53; KK86227.
Think of the boiler now. (Steel boilers) Folder. Form 877. Appl. author: C. Keith Ferguson. © 11May53; KK86226.
- KEWAUNEE MANUFACTURING COMPANY ©.
Kewaunee wood laboratory equipment. Catalog no. 52. 299 p. Appl. authors: Gordon E. Aldrich and Robert J. Notes. © 15Nov52; KK81431.
- KIDDE (WALTER) AND COMPANY, INC. ©.
Fyre-Freeze carbon dioxide portable fire extinguishers. Kidde. Folder. Appl. author: Stuart Grant. © 19Jan53; KK81846.

- Portable equipment. Fyre-Freeez models 10F-15F-20F carbon dioxide hand portable fire extinguishers. Folder. Appl. author: Stuart Grant. © 15May53; KK85751.
- Portable equipment. Fyre-Freeez models 2 1/2F-5F carbon dioxide hand portable fire extinguishers. Folder. Appl. author: Stuart Grant. © 15May53; KK85752.
- Stop those gin fires. You can't afford long shutdowns during the peak of the ginning season. Kidde. (Fire extinguishing equipment) 4 p. Appl. author: Stuart Grant. © 2Jan53; KK81847.
- KIESSLING, ALBERTA ©.**
Alberta Kiessling's whole wheat bread. Use only stoneground whole wheat flour. Sheet. © 10Nov52; KK81434.
- KIMBALL (ABBOTT) COMPANY, INC.**
Above all, fly Southwest. KK83109. SEE Southwest Airways Company.
The best loved slip in the world, only by Vanity Fair. KK84195. SEE Vanity Fair Mills, inc.
Dress-length gown and companion peignoir in that celebrated nylon tricot. KK84194. SEE Vanity Fair Mills, inc.
Fabulous slip with exquisite bodice of French nylon lace. KK81467. SEE Vanity Fair Mills, inc.
Flowering of the pretty bloom for legs, English Tea-Rose. KK84806. SEE Beautiful Bryans, inc.
From the second edition of the collections for spring and summer 1953, only Vanity Fair. KK84201. SEE Vanity Fair Mills, inc.
The mood is young, the charm timeless in this nylon tricot gown. KK81469. SEE Vanity Fair Mills, inc.
Only by Vanity Fair ... SEE Vanity Fair Mills, inc.
Pettiskirts, only by Vanity Fair. KK84197. SEE Vanity Fair Mills, inc.
Pure delight to wear, to give. KK81463. SEE Vanity Fair Mills, inc.
Soft lights, soft-toed, light-footed, airily vamped, newly-tapered Mademoiselle shoes. KK81161. SEE Carlisle Shoe Company.
With the lilting gaiety of lacy fluted ruffles in matchless nylon tricot ... KK86320. SEE Vanity Fair Mills, inc.
Wonderful blouse-slip, only by Vanity Fair. KK84203. SEE Vanity Fair Mills, inc.
- KIMBERLY-CLARK CORPORATION ©.**
Let's swap ideas. Match your advertising ideas with these and win a \$50 bond. Enamel & coated printing papers, products of Kimberly-Clark. Covering letter does two-way job. Adv. from U. S. news & world report, Apr. 3, 1953, p. 17. Appl. author: Harvey Clements. © 3Apr53; KK84822.
Let's swap ideas. Match your advertising ideas with these and win a \$50 bond. Enamel & coated printing papers, products of Kimberly-Clark. Cuts cost of index pages in manuals. Adv. from Business week, Mar. 21, 1953, p. 69. Appl. author: Harvey Clements. © 21Mar53; KK84406.
Let's swap ideas. Match your advertising ideas with these and win a \$50 bond. [Pocket handkerchief] (Printing papers) Adv. from Business week, Feb. 14, 1953, p. 113. Appl. author: Harvey Clements. © 14Feb53; KK82808.
- Let's swap ideas. Match your printing ideas with these and win a \$50 bond. Enamel & coated printing papers. [Folding stock machine] Adv. from American printer, May 1953, p. 22-23. Appl. author: Harvey Clements. © 25Apr53; KK85557.
Let's swap ideas. Match your printing ideas with these and win a \$50 bond. Enamel & coated printing papers, products of Kimberly-Clark. Ink drying on coated stocks. Adv. from American printer, Mar. 1953, p. 61. Appl. author: Harvey Clements. © 25Feb53; KK84405.
Let's swap ideas; match your printing ideas with these and win a \$50 bond. Enamel & coated printing papers. Adv. from American printer, Nov. 1952, p. 55. Appl. author: Harvey Clements. © 10Oct52; KK80787.
Let's swap ideas. Match your printing ideas with these and win a \$50 bond. Enamel & coated printing papers, products of Kimberly-Clark. Written from a customer's viewpoint. Tip o' the month. Adv. from American printer, Apr. 1953, p. 2 of cover. Appl. author: Harvey Clements. © 25Mar53; KK84326.
Let's swap ideas; match your advertising ideas with these, and win a \$50 bond. [Illus. of ad showing zig-zag technique] (Printing papers) Adv. from Newsweek magazine, Nov. 3, 1952, p. 7. Appl. author: Harvey Clements. © 20Oct52; KK81408.
Printers, let's swap ideas. Match your printing ideas with these, and win a \$50 bond. Enamel & coated printing papers, products of Kimberly-Clark. Adv. from Printing magazine, Jan. 1953, p. 75. Appl. author: Harvey Clements. © 15Jan53; KK82205.
- KING, FRED H. ©.**
Dialerette, a useful, push-in, non-slip telephone dialing gadget; dial in color with convenience. Sheet. © 15Dec52; KK80891.
- KING, JAY ©.**
The right record family tree. (Family record chart) Sheet. © 9Mar53; KK83870.
- KINGSPORT PRESS, INC. ©.**
The Federalist, 1787-1788. (Book manufacturing) Adv. from Publishers' weekly, Apr. 4, 1953, p. 1547. (Books, the image of America, by Earl Schenck Miers and Paul M. Angle; no. 3) © 4Apr53; KK83998.
Mark Twain, 1835-1910. (Book manufacturing) Adv. from Publishers' weekly, May 2, 1953, p. 1889. (Books, the image of America, by Earl Schenck Miers and Paul M. Angle; no. 4) © 2May53; KK84925.
Mason L. Weems, 1759-1825. (Book manufacturing) Adv. from Publishers' weekly, Mar. 7, 1953, p. 1185. (Books, the image of America, by Earl Schenck Miers and Paul M. Angle; no. 2) © 7Mar53; KK83186.
Noah Webster, 1758-1843. (Book manufacturing) Adv. from Publishers' weekly, Feb. 7, 1953, p. 797. (Books, the image of America, by Earl Schenck Miers and Paul M. Angle; no. 1) © 7Feb53; KK82325.
- KINNER, ROBERT E. SEE Kinner Products Company.**
KINNER PRODUCTS COMPANY ©.
Super Market cleaner. Strictly a maintenance cleaner for glass, stainless steel, chromium, porcelain. One gallon. Label. Appl. author: Robert E. Kinner. © 3Mar53; KK82902.
- KIRKPATRICK, M. GLEN.**
Science in the barnyard. SEE Dr. Hess and Clark, inc.
Science in the henhouse. SEE Dr. Hess and Clark, inc.
- KIRSCH, MORRIS. SEE Kirsch's Beverages, inc.**
KIRSCH'S BEVERAGES, INC. ©.
Kirsch No-cal black cherry. (Soft drink) Label. Appl. author: Morris Kirsch. © 26Dec52; KK80982.
- KISCHELL, LOUIS ©.**
Chubby diaper rash ointment. Label. © 15May53; KK86797.
- KITCHENS OF SARA LEE ©.**
Men and children get funny ideas about food. Sara Lee cream cheese cake. Adv. from Chicago sun-times, Jan. 9, 1953, p. 4. Appl. author: Ivan Hill. © 9Jan53; KK82056.
Not even grandma's grandma. Even though I have been married for sixteen years ... one of my neighbors has sold me on trying Sara Lee all-butter coffee cake ... Adv. from Chicago sun-times, Feb. 23, 1953, p. 4. Appl. author: Ivan Hill. © 23Feb53; KK82277.
We forgot Aunt Nellie. Well, I decided to buy a coffee cake anyway ... from the Kitchens of Sara Lee. Adv. from Chicago sun-times, Feb. 6, 1953, p. 2. Appl. author: Ivan Hill. © 6Feb53; KK82278.
- KLEBANOFF, TED.**
An educational color game for children. KK82822. SEE Teeber Brothers.
- KLEER COMPANY.**
Kleer glass cleaner. Leaves no dust catching film. Contents one gallon. Label. Appl. author: L. Stearns Fannin. © The Kleer Co.; 5May53; KK85191.
New Kleer household cleaner. Contents one gallon. Label. Appl. author: L. Stearns Fannin. © The Kleer Co.; 5May53; KK85190.
- KLEIN, MAX.**
January 1953 linen sale. KK80698. SEE Mosse, inc.
- KLEINMAN, LEO.**
Everlast of Miami. KK82687. SEE Ace Paper Company, inc.
Lovely Lady, made of Du Pont nylon. KK83755. SEE Ace Paper Company, inc.
- KLEMTNER (PAUL) AND COMPANY, INC.**
Add substance to shadow without burdensome bulk. EDIOL ... SEE Schenley Laboratories, inc.
Debilitated and thin. KK83372. SEE Schenley Laboratories, inc.
Dorbane, an effective, modern therapeutic agent chemically related ... SEE Schenley Laboratories, inc.
Eats like a horse, but thin. KK83369. SEE Schenley Laboratories, inc.
Elevates the mood without inducing jitters. Euphased ... KK86760. SEE Schenley Laboratories, inc.
Emotionally disturbed and thin. KK83371. SEE Schenley Laboratories, inc.
For caloric boost without gastric burden, when weight gain is the objective ... SEE Schenley Laboratories, inc.

KLEMTNER (PAUL) AND COMPANY, INC.
Cont'd.

- For elevation of mood without overstimulation ... KK83906. SEE Schenley Laboratories, inc.
- For the life that begins at 40. SEE Schenley Laboratories, inc.
- For the patient coughing himself into knots. KK82442. SEE Schenley Laboratories, inc.
- For the patient feeling mighty low, tablets Euphased ... KK86751. SEE Schenley Laboratories, inc.
- For the patient who carries no weight. KK82438. SEE Schenley Laboratories, inc.
- For the patient who needs to simmer down. KK83373. SEE Schenley Laboratories, inc.
- For the patient with a dormant colon. SEE Schenley Laboratories, inc.
- For the patient with too much gastric acid. KK82441. SEE Schenley Laboratories, inc.
- Greater expectation of another season for the cardiovascular patient. SEE Schenley Laboratories, inc.
- High tension type and thin. KK83370. SEE Schenley Laboratories, inc.
- More potent protection for the life that begins at 40. KK82446. SEE Schenley Laboratories, inc.
- A new high in hormone quality, and at a much lower cost, now available under the Schenley label. KK82451. SEE Schenley Laboratories, inc.
- New profit opportunity. KK86753. SEE Schenley Laboratories, inc.
- New topical broad-spectrum approach to vaginal antiseptics. Syncrobin ... KK86757. SEE Schenley Laboratories, inc.
- Now available under the Schenley label. KK83367. SEE Schenley Laboratories, inc.
- PVP-Macrose, a new volemic (blood volume extender) for prevention and treatment of shock. KK82447. SEE Schenley Laboratories, inc.
- Sombulex ... an unusual barbiturate ... KK86752. SEE Schenley Laboratories, inc.
- Spotting a hidden danger whenever aminophylline and phenobarbital are indicated. KK82450. SEE Schenley Laboratories, inc.
- Stanolone Schenley; antitumoral-anabolic steroid. KK86758. SEE Schenley Laboratories, inc.
- To foster a feeling of well-being. SEE Schenley Laboratories, inc.
- To gain weight, gain strength, gain appetite. SEE Schenley Laboratories, inc.
- To subdue the Mr. Hyde in Dr. Jekyll. KK82448. 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. KK82439. SEE Schenley Laboratories, inc.
- KLEPPNER, OTTO.
Dewar's White Label and Victoria Vat Scotch whiskies. KK84437. SEE Schenley Import Corporation.
- KLIMATE-PRUF PAINT COMPANY, INC. ©.
Now the prescribed beauty treatment for asbestos shingle homes. Asbest-O-Life. (Asbestos shingle coating) Folder. © 29Dec52; KK82222.

KOCH (H.) AND SONS ©.

Koch of California proudly presents the world's first fiberglass luggage in streamlined modern styling and four popular colors. Adv. from Luggage & leather goods, May 1953, p. 17-22. Appl. author: Joseph J. Weiner. © 4May53; KK85539.

KOEDEL DIAMOND TOOL COMPANY ©.

Koebel diamond core and drill bit selector. Koebelite. 15 p. Appl. author: George Walcott. © 10Jun53; KK86420.

Koebel type K Handaxer. A hand operated diamond tool indexing 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 Walcott. © 1Apr53; KK84738.

KORTNER, FREDERICK N.

Premier peat moss. KK85666. SEE Premier Peat Moss Corporation.

KONHEIM, N.

Brighten his Christmas picture. KK82312. SEE Manhattan Shirt Company.

Smart collector's items. KK81411. SEE Manhattan Shirt Company.

KONO, ALEXANDER, BLANCHE KONO, AND FLORENCE KONO SMITH, d.b.a. THE KONO MANUFACTURING COMPANY. SEE Kono Manufacturing Company.

KONO, BLANCHE, ALEXANDER KONO, AND FLORENCE KONO SMITH, d.b.a. THE KONO MANUFACTURING COMPANY. SEE Kono Manufacturing Company.

KONO MANUFACTURING COMPANY.

Mink is pure luxury. Wild mink, the newest frame color, is as rich and warm toned as its namesake. (Spectacle frames) Sheet. Appl. author: Florence Kono Smith. © Alexander Kono, Blanche Kono, and Florence Kono Smith, d.b.a. The Kono Manufacturing Co.; 1Apr52; KK81038.

She who wears Mandarin, is center of attraction. (Spectacle frames) Adv. from Optical Journal and review of optometry, Feb. 1, 1953, p. 11. © The Kono Manufacturing Co.; 1Feb53; KK82498.

KOPS BROTHERS, INC. ©.

The big anti-vise campaign is on. To customers: If your girdle fits you like a vise, you need Nemo Adjustable Waist. Adv. from Corset & underwear review, Feb. 1953, p. 84. © 2Feb53; KK81964.

Fit to be seen, the Nemo bra styled by Lilly Daché. (Corsetry) Adv. from Harper's bazaar, Mar. 1953, p. 37. © 6Mar53; KK83107.

A fitting success. The Nemo bra styled by Lilly Daché. (Corsetry) Adv. from Women's wear daily, Feb. 12, 1953, p. 13. © 12Feb53; KK83318.

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. The lightest, whitest, coolest foundations in best selling styles. (Corsetry) Adv. from Women's wear daily, Feb. 19, 1953, p. 19. © 19Feb53; KK83038.

There's plenty in it for you. Another big Nemo foundation sale. (Corsetry) Adv. from Corset and underwear review, Apr. 1953, p. 80. © 30Mar53; KK83740.

KORBEL (F.) AND BROTHERS, INC.

Distinguished American wines. Folder. © F. Korbel & Bros., inc., Louis M. Martini, & Wente Bros.; 15Apr53; KK84859.

KORFUND COMPANY, INC.

For efficient, economical vibration control. Korfund, vibration and noise isolation bases for fans and motors. Folder. Appl. author: Walter Lewis Funnell. © The Korfund Co., inc.; 30Jan53; KK82599.

Here's how air conditioning vibration problems have been successfully solved with Korfund vibration control. (Vibration isolators) Sheet. Appl. author: Walter Lewis Funnell. © The Korfund Co., inc.; 30Jan53; KK82600.

KOSINSKI, ROMAN JAN, d.b.a. ROMAN KOSINSKI JEWELERS. SEE Kosinski (Roman) Jewelers.

KOSINSKI (ROMAN) JEWELERS.

The White Eagle ring. Bialy orzel. (Jewelry) Adv. from Zgoda alliance news, Jan. 1, 1953, p. 2. Title in Polish. © Roman Jan Kosinski, d.b.a. Roman Kosinski Jewelers; 1Jan53; KK81168.

KOVELESKI, JOHN, d.b.a. HUDSON MINIATURES. SEE Hudson Miniatures.

KRAEG GAMES.

Times Square for multiplication ... (Educational game) Label. © Adie E. Giessow, Kenneth J. Wahlbrink, Rene H. Burgdorfer, d.b.a. Kraeg Games; 30Apr53; KK85817.

KRAUSE, RAYBURN R.; RAYMOND W. KRAUSE AND SON. SEE Krause (Raymond W.) and Son.

KRAUSE, TESSIE M.

Ask your jeweler he knows your best buy is Hamilton. KK81585. 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. KK84167. SEE Sheraton Corporation of America.

Back in the earlier years of the century ... KK84943. SEE Hart, Schaffner and Marx.

Be happy - go Lucky. KK81593. SEE American Tobacco Company.

Big point in your favor. KK81579. SEE Schenley Distributors, inc.

Cheers. The appearance of this sparkling decanter ... KK84166. SEE Schenley Distributors, inc.

Darling, how did you know I wanted a Hamilton? KK83568. SEE Hamilton Watch Company.

Dorothy Collins suggests ... KK84945. SEE American Tobacco Company.

A dramatic success. KK84165. SEE Schenley Distributors, inc.

Easiest sewing of all on the wonderful new White. KK86702. SEE White Sewing Machine Corporation.

Enjoyed round the world. KK86700. SEE Schenley Distributors, inc.

Follow the game with this Schenley score sheet. KK81580. SEE Schenley Distributors, inc.

For the real news in sewing machines, try the wonderful new White. SEE White Sewing Machine Corporation.

Give a Hamilton to make this Christmas live forever. KK84493. SEE Hamilton Watch Company.

Give cartons of Luckies this Christmas. KK81588. SEE American Tobacco Company.

Hamilton to be given with pride, to be cherished forever. KK81576. SEE Hamilton Watch Company.

He squeezes bottles in half. KK84939. SEE Schenley Distillers, Inc.

Here's an easy way to send Luckies to our boys in Korea and in V. A. and service hospitals. KK81574. SEE American Tobacco Company.

How a taste is born. KK83556. SEE Schenley Distillers, Inc.

An ideal gift for graduate or bride. KK86703. SEE White Sewing Machine Corporation.

If you've tasted today's Schenley, you know it's the best-tasting whiskey in ages. KK83566. SEE Schenley Distributors, Inc.

Imagine, no dust bag to shake out ... SEE Electrolux Corporation.

Important notes in music ... SEE American Tobacco Company.

It's all write. KK86706. SEE Waterman Pen Company, Inc.

It's here, the first and only ball point retractable pen. KK86704. SEE Waterman Pen Company, Inc.

Just in time for Christmas -- Community. KK81581. SEE Oneida, Ltd.

Look, the wonderful new White only sewing machine with perfect, all-speed stitching. KK84169. SEE White Sewing Machine Corporation.

Luckies taste better. SEE American Tobacco Company.

Makes all your sewing easier. KK84171. SEE White Sewing Machine Corporation.

Nature's unhurried goodness ... SEE Schenley Distributors, Inc.

Nothing, no, nothing beats better taste, and Luckies taste better. SEE American Tobacco Company.

Now, at last, your writing partner for life. KK86707. SEE Waterman Pen Company, Inc.

Now local stores are featuring the first and only ball point retractable. KK86705. SEE Waterman Pen Company, Inc.

Out pops the dirt, all wrapped ... KK86712. SEE Electrolux Corporation.

Outstanding leader of the watch fashion parade Hamilton for style ... KK81573. SEE Hamilton Watch Company.

Profit column by Lucky. KK84950. SEE American Tobacco Company.

Retail reminders by Lucky. SEE American Tobacco Company.

Science says there are four ways to cool the human body ... KK83237. SEE Hart, Schaffner and Marx.

See for yourself why Luckies taste better. SEE American Tobacco Company.

She's in love, and she loves Community. SEE Oneida, Ltd.

Taste today's Schenley. KK86701. SEE Schenley Distributors, Inc.

Tek displays boost one dozen to Albany Public Market reports sales skyrocket when Tek 29c is introduced. KK81578. SEE Tek Hughes.

There's a new sterling silver in a great tradition Oneida Community sterling. KK81584. SEE Oneida, Ltd.

There's a new sterling with a proud and famous name, Oneida Community sterling. KK81583. SEE Oneida, Ltd.

This Christmas for her, for him, forever. KK81587. SEE Hamilton Watch Company.

Two of the most engaging problems that a man can face ... KK84944. SEE Hart, Schaffner and Marx.

What was it that [the] Empress Josephine wore to bed and the Prince of Wales wore to the United States? KK84951. SEE Hart, Schaffner and Marx.

World-wide favorite. KK84940. SEE Schenley Distributors, Inc.

You'll be right on time for the years ahead with a Hamilton. KK81586. SEE Hamilton Watch Company.

KRAUSE (RAYMOND W.) AND SON.
Good Pick brand potatoes. 50 lbs. net. Label. © Raymond W. Krause & Son (Rayburn R. Krause); 9Feb53; KK82279.

KRAWITZ, LOUIS E., d.b.a. EXALIN PRODUCTS COMPANY. SEE Exalin Products Company.

KREICKER AND MELOAN, INC.
To keep your gravy train rolling. KK80989. SEE McGraw Electric Company. Clark Division.

KRIER PRESERVING COMPANY.
Jolly Good red kidney beans. Contents 1 lb. Label. © The Krier Preserving Co.; 6Apr50; KK83806.

KROCK, NATHAN R., owner BOSTON PRINTING COMPANY. SEE Boston Printing Company.

KROPP (E. C.) COMPANY ©.
Roll and bowl dice game. Card. © 11Dec52; KK81048.

KUHN EN ZOON'S LITHOGRAFIE EN HANDELSDRUKKERIJ ROTTERDAM.
Old Portuna-Teller distilled Genever gin, product of Holland. KK81024. SEE Schade and Buysing.

KULWIN, SEYMOUR, d.b.a. JEFFREY-ALLAN INDUSTRIES. SEE Jeffrey-Allan Industries.

KUNZLER AND COMPANY, INC. ©.
Sugar cured, country flavored Conestoga bacon. Net weight one half pound. Label. © 1Mar53; KK83720.

KURSH, HERMAN. SEE Kurah Products, Inc.

KURSH PRODUCTS, INC. ©.
Da-Nite Swirl, solid brass reflecting house numbers. Newest, smartest, finest. Sheet. Appl. author: Herman Kurah. © 6Feb53; KK84262.

KURTZ, HARRY D.
Aircraft reciprocating and turbo-jet engine starters, aircraft-type tank starters. KK81643. SEE Jack and Heintz, Inc.

KURTZKE, JOHN A., AND JOSEPH J. Kurtzke, d.b.a. THE JAK VISOR COMPANY. SEE Jak Visor Company.

KURTZKE, JOSEPH J., AND JOHN A. Kurtzke, d.b.a. THE JAK VISOR COMPANY. SEE Jak Visor Company.

KWIKSET SALES AND SERVICE COMPANY ©.
Make every second count. Use Kwikset installation aids. (Locks) Folder. © 1Jan53; KK84368.

L

L. AND L. TRADING MARKET, INC.
One trading buck. (Used merchandise) Sheet. Appl. author: Raymond H. Laird & Marshall E. Lewis. © The L. & L. Trading Market, Inc.; 15Jan53; KK83040.

L AND S PRODUCTS ©.
Ro-Tun-Do, recommended in the treat-

ment of poison ivy, sunburn, minor burns. 1 oz. (Medicinal preparation) Label. Appl. author: Earl C. Levering. © 26Mar53; KK83914.

LACO PRODUCTS, INC. ©.
Laco shampoo gently brings out all the natural beauty of your hair. Leaves your hair castile clean. Adv. from the Baltimore sun, May 3, 1953, p. 13. Appl. author: VanSant, Dugdale & Co. © 3May53; KK85535.

LADD, JOHN W.
Traction so powerful it makes sawdust out of wood. KK84901. SEE Tread Wire Company, Inc.

LAIRD, RAYMOND H.
One trading buck. KK83040. SEE L. and L. Trading Market, Inc.

LAKE SHORE ELECTROTYPE DIVISION, ELECTROGRAPHIC CORPORATION. SEE Electrographic Corporation. Lake Shore Electrotpe Division.

LAMAZOR (BARNETT) INC. ©.
Every woman wants one. Restyle your old fox jacket or fox scarf. (Furs) Folder. Appl. author: Irene M. Park. © 9Mar53; KK85774.

LAMBERT, WILLIAM HENRY ©.
Dainty and quaint. Lambert's Airy Fairy deodorant-chlorophyll flower girl dolls. Here is a perfect gift that's long remembered. (Statuary) Sheet. © 1Mar53; KK83927.

LAMOTTE CHEMICAL PRODUCTS COMPANY ©.
Garden-guides acidity test color chart. (Soil testing kit) Card. © 20Apr53; KK85629.

LAMPKIN, GUY FOREST. SEE Lampkin Laboratories, Inc.

LAMPKIN LABORATORIES, INC. ©.
Micrometer frequency meter. Type 103-B and type 105-B. Sheet. Appl. author: Guy Forest Lampkin. © 20Apr53; KK85171.

LANDER, DAVID ©.
R S P. Relieves stomach distress. Lander's laboratories. One pint. (Stomach medicine) Label. © 25Feb53; KK83876.

LANDERS, FRARY AND CLARK ©.
A bed warmer used to be a welcome gift. The modern gift for sleeping comfort is a Universal electric blanket. Adv. from House beautiful's guide for the bride, spring 1953, p. 20. Appl. author: Gould and Tierney, Inc. © 8Apr53; KK84187.

It's Universal for smart giving and better living. (Electrical appliances) Adv. from Look, Apr. 21, 1953, p. 26-27. Appl. author: Gould and Tierney, Inc. © 7Apr53; KK84105.

LANE COMPANY, INC.
Any storage problems? Just one garment saved from moths will pay for a handsome cedar chest. Lane cedar chest. Adv. from Better homes & gardens, Sept. 1952, p. 35. Appl. author: Young & Rubicam, Inc. © The Lane Co., Inc.; 22Aug52; KK81221.

The Christmas gift that solves all storage problems. And just one garment saved from moths will pay for a lovely Lane cedar chest. Adv. from Better homes & gardens, Nov. 1952, p. 238. Appl. author: Young & Rubicam, Inc. © The Lane Co., Inc.; 24Oct52; KK83016.

For a special someone on a very special occasion. Lane cedar chests. Adv. from Seventeen,

LANE COMPANY, INC. Cont'd.

- Sept. 1952, p. 9. Appl. author: Young & Rubicam, inc. © The Lane Co., inc.; 1Sep52; KK81220.
- For your graduation ask for the gift that gathers more gifts, a Lane cedar chest. Adv. from Seventeen, May 1952, p. 53. Appl. author: Young & Rubicam, inc. © The Lane Co., inc.; 1May52; KK81198.
- Give her love's most sentimental and lasting valentine. A Lane cedar chest. Adv. from Seventeen, Jan. 1953, p. 3 of cover. Appl. author: Young & Rubicam, inc. © The Lane Co., inc.; 1Jan53; KK84823.
- Mary took a chance, Alice played safe. Lane cedar chest. Adv. from Seventeen, Apr. 1952, p. 3 of cover. Appl. author: Young & Rubicam, inc. © The Lane Co., inc.; 1Apr52; KK81199.
- The perfect gift for any occasion. What a lucky girl to have her Lane cedar chest. Adv. from Seventeen, Oct. 1952, p. 29. Appl. author: Young & Rubicam, inc. © The Lane Co., inc.; 1Oct52; KK82384.
- This Christmas, give her a thrill like this. Lane cedar chests. Adv. from Life, Nov. 17, 1952, p. 24. Appl. author: Young & Rubicam, inc. © The Lane Co., inc.; 14Nov52; KK86690.
- This Christmas if you could only read my heart, you'd give me the gift that symbolizes our love. Lane cedar chests. Adv. from Life, Dec. 1, 1952. Appl. author: Young and Rubicam, inc. © The Lane Co., inc.; 28Nov52; KK83581.
- This Christmas, there is just one wish in my heart. It's for the gift that will help me plan my future. Lane cedar chests. Adv. from Seventeen, Dec. 1952, p. 16-17. Appl. author: Young and Rubicam, inc. © The Lane Co., inc.; 1Dec52; KK84485.
- This Christmas, will your diary read like this? Dear diary, it happened at last ... Lane cedar chests. Adv. from Seventeen, Nov. 1952, p. 21. Appl. author: Young and Rubicam, inc. © The Lane Co., inc.; 1Nov52; KK84486.
- Thrill your sweetheart with the gift that gathers more gifts. Buy now and save \$10. Lane cedar chests. Adv. from Life, July 28, 1952, p. 2 of cover. Appl. author: Young & Rubicam, inc. © The Lane Co., inc.; 25Jul52; KK81219.
- What a thrifty way to start the new year. Lane cedar chests. Adv. from Life, Jan. 5, 1953, p. 2 of cover. Appl. author: Young and Rubicam, inc. © The Lane Co., inc.; 2Jan53; KK84824.
- What a wonderful way to say I love you. The perfect gift for any occasion, a Lane cedar chest. Adv. from Life, Oct. 20, 1952, p. 103. Appl. author: Young & Rubicam, inc. © The Lane Co., inc.; 17Oct52; KK82807.
- Why don't you start making plans for some day? Lane cedar chests. Adv. from Seventeen, Feb. 1953, p. 17. Appl. author: Young and Rubicam, inc. © The Lane Co., inc.; 1Feb53; KK84825.
- Yes, Lane cedar chests really pave the way for outfit sales. Adv. from Retailing daily, Nov. 14, 1952, p. 9. Appl. author: Young & Rubicam, inc. © The Lane Co., inc.; 14Nov52; KK83015.

LANG, FISHER AND STASHOWER, INC.
Boya' wear new, big as Life.
KK86186. SEE Kaynae Company.

LANSKY DISPLAY CORPORATION.

- Third dimensional movie viewer. KK83148. SEE Umanoff, Martin.
- A tour through 3rd dimension viewers. KK84380. SEE Umanoff, Martin.
- LANZNER, JOSEPH ©.
Certificate. Equitable Savings and Loan Association. (Radio) Sheet. © 6Apr53; KK84100.
- Thrift certificate, 1951. \$30.00. Security Federal Savings & Loan Association. (Clock radio) Sheet. © 10Jun53; KK86381.
- LA PINE, ARTHUR S. SEE La Pine (Arthur S.) and Company.
- LA PINE (ARTHUR S.) AND COMPANY ©.
Laboratory apparatus & equipment. For assay, chemical, clinical, biological, bacteriological, materials testing and metallurgical laboratories. Catalog B. 927 p. Appl. author: Arthur S. La Pine. © 15Jan53; KK82320.
- LA PLAYA PRODUCTS, INC. ©.
Florence Morris Venetian hair softening oil. Label. © 30Aug48; KK81066.
- LA PREMIATA MACARONI CORPORATION ©.
Enter the La Premiata \$1,000 give me a name contest. cHula girl with box of spaghetti in right hand (Food stuffs) Card. © 3Mar53; KK83861.
- Enter the La Premiata \$1,000 give me a name contest. cPlate of spaghetti in right hand, and box of spaghetti in left (Food stuffs) Card. © 3Mar53; KK83880.
- LARSON, MILTON H.
Chromcraft, the distinguished name in dinette furniture. KK83760. SEE American Fixture and Manufacturing Company.
- The first step to self selection planning is selecting the right fixtures. KK86471. SEE American Fixture and Manufacturing Company.
- High fashion figures, by Beau Monde. KK82571. SEE American Fixture and Manufacturing Company.
- Korrekct-way quality. KK82569. SEE American Fixture and Manufacturing Company.
- Studio designed manikins, by Beau Monde. KK82570. SEE American Fixture and Manufacturing Company.
- LARSON, WALTER GUSTAF.
Elco aids for home and office. SEE Elco Tool and Screw Corporation.
- LASH, WALTER P.
Mel6 cleaner. KK83123. SEE Hygienic Products Company.
- LASLEY, ROSS A.
Butcher Shop Quartette flavoring, for soups, stews ... KK84526. SEE Butcher Shop Quartette, inc.
- Butcher Shop Quartette marinating sauce. KK84523. SEE Butcher Shop Quartette, inc.
- Butcher Shop Quartette meat sauce. KK84525. SEE Butcher Shop Quartette, inc.
- Butcher Shop Quartette salad dressing, for vegetable meat & sea food salads. KK84524. SEE Butcher Shop Quartette, inc.
- LASSEN, JOHN CHARLES ©.
Rocket root beer. (Soft drinks) Sheet. © 25Apr53; KK86067.
- Wagon Wheel barbequa, right from the '11' ol' south. Sheet. © 25Apr53; KK86066.

White Cloud frozen goodness. (Foods) Sheet. © 25Apr53; KK86068.

LASSETTER, WILLIAM FRANK ©.
Crown Press. Lassetter's. January 1953. Monthly calendars with your advertising on them will pay handsomely. Calendar. © 1Jan53; KK84387.

Star cards. (Cards for Loan Companies) Folder. © 6Dec52; KK80947.

LAUBE, HERBERT L.
Announcing the new industrial Remington moisture magnets. KK81114. SEE Remington Corporation. Remington Air Conditioning Division.

Dehumidifier application tables. KK81672. SEE Remington Corporation. Remington Air Conditioning Division.

LAUREN PRODUCTS COMPANY ©.
Twist-a-doodle board. (Game) Label. Appl. author: Lee Halperin (pen name Hajilee) © 30Oct52; KK80917.

Twist-a-doodle; everybody doodles - it's easy. (Game) Label. Appl. author: Lee Halperin (pen name Hajilee) © 30Oct52; KK80918.

LAURENCE, HORACE M. ©.
These typical nuisances regarding office equipment keys occur in your offices every day. TelKea. (Key control equipment and system) Sheet. © 23Jan53; KK82463.

LAWNCRAFT ©.
Simplified guide to a beautiful lawn. March 1 and November 1 thereafter fertilize with Super-Gro. Card. Appl. author: Albert H. Voorneveld. © 15Feb53; KK85596.

LEACHMAN FRIESEN COMPANY.
The revolutionary new Travelman, by Ted Friesen. Handsome to carry, flexible for packing, convenient in use. (Travel kit) Label. © The Leachman Friesen Co., Ted Friesen & Maud Leachman Friesen; 15Apr53; KK86490.

LEAHY, WARD, A. N. BURENS, GERALD NOLAN, THOMAS CONLEY, R. A. MINNING, AND J. J. RALEIGH, composing the firm WIFEX INDUSTRIAL TOWEL SERVICE COMPANY. SEE Wipex Industrial Towel Service Company.

LEANDER, ROBERT J.
Got a problem, at the point-of-sale? KK81053. SEE Chicago Show Printing Company.

Mystik brand tape. KK81800. SEE Chicago Show Printing Company.

Mystik Adhesive Products Division.

Protect frozen foods, with Mystik brand freezer tape. KK86883. SEE Chicago Show Printing Company.

Mystik Adhesive Products Division.

LEATH, JULIAN BART ©.
TV easy chair football program for the Rose Bowl game. (Clothing) Folder. © 26Dec52; KK81113.

LEBANON STEEL FOUNDRY ©.
The trail that is always new. (Alloy and steel castings) Calendar. Appl. author: Foltz-Wessinger, inc. © 29Dec52; KK81098.

LEDERMAN, ERWIN S., owner PEDIC LABORATORY. SEE Pedic Laboratory.

LEDERMAN, GEORGE, AND HARVEY S. LEDERMAN, d.b.a. PLAUT AND LEDERMAN. SEE Plaut and Lederman.

LEDERMAN, GEORGE, MATHIAS N. STRASS, AND HARVEY S. LEDERMAN, d.b.a. ITEM EVENTS. SEE Item Events.

- LEDERMAN, HARVEY S., AND GEORGE LEDEMAN, d.b.a. PLAUT AND LEDEMAN.** SEE Plaut and Lederman.
- LEDERMAN, HARVEY S., MATHIAS N. STRASS, AND GEORGE LEDEMAN, d.b.a. ITEM EVENTS.** SEE Item Events.
- LEE, DORIS.**
Menlo Park in the 1870's ...
KK80757. SEE General Electric Company.
- LEE (H. D.) COMPANY.**
No question about it, Lee is your best value in work clothes. Adv. from Railway carmen's journal, Sept. 1952, p. 4 of cover. Appl. author: John H. Jackson. © The H. D. Lee Co.; 1Sep52; KK80734.
No question about it, Lee is your best value in work clothes. Adv. from the Phantom detective, fall 1952, p. 5. Appl. author: John H. Jackson. © The H. D. Lee Co.; 1Aug52; KK81963.
No. 1 in value; Lee work clothes must look better, fit better ... Adv. from Farm & ranch, Feb. 1953, p. 25. Appl. author: John H. Jackson. © The H. D. Lee Co.; 10Jan53; KK83412.
Outwears ordinary twills, keeps that brand-new look. Lee Chetopa Twill. (Working clothes) Adv. from Life, May 4, 1953, p. 180. Appl. author: John H. Jackson, Jr. © The H. D. Lee Co.; 1May53; KK85011.
Rugged, long-wearing Lee dungarees, for any job, anywhere. Adv. from Argosy, Apr. 1953, p. 6. Appl. author: John H. Jackson. © The H. D. Lee Co.; 20Mar53; KK83761.
Rugged, long-wearing Lee dungarees. For any job anywhere, for hobbies and sports, too. Adv. from Life, Apr. 6, 1953, p. 39. Appl. author: John Jackson. © The H. D. Lee Co.; 3Apr53; KK84094.
Rugged, long-wearing Lee dungarees for any job, anywhere; for hobbies and sports, too. Adv. from Thrilling detective, Apr. 1953, p. 5. Appl. author: John H. Jackson. © The H. D. Lee Co.; 1Feb53; KK83413.
There's a Lee for every job. (Work clothes) Adv. from Railway carmen's journal, Dec. 1952, p. 4 of cover. Appl. author: John H. Jackson. © The H. D. Lee Co.; 1Dec52; KK80733.
Union made Lee Riders, authentic cowboy pants. 11 oz. denim. Lot 101. Label. © The H. D. Lee Co.; 16Aug48; KK85896.
You're on the team with Lee Riders; right at school, right after school. (Cowboy pants) Adv. from Farm journal, Sept. 1952, p. 138. Appl. author: John H. Jackson. © The H. D. Lee Co.; 18Aug52; KK83411.
- LEE METAL PRODUCTS ©.**
The Lee Colortop line of kitchen bass cabinets. Sheet. © 5Jan53; KK81049.
- LEEMING (THOMAS) AND COMPANY, INC. ©.**
Peter Pain roughs up the tender passion. Ben-Gay. (Medicinal ointment) Adv. from Puck, the comic weekly, Jan. 11, 1953, p. 8. © 10Jan53; KK81438.
- LEEP, MYLES W.**
Love-le, the world's finest interior finish. KK86814. SEE Zummach (William F.) inc.
- LEFFELD, NATHAN.**
Attention trimming buyer ...
KK86498. SEE Janice Lece Company, inc.
- LEFTER, SAMUEL T. ©.**
Chicken-Burgers. Packed by Lefter Fresh Frozen Foods. (Poultry) Label. © 18Mar53; KK84298.
Ja-Sandra. Cut-up chicken for frying. 1 lb. Label. © 1Feb53; KK84057.
Livers. Packed by Lefter Fresh Frozen Foods. Net wt. 8 ozs. (Poultry) Label. © 15Jan53; KK81996.
- LEFTON (AL PAUL) COMPANY, INC.**
Blaw-Knox oil fogger plays important role in \$25,000,000 gas conversion job. KK81373. SEE Blaw-Knox Company.
- LEHIGH VALLEY COOPERATIVE FARMERS ©.**
Lehigh Valley ice cream. Vanilla. One pt. 11q. Label. Appl. author: Russell Lowe. © 6Feb53; KK83479.
- LEHN AND FINK PRODUCTS CORPORATION ©.**
For your child's greater security. A handbook on infantile paralysis. Distributed by the makers of Lysol. (Disinfectant) 13 p. © 15Apr53; KK84855.
- LENTZ, WERNER.**
Don't miss Kenmar space 433 furniture mart. KK86549. SEE Kenmar Manufacturing Company.
- LEO, HERBERT THAL.**
Never before has such a thing been possible. KK85135. SEE Mutual Citrus Products Company.
Table treats from the famous M. C. P. kitchen laboratory. KK83697. SEE Mutual Citrus Products Company.
- LEONARD RADIO, INC. ©.**
Music of the masters; high fidelity catalog. (Radio equipment and furniture) © 29Dec52; KK80825.
- LEARNER, MANUEL.**
Do you need another bedroom?
KK84768. SEE Victory Builders and Lumber Company, inc.
- LEARNER, VICTOR.** SEE Lerner Brothers Manufacturing Company.
- LEARNER BROTHERS MANUFACTURING COMPANY ©.**
At home and at the A.B.C., everyone is talking about America's finest bowling shirt. King Louie. Adv. from Chicago bowler, Feb. 28, 1953, p. 37. Appl. author: Victor Lerner. © 21Feb53; KK83089.
A Cincinnati bowler shoots 300. Here's Fred Enders ... (Bowling shirts) Adv. from Bowling magazine, Mar. 1953, p. 4. Appl. author: Victor Lerner. © 1Mar53; KK83464.
- LESCHEN (A.) AND SONS ROPE COMPANY ©.**
Engineer answers vital questions about the strongest wire rope made, Flattened Strand. Adv. from Plant engineering, steel, mechanization, Feb. 1953, p. 152. Appl. author: Walter C. Richards. © 10Feb53; KK82770.
- LESLIE, JOHN W., d.b.a. JEWEL OF THE DESERT DATES.** SEE Jewel of the Desert Dates.
- LE VATHES, MRS. C.**
The gift that begins a lovely family tradition. KK86430. SEE Gorham Company.
Gifts the bride can really use. KK85611. SEE Gorham Company.
Grand-gesture gift for brides. KK84035. SEE Gorham Company.
Happy the bride who plans ahead with Gorham sterling. KK83814. SEE Gorham Company.
Ideas for your hope chest begin with Gorham sterling. KK83815. SEE Gorham Company.
- Important announcement. Once again you can add to your treasured family sterling flatware. KK82363. SEE Gorham Company.
Introducing Gorham's newest sterling pattern, Décor. KK85613. SEE Gorham Company.
Spring flowers bring romantic hours and plans for Gorham sterling. KK83273. SEE Gorham Company.
Start your dream home now, with Gorham sterling. KK82497. SEE Gorham Company.
- LEVERING, EARL C.**
Ro-Tun-Do, recommended in the treatment of poison ivy, sunburn, minor burns. KK83914. SEE L and S Products.
- LEVINE, CLARENCE S.**
Kadex, the perfected sterilizer oil. KK81637. SEE Kadex Oil Company.
- LEVINE, MERVIN.**
Kane Weill. KK81375. SEE Snag-Pruf Zlpper Corporation.
- LEVINGER, BENJAMIN M.**
Schlage Luster Sealed aluminum locks. KK85291. SEE Schlege Lock Company.
- LEVINSON (J.) COMPANY, INC. ©.**
New, imported colorful, eye-catching wafer cake tops. Decorated by Europe's best artists, with piping jelly on edible wafer paper. Sheet. © 11Mar53; KK83778.
- LEVITT, JOSEPH ©.**
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. © 15Oct52; KK80906.
- LEVOLOR LORENTZEN, INC. ©.**
Buying custom venetians? Get window beauty ideas from this valuable book. Levolor. Adv. from Good-housekeeping, June 1952, p. 200. © 20May52; KK83190.
Custom venetians made with Levolor features are better. (Venetian blind component) Adv. from Good housekeeping, May 1952, p. 298. © 20Apr52; KK83977.
- LEWIN, WILLIAMS AND SAYLOR, INC.**
So new, so different ... KK80699. SEE Jacoby-Bender, inc.
- LEWIS, FLOYD M., AND FRED W. LEWIS, d.b.a. WILLIAMS PRODUCTS COMPANY.** SEE Williams Products Company.
- LEWIS, FRED W., AND FLOYD M. LEWIS, d.b.a. WILLIAMS PRODUCTS COMPANY.** SEE Williams Products Company.
- LEWIS, MARSHALL E.**
One trading buck. KK83040. SEE L. and L. Trading Market, inc.
- LEWIS, ROSEMARIE.**
Amazing discoveries by Lewis. KK81021. SEE Vogarell Products Company.
- LEWIS, ROY L. ©.**
Lewis sales plan. This new and exclusive Lewis sales plan is interesting, realistic and practical. (Retail sales) Sheet. © 18Feb53; KK82458.
- LEWIS AND CONGER ©.**
Now you can have the impossible. A miracle mattress that assures you ... Adv. from New York herald tribune, June 14, 1953, p. 62. © 14Jun53; KK86796.
- LEWYT CORPORATION ©.**
Announcing Lewyt, world's most modern vacuum cleaner. Officially

- LEWYT CORPORATION ©. Cont'd.
 endorsed ... Adv. from the Saturday evening post, Mar. 4, 1953, p. 121. Appl. author: Hicks and Grelst, inc. © 7Mar53; KK84515.
- LIBBEY GLASS DIVISION, OWENS-ILLINOIS GLASS COMPANY. SEE Owens-Illinois Glass Company. Libbey Glass Division.
- LIEEMAN, MAX.
 Cottage frozen waffles. KK82111. SEE Cottage Products, inc.
 Dreamstick. Save bags ... KK85772. SEE Fruit Products Corporation.
 Take one free. KK82101. SEE Lowe (Joe) Corporation.
- LIEBMAN BREWERIES, INC. ©.
 Brew it like Rheingold. It's a pleasure for a brewer to realize that his beer has become a standard in the industry ... cMan seated at desk, talking to man leaning against wood-paneled wall. Adv. from New York post, Oct. 1, 1952, p. 71. Appl. author: Foote, Cone & Belding. © 1Oct52; KK81255.
 Brew it like Rheingold. It's a pleasure for a brewer to realize that his beer has become a standard in the industry ... cMan sitting on edge of desk, talking to man in chair. Adv. from New York post, Aug. 21, 1952, p. 19. Appl. author: Foote, Cone & Belding. © 21Aug52; KK81258.
 Brew it like Rheingold. It's beer as beer should taste. [Two men standing at window] Adv. from the New York times, Aug. 4, 1952, p. 36. Appl. author: Foote, Cone & Belding. © 4Aug52; KK82763.
 Brew it like Rheingold. You couldn't give better directions to any brewmaster. Rheingold extra dry lager beer. [Man seated, talking to white-haired man, standing and holding glasses] Adv. from New York post, Sept. 17, 1952, p. 71. Appl. author: Foote, Cone & Belding. © 17Sep52; KK81990.
 But some things are better unchanged. Rheingold extra dry lager beer. [Drawing of arbalest] Adv. from the New York times, Feb. 4, 1953, p. 56. Appl. author: Foote, Cone and Belding. © 4Feb53; KK83991.
 Chairman of board goes shopping. This picture was taken a few weeks ago, at harvest time ... No wonder Rheingold extra dry is New York City's largest-selling beer. Adv. from New York world-telegram and sun, Nov. 7, 1952, p. 24. Appl. author: Foote, Cone & Belding. © 7Nov52; KK81261.
 The chances are, that while you read this, another New Yorker is deciding for himself, by taste alone, that Rheingold extra dry is beer as beer should taste. Adv. from the New York post, May 14, 1953, p. 25. Appl. author: Foote, Cone & Belding. © 14May53; KK86584.
 Columnist scoops town. Ed Sullivan brings you news of the best of all beers, famous Rheingold extra dry. cPhoto of Ed Sullivan. Adv. from the Binghamton sun, Mar. 27, 1953, p. 10. Appl. author: Foote, Cone and Belding. © 27Mar53; KK84607.
 Current attraction. Joan Fontaine. Lovely actress Joan Fontaine 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: Foote, Cone & Belding. © 17Apr53; KK86205.
- Famous actor tells secret. Rex Harrison, what's your favorite beer? Rex Harrison's favorite is Rheingold extra dry ... cPhoto of Rex Harrison. Adv. from the Binghamton sun, Mar. 13, 1953, p. 5. Appl. author: Foote, Cone & Belding. © 13Mar53; KK83242.
 Going to town. Joan Crawford. Rheingold extra dry. cPhoto of Joan Crawford and her make-up man (Beer) Adv. from the Binghamton sun, Apr. 3, 1953, p. 6. Appl. author: Foote, Cone and Belding. © 3Apr53; KK84604.
 Greatest vote of confidence any beer ever had. Rheingold extra dry lager beer. Adv. from the New York times, Apr. 28, 1953, p. 56. Appl. author: Foote, Cone & Belding. © 28Apr53; KK86581.
 Hits the right note. Tommy Dorsey. Famous bandleader Tommy Dorsey, blows his golden horn to announce that he's in favor of Rheingold extra dry beer. cPhoto of Tommy Dorsey and band. Adv. from the Binghamton sun, Apr. 10, 1953, p. 5. Appl. author: Foote, Cone and Belding. © 10Apr53; KK84608.
 Hollywood star names favorite. Lovely actress Lilli Palmer says: One thing I found here in the east, the best of all beers, Rheingold extra dry. Adv. from the Binghamton sun, Mar. 20, 1953, p. 7. Appl. author: Foote, Cone and Belding. © 20Mar53; KK84157.
 It's never bitter, never bland, always tasty, never thin ... and always beer as beer should taste. Rheingold extra dry. cLozell faces. Adv. from Daily mirror, Mar. 26, 1953, p. 8. Appl. author: Foote, Cone and Belding. © 26Mar53; KK84602.
 It's under our cap. Rheingold extra dry lager beer. And you'll agree, it's beer as beer should taste. Adv. from New York post, Aug. 27, 1952, p. 67. Appl. author: Foote, Cone & Belding. © 27Aug52; KK82210.
 The leader, by a wider margin than ever. Rheingold extra dry lager beer. cHorse race. Adv. from New York post, Sept. 25, 1952, p. 23. Appl. author: Foote, Cone & Belding. © 25Sep52; KK81256.
 Mary Austin and Douglas Fairbanks, Jr. are working for every Rheingold dealer. Rheingold extra dry lager beer. cFlower cart. Adv. from Connecticut beverage journal blue book, May 1953, p. 153. Appl. author: Foote, Cone & Belding. © 1May53; KK86203.
 Mary Austin and Douglas Fairbanks, Jr. are working for every Rheingold dealer. Rheingold extra dry lager beer. [Miss Rheingold & dala matian] Adv. from Connecticut beverage journal blue book, Feb. 1953, p. 121. Appl. author: Foote, Cone & Belding. © 1Feb53; KK81988.
 Mary Austin and Douglas Fairbanks, Jr. are working for every Rheingold dealer. Rheingold extra dry lager beer. cPhoto of Mary Austin and puppies. Adv. from Connecticut beverage journal blue book, June 1953, p. 137. Appl. author: Foote, Cone & Belding. © 1Jun53; KK86583.
 Mary Austin and Douglas Fairbanks, Jr. are working for every Rheingold dealer. Rheingold extra dry lager beer. cPhoto of Miss Austin holding dog and umbrella; photo of Fairbanks and notice of his TV program. Adv. from Connecticut beverage journal blue book, Apr. 1953, p. 137. Appl. author: Foote, Cone and Belding. © 1Apr53; KK84156.
 Mary Austin and Douglas Fairbanks, Jr., are working for every Rheingold dealer. Rheingold extra dry lager beer. cPhotographs of Mary Austin and Douglas Fairbanks, Jr. Adv. from Connecticut beverage journal blue book, Mar. 1953, p. 133. Appl. author: Foote, Cone & Belding. © 1Mar53; KK83070.
 Mary Austin elected Miss Rheingold 1953. cHolding red rose, vase of roses in background. (Beer) Adv. from the New York times magazine, Dec. 21, 1952, p. 40. Appl. author: Foote, Cone & Belding. © 21Dec52; KK82305.
 Meet the most amazed man in New York City. Meet Xavier Heilmannseider ... Imagine my amazement ... to find one beer that is equal to Europe's greatest--Rheingold Extra Dry. Adv. from New York world-telegram and sun, May 26, 1953, p. 20. Appl. author: Foote, Cone & Belding. © 26May53; KK86840.
 My beer is Rheingold, the dry beer, says Anne Hogan, Miss Rheingold 1952. cLantern and book; Christmas dinner scene. Adv. from Daily news, Dec. 22, 1952, p. 61. Appl. author: Foote, Cone & Belding. © 22Dec52; KK82306.
 My beer is Rheingold, the dry beer, says Beatrice Lillie. It's beer as beer should taste. Adv. from New York world-telegram and sun, Feb. 9, 1953, p. 16. Appl. author: Foote, Cone and Belding. © 9Feb53; KK84158.
 My beer is Rheingold, the dry beer, says Cole Porter. Adv. from the New York post, May 18, 1953, p. 33. Appl. author: Foote, Cone & Belding. © 18May53; KK86578.
 My beer is Rheingold, the dry beer, says Conrad Nagel. Adv. from Daily mirror, Dec. 29, 1952, p. 9. Appl. author: Foote, Cone & Belding. © 29Dec52; KK80958.
 My beer is Rheingold, the dry beer, says Dick Powell. Adv. from the New York post, May 4, 1953, p. 19. Appl. author: Foote, Cone & Belding. © 4May53; KK86580.
 My beer is Rheingold, the dry beer, says George McManus. Adv. from the New York post, Feb. 16, 1953, p. 17. Appl. author: Foote, Cone and Belding. © 16Feb53; KK84971.
 My beer is Rheingold, the dry beer, says Ida Lupino. Adv. from the New York post, Apr. 27, 1953, p. 27. Appl. author: Foote, Cone & Belding. © 27Apr53; KK86579.
 My beer is Rheingold, the dry beer, says Irene Dunne. Adv. from the New York post, May 25, 1953, p. 17. Appl. author: Foote, Cone & Belding. © 25May53; KK86586.
 My beer is Rheingold, the dry beer, says Joan Crawford. Adv. from Daily mirror, Mar. 16, 1953, p. 11. Appl. author: Foote, Cone & Belding. © 16Mar53; KK85680.
 My beer is Rheingold, the dry beer, says Lauritz Melchior. It's beer as beer should taste. Adv. from Daily mirror, Mar. 23, 1953, p. 11. Appl. author: Foote, Cone and Belding. © 23Mar53; KK84603.
 My beer is Rheingold, the dry beer, says Linda Christian. It's beer as beer should taste; always refreshing, never filling. Adv. from Daily mirror, Jan. 19, 1953, p. 7. Appl. author: Foote, Cone & Belding. © 19Jan53; KK82207.

My beer is Rheingold, the dry beer, says Linda Darnell. Adv. from Daily mirror, Mar. 30, 1953, p. 11. Appl. author: Foote, Cone & Belding. © 30Mar53; KK85679.

My beer is Rheingold, the dry beer, says Martha Wright. Adv. from the New York post, Apr. 13, 1953, p. 33. Appl. author: Foote, Cone & Belding. © 13Apr53; KK86576.

My beer is Rheingold, the dry beer, says Mary Austin, Miss Rheingold 1953. cFlower cart scene Adv. from the New York post, May 11, 1953, p. 19. Appl. author: Foote, Cone & Belding. © 11May53; KK86577.

My beer is Rheingold, the dry beer, says Mary Austin, Miss Rheingold 1953. cHat and restaurant scene Adv. from Daily mirror, Mar. 2, 1953, p. 7. Appl. author: Foote, Cone and Belding. © 2Mar53; KK84605.

My beer is Rheingold, the dry beer, says Mary Austin, Miss Rheingold 1953. cMiss Austin, dog and fire engine Adv. from New York world-telegram and sun, Feb. 2, 1953, p. 16. Appl. author: Foote, Cone and Belding. © 2Feb53; KK84154.

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. 1953, p. 4 of cover. Appl. author: Foote, Cone & Belding. © 24Feb53; KK83071.

My beer is Rheingold, the dry beer, says Mary Austin, Miss Rheingold 1953. [Ski scene] Adv. from Daily mirror, Jan. 5, 1953, p. 11. Appl. author: Foote, Cone & Belding. © 5Jan53; KK81253.

My beer is Rheingold, the dry beer, says Mary Austin, Miss Rheingold 1953. [Skiing situation] Adv. from Park east, Jan. 1953, p. 4 of cover. Appl. author: Foote, Cone & Belding. © 30Dec52 (in notice: 1953); KK83069.

My beer is Rheingold, the dry beer, says Mary Austin, Miss Rheingold 1953. cUmbrella scene Adv. from the New York post, Apr. 6, 1953, p. 17. Appl. author: Foote, Cone & Belding. © 6Apr53; KK86585.

My beer is Rheingold, the dry beer, says Mary Austin, Miss Rheingold 1953. [With fire engine and Dalmatian dog] Adv. from Park east, Feb. 1953, p. 4 of cover. Appl. author: Foote, Cone & Belding. © 27Jan53; KK82762.

My beer is Rheingold, the dry beer, says Maurice Evans. It's beer as beer should taste. Adv. from New York post, Jan. 14, 1953, p. 57. Appl. author: Foote, Cone & Belding. © 14Jan53; KK82213.

My beer is Rheingold, the dry beer, says Merle Oberon. Adv. from the New York times, Feb. 23, 1953, p. 40. Appl. author: Foote, Cone and Belding. © 23Feb53; KK83989.

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. © 29Sep52; KK80959.

My beer is Rheingold, the dry beer, says Paul Douglas. Adv. from the New York post, Apr. 20, 1953, p. 29. Appl. author: Foote, Cone & Belding. © 20Apr53; KK86575.

My beer is Rheingold, the dry beer, says Peter Arno. It's beer as beer should taste; always refresh-

ing, and never filling. Adv. from Daily mirror, Jan. 26, 1953, p. 11. Appl. author: Foote, Cone & Belding. © 26Jan53; KK82209.

My beer is Rheingold, the dry beer, says Yvonne De Carlo. It's beer as beer should taste. Adv. from Daily news, New York, Dec. 15, 1952, p. 49. Appl. author: Foote, Cone & Belding. © 15Dec52; KK82304.

An old friend comes back. The best of the books. Rheingold genuine bock beer. Adv. from Daily mirror, Mar. 9, 1953, p. 7. Appl. author: Foote, Cone and Belding. © 9Mar53; KK84581.

Piling up new records. Every year, New Yorkers set a new record for Rheingold extra dry. [Rheingold extra dry lager beer cans piled one on top of each other] Adv. from the New York times, Jan. 21, 1953, p. 56. Appl. author: Foote, Cone & Belding. © 21Jan53; KK81989.

Rheingold is New York City's largest selling beer ... You can put it together only one way. Rheingold extra dry, must be beer as beer should taste. cFragments Adv. from Daily mirror, Mar. 31, 1953, p. 9. Appl. author: Foote, Cone and Belding. © 31Mar53; KK84606.

Six gentlemen of the old school. Rheingold extra dry lager beer. Adv. from New York world-telegram and sun, Feb. 18, 1953, p. 40. Appl. author: Foote, Cone and Belding. © 18Feb53; KK84155.

Something new in rockets. You've kept the popularity of the town's largest-selling beer rocketing upward for years. And just recently, Rheingold extra dry recorded its greatest monthly increase ever ... Adv. from the New York times, Apr. 16, 1953, p. 60. Appl. author: Foote, Cone & Belding. © 16Apr53; KK86582.

Still rolling up new records. Billions of glasses ago, New Yorkers voted Rheingold extra dry the beer as beer should taste. Adv. from Daily mirror, Jan. 12, 1953, p. 11. Appl. author: Foote, Cone & Belding. © 12Jan53; KK82212.

This symbol alone doesn't make a famous motor car. And words and claims don't make a famous beer. Rheingold extra dry lager beer. cCadillac V Adv. from New York post, July 28, 1952, p. 15. Appl. author: Foote, Cone & Belding. © 28Jul52; KK81254.

This vote is no secret. Every day New Yorkers make their choice of beers ... And their overwhelming choice is Rheingold extra dry. Adv. from New York world-telegram and sun, Oct. 30, 1952, p. 24. Appl. author: Foote, Cone & Belding. © 30Oct52; KK81260.

TV, at last, seems to have a mature half-hour dramatic series, says the Billboard, leading theatrical weekly. Brought to you by New York City's largest-selling beer and 35,000 friendly Rheingold dealers. Adv. from Daily mirror, Jan. 21, 1953, p. 47. Appl. author: Foote, Cone & Belding. © 21Jan53; KK82208.

Twins, till you taste the difference. You see two glasses of beer. One of them is Rheingold extra dry. Adv. from New York world-telegram and sun, Nov. 20, 1952, p. 24. Appl. author: Foote, Cone & Belding. © 20Nov52; KK81259.

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 bluebook, p. 113. Appl. author: Foote, Cone & Belding. © 1Jan53; KK81407.

Two good reasons why 1953 will be a happy New Year for Rheingold dealers. Rheingold extra dry lager beer. cMiss Rheingold '53 with Dalmatian Adv. from National reviewer & Connecticut items of interest, Feb. 1953, p. 2. Appl. author: Foote, Cone & Belding. © 15Feb53; KK83241.

Way out ahead, and breaking all records. First in popularity because it's first in quality, Rheingold extra dry beer. Adv. from New York post, Sept. 4, 1952, p. 39. Appl. author: Foote, Cone & Belding. © 4Sep52; KK82211.

Words, mere words, oh what a waste. Here is beer as beer should taste. Rheingold extra dry lager beer. Adv. from Daily news, Oct. 15, 1952, p. 55. Appl. author: Foote, Cone & Belding. © 15Oct52; KK81257.

LIEN, CARL B. SEE Lien Chemical Company.

LIEN CHEMICAL COMPANY ©

Equipment and products for sanitary maintenance, washroom sanitation, and pest control services. Catalog '53. 61 p. Appl. author: Carl B. Lien. © 20Apr53; KK85166.

LIETZOW, GORDON F.

See-Shells, the protective case with sliding shelf for household linens. KK85895. SEE See-Shell Products Company.

LIGGETT AND MYERS TOBACCO COMPANY ©

All over America smokers are changing to Chesterfield. I certify ... Frank A. Amstadt. Virginia Mayo sounds off for Chesterfield. (Cigarettes) Adv. from Screen stories, Sept. 1952, p. 4 of cover. Appl. author: Cunningham and Walsh, inc. © 6Aug52; KK85105.

All over America, smokers are changing to Chesterfield. Janis Carter & Jack Buetel sound off for Chesterfield. (Cigarettes) Sheet. Appl. author: Cunningham and Walsh, inc. © 30Jun52; KK83675.

Ask me any time, I'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; KK84255.

Chesterfield is best for you. And first to present this scientific evidence on effects of smoking. Carolyn Moore. (Cigarettes) Adv. from Tan, Mar. 1953, p. 4 of cover. Appl. author: Cunningham & Walsh, inc. © 24Feb53; KK82533.

Chesterfield is best for you. And first to present this scientific evidence on effects of smoking. Even in college, Chesterfield was my cigarette... Carolyn Moore, Livingstone College '52. Adv. Appl. author: Cunningham & Walsh, inc. © 19Dec52; KK81714.

Chesterfield is best for you. And first to present this scientific evidence on effects of smoking ... They satisfy, and how ... I've been a Chesterfield smoker for 5 years, says John B. Boyce, Columbia Univ. '50. (Cigarettes) Adv. Appl. author: Cunningham & Walsh, inc. © 15Dec52; KK81715.

LIGGETT AND MYERS TOBACCO COMPANY ©
Cont'd.

Chesterfield is best for you. Ed Sullivan. Chesterfield cigarettes. Adv. Appl. author: Cunningham & Walsh, inc. © 16Jan53; KK81388.

Chesterfield is my cigarette, has been for years. Peggy Lee. Chesterfield is best for you. Adv. Appl. author: Cunningham & Walsh, inc. © 18Mar53; KK83386.

Choice of young America, Chesterfield. Years ahead of them all. cRegular and king-size packages (Cigarettes) Adv. Appl. author: Cunningham & Walsh, inc. © 11May53; KK86214.

Distinctive, with a truly different flavor and aroma, extra-mild Fatima continues to grow in favor among king-size cigarette smokers everywhere. [Tray & package] Adv. from Look. Appl. author: Cunningham & Walsh, inc. © 13Jan53; KK81335.

Don't you want to try a cigarette with a record like this? Years ahead of them all. Chesterfield. Adv. Appl. author: Cunningham & Walsh, inc. © 21Apr53; KK84655.

An extra mild and soothing smoke. King size Fatima. The difference is quality. [Tray & package] Adv. Appl. author: Cunningham & Walsh, inc. © 24Feb53; KK82691.

Fatima tips on TV channel 4-2-5. Now Fatima has the tip for your lips. (Cigarettes) Adv. from New York times, Mar. 2, 1953. Appl. author: Cunningham & Walsh, inc. © 2Mar53; KK83336.

Fatima tips on TV channel 4-2-5. Now Fatima has the tip for your lips. (Cigarettes) Adv. from New York times, Mar. 4, 1953. Appl. author: Cunningham & Walsh, inc. © 4Mar53; KK83337.

Fatima tips on TV channel 4-2-5. Now Fatima has the tip for your lips. (Cigarettes) Adv. from New York times, Mar. 9, 1953. Appl. author: Cunningham & Walsh, inc. © 9Mar53; KK83338.

I like a cigarette that treats me right day and night. Louis Jordan. Now, 10 months scientific evidence for Chesterfield. Adv. from Tan, Apr. 1953, p. 4 of cover. Appl. author: Cunningham and Walsh, inc. © 25Mar53; KK83973.

I've been a two-pack-a-day man for fifteen years ... Perry Como. Now 10 months scientific evidence for Chesterfield [cigarettes] Adv. from the Sporting news, Feb. 4, 1953, p. 1. Appl. author: Cunningham & Walsh, inc. © 4Feb53; KK82693.

Just as I've told you on our Drag-nst shows, I smoke two packs of Chesterfields every day ... Jack Webb. Chesterfield is best for you. (Cigarettes) Adv. Appl. author: Cunningham and Walsh, inc. © 21Apr53; KK84810.

Meet Pete Petropoulos ... He says, the boys go for Chesterfield. (Cigarettes) Adv. from V.F.W. magazine, Aug. 1952, p. 2 of cover. Appl. author: Cunningham and Walsh, inc. © 25Jul52; KK83198.

Now scientific evidence on effects of smoking. Ed Sullivan. Much milder Chesterfield. (Cigarettes) Adv. from the Sporting news, Jan. 21, 1953, p. 4 of cover. Appl. author: Cunningham & Walsh, inc. © 21Jan53; KK81629.

Now scientific evidence on effects of smoking. Much milder Chesterfield is best for you. Arthur Godfrey. (Cigarettes) Adv. Appl. author: Cunningham & Walsh, inc. © 10Feb53; KK82335.

Now send our servicemen Chesterfield this easy, new 10-carton way. Pete Petropoulos. (Cigarettes) Adv. from V.F.W. magazine, June 1953, p. 2 of cover. Appl. author: Cunningham & Walsh, inc. © 25May53; KK86215.

They satisfy, and how ... Dorothea Towles, famous Paris and Hollywood model. (Cigarettes) Adv. Appl. author: Cunningham & Walsh, inc. © 10Jan53; KK81336.

They satisfy and how ... Elizabeth Lydon. Chesterfield cigarettes. Adv. Appl. author: Cunningham & Walsh, inc. © 25Nov52; KK80702.

They satisfy and how ... Pearsall L. Rogers. Chesterfield cigarettes. Adv. from the Sporting news, Nov. 26, 1952. Appl. author: Cunningham & Walsh, inc. © 21Nov52; KK80701.

Years ahead of them all. Chesterfield is best for you. Don't you want to try a cigarette with a record like this? Adv. Appl. author: Cunningham & Walsh, inc. © 8Jun53; KK86470.

Years ahead of them all. Don't you want to try a cigarette with a record like this? Chesterfield. Adv. Appl. author: Cunningham and Walsh, inc. © 14Apr53; KK84656.

Years ahead of them all. Don't you want to try a cigarette with a record like this? Chesterfield. Adv. Appl. author: Cunningham & Walsh, inc. © 11May53; KK85830.

Years ahead of them all. Don't you want to try a cigarette with a record like this? Chesterfield. cRegular and king-size packages Adv. Appl. author: Cunningham & Walsh, inc. © 25May53; KK86216.

Years ahead of them all. Don't you want to try a cigarette with a record like this? Rhonda Fleming. Chesterfield, best for you. Adv. from the Sporting news, June 24, 1953, p. 1. Appl. author: Cunningham & Walsh, inc. © 24Jun53; KK86891.

Years ahead of them all. Don't you want to try a cigarette with a record like this? Robin Roberts. Chesterfield, best for you. Adv. from the Sporting news, June 17, 1953, p. 1. Appl. author: Cunningham & Walsh, inc. © 17Jun53; KK86559.

Years ahead of them all. 1. The quality contrast ... 2. First to give you premium quality ... Chesterfield cigarettes. Adv. Appl. author: Cunningham & Walsh, inc. © 27Apr53; KK85445.

LILY-TULIP CUP CORPORATION ©

Lily big drink container, no. 24. 735. Great shakes 'n malts. Robertson. [Swirl design] (Paper cups and food containers) Label. © 25Mar52; KK84897.

Lily big drink container, no. 24. 740. Grablick's Milk Bar. cGraduated dot design (Paper cups and food containers) Label. © 29May52; KK84898.

Lily Nestrite container, no. 206. 730. Jolly Post Caterers. [Chef design] (Paper cups and food containers) Label. © 4Apr52; KK84895.

Lily Nestrite container, no. 212. 745. Two good places to eat. [Geometric design] (Paper cups and food containers) Label. © 8May52; KK84896.

Lily tub, no. 5. 715. Walnut Dairy Farms pasteurized cottage cheese. Net. wt. 5 lbs. cFarm scene, fence (Paper cups and food containers) Label. © 7Mar52; KK84899.

LIMESTONE PRODUCTS CORPORATION OF AMERICA ©

Shell-producer calcite crystals. Lime Crest brand. Calcium supplement-grinding agent. No. 1 large. 80 lbs. net. (Ground limestone) Label. Appl. author: Harry W. Titus. © 5Jan53; KK83893.

LINCOLN MEDICAL SUPPLY COMPANY ©

Lincoln Medical presents the Alpha one ton de luxe ambulance, the Alpha one ton utility ambulance. Folder. Appl. author: Paulo Sampaio Correa. © 26Mar53; KK84402.

LINCOLN NATIONAL LIFE INSURANCE COMPANY.

Its name indicates its character. In adopting the name of Abraham Lincoln, this company assumed the responsibility of measuring up to that great name. (Life insurance) Adv. from the Saturday evening post, Feb. 14, 1953, p. 108. Appl. author: Maxon, inc. © The Lincoln National Life Insurance Co.; 11Feb53; KK82887.

LIND AND LIND ©.

G & B Lind's Cat 'n Fiddle cat food. Label. Appl. author: Donald Clement. © 23Sep52; KK81435.

LINDA FOODS, INC. ©.

Rice Cream. L. F. condensed vanilla rice pudding. Contents 1 pound. Label. Appl. author: Herbert Renkewitz. © 28Mar52; KK82057.

LINDMAN, PHILIP CARL.

Create an entirely new market for canvas or metal awnings. KK84282. SEE Dallas Iron and Wire Works, inc.
Frame your picture window like this ... KK80691. SEE Dallas Iron and Wire Works, inc.
Have you seen the gym set that grows? KK86182. SEE Dallas Iron and Wire Works, inc.
Hey kids, it's better than a circus. KK86185. SEE Dallas Iron and Wire Works, inc.
Installation manual for Pre-Kut ornamental iron stair & level railings. KK86183. SEE Dallas Iron and Wire Works, inc.
Look at your porch columns. KK80692. SEE Dallas Iron and Wire Works, inc.
Now a revolutionary method of playground equipment merchandising. KK84283. SEE Dallas Iron and Wire Works, inc.
Pre-Kut. KK80688. SEE Dallas Iron and Wire Works, inc.
Pre-Kut Add-A-Pla gymsets. KK85133. SEE Dallas Iron and Wire Works, inc.
Pre-Kut ornamental iron. KK80689. SEE Dallas Iron and Wire Works, inc.
Pre-Kut ornamental iron sales go up. KK81063. SEE Dallas Iron and Wire Works, inc.
Pre-Kut roof and canopy frames. KK86184. SEE Dallas Iron and Wire Works, inc.

Reduce labor and installation costs. KK83836. SEE Dallas Iron and Wire Works, Inc.

Riviera. KK80690. SEE Dallas Iron and Wire Works, Inc.

This winter protect against icy, rain-slick steps with Pre-Kut. KK80687. SEE Dallas Iron and Wire Works, Inc.

Would you gamble? KK80693. SEE Dallas Iron and Wire Works, Inc.

LININGER PRODUCTS.

Stretch the life of the old or new battery; save the old battery. Peppit-Up [package and directions] (Chemical for battery) Label. © Lininger Products, Clarence Lininger, owner; 23Nov52; KK80798.

LINN (FRED) ADVERTISING ©.

Boy, are you doing it the hard way ... Here is an example showing successful use of these ads. Mr. T.V. Service, if you advertise in the newspapers ... (Cartoon mats) Sheet. © 17Feb53; KK84513.

You'll cheer our used car prices. You'll save money on our used cars. Cartoon-salesman. (Ad-mats) Sheet. Appl. author: Frederick Oliver Linn. © 15May53; KK85297.

LINN, FREDERICK OLIVER. SEE Linn (Fred) Advertising.

LIPPOTH, ROBERT S.

Operators eye-identify errors with Matrix Contrast service. KK82577. SEE Matrix Contrast Corporation.

Stop operator squint. KK83091. SEE Matrix Contrast Corporation.

Uncle Nat says ... KK84894. SEE Matrix Contrast Corporation.

LIPTON (THOMAS J.) INC. ©.

Banana Boston cream cake. Knox gelatine. Lipton Frostee sherbet. Lipton Frostee dessert mix. cDessert recipe; Card. © 5May53; KK85330.

Chocolate Frostee pie. Knox gelatine. Lipton Frostee sherbet. Lipton Frostee dessert mix. cDessert recipe; Card. © 5May53; KK85328.

Chocolate pudding, pecan sauce. Knox gelatine. Lipton Frostee sherbet. Lipton Frostee dessert mix. cDessert recipe; Card. © 5May53; KK85332.

Frostee prune whip. Knox gelatine. Lipton Frostee sherbet. Lipton Frostee dessert mix. cDessert recipe; Card. © 5May53; KK85334.

Lemon Frostee fruit salad. Knox gelatine. Lipton Frostee sherbet mix. cDessert recipe; Card. © 5May53; KK85335.

Lipton chicken noodle soup; a prepared soup mix. Net wt. 2 1/8 oz. Label. © 30Apr53; KK84853.

Lipton chicken noodle soup, with enriched noodles; a prepared soup mix. 2 1/8 ounces net wt. Label. © 3Mar53; KK83235.

Lipton Frostee dessert mix, vanilla flavor. Net wt. 4 oz. Label. © 13Feb53; KK83277.

New exciting desserts from one simple basic recipe. This brand new Frostee and Knox discovery saves real time and money on many home-made desserts. (Prepared dessert mix) Folder. © 1Mar53; KK83490.

New exciting desserts from this one simple basic recipe. Made exclusively with packaged Lipton Frostee and Knox gelatine. (Dessert mixes and unflavored gelatine) Adv. from the Courier-Journal magazine, Apr. 19, 1953, p. 35. © 19Apr53; KK84854.

Orange foamy sauce for ginger bread. Knox gelatine. Lipton Frostee sherbet. Lipton Frostee dessert mix. [Dessert recipe] Card. © 5May53; KK85331.

Orange Frostee fruit salad. Knox unflavored gelatine. Lipton Frostee orange sherbet mix. cDessert recipe; Card. © 5May53; KK85336.

Orange Frostee pie. Knox gelatine. Lipton Frostee sherbet. Lipton Frostee dessert mix. cDessert recipe; Card. © 5May53; KK85327.

Pineapple Frostee pudding. Knox gelatine. Lipton Frostee sherbet. Lipton Frostee dessert mix. cDessert recipe; Card. © 5May53; KK85333.

Save time and work. Quality and flavor always uniform. Lipton white onions dried sliced. Net weight 1 lb. 12 oz. Label. © 18Sep52; KK82823.

Vanilla Frostee pie. Knox gelatine. Lipton Frostee sherbet. Lipton Frostee dessert mix. cDessert recipe; Card. © 5May53; KK85329.

LISTO PENCIL CORPORATION ©.

Do you price mark code your merchandise. Use a Listo; the marking pencil that writes on everything. Adv. from American druggist, May 12, 1952. Appl. author: Robert P. Hoffman. © 12May52; KK83252.

Do you use a Listo? There's only one Listo, the marking pencil that writes on everything. Adv. from Cooperative merchandiser, Mar. 1952, p. 39. Appl. author: Robert P. Hoffman. © 1Mar52; KK84129.

Do you use a Listo? There's only one Listo, the marking pencil that writes on everything. Adv. from Hardware world, June 1952, p. 26. Appl. author: Robert P. Hoffman. © 10Jun52; KK84131.

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. © 5Feb52; KK84130.

Everyone uses a Listo, the marking pencil that writes on everything. Adv. from Glass digest, Mar. 1953, p. 62. Appl. author: Robert P. Hoffman. © 15Mar53; KK85636.

Everyone uses a Listo, the marking pencil that writes on everything. Adv. from Modern stationer, Mar. 1952. Appl. author: Robert P. Hoffman. © 15Mar52; KK84132.

Everyone uses a Listo, the marking pencil that writes on everything. Adv. from Variety store merchandiser, Apr. 1952, p. 170. Appl. author: Robert P. Hoffman. © 10Apr52; KK84128.

His pricing time is your selling time with Listo imprinted marking pencil. Writes on everything. Adv. from Printers' ink, Feb. 1, 1952, p. 68. Appl. author: Robert P. Hoffman. © 1Feb52; KK85631.

Now available. The Freezer-write, the marking pencil that writes on every home freezer wrap ... Adv. from Frozen food center, Mar. 1953, p. 61. Appl. author: Robert P. Hoffman. © 28Feb53; KK85637.

Prepackaging is profitable when you use Listo, the marking pencil that writes on everything. Adv. from Meat-fresh and frozen food-merchandising, Apr. 1953, p. 98. Appl. author: Robert P. Hoffman. © 1Apr53; KK86391.

Sell your product 1,000 times a day with imprinted Listo marking pencil. Selling the grocery trade? ... Writes on everything. Adv. from Printers' ink, Mar. 14, 1952, p. 119. Appl. author: Robert P. Hoffman. © 14Mar52; KK85632.

Selling the drug trade? For less than 25¢ sell your product 1,000 times a day with imprinted Listo marking pencils. Writes on everything. Adv. from Printers' ink, Jan. 18, 1952, p. 104. Appl. author: Robert P. Hoffman. © 18Jan52; KK85633.

There's only one Listo, the marking pencil that writes on everything. Adv. from Co-operative merchandiser, Feb. 1952, p. 47. Appl. author: Robert P. Hoffman. © 1Feb53; KK86390.

There's only one Listo, the marking pencil that writes on everything. Adv. from Pathfinder, May 7, 1952, p. 49. Appl. author: Robert P. Hoffman. © 7May52; KK83253.

There's only one Listo, the marking pencil that writes on everything. Adv. from the Saturday evening post, Apr. 12, 1952, p. 127. Appl. author: Robert P. Hoffman. © 12Apr52; KK84127.

There's only one Listo, the marking pencil that writes on everything. Everybody wants Listo. That's why a small investment means big profits. Adv. from the American news trade journal, Feb. 1952, p. 19. Appl. author: Robert P. Hoffman. © 7Jan52; KK85635.

There's only one Listo, the marking pencil that writes on everything. Extra-heavy leads that don't fall out ... Adv. from Hardware world, Jan. 1952, p. 30. Appl. author: Robert P. Hoffman. © 10Jan52; KK85634.

LISTON, THOMAS J.

At Thalhimers, Richmond, Virginia and Sosnik-Thalhimers, Winston-Salem, North Carolina. KK80912. SEE Haloid Company.

At the Brown Instruments Division of Minneapolis-Honeywell, Philadelphia, Pa.; a case history of Xerography at work. KK85638. SEE Haloid Company.

At the Ford Motor Co. A case history of Xerography at work. KK81029. SEE Haloid Company.

At the National Gypsum Company, Buffalo, N. Y., a case history of Xerography at work. KK82573. SEE Haloid Company.

At the Pennsylvania Railroad Consolidated Freight Agency, Philadelphia, Pennsylvania. KK80910. SEE Haloid Company.

At the Taylor Instrument Companies. KK80911. SEE Haloid Company.

A case history from the Association of Casualty and Surety Companies. KK85022. SEE Haloid Company.

Sohio. The Standard Oil Company uses ... KK82575. SEE Haloid Company.

Xerography at work at Glens Falls group. KK82572. SEE Haloid Company.

Xerography at work at Piasecki Helicopter Corporation. KK82574. SEE Haloid Company.

Xerography at work making offset paper masters at the Atlantic Refining Co. KK81462. SEE Haloid Company.

LITE-OUT MANUFACTURING COMPANY, INC. ©. The original lite-out. (Automobile door switch attachments) Poster. © 23Dec52; KK80831.

- LLOYD CHAIN MANUFACTURING COMPANY ©.**
Lloyd PDQ quick-on anywhere, non-spin tire chain. Folder. Appl. author: J. Norval Saylor. © 10Jan53; KK81144.
- LOBELL, LANA ©.**
Spring and summer fashion serenade for juniors, misses, and women. (Clothing) 55 p. Appl. author: Dobin Advertising, inc. © 5Jan53; KK81055.
Summer rhapsody of fashion by Lana Lobell, for juniors, misses, and women. (Clothing) 63 p. Appl. author: Dobin Advertising, inc. © 9Apr53; KK83804.
- LOCAL TRADEMARKS, INC. ©.**
Cy Cology sez: Prevent forest fires. (Mats) Sheet. © 11May53; KK85439.
Fuel kids say: Prevent forest fires. (Mats) Sheet. © 11May53; KK85440.
Introducing Speedy, a new comic strip ... (Mats) Sheet. © 26Mar53; KK85267.
Little plumber says: Save the wild-life, save the trees. Prevent forest fires, please. (Mats) Sheet. © 13May53; KK85756.
[Speedy says] Be careful as you travel, you'll help keep our forests green. (Mats) Sheet. © 14May53; KK85504.
- LOCKE MANUFACTURING COMPANY ©.**
Custom railing order form. (Wrought iron railings) Folder. Appl. author: Lester H. Butler. © 20Dec52; KK80980.
Locke, the key to home distinction. Railings, columns, metal building products. Folder. © 14Jan53; KK81446.
Safety for you. Traditional beauty for your home. Locke ornamental iron, for traditional beauty and year 'round safety at less cost. (Metal building products) Folder. © 24Feb53; KK82903.
- LOCKWOOD HARDWARE MANUFACTURING COMPANY ©.**
Panic exit devices. Lockwood. 11 p. Appl. author: Burton Arthur McCuen. © 10Jul52; KK81131.
- LOEWY (RAYMOND) ASSOCIATES.**
Get sealtest fresh dipped ice cream. KK82705. 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.; 13Mar53; KK84245.
A correctly designed valley widens as it approaches the eave line in order to accommodate the increasing volume of water. (Asphalt shingles) Sheet. © The Logan-Long Co.; 13Mar53; KK84246.
Tabs of overlying shingles set tight-ly against underlying shingles at all points. (Asphalt shingles) Sheet. © The Logan-Long Co.; 13Mar53; KK84244.
- LONDON, AARON.** SEE London and Company, inc.
- LONDON AND COMPANY, INC. ©.**
The original London's quinine gin, for gin & tonic. Label. Appl. author: Aaron London. © 23Mar53; KK84550.
- LONG, JANE.**
Permutit softened water makes a delightful difference. KK86302. SEE Permutit Company.
- LONG (W. E.) COMPANY.**
Be proud of your figure, stay slim the Roman Meal way. (Bread) Adv. from St. Petersburg times, Feb. 24, 1953, p. 10. Appl. author: Edward A. Bolan. © The W. E. Long Co.; 24Feb53; KK86402.
Best for the whole famlee. Extra, extra. Extra good bread in the sunshine yellow package. Get sunshine vitamin D in every slice. Famlee. Adv. from the Salt lake city tribune, Feb. 24, 1953, p. 10. Appl. author: Edward A. Bolan. © The W. E. Long Co.; 24Feb53; KK86497.
Chock-full, plus sunshine vitamin D. Famlee. (Bread) Adv. from Salt Lake tribune, Dec. 2, 1952, p. 24. Appl. author: E. A. Bolan. © The W. E. Long Co.; 2Dec52; KK85829.
Everybody's talking about the new loaf in the sunshine yellow wrapper that gives you sunshine vitamin D. Famlee. Best for the whole Famlee. (Bread) Adv. from Salt Lake tribune, Oct. 14, 1952, p. 6. Appl. author: Edward A. Bolan. © The W. E. Long Co.; 14Oct52; KK86864.
Grand new idea. Plus sunshine vitamin D. Famlee. (Bread) Adv. from Salt Lake tribune, Jan. 27, 1953, p. 11. Appl. author: E. A. Bolan. © The W. E. Long Co.; 27Jan53; KK85833.
Hard workers get hard-working energy the Roman Meal way. (Bread) Adv. from St. Petersburg times, Mar. 3, 1953, p. 2. Appl. author: Edward A. Bolan. © The W. E. Long Co.; 3Mar53; KK86385.
How exciting when you introduce the sunshine yellow package into your home. Whish, how it makes 'em gobble up this good bread. Plus sunshine vitamin D. Famlee. Best for the whole Famlee. Adv. from Salt Lake tribune, Oct. 28, 1952, p. 14. Appl. author: Edward A. Bolan. © The W. E. Long Co.; 28Oct52; KK86861.
How to look good with bare shoulders or bare legs; stay slim the Roman Meal way. (Bread) Adv. from St. Petersburg times, Mar. 10, 1953, p. 27. Appl. author: E. A. Bolan. © The W. E. Long Co.; 10Mar53; KK86359.
How you can keep slim the Roman Meal way. (Bread) Adv. from Illinois State Journal, May 1, 1953, p. 42. Appl. author: Edward A. Bolan. © The W. E. Long Co.; 1May53; KK86398.
It's easy to stay in shape the Roman Meal way. (Bread) Adv. from St. Petersburg times, Mar. 31, 1953, p. 25. Appl. author: Edward A. Bolan. © The W. E. Long Co.; 31Mar53; KK86401.
Look Holsum. SEE Holsum Unified Bakers.
Makes you feel like new, plus sunshine vitamin D. Famlee. (Bread) Adv. from Salt Lake tribune, Nov. 4, 1952, p. 10. Appl. author: E. A. Bolan. © The W. E. Long Co.; 4Nov52; KK85831.
New ways are better ways. Look to the sunshine yellow wrapper ... Plus sunshine vitamin D. Famlee. Best for the whole Famlee. Adv. from Salt Lake tribune, Nov. 24, 1952, p. 22. Appl. author: E. A. Bolan. © The W. E. Long Co.; 24Nov52; KK86878.
Now for the first time, an exciting all-new bread that gives you generous helpings of sunshine vitamin
- D. Famlee. Best for the whole Famlee. Adv. from Salt Lake tribune, Oct. 3, 1952, p. 14. Appl. author: Edward A. Bolan. © The W. E. Long Co.; 30Oct52; KK86863.
She gets more body building-blocks the Roman Meal way. (Bread) Adv. from St. Petersburg times, Mar. 17, 1953, p. 9. Appl. author: Edward A. Bolan. © The W. E. Long Co.; 17Mar53; KK86397.
She'll keep that wonderful figure wonderful, the Roman Meal way. (Bread) Adv. from St. Petersburg times, Mar. 24, 1953, p. 17. Appl. author: Edward A. Bolan. © The W. E. Long Co.; 24Mar53; KK86379.
She's been proposed to twice. She stays slim the Roman Meal way. (Bread) Adv. from St. Petersburg times, Feb. 17, 1953, p. 26. Appl. author: Edward A. Bolan. © The W. E. Long Co.; 17Feb53; KK86400.
Something extra special in bread. Have you tried the Holsum yet? Be Holsum, look Holsum, buy Holsum. Adv. Appl. author: W. L. Goodman. © The W. E. Long Co.; 17May51; KK86061.
Success, plus sunshine vitamin D. Famlee. (Bread) Adv. from Salt Lake tribune, Nov. 18, 1952, p. 4. Appl. author: E. A. Bolan. © The W. E. Long Co.; 18Nov52; KK85832.
Today look for this new sunshine yellow wrapper. Famlee. Now for the first time, an all-new bread ... Adv. from Salt Lake tribune, Sept. 29, 1953, p. 8. Appl. author: Edward A. Bolan. © The W. E. Long Co.; 29Sep52; KK86496.
Tried it yet? Your whole family's asking for the bread in the sunshine yellow wrapper, plus sunshine vitamin D. Famlee. Best for the whole Famlee. Adv. from Salt Lake tribune, Oct. 21, 1952, p. 12. Appl. author: Edward A. Bolan. © The W. E. Long Co.; 21Oct52; KK86862.
Try the all new bread in the sunshine yellow wrapper. Famlee. Now plus sunshine vitamin D. Best for the whole Famlee. Adv. from Salt Lake tribune, Oct. 7, 1952, p. 38. Appl. author: Edward A. Bolan. © The W. E. Long Co.; 7Oct52; KK86860.
Women have waited for bread like this. Here is the tempting aroma of fresh-baked bread right from the oven ... Be Holsum, look Holsum, buy Holsum. Adv. Appl. author: W. L. Goodman. © The W. E. Long Co.; 3May51; KK86062.
- LORILLARD (P.) COMPANY ©.**
Now, new Kent with Micronite filter. First cigarette ever to give you black and white proof of greatest health protection ... Adv. from Life, May 25, 1953, p. 6-7. Appl. author: Young & Rubicam, inc. © 22May53; KK86668.
- LORR LABORATORIES ©.**
Day and night your magnetic hand reveals your personality. Dura-Gloss nail polish. Adv. from Cosmopolitan, July 1951, p. 22. Appl. author: Lynn Baker. © 1Jul51; KK83060.
- LOS ANGELES SOAP COMPANY ©.**
Buy 2 get 1 free. Scotch foam action cleanser. Adv. from Los Angeles times, Mar. 1, 1953, p. 19. Appl. author: Raymond R. Morgan. © 1Mar53; KK82825.

Enter the White King soap \$72,000 contest. Win a brand new Bendix ... Just tell us in your own words why you prefer White King's real soapsuds ... Adv. from Los Angeles times (This week magazine section) Feb. 1, 1953, p. 11. Appl. author: Raymond R. Morgan. © 1Feb53; KK81908.

Erma Terway is one of thousands of women who say: I prefer White King's real soapsuds over no-rinse chemicals. Adv. from Los Angeles times, This week magazine section, June 21, 1953, p. 17. Appl. author: Raymond R. Morgan. © 21Jun53; KK86911.

For 32 years, she says, my family soap. White King has always been my family soap, says Mrs. Taylor ... (Soap and cleanser) Adv. from Los Angeles times (This week magazine section) May 24, 1953, p. 21. Appl. author: Raymond R. Morgan. © 24May53; KK85964.

No burnt hands, that is why Alberta Knoch is one of 91,890 women who say: For washing clothes I prefer White King's real soapsuds ... (Soap and cleanser) Adv. from Los Angeles times, Apr. 26, 1953, p. 15. Appl. author: Raymond R. Morgan. © 26Apr53; KK84869.

She calls them her on-the-double suds. White King quick dissolving soap. Adv. from Los Angeles times (This week magazine section) Jan. 4, 1953, p. 15. Appl. author: Raymond R. Morgan. © 4Jan53; KK81078.

Yours. 2 famous White King products bring you this exciting offer. 3 imported camellia flowering tuberous begonia bulbs. (Soap) Adv. from Los Angeles times, This week magazine section, Mar. 29, 1953, p. 27. Appl. author: Raymond R. Morgan. © 29Mar53; KK84317.

LOWE (JOE) CORPORATION ©.

Caught. Popsicle, that pure orange flavor. (Frozen confectiona) Adv. from Life, May 18, 1953, p. 193. Appl. author: Richard H. Gross. © 18May53; KK85773.

Cheerio. Deliciously coated ice cream. Poster. Appl. author: Sydney L. Weiss. © 29Jan53; KK82104.

Delicious Fudgsicle, frozen fudge, 5¢. 3F15. (Frozen confectiona) 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. © 29Jan53; KK82102.

Popsicle Pete, 1953-1954. Giant gift list. Popsicle. Fudgsicle. Creamsicle. Dreamsicle. (Frozen confections) Folder. Appl. author: Richard H. Gross. © 26Jan53; KK82105.

Popsicle, pure orange flavor. 3Pl. (Frozen confectiona) Poster. Appl. author: Richard H. Gross. © 3Mar53; KK85769.

Save bags for swell gifts. (Shouting boy. Frozen confections) Poster. Appl. author: Richard H. Gross. © 29Jan53; KK82103.

Save bags, swell gifts. Popsicle 5¢. 3P4. (Frozen confectiona) Poster. Appl. author: Richard H. Gross. © 17Feb53; KK85768.

Take one free. Popsicle prizes are out of this world. Popsicle Pete giant gift list. (Frozen confections) Sheet. Appl. author: Max Liebman. © 22Jan53; KK82101.

LOWE, R. E.
Schwen's special ice cream.
KK82909. SEE United Dairy Cooperative Association.

LOWE, RUSSELL.
Lehigh Valley ice cream. KK83479.
SEE Lehigh Valley Cooperative Farmers.

LOWELL (MORTIMER) COMPANY, INC.
Warning. Beware nature's danger signal. KK83438. SEE Magay Corporation.

LUCKOFF AND WAYBURN, INC.
De luxe jewelry ad-matt service.
Jan. 1953. © Luckoff, Wayburn & Frankel, inc.; 26Dec52; KK80824.
Feb. 1953. © Luckoff & Wayburn, inc.; 23Jan53; KK81733.
Mar. 1953. © Luckoff & Wayburn, inc.; 19Feb53; KK82536.
Apr. 1953. © Luckoff & Wayburn, inc.; 23Mar53; KK83972.
May 1953. © Luckoff & Wayburn, inc.; 23Apr53; KK84937.
June 1953. © Luckoff & Wayburn, inc.; 25May53; KK86136.

LUCKY STRIDE SHOES, INC. ©.
Fashion Show Flats, because they're the shoes famous models choose. In-stock catalog 1953. Pamphlet. © 2Feb53; KK81851.

LUDGIN, EARLE, JR.
Armids help solve new product development problems. KK82491.
SEE Armour and Company.
Available now in tank car quantities, for immediate shipment anywhere, Armour's fractionally distilled high purity capric acid. KK82680.
SEE Armour and Company.

Economical emulsions for many fields possible with Armour's emulsifiers. KK83713. SEE Armour and Company.

Many new product developments indicated by new work on fatty amines. KK85556. SEE Armour and Company.

New products and profits with Armour chemicals. SEE Armour and Company.

Oil-wetting characteristics lead to new water-repellent applications for surface-active amines. KK85705. SEE Armour and Company.

Six weeks of high temperatures prove Armour oleic acids are really stable. KK82302. SEE Armour and Company.

LUDWIG MANUFACTURING COMPANY, INC. ©.
Ludwig snap fasteners. Spring tension, a snap for screen and storm windows. Label. Appl. author: Axel Moeller. © 19Jan53; KK81664.

LUKENS STEEL COMPANY ©.
Announcing Lukens copper-clad steels. 4 p. © 6Oct52; KK81567.
Clad fabrication data; the steel side is welded first. Poster. © 20Oct52; KK81570.

Conversion tables and theoretical weights. (Carbon, low alloy & clad steels) Folder. © 8Sep52; KK81569.

Lukens copper-clad steels. 16 p. © 29Oct52; KK81568.

Tops in living; LP-gas with modern appliances. (Gas range) Poster. Appl. author: Albert W. Hampson. © 11May53; KK85815.

LUMA-RIM CORPORATION ©.
The night was dark, his lights were dim, but he could still see Luma-Rim. See and be seen with Luma-Rim. (Reflective wheel trim) Adv. Appl. author: Robert S. Coombs. © 24Jan53; KK82286.

When winter winds begin to blow, and the air is filled with rain or snow, streets are slippery, visibility is low. Night driving made safe. Luma-Rim, the brilliant reflective wheel trim, puts drivers of ... Adv. Appl. author: Robert S. Coombs. © 1Feb53; KK82287.

When winter winds begin to blow and the air is filled with rain or snow, streets are slippery, visibility is low. Night driving made safe. (Reflective wheel trim) Adv. Appl. author: Robert S. Coombs. © 1Dec52; KK82285.

LUMINOUS CEILINGS, INC. ©.
Acusti-luminous ceilings; no noise, no glare, even light everywhere. Pamphlet. Appl. author: Robert T. Murbank. © 9Nov50; KK80920.

LUTTINGER, LIONEL.
S & S filtration chart, for use in chemical analysis. KK83459. SEE Schleicher (Carl) and Schuell Company.

LYONS, JOHN T., d.b.a. LYONS UTILITY COMPANY. SEE Lyons Utility Company.

LYONS UTILITY COMPANY.
Sensational new design Bev-L-Edge shakes. Folder. © John T. Lyons, d.b.a. Lyons Utility Co.; 20May53; KK86852.

LYSTAD AND REDICK, INC. ©.
Have your customers ever seen cockroaches in your store? Lystad's can eliminate all of your pest worries with our guaranteed system of pest control. Will your plant pass government inspection today? Folder. © 5Jan53; KK82413.

M

M AND H LABORATORIES.
Hand Groom waterless hand cleaner. Contains lanolin and glycerine. No offensive odors. Label. © Elmer Melahan & Harry William Hoppe, co-partners, d.b.a. M & H Laboratories; 12Mar53; KK86858.

M AND M WOOD WORKING COMPANY ©.
Expandable Malarkey house. [Plans for homes] (Plywood & doors) 8 p. Appl. author: Joseph R. Gerber Co. © 6Nov52; KK81554.

M AND R DIETETICS LABORATORIES, INC. ©.
Why the luscious smile? Nothing like a golden cup of coffee, made rich and creamy with Instant Pream. Adv. from the Family circle magazine, May 1953, p. 127. © 30Apr53; KK85579.

M AND R LABORATORIES ©.
Carbohydrate for the newborn of the species. Similac powder. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 15May53; KK85444.

A common dermatitis of the newborn. Nursing problems reduced when Similac is the prescribed infant feeding. (Pharmaceuticals) Sheet. Appl. author: William Douglas McAdams, inc. © 10Feb53 (in notice: 1952); KK83181.

The economy of good growth and uncomplicated development. Similac powder. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 15May53; KK85223.

Fat for the infant of the species. For all mammalian species. Similac powder. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 1Apr53; KK84269.

M AND R LABORATORIES ©. Cont'd.

- Infantile vomiting and the digestibility factor. When Similac is the feeding, the likelihood of vomiting is greatly reduced ... (Pharmaceuticals) Sheet. Appl. author: William Douglas McAdams, inc. © 15Jan53 (in notice: 1952); KK81726.
- The milk of mammals. 8. Seal milk. Similac. (Pharmaceuticals) Card. Appl. author: William Douglas McAdams, inc. © 10Mar53; KK83180.
- Minerals for the newborn of the species. Similac powder. (Pharmaceuticals) Folder. 3135226-17. Appl. author: William Douglas McAdams, inc. © 1Jun53; KK86373.
- Protein for the infant of the species. Similac powder. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 15Apr53; KK84270.
- Similac powder feeding schedule and gestation chart. (Pharmaceuticals) Sheet. Appl. author: William Douglas McAdams, inc. © 15Jan53 (in notice: 1952); KK81724.
- To attain an infant food so similar to the milk of healthy, well-nourished mothers that there is no closer equivalent. Similac. (Pharmaceuticals) 11 p. Appl. author: William Douglas McAdams, inc. © 5Feb53 (in notice: 1952); KK83178.
- To reduce maternal anxieties about infant feeding. Similac liquid provides a constant and correct source of infant nutrition. When maternal anxiety distorts the image. (Pharmaceuticals) Sheet. Appl. author: William Douglas McAdams, inc. © 12May53; KK85222.
- Too late and too great. Too often administration of vitamin D is delayed ... With Similac there is no danger of overdosage ... (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 30Dec52; KK81723.
- Too late and too little. Too often administration of vitamin C is delayed even into the second month, ... Similac powder for feeding infants. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 10Mar53; KK83179.
- When maternal anxiety distorts the image. 2. Too thin. Similac. (Pharmaceuticals) Sheet. Appl. author: William Douglas McAdams, inc. © 10Mar53; KK83182.
- 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 McAdams, inc. © 15Jan53 (in notice: 1952); KK81725.
- MCADAM, PAUL A. ©.
Coppers for our cause. Our Lady of Fatima new church organ fund. Where your cents make sense. (Fund-raising coin jars) Label. © 24Oct52 (in notice: 1953); KK81906.
- MCADAMS (WILLIAM DOUGLAS) INC.
Accuracy & convenience. KK82122. SEE Pfizer (Charles) and Company, inc.
- Always a new market for the new 1.0 gram terramycin pediatric drops. KK85373. SEE Pfizer (Charles) and Company, inc.
- At every step, more than a dual action. KK83962. SEE Pfizer (Charles) and Company, inc.
- At the top of the list of vaginal preparations ... KK85372. SEE Pfizer (Charles) and Company, inc.
- Before, patients suffered an average of 11.3 attacks per week. Prophylactic management ... KK86723. SEE Warner-Hudnut, inc. Warner-Chilcott Laboratories Division.
- Elitz notice. KK82121. SEE Pfizer (Charles) and Company, inc.
- Blood pressure down. KK80848. SEE Chilcott Laboratories, inc.
- Carbohydrate for the newborn of the species. KK85444. SEE M and R Laboratories.
- Carry Steraject for your convenience. KK83952. SEE Pfizer (Charles) and Company, inc.
- Check stocks now on your Terramycin big five. KK83959. SEE Pfizer (Charles) and Company, inc.
- Chilcott double feature, marked reduction in blood pressure, and marked reduction in price. KK80851. SEE Chilcott Laboratories, inc.
- Combiotic proved in practice for synergistic, dual, cross-fire action. KK83954. SEE Pfizer (Charles) and Company, inc.
- A common dermatitis of the newborn. KK83181. SEE M and R Laboratories.
- Common skin infections. KK81785. SEE Pfizer (Charles) and Company, inc.
- The consistently widening circle of clinical acceptance ... KK84085. SEE Chilcott Laboratories, inc.
- Do you want to be snowed under with profits? KK83953. SEE Pfizer (Charles) and Company, inc.
- Doubly effective, synergistically effective. KK85383. SEE Pfizer (Charles) and Company, inc.
- E.E.N.T. Prolid. KK80850. SEE Chilcott Laboratories, inc.
- The economy of good growth and uncomplicated development. KK85223. SEE M and R Laboratories.
- Fall profit preview. KK81790. SEE Pfizer (Charles) and Company, inc.
- Fat for the infant of the species. KK84269. SEE M and R Laboratories.
- For effective intrauterine therapy ... KK83950. SEE Pfizer (Charles) and Company, inc.
- For every age and a wide variety of illnesses. SEE Pfizer (Charles) and Company, inc.
- For impatient patients. KK82119. SEE Pfizer (Charles) and Company, inc.
- For infections of the oral cavity. KK82116. SEE Pfizer (Charles) and Company, inc.
- For the treatment of tuberculosis. KK81788. SEE Pfizer (Charles) and Company, inc.
- A guide to Terramycin dosages. KK82114. SEE Pfizer (Charles) and Company, inc.
- In pericoronitis ... KK82123. SEE Pfizer (Charles) and Company, inc.
- In the direction of economy. KK83955. SEE Pfizer (Charles) and Company, inc.
- In whooping cough. KK81784. SEE Pfizer (Charles) and Company, inc.
- Infantile vomiting and the digestibility factor. KK81726. SEE M & R Laboratories.
- An interval of action best suited to each dosage form. KK85379. SEE Pfizer (Charles) and Company, inc.
- Intrauterine therapy. KK83946. SEE Pfizer (Charles) and Company, inc.
- Introducing Magnamycin. KK83948. SEE Pfizer (Charles) and Company, inc.
- It is obvious that restoration of function cannot consist in changing the contents ... KK84084. SEE Chilcott Laboratories, inc.
- It's a matter of pure good taste. KK82113. SEE Pfizer (Charles) and Company, inc.
- Let's take a look at the spectrum. KK83958. SEE Pfizer (Charles) and Company, inc.
- Like Picasso? KK82126. SEE Pfizer (Charles) and Company, inc.
- Magnamycin, a new antibiotic ... SEE Pfizer (Charles) and Company, inc.
- Magnamycin. Another contribution ... KK86777. SEE Pfizer (Charles) and Company, inc.
- Magnamycin. For most indications ... KK83942. SEE Pfizer (Charles) and Company, inc.
- Magnamycin tablets, sugar coated. KK85384. SEE Pfizer (Charles) and Company, inc.
- Management of hypertension with Methium. KK84426. SEE Warner-Hudnut, inc. Warner-Chilcott Laboratories Division.
- Measured therapy with Terramycin. KK83963. SEE Pfizer (Charles) and Company, inc.
- The milk of mammals. KK83180. SEE M and R Laboratories.
- Minerals for the newborn of the species. KK86373. SEE M and R Laboratories.
- More and more doctors are writing Permapen. KK86774. SEE Pfizer (Charles) and Company, inc.
- The most complete line of single-dose antibiotic disposable cartridges. KK83951. SEE Pfizer (Charles) and Company, inc.
- A new antibiotic ... SEE Pfizer (Charles) and Company, inc.
- A new antibiotic discovered in the research laboratories. KK83960. SEE Pfizer (Charles) and Company, inc.
- New broad-spectrum antibiotic. SEE Pfizer (Charles) and Company, inc.
- New. For longer lasting penicillin levels. KK82120. SEE Pfizer (Charles) and Company, inc.
- A new product with real appeal to doctor and patient alike. KK86775. SEE Pfizer (Charles) and Company, inc.
- New; terramycin tablets. SEE Pfizer (Charles) and Company, inc.
- Newest broad-spectrum antibiotic in dental therapeutics. KK81782. SEE Pfizer (Charles) and Company, inc.
- The newest form for younger patients. KK85376. SEE Pfizer (Charles) and Company, inc.
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- The opportunity and the market, the support and the package, the price and your profit. KK85382. SEE Pfizer (Charles) and Company, inc.
- Pathological liar. KK80849. SEE Chilcott Laboratories, inc.
- Pelvic inflammatory disease. KK81786. SEE Pfizer (Charles) and Company, inc.
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Read spectrum, appearing weekly in the Journal of the American Medical Association. KK85375. SEE Pfizer (Charles) and Company, inc.

Response; more patients get well more rapidly. KK81780. SEE Pfizer (Charles) and Company, inc.

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Rump round ham. KK83956. SEE Pfizer (Charles) and Company, inc.

Select Steraject for rheumatic fever prophylaxis. KK85386. SEE Pfizer (Charles) and Company, inc.

Select Steraject prophylactic therapy ... KK85374. SEE Pfizer (Charles) and Company, inc.

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So good, every time. KK81781. SEE Pfizer (Charles) and Company, inc.

The sugar coated Rx specialty. KK81789. SEE Pfizer (Charles) and Company, inc.

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10 questions and the answers ... KK86776. SEE Pfizer (Charles) and Company, inc.

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Terramycin. SEE Pfizer (Charles) and Company, inc.

Terramycin dental paste for effective and convenient use in dental infections. KK82115. SEE Pfizer (Charles) and Company, inc.

Terramycin in cross-section. KK82128. 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. KK85380. SEE Pfizer (Charles) and Company, inc.

There is a difference chemically in the unusual molecular structure of Terramycin recently reported. KK82118. 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 years of constipation in days. KK84086. SEE Chilcote Laboratories, inc.

To lower blood pressure toward normotensive levels. KK80844. SEE Chilcote Laboratories, inc.

To prevent attack in angina pectoris. SEE Chilcote Laboratories, inc.

To reduce blood pressure and relieve hypertensive symptoms and complaints ... Methium ... KK86724. SEE Warner-Hudnut, inc. Warner-Chilcote Laboratories Division.

To reduce maternal anxieties about infant feeding. KK85222. SEE M and R Laboratories.

Too late and too great. KK81723. SEE M and R Laboratories.

Too late and too little. KK83179. SEE M and R Laboratories.

The use of Peritrate to prevent attacks in angina pectoris. KK80845. SEE Chilcote Laboratories, inc.

The use of Peritrate to prevent attacks in angina pectoris. KK86309. SEE Warner-Hudnut, inc. Warner-Chilcote Laboratories Division.

Well tolerated. KK81791. SEE Pfizer (Charles) and Company, inc.

When maternal anxiety distorts the image. KK83182. SEE M and R Laboratories.

When the surface is greater, the fire burns faster, and digestion is easier and more rapid ... KK81725. SEE M & R Laboratories.

MCBRIDE, HARRY.
Ozark bunny pie. KK86065. SEE Eureka Ozark Foods Corporation.

MCCANN-ERICKSON, INC.
And still they come, more new exciting patterns in famous Gold Seal Congoleum ... KK86290. SEE Congoleum-Nairn, inc.

Another Talon zipper first. KK86280. SEE Donahue Sales Corporation.

Any wall, any floor can be done by anybody with Gold Seal. KK84713. SEE Congoleum-Nairn, inc.

Be bountiful, give sheet and towel sets by Wamsutta. KK81877. SEE Wamsutta Mills.

Beat last year with Wamsutta. KK81874. SEE Wamsutta Mills.

The big news at the markets will be made by all that's big and new in Gold Seal floors and walls. KK82621. SEE Congoleum-Nairn, inc.

The big news is Bermuda hues in Gold Seal Vinyltile. SEE Congoleum-Nairn, inc.

Brunswick brings you a completely new line of school furniture with advanced design. KK82641. 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 fabricade for '53. KK81883. SEE Wamsutta Mills.

Center your spring piece goods promotion around Wamsutta's fabricade for '53. KK84710. SEE Wamsutta Mills.

Christmas profits zoom with the high-flying new Congoleum Rocket Rug. SEE Congoleum-Nairn, inc.

Columbia recording development creates the most intriguing new idea in selling. KK81882. SEE Columbia Records, inc.

Come summer sewing, the Talon zipper's the hottest thing going. KK86279. SEE Donahue Sales Corporation.

Congowall's covered with sell, sell, sell. KK86286. SEE Congoleum-Nairn, inc.

Dramatic new color tone design in Congoleum wins immediate acceptance. KK82622. SEE Congoleum-Nairn, inc.

Dynamite, the moneymaking blast of big, full-color Gold Seal ads exploding in all these magazines all through the fall. KK81897. SEE Congoleum-Nairn, inc.

The easiest way to make ends meet. SEE Victaulic 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 stays beautiful, bright and quiet for years. KK82625. SEE Congoleum-Nairn, inc.

Every day your kitchen takes a 3,000-step beating. KK83931. SEE Congoleum-Nairn, inc.

Famous Gold Seal tiles sell themselves. KK83933. SEE Congoleum-Nairn, inc.

Famous name for fabrics of finest quality. KK81872. SEE Wamsutta Mills.

Garroway's back, big as Life ... KK86281. SEE Congoleum Nairn, inc.

Get ready for the merry, merry month of Congowall. KK86284. SEE Congoleum-Nairn, inc.

Get set, May is Congowall month. KK86283. SEE Congoleum-Nairn, inc.

Goes up easily, stays up for good. KK81892. SEE Congoleum-Nairn, inc.

Great hit on radio. KK81880. SEE Pacific Coast Borax Company.

Here comes Dave the Garroway ... KK86282. 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 ... KK86296. SEE Atlas Supply Company.

Introducing Gold Seal rubber tile, the new high-fashion floor covering with the clearest, truest colors in rubber tile history. 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 ... KK86297. SEE Atlas Supply Company.

Jacques Path serves up excitement in Luster Damask ... KK82626. SEE Wamsutta Mills.

Kindergarten tots will be in college before this floor wears out. KK82623. SEE Congoleum-Nairn, inc.

Laraine Day says: so easy to sew your Wamsutta Fashion-Sure wardrobe, because the fashion's in the fabric. KK82624. SEE Wamsutta Mills.

Light when you need it most. KK83756. SEE Ray-O-Vac Company.

Look at the wonders you can work with Gold Seal Congowall. KK86289. SEE Congoleum-Nairn, inc.

Look how we're covering your market for Congowall sales in May. KK86287. SEE Congoleum-Nairn, inc.

Look, the new Gold Seal linoleum design that seems to move walls back. KK81890. SEE Congoleum-Nairn, inc.

New colors, new designs, new excitement in Gold Seal Congoleum ... KK83929. SEE Congoleum-Nairn, inc.

- MCCANN-ERICKSON, INC. Cont'd.
 No matter how tough your problem ...
 KK84705. SEE Congoleum-Nairn, inc.
 Nothing beats it. KK84704. SEE
 Congoleum-Nairn, inc.
 Now a 3-way profit opportunity with
 Jackstraw. KK83932. SEE Con-
 goleum-Nairn, inc.
 Now in bloom for spring. KK82889.
 SEE Donahue Sales Corporation.
 Now. The only genuine inlaid
 linoleum developed, proved and
 guaranteed ... KK81878. SEE
 Congoleum-Nairn, inc.
 One fill protects all winter long.
 KK82396. SEE Atlas Supply Com-
 pany.
 One word describes it, one tankful
 proves it. KK84832. SEE Standard
 Oil Company.
 Operation safety. KK83883. SEE
 Congoleum-Nairn, inc.
 The out-and-out favorite among zip-
 pers, all hands around. KK81894.
 SEE Donahue Sales Corporation.
 Pin your profits on white. KK83937.
 SEE Donahue Sales Corporation.
 Proof of perfection ... KK83792.
 SEE Canadian Schenley, Ltd.
 Remarkable new Permalube is a real
 fightin' oil. KK84444. SEE
 Standard Oil Company.
 Remodel it yourself, use the best,
 save 1/3 or even more. KK81898.
 SEE Congoleum-Nairn, inc.
 Rusty and Dusty. SEE Chesebrough
 Manufacturing Company.
 Save with Supercalc by Wamsutta.
 KK83935. SEE Wamsutta Mills.
 See what happens when you add the
 Gold Seal Nairn inlaid linoleum
 ... KK86294. SEE Congoleum-
 Nairn, inc.
 See what you can do with the gold
 Seal Nairn inlaid linoleum ...
 KK86291. SEE Congoleum-Nairn, inc.
 Sewing taught me to appreciate fine
 Wamsutta cottons. KK83936. SEE
 Wamsutta Mills.
 There's a honey of a deal waiting
 for you at your Atlas tire trad-
 ing bea. KK86298. SEE Atlas
 Supply Company.
 This floor will stand up for years.
 KK83930. SEE Congoleum-Nairn,
 inc.
 This is your next floor. KK81888.
 SEE Congoleum-Nairn, inc.
 This new, new Congowall display will
 pay ... KK86285. SEE Congoleum-
 Nairn, inc.
 Victaulic, the best method for
 piping. KK86022. SEE Victaulic
 Company of America.
 Wamsutta Lustercale, America's finest
 broadcloth. KK84714. SEE
 Wamsutta Mills.
 We clocked him at 80, says chief Ray
 Brink. KK84709. SEE Atlas Supply
 Company.
 We've heard you haven't heard about
 this. KK84707. SEE Congoleum-
 Nairn, inc.
 What a floor. What a sink-top.
 KK86292. SEE Congoleum-Nairn,
 inc.
 What's my favorite zipper? KK84702.
 SEE Donahue Sales Corporation.
 What's so only about Gold Seal Ranch-
 tile linoleum? KK86288. SEE Con-
 goleum-Nairn, inc.
 Which floor covering best suits your
 particular needs? SEE Congoleum-
 Nairn, inc.
 Who's excited? KK81875. SEE
 Chrysler Corporation. Sales
 Division.
- Years of beauty and comfort under-
 foot, no overhead. KK81887. SEE
 Congoleum-Nairn, inc.
 You're looking at the only inlaid
 linoleum ... KK81876. SEE
 Congoleum-Nairn, inc.
- MCCARTNEY, J. J.
 Approved Paramatic automatic trans-
 mission fluid. KK85407. SEE
 Paragon Oil Company, inc.
 Mighty and mitey. KK86254. SEE
 Paragon Oil Company, inc.
- MCCCLASKEY, HENRY M., JR.
 Your property tax would be 10 %
 more. KK85644. SEE United States
 Brewers Foundation. Kentucky Di-
 vision.
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 The spacesaver, for architects
 and builders. KK85983. SEE
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 McCormick whole black pepper. Pepper
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 © 19Dec52; KK81054.
 Red Arrow garden spray. 1 pint
 net. Label. © 16Jun53;
 KK86433.
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 PETERSON, d.b.a. THE RUGEX COMPANY.
 SEE Rugex Company.
- MCCUEN, BURTON ARTHUR.
 Panic exit devices. KK81131.
 SEE Lockwood Hardware Manufac-
 turing Company.
- MACDONALD-COOK COMPANY.
 5 different models, one 'specially
 for you. KK80867. SEE Spring-
 Air Company.
 'Specially for you. KK80866. SEE
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- MCKESSON AND ROBBINS, INC. ©.
I'm Ready Service, I stand for good service to you. What wholesaler serves your interest best? McKesson & Robbins. (Drugs and sundries) Folder. © 10Apr53; KK84735.
McKesson book of sundries, 1953. 226 p. © 23Mar53; KK84935.
1953 McKesson's first aid and good health calendar. (Pharmaceutical supplies) Calendar. © 15Dec52; KK81068.
- MCKINLESS, MORAN ©.
12 brand new 1952 ads loaded with reader interest. (Newspaper ads) Folder. © 7Jan52; KK86479.
- MACKNIK, THEODORE F. ©.
Color Capsule, color proofing kit for process negatives. (Chemicals) Label. © 5Jun52; KK81160.
- MCMAHON AND MORSE.
Advertising-promotion service. SEE Super Market Institute, inc.
- MCMAHON AND MORSE ©.
It's March, it's Christmas, it's still free, free, free. 1000 free toys to the children. Nothing to buy, just bring in the kiddies. (Food) Adv. from Springfield shopping news, Mar. 13, 1953, p. 11. © 13Mar53; KK83540.
- MCHUGH (FRANK W.) AND ASSOCIATES.
Scientists prove Ultra-mend necessary for your dogs' health. (Mineral & vitamin dietary supplement) Folder. © Frank W. McHugh & Associates, Frank W. McHugh, sole owner; 15Dec52; KK80766.
Yes, your dogs need Ultra-Mend every day. [Head of hound puppie] Counter card. © Frank W. McHugh & Associates, Frank W. McHugh, sole owner; 15Dec52; KK80916.
- MCHUGH, FRANK W., sole owner FRANK W. MCHUGH & ASSOCIATES. SEE McHugh (Frank W.) and Associates.
- MCINTOSH, WALTER G.
The new Hanna Autoset squeeze riveter. KK85239. SEE Hanna Engineering Works.
- MACMANUS, JOHN AND ADAMS, INC.
Briggs beautyware in color. KK86948. SEE Briggs Manufacturing Company.
Demand quality plumbing fixtures. KK86536. SEE Briggs Manufacturing Company.
Everyone wants two bathrooms. KK86538. SEE Briggs Manufacturing Company.
Show them two, and make a sale. KK84928. SEE Briggs Manufacturing Company.
- Two questions, Mr. Builder ... KK86537. SEE Briggs Manufacturing Company.
- MACO ©.
Are you living or just looking? The First National Bank of Lynchburg. Sheet. Appl. author: Merrill Anderson. © 200ct52; KK84135.
The best secretary in the company. Union Bank and Trust Company of Bethlehem. Sheet. Appl. author: Merrill Anderson. © 1Apr53; KK84139.
Can we give you a hand, mister? Chemung Canal Trust Company. Sheet. Appl. author: Merrill Anderson. © 200ct52; KK84136.
The First National, a bank with a business viewpoint. The First National Bank of Lynchburg. Sheet. Appl. author: Merrill Anderson. © 1Apr53; KK84142.
First National says I can do it right, and right now. The First National Bank of Lynchburg. Sheet. Appl. author: Merrill Anderson. © 1Apr53; KK84143.
Ho hum, nothing to do. First National Bank of Glens Falls. Sheet. Appl. author: Merrill Anderson. © 1Apr53; KK84140.
Home (it's precious, let us help you take care of it) Chemung Canal Trust Company. Sheet. Appl. author: Merrill Anderson. © 200ct52; KK84134.
How fast is your world changing? 85 years of continuous banking service. Butler Savings and Trust Company. Sheet. Appl. author: Merrill Anderson. © 1Apr53; KK84147.
Just as you'd check your bags, check your bills. National Newark & Essex Banking Company. Sheet. Appl. author: Merrill Anderson. © 1Apr53; KK84144.
The man who trusts nobody. 100 years of continuous service. First Merchants National Bank & Trust Company. Sheet. Appl. author: Merrill Anderson. © 1Apr53; KK84145.
The merry-go-'round goes 'round. 85 years of continuous banking service. Butler Savings and Trust Company. Sheet. Appl. author: Merrill Anderson. © 1Apr53; KK84138.
The money was ready and waiting at First National. The First National Bank of Lynchburg. Sheet. Appl. author: Merrill Anderson. © 200ct52; KK84133.
One old friend is sure to outlast me, the First National. The First National Bank of Lynchburg. Sheet. Appl. author: Merrill Anderson. © 1Apr53; KK84141.
Portrait of a hero. First National Bank of Glens Falls. Sheet. Appl. author: Merrill Anderson. © 1Apr53; KK84148.
When I see some of the cars on the road today. And when you buy your next car, ask your dealer to finance it through us. National Newark & Essex Banking Company. Sheet. Appl. author: Merrill Anderson. © 1Apr53; KK84137.
Women have been interested in men for such a long time. The Mitchell National Bank, Mitchell, South Dakota. Sheet. Appl. author: Merrill Anderson. © 1Apr53; KK84146.
- Merrill Anderson. © 1Apr53; KK84146.
- MACOMBER, CHESTER ARTHUR ©.
Me Heap Big Cubic. Me heat 'em up, me cool 'em off. (Gas utilities and products) Sheet. © 2Mar53; KK83670.
- MCQUADE, RICHARD ALLEN.
Simolex summator. Bull. 1100. KK82512. SEE Simplex Valve And Meter Company.
Simplex type MC meter. KK81412. SEE Simplex Valve and Meter Company.
- MACY (R.H.) AND COMPANY, INC. DAVISON-PAXON COMPANY DIVISION ©.
Davison's of Dixie. For 63 years, Santa-to-the-south. Gifts for the fairest of them all. (Cosmetics) Adv. from the Atlanta Journal, Dec. 12, 1952, p. 3. © 12Dec52; KK83199.
- MADER, ALBERT C. ©.
It's a boy. [Design for package of cigarettes] Label. © 20Jul52; KK80944.
Just married. [Design for package of cigarettes] Label. © 20Jul52; KK80943.
- MADSEN, ARTHUR L. SEE Madsen Agency.
- MADSEN, DOUGLAS J., EUGENE C. EGGEN AND JAMES L. WELCH, sole owners DAWN ADVERTISING AGENCY. SEE Dawn Advertising Agency.
- MADSEN AGENCY.
For your blossom-out time, Utter resale cars. Adv. from Spokesman review, Apr. 30, 1953, p. 23. Appl. author: Arthur L. Madsen. © The Madsen Agency; 30Apr53; KK86005.
- MAGAY CORPORATION ©.
Warning. Beware nature's danger signal. Stop belly bloated with gas. Double-action formula guarantees you money back unless you get sensational double benefits. (Drug) Adv. from TV show, May 1953, p. 66. Appl. author: Mortimer Lowell Co., inc. © 15Mar53; KK83438.
- MAGIC CONTROL FOR THOSE CALORIE-CURVES. INTRODUCING NEWEST PLAYTEX MAGIC-CONTROLLER PANTY GIRDLE ... KK86734. SEE International Latex Corporation.
- MAGLA PRODUCTS.
Magla Silicone ironing board cover. Scorch resistant. Label. © Herbert Glatt, d.b.a. Magla Products; 18Jun53; KK86464.
Magla silver scorch resistant ironing board cover. Label. © Herbert Glatt, d.b.a. Magla Products; 18Jun53; KK86465.
- MAGMA CORPORATION.
Natural, low cost Magnite provides amazing rapid growth for your lawn, garden & plants. New soil conditioner restores vital minerals and plant foods ... Adv. from Davenport daily times, Apr. 15, 1953, p. 17. Appl. author: Dean Brown. © The Magma Corp.; 15Apr53; KK85155.
- MAGNEX, INC. ©.
Magnepad, the magnetic pot holder clings to your stove. Label. © 26Mar53; KK83634.
- MAHAN, THOMAS J., SR.
Vermont Maid creamed cottage cheese. KK86926. SEE Vermont Cheese Products, inc.
- MAHON, THOMAS J.
Diaparene presents baby's bath and skin care. KK84698. SEE Homemakers' Products Corporation.

MAIDEN FORM BRASSIERE COMPANY, INC. ©
I dreamed I arrived in Paris in my Maidenform bra. (Brassieres) Adv. from Motion picture & television, June 1953, p. 22. Appl. author: William H. Weintraub & Co., inc. © 5May53; KK86900.

I dreamed I lived like a queen in my Maidenform bra. (Brassieres) Adv. from Glamour, Apr. 1953, p. 65. Appl. author: William H. Weintraub and Co., inc. © 24Mar53; KK83664.

I dreamed I was queen of hearts in my Maidenform bra. (Brassieres) Adv. from Seventeen, Feb. 1953, p. 14. Appl. author: William H. Weintraub & Co., inc. © 1Feb53; KK82370.

I dreamed I went to the circus in my Maidenform bra. (Brassieres) Adv. from Ladies' home journal, Mar. 1953, p. 210. Appl. author: William H. Weintraub & Co., inc. © 25Feb53; KK83324.

I dreamed I went to the flower show in my Maidenform bra. (Brassieres) Adv. from Motion picture & television, May 1953, p. 18. Appl. author: William H. Weintraub and Co., inc. © 10Apr53; KK84811.

I dreamed I won the Academy award in my Maidenform bra. (Brassieres) Adv. from Motion picture & television, Apr. 1953, p. 20. Appl. author: William H. Weintraub and Co., inc. © 10Mar53; KK84812.

Maidenform sales manual. Facts, suggestions, timely tips on selling brassieres. 39 p. © 10Apr53; KK84505.

MAIOCCHI, DARIO ©

New Dario Grad-o-meter. The kind of pattern grading instrument you have always hoped for. Folder. © 7Jan53; KK81667.

MAKER, JOHN A.

Baby-Bite scientific teether. KK81636. SEE Oral Prophylactic Association, inc.

Maker's Midget, a toothbrush for children 6 months to 6 years. KK82416. SEE Oral Prophylactic Association, inc.

MAKOVER, JACK H.

Member. Pennies For Health Club. KK85199. SEE Academy Advertising Agency.

MALINICK, NATHAN.

Rock Creek trim pale dry. KK82280. SEE Rock Creek Ginger Ale Company, inc.

MALLEABLE FOUNDERS SOCIETY ©

The malleable iron foundry and you. Pamphlet. © 1May53; KK86792.

MANCHESTER (J. GORDON) ADVERTISING, INC.

A Florida vacation all year long. KK82242. SEE General Industries Corporation of America.

MANCHESTER HOSIERY MILLS.

Ask about our free gift. This beautiful coronation doll is yours with every 3 pair purchase of Lady Hampshire hosiery. Folder. © Melvin J. Gordon, N. G. Stone & S. Z. Gordon, a co-partnership of Manchester Hosiery Mills; 21Apr53; KK86539.

For the best hosiery value in town. Glamourette nylons. [Four dancing girls] Sheet. © Melvin J. Gordon, N. G. Stone & S. Z. Gordon, a co-partnership of Manchester Hosiery Mills; 3Apr53; KK86854.

MAND, HERBERT, AND MILTON B. RUBENSTEIN, t.a. IMPERIAL FABRIC COMPANY. SEE Imperial Fabric Company.

MANGOLD, WILLIAM J.

Bub-1-Joy fragrant milk bath. KK82576. SEE Wetalane Laboratories, inc.

MANHATTAN SHIRT COMPANY ©

Air male specials. Open letter to all males. Manhattan. (Men's shirts and ties) Adv. from the Saturday evening post, May 23, 1953, p. 3 of cover. Appl. author: Thomas Powers. © 20May53; KK86171.

Brighten his Christmas pictures. So make it a Manhattan Christmas, and make him a happy guy. (Men's shirts) Adv. from the Saturday evening post, Dec. 6, 1952, p. 143. Appl. author: N. Konheim. © 3Dec52; KK82312.

Check for a cool million. For cool comfort and good looks this summer ... the fabric is breeze-weight Manhattan open-weave Checkool ... (Men's shirts and ties) Adv. from the Saturday evening post, May 9, 1953, p. 128. Appl. author: Thomas Powers. © 6May53; KK85614.

Constructed to help you save. Manhattan. (Shirts & ties) Adv. from the Saturday evening post, Feb. 28, 1953, p. 90. Appl. author: Thomas Powers. © 25Feb53; KK83272.

Cool clues. The evidence speaks for itself. Manhattan Tumbleweave sportshirts. (Men's shirts) Adv. from Time, Apr. 20, 1953, p. 18. Appl. author: Thomas Powers. © 16Apr53; KK85187.

Every second you're up-to-the-minute with Manhattan. (Men's shirts & ties) Adv. from the New York times, Mar. 20, 1952, p. 40-41. Appl. author: Chase Small. © 30Mar52; KK82362.

How to collar your feller. Give him a Manhattan span shirt. Adv. from the Saturday evening post, Jan. 31, 1953, p. 5. Appl. author: G. Montgomery. © 28Jan53; KK83061.

Neat look close-up. Manhattan has taken the ingredients of the new neat look ... and comes up with a series of beautiful shirts. Adv. from Time, Mar. 23, 1953, p. 61. Appl. author: Thomas Powers. © 19Mar53; KK83857.

Out of this world, the new Manhattan Golden Needle shirts. Adv. from Time, Mar. 9, 1953, p. 16. Appl. author: Thomas Powers. © 5Mar53; KK83685.

Play's the thing in Denchecks by Manhattan. (Men's slacks, shirts, shorts) Adv. from the New York times magazine, May 24, 1953, p. 80. Appl. author: Thomas Powers. © 24May53; KK86172.

Presenting Ricksha-Weave by Manhattan. Smartly styled and tailored by Manhattan. (Men's shirt) Adv. from the New York times magazine, Mar. 29, 1953, p. 72. Appl. author: Thomas Powers. © 29Mar53; KK84034.

Quick-change artist. Manhattan. (Men's shirts and ties) Adv. from Time, May 11, 1953, p. 2 of cover. Appl. author: Thomas Powers. © 7May53; KK86173.

Signed by the same master. Dress shirt or sportshirt, both reveal the mark of a master craftsman, Manhattan. Adv. from Time, Apr. 27, 1953, p. 20. Appl. author: Thomas Powers. © 23Apr53; KK85612.

Smart collector's items. Manhattan Royalty flannel sportshirt. Adv. from Time, Dec. 8, 1952, p. 9. Appl. author: N. Konheim. © 4Dec52; KK81411.

Spring Shadows. Uncanny, the way you can almost pick these life-like spring designs right off the fabric. Manhattan. (Men's ties) Adv. from Time, Mar. 16, 1953, p. 66. Appl. author: F. Flanagan. © 12Mar53; KK83858.

Symbol of the finest in apparel for men. Manhattan Golden Needle superb fabrics, custom features, unmatched tailoring skill. Adv. from New York times magazine, Mar. 22, 1953, p. 36-37. Appl. author: Thomas Powers. © 22Mar53; KK83861.

Three ways to look smart in your favorite suit. Manhattan woven Ombre shirts. Adv. from Time, Mar. 30, 1953, p. 47. Appl. author: Thomas Powers. © 26Mar53; KK83813.

MANITOWOC EQUIPMENT WORKS, INC. ©

A new way to better living, from a leading American manufacturer. (Food freezers) Pamphlet. Appl. author: Bert S. Gittins. © 19Dec52; KK81316.

MANN-ELLIS, INC.

All plastic tire-cord reinforced. KK84442. SEE Industrial Synthetics Corporation.

Foam Rubber Center. SEE Foam Rubber Center.

For your lawn's sake, remember this. KK85825. SEE Industrial Synthetics Corporation.

Framed in beauty. KK81856. SEE Foam Rubber Center.

Natural walnut & 33" foam rubber. KK83317. SEE Foam Rubber Center.

MANNING-BOWMAN DIVISION, MCGRAW ELECTRIC COMPANY. SEE McGraw Electric Company. Manning-Bowman Division.

MARATHON CORPORATION ©

Park Club strawberry ice cream. Label. Appl. author: Rolf Wiprud. © 26Feb53; KK83420.

Park Club vanilla ice cream. One pint liquid. Label. Appl. author: John Sery. © 20Feb53; KK82916.

White bond envelopes. Label. Appl. author: Duane Boyd. © 4Nov52; KK80942.

White bond writing paper. Label. Appl. author: Duane Boyd. © 4Nov52; KK80941.

MARCALUS MANUFACTURING COMPANY, INC. ©

Marcus sandwich bags. Large waxed bags ... 40... for cleanliness, freshness, thrift. Label. © 3Sep52; KK81286.

MARCUS, EMIL, d.b.a. INSTANT-GRIP COMPANY. SEE Instant-Grip Company.

MARCUS, LOUIS ©

New, stimulating sale promotion ideas. (Display materials) Sheet. © 31Dec52; KK85647.

MARGO PRODUCTS COMPANY ©

Typewriter, the modern typewriter type cleaner. Label. Appl. author: Frederick C. Buchan. © 11Mar53; KK83082.

MARIE-DESIGNER, INC. ©

The Christmas gift that keeps giving. Contour Chair-Lounge. Adv. from Los Angeles times home magazine, Nov. 23, 1952, p. 24. © 23Nov52; KK85811.

The Contour Chair-Lounge is the easiest chair in the world. Adv. from Los Angeles herald & express, July 24, 1952, p. 14. © 24Jul52; KK85664.

MARIE-DESIGNER, INC. ©. Cont'd.

Dear Friends: Even though it be a gloomy dull day ... Just a few minutes of rest in our glorious Marie chair ... Postcard. (2) © 25Jun53; KK86921.

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 Hills, Calif., June 5, 1952, p. 4. © 5Jun52; KK85889.

Do you know which size fits you and why? ... The Contour Chair Lounge is made in 3 models ... Adv. from the Mirror, Los Angeles, Nov. 27, 1952, p. 8. © 27Nov52; KK85665.

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; KK85662.

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; KK85802.

Enjoy a merry Christmas in a contour. Contour Chair-Lounge. Adv. from Los Angeles times, Nov. 26, 1951, p. 12. © 26Nov51; KK85805.

Evenings take on new enchantment when you relax to your favorite programs in a new Marie designer chair. (Contour chair) Adv. from Los Angeles evening herald express, June 13, 1953, p. 8-9. © 13Jun53; KK86771.

Facts of the relaxing miracle, found only in a Contour Chair-Lounge. Adv. from Los Angeles examiner, Nov. 19, 1952, p. 15. © 19Nov52; KK86610.

The first new idea in chairs since man was on the rocks. The importance of relaxation to you ... I have been using the Contour Chair-Lounge in my practice ... Folder. © 16Nov50; KK85551.

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 read in comfort ... Our Marie chair is so comfortable, so relaxing, that to get upset in its contoured comfort ... 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, cradled in my contoured form ... (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 pillow I want ... Postcard. (5) © 25Jun53; KK86924.

Hello folks: My TV set now brings me new pleasures because, with the adjustable headrest of my new Marie-designer chair ... Postcard. (1) © 25Jun53; KK86920.

Holiday of dreams. The key to harmony through relaxation ... Sit for a few comfortable minutes in your Contour Chair-Lounge.

Adv. from the Mirror, Los Angeles, June 24, 1952, p. 4. © 24Jun52; KK85663.

How many chairs have held you with loving care? Only the new Marie designer chair. Designed for gracious living. Adv. from Pasadena star-news, June 12, 1953, p. 2. © 12Jun53; KK86919.

How relaxation helps you toward success. Contour Chair-Lounge quickly restores energy for better work, better living. Adv. from Esquire, Aug. 1951, p. 9. © 10Jul51; KK85812.

The ideal gift. Relaxing miracle banishes fatigue in 7 minutes. Why everyone needs a Contour Chair-Lounge. Folder. © 3Feb52 (in notice: 1951); KK85553.

If you feel tired, you're not relaxing. Try the ... Contour Chair-Lounge. Adv. from Beverly Hills bulletin, July 29, 1952, p. 1. © 29Jul52; KK85890.

If you feel tired, you're not relaxing, try the miracle chair, world's only Contour Chair-Lounge. Adv. from Los Angeles times, Apr. 9, 1952, p. 14. © 9Apr52; KK85808.

Introducing the newest design for living in '53. The all-new relaxing miracle of our times, designed by Marie, creator of contoured comfort. (Contoured chair) Adv. from Los Angeles examiner southland living magazine, Mar. 15, 1953, p. 10. © 15Mar53; KK83539.

Key to relaxation. Contour Chair-Lounge pre-moulded to fit you. Folder. © 27Jun52; KK85554.

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. 22. © 15Jun53; KK86769.

Live better, feel better in world's only Contour Chair-Lounge. Adv. from California clubwoman, Feb. 1952, p. 4 of cover. © 5Feb52 (in notice: 1951); KK85807.

Make dad's every day Father's Day. Give him a Marie designer chair. The relaxing miracle of the year. (Contoured chair) Adv. from Tele-views, June 1953, p. 4 of cover. © 5May53; KK85176.

Make this your holiday reflection with a Contour Chair Lounge. Adv. from the Indianapolis star magazine, Nov. 18, 1951, p. 7. © 18Nov51 (in notice: 1950); KK85814.

Miracle-chair makes you relax. Contour Chair-Lounge. Adv. from Los Angeles times, Nov. 2, 1950, p. 26. © 2Nov50; KK85798.

Mrs. Smith tells why we can't get enough Contour Chair-Lounges to supply the demand. Adv. from Metropolitan star, Aug. 9, 1950, p. 8. © 9Aug50; KK85887.

The new relaxing miracle. Marie designer chair. 10 p. © 26May53; KK86356.

Nothing this side of heaven relaxes like a Marie designer chair. (Contoured chair) Adv. from Los Angeles herald & express, Apr. 28, 1953, p. 4. © 28Apr53; KK84890.

Oh man, this is comfy. The world's only Contour Chair Lounge. Adv. from Los Angeles times, Oct. 16, 1951, p. 9. © 16Oct51; KK85804.

The perfect gift of a lifetime for Father's Day. The world's only Contour Chair-Lounge. Adv. from Los Angeles times, June 14, 1952, p. 6. © 14Jun52; KK85813.

Presenting a new design for living. The Marie designer chair, designed for true relaxation by Marie, pioneer of contour comfort. Adv. from the Houston post, Apr. 15, 1953, p. 8. © 15Apr53; KK84891.

Put the sweet in home sweet home with a Marie designer chair. (Contour chair) Adv. from Home show official program, June 4-14, 1953, p. 9. © 4Jun53; KK86770.

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 6, 1950, p. 5. © 6Jul50; 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, 1952, p. 26. © 20Jul52; KK85810.

Relaxing miracle banishes fatigue in 7 minutes. Why everyone needs a Contour Chair-Lounge. Adv. from Esquire, Sept. 1951, p. 30-31. © 10Aug51; KK85803.

Relaxing miracle. World's most comfortable chair ... Contour Chair-Lounge. Adv. from Good housekeeping, Mar. 1951, p. 289. © 22Feb51 (in notice: 1950); KK85799.

Special demonstration ... The secret 6 zone control ... Contour Chair-Lounge. Adv. from Los Angeles times, Nov. 5, 1951, p. 10. © 5Nov51; KK85816.

That new back magic has you in its spell the moment you sit in a new Marie designer chair. (Contoured chair) Adv. from Los Angeles examiner, May 17, 1953, p. 3. © 17May53; KK86170.

That new back magic has you in its spell the moment you relax into a Marie designer chair. Adv. from the Houston chronicle rotogravure magazine, May 24, 1953, p. 23. © 24May53; KK86355.

This is nature's most restful posture ... No other chair is like the one-and-only Contour Chair-Lounge. Adv. from Pasadena independent, Aug. 24, 1950, p. 13. © 24Aug50; KK85550.

3 important facts about the relaxing miracle. 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. 4, 1951, p. 16. © 4Nov51; KK85789.

Why true relaxation gives life new zest. The Contour Chair-Lounge. Adv. from Today's health, Apr. 1951, p. 2 of cover. © 1Apr51; KK85800.

World's only Contour Chair-Lounge. Your contour is the center of interest. Adv. from Los Angeles times home magazine, Jan. 20, 1952, p. 30. © 20Jan52; KK85806.

Yes, you can relax in a Contour Chair-Lounge. You can't help it. Adv. from Metropolitan star, July 19, 1950, p. 8. © 19Jul50; KK85886.

You benefit 12 ways in a Contour Chair-Lounge. Adv. from Los Angeles Times, Apr. 21, 1952, p. 12. © 21Apr52; KK85809.

You don't need a castle... Exclusive features found only in your Marie chair. (Contour chairs) Adv. from Los Angeles Examiner, May 31, 1953, p. 7. © 31May53; KK86357.

You'll never know the relaxing miracle of the new Marie designer chair, till you've tried one. (Contoured chair) Adv. from the San Francisco Examiner, Apr. 27, 1953, p. 19. © 27Apr53; KK85175.

Your heart needs rest, too. The Contour Chair-Lounge... Adv. from Los Angeles Examiner, Sept. 22, 1950, p. 5. © 22Sep50; KK85886.

MARINE MOISTURE CONTROL COMPANY. Model 8 gear case dehydrator. (Marine dehydrators) 26 p. © Charles S. Schmukler, d.b.a. Marine Moisture Control Co.; 1Dec52; KK81449.

MARINER'S SHORSIDE SERVICE ©. Seasons greetings to you. (Christmas cards) Folder. Appl. author: Meredith K. Church. © 1Dec52; KK82500.

MARION ELECTRICAL INSTRUMENT COMPANY ©. The confusion proof meter. New Marion Multi-Dialer. (Electrical indicating instrument) Adv. from Scientific American, June 1953, p. 91. Appl. author: Meisner & Culver, inc. © 1Jun53; KK86043.

MARJEFF INDUSTRIES. Honzit razor blade sharpener. More good shaves per blade. Folder. © Charles G. Chapman, d.b.a. Marjeff Industries; 16Mar53; KK83878. Kozyken indoor house and bed for dogs and puppies, for cats and kittens. Folder. © Charles G. Chapman, d.b.a. Marjeff Industries; 16Mar53; KK83879.

MARKEL, JESSE T. S S S. KK83661. SEE Security Safe Service, inc.

MARKELL (MAURICE J.) SHOE COMPANY, INC. ©. Shoes that conform to modern orthopedic demands. The Tarsco Supinator shoe, the Tarsco Medius shoe, the Tarsco Pronator shoe. Folder. © 24Mar53; KK84122.

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

MARKUSON, OLE M. Goody color chart. KK84978. SEE Goodman (H.) and Sons, inc. Goody floral bouquet. KK84979. SEE Goodman (H.) and Sons, inc. Goody matching barrette sets for my mommy and me. KK81907. SEE Goodman (H.) and Sons, inc.

MARRUS, ISAAC I. ©. Camel-pak-kerchief, Mars. Better-wearing Hankachifs by Mars for Mor and Mor Val-you. Label. © 9Jan53; KK81562. Camel-pak-kerchief. Mor and Mor camel-pak Hankachifs R being sold. Label. © 9Jan53; KK81561.

MARSHALL, ERNEST N. Bind-a-book. KK83437. SEE Baker, R. Paul.

MARSHALL, FRED BRUCE. Puget Sound clam chowder. Net contents 1 pound or one pint liquid. KK86146. SEE Ivars, inc.

MARSHALL FIELD AND COMPANY ©. Pace. A world of wonder by Caleb. (Wearing apparel and other merchandise) Adv. from Chicago daily tribune, Jan. 27, 1953, p. 15-17. © 27Jan53; KK86594.

Pace. All for one by Caleb. (Wearing apparel and other merchandise) Adv. from Chicago daily news, July 21, 1952, p. 15. © 21Jul52; KK85687.

Pace. All together by Caleb. (Wearing apparel and other merchandise) Adv. from Chicago daily tribune, Dec. 30, 1952, p. 9-11. © 30Dec52; KK86593.

Pace. All for one by Caleb. (Wearing apparel and other merchandise) Adv. from Herald American, July 20, 1952, p. 7. © 20Jul52; KK85686.

Pace. Bright constellation by Caleb. (Wearing apparel and other merchandise) Adv. from Chicago daily tribune, Mar. 31, 1953, p. 19-21. © 31Mar53; KK86596.

Pace. Button, button by Caleb. (Wearing apparel and other merchandise) Adv. from Chicago daily tribune, Nov. 27, 1952, p. 19-21. © 27Nov52; KK85692.

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MARSHALL-JACKSON COMPANY ©. Marjax minute book, the catalog of... stationery, office furniture, printing. 340 p. Appl. author: Photopress, inc. © 15Dec52; KK81732.

MARTHA ANN BAKERY ©. What is the truth about bread? In Martha Ann bread you get freshness, flavor, nutrition value. Adv. from Enid morning news, p. 21. © 25Sep52; KK81958.

MARTIN, EDWARD J. What Jack & Heintz is doing about acceleration. KK85354. SEE Jack and Heintz, inc.

What Jack & Heintz is doing about commercial aviation. KK83332. SEE Jack and Heintz, inc.

What Jack & Heintz is doing about complexity. KK85024. SEE Jack and Heintz, inc.

What Jack & Heintz is doing about humidity. KK84448. SEE Jack and Heintz, inc.

What Jack & Heintz is doing about impact. KK81399. SEE Jack and Heintz, inc.

What Jack & Heintz is doing about obsolescence. Jack & Heintz rotomotive equipment... KK86749. SEE Jack and Heintz, inc.

What Jack & Heintz is doing about the thermal barrier. KK85008. SEE Jack and Heintz, inc.

What Jack & Heintz is doing about vibration. KK82667. SEE Jack and Heintz, inc.

MARTIN, LOUIS EARL ©. Catalina, world famous ski-bindings. (Water sports equipment) Sheet. Supplement page to Water safety & water sports equipment. © 6Apr53; KK84258.

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MARTINI, LOUIS M. Distinguished American wines. KK84859. SEE Korbelt (F.) and Brothers, inc.

MARTUCCI, NICHOLAS L. A. How to select Foster regulators. KK81276. SEE Foster Engineering Company.

MARVELOUS PRODUCTS COMPANY. Triples the wear of nylon, silk, or rayon hose... Runnproved, new plastic treatment... Label. © Paul J. Birkmeier, d.b.a. Marvelous Products Co.; 4Dec52; KK81274.

MARY FRANCINE, SISTER ©. Monthly posters printed for the members of the NCKA. Poster. © 12Nov52; KK80929.

MASON-NEILAN REGULATOR COMPANY ©. Instructions, parts reference. Masonneilan. Pressure regulators. Instructions no. 1028. June 1953. Folder. Appl. author: Leslie Burton Battin. © 19Jun53; KK86894.

Instructions, parts reference. Masonneilan. 60,000 series pneumatic set controllers. Instructions no. 2014. Folder. Appl. author: Charles Lawrence Bates. © 7May53; KK85226.

MASON-NEILAN REGULATOR COMPANY ©
Cont'd.

Instructions, parts reference. Masonneilan. 60000 series time schedule controllers. Instructions no. 2013. Folder. Appl. author: Charles Lawrence Bates. © 13Mar53; KK83223.

Instructions, parts references. Reducing valve no. 33 for steam or air service. Instructions no. 1006. Masonneilan. Sheet. Appl. author: Leslie Burton Battin. © 30Dec52; KK81064.

Instructions, parts references. 60000 series differential controllers. Masonneilan. 4 p. Appl. author: Alexander Montgomery Thackara. © 11Feb53; KK82263.

MASON WARNER COMPANY, INC.

Keep cool the thr-r-ifty way. KK84028. SEE Perkins Products Company.

Kool-Aid in the ice box by the pitcher full. KK83684. SEE Perkins Products Company.

MASSION, W. E.

National motel directory and road atlas. KK81473. SEE Motel Directory Corporation.

MASTER PRODUCTS COMPANY ©

Here are the 10 exciting premiums Jim Leland has for you; free with your March Master order. Folder. Appl. author: Bruce Milliette Stephen. © 27Feb53; KK82812.

More valuable coupons. You'll find special money-saving coupon offers on every page of this circular. (Office supplies) Folder. Appl. author: Bruce Milliette Stephen. © 24Apr53; KK84821.

Spring catalog, 1953. (Office supplies) 35 p. Appl. author: Bruce Milliette Stephen. © 2Jan53; KK81265.

Watch for Master's valuable coupons. Your guide to even bigger savings. (Office supplies) Folder. Appl. author: Bruce Milliette Stephen. © 27Mar53; KK83915.

Your welcome words of praise really help make our job easy ... (Office supplies) Folder. Appl. author: Bruce Milliette Stephen. © 30Jan53; KK82131.

MASTERMAN, C. W.

Rilco type F-75 tied arches with waterproof resorcinol glue. KK81009. SEE Rilco Laminated Products, inc.

MATHIESON, ELIZABETH L.

New! Exclusive! KK82319. SEE Spool Cotton Company.

MATHY, ERNEST LUDWIG.

How to clinch that sale. KK84669. SEE National Welding Equipment Company.

You don't need an egg beater to mix gases. KK84460. SEE National Welding Equipment Company.

MATRIX CONTRAST CORPORATION ©

Operators eye-identify errors with Matrix Contrast service. Adv. from New England printer and lithographer, Feb. 1953, p. 22. Appl. author: Robert S. Lippoth. © 20Feb53; KK82577.

Stop operator squint. Take a new look at Matrix Contrast. Adv. from Pacific printer and publisher, Feb. 1953, p. 21. Appl. author: Robert S. Lippoth. © 27Feb53; KK83091.

Uncle Mat says: The greater the variety of type faces used, the greater the value of Matrix Con-

trast service. Adv. from Printing equipment engineer, Apr. 1953, p. 26. Appl. author: Robert S. Lippoth. © 17Apr53; KK84894.

MAULE INDUSTRIES, INC. ©

For the modest private home or the largest city skyscraper. Vibrated precast concrete joists ... Folder. Appl. author: Robert E. Clarke & Associates, inc. © 2Feb53; KK82788.

For the modest private home or the largest city skyscraper. Vibrated precast concrete joists ... Pamphlet. Appl. author: Robert E. Clarke and Associates, inc. © 27Feb53; KK82789.

MAWICKE, TRAN.

Thanksgiving. KK80755. SEE General Electric Company.

MAXON, INC.

At popular prices. KK86929. SEE Griesedieck Western Brewery Company.

Best spring tonic for dull, faded walls and woodwork. KK85561. SEE Pittsburgh Plate Glass Company.

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Improved 1288 cash-register merchandiser. KK86633. SEE Gillette Company.

Its name indicates its character. KK82887. SEE Lincoln National Life Insurance Company.

Keep that just painted look longer with Pittsburgh Sun-Proof house paint. KK85563. SEE Pittsburgh Plate Glass Company.

Modernize your hospital with Pittsburgh Color Dynamics to get these 4 important benefits. KK85570. SEE Pittsburgh Plate Glass Company.

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Pittsburgh Color Dynamics makes this steel plant ... KK86641. SEE Pittsburgh Plate Glass Company.

Pittsburgh Color Dynamics puts color to work to give you these 4 benefits. KK86644. SEE Pittsburgh Plate Glass Company.

Pittsburgh Color Dynamics puts color to work to give you these 5 important benefits. KK86639. SEE Pittsburgh Plate Glass Company.

Pittsburgh Color Dynamics reduces eye fatigue among office workers. KK86638. SEE Pittsburgh Plate Glass Company.

Pittsburgh Color Dynamics reduces eye fatigue among office workers. KK85567. SEE Pittsburgh Plate Glass Company.

Pittsburgh Sun-Proof house paint keeps that just painted look longer. KK86643. SEE Pittsburgh Plate Glass Company.

Rich, modern colors that go on with surprising speed. KK86645. SEE Pittsburgh Plate Glass Company.

Sure to please, sure to sell Gillette gifts for men beautifully packaged, attractively priced. KK81594. SEE Gillette Safety Razor Company.

Tune in Gillette's Cavalcade of Sports broadcast. SEE Gillette Company.

MAXWELL, DAVID.

La Rue de luxe french ice cream. SEE Borden Company.

MAXWELL, MARY. SEE Maxwell (Mary) inc.

MAXWELL (MARY) INC.

Nicotinyl tablets. Contents 300 tablets. (Medicine) Label. Appl. author: Mary Maxwell. © Mary Maxwell, inc.; Mary M. Hoisington, president; 8Apr53; KK84831.

MAXWELL ADVERTISING COMPANY.

Have you tried Moog piston rings? KK84922. SEE Moog Industries, inc.

It's easy to get extra camber when I install Moog offset pivot shafts with the camber in the part. KK82856. SEE Moog Industries, inc.

Jobbers get these 5 big advantages when they team up with Moog. KK85158. SEE Moog Industries, inc.

Moog coil action no. K-230 idler arm for 1952 Fords. KK82855. SEE Moog Industries, inc.

Moog coil action parts feature rolled threading. KK84923. SEE Moog Industries, inc.

Moog coil action parts pace the field. KK85159. SEE Moog Industries, inc.

The Moog piston ring set-up is ideal for that blue plate special. KK82854. SEE Moog Industries, inc.

The word is getting around. KK82853. SEE Moog Industries, inc.

MAYTHAM, LINCOLN, d.b.a. THE HOUSE

PLANT CORNER. SEE House Plant Corner.

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Leading school architects helped design them, countless school executives endorse them. Medart Lockerobes. Folder. Appl. author: Charles W. Bolan. © 20Mar53; KK86117.

MEDICAL COACHES, INC. ©

Model V, the mobile veterinary clinic. A fully equipped laboratory designed to serve in a modern program of prevention and control of disease among livestock and poultry. (Motor vehicle equipped with veterinary units) Folder. © 8Dec52; KK82294.

Model VJR, the veterinary service unit. A new fully equipped mobile clinic designed for the practicing veterinarian. (Motor vehicle equipped with veterinary units) Folder. © 3Feb53; KK82295.

MEHMERT, JOSEPH W. ©

American big game trophy target. 1 foot by 1 1/2 foot antelope target. Target no. 9. New Trenton Targets. Sheet. © 1Feb52; KK82566.

Crow target. Use lifelike, lifesize varmint targets for a shooters holiday. Target no. 16. New Trenton Targets. Sheet. © 1Feb52; KK82564.

50 foot crow target. Target no. 25. New Trenton Targets. Sheet. © 1Feb52; KK82568.

75 foot woodchuck target. Target no. 27. New Trenton Targets. Sheet. © 1Feb53; KK82565.

75 yard squirrel target. Target no. 21. New Trenton Targets. Sheet. © 1Jan53; KK82567.

MEISSNER, HAROLD G. Protect steel bridges against rust and corrosion with No-Ox-Id. KK81030. SEE Dearborn Chemical Company.

MEISSNER AND CULVER, INC. Coin of the realm. KK86011. SEE Bersworth Chemical Company.

The confusion proof meter. KK86043. SEE Marion Electrical Instrument Company.

Shawmut's new form 208 Amp-trap. KK86567. SEE Chase-Shawmut Company.

Versene chelants for heavy metals. KK86251. SEE Bersworth Chemical Company.

MELAHAN, ELMER, AND HARRY WILLIAM HOPPE, co-partners, d.b.a. M & H LABORATORIES. SEE M and H Laboratories.

MELAIRE DISTRIBUTING COMPANY. Now at no extra cost. New deluxe Swirl-O-Matic revolving brush with automatic sudser in the handle. Sheet. © Melville L. Wolff & Sanford Becker, d.b.a. Melaire Distributing Co.; 2Mar53; KK83385.

MELAMED, LOUIS. The Coast-To-Coast stores plan. KK80899. SEE Coast-To-Coast Stores, Central Organization, inc.

MELDRUM AND FEWSMITH, INC. Buy your paint now and save. KK85036. SEE Glidden Company. Here it is. SEE Glidden Company. It's new and it's a Ford. SEE Dearborn Motors Corporation.

New one-coat white house paint. KK85978. SEE Glidden Company.

A new wonder enamel for western homes. KK84577. SEE Glidden Company.

No fumes. KK84188. SEE Glidden Company.

So beautiful, so washable, so easy to apply. KK85037. SEE Glidden Company.

Tinnerman high-speed production ... KK86904. 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. KK81844. SEE Dearborn Motors Corporation.

MELIKOV, GREGOR ©. The wonder coronation lamp. Actual size 12 1/2 in. Folder. © 13Jan53 (in notice: 1952); KK82392.

MELLEN, FRED F. 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

Upright home freezer. Adv. from Omaha world herald, June 14, 1953, p. 3. Appl. author: Fred. F. Mellen. © 14Jun53; KK86743.

MENDELSON, HARRY. The gripe otites and influenza. KK86097. SEE Doho Chemical Corporation.

MERCHANDISE SELECTORS, INC. ©. Big 8 inch all-metal bench tilt arbor saw. B-7. Sheet. Appl. author: Meyer Robbin. © 12Feb53; KK83399.

8-pc. stainless steel kitchen utility set. No. D-2. Sheet. Appl. author: Meyer Robbin. © 1Feb53; KK83395.

18 piece socket & tool set, the perfect set for home, for shop, for farm ... B-14. Sheet. Appl. author: Meyer Robbin. © 2Jan53; KK83398.

Hand painted Caribbean Colorama dinnerware; included 12-pc. salad set. D-1. Sheet. Appl. author: Meyer Robbin. © 4Feb53; KK83396.

New, the successor to the wheelbarrow, all purpose Jumbo-Cart [with] Ferti-seed spreader. A-16. Sheet. Appl. author: Meyer Robbin. © 1Feb53; KK83402.

19 piece Princess Anne electric automatic coffee maker set. B-5. Sheet. Appl. author: Meyer Robbin. © 19Jan53; KK83400.

Oversize de luxe all metal tilt-arbor bench saw. B-16. Sheet. Appl. author: Meyer Robbin. © 6Feb53; KK83397.

Sale, lamps, 2 for the price of 1. Capo di Premco. A-14. Sheet. Appl. author: Meyer Robbin. © 2Jan53; KK83404.

Save 1/3 ... glass rod fishing outfit [with] field glasses free of extra cost. No. G-7. Sheet. Appl. author: Meyer Robbin. © 4Feb53; KK83394.

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Save the high cost of haircuts ... Complete home electric barber set. No. B-1. Sheet. Appl. author: Meyer Robbin. © 7Jan53; KK81350.

Save the high cost of haircuts ... Complete home electric barber set. No. B-1. Sheet. Appl. author: Meyer Robbin. © 27Feb52; KK81271.

Special offer, limited time only; electric rotary 6 1/4" saw. B-2. Sheet. Appl. author: Meyer Robbin. © 19Jan53; KK83401.

12 pc. flash camera outfit. No. G-3. Sheet. Appl. author: Meyer Robbin. © 1Aug52; KK81272.

2 for the price of 1, Pesca de la Paz twin planter lamps. A-15. Sheet. Appl. author: Meyer Robbin. © 21Jan53; KK83403.

2 for the price of 1, wishing well twin planter lamps. No. A-11. Sheet. Appl. author: Meyer Robbin. © 7Jan53; KK81349.

MERCHANTS BAKERY, INC. ©. Holsum enriched bread. Weight 16 ounces. Label. Appl. author: Rolf Wiprud. © 8Jun53; KK86719.

MERCK AND COMPANY, INC. ©. Helping asthma sufferers. The fun and games of childhood are hers again. Cortisone. (Drug) Adv. from Ladies' home journal, Sept. 1952, p. 91. Appl. author: William K. Dingleidine. © 30Aug52; KK85242.

MERCURY ELECTRO-PRODUCTS, INC. ©. Illustrated instruction manual for U-Test-It, the safe electric trouble finder. New. Locates trouble in electric circuits ... Pamphlet. © 19Apr53; KK84542.

MERIANS ©. Alice in Wonderland toy watch. Label. Appl. author: Evelyn Stiasny. © 18Feb53; KK82542.

The cosmic exployer's toy watch with moving pictures. Label. Appl. author: Evelyn Stiasny. © 20Oct52; KK80974.

The cowboy toy watch with moving pictures. Label. Appl. author: Evelyn Stiasny. © 20Oct52; KK80973.

The Fairy Tale toy watch with moving pictures. Label. Appl. author: Evelyn Stiasny. © 20Oct52; KK80972.

MERIX CHEMICAL COMPANY. Merix anti-static compound 79-ol especially developed for use on auto seat covers ... 8 fl. oz. Label. © Eric O. Sonneman, d.b.a. Merix Chemical Co.; 20Dec50; KK80762.

Merix anti-static compound 79 prevents static on plastic sheets or molded products. (Chemical) Label. © Eric O. Sonneman, d.b.a. Merix Chemical Co.; 5Feb51; KK80761.

Merix TV Tele-clear keeps that television picture clear ... 4 fl. oz. Label. © Eric O. Sonneman, d.b.a. Merix Chemical Co.; 15Jun52; KK80763.

MERKEL, JON A. General purpose sterilized potting soil, from the garden spot of Ohio. KK83693. SEE Gard-N-Pak, inc.

MERKLEN, ETHEL. How to apply Nestle Colorhair oil shampoo tint. KK84747. SEE Nestle-Lemur Company.

MERRIAM (G. AND C.) COMPANY ©. The circle and monogram. (Dictionaries) Folder. Jan. 1953. © 12Jan53; KK82503. Feb. 1953. © 2Feb53; KK82504. Mar. 1953. © 4Mar53; KK83286. Apr. 1953. © 1Apr53; KK84580. May 1953. © 1May53; KK85750. June 1953. © 1Jun53; KK86253.

MERRIFIELD, A. M., d.b.a. CLARK-MERRIFIELD MANUFACTURING COMPANY. SEE Clark-Merrifield Manufacturing Company.

MERROW MACHINE COMPANY. Instructions for setting up and operating Merrow high speed trimming and overseaming machine class A. (Sewing machines) 8 p. Appl. author: John Merrow Washburn. © The Merrow Machine Co.; 15Jun53; KK86411. Merrow shirring & overseaming machine. Merrow style A-3DW-SI overseaming machine ... (Sewing machines) Sheet. Appl. author: William Merrow Baker. © The Merrow Machine Co.; 20Apr53; KK84571.

MERRY BLUE FLAME. Naturally it's gas. An introduction to new advertising and Merry Blue Flame. Pamphlet. © Merry Blue Flame, solely owned by F. Joseph Claudia; 1Mar53; KK84020.

MERRY MANUFACTURING COMPANY ©. My Merry dolly's make-up. Look, just like mommy's. Safe and harmless, too. (Facial make-up kit) Label. © 23Mar53; KK84295.

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My Merry Grow-A-Garden in 3 days. A real growing toy for every girl and boy. (Toy garden kits) Label. © 6Apr53; KK84297.

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My Merry Wash-N-Wave set. Look, curly hair just like mommy's and dolly's too. (Toy shampoo and hair waving kits) Label. © 13Mar53; KK84293.

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Garden Kist liquid fertilizers. KK83660. SEE Cade (W. W.) Sales Company.

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The stainless steel percolator. The San-I-Tank percolator makes possible the full extraction of flavors. Folder. © 10Mar53; KK83691.

METAL TRIMS, INC. ©.

Premier mouldings and trims in aluminum and stainless steel. Catalog no. 106. 32 p. Appl. author: Albert Mitchell. © 16Feb53; KK85918.

METCALF (GEORGE T.) COMPANY.

Mount Hope cloth opening equipment. KK84555. SEE Mount Hope Machinery Company.

Mount Hope Laminex molded or fabricated fiberglass tanks, trucks, tubs, etc. KK83970. SEE Mount Hope Industries, inc.

Phalo insulated wire and cable cord set assemblies. KK83971. SEE Phalo Plastics Corporation.

METROPOLITAN SUNDAY NEWSPAPERS, INC. ©.

The sales force that stands up and sells. All these troupers, tried and true, attract more customers for you. (Promotion of advertising business) Poster. © 2Feb53 (in notice: 1952); KK84600.

MEYER, CHARLES T., Jr.

Put a hustle in your muscle, and punch in your lunch. KK80865. SEE Meyer's Bakery.

MEYER, ROSEMARY.

New Terrace Tommies. KK82061. SEE Kaylon, inc.

Who's getting the business from the two big spring issues of Seventeen, featuring Tommies. KK83722. SEE Kaylon, inc.

MEYER OIL COMPANY ©.

Cadol 100 % pure engine oil. Contents one U. S. quart. Label. Appl. author: T. L. Parkhouse. © 6May53; KK85165.

MEYER-BLANKE COMPANY ©.

Now for the first time, a completely prefabricated milking barn. Adv. from Sanitary milk bulletin, Apr. 1953, p. 5. Appl. author: Warner, Schulenburg, Todd & Associates, inc. © 1Apr53; KK86425.

MEYERHOFF (ARTHUR) AND COMPANY.

Now, the highest octane gasoline in our history. KK85654. SEE Petco Corporation. Clark's Super 100 Division.

MEYER'S BAKERY ©.

Put a hustle in your muscle, and punch in your lunch. Meyer's bread in the new blue gingham

wrapper. Adv. from the Democrat, Little Rock, Ark., May 9, 1951, p. 15. Appl. author: Charles T. Meyer, Jr. © 9May51; KK80865.

MIAMI SHIPPERS, INC. ©.

Commercial export purchasing service. Auto, diesel, tractor parts specialists. Adv. from Time, Latin American ed., May 4, 1953. Appl. author: Grant Advertising, inc. © 4May53; KK85351.

MICHIGAN NATIONAL BANK ©.

Banking that is building Michigan as it is building this community. Adv. from Port Huron times herald, Port Huron, Mich., Jan. 11, 1953, p. 2. 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, p. 16. Appl. author: The Buchen Co. © 11Jan53; KK83078.

Banking that is building Michigan as it is building this community. Adv. from the Evening chronicle, Marshall, Mich., Jan. 14, 1953, p. 8. Appl. author: The Buchen Co. © 14Jan53; KK83076.

Banking that is building Michigan as it is building this community. Adv. from the Flint journal, Flint, Mich., Jan. 12, 1953, p. 9. Appl. author: The Buchen Co. © 12Jan53; 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; KK83075.

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MIDWEST BISCUIT COMPANY, INC. ©.

Midwest animals, Vista Pak Jumbo animals. 1 lb. (Bakery products) Label. Appl. author: The Dobeckmun Co. © 31Dec52; KK81102.

Midwest Vista-Pak old fashioned coconut. 14 oz. (Bakery products) Label. Appl. author: The Dobeckmun Co. © Midwest Biscuit Co.; 31Dec52; KK81103.

Vista-Pak chocolate covered sticks. Net wt. 7 oz. (Bakery products) Label. Appl. author: The Dobeckmun Co. © 19Dec52; KK80744.

MID-WESTERN HOSPITAL DIVISION, JOHNSON AND JOHNSON. SEE Johnson and Johnson. Mid-Western Hospital Division.

MIRS, EARL SCHENCK.

The Federalist, 1787-1788. KK83998. SEE Kingsport Press, inc.

Mark Twain, 1835-1910. KK84925. SEE Kingsport Press, inc.

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

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

MIGHTY GOOD BAKING COMPANY ©.

Happy Pal enriched bread. 1 lb. Label. Appl. author: Leonard Garaguso, d.b.a. Mighty Good Baking Co. © 29Dec52; KK81432.

MILANI (LOUIS) FOODS, INC. ©.

Buckaroo brand beef in barbeque

sauce. Net weight 6 lbs. 10 oz. Label. Appl. author: Jack C. Hoffman. © 4Aug52; KK81051.

Patio french dressing. Net contents 8 fl. oz. Label. Appl. author: Jack C. Hoffman. © 7Aug52; KK81050.

MILBANK, ROBBINS.

All of these parts on top of your stove are easy to clean with S. O. S. KK84666. SEE S. O. S. Company.

Holiday meals are merrier where everybody helps. KK82481. SEE S. O. S. Company.

Inside tip to clean stoves. KK82480. SEE S. O. S. Company.

Keep those white-wall tires white, really white with S. O. S. KK82482. SEE S. O. S. Company.

MILES LABORATORIES, INC. ©.

First aid for cold discomforts. Fast relief for headaches. Always take Alka-Seltzer for acid indigestion. Adv. from Cosmopolitan, Feb. 1951, p. 125. Appl. author: Geoffrey Wade Advertising Agency. © 1Feb51 (in notice: 1950); KK82774.

When you have a headache, first, fast, always, Alka-Seltzer. Adv. from the American magazine, May 1951, p. 127. Appl. author: Geoffrey Wade Advertising Agency. © 1May51; KK81628.

MILLER, HAROLD E.

First all new development in bank safety paper in more than 70 years. KK83917. SEE Todd Company, inc.

MILLER, HOLRICK JAMES, sole owner PROVIDENCE HEARING BUREAU. SEE Providence Hearing Bureau.

MILLER, JOHN W.

The TP line. KK81341. SEE Miller (John W.) and Associates, inc.

The TP line. KK84777. SEE Texture Plaster Company, inc.

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Here's your Ranch Treat tree ripened Santa Clara Valley prunes. KK82249. SEE Ranch Treat Packing Company.

MOUNT HOPE INDUSTRIES, INC. ©

Mount Hope Laminex molded or fabricated fiberglass tanks, trucks, tubs, etc. Pamphlet. Appl. author: George T. Matcalf Co. © 10Mar53; KK83970.

MOUNT HOPE MACHINERY COMPANY ©.
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Folder. Appl. author: George
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The most desired watch of all. In
design as in performance, a
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MOXIE COMPANY.
Old fashioned, mellow, full flavor.
Golden ginger ale, by the makers
of Moxie. Contents 1 pint 12 fl.
oz. Label. © The Moxie Co.;
26Jan53; KK81903.
Since 1884, Moxie. Enjoy a lift the
healthful way. Contents 1 pint,
12 fluid ounces. (Carbonated bev-
erage) Label. © The Moxie Co.;
20Apr53; KK85038.

MUCKLE MANUFACTURING COMPANY ©.
Muckle-vent. Power roof ventilators.
Folder. © 26Mar53; KK83739.

MUELLER (C. F.) COMPANY ©.
Egg noodles. 8 oz. net wt. Label.
© 5Mar53; KK83855.
Egg noodles. Mueller's. One pound
net wt. Label. © 26Nov52;
KK84353.
Elbow macaroni. Mueller's. 8 oz. net
wt. Label. © 9Mar53; KK85088.
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net wt. Label. © 29Apr53;
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David Grimm. © 22Jan53; KK86607.

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New famous Emkay Credo lights with
Fluk-It wick holder; look at these
selling features. Adv. Appl. au-
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DeRatter, Mouser, the perfected
Warfarin bait dispenser ...
Sheet. © T. W. Mullen; 4Apr53;
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Your dream kitchen can come to
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weight 2 ozs. Label. © 8Dec52;
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Everything tastes good with Mi-Poon
ten delicious candy food spoons.
Net. wt. 00 oz. Label. Appl.
author: Robert Charles Mulvey.
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MUMBLEAU, DEB J. ©.
Big Bass Fishing. Let's play the Big
Bass Fishing game. Sheet.
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Italian spaghetti dinner. Ready to
cook just like Italians make. Ready
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for 4. Label. © 25Mar53; KK83723.

MUNDT (CHARLES) AND SONS ©.
Perforated metals. Mundt's. Special-
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dustry. Folder. © 7Apr53;
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MURBANK, ROBERT T.
Acusti-luminus ceilings. KK80920.
SEE Luminous Ceilings, inc.

MURPHY, PETER.
Colder bottles mean more sales with Paragon beverage cooler De-frost-it. KK85361. SEE Paragon Electric Company.
Double profits for you. KK84225. SEE Paragon Electric Company.
Extra comfort for home owners with the Paragon window fan timer. KK85364. SEE Paragon Electric Company.
For accurate dependable defrosting time switches, specify Paragon. SEE Paragon Electric Company.
For Mother's Day, for June brides. KK84208. SEE Paragon Electric Company.
Give her the joy of automatic defrosting. KK85360. SEE Paragon Electric Company.
Here are some De-frost-it advertising ideas. KK84206. SEE Paragon Electric Company.
Keep cool in the easy way. KK85367. SEE Paragon Electric Company.
Look what Paragon is doing to help you build De-frost-it sales. KK84207. SEE Paragon Electric Company.
Make Paragon your headquarters, for automatic time controls. KK82407. SEE Paragon Electric Company.
Now, Paragon attic and window fan timers ... KK84213. SEE Paragon Electric Company.
One of these Paragon De-frost-it models will make any refrigerator self defrosting. KK84209. SEE Paragon Electric Company.
One of these Paragon De-frost-it thrifty twins brings automatic defrosting to your refrigerator. SEE Paragon Electric Company.
Paragon's new thrifty twins. KK84210. SEE Paragon Electric Company.
Specify Paragon for accurate, dependable time switches. KK85366. SEE Paragon Electric Company.
We repeat, de-frost-it. KK82398. SEE Paragon Electric Company.
A wonderful gift for mom. KK84433. SEE Paragon Electric Company.
Your dealers profit twice with this automatic control for your dehumidifier. KK82405. SEE Paragon Electric Company.

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MUTUAL CITRUS PRODUCTS COMPANY ©.
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I can make more money for you; new rubber-fibrous masking tape speeds your job. Mystik Self-Stik Thinflex. (Adhesive tapes) Adv. from Jobber topics, Mar. 1953, p. 258-259. Appl. author: George H. Hartman Co. © 15Mar53; KK83410.
I can save you time and money. New rubber-fibrous masking tape speeds your job. Mystik brand Self-Stik Thinflex masking tape. (Adhesive tapes) Adv. from Motor service, Mar. 1953, p. 136-137. Appl. author: George H. Hartman Co. © 15Mar53; KK83825.
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N

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

NAPOLI RESTAURANT, INC. ©.
Luigi's brand Italian pizza sauce. Net weight 10 1/2 ounces. Label. © 19Mar53; KK83725.
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Happy time assortment. KK86085. SEE Carr-Consolidated Biscuit Company.

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Moc-about, styled by Nashua. M2000A. (Shoe boxes) Label. Appl. author: Hoague-Sprague Corp. © 18Dec52; KK81000.
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Card no. 1. Cover. © 1Mar53 (in notice: 1952); KK85882.
Card no. 2. Index. © 1Mar53 (in notice: 1952); KK85883.
Card no. 3. Map reading. © 1Mar53 (in notice: 1952); KK85881.
Card no. 4. Sleeping out, part I. © 1Mar53 (in notice: 1952); KK85884.
Card no. 5. Sleeping out, part II. © 1Mar53 (in notice: 1952); KK85885.
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Card no. 7. Camping with animals.
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Card no 8. Bow, drill, fire board.
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Card no. 9. How to keep warm in
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Card no. 11. Drinking water.
© 1Mar53 (in notice: 1952);
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Card no. 12. Indian candle holders.
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Card no. 13. Flags and pennants.
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Card no. 16. First aid, part I.
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& dislocations, part II.
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Card no. 18. Camp shower.
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Card no. 19. Artificial respira-
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KK85852.

Card no. 22. Predatory animals.
© 1Mar53 (in notice: 1952);
KK85853.

Card no. 23. Western hats.
© 1Mar53 (in notice: 1952);
KK85854.

Card no. 24. Types of western
bridles. © 1Mar53 (in notice:
1952); KK85855.

Card no. 25. Western clothes, why
and uses. © 1Mar53 (in notice:
1952); KK85856.

Card no. 26. Western saddles.
© 1Mar53 (in notice: 1952);
KK85857.

Card no. 27. Types of western
saddles. © 1Mar53 (in notice:
1952); KK85858.

Card no. 28. Frontier pistols.
© 1Mar53 (in notice: 1952);
KK85859.

Card no. 29. Frontier rifles.
© 1Mar53 (in notice: 1952);
KK85860.

Card no. 30. Lariat use. © 1Mar53
(in notice: 1952); KK85861.

Card no. 31. Indian sculpture.
© 1Mar53 (in notice: 1952);
KK85862.

Card no. 32. Drum messages.
© 1Mar53 (in notice: 1952);
KK85863.

Card no. 33. Indian face markings,
warpath. © 1Mar53 (in notice:
1952); KK85864.

Card no. 34. Skiing, part I.
© 1Mar53 (in notice: 1952);
KK85865.

Card no. 35. Skiing, part II.
© 1Mar53 (in notice: 1952);
KK85866.

Card no. 36. Indian masks.
© 1Mar53 (in notice: 1952);
KK85867.

NATIONAL BROACH AND MACHINE COMPANY ©.
Broaching practice. 80 p. Appl.
author: William Wilson Burden.
© 2Apr53; KK84987.

NATIONAL DAIRY PRODUCTS CORPORATION ©.
Get sealtest fresh dipped ice cream.
One pint liquid. [Blue background]
Label. Appl. author: Raymond Loewy
Associates. © 22Jan53; KK82705.

NATIONAL DISTILLERS PRODUCTS CORPORA-
TION ©.
At fabulous Waikiki, smart guests
agree on PM, the dividend whiskey.
Adv. from Life, Mar. 23, 1953, p.
67-68. Appl. author: The Biow
Co., inc. © 23Mar53; KK86880.

At French Lick Springs, smart guests
agree on PM, the dividend whiskey.
Adv. from Life, May 11, 1953, p.
59. Appl. author: The Biow Co.,
inc. © 11May53; KK85102.

At Santa Barbara, smart guests agree
on PM, the dividend whiskey.
Adv. from Life, Apr. 13, 1953, p.
190. Appl. author: The Biow Co.,
inc. © 13Apr53; KK85051.

At Southampton, smart guests agree
on PM. Enjoy today's magnificent
PM, the dividend whiskey. Adv.
from Life, June 8, 1953, p. 102.
Appl. author: The Biow Co., inc.
© 8Jun53; KK86304.

NATIONAL HOMES CORPORATION ©.
Be sure to see this surprise home of
the year. National Homes. (Pre-
fabricated houses) Adv. from the
American home, Mar. 1953, p. 111.
Appl. author: Applegate Advertising
Agency. © 25Feb53; KK82663.

Be sure to see this surprise home of
the year. (Prefabricated houses)
Adv. from the Rushville republican,
Rushville, Ind., Feb. 20, 1953, p.
10. Appl. author: Applegate Adver-
tising Agency. © 12Feb53; KK82649.

Buy your houses in one pre-sold,
complete package, from National
Homes. (Prefabricated houses)
Adv. from American builder, Feb.
1953, p. 136B-136C. Appl. author:
Applegate Advertising Agency.
© 1Feb53; KK82423.

Home builders. See it today. The
surprise home of the year. The
magnificent Monterey, by National
Homes. Adv. from Chicago tribune,
Jan. 18, 1953, p. 8. Appl. au-
thor: Applegate Advertising
Agency. © 18Jan53; KK82099.

Home builders. Start building Nation-
al homes for bigger profits in '53.
(Prefabricated houses) Adv. from
NAHB correlator, Jan. 1953, p. 99-
102. Appl. author: Applegate Ad-
vertising Agency. © 4Jan53;
KK81366.

Now, new low down payments, monthly
payments less than rent. See this
new 1953 Coronet, by National
Homes. (Prefabricated houses)
Adv. from the New York times, Nov.
2, 1952, p. 81, section 1. Appl.
author: Applegate Advertising
Agency. © 2Nov52; KK81342.

Presenting the Monterey by National
Homes. Surprise home of the year.
(Prefabricated houses) Adv. from
Living for young homemakers, Mar.
1953, p. 25-28. Appl. author:
Applegate Advertising Agency.
© 20Feb53; KK82749.

Why should I become a National Homes
builder? (Prefabricated houses)
18 p. Appl. author: Applegate Ad-
vertising Agency. © 17Jan53;
KK81861.

NATIONAL OAK FLOORING MANUFACTURERS'
ASSOCIATION ©.

Planning and decorating with furni-
ture. (Oak flooring) 15 p.
Appl. author: Fuller & Smith &
Ross, inc. © 30Dec52; KK81343.

NATIONAL RESEARCH CORPORATION ©.
Diffusion pump performance (Q-P
curves) (High vacuum equip-
ment) Sheet. © 7May53; KK86198.
Vacuum gauges, model 710 thermo-
couple, ionization gauge con-
trol. (High vacuum equipment)
Sheet. © 3Jun53; KK86199.

NATIONAL RETAIL HARDWARE ASSOCIATION ©.
Your best values for hardware week.
Adv. from the Saturday evening
post, Apr. 19, 1952, p. 182.
Appl. author: Fred R. Olmsted.
© 19Apr52; KK83200.

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 heat-
ing your water the electric way.
Sheet. Appl. author: William
S. Roberts. © 25Mar53; KK81660.
I'm living better. Now that we have
electric power at our house, ...
Sheet. Appl. author: William S.
Roberts. © 25Feb53; KK83750.

It wuz a shock to us all. Plenty
of room for one more. (Electric
service) Sheet. Appl. author:
William S. Roberts. © 25Mar53;
KK84159.

Our heartiest good wishes to you for
the best year of your lives. (Elec-
tric service) Sheet. Appl. author:
William S. Roberts. © 30Nov52;
KK80968.

Save the electric way. Using elec-
tricity to do the chores around
the farm ... (Electric service)
Adv. Appl. author: William S.
Roberts. © 25Jan53; KK82378.

Willie Wirehand says: An electric
home laundry means cleaner clothes
... Adv. Appl. author: William
S. Roberts. © 30Nov52; KK80967.

Willie Wirehand says: First on
your list of electric farm
equipment should be a pressure
water system. Sheet. Appl.
author: William S. Roberts.
© 25Feb53; KK84161.

Willie Wirehand says: Good wiring
safety, convenience, economy, more
production. Proper electric wiring
pays its way ... Adv. Appl. au-
thor: William S. Roberts.
© 25Jan53; KK82377.

Willie Wirehand says: Take the
hazards out of haymaking with a
drier. Adv. Appl. author:
William S. Roberts. © 27May53;
KK86599.

Willie Wirehand says: Water warmer
for your chickens. Sheet. Appl.
author: William S. Roberts.
© 29Dec52; KK81409.

NATIONAL STORE FIXTURE AND EQUIP-
MENT COMPANY ©.
The ultimate in self selection, the
Multi-Unit. (Display furniture)
Folder. © 5Jan53 (in notice: 1952);
KK83695.

NATIONAL TEA COMPANY ©.
Free. No cash necessary, no cash
accepted. Club Aluminum Hammer-
craft cookware to be purchased
with your sales tax receipts
from National. Adv. Appl. au-
thors: Valentine Samuel Bawnan
& National Tea Co. © 29Apr53;
KK86190.

NATIONAL TUBE DIVISION, UNITED STATES STEEL CORPORATION. SEE United States Steel Corporation. National Tube Division.

NATIONAL WELDING EQUIPMENT COMPANY ©. How to clinch that sale. (Welding equipment) Pamphlet. Appl. author: Ernest Ludwig Mathy. © 15Apr53; KK84669.

You don't need an egg beater to mix gases. Gases are just naturally good mixers. (Gas welding and flame cutting equipment) 22 p. Appl. author: Ernest Ludwig Mathy. © 30Mar53; KK84460.

NATVAR CORPORATION ©. Natvar Aboglas, a new Natvar class B composite insulation with exceptional toughness and flexibility. (Industrial insulating material) Folder. Appl. author: Walter Lewis Funnell. © 30Jan53; KK82598.

NECCHI SEWING MACHINE SALES CORPORATION ©. Watch the amazing Necchi without attachments, sew on buttons, embroider ... [Woman sewing on machine; fabric with samples] Adv. from Good housekeeping, Feb. 1953, p. 264. Appl. author: Doyle Dane Bernbach, inc. © 15Jan53; KK81323.

You are looking at a wonder wheel, the most amazing invention in sewing machine history. Necchi. Adv. from Life, May 25, 1953, p. 9. Appl. author: Doyle Dane Bernbach, inc. © 25May53; KK86619.

NEEDHAM, LOUIS AND BRORBY, INC. End scuffed-up floors. KK83278. SEE Johnson (S. C.) and Son, inc. Let electricity wax your floors. KK84260. SEE Johnson (S. C.) and Son, inc.

Rival TV networks share the honors. KK84358. SEE Johnson (S. C.) and Son, inc.

Top TV commercial. KK83102. SEE Johnson (S. C.) and Son, inc.

TV show how pays off. KK83378. SEE Johnson (S. C.) and Son, inc.

NEHI BEVERAGE COMPANY ©. Throw away the cap. The fizz stays. Fixed fizz, a new kind of mixer. Par-T-Pak now gives you a new mixer ... Adv. Appl. author: Ivan A. Nielson. © 7Nov52; KK81025.

NEIMAN-MARCUS COMPANY ©. Announcing our January sale of furs. Adv. from the Dallas morning news. © 2Jan53 (in notice: 1952); KK81355.

The bride wore mink. Natural ranch mink in a wonderful trousseau fur. Adv. from the Dallas morning news, Apr. 19, 1953, p. 5. © 19Apr53; KK84648.

Continuing our great sale of furs. Neiman-Marcus. Adv. © 7Jan53; KK81147.

Different. The new stoles, Neiman-Marcus mink at its most exciting and fashionable. (Fur) Adv. from the Dallas morning news, Mar. 25, 1953, p. 15. © 25Mar53; KK83837.

Dramatic N-M fur sale, 1/2 off and more. Adv. © 27May53; KK85957.

February fur sale. Whether you were born under the sign of Aquarius or not, the month of February is going to be ... Adv. © 1Feb53; KK82010.

Fox hunting? Neiman-Marcus. If you've kept an eye on fashion, you know it's the smart thing to do. Fox is back. (Fur) Adv. © 4Dec52; KK82156.

The fur value of the year. Blond and brown-dyed muskrat. Adv. © 26Mar53; KK83838.

The great January sale of N-M furs. Adv. from the Dallas morning news, Jan. 4, 1953. © 4Jan53; KK81087.

The inaugural ball. For the grandest of state occasions, we see one Neiman-Marcus woman wearing ... a magnificent sweep of natural black mink ... (Fur) Adv. © 11Jan53; KK81320.

A little mink goes a long way. From our always new collection of summer travel minks. (Furs) Adv. © 19May53; KK85548.

A mink for summer. We thoroughly recommend it, the small, smart fur that goes over an Easter suit now, travels so well later. Adv. © 1Apr53; KK83839.

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 and fashionable stole of natural ranch mink ... Adv. © 6Dec52; KK82152.

More women bought fur coats this year at N-M than ever before in our history. Do you want to make history? Give her a mink from N-M. Adv. © 9Dec52; KK82154.

A most remarkable Christmas buy ... Neiman-Marcus. (Fur) Adv. © 17Dec52; KK80707.

N-M ranch mink \$650.00, tax included. Quite a buy, for all the luxury, all the joy of N-M mink ... (Fur) Adv. © 11Feb53; KK82283.

N-M's 500.00 limit fur sale. Choice N-M furs, fashionable, luxurious, and not a one costs more than ... Adv. © 13Feb53; KK82284.

Never before has this favored mink entered our Salon with such a beautiful price attached. Royal pastel mink, \$995.00. Adv. © 17Apr53; KK84647.

New mink stole shape. (Fur) Adv. © 13May53; KK85341.

Our final fur sale. Only four more days. Final reductions and further reductions have been made ... Adv. © 25Feb53; KK82751.

Outstanding value in ranch mink. (Fur) Adv. © 6May53; KK85134.

Presenting Topaze 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 rarest of rare furs. Adv. © 16Feb53; KK82429.

Ranch mink. By far and wide the greatest value we can offer today ... Neiman-Marcus. (Fur) Adv. © 22Dec52; KK80704.

The rarest of them all. Where else in the world but Neiman-Marcus will you find not only the rarest mink of all ... Adv. © 14Dec52; KK81020.

Sapphire mink. Announcing an important new collection of stoles in this precious mink color. (Fur) Adv. © 15Mar53; KK83681.

She's wonderful. She deserves a luxurious N-M fur scarf for Mother's Day. Adv. © 29Apr53; KK84905.

Silverblu mink, \$795.00. A wonderful fur for any age ... Adv. © 8May53; KK85342.

Some reduced for first time, all others further reduced. Final clearance of N-M furs, 1/2 price and less. Neiman-Marcus. Adv. © 11Mar53; KK83191.

Special purchase. Mink stoles for the small woman. (Fur) Adv. © 5Mar53; KK82869.

Special purchase. Mink stoles 795.00. Neiman-Marcus. (Fur) Adv. © 29Jan53; KK81839.

Special purchase N-M mink in 10 colors. Neiman-Marcus. (Fur) Adv. © 22Feb53; KK82519.

Summer fur. Neiman-Marcus' famous traveller, brown-dyed imported squirrel. Adv. © 15Apr53; KK84364.

The time to buy mink. (Fur) Adv. © 20Mar53; KK83652.

12 dramatic N-M mink values. Even our expert mink buyer is amazed over these values ... Neiman-Marcus. (Fur) Adv. © 10Apr53; KK84365.

295.00 and so N-M. What a Christmas this will be ... (Fur) Adv. © 20Dec52; KK80706.

\$295.00 tax included. N-M's smart fur cape buy. Rich brown-dyed squirrel. Adv. © 19Feb53; KK82411.

We suggest a fur scarf. A very memorable Christmas gift. Neiman-Marcus. Adv. © 21Dec52; KK80705.

Which fur would she prefer? If she's tall, small, slim or not, we think a three-quarter coat is an excellent gift choice. Adv. © 3Dec52; KK82153.

NELMS, RALPH AQUILLA. Don't drag the load. KK85656. SEE Reynolds Manufacturing Company. Reyco engineered brake drums are better from the start, best for the stop. KK82518. SEE Reynolds Manufacturing Company.

Reyco. When your trailer ... KK84642. SEE Reynolds Manufacturing Company.

NELSON, DICK. Be safe, use Fem-a-gene. KK82582. SEE Femagene Company.

NELSON (N. O.) COMPANY ©. Plumbing, heating, industrials. Quality Nonco products. Catalog 53A. (Supplies) 104 p. Appl. author: O. F. Depperman. © 15May53; KK85186.

NELSON, R. W. One application traffic lines that will last for years. KK83380. SEE Traffic Safety Supply Company.

NESTLÉ COMPANY, INC. ©. Beat high coffee prices. Save up to 25¢ and more a pound over ground coffee, by drinking Nescafé instant coffee. Adv. from New York herald tribune, May 1, 1953, p. 15. Appl. author: Sherman and Marquette, inc. © 1May53; KK84879.

Beat today's high coffee prices. Save up to 25¢ and more a pound over ground coffee by drinking Nescafé instant coffee. Adv. from New York world-telegram and sun, Mar. 26, 1953, p. 19. Appl. author: Sherman and Marquette, inc. © The Nestlé Co.; 26Mar53; KK83653.

Latin American coffee planter, Sr. Valente Salazar Hernández ... says: Nestlé's is the instant

coffee with genuine coffee flavor. All coffee, 100% coffee. Adv. from the Flint Journal, Dec. 30, 1952, p. 14. Appl. author: Sherman & Marquette, inc. © The Nestlé Co., inc.; 30Dec52; KK81734.

Make better coffee with new Nestlé's instant coffee than with ground coffee. Adv. from Philadelphia Inquirer, Feb. 19, 1953, p. 5. Appl. author: Sherman & Marquette, inc. © The Nestlé Co.; 19Feb53; KK82710.

Make better coffee with new Nestlé's instant coffee, than with ground coffee. Adv. from the Philadelphia Inquirer, Mar. 26, 1953, p. 42. Appl. author: Sherman and Marquette, inc. © The Nestlé Co.; 26Mar53; KK83967.

Make better coffee with new Nestlé's instant coffee than with ground coffee. So rich ... you just can't make a bad cup of coffee. Adv. from the Philadelphia Inquirer, Jan. 15, 1953, p. 5. Appl. author: Sherman & Marquette, inc. © The Nestlé Co.; 15Jan53; KK81630.

New Nescafé, 100% pure instant coffee, is first to guarantee you'll get better flavor than with ground coffee. Adv. from the Philadelphia Inquirer, May 25, 1953, p. 5. Appl. author: Sherman & Marquette, inc. © The Nestlé Co., inc.; 25May53; KK85901.

No other coffee, instant or ground, gives you the richer flavor of Nescafé instant coffee. Adv. from the Philadelphia Inquirer, Apr. 24, 1953, p. 39. Appl. author: Sherman and Marquette, inc. © 24Apr53; KK84798.

Redeem your Nescafé coupon now. Get 25¢ off ... No other coffee, instant or ground, gives you the richer flavor of Nescafé. Adv. from Evening bulletin, Philadelphia, May 14, 1953, p. 24. Appl. author: Sherman and Marquette, inc. © 14May53; KK85411.

NESTLE-LEMUR COMPANY.

How to apply Nestle Colorhair oil shampoo tint. Professional formula ... 13 p. Appl. author: Ethel Merklen. © The Nestle-Lemur Co.; 9Mar53; KK84747.

NEW, ERIC F.

Claire Carter, the blouse with the college education. KK84902. SEE Carter (Claire) Sportswear, inc.

NEW CASTLE PRODUCTS ©.

Add new life to lazy lunchrooms with Modernfold doors. Adv. from Nation's school, Apr. 1953, p. 166. Appl. author: The Buchen Co. © 1Mar53; KK83497.

Additional hospital space at no additional cost. Your ideas come to life, for life with Modernfold doors. (Folding doors) Adv. from Architectural record, Feb. 1953, p. 279. Appl. author: The Buchen Co. © 10Feb53; KK82534.

Best seller for 1953, new Spacemaster folding doors. Adv. from American lumberman, Mar. 23, 1953, p. 22-23. Appl. author: The Buchen Co. © 15Mar53; KK83646.

Central Oregon got more space at no more cost. The doors that fold like an accordion, Modernfold doors. Adv. from Institutions, Apr. 1953, p. 64. Appl. author: The Buchen Co. © 15Apr53; KK84663.

Create double-duty areas, cut construction costs with Modernfold doors. Adv. from Catholic building and maintenance, Mar. 1953, p. 61. Appl. author: The Buchen Co. © 20Mar53; KK83978.

Fit classrooms to class needs with Modernfold movable walls. Adv. from Nation's schools, Feb. 1953, p. 175. Appl. author: The Buchen Co. © 1Feb53; KK82251.

Flexible plan for an expanding family. Your ideas come to life, for life with Modernfold doors. You can't get more in a folding door. Adv. from House & home, magazine of building, Jan. 1953, p. 59. Appl. author: The Buchen Co. © 10Jan53; KK81661.

How Park Forest Homes, inc. sells with Modernfold doors. Your ideas come to life, for life with ... (Folding doors) Adv. from Magazine of building, house & home ed., May 1953, p. 209. Appl. author: The Buchen Co. © 10May53; KK85533.

How to build a bigger bedroom with your screwdriver. Just use smooth-folding Modernfold doors ... Adv. from Popular mechanics, Mar. 1953, p. 262. Appl. author: The Buchen Co. © 10Mar53; KK83335.

How to make wardrobe space 100% accessible. Your ideas come to life, for life with Modernfold doors. (Folding doors) Adv. from Magazine of building, house & home ed., Feb. 1953, p. 78. Appl. author: The Buchen Co. © 10Feb53; KK82535.

It's a best seller, new Spacemaster folding door. Adv. from American lumberman, Apr. 6, 1953, p. 217. Appl. author: The Buchen Co. © 3Apr53; KK84665.

Keep classrooms here, till you need them here. Modernfold doors come in sizes and colors to fit any need. Adv. from Church management, Feb. 1953, p. 27. Appl. author: The Buchen Co. © 1Feb53; KK82345.

Modernfold doors definitely help sales. Builder: Albert E. Thompson. Adv. from NAHB correlator, Mar. 1953, p. 117. Appl. author: The Buchen Co. © 1Mar53; KK83230.

Modernfold doors definitely help sales, says builder Albert E. Thompson. Adv. from Practical builder, Mar. 1953, p. 174. Appl. author: The Buchen Co. © 10Mar53; KK83496.

Modernfold doors really make houses more salable, says builder Clarence E. Fletcher. Adv. from American builder, Feb. 1953, p. 241. Appl. author: The Buchen Co. © 1Feb53; KK82646.

Modernfold doors really make houses more salable, says builder Clarence E. Fletcher. (Folding doors) Adv. from N A H B correlator, Jan. 1953, p. 6. Appl. author: The Buchen Co. © 1Jan53; KK81660.

Modernfold doors save space, create double duty rooms everywhere. You can't get more in a folding door. Adv. from Catholic building and maintenance, June 1953, p. 13. Appl. author: The Buchen Co. © 15Jun53; KK86897.

Modernfold magic gives you two bedrooms for the price of one door. Family growing? ... Your Modernfold man can show you how to make rooms ... (Folding doors) Adv. from House & garden, Jan. 1953, p. 82. Appl. author: The Buchen Co. © 18Jan53; KK81659.

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. 17. Appl. author: The Buchen Co. © 25Jan53; KK81658.

Modernfold magic puts extra rooms at your finger tips. Fitting a nursery right in your bedroom is easy ... (Folding doors) Adv. from Parents' magazine, June 1953, p. 90. Appl. author: The Buchen Co. © 25May53; KK85628.

Modernfold magic puts extra rooms at your finger tips. (Folding doors) Adv. from House beautiful, Apr. 1953, p. 213. Appl. author: The Buchen Co. © 18Mar53; KK83233.

Modernfold magic puts extra rooms at your finger tips. (Folding doors) Adv. from the Saturday evening post, May 16, 1953, p. 117. Appl. author: The Buchen Co. © 13May53; KK85319.

Modernfold magic saves space all through the house and in business too. (Folding doors) Adv. from the Saturday evening post, Feb. 14, 1953, p. 117. Appl. author: The Buchen Co. © 11Feb53; KK83232.

Modernfold magic saves space all through the house. (Folding doors) Adv. from Home modernizing, spring-summer ed, p. 42. Appl. author: The Buchen Co. © 15Mar53; KK84125.

Modernfold makes the sale much easier. Builder William De Benedet. (Folding doors) Adv. from NAHB correlator, May 1953, p. 143-144. Appl. author: The Buchen Co. © 1May53; KK85785.

More room all through the house. Your ideas come to life, for life with Modernfold doors. Adv. from Magazine of building house and home, Mar. 1953, p. 169. Appl. author: The Buchen Co. © 10Mar53; KK83493.

New Spacemaster folding door by Modernfold Doors. Designed for your home and your pocket book. Folder. Appl. author: The Buchen Co. © 14Jan53; KK81625.

Now for the first time in housing history you can offer buyers quality folding doors and cut your per opening costs too. New Spacemaster doors by Modernfold. Adv. from American builder, Jan. 1953, p. 188-189. Appl. author: The Buchen Co. © 1Jan53; KK82002.

Now, for the first time, profit from the proven sales appeal of quality folding doors ... New Spacemaster folding doors by Modernfold ... Sheet. Appl. author: The Buchen Co. © 14Jan53; KK81627.

1 + 8 = 6? One auditorium. 8 Modernfold doors. Result six Sunday school classrooms. Adv. from Church management, Mar. 1953, p. 35. Appl. author: The Buchen Co. © 1Mar53; KK83231.

One room fits large crowds, or small gatherings perfectly when you have Modernfold flexibility at your finger tips. (Folding doors) Adv. from American funeral director, Mar. 1953, p. 32. Appl. author: The Buchen Co. © 12Mar53; KK83510.

Private dining room? Coming right up. Setting up a private dining room is a cinch when you can call on the flexibility of Modernfold doors. Adv. from Institutions, Mar. 1953, p. 78. Appl. author: The Buchen Co. © 15Mar53; KK83647.

- NEW CASTLE PRODUCTS ©. Cont'd.
 Problem: To find more classrooms quickly. Solution: Modernfold doors. Adv. from Nation's schools, Mar. 1953, p. 190. Appl. author: The Buchen Co. © 1Feb53; KK83495.
- 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. 42. Appl. author: The Buchen Co. © 12Jan53; KK81909.
- See how Modernfold magic brings dead corners to life. (Folding doors) Adv. from American home, Apr. 1953, p. 115. Appl. author: The Buchen Co. © 5Mar53; KK83494.
- See what Modernfold magic can do for your kitchen. (Folding doors) Adv. from Better homes & gardens, Mar. 1953, p. 246. Appl. author: The Buchen Co. © 25Feb53; KK82483.
- Simple, space saving passage closure. Your ideas come to life, for life with Modernfold doors. Adv. from House & home, Apr. 1953, p. 10. Appl. author: The Buchen Co. © 10Apr53; KK84664.
- Spacemaster beauty is more than skin deep ... Folding doors by Modernfold Doors. Card. Appl. author: The Buchen Co. © 14Jan53; KK81626.
- The spacesaver, for architects and builders. Modernfold Doors. Spring 1953. Pamphlet. Appl. author: R. H. McConville. © 29May53; KK85983.
- Space savers, cost savers, sales builders. Modernfold doors let you offer customers more for less. Adv. from American builder, Apr. 1953, p. 193. Appl. author: The Buchen Co. © 1Apr53; KK84856.
- NEW ENGLAND ART PUBLISHERS ©.
 Another ... money-making plan for you. Start your own greeting card and gift shop at home. Folder. © 7Jan53; KK81031.
- Box assortment order blank everyday 1953. (Greeting cards) Sheet. © 7Jan53; KK81034.
- New England Art Publishers proudly present their new 1953 everyday line of best selling, top quality, super value greeting card assortments ... 47 p. © 7Jan53; KK81032.
- Yours, this useful, famous Ekco aluminum mixing bowl at almost 1/2 price with offer below. (Greeting cards) Poster. © 7Jan53; KK81033.
- NEW ENGLAND TANK AND TOWER COMPANY ©.
 Nettco agitator equipment catalog 530. 49 p. Appl. author: Hammond-Goff Co. © 25May53; KK85466.
- NEW MILL NOODLE AND MACARONI COMPANY ©.
 Polka noodles. 1 lb. New Mill, a better noodle for the better trade. Label. © 15Dec52; KK81141.
- NEWALD, CORA GEIGER.
 Safe and sound. KK82138. SEE Babe-e-Tenda Corporation.
- NEWCOMB, BENJAMIN R.
 The Waldron Heliofast high speed textile printer. KK83798. SEE Waldron (John) Corporation.
- Waldron reverse roll coater. KK86424. SEE Waldron (John) Corporation.
- NEWHOUSE, EDNA H., AND ERNEST J. NEWHOUSE, owners, PACIFIC LUBRICANTS COMPANY. SEE Pacific Lubricants Company.
- NEWHOUSE, ERNEST J., AND EDNA H. NEWHOUSE, owners, PACIFIC LUBRICANTS COMPANY. SEE Pacific Lubricants Company.
- NEWMAYER, FRED L.
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- 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 tribune, Mar. 22, 1953. Appl. author: Arthur William Prussing. © 22Mar53; KK83461.
- Rugs, save up to 1/2. You'll say amazing. Olson rugs. Adv. from Christian herald, Apr. 1953. Appl. author: Arthur William Prussing. © 25Mar53; KK84887.
- Save up to 1/2 on rugs. Look what you can do with your old rugs, clothing. Olson rug book. Adv. from Workbasket, Jan. 1953. Appl. author: Arthur William Prussing. © 1Jan53; KK83700.
- OMAR, INC. ©.
Bakery fresh to your door. Omar. Tray no. 237. (Rolls & pastries) Label. © 2Mar53; KK82849.
Caraway rye bread. Omar. Net weight 1 pound. Label. © 2Mar53; KK82840.
Cheese bread. Omar. Net weight 1 pound. Label. © 2Mar53; KK82845.
Cinnamon raisin bread. Omar. Net weight 1 pound. Label. © 2Mar53; KK82835.
Cracked wheat bread. Omar. Net weight 1 pound. Label. © 2Mar53; KK82839.
Half and half bread. Omar. Net weight 1 pound. Label. © 2Mar53; KK82841.
Half rye bread. Omar. Net weight 1 pound. Label. © 2Mar53; KK82843.
Old country rye bread. Omar. Net weight 1 pound. Label. © 2Mar53; KK82846.
Old fashioned bread. Omar. Net weight 1 1/4 pounds. Label. © 2Mar53; KK82847.
Old fashioned white bread. Omar. Net weight 18 oz. or over. Label. © 2Mar53; KK82848.
Omar cake. How to cut tender Omar cakes. Carton no. 105. Label. © 2Mar53; KK82850.
Pullman rye bread. Omar. Net weight 22 ozs. or over. Label. © 2Mar53; KK82834.
Pullman wheaty bread. Omar. Net weight 22 ozs. or over. Label. © 2Mar53; KK82833.
Pullman white enriched bread. Omar. Net weight 22 ozs. or over. Label. © 2Mar53; KK82832.
Raisin bread. Omar. Net weight 1 pound. Label. © 2Mar53; KK82836.
Raisin nut bread. Omar. Net weight 1 pound. Label. © 2Mar53; KK82837.
Rye bread. Omar. Net weight 1 pound. Label. © 2Mar53; KK82842.
Vienna bread. Omar. Net weight 1 pound. Label. © 2Mar53; KK82844.
Wheaty bread. Omar. Net weight 1 pound. Label. © 2Mar53; KK82838.
White enriched bread. Omar. Net weight 20 ozs. or over. Label. © 2Mar53; KK82831.

- ONEIDA, LTD. ©.
Beauty of a buy for brides. The new Enchantment in a 66-piece service for 8 ... 1881 Rogers silverplate ... Adv. from Life, Apr. 20, 1953, p. 43. Appl. author: J. Walter Thompson Co. © 17Apr53; KK85062.
- Just in time for Christmas -- Community. New modern living set. (Silverware) Adv. from Life, Nov. 1, 1952, p. 4; of cover. Appl. author: Tessie Krause. © 28Nov52; KK81581.
- Loving and giving and faith and grace are implicit in your selection of Heirloom sterling this Christmas. (Sterling silver) Adv. from Harper's bazaar, Nov. 1952, p. 4 of cover. Appl. author: J. Walter Thompson Co. © 1Nov52; KK80914.
- Now, Damask Rose holloware; one of the most beloved patterns of our time. (Sterling silver) Adv. from Living for young homemakers, Dec. 1952, p. 103. Appl. author: J. Walter Thompson Co. © 20Nov52; KK80915.
- The perfect setting for you, the contemporary Brookwood. (Silverware) Adv. from Life, May 11, 1953, p. 18. Appl. author: J. Walter Thompson Co. © 8May53; KK85586.
- The perfect setting for you, the new Enchantment. (Silverplate) Adv. from Life, Nov. 24, 1952, p. 98. Appl. author: J. Walter Thompson Co. © 21Nov52; KK80915.
- The perfect setting for you. The romantic Plantation. (Silverware) Adv. from Life, Mar. 30, 1953, p. 102. Appl. author: J. Walter Thompson Co. © 27Mar53; KK84091.
- She's in love and she loves Community; and her very first party is dinner for eight. (Silverware) Adv. from Household, Oct. 1952. Appl. author: Tessie M. Krause. © 20Sep52; KK81582.
- She's in love, and she loves Community. And she doesn't think it's fun to be a slowpoke. (Silverware) Adv. from Redbook, Feb. 1953, p. 4 of cover. Appl. author: Tessie M. Krause. © 30Jan53; KK83567.
- She's in love, and she loves Community. And she wants all her silverware when she wants it. Adv. from Household, Apr. 1953. Appl. author: Tessie M. Krause. © 20Mar53; KK84938.
- There's a new sterling silver in a great tradition Oneida Community sterling. (Silverware) Adv. from House & garden, Oct. 1952. Appl. author: Tessie M. Krause. © 18Sep52; KK81584.
- There's a new sterling with a proud and famous name, Oneida Community sterling. (Silverware) Adv. from House and garden, Nov. 1952. Appl. author: Tessie M. Krause. © 18Oct52; KK81583.
- OPREAN, SABIN ©.
Youpop. Net cont. 2 fl. oz. or over. (Frozen confection on a stick) Label. © 26Jan53; KK81811.
- ORAL PROPHYLACTIC ASSOCIATION, INC.
Baby-Bite scientific teether. Designed by a dentist. (Teething rings) Sheet. Appl. author: John A. Maker. © The Oral Prophylactic Assn., inc.; 21Jan53 (in notice: 1952); KK81636.
- Maker's Midget, a toothbrush for children 6 months to 6 years. Card. Appl. author: John A. Maker. © The Oral Prophylactic Association, inc.; 16Feb53; KK82416.
- OREGON HEARING CENTER ©.
Revolutionary new Tru-Sonic-D-2 hearing device. Wear nothing in your ear except this tiny device. Adv. Appl. author: Forrest A. Jones. © 25Jun53; KK86895.
- These 5 points can change your life. Compare Tru-Sonic with any other. (Hearing aids) Adv. from the Oregon Journal, May 28, 1953, p. 10. Appl. author: Hal Short & Co. © 28May53; KK86217.
- Why be lonely in a crowd. Tru-Sonic, complete hearing aid. Adv. from the Oregonian, May 24, 1953, p. 36. Appl. author: Hal Short & Co. © 24May53; KK86218.
- You can hear again today. Tru-Sonic, complete hearing aid. Adv. from the Oregonian, May 29, 1953, p. 3. Appl. author: Hal Short & Co. © 29May53; KK86219.
- You never need be lonely again. Tru-Sonic, complete hearing aid. Adv. from the Oregonian, June 1, 1953, p. 15. Appl. author: Hal Short & Co. © 1Jun53; KK86220.
- ORLEY CORPORATION ©.
Good things to eat, by freezing. The Orley home freezer. 36 p. Appl. author: Charles F. Rosen. © 16Mar53; KK85583.
- ORR (ROBERT W.) AND ASSOCIATES, INC.
Give yourself a coffee-break. SEE Pan-American Coffee Bureau.
- Give yourself a coffee-break and get what coffee gives to you. SEE Pan-American Coffee Bureau.
- Good friends for him and mother, too in Dell comics. KK81314. SEE Dell Publishing Company, inc.
- OSHKOSH TRUNKS AND LUGGAGE ©.
The Oshkosh 5-point plan for orderly traveling with your Oshkosh OT wardrobe case. [Packing instructions] Sheet. Appl. author: Edna O'Brien. © 15Oct52; KK80775.
- Our design for orderly traveling with your Oshkosh all-hanger wardrobe dress carrier. [Packing instructions] Sheet. Appl. author: Edna O'Brien. © 15Oct52; KK80776.
- OSTER (JOHN) MANUFACTURING COMPANY ©.
It's a red hot deal. It's exclusive with Oster. It's a money maker for you. Osterizer. Adv. from Housewares review, Feb. 1953, p. 35. Appl. author: William E. Juhre. © 25Jan53; KK84211.
- It's a red hot promotion. It's exclusive with Oster. It's a money maker for you. Osterizer. Adv. from Retailing daily, Apr. 30, 1953, p. 28. Appl. author: William Juhre. © 30Apr53; KK85363.
- Look, make meals in minutes with the new modern meal maker. Osterizer. Adv. from the Saturday evening post, Mar. 28, 1953, p. 75. Appl. author: William Juhre. © 25Mar53; KK84219.
- Look, meals in minutes with the new modern meal maker, the Osterizer. Adv. from Better homes & gardens, Apr. 1953, p. 202. Appl. author: William Juhre. © 25Mar53; KK84220.
- Look, the new modern meal maker puts party in every meal. The Osterizer. Adv. from McCall's, May 1953, p. 97. Appl. author: William Juhre. © 22Apr53; KK85358.
- Look what the new modern meal maker will do for you in '53. Look, the biggest market of any kitchen appliance. Osterizer. Adv. from Appliance & radio dealers news, Jan. 5, 1953, p. 58. Appl. author: William Juhre. © 5Jan53 (in notice: 1952); KK82496.
- Look what you can do with the Osterizer. The new modern meal maker ... Adv. from Better homes & gardens, Mar. 1953, p. 23. Appl. author: William Juhre. © 25Feb53; KK84221.
- Look what you can do with the Osterizer. The new modern meal maker that's smart and so simple to use. Adv. from the Bride's magazine, Apr. 15, 1953, p. 150. Appl. author: William Juhre. © 15Apr53; KK85368.
- Look what you can do with the Osterizer. The new modern meal maker that's smart and so simple to use. Adv. from What's new in home economics, Mar. 1953, p. 99. Appl. author: William Juhre. © 1Mar53; KK84214.
- Look what you get for a gift when you buy the Osterizer, the new modern meal maker. Adv. from the Saturday evening post, Feb. 28, 1953, p. 73. Appl. author: William E. Juhre. © 25Feb53; KK84222.
- Look what's happening to your market. The Osterizer now doubles and re-doubles your liquefier-blender market. Adv. from Hardware retailer, May 1953, p. 221. Appl. author: Dick Einwalter. © 5May53; KK86069.
- The new modern meal maker ... Only the Osterizer, the original liquefier-blender has all these practical features. Adv. from What's new in home economics, Apr. 1953, p. 120. Appl. author: William Juhre. © 1Apr53; KK84216.
- Next to a caress you'll like this best. Oster message instrument. Adv. from Esquire, Dec. 1952, p. 38. Appl. author: Earl Swanson. © 15Nov52; KK81081.
- Other fine Oster products. Portable mixer, Airjet electric hair dryer, double action electric knife sharpener. Adv. from What's new in home economics, Apr. 1953, p. 121. Appl. author: William Juhre. © 1Apr53; KK84217.
- Oster offers you a great gift-time opportunity. (Electric housewares) Adv. from Electrical merchandising, Nov. 1952, p. 171. Appl. author: Earl Swanson. © 15Oct52; KK81082.
- Suffer from D. E. D. (day's end drag)? Relax magically with an Oster message instrument. Adv. from Esquire, June 1953, p. 153. Appl. author: William Juhre. © 6May53; KK85362.
- Wedding belles are singing. The modern meal-maker that works meal-time magic. Osterizer. Adv. from the Bride's magazine, Jan. 15, 1953, p. 192. Appl. author: William Juhre. © 15Jan53 (in notice: 1952); KK82495.
- OVERHEAD DOOR CORPORATION ©.
Adds to the beauty, value and convenience of the home. America's great name in quality doors. The Overhead Door. Adv. from American builder, June 1953, p. 155. Appl. author: Applegate Advertising Agency. © 1Jun53; KK86790.
- America's great name in quality doors. The Overhead Door. (Garage doors) Adv. from Architectural forum, Apr. 1953, p. 4 of cover. © 15Apr53; KK85001.

Beauty is as beauty does. Only Overhead Door Corporation and its manufacturing divisions make the Overhead Door. (Garage doors) Adv. from American builder, Mar. 1953, p. 3 of cover. Appl. author: Applegate Advertising Agency. © 1Mar53; KK83327.

The door that takes hard knocks. The Overhead Door. (Garage doors) Adv. from Architectural forum, May 1953, p. 4 of cover. Appl. author: Applegate Advertising Agency. © 15May53; KK86351.

First to build a five-section door with wide horizontal panels, 1951. Only the Overhead Door. (Garage doors) Adv. from House and home, Feb. 1953, p. 174. Appl. author: Applegate Advertising Agency. © 1Feb53; KK82662.

First to design a modern door for commercial and industrial buildings, 1951. The Overhead Door. (Garage doors) Adv. from Architectural forum, Feb. 1953, p. 4 of cover. Appl. author: Applegate Advertising Agency. © 15Feb53; KK83222.

Garage doors of beauty, endurance, utility, convenience. The Overhead Door. Folder. Appl. author: Applegate Advertising Agency. © 15Apr53; KK85004.

An idea developed here, revolutionized the door business. Adv. from House & Home, Jan. 1953, pp. 6 & 7. Appl. author: Applegate Advertising Agency. © 1Jan53; KK81404.

It floats on 20 points of strength. New stock door no. 401-2. The Overhead Door. (Garage doors) Sheet. Appl. author: Applegate Advertising Agency. © 15Apr53; KK85002.

The man is wise who specifies the Overhead Door for garage, factory, warehouse. Adv. from Architectural forum, Mar. 1953, p. 4 of cover. Appl. author: Applegate Advertising Agency. © 15Mar53; KK84543.

The most beautiful garage door, and the best engineered. The Overhead Door. America's great name in quality doors. Adv. from Better homes and gardens, July 1953, p. 132. Appl. author: Applegate Advertising Agency. © 26Jun53; KK86789.

Open your door electrically without leaving your car. The Overhead Door. (Garage doors) Folder. Appl. author: Applegate Advertising Agency. © 15Apr53; KK85003.

The Overhead Door. Miracle Wedge, Salt Spray Steel. (Garage doors) 11 p. Appl. author: Applegate Advertising Agency. © 1Jan51; KK84995.

The perfect door for that extra room. The Overhead Door. (Garage door) Adv. from House & home, May 1953, p. 87. Appl. author: Applegate Advertising Agency. © 1May53; KK85788.

So easy to open. You're wise to choose the Overhead Door. Adv. from Better homes & gardens, May 1953, p. 303. Appl. author: Applegate Advertising Agency. © 24Apr53; KK85486.

The strongest garage door built today, the Overhead Door. Adv. from American builder, May 1953, p. 225. Appl. author: Applegate Advertising Agency. © 1May53; KK85485.

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

Saturday evening post, June 6, 1953, p. 132. Appl. author: Applegate Advertising Agency. © 3Jun53; KK86350.

Trust this famous trade mark to get the finest door for your garage. The Overhead Door. Adv. from Better homes & gardens, June 1953, p. 269. Appl. author: Applegate Advertising Agency. © 27May53; KK85787.

You're wise to choose the Overhead Door. America's great name in quality doors. Adv. from Small homes guide, 30th ed., summer-fall 1953, p. 111. Appl. author: Applegate Advertising Agency. © 15Apr53; KK84851.

OWENS (H. E.) AND COMPANY ©.

I'll do your dirty work. Lennox warm air heating systems. Folder. © 16Apr53; KK84659.

OWENS-ILLINOIS GLASS COMPANY. LIBBEY GLASS DIVISION ©.

Let's celebrate with hostess sets by Libbey glass. Rose Classic, Basket Weave ... (Table glass) Adv. from Better homes & gardens, May 1953, p. 213. Appl. author: J. Walter Thompson Co. © 20Apr53; KK85064.

Libbey's 135th anniversary. Basket Weave, International ... Let's celebrate. (Table glass) Adv. from House beautiful, May 1953, p. 89. Appl. author: J. Walter Thompson Co. © 20Apr53; KK85063.

New designs by Freda Diamond. Jenny, Glenmore. Libbey glass. (Table glass) Adv. from House & garden, May 1953, p. 186. Appl. author: J. Walter Thompson Co. © 23Apr53; KK85065.

New sparklers with down-to-earth stems and prices. Designed by Freda Diamond to pick up the glimmer of candlelight. Libbey glass. (Table glass) Adv. from House beautiful, Apr. 1953, p. 172. Appl. author: J. Walter Thompson Co. © 20Mar53; KK84093.

OXFORD PRINTING COMPANY.

Headquarters for beautiful placards for Christian Science lectures. Why not the best placards for your church? Sheet. © The Oxford Printing Co., George E. Carl, prop.; 20Oct52; KK82136.

OZARKA, INC. ©.

Ozarka laminated boat kits. Exclusive super strength laminated oak rib and stem construction. 39 p. Appl. author: Robert Hey. © 12Jan53; KK84459.

P

P AND G SUPPLY COMPANY, INC. ©.

Adapters that fit will solve your faucet problems. (Washing machine fittings and assemblies) Sheet. © 1Jun53; KK86141.

Filler and drain, w/5 ft. of hose, no. FD2. Supplement no. 253. P and G. (Washing machine fittings and hose assemblies) Pamphlet. © 1Apr53; KK84837.

Supplement no. 1252. (Washing machine fittings & hose assemblies) Folder. © 15Jan53; KK81759.

PABST BREWING COMPANY ©.

Before you use any feed supplemente, find out the facts about Pabst feed supplements. (Animal feed) Adv. from American feed & grain dealer, Nov. 1952, p. 17. Appl. author: Warwick & Legler, inc. © 15Nov52; KK82528.

Between rounds treat your friends to a round of smooth, sociable, satisfying Pabst Blue Ribbon. (Beer) Adv. from Life, Mar. 16, 1953, p. 104. Appl. author: Warwick and Legler, inc. © 13Mar53; KK83808.

Blue points and Blue Ribbon. Drink Pabst Blue Ribbon. Satisfy your thirst for better beer. Adv. from Life, Feb. 2, 1953, p. 49. Appl. author: Warwick and Legler, inc. © 30Jan53; KK83809.

Brewing our finest beer in 109 years. Pabst Blue Ribbon. Adv. from the Brewers digest, Apr. 1953, p. 16. Appl. author: Warwick & Legler, inc. © 15Apr53; KK86223.

Congratulations, to the graduating members of the Navy Supply Corps School from the brewers of Pabst Blue Ribbon. (Beer) Adv. from Oak Leaf, spring 1953, p. 8-3. Appl. author: Warwick & Legler, inc. © 15Apr53; KK85481.

For reliability, textile finishers, realize it pays to desize with Exsize-T. (Cleaning agent) Adv. from American dyestuff reporter, Dec. 8, 1952, p. 86. Appl. author: Warwick & Legler, inc. © 8Dec52; KK82527.

For standard results be wise, desize with Exsize-T. (Cleaning agent) Adv. from Textile world, Oct. 1952, p. 296. Appl. author: Warwick and Legler, inc. © 50Oct52; KK84367.

Garments have BO too, and Exzyme gets it out. At most good jobbers everywhere. Try Exzyme today. (Cleaning agent) Adv. from Cleaning and laundry world, Feb. 1953, p. 81. Appl. author: Warwick and Legler, inc. © 10Feb53; KK84366.

Good deal. Only one way to play a hand like this, with your other hand holding a glass of smooth, sociable, satisfying Pabst Blue Ribbon. Here is a beer you love to linger over. Adv. from Life, Jan. 5, 1953, p. 3 of cover. Appl. author: Warwick and Legler, inc. © 2Jan53; KK83807.

Grand opening. Pabst Blue Ribbon. (Beer) 24-sheet poster. (Its design no. 63) Appl. author: Warwick and Legler, inc. © 1May53; KK84984.

Greater Miami thanks Pabst Blue Ribbon for originating from Miami Beach tonight the 3rd big nationally televised boxing bout ... Pierre Langlois vs. Joe Micelli. (Beer) Adv. from Miami herald, Apr. 15, 1953, p. 8. Appl. author: Warwick and Legler, inc. © 15Apr53; KK84756.

The leading restaurants in Texas are now featuring Pabst Blue Ribbon. Smo-o-o-theat beer in all of Texas. Adv. from Chuck wagon, May 1953, p. 27. Appl. author: Warwick & Legler, inc. © 22Apr53; KK86276.

More people in America take home Pabst Blue Ribbon than ever before. (Beer) Adv. from California grocer's advocate, May 15, 1953, p. 13. Appl. author: Warwick & Legler, inc. © 15May53; KK86051.

More people in America take home Pabst Blue Ribbon than ever before. (Beer) Adv. from Food merchants advocate, Apr. 1953, p. 5. Appl. author: Warwick & Legler, inc. © 15Mar53; KK86052.

More people in America call for Pabst Blue Ribbon than ever before. Bill Nimmo. (Beer) Adv.

PABST BREWING COMPANY ©. Cont'd.
from Arizona beverage journal,
Apr. 1953, p. 37. Appl. author:
Warwick & Legler, inc. © 28Mar53;
KK86222.

Now yours. The first and only sweet-
smelling protein digester that
stays fresh and active to the last
drop. Exzyme. (Cleaning agent)
Adv. from Cleaning & laundry world,
Apr. 1953, p. 73. Appl. author:
Warwick & Legler, inc. © 10Apr53;
KK86058.

Pabst Blue Ribbon appreciation week.
Kid Gavilan vs. Chuck Davey.
Finest beer in our 109 years. Adv.
from New York Amsterdam news, Feb.
7, 1953, p. 29. Appl. author:
Warwick & Legler, inc. © 7Feb53;
KK82526.

Pabst Blue Ribbon is proud to
announce that Mr. Nathan Schmeck
has assumed full control of the
Parlaman Distributing Company ...
(Beer) Adv. from the Reading
Times, Reading, Pa., Mar. 31,
1953, p. 7. Appl. author: Warwick
& Legler, inc. © 31Mar53;
KK84757.

Pabst Blue Ribbon proudly brings to
the Midwest, the fight of the year.
Kid Gavilan vs. Chuck Davey.
(Beer) Adv. from Chicago herald
American, Jan. 21, 1953, p. 25.
Appl. author: Warwick & Legler, inc.
© 21Jan53; KK82530.

Pabst Blue Ribbon salutes beverage
dealer and tavern news on its
20th anniversary. (Beer) Adv.
from Beverage dealer news, Apr.
6, 1953, p. 32. Appl. author:
Warwick & Legler, inc. © 6Apr53;
KK86055.

The perfect pair. Pabst Exzyme di-
gester. (Cleaning agent) Adv.
from Cleaning & laundry world,
May 1953, p. 48. Appl. author:
Warwick & Legler, inc. © 10May53;
KK86053.

Practically every food you serve
tastes better with smooth, sociable,
satisfying Pabst Blue Ribbon.
(Beer) Adv. from Catering manage-
ment, Dec. 1952, p. 4 of cover.
Appl. author: Warwick & Legler,
inc. © 20Dec52; KK83707.

Smo-o-o-theat beer in all of Texas.
Pabst Blue Ribbon. cCowboy rop-
ing bottles (Beer) 24-sheet
poster. (Its cDesign no.) 70)
Appl. author: Warwick & Legler,
inc. © 1Jun53; KK86057.

Smo-o-o-theat beer in all of Texas.
Pabst Blue Ribbon. [Hand holding
bottle] 24-sheet poster. (Its
[Design no.] 68) Appl. author:
Warwick & Legler, inc. © 1Apr53;
KK83656.

Smo-o-o-theat beer in all of Texas.
Pabst Blue Ribbon. cHand holding
can 24-sheet poster. (Its
cDesign no.) 71) Appl. author:
Warwick & Legler, inc. © 1May53;
KK84758.

Try it today, Pabst Blue Ribbon.
Smo-o-o-theat beer in all of
Texas. Adv. from the Port Arthur
news, Mar. 26, 1953, p. 13.
Appl. author: Warwick & Legler,
inc. © 26Mar53; KK85126.

Try it today, Pabst Blue Ribbon.
Smo-o-o-theat beer in all of Texas.
cBottles Adv. from the Port Arthur
news, Apr. 30, 1953, p. 13. Appl.
author: Warwick & Legler, inc.
© 30Apr53; KK86622.

Try it today, Pabst Blue Ribbon.
Smo-o-o-theat beer in all of
Texas. cBottle of beer being
poured into glass Adv. from

the Houston post, Apr. 16, 1953,
p. 10. Appl. author: Warwick
& Legler, inc. © 16Apr53;
KK86275.

Try it today, Pabst Blue Ribbon.
Smo-o-o-theat beer in all of Texas.
cHand holding can Adv. from Port
Arthur news, Apr. 23, 1953, p. 20.
Appl. author: Warwick & Legler,
inc. © 23Apr53; KK86623.

Try it today, Pabst Blue Ribbon.
Smo-o-o-theat beer in all of
Texas. Handy 6 can-pak. Adv.
from the Houston post, Apr. 9,
1953, p. 10. Appl. author: War-
wick & Legler, inc. © 9Apr53;
KK86274.

Try it today, Pabst Blue Ribbon.
Smo-o-o-theat beer in all of
Texas. Handy 6 can-pak. Adv.
from the Houston post, Apr. 23,
1953, p. 10. Appl. author:
Warwick & Legler, inc. © 23Apr53;
KK86277.

Try it today, Pabst Blue Ribbon.
Smo-o-o-theat beer in all of
Texas. cTwo dozen 12 oz. bottle
cases Adv. from the Houston
post, Apr. 2, 1953, p. 10. Appl.
author: Warwick & Legler, inc.
© 2Apr53; KK86273.

Try this smo-o-o-ther tasting
Pabst Blue Ribbon. Tune in on
these tempting TV snacks, fea-
turing the finest beer in Pabst's
109 years. Adv. from Staten Is-
land advance, Apr. 16, 1953, p.
10. Appl. author: Warwick & Leg-
ler, inc. © 16Apr53; KK86054.

What'll you have? All you could
fish for ... and to top it off
... drink Pabst Blue Ribbon,
finest beer in Pabst's 109
year history. Adv. from Life,
May 18, 1953, p. 90. Appl.
author: Warwick & Legler, inc.
© 14May53; KK85661.

What'll you have? Drink Pabst Blue
Ribbon. Satisfy your thirst for
better beer. [Christmas ball
theme] Adv. from Life, Dec. 15,
1952, p. 135. Appl. author: War-
wick & Legler, inc. © 12Dec52;
KK82529.

What'll you have? Drink Pabst Blue
Ribbon, the sociable beer you
like to linger over. [Caption
embroidered into lace tablecloth]
Adv. from Life, Feb. 16, 1953, p.
78. Appl. author: Warwick and
Legler, inc. © 13Feb53; KK84848.

What'll you have? Friendly toast.
Drink Pabst Blue Ribbon, finest
beer in our 109 years. cWelsh
rabbit theme Adv. from Life,
Apr. 6, 1953, p. 44. Appl.
author: Warwick and Legler, inc.
© 3Apr53; KK84849.

What'll you have? Here's to 109 years.
Drink Pabst Blue Ribbon. cBeer
mug theme Adv. from Life, Apr.
27, 1953, p. 144. Appl. author:
Warwick & Legler, inc. © 24Apr53;
KK84850.

What'll you have? Pabst Blue Ribbon.
cBottle in ice theme (Beer)
24-sheet poster. (Its cDesign no.)
64) Appl. author: Warwick & Legler,
inc. © 1Jun53; KK86056.

What'll you have? Pabst Blue Ribbon.
[Hot dog theme] (Beer) 24-sheet
poster. (Its [Design no.] 65)
Appl. author: Warwick & Legler,
inc. © 1Apr53; KK86500.

What'll you have? Pabst Blue Ribbon.
[Wrought iron sign theme] (Beer)
24-sheet poster. (Its [Design
no.] 60) Appl. author: Warwick &
Legler, inc. © 1Feb53; KK82880.

When company comes. Pabst Blue Rib-
bon. (Beer) 24 sheet poster.
(Its [Design no.] 61) Appl. au-
thor: Warwick & Legler, inc.
© 1Mar53; KK82881.

PACIFIC COAST BORAX COMPANY ©.
Great hit on radio. Tremendous
success on TV. Death valley days
... Boraxo cleans dirty hands.
20 Mule Team borax speeds and
sweetens laundry. Adv. from Chain
store age, Nov. 1952, p. 21.
Appl. author: McCann Erickson.
© 1Nov52; KK81880.

PACIFIC ELECTRICORD COMPANY.
Color cords. Electricord. (Elec-
tric cords) Poster. © Arnold
Schott, d.b.a. Pacific Electricord
Co.; 1Dec52; KK81076.

Safety Electricord tested electric
cords. Poster. © Arnold Schott,
d.b.a. Pacific Electricord Co.;
1Dec52; KK81077.

PACIFIC FINANCE CORPORATION. SEE
Pacific Finance Loans.

PACIFIC FINANCE LOANS.
Cash for taxes or any other worthy
purpose; come in or telephone for
fast friendly service. Pacific
Finance Loans. Card. © Pacific
Finance Loans (wholly owned sub-
sidiary of Pacific Finance Corp.)
& Pacific Finance Corp.; 1Mar53;
KK83941.

Free flower seeds inside. Here may
be the start of that new land-
scaping job you've been wanting.
Pacific Finance Loans. Folder.
© Pacific Finance Loans (wholly
owned subsidiary of Pacific
Finance Corp.) & Pacific Finance
Corp.; 1Apr53; KK83940.

Start your year with a clean slate,
all-in-1-loan. Card. © Pacific
Finance Loans (wholly owned sub-
sidiary of Pacific Finance Corp.)
& Pacific Finance Corp.; 1Jan53;
KK82227.

This talking card tells you how to
solve these money problems. 1. Cut
installment payments ... (Loans)
© Pacific Finance Loans (wholly
owned subsidiary of Pacific Fi-
nance Corp.) & Pacific Finance
Corp.; 1Feb53; KK82228.

PACIFIC LUBRICANTS COMPANY.
Gear Moly. All purpose gear treat-
ment. (Oil and grease additive)
Label. © Pacific Lubricants Co.,
owned by Ernest J. Newhouse &
Edna H. Newhouse; 8Jan53; KK81804.

PACIFIC WIRE WORKS COMPANY ©.
Pacific Wire-Grams, by Geo. G. Altnow.
(Wire products) Folder.
Nov. 1952. © 10Nov52; KK80909.
Jan. 1953. © 12Jan53; KK81937.
Feb. 1953. © 9Feb53; KK82455.
Mar. 1953. © 10Mar53; KK83321.
Apr. 1953. © 13Apr53; KK84672.
May 1953. © 12May53; KK85898.

PACKARD ADVERTISING AGENCY.
Now, the sale prices you wanted.
KK84193. SEE Better Living, inc.

PADDOCK ENGINEERING COMPANY, t.a.
PADDOCK OF TEXAS CONSTRUCTORS. SEE
Paddock of Texas Constructors.

PADDOCK OF TEXAS ©.
From Paddock of Texas. Spring special
on Seablue diving boards. Sheet.
Appl. author: R. J. Burke Adver-
tising, inc. © 7Mar53; KK83184.
Seablue pools. A Paddock Seablue
pool especially for you. Sheet.
Appl. author: R. J. Burke Adver-
tising, inc. © 7Mar53; KK83185.

PADDOCK OF TEXAS CONSTRUCTORS.

Paddock of Texas Constructors. Seablue pools. [Letterhead] (Swimming pools) Sheet. Appl. author: A. L. Eisenman. © Paddock Engineering Co., t.a. Paddock of Texas Constructors; 23Jan53; KK83676.

PADDOCK POOLS, INC. ©.

Paddock Sapphire pools. [Letterhead] (Swimming pools) Sheet. Appl. author: A. L. Eisenman. © 6May53; KK85025.

PAINT POT.

Hand hued colors. (Paint colors) Sheet. Appl. author: John H. Kennedy. © Allan A. Kennedy & Son, d.b.a. The Paint Pot; 12Dec52; KK82798.

The Paint Pot. (Paint fabrics) Sheet. Appl. author: John H. Kennedy. © Allan A. Kennedy & Son, inc., d.b.a. The Paint Pot; 10Sep52; KK82799.

PAJEAU, CHARLES H.

Deluxe Tinkertoy windlass drive. KK82240. SEE Toy Tinkers, inc.

Junior Tinkertoy. KK82239. SEE Toy Tinkers, inc.

Senior Tinkertoy windlass drive. KK82236. SEE Toy Tinkers, inc.

Special Tinkertoy windlass drive. KK82237. SEE Toy Tinkers, inc.

Wonder Tinkertoy builder. KK82238. SEE Toy Tinkers, inc.

PALM, ARTHUR CLELAND.

Pageol Van profit facts. KK84564. SEE Twin Coach Company.

Here, Mr. International Harvester Motor Truck salesman ... KK84566. SEE Twin Coach Company.

10 reasons why Pageol Vans are today's best truck investment. KK84565. SEE Twin 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 Minipalm. Folder. © 2Mar53; KK84073.

Minipalm, a growing miniature palm. Label. © 26Aug52; KK84074.

Now, Florida all year 'round. Right in your own home. Miracle Moss, Tropistones. (Moss and colored stones for indoor plants) Folder. © 23Feb53; KK84075.

Yes, out-doors Florida may now be transformed into indoors-your home, with all the tropical color the thought conveys. (Indoor foliage plants) Folder. © 13Mar53; KK84076.

PAMPPEL, GEORGE BYRON.

Endurance insurance for your tools. KK82612. SEE Adamas Carbide Corporation.

First with carbide that lasts. KK82786. SEE Adamas Carbide Corporation.

Teeth for the giant. KK82611. SEE Adamas Carbide Corporation.

PAN-AMERICAN COFFEE BUREAU ©.

Give yourself a coffee-break and get what coffee gives to you. Coffee always gives you a break. [George McManus] Adv. from Life, Oct. 6, 1952, p. 140. Appl. author: Robert W. Orr & Associates, inc. © 30Oct52; KK81299.

Give yourself a coffee-break and get what coffee gives to you. Coffee always gives you a break. [June Allyson and Dick Powell]

Adv. from Life, Sept. 8, 1952, p. 88. Appl. author: Robert W. Orr & Associates, inc. © 4Sep52; KK81298.

Give yourself a coffee-break and get what coffee gives to you. Coffee always gives you a break. [Santa Claus and Mrs. Santa] Adv. from Life, Dec. 22, 1952, p. 43. Appl. author: Robert W. Orr & Associates, inc. © 18Dec52; KK81301.

Give yourself a coffee-break and get what coffee gives to you. [Test pilot Lyle Monkton] Adv. from Life, Nov. 10, 1952, p. 124. Appl. author: Robert W. Orr & Associates, inc. © 7Nov52; KK81300.

Give yourself a coffee-break. Coffee always gives you a break. [Captain John Anderson] Adv. from Life, May 11, 1953, p. 123. Appl. author: Robert W. Orr & Associates, inc. © 7May53; KK85501.

Give yourself a coffee-break. Coffee always gives you a break. [Emmett Kelly] Adv. from Life, Apr. 6, 1953, p. 49. Appl. author: Robert W. Orr & Associates, inc. © 3Apr53; KK85500.

Give yourself a coffee-break. Coffee always gives you a break. [George Burns and Gracie Allen] Adv. from Life, Jan. 5, 1953, p. 51. Appl. author: Robert W. Orr & Associates, inc. © 30Dec52 (in notice: 1953); KK81302.

Give yourself a coffee-break. Coffee always gives you a break. [John Wayne] Adv. from Life, Mar. 9, 1953, p. 47. Appl. author: Robert W. Orr & Associates, inc. © 6Mar53; KK85502.

PAN AMERICAN WORLD AIRWAYS, INC. ©.

A public servant makes a brief report. An airline's franchise is granted to it by the Federal government ... Pan American World Airways. Pamphlet. Appl. author: J. Walter Thompson Co. © 17Mar53; KK80456.

PAN PHARMACALS, INC. ©.

Arthritic, rheumatic disorders. Now available in the United States, the Succinate-Salicylate therapy ... Ber-ex. (Pharmaceutical) Adv. from Industrial medicine and surgery, Mar. 1953, p. 22-23. Appl. author: Victor van der Linde Co. © 5Mar53; KK84342.

Try this tested therapy for arthritic, rheumatic disorders at our expense. Ber-Ex. (Pharmaceutical) Adv. from Industrial medicine & surgery, May 1953, p. 30. Appl. author: Victor van der Linde Co. © 11May53; KK86076.

You are invited to make the Ber-ex test for arthritic, rheumatic disorders at our expense. (Pharmaceutical) Adv. from Industrial medicine and surgery, Apr. 1953, p. 55. Appl. author: Victor van der Linde Co. © 5Apr53; KK84343.

PANALARM PRODUCTS, INC. ©.

Power industry control systems, by Panellit. Bull. 3010. Folder. © 1Dec52; KK82771.

Universal Panalarm 50 annunciator systems. Bulletin 100. Pamphlet. © 1Dec52; KK81277.

PARAGON ART AND LINEN COMPANY, INC. ©.

All the time, be a smarter hostess with easy-to-make Paragon Needlecraft. (Needlework for embroidery) Adv. from McCall's needlework magazine, spring-summer 1953, p. 3 of cover. Appl. author: Martin J. Rothman. © 23Jan53; KK81815.

PARAGON ELECTRIC COMPANY ©.

Colder bottles mean more sales with Paragon beverage cooler De-frost-it. Adv. from American bottler, Apr. 1953, p. 126. Appl. author: Peter Murphy. © 1Apr53; KK85361.

Double profits for you. Now, two great De-frost-it models make old refrigerators young by adding automatic defrosting. Adv. from Electrical merchandising, Jan. 1953, p. 109. Appl. author: Gene Soldatos. © 1Jan53; KK84224.

Double profits for you. Now, two great De-frost-it models make old refrigerators young by adding automatic defrosting. Adv. from Electrical merchandising, Feb. 1953, p. 6. Appl. author: Peter Murphy. © 1Feb53; KK84225.

Double profits for you. Now two great De-frost-it models make old refrigerators young by adding automatic defrosting. Adv. from Hardware & housewares, Jan. 1953, p. 18. Appl. author: Gene Soldatos. © 1Jan53; KK82404.

Extra comfort for home owners with the Paragon window fan timer. Model PF-21X. Sheet. Appl. author: Peter Murphy. © 1Apr53; KK85364.

For accurate, dependable defrosting time switches, specify Paragon. Adv. from Refrigeration service and contracting, Feb. 1953, p. 57. Appl. author: Peter Murphy. © 10Feb53; KK85365.

For accurate dependable defrosting time switches, specify Paragon. De-frost-it. Adv. from Air conditioning and refrigeration news, Feb. 9, 1953, p. 15. Appl. author: Peter Murphy. © 9Feb53; KK84205.

For Mother's Day, for June brides. Paragon thrifty twins makes any electric refrigerator self-defrosting. De-frost-it. Card. Appl. author: Peter Murphy. © 15Feb53; KK84208.

Free new 12-page booklet. Tells over 20 ways to save time, work and money on the farm. Adv. from Electricity on the farm magazine, Feb. 1953, p. 29. Appl. author: Gene Soldatos. © 1Feb53; KK82401.

Give her the joy of automatic defrosting. Give her a Paragon De-frost-it. Adv. from Pathfinder, May 1953, p. 83. Appl. author: Peter Murphy. © 20Apr53; KK85360.

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. © 19Feb53; KK84206.

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. © 1Apr53; KK85367.

Look what Paragon is doing to help you build De-frost-it sales. (Refrigerator defroster) Adv. from Retailing daily, Mar. 12, 1953, p. 29. Appl. author: Peter Murphy. © 12Mar53; KK84207.

Make Paragon your headquarters, for automatic time controls. (Time switches) Adv. from Design news, Feb. 1, 1953, p. 96. Appl. author: Peter Murphy. © 1Feb53; KK82407.

Now, Paragon attic and window fan timers help you cash-in on the trend to automatic home cooling. Adv. from Electrical south, Feb. 1953, p. 131. Appl. author: Peter Murphy. © 12Feb53; KK84213.

PARAGON ELECTRIC COMPANY ©. Cont'd.

Now two great De-frost-it models for double selling opportunity. One of these Paragon thrifty twins makes old refrigerators young by adding automatic defrosting. Adv. from Retailing daily, Jan. 8, 1953, p. 71. Appl. author: Gene Soldatos. © 8Jan53; KK82399.

One of these Paragon De-frost-it models will make any refrigerator self defrosting. Folder. Appl. author: Peter Murphy. © 15Jan53; KK84209.

One of these Paragon De-frost-it thrifty twins brings automatic defrosting to your refrigerator. Adv. from Pathfinder, Feb. 18, 1953, p. 68. Appl. author: Peter Murphy. © 18Feb53; KK84212.

One of these Paragon De-frost-it thrifty twins brings automatic defrosting to your refrigerator. De-frost-it. Adv. from Living for young homemakers, Apr. 1953, p. 134. Appl. author: Peter Murphy. © 20Mar53; KK85359.

One of these Paragon thrifty twins brings automatic defrosting to your refrigerator. De-frost-it. Adv. from Good housekeeping, Mar. 1953, p. 160. Appl. author: Gene Soldatos. © 20Feb53; KK84218.

One of these Paragon thrifty twins can make this refrigerator self-defrosting. De-frost-it. Card. Appl. author: Gene Soldatos. © 29Dec52; KK81083.

One of these Paragon thrifty twins can make your present refrigerator self-defrosting. (Defroster) Streamer. Appl. author: Gene Soldatos. © 29Dec52; KK82402.

One of these Paragon thrifty twins can make your present refrigerator self-defrosting. De-frost-it. Card. Appl. author: Gene Soldatos. © 29Dec52; KK81084.

One of these Paragon thrifty twins will make your present refrigerator self-defrosting. De-frost-it. Poster. Appl. author: Gene Soldatos. © 5Jan53; KK82408.

Paragon's new thrifty twins. Do away with defrosting day. De-frost-it. (Refrigerator defroster) Folder. Appl. author: Peter Murphy. © 15Jan53; KK84210.

Save up to \$40 on fuel every year with day and night automatic heat control. Paragon Nightrol. Adv. from Living for young homemakers, Feb. 1953, p. 118. Appl. author: Gene Soldatos. © 20Jan53; KK84223.

Save up to \$40 on fuel every year with day, night automatic heat control. Nightrol, the new heat control that makes your thermostat truly automatic. Adv. from Pathfinder, Jan. 21, 1953, p. 50. Appl. author: Gene Soldatos. © 21Jan53; KK82400.

Specify Paragon for accurate, dependable time switches. Adv. from Electrical construction & maintenance, Mar. 1953, p. 124. Appl. author: Peter Murphy. © 10Mar53; KK85366.

We repeat, De-frost-it. Thrifty twins double selling opportunity. (Defroster) Adv. from Retailing daily, Feb. 5, 1953, p. 26. Appl. author: Peter Murphy. © 5Feb53; KK82398.

When it comes to dependability, you can't beat a Paragon time switch. Install it, set it, forget it. Adv. from Signs of the times. Dec. 1952, p. 127. Appl. author: Gene Soldatos. © 1Dec52; KK82406

A wonderful gift for mom. Paragon De-frost-it, to make her refrigerator self-defrosting. Streamer. Appl. author: Peter Murphy. © 15Feb53; KK84833.

Your dealers profit twice with this automatic control for your dehumidifier. Adv. from Refrigerating engineering, Feb. 1953, p. 210. Appl. author: Peter Murphy. © 1Feb53; KK82405.

PARAGON OIL COMPANY, INC. ©.

Approved Paramatic automatic transmission fluid. Sheet. Appl. author: J. J. McCartney. © 8May53; KK85407.

Mighty and mitey. Paralene 100 o/o pure Pennsylvania motor oil. Adv. Appl. author: J. J. McCartney. © 5Jun53; KK86254.

PAR-FORM FOUNDATIONS, INC. ©.

You, courting a tan ... influencing your curves ... looking like a million ... Par-Form sea fashions. (Ladies swim suits) Adv. from Seventeen, May 1952, p. 93. © 1May52; KK86614.

You, exquisitely figured ... beautifully formed ... wonderfully flattered. Par-Form sea fashions. (Ladies swim suits) Adv. from Charm, May 1952, p. 111. © 21Apr52; KK86615.

PARFUMS CARON.

Fleurs de Rocaille poudre de Caron. KK84511. SEE Caron Corporation.

PARK, IRENE M.

Every woman wants one. KK85774. SEE Lamazor (Barnett) inc.

PARK, ROY HAMPTON.

Duncan Hines says: Here's one of my favorite meals ... Chicken pot pie ... KK86762. SEE Hines-Park Foods, inc.

Now any time is shortcake time, says Duncan Hines ... KK86761. SEE Hines-Park Foods, inc.

PARKE, DAVIS AND COMPANY, INC. ©.

Attributes and advantages of Chloromycetin in the hands of the physician. (Pharmaceuticals) Folder. © 26Jan53; KK82159.

Chloromycetin in surgery. Notably effective, well tolerated, broad spectrum antibiotic. (Pharmaceuticals) Folder. © 16Feb53; KK82792.

Chloromycetin ophthalmic, soothing, nontoxic, effective. Chloromycetin in bacterial conjunctivitis. (Pharmaceuticals) Folder. © 4May53; KK85103.

Counterbalance is the clue to better control of the climacteric. Menagen with methyltestosterone. (Pharmaceuticals) Card. © 6Apr53; KK84242.

Counterbalance is the clue to improved management of your menopausal patients. Menagen with methyltestosterone. (Pharmaceuticals) Card. © 30Mar53; KK84240.

The gift they never gift-wrap. The simple little box you see above contains a very special gift. It holds a doctor's prescription, an important aid to better health. (Pharmaceutical & biological products) Adv. from Look, Jun. 17, 1952, p. 80. Appl. author: Young & Rubicam, inc. © 3Jun52; KK82489.

In eye infections. Chloromycetin ophthalmic, unusually well tolerated, prompt antibacterial effect free from irritation. (Pharmaceuticals) Card. © 9Mar53; KK84230.

In the menopause, Menagen with methyltestosterone, for more tranquil transition. (Pharmaceuticals) Folder. © 16Mar53; KK84241.

The most important part of your retirement plan is something you don't see here. Parke, Davis & Co. are makers of medicines prescribed by physicians and dispensed by pharmacists. (Pharmaceutical & biological products) Adv. from Saturday evening post, Feb. 9, 1952, p. 79. Appl. author: Young & Rubicam, inc. © 6Feb52; KK82484.

Outstanding for tissue diffusibility. Chloromycetin, notably effective, well tolerated, broad spectrum antibiotic, in the hands of the physician. (Pharmaceuticals) Folder. © 10Feb53; KK82241.

Something can be done for the child with epilepsy. Parke, Davis & Co. are makers of medicines prescribed by physicians and dispensed by pharmacists. (Pharmaceutical & biological products) Adv. from the Saturday evening post, May 24, 1952. Appl. author: Young & Rubicam, inc. © 21May52; KK82485.

Through the eyes of clinicians, Chyloromycetin effective and well tolerated in ocular infections. (Pharmaceuticals) Folder. © 23Feb53; KK82791.

What part of every prescription weighs nothing at all? (Pharmaceutical & biological products) Adv. from the Saturday evening post, Oct. 4, 1952, p. 91. Appl. author: Young & Rubicam, inc. © 10Oct52; KK82487.

Which one will open next? (Pharmaceutical & biological products) Adv. from Life, Aug. 11, 1952. Appl. author: Young & Rubicam, inc. © 7Aug52; KK82488.

Why are medicines supplied in these forms? Since 1866, physicians have prescribed and pharmacists have dispensed medicines manufactured by Parke, Davis & Co. (Pharmaceutical & biological products) Adv. from Life, Nov. 10, 1952. Appl. author: Young & Rubicam, inc. © 7Nov52; KK82486.

PARKER, RALPH A.

Bands of Shugor, wide, colorful, comfortable. KK83086. SEE Taylor (Thomas) and Sons.

Bands sound off new style notes, arranged by Shugor. KK86008. SEE Taylor (Thomas) and Sons.

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 band-wagon. KK81080. SEE Taylor (Thomas) and Sons.

Shugor. Styles teen-age feet. KK82385. SEE Taylor (Thomas) and Sons.

Shugor zooms. KK80869. SEE Taylor (Thomas) and Sons.

PARKER BROTHERS, INC. ©.

Keyword, a cross word game. Label. Appl. author: Parker Bros., inc., employer for hire. © 20Jan53; KK82048.

Keyword, a cross word game. Label. Appl. author: Parker Brothers, inc., employer for hire. © 9Feb53; KK84697.

Magic color pictures. (Game) Label. Appl. author: Parker Bros., inc., employer for hire. © 27Mar53; KK83721.

Pegity and other games. Label.
Appl. author: Parker Brothers,
inc., employer for hire.
© 30Apr53; KK84877.

Pegity and other games. Label.
Appl. author: Parker Brothers,
inc., employer for hire.
© 11May53; KK85221.

PARKER PEN COMPANY ©

Even in the dark 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.;
18Mar53; KK84236.

Footpath around the world. It be-
gins at the Parker Pen Company's
new ... (Fountain pens) Adv.
from Geyer's topics, Feb. 1953,
p. 99. Appl. author: J. Walter
Thompson Co. © The Parker Pen
Co.; 24Jan53; KK82267.

How Mrs. Hazel Chanute will gift
wrap the Parker 51 pen and pen-
cil set ... This Christmas wrap
up a new Parker ... Adv. from the
Denver post, Dec. 10, 1952, p. 12.
Appl. author: J. Walter Thompson
Co. © The Parker Pen Co.; 10Dec52;
KK81772.

How Mrs. Hazel Chanute will wrap
the Parker 51 pen this Christmas
for one of her Denver friends.
This Christmas wrap up a new Par-
ker 51, the world's most wanted
pen. Adv. from the Denver post,
Nov. 27, 1952, p. 14. Appl. au-
thor: J. Walter Thompson Co.
© The Parker Pen Co.; 27Nov52;
KK81774.

How to build a legend. It takes ma-
chines and men ... (Fountain pens)
Adv. from Modern stationer, Dec.
15, 1952, p. 23. Appl. author:
J. Walter Thompson. © The Parker
Pen Co.; 15Dec52; KK81770.

How to determine the sex of a Parker
51 pen. Adv. from Life, Feb. 16,
1953, p. 69. Appl. author: J.
Walter Thompson Co. © The Parker
Pen Co.; 13Feb53; KK83104.

More Parker pens, more prices to
choose from than ever before.
There's a Parker for everyone on
the Serviceman's gift list ...
Adv. from Post exchange, Dec.
1952, p. 13. Appl. author: J. Wal-
ter Thompson Co. © The Parker Pen
Co.; 1Dec52; KK81769.

A new Parker 51 pen graduates in 8
hours. Adv. from the Saturday
evening post, May 16, 1953, p.
2 of cover. Appl. author: J. Wal-
ter Thompson Co. © The Parker
Pen Co.; 13May53; KK85992.

New Parker pens, new Parker prices;
widest choice ever offered. Adv.
from Life, Dec. 8, 1952, p. 110-
111. Appl. author: J. Walter
Thompson Co. © The Parker Pen Co.;
5Dec52; KK81773.

New Parker pens, new Parker prices.
Widest choice ever offered ...
Adv. from the Saturday evening
post, Dec. 13, 1952, p. 55. Appl.
author: J. Walter Thompson Co.
© The Parker Pen Co.; 10Dec52;
KK81771.

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; KK84234.

Pen profiles. A new Parker 51 pen
graduates in 8 hours. What's the
big idea? Adv. from Modern
stationer, Apr. 15, 1953, p. 11.

Appl. author: J. Walter Thompson
Co. © The Parker Pen Co.; 15Apr53;
KK85991.

The pen that never forgets is the
Parker 51. Don't you forget. Re-
member, Parker 51 is the pen name
for the perfect gift. Adv. from
the Saturday evening post, June
13, 1953, p. 2 of cover. Appl. au-
thor: J. Walter Thompson Co. © The
Parker Pen Co.; 10Jun53; KK86786.

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.; 3Apr53;
KK84360.

Spend only what you wish, you can
still give a famous Parker. New
Parker pens, new Parker prices ...
Adv. from Chicago daily tribune,
Dec. 10, 1952, p. 20, pt. 1.
Appl. author: J. Walter Thompson
Co. © The Parker Pen Co.; 10Dec52;
KK81775.

The things you can learn from a
Parker 51 pen. Foresee a gift oc-
casion? Remember, Parker 51 is the
world's most-wanted gift pen.
Adv. from Life, June 8, 1953, p.
6. Appl. author: J. Walter Thomp-
son Co. © The Parker Pen Co.;
5Jun53; KK86787.

This is a left-handed Parker 51 pen.
The new, improved Parker 51 is now
at your pen dealer's. (Fountain
pen) Adv. from the Saturday eve-
ning post, Jan. 17, 1953, p. 2 of
cover. Appl. author: J. Walter
Thompson Co. © The Parker Pen Co.;
14Jan53; KK82022.

PARKHOUSE, T. L.
Cadol 100 o/o pure engine oil.
KK85165. SEE Meyer Oil Company.

PARKS COMPANY.
Quick dry Sealer-Primer. White pig-
mented shellac. 1 pint U.S. measure.
Label. © The Parks Co.; 23Feb53;
KK86144.

PARMET (JOSEPH) COMPANY ©.
One-Wipe new dust cloth, specially
formulated. Label. © Joseph Par-
met, d.b.a. Joseph Parmet Co.;
11May50; KK81018.

PARMET, JOSEPH, d.b.a. JOSEPH PARMET
COMPANY. SEE Parmet (Joseph) Com-
pany.

PARRISH, DONALD F., JESSE S. BELOND,
RUTH M. BELOND, AND ROBERT W. HEDMAN,
forming the partnership SOUTHERN
CALIFORNIA MUFFLER COMPANY. SEE
Southern California Muffler Company.

PARSONS PAPER COMPANY ©.
Better materials mean lower labor
costs in bookkeeping, too.
... Parsons papers and cards save
time and effort in these ways ...
Adv. from Business week, Mar. 21,
1953, p. 44. Appl. author: Wilson,
Haight and Welch, inc. © 1Mar53;
KK85035.

Built for better bookkeeping. If you
faced the problem of making the
best paper ... Mechano form ledger
and ... form index. Adv. from
Business week, May 16, 1953, p.
127. Appl. author: Wilson, Haight
& Welch, inc. © 16May53; KK85514.

Does your letterhead build prestige?
You can get this with Parsons fine
writing and bond papers. Adv. from
Management methods, Apr. 1953, p.
42. Appl. author: Wilson, Haight &
Welch, inc. © 1Apr53; KK85538.

Free booklet tells how to fit paper
or card to your records job. Adv.
from the Office, Jan. 1, 1953, p.
11. Appl. author: Wilson, Haight
& Welch, inc. © 1Jan53; KK82149.

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; KK82877.

How to project good character. If
your business or profession calls
for making an impression of quality
... you need Parsons bond or writ-
ing paper ... Adv. from the Of-
fice, Mar. 1, 1953, p. 117. Appl.
author: Wilson, Haight & Welch,
inc. © 1Mar53; KK85537.

PASTE COMPANY OF AMERICA ©.
Wall size eliminator. Mix Size. 16
liquid ozs. Label. Appl. author:
Maurice S. Dovberg. © 16Feb53;
KK82942.

Wall size eliminator. No Size. 16
liquid ozs. Label. Appl. author:
Maurice S. Dovberg. © 16Feb53;
KK82941.

PATCO PRODUCTS COMPANY, INC. ©.
Don't gamble with your life. Save it
with a Patco warning blinker. Cat.
no. 500. Label. Appl. author:
Solomon A. Turk. © 20Jan53;
KK82820.

PATE OIL COMPANY ©.
Prevent engine heart failure.
Pate Air Glide gasoline. Adv.
© 14Mar53; KK86059.

PATENT SCAFFOLDING COMPANY, INC.
Ladder scaffolds; aluminum sectional
rolling scaffolds. Bull. AS-2.
Folder. Appl. author: Oscar H.
Junggren. © The Patent Scaffold-
ing Co., inc.; 15Mar53; KK83276.
When it comes to scaffolding, come
to PS. Bulletin G-206. Folder.
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June 1953. © 13May53; KK85536.
July 1953. © 16Jun53; KK86551.
- Exciting colors for drab walls, quickly and easily with Pittsburgh Wallhide rubberized satin finish. Adv. from Better homes & gardens, Apr. 1953, p. 51. Appl. author: Maxon, inc. © 27Mar53; KK85568.
- Give your school these 5 big benefits by modernizing with Pittsburgh Color Dynamics. Less eye strain ... (Paint) Adv. from Nation's schools, Apr. 1953, p. 17. Appl. author: Maxon, inc. © 15Mar53; KK85569.
- Keep that just painted look longer with Pittsburgh Sun-Proof house paint. Adv. from the Saturday evening post, Apr. 18, 1953, p. 102-103. Appl. author: Maxon, inc. © 15Apr53; KK85563.
- Modernize your hospital with Pittsburgh Color Dynamics to get these 4 important benefits. Aids convalescence ... (Paint) Adv. from the Modern hospital, Apr. 1953, p. 177. Appl. author: Maxon, inc. © 1Apr53; KK85570.
- New colors that come up smiling with each scrubbing. Pittsburgh Wallhide rubberized satin finish. (Paint) Adv. from the Saturday evening post, May 9, 1953, p. 59. Appl. author: Maxon, inc. © 6May53; KK86640.
- New, filled with modern decorating suggestions. Paint right with Color Dynamics; paint best with Pittsburgh paints. Adv. from What's new in home economics, Apr. 1953, p. 45. Appl. author: Maxon, inc. © 1Apr53; KK85565.
- Now make your walls and woodwork match with these new Pittsburgh twins. Pittsburgh Wallhide ... Satinhide. (Paint) Adv. from Country gentleman, June 1953, p. 105. Appl. author: Maxon, inc. © 27May53; KK86642.
- 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, Mar. 21, 1953, p. 80-81. Appl. author: Maxon, inc. © 18Mar53; KK84172.
- Pittsburgh Color Dynamics benefits both workers and management of Briggs Manufacturing Company. Adv. from Fortune, Feb. 1953, p. 197. Appl. author: Maxon, inc. © 25Jan53; KK82888.
- Pittsburgh Color Dynamics contributes to higher hotel efficiency these 4 ways. Pittsburgh paints ... Adv. from Hotel management, Apr. 1953, p. 33. Appl. author: Maxon, inc. © 1Apr53; KK85571.
- Pittsburgh Color Dynamics makes this steel plant better and safer to work in. (Paint) Adv. from Fortune, June 1953, p. 219. Appl. author: Maxon, inc. © 25May53; KK86641.
- Pittsburgh Color Dynamics puts color to work to give you these 5 important benefits. (Paint) Adv. from Nation's schools, May 1953, p. 129. Appl. author: Maxon, inc. © 15Apr53; KK86639.
- Pittsburgh Color Dynamics puts color to work to give you these 4 important benefits ... (Paint) Adv. from the Modern hospital, June 1953, p. 17. Appl. author: Maxon, inc. © 1Jun53; KK86644.
- Pittsburgh Color Dynamics reduces eye fatigue among office workers. (Paint) Adv. from Business week, Apr. 11, 1953, p. 143. Appl. author: Maxon, inc. © 10Apr53; KK86638.
- Pittsburgh Color Dynamics reduces eye fatigue among office workers. (Paint) Adv. from Fortune, Apr. 1953, p. 87. Appl. author: Maxon, inc. © 25Mar53; KK85567.
- Pittsburgh Sun-Proof house paint keeps that just painted look longer. No other house paint guards your home these 3 ways ... Adv. from the Saturday evening post, May 30, 1953, p. 61. Appl. author: Maxon, inc. © 27May53; KK86643.
- Rich, modern colors that go on with surprising speed. Pittsburgh Wallhide rubberized satin finish. ... Satinhide enamel. (Paint) Adv. from the Saturday evening post, June 13, 1953, p. 53. Appl. author: Maxon, inc. © 10Jun53; KK86645.
- That decorator touch for your home. Pittsburgh wall mirrors add beauty and distinction to your rooms. Folder. Appl. author: Batten, Barton, Durstine & Osborn, inc. © The Pittsburgh Plate Glass Co.; 16Jan53; KK81819.
- Top your furniture with beauty. Pittsburgh plate glass tops beauty and protect. Folder. Appl. author: Batten, Barton, Durstine & Osborn, inc. © 9Jan53; KK81318.
- Twindow, the window with built-in insulation. (Double glass windows) 7 p. Appl. author: Batten, Barton, Durstine & Osborn, inc. © 2Feb53; KK82017.
- PLANET PAINT MANUFACTURING CORPORATION ©.**
Style-trend. Planet paint. Flat alkyd enamel. One gallon. Label. © 9Jan53; KK82630.
- PLASTIC PRODUCTS COMPANY ©.**
Plastoid compound 222, for bedding double glass units. Label. © 29Apr53; KK85095.
- PLASTISIGN CORPORATION OF AMERICA ©.**
This is the plastic sign used in hospitals from coast to coast ... Plastisign, the world's finest plastic sign for hospitals. Folder. Appl. author: Joseph L. Smith. © 17Apr53; KK85241.
- PLATEQUIP CORPORATION ©.**
Plating in a nutshell with Platequip. (Electroplating machine equipment) Folder. Appl. author: Victor H. Peratti. © 6May53; KK85406.
- PLATT AND MUNK COMPANY, INC.**
Animal story library no. 3637. [Artist: George Carlson] Label. © The Platt & Munk Co., inc.; 7Jul52; KK80832.
Easy sewing cards. No. 310A. [Artist: Francoise Seignoboac] Label. © The Platt & Munk Co., inc.; 4Aug52; KK81279.
Mother Goose puzzles; four inlaid puzzles in this box. No. 146A. [Artist: Rachel Taft Dixon] Label. © The Platt & Munk Co., inc.; 7Jul52; KK80900.
Mother Goose puzzles; four inlaid puzzles in this box. No. 146B. [Artist: Rachel Taft Dixon] Label. © The Platt & Munk Co., inc.; 7Jul52; KK80901.
Mother Goose puzzles; four inlaid puzzles in this box. No. 146C. [Artist: Rachel Taft Dixon] Label. © The Platt & Munk Co., inc.; 7Jul52; KK80902.
Simple sewing cards. No. 310B. [Artist: Francoise Seignoboac] Label. © The Platt & Munk Co., inc.; 4Aug52; KK81280.
- PLATT-FORBES, INC.**
The family that plays together, stays together. KK81436. SEE Selchow and Righter Company.
- PLAUT AND LEDERMAN.**
The perfect picnic spot is anywhere you make it, with table for two. Another convenience by the makers of Tele-Venience, the original folding metal snack table. Label. Appl. author: R. J. Wilson & Associates. © George Lederman, & Harvey S. Lederman, d.b.a. Plaut & Lederman; 10Mar53; KK83457.
The perfect picnic spot is anywhere you make it with table for two. Another convenience by the makers of Tele-Venience, the original folding metal snack table. Sheet. Appl. author: Carl Gorr Printing Co. © George Lederman, & Harvey S. Lederman, d.b.a. Plaut & Lederman; 10Mar53; KK83436.
- POHLMANN, OSCAR F. ©.**
It's later than you think. Send-a-card to-day, tomorrow may be too late. (Greeting cards) Sheet. © 4Mar53; KK82819.
- POLLEY, JOSEPH.**
At last the garage every family needs, built with concrete blocks. KK81110. SEE Garage Builders, inc.
- POND (A. H.) COMPANY, INC. ©.**
Choosing your wedding rings. Traditional Keepsake diamond wedding rings. Folder. Appl. author:

POND (A. H.) COMPANY, INC. ©. Cont'd.
Flack Advertising Agency, inc.
© 23Feb53; KK83101.

PORTER, MILTON.
Switch material. KK86476. SEE
Foster (L. B.) Company.
Track accessories and tools.
KK86477. SEE Foster (L. B.) Com-
pany.

POSS, PETER C.
Timken carbide insert rock bit price
list. KK83877. SEE Timken Roller
Bearing Company.
Timken threaded-multi-use rock bit
price list. KK84527. SEE Timken
Roller Bearing Company.

POSTAGE STAMP MACHINE COMPANY ©.
Available, U. S. stamps in sanitary
folders. Now you can make a 20°/o
net profit. (Stamp vending ma-
chine) Card. Appl. author: Harry
Wartell. © 20Aug52; KK80997.

POTH, HAROLD E.
Heavy duty Johnnie Walker work
shoes. KK86544. SEE Modern
Shoe Company.

POWELL MUFFLER COMPANY ©.
Powell muffler can't blow out. Over
45 years of service. (Automotive
parts) Poster. Appl. author: Sol
K. Miller. © 13Feb53; KK82776.

POWERS, THOMAS.
Air male specials. KK86171. SEE
Manhattan Shirt Company.
Check for a cool million. KK85614.
SEE Manhattan Shirt Company.
Constructed to help you save.
KK83272. SEE Manhattan Shirt
Company.
Cool clues. KK85187. SEE Manhattan
Shirt Company.
Neat look close-up. KK83857. SEE
Manhattan Shirt Company.
Out of this world, the new Manhattan
Golden Needle shirts. KK83685.
SEE Manhattan Shirt Company.
Play's the thing in Denchecks by
Manhattan. KK86172. SEE Man-
hattan Shirt Company.
Presenting Ricksha-Weave by Man-
hattan. KK84034. SEE Manhattan
Shirt Company.
Quick-change artist. KK86173. SEE
Manhattan Shirt Company.
Signed by the same master. KK85612.
SEE Manhattan Shirt Company.
Symbol of the finest in apparel for
men. KK83861. SEE Manhattan
Shirt Company.
Three ways to look smart in your
favorite suit. KK83813. SEE
Manhattan Shirt Company.

PRAETORIUS, WILLIAM A. ©.
New easy to use press-on-pattern.
Simple, accurate, speedy. (In-
struction for press on pattern)
Folder. © 28Feb53; KK82905.

PRECISION PRODUCTS DIVISION, INTER-
NATIONAL LATEX CORPORATION. SEE
International Latex Corporation.
Precision Products Division.

PREMIER PEAT MOSS CORPORATION ©.
Premier peat moss. Makes soil alive,
gardens thrive. Label. Appl. au-
thor: Frederick N. Koertner.
© 1Dec52; KK85666.

PRESTO CHEMICAL COMPANY ©.
Presto plastic seal, a new miracle
car polish. Price \$2.00. Label.
Appl. author: Maurice Hascal.
© 5May53; KK86339.

PRIEUR, FELIX C. ©.
Riceland vegetable margarine. 1
pound net. Label. © 30Oct52;
KK81433.

PRINCE (L. M.) COMPANY ©.
My eyesight is fine, just need
something to help me read the
'phone book. (Eyeglasses) Adv.
from the Cincinnati enquirer,
Sept. 5, 1951. Appl. author:
Louis M. Prince. © 5Sep51;
KK81424.

PRINCE, LOUIS M. SEE Prince (L. M.)
Company.

PROCTER AND GAMBLE COMPANY ©.
But if you had those clothes to
wash ... All you need is that new
blue detergent ... Cheer. Adv.
from Life, May 4, 1953, p. 118.
Appl. author: Young & Rubicam,
inc. © The Procter & Gamble Co.;
1May53; KK86677.
Excitingly new, amazingly different.
New blue Cheer, the blue-magic
washday wonder. Adv. from Aurora
advertiser, Sept. 4, 1952, p. 4.
Appl. author: Young & Rubicam,
inc. © The Procter & Gamble Co.;
4Sep52; KK81533.
Fluffo beats all for all baking. The
balanced blend shortening. Adv.
from the Niagara Falls gazette,
Nov. 13, 1952, p. 21. Appl. au-
thor: The Biow Co., inc. © The
Procter & Gamble Co.; 13Nov52;
KK81155.
Fluffo, the balanced-blend shortening
beats all for all frying. Adv.
from Buffalo courier-express, Jan.
4, 1953, p. 3. Appl. author: The
Biow Co., inc. © The Procter &
Gamble Co.; 4Jan53; KK83096.
Fluffo, the balanced-blend short-
ening, beats all for all frying.
Adv. from the Ithaca Journal,
Mar. 19, 1953, p. 12. Appl.
author: The Biow Co., inc. © The
Procter & Gamble Co.; 19Mar53;
KK85667.
Fluffo, the balanced-blend shorten-
ing, beats all for all baking.
Adv. from the Sunday telegram, Feb.
1, 1953. Appl. author: The Biow
Co., inc. © The Procter & Gamble
Co.; 1Feb53; KK86563.
Here it is ladies, from Procter &
Gamble. New all-purpose Spic and
Span. Does 114 of your cleaning
jobs faster, cleaner, easier.
New Spic and Span is actually like
two cleaning products in one.
Adv. from News patriot, Harris-
burg, Pa.; Jan. 16, 1953, p. 10.
Appl. author: The Biow Co., inc.
© 16Jan53; KK81716.
Here's new Cheer, first and only suds
of its kind. New blue Cheer, the
blue-magic washday wonder. Adv.
from the New York herald tribune,
Sept. 14, 1952, comic section.
Appl. author: Young & Rubicam, inc.
© The Procter & Gamble Co.;
14Sep52; KK81247.
Here's wonderful washday news for
you. New blue Cheer is here. (De-
tergent) Adv. from Springfield
news leader, Aug. 3, 1952, comic
section. Appl. author: Young &
Rubicam, inc. © The Procter & Gam-
ble Co.; 3Aug52; KK81248.
It's here, it's new, excitingly dif-
ferent washday suds. New blue
Cheer, the blue-magic washday won-
der. Adv. from Aurora advertiser,
Aug. 7, 1952, p. 4. Appl. author:
Young & Rubicam, inc. © The
Procter & Gamble Co.; 7Aug52;
KK81531.
It's here, it's new excitingly dif-
ferent washday suds. Procter &
Gamble's new blue Cheer. The blue-
magic washday wonder. Adv. from

New York herald tribune, Sept. 7,
1952. Appl. author: Young &
Rubicam, inc. © The Procter &
Gamble Co.; 7Sep52; KK83020.
It's here, it's new, it's improved.
Cheer. (Detergent) Adv. from Bing-
hamton press, Oct. 9, 1952, p. 23.
Appl. author: Young & Rubicam, inc.
© The Procter & Gamble Co.; 9Oct52;
KK81539.
It's here, it's new, Procter & Gam-
ble's excitingly different washday
suds. Cheer. Adv. from New York
journal American, Sept. 25, 1952,
p. 15. Appl. author: Young & Rubi-
cam, inc. © The Procter & Gamble
Co.; 25Sep52; KK81535.
It's here. Procter & Gamble's new
blue Cheer. Magically different
clothes-washing detergent. Adv.
from Richmond times dispatch,
Apr. 12, 1953. Appl. author:
Young & Rubicam, inc. © 12Apr53;
KK86674.
It's here. Procter & Gamble's new
blue Cheer, magically different
washday detergent ... Adv. from
Reading eagle, Reading, Pa., Apr.
29, 1953, p. 28. Appl. author:
Young & Rubicam, inc. © The Procter
& Gamble Co.; 29Apr53;
KK86676.
It's new, it's blue, and it's wash-
day magic. It's new blue Cheer.
(Detergent) Adv. from Reading
eagle, Reading, Pa., Apr. 15,
1953, p. 33. Appl. author: Young
& Rubicam, inc. © The Procter &
Gamble Co.; 15Apr53; KK86675.
It's new, it's blue, it's Cheer.
Procter & Gamble's magically
different washday detergent.
Adv. from Richmond times dis-
patch, Mar. 29, 1953. Appl.
author: Young & Rubicam, inc.
© 29Mar53; KK86673.
It's new, it's blue, it's magic.
Cheer, the blue, magic suds.
(Detergent) Adv. from Life, Mar.
23, 1953, p. 84-85. Appl. author:
Young & Rubicam, inc. © 20Mar53;
KK86671.
It's new, it's blue, it's magic.
What is it? It's Procter & Gam-
ble's new clothes-washing deter-
gent, Cheer. Adv. from Life,
Apr. 6, 1953, p. 88. Appl. au-
thor: Young & Rubicam, inc.
© The Procter & Gamble Co.;
3Apr53; KK86672.
It's new, it's different, Procter &
Gamble's amazing washday suds dis-
covery. Cheer. Adv. from New York
journal American, Oct. 2, 1952, p.
15. Appl. author: Young & Rubicam,
inc. © The Procter & Gamble Co.;
2Oct52; KK81536.
It's new, Procter & Gamble's most ex-
citing, different washday suds in
115 years. Cheer. Adv. from New
York news, Sept. 18, 1952, p. 57.
Appl. author: Young & Rubicam, inc.
© The Procter & Gamble Co.;
18Sep52; KK81534.
New Drene, the shampoo that silken
your hair. Net 3 fluid oz. Label.
Appl. author: Donald Deskey Asso-
ciates. © The Procter & Gamble
Co.; 29May52; KK85475.
New, improved Cheer, most exciting
different washday suds in 115 years.
Adv. from Binghamton press, Sept.
25, 1952, p. 10. Appl. author:
Young & Rubicam, inc. © The Procter
& Gamble Co.; 25Sep52;
KK81537.
New Spic and Span cleans linoleum
cleaner, twice as fast as soap
or newest detergents. [Girl hold-
ing package] Adv. from Sacramento

- bee, Sacramento, Calif., Jan. 17, 1953, comic section. Appl. author: The Biow Co., inc. © 17Jan53; KK83453.
- New Spic and Span cleans linoleum cleaner, twice as fast as soap or newest detergents. [Girl in green dress] Adv. from the Boston globe, Mar. 8, 1953. Appl. author: The Biow Co., inc. © 8Mar53; KK84392.
- New Spic and Span cleans linoleum cleaner, twice as fast as soap or newest detergents. [Girl in red dress, empty-handed] Adv. from Portland telegram, Portland, Me., Jan. 4, 1953, comic section. Appl. author: The Biow Co., inc. © The Procter & Gamble Co.; 4Jan53; KK81164.
- New Spic and Span cleans linoleum cleaner, twice as fast as soap or newest detergents. [Green floors] Adv. from Buffalo courier express, Dec. 14, 1952, comic section. Appl. author: The Biow Co., inc. © The Procter & Gamble Co.; 14Dec52; KK81105.
- New Spic and Span cleans linoleum cleaner, twice as fast as with soap or newest detergents. [Girl holding mop] Adv. from San Francisco examiner, Nov. 30, 1952. Appl. author: The Biow Co., inc. © Procter & Gamble; 30Nov52; KK82059.
- New Spic and Span cleans linoleum cleaner, twice as fast as with soap or newest detergents. [Girl pointing finger] Adv. from Boston advertiser, Nov. 16, 1952. Appl. author: The Biow Co., inc. © 16Nov52; KK82060.
- New Spic and Span cleans linoleum cleaner, twice as fast as with soap or newest detergents ... Linoleum, asphalt tile, rubber tile live longer. Adv. from Boston advertiser, Dec. 14, 1952. Appl. author: The Biow Co., inc. © 14Dec52; KK81717.
- New, you've never seen anything like it. New blue Cheer, the blue-magic washday wonder. Adv. from Boston herald, Sept. 28, 1952, comic section. Appl. author: Young & Rubicam, inc. © The Procter & Gamble Co.; 28Sep52; KK81532.
- Newest shortening discovery. Fluffo, the balanced-blend shortening. Adv. from Jamestown post journal, Jamestown, N. Y., Feb. 19, 1953, p. 34. Appl. author: The Biow Co., inc. © The Procter & Gamble Co.; 19Feb53; KK82723.
- Newest shortening discovery; Fluffo, the balanced-blend shortening, beats all for all baking. Adv. from Buffalo courier-express, Dec. 14, 1952, p. 25. Appl. author: The Biow Co., inc. © The Procter & Gamble Co.; 14Dec52; KK81297.
- Newest shortening discovery, Fluffo, the balanced-blend shortening beats all for all baking. Adv. from Jamestown post journal, Mar. 12, 1953, p. 18. Appl. author: The Biow Co., inc. © The Procter & Gamble Co.; 12Mar53; KK83151.
- Newest shortening discovery, Fluffo, the balanced-blend shortening, beats all for all baking. Adv. from Democrat and chronicle, Jan. 4, 1953. Appl. author: The Biow Co., inc. © The Procter & Gamble Co.; 4Jan53; KK83797.
- Newest shortening discovery; Fluffo, the balanced-blend shortening, beats all for all frying. Adv. from Buffalo courier-express, Nov. 16, 1952, p. 13. Appl. author: The Biow Co., inc. © The Procter & Gamble Co.; 16Nov52; KK81296.
- Newest shortening discovery, Fluffo, the balanced-blend shortening beats all for all frying. Adv. from Jamestown post journal, Apr. 9, 1953, p. 18. Appl. author: The Biow Co., inc. © The Procter & Gamble Co.; 9Apr53; KK84191.
- Newest shortening discovery. Fluffo, the balanced-blend shortening beats all for all frying. Adv. from Rochester democrat and chronicle, Mar. 15, 1953, p. 3. Appl. author: The Biow Co., inc. © The Procter & Gamble Co.; 15Mar53; KK84261.
- Now an easy answer to tough washing jobs. Cheer. Specially made for tough-job washing. Adv. from Baltimore sun, July 13, 1952, comic section. Appl. author: Young & Rubicam, inc. © The Procter & Gamble Co.; 13Jul52; KK81192.
- Now, an improved detergent formula. Only Joy cures all 4 big dish-washing headaches. Joy in a bottle beats anything in a box. (Liquid soap) Adv. from World herald, Omaha, Feb. 8, 1953. Appl. author: The Biow Co., inc. © 8Feb53; KK83203.
- Now an improved detergent formula. New Joy cures all 4 big dishwashing headaches. (Liquid detergent) Adv. from Women's home companion, Apr. 1953, p. 8. Appl. author: The Biow Co., inc. © 20Mar53; KK83331.
- Now for the first time, a home permanent brings you instant neutralizing. Lilt. Adv. from Life, May 25, 1953, p. 30. Appl. author: The Biow Co., inc. © 25May53; KK86081.
- Now for the first time, a home permanent brings you instant neutralizing. Lilt. Adv. from Life, June 1, 1953, p. 72. Appl. author: The Biow Co., inc. © 1Jun53; KK86082.
- Now, great new Cheer is here. New blue Cheer, the blue-magic washday wonder. Adv. from Springfield news leader, Aug. 17, 1952, comic section. Appl. author: Young & Rubicam, inc. © The Procter & Gamble Co.; 17Aug52; KK81527.
- Once over, and painted walls, woodwork, linoleum look newly decorated. New Spic and Span. (Blue floors) (Cleaner) Adv. from South Bend tribune, South Bend, Ind., Mar. 22, 1953. Appl. author: The Biow Co., inc. © 22Mar53; KK84031.
- Spic and Span makes painted walls, woodwork, linoleum look newly decorated. [Girl holding package] (Cleaner) Adv. from Wilkes Barre times leader, Wilkes Barre, Pa., Mar. 12, 1953, p. 22. Appl. author: The Biow Co., inc. © 12Mar53; KK83451.
- Spic and Span makes painted walls, woodwork, linoleum look newly decorated. [Girl's face] (Cleaner) Adv. from Saginaw news, Saginaw, Mich., Mar. 1, 1953, p. 7. Appl. author: The Biow Co., inc. © 1Mar53; KK83452.
- Vote for Cheer. Specially made for tough-job washing. Adv. from Detroit news, Nov. 2, 1952, comic section. Appl. author: Young & Rubicam, inc. © The Procter & Gamble Co.; 2Nov52; KK81530.
- You've never seen anything like it. Cheer. (Detergent) Adv. from Birmingham press, Oct. 2, 1952, p. 15. Appl. author: Young & Rubicam, inc. © The Procter & Gamble Co.; 2Oct52; KK81538.
- PRODUCTS OF FAMOUS RESTAURANTS, INC. © The perfect all seasoning agent, Spice-It. Net. wt. 1 1/4 oz. Label. Appl. author: William E. Buzzee. © 13Mar53; KK84835.
- PROSPERITY COMPANY, INC. Air operated presses for garment manufacturers. Pioneered, perfected, first offered by Prosperity. (Laundry machinery) Folder. Appl. author: Barlow Adv. Agency. © The Prosperity Co., inc.; 30Jan53; KK82676.
- Duo-Matic 25-pound capacity automatic washer, equipped with Prosperity's exclusive Formatrol cycle timer. (Laundry machinery) Sheet. Adv. from the Automatic launderer and cleaner, Dec. 1952, p. 13. Appl. author: Barlow Adv. Agency. © The Prosperity Co., inc.; 15Dec52; KK82675.
- 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.; 30Jan53; KK82677.
- Now, production and profit. Finishing all types of sport shirts with Prosperity's complete sport shirt department. (Laundry machinery) Adv. from American laundry digest, Apr. 1953, p. 48-49. Appl. author: Coe Advertising Agency. © The Prosperity Co., inc.; 15Apr53; KK85513.
- One operator at one station finishes every piece of wearing apparel. Prosperity all-purpose wearing apparel unit. (Laundry machinery) Adv. from the Guide, Jan. 1953, p. 49. Appl. author: Barlow Adv. Agency. © The Prosperity Co., inc.; 15Jan53; KK82671.
- Plan a profitable shirt business, by starting with a Prosperity standard 2-girl shirt unit. (Laundry machinery) Adv. from Laundry age, June 1953, p. 57. Appl. author: Syracuse Adv. Agency. © The Prosperity Co., inc.; 12Jun53; KK86472.
- Plug the holes that waste your dollars. Modernize now with Prosperity air-operated presses for clothing manufacturers. (Laundry machinery) Folder. Appl. author: Barlow Advertising Agency. © The Prosperity Co., inc.; 23Feb53; KK83446.
- Prosperity air-operated presses for cleaners. Smooth sensitive control ... (Laundry machinery) Adv. from Cleaning and laundry world, Jan. 1953, p. 105. Appl. author: Barlow Adv. Agency. © The Prosperity Co., inc.; 15Jan53; KK84514.
- Prosperity digest. (Laundry machinery) Pamphlet. Appl. author: Barlow Advertising Agency. © The Prosperity Co., inc. Dec. 1952. © 15Dec52; KK81315. Jan. 1953. © 5Jan53; KK82673. Feb. 1953. © 1Feb53; KK82674. Mar. 1953. © 5Mar53; KK83440. Apr. 1953. © 1Apr53; KK84556. May 1953. © 1May53; KK85512.
- Prosperity fully-automatic synthetic cleaning unit. Universal model 6-B. (Laundry machinery) Pamphlet. Appl. author: Syracuse Adv. Agency. © The Prosperity Co., inc.; 15Jun53; KK86475.
- Prosperity pioneer manufacturers. (Laundry machinery) 28 p. Appl. author: Coe Adv. Agency. © The Prosperity Co., inc.; 15Apr53; KK85509.

PROSPERITY COMPANY, INC. Cont'd.

3-way versatility, with the new Prosperity fully-automatic 6-B synthetic cleaning unit. (Laundry machinery) Adv. from the National cleaner and dyer, June 1953, p. 17. Appl. author: Syracuse Adv. Agency. © The Prosperity Co., inc.; 5Jun53; KK86473.

Why waste human energy? Change to Prosperity air operated presses. (Laundry machinery) Adv. from Daily news record, Jan. 19, 1953, p. 24. Appl. author: Barlow Adv. Agency. © The Prosperity Co., inc.; 19Jan53; KK82670.

Yes, we repeat faster and finer. Prosperity's 7-A. (Laundry machinery) Adv. from the National cleaner & dyer, Jan. 1953, p. 31. Appl. author: Barlow Adv. Agency. © The Prosperity Co., inc.; 15Jan53; KK82672.

PROTECTOWIRE COMPANY.

How to protect your home and family from fire. Protectowire. (Automatic fire alarm systems) Pamphlet. © The Protectowire Co.; 16Mar53; KK83229.

Now you can prevent this, Protectowire gives you low cost automatic fire protection for your home. Adv. from Horticulture, Jan. 1953, p. 27. © The Protectowire Co.; 2Jan53; KK81478.

PROTEXOL CORPORATION ©.

Protaxol Pentasote, oil borne pentachlorophenol solution. Wood preservative for positive protection against decay and insect attack. Folder. Appl. author: Carl F. Hartman. © 1Dec52; KK80996.

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, Holrick James Miller, sole owner; 3Jan53; KK81028.

PRUSSING, ARTHUR WILLIAM.

Come direct to the Olson factory, for your broadloom carpets, rugs. KK82452. SEE Olson Rug Company. Don't miss this great Olson factory-to-you sale ... KK84541. SEE Olson Rug Company.

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Alcotones, v. 3, no. 1, 1952. 31 p. © 29Dec52; KK81458.

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Just bring me a case of Ronrico [rum] Remember in rum it's Ronrico. Adv. from Cosmopolitan, Dec. 1952, p. 111. © 26Nov52; KK80930.

No, no stop, that's for McKesson & Robbins! new offices and warehouse. Ronrico distilled Puerto Rican rum. Adv. from the Beverage record, Dec. 1, 1952, p. 13. © 1Dec52; KK80927.

Of course all your customers want it, that's why it pays to push holiday sales of Ronrico ... (Rum) Adv. from Beverage media, Dec. 1952, p. 66. © 1Dec52; KK80928.

Remember, in rum it's Ronrico. Best rum bar none. Poster. © 5Dec52; KK82150.

PUERTO RICO DISTILLING COMPANY. SEE ALSO Ronrico Corporation.

PURCELL, VERONA, d.b.a. VERONA PURCELL GAMES. SEE Purcell (Verona) Games.

PURCELL (VERONA) GAMES.

Arithmetic champion game number 1. Entertaining, exciting, educational. Game no. 1, addition and subtraction. Label. Appl. author: Karl W. Sanders. © Verona Purcell, d.b.a. Verona Purcell Games; 13Jan53; KK82644.

Arithmetic champion game number 2. Entertaining, exciting, educational. Game no. 2, multiplication and division. Label. Appl. author: Karl W. Sanders. © Verona Purcell, d.b.a. Verona Purcell Games; 13Jan53; KK82645.

PURE FROZEN LEMON JUICE CORPORATION OF AMERICA DIVISION, RACLIN (H. L.) AND SONS, INC. SEE RACLIN (H. L.) and Sons, inc. Pure Frozen Lemon Juice Corporation of America Division.

PURE OIL COMPANY.

For instant response in today's advanced engines. Sensitized gasolines. Be sure with Pure. Adv. © The Pure Oil Co.; 18Mar53; KK83803.

PUREX CORPORATION, LTD. ©.

Amazing offer. \$1.50 knife set for only 50¢, 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 improved Purex gets linens and cottons nearly 3 shades whiter than suds alone. (Bleach) Adv. from Parents', Feb. 1953, p. 19. Appl. author: Foote, Cone & Belding. © 25Jan53; KK82652.

New liquid bleach in safe dry form. Purex dry bleach. Adv. from Parade, Mar. 29, 1953, p. 3. Appl. author: Foote, Cone and Belding. © 29Mar53; KK84568.

New, liquid bleach in safe dry form ... Purex Dry Bleach deodorizes ... Adv. from the Daily sentinel,

Grand Junction, Colo., Apr. 22, 1953, p. 8. Appl. author: Foote, Cone & Belding. © 22Apr53; KK85487.

New, revolutionary liquid bleach in safe dry form. Amazing new Purex Dry Bleach ... Adv. from the Daily sentinel, Grand Junction, Colo., Mar. 25, 1953, p. 11. Appl. author: Foote, Cone & Belding. © 25Mar53; KK85490.

New revolutionary liquid bleach in safe dry form. Amazing new Purex dry bleach replaces liquid for laundry, kitchen, bath and farm use. Adv. from the Daily sentinel, Grand Junction, Colo., Jan. 28, 1953, p. 3. Appl. author: Foote, Cone & Belding. © 28Jan53; KK82424.

New revolutionary liquid bleach in safe dry form. Purex dry bleach. Adv. from the Dakota farmer, May 16, 1953, p. 35. Appl. author: Foote, Cone & Belding. © 16May53; KK85793.

New, revolutionary liquid bleach, in safe dry form. Purex dry bleach. Adv. from the Fresno Bee, Fresno, Calif., Mar. 22, 1953, p. 13. Appl. author: Foote, Cone and Belding. © 22Mar53; KK84082.

New, revolutionary liquid bleach in safe dry-form. Purex dry bleach. Adv. from the Sacramento bee, Sacramento, Calif., Mar. 7, 1953, p. 13. Appl. author: Foote, Cone and Belding. © 7Mar53; KK84567.

New, revolutionary liquid bleach, in safe dry form. Purex dry bleach. Adv. from the Seattle times, Mar. 8, 1953, p. 3. Appl. author: Foote, Cone and Belding. © 8Mar53; KK84083.

New. Revolutionary. Purex Corporation brings you the amazing new product you've been waiting for. Dry bleach Purex. Adv. from Commercial bull., Jan. 16, 1953, p. 2 of cover. Appl. author: Foote, Cone & Belding. © 16Jan53; KK81820.

Now, at last. Liquid bleach in safe dry form ... Purex Dry Bleach. Adv. from the Sacramento bee, Apr. 18, 1953, p. 19. Appl. author: Foote, Cone & Belding. © 18Apr53; KK85489.

Now, at last. Liquid bleach in safe dry form ... Purex Dry Bleach. Adv. from the Seattle times, Apr. 19, 1953, p. 7. Appl. author: Foote, Cone & Belding. © 18Apr53; KK85488.

Now get your linens nearly 3 shades whiter. (Bleach) Adv. from the Dakota farmer, Mar. 21, 1953, p. 41. Appl. author: Foote, Cone & Belding. © 21Mar53; KK86413.

Now it's here. New revolutionary liquid bleach in safe dry form. Purex. Adv. from the Phoenix gazette, Feb. 19, 1953, p. 22. Appl. author: Foote, Cone & Belding. © 19Feb53; KK82924.

This I gotta tell my wife. New Purex gets linens nearly 3 shades whiter ... (Bleach) Adv. from the Dakota farmer, May 2, 1953, p. 39. Appl. author: Foote, Cone & Belding. © 2May53; KK85491.

Try this revolutionary new liquid bleach in safe, dry form. Amazing new Purex Dry Bleach replaces ... Adv. from What's new in home economics, May 1953, p. 15. Appl. author: Foote, Cone & Belding. © 1May53; KK85492.

PURITAN CORDAGE MILLS ©.
Super Planet clothesline. No stretch clothesline, with Fiberglas core. 50 ft. Label. © 10Feb53; KK84924.

PURITY BAKERIES CORPORATION ©.
Taystee vienna enriched bread. Wt. 1 lb. Label. Appl. author: L. J. Nieman. © 27Mar53; KK84749.

PUTNEY, JAY F.
Let your livestock judge how much more minerals and vitamins they need ... KK86478. SEE Vit-A-Way, inc.

Q

QUAKER OATS COMPANY. COAST FISHERIES DIVISION ©.
Energy, Puss 'n Boots adds the plus. (Cat food) Adv. from American magazine, Oct. 1949, p. 87. Appl. author: Lynn Baker, inc. © 10Oct49; KK81157.

This mother loves her Puss 'n Boots. See what it means to be a Puss 'n Boots cat? (Cat food) Adv. from Woman's day, Aug. 1952, p. 134. Appl. author: Lynn Baker, inc. © 31Jul52; KK86489.

Watching over her kittens takes time and patience ... See what it means to be a Pusa'n Boots cat? (Cat food) Adv. from Family circle, Aug. 1952, p. 70. Appl. author: Lynn Baker, inc. © 1Aug52; KK86041.

QUALITY BAKERS OF AMERICA COOPERATIVE, INC. ©.
Boys and girls get your free Hoppy game, Hopalong Cassidy's Rustler Roundup now at your grocer. Get mom to buy Blue Ribbon, it's Hoppy's favorite bread. Adv. © 14Aug52; KK80877.

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; KK80879

Boys 'n girls have fun with this free Alice in Wonderland fill-in picture. Blue Ribbon bread. Adv. © 22Aug52; KK80882.

Free to boys 'n girls; get your colorful Alice in Wonderland fill-in picture. Blue Ribbon bread. Adv. © 12Aug52; KK80881.

Hi ya, pardner, collect Hoppy's pictures. Get mom to buy Blue Ribbon, it's Hoppy's favorite bread. Adv. © 30Aug52; KK80880.

Look, boys 'n girls, now Hoppy's on every loaf. Get mom to buy Blue Ribbon, it's Hoppy's favorite. Adv. © 22Aug52; KK80878.

Look, kids, your favorite Alice in Wonderland characters on the end of every loaf. Blue Ribbon bread. Adv. © 28Aug52; KK80883.

QUALITY CHEK DAIRY PRODUCTS ASSOCIATION ©.
Quality Chek chocolate ice cream. French-Bauer. One pint liq. Label. © 15Dec52; KK81455.
Quality Chek strawberry ice cream. French-Bauer. One pint liq. Label. © 15Dec52; KK81454.
Quality Chek vanilla ice cream. French-Bauer. One pint liq. Label. © 15Dec52; KK81456.

QUALITY COSMETICS CORPORATION ©.
Your hands tell a story. Monique hand cream. Folder. © 12Sep52; KK80987.

QUIGLEY (W. B.) LABORATORIES.
A mild and smooth soap, Lily White. Use no water. Hand cleaner. Net weight contents 5 lbs. Streamer. © Wilfred Bennett Quigley, d.b.a. W. B. Quigley Laboratories; 10Apr53; KK84259.

QUIGLEY, WILFRED BENNETT, 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.

RABUT, PAUL.
More power to America. KK80746. SEE General Electric Company.

RACLIN (H. L.) AND SONS, INC. PURE FROZEN LEMON JUICE CORPORATION OF AMERICA DIVISION ©.
Nilcar grape juice. Quick frozen concentrated concord. Contents 6 fl. oz. Label. Appl. author: Lora M. Raclin. © 23Feb53; KK82597.

Nilcar lemon juice for lemonade. Contents 5 3/4 fl. oz. Label. Appl. author: Lora M. Raclin. © 23Feb53; KK82596.

Nilcar lime juice for limeade. Contents 5 3/4 fl. oz. Label. Appl. author: Lora M. Raclin. © 23Feb53; KK82595.

RACLIN, LORA M. SEE Raclin (H. L.) and Sons, inc. Pure Frozen Lemon Juice Corporation of America Division.

RA-CO PRODUCTS COMPANY.
Rain-coat moistureproofs wiring on all automobiles, trucks, industrial & marine motors. Ra-Co. One gallon. Label. © Ra-Co Products Co., Edward C. Tompkins sole owner; 15Dec52; KK83205.

RADIATION COUNTER LABORATORIES, INC. ©.
RCL illustrated price list no. 12. Control equipment for Nuclear reactors. 15 p. © 10Nov52; KK86525.

RADIO CORPORATION OF AMERICA. RCA ESTATE APPLIANCE CORPORATION SUBSIDIARY.
RCA Estate electric ranges. 18 p. Appl. author: Lewis W. Selmeier. © RCA Estate Appliance Corp., a Radio Corp. of America subsidiary; 5Jan53; KK81363.

RADL, RICHARD MARTIN.
Imp Duo-Seat. KK84025. SEE Illini Molded Plastics.

RADUSKY, VERN.
Clairol Remov-zit. KK83098. SEE Clairol, inc.

How to use new, amazing Miss Clairol Hair Color Bath. KK85093. 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. KK81914. SEE Clairol, inc.

Your questions answered on hair-coloring. KK83100. SEE Clairol, inc.

RAILTON (RICHARD) COMPANY.
The birdcall game. Label. Appl. author: Richard Stone Railton. © The Richard Railton Co.; 10Oct52; KK80729.

RAILTON, RICHARD STONE.
The birdcall game. KK80729. SEE Railton (Richard) Company.

RAINEY, ROBERT L.
Merveilleux a gouter. KK85646. SEE Bill's Diner.

RALEIGH, J. J., WARD LEAHY, A. N. BURENS, GERALD NOLAN, THOMAS CONLEY, AND R. A. MINNING, composing the firm WIPEX INDUSTRIAL TOWEL SERVICE COMPANY. SEE WipeX Industrial Towel Service Company.

RAMSDELL (LEE) AND COMPANY, INC.
A new type of therapy for respiratory problems in ... KK83417. SEE Air-Shields, inc.
To save the breath of life. KK85122. SEE Air-Shields, inc.

RAMSELL, WILLIAM H.
Think of it, you can't lose. KK86139. SEE Ramsell Manufacturing Company.

RAMSELL MANUFACTURING COMPANY ©.
Think of it, you can't lose. 40 o/o profit, even on samples. Order this window Paint-Shield. (Liquid masking tape) Folder. Appl. author: William H. Ramsell. © 15Jan53; KK86139.

RAMSET FASTENERS, INC. ©.
Modern fastening methods. A handbook on powder-actuated fastening, presented by Ramset Fasteners, inc. (Construction tool) 28 p. Appl. author: Alfred T. Goulding. © 9Mar53; KK83218.

RAMSEY, JOHN O.
Easy on the eyes. SEE Byron Jackson Company.

RAMSEY, WILLIAM C.
All you need is a match. SEE Sterling Manufacturing Company.
American 3-WS wagon gear, with the 3-way stretch. KK84551. SEE American Road Equipment Company.
Like zipping on and off your coveralls is the way this new stacker-loader mounts and unmounts. KK82748. SEE American Road Equipment Company.

RAMSEY CORPORATION ©.
Chrome-plated or regular, Ramco no gap Spiro-Seal increases your profitpower. (Automotive piston rings) Adv. from Motor, Apr. 1953, p. 75. Appl. author: Van Auken, Ragland and Stevens. © 15Apr53; KK84346.
For more profitpower here's where to put your finger. Ramco no gap Spiro-Seal. You profit all-ways with Ramco piston rings. Adv. from Southern automotive journal, June 1953, p. 4 of cover. Appl. author: Van Auken, Ragland and Stevens. © 8Jun53; KK86518.
New Ramcrome chrome-plated piston rings prove again. You profit all-ways with Ramco. (Automotive piston rings) Adv. from Automotive service digest, Jan. 1953, p. 2 of cover. Appl. author: Van Auken, Ragland & Stevens. © 15Jan53; KK82431.

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. F. Stevens, employee for hire. © 1Feb51; KK79575.

Plain talk. Changes must never be made at the Jobber's expense. Ramco. (Piston rings) Adv. from

- RAMSEY CORPORATION ©.** Cont'd.
Jobbers topics, June 1951, p. 210-211. Appl. author: B. F. Stevens, employee for hire. © 1Jun51; KK79574.
Plain talk. How can the Jobber prepare now to meet tomorrow's problems? Ramco. (Piston rings) Adv. from Jobbers topics, Oct. 1950, p. 208-209. Appl. author: B. F. Stevens, employer for hire. © 10Oct50; KK79576.
Ramcrome gets the most out of chrome with years-ahead design that proves again, you profit all-ways with Ramco. (Automotive piston rings) Adv. from Motor, Mar. 1953, p. 107. Appl. author: Van Auken, Ragland and Stevens. © 15Mar53; KK83835.
Ramcrome's new but proven 3-way control principle proves again. You profit all-ways with Ramco. (Automotive piston rings) Adv. from Southern automotive journal, Feb. 1953, p. 4 of cover. Appl. author: Van Auken, Ragland & Stevens. © 8Feb53; KK82432.
You profit all-ways with Ramco. B-175. (Automotive piston rings) Adv. from Jobber topics magazine, Mar. 1953, p. 8-9. Appl. author: Van Auken, Ragland and Stevens. © 15Mar53; KK84347.
You profit all-ways with Ramco. B-199JT. (Automotive piston rings) Adv. from Jobber topics magazine, Apr. 1953, p. 101-102. Appl. author: Van Auken, Ragland and Stevens. © 15Apr53; KK84348.
You profit all-ways with Ramco. New Ramcrome chrome plated piston rings prove again. (Automotive piston rings) Adv. from Jobber topics magazine, Jan. 1953, p. 8-9. Appl. author: Van Auken, Ragland and Stevens. © 15Jan53; KK82430.
Your big profit difference in piston rings. No gap spiro-seal. You profit all-ways with Ramco. (Automotive piston rings) Adv. from Jobber topics, May 1953, p. 111-112. Appl. author: Van Auken, Ragland and Stevens. © 15May53; KK86735.
- RANCH TREAT PACKING COMPANY ©.**
Here's your Ranch Treat tree ripened Santa Clara Valley prunes. Net wt. 1 oz. or over. Label. Appl. author: Richard F. Mount. © 28Jan53; KK82249.
- RAPP, HARRY E.**
Insul-Mastic type D. KK83731. SEE Insul-Mastic Corporation of America.
- RAY OIL BURNER SALES, INC. ©.**
Reliable Ray throws light on the oil burner, with a reputation for economical performance. Adv. from Realty, Apr. 21, 1953, p. 8. Appl. author: Robert E. McGuire. © 21Apr53; KK86848.
- RATH PACKING COMPANY.**
New, cook in 4 minutes. Rath Black Hawk Beefette pure beef steaks. Flaked and shaped. Net wt. 10 ozs. © The Rath Packing Co.; 6Dec52; KK86526.
Stix shortening. Net wt. 1 1/4 ozs. Label. © The Rath Packing Co.; 28Nov52; KK80926.
- RAYCINE CLIPPER COMPANY ©.**
Here's your key to a brand new, unsaturated market. Raycine 3 piece electric clipper hair cutting set. Adv. from Hardware retailer, Mar. 1953, p. 57. Appl. author: William Juhre. © 5Mar53; KK84215.
- RAYMOND'S, INC. ©.**
Sold to Raymonds Awl first quality nationally advertised maker's ... Alias Incognito, a famous brand in disguise. (Nylon stockings and girdles) Adv. from Boston American, p. 14. © 27Mar53; KK84312.
Sold to Raymond's. Fashion wise Bostonians are flocking to Raymond's for top selection of glamorizing spring coats. Alias Incognito, a famous brand in disguise. (Men's, women's and children's apparel) Adv. from the Boston herald, Mar. 31, 1953, p. 5. © 31Mar53; KK83802.
- RAYMOR PRODUCTS.**
How to use Wood Prep. (Wood cleaner) Label. © Raymond Simon, d.b.a. Raymor Products; 15Apr53; KK86023.
The natural wood cleaner. Wood Prep. Label. © Raymond Simon, d.b.a. Raymor Products; 15Apr53; KK86024.
- RAYO CORPORATION ©.**
Rayo brush holder; saves brushes. Label. © 7Jan53; KK81760.
Save your paint brushes. Rayo brush holder. Folder. © 26Jan53; KK82470.
- RAY-O-LITE CORPORATION OF AMERICA ©.**
Beauty on duty all year 'round. Awnings of distinction, Ray-O-Lite. (Fiber glass plastic awnings) Folder. Appl. author: J. Howard Allison. © 17Mar53; KK86353.
Let there be light. Why live in the dark when Ray-O-Lite gives you protection and lets light in. (Fiber glass plastic awnings) Folder. Appl. author: J. Howard Allison. © 10Jun53; KK86354.
- RAY-O-VAC COMPANY.**
Light when you need it most. Ray-O-Vac leak proof flashlight battery. Only Ray-O-Vac is fully sealed-in-steel. (Gauntlet holding flashlight battery) Adv. Appl. author: McCann-Erickson, inc. © Ray-O-Vac Co., & Ray-O-Vac Co., Canada, ltd.; 28Mar53; KK83756.
- RAY-O-VAC COMPANY, CANADA, LTD. SEE**
Ray-O-Vac Company.
- REACH (CHARLES DALLAS) COMPANY OF NEW YORK, INC.**
Baby, it's a soft life. KK85177. SEE International Latex Corporation.
Beauty magic for hands at work. KK82661. SEE International Latex Corporation.
Caught with his pants up. KK85180. SEE International Latex Corporation.
1st time available, new profit opportunity for you. KK85182. SEE International Latex Corporation.
1st time available to America's precious babies. KK85914. SEE International Latex Corporation.
Give baby the pick of Santa's pack. KK81390. SEE International Latex Corporation.
It's June in January with this special Playtex swim cap deal. KK81392. SEE International Latex Corporation.
It's written in the stars. KK82658. SEE Renfield Importers, ltd.
Just look at her baby. KK85178. SEE International Latex Corporation.
- Let bouncing babies bounce your profits. KK81393. SEE International Latex Corporation.
New Glovelies make this daring promise ... SEE International Latex Corporation.
Night and day, all through the year only Playtex Dryper makes changes so safe and comfortable ... KK81394. SEE International Latex Corporation.
Only Playtex panties, the stretchy latex panties fit so gently, give such complete waterproof protection. KK81395. SEE International Latex Corporation.
Playtex babies are happier babies ... KK85181. SEE International Latex Corporation.
Playtex outsells all other brands of baby pants. KK81389. SEE International Latex Corporation.
Pretty enough to trim the tree. KK81391. SEE International Latex Corporation.
Your baby will bounce with joy ... KK85179. SEE International Latex Corporation.
- REACH, WRIGHT AND DITSON ©.**
Spring & summer 1953. (Sports equipment) 72 p. © 15Jan53; KK81919.
- READ, FRED M.**
The Amtea index of machine tools. KK81385. SEE Amtea Corporation.
- REARDON, MARK.**
Indoor plants easy to grow in treated soil. KK80863. SEE Monsanto Chemical Company.
- REARDON COMPANY.**
Colors available in Dramex interior wall finish and white the low cost easy way to brush on a new wall. Folder. © The Reardon Co.; 1Sep52; KK80770.
Dramex gives you new walls for old without replastering; it's easy, too, just brush on a new wall. Folder. © The Reardon Co.; 1Sep52; KK80772.
I'm your Dramex salesman, Bill Rogers, let me tell you how we're blowin' our top in Pittsburgh. (Wall paint) © The Reardon Co.; 1Sep52; KK80773.
Wow, what an eye opener. One easy coat of Dramex fills cracks as it colors. Folder. © The Reardon Co.; 1Sep52; KK80771.
- REDDI-WIP, INC. ©.**
Be a talked-about holiday hostess with Sally Neely's just wonderful Reddi-Wip desserts. (Whipping cream) Adv. from the Evening Star, Washington, D. C., Dec. 4, 1952, p. A-24. Appl. author: Ruthrauff & Ryan, inc. © 4Dec52; KK80808.
Be a talked-about holiday hostess with Sally Neely's Reddi-Wip dessert sensations. (Whipping cream) Adv. from Life, Dec. 15, 1952, p. 73. Appl. author: Ruthrauff & Ryan, inc. © 15Dec52; KK81955.
Fiesta cake, easy to make with Betty Crocker cake mix and Reddi-Wip. (Whipping cream) Adv. from This week magazine, New York herald tribune, Feb. 8, 1953, p. 30. Appl. author: Ruthrauff & Ryan, inc. © 8Feb53; KK84817.
Fresh-up winter-weary appetites with springtime shortcake. Frozen berries 'n Reddi-Wip. (Whipping cream) Adv. Appl. author: Ruthrauff and Ryan, inc. © 5Mar53; KK84722.

Here's what happens when you always serve frozen berries 'n Reddi-Wip. (Whipping cream) Adv. from Family circle, Mar. 1, 1953, p. 110. Appl. author: Ruthrauff and Ryan, inc. © 1Mar53; KK84818.

Here's what happens when you serve fresh frozen berries with Reddi-Wip. (Whipping cream) Adv. from the Hammond times, Mar. 12, 1953, p. 23. Appl. author: Ruthrauff and Ryan, inc. © 12Mar53; KK84723.

It's time to make strawberries twice as exciting with Reddi-Wip. (Whipping cream) Adv. from This week magazine, May 17, 1953, p. 30. Appl. author: Ruthrauff & Ryan, inc. © 17May53; KK85968.

Now her pumpkin pie becomes mate bait, thanks to Reddi-Wip with its new, improved home-style flavor. (Whipping cream) Adv. from Life, Nov. 17, 1952, p. 159. Appl. author: Ruthrauff & Ryan, inc. © 17Nov52; KK81040.

Now, in seconds your favorite gelatin desserts become real party treats, when you always serve them glamorized with fresh, real cream Reddi-Wip. (Whipping cream) Adv. from Life, Apr. 13, 1953, p. 122. Appl. author: Ruthrauff & Ryan, inc. © 13Apr53; KK85969.

Pumpkin pie time is a profit time. Thanks to this great pumpkin pie and Reddi-Wip promotion ... (Whipping cream) Adv. from Food topics, Nov. 10, 1952, p. 5. Appl. author: Ruthrauff and Ryan, inc. © 10Nov52; KK85338.

Reddi-Wip puts big smiles on little faces. (Whipping cream) Adv. from Family circle, Apr. 1, 1953, p. 84. Appl. author: Ruthrauff & Ryan, inc. © 1Apr53; KK85972.

Special offer! This coupon saves you 10¢. Your family will love Reddi-Wip. (Whipping cream) Adv. from the Rochester times-union, Rochester, N. Y., Sept. 25, 1952, p. 20. Appl. author: Ruthrauff & Ryan, inc. © 25Sep52; KK80807.

REDTOP BREWING COMPANY.
First time at regular prices, famous old Barbarossa beer. Adv. from Kentucky ed. of Cincinnati post, Oct. 28, 1952, p. 5. © The Redtop Brewing Co.; 28Oct52; KK82052.

Now at popular prices, premium quality Barbarossa beer. Adv. from Hamilton journal news, Hamilton, Ohio, May 7, 1953, p. 43. © The Redtop Brewing Co.; 7May53; KK85408.

Redtop extra dry. 99.03 % sugar free means extra dry as beer should be. Adv. from Indianapolis times, Feb. 18, 1953. © The Redtop Brewing Co.; 18Feb53; KK84338.

REGO, DAVID ©.
De luxe two-way Industrial hand cleaner. Label. © 15Apr53; KK84264.

REICH, ROBERT ALFRED.
Catalog 53. KK80735. SEE Ohio Nut and Bolt Company.

REINER, GEORGE.
Ankelture luxurious stockings. KK82890. SEE Sanson Hosiery Mills, inc.

REINHARDT, EVELYN S.
Overseas with Hercules. SEE Hercules Powder Company.

REMINGTON AIR CONDITIONING DIVISION, REMINGTON CORPORATION. SEE Remington Corporation. Remington Air Conditioning Division.

REMINGTON CORPORATION. REMINGTON AIR CONDITIONING DIVISION.
Announcing the new industrial Remington moisture magnets. Bulletin 531. (Electrical dehumidifiers) Folder. Appl. author: Horbert L. Laube. © Remington Air Conditioning, division of Remington Corp.; 5Jan53; KK81111.

Dehumidifier application tables. Remington. 2 sheets. Appl. author: Horbert L. Laube. © 1Sep52; KK81672.

RENFIELD IMPORTERS, LTD. ©.
It's written in the stars. Don't be vague, say Five Star Haig & Haig. (Blended Scots whiskey) Adv. from New York herald tribune, Feb. 24, p. 15. Appl. author: Chas. Dallas Reach Co. of New York, inc. © 24Feb53; KK82658.

RENKEWITZ, HERBERT.
Rice Cream. KK82057. SEE Linda Foods, inc.

RENNER ADVERTISERS.
A-MP Capatron capacitors and pulse forming networks. KK85243. SEE Aircraft-Marine Products, inc.

A-MP taper technique. KK85027. SEE Aircraft-Marine Products, inc.

Automatic wire terminators and Auto-Crimp strip terminals. KK82397. SEE Aircraft-Marine Products, inc.

The creative approach to better wiring. KK86213. SEE Aircraft-Marine Products, inc.

How to take the lead out of your plants. KK85616. SEE Aircraft-Marine Products, inc.

RENNEY, WILLIE CATHERINE.
The Renney's Florida smoked fish spread, for tasty snacks. KK82613. SEE Renney, 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; KK81654.

Ask for Republic's Polly-Flex. Mixing bowls, decanters. (Food containers) Adv. from Ladies' home journal, Nov. 1952, p. 148. Appl. author: Leo Wolf. © 1Nov52; KK82035.

Ask for Republic's Polly-Flex. Plettes, utility bowls. (Food containers) Adv. from McCall's, Nov. 1952, p. 100. Appl. author: Leo Wolf. © 1Nov52; KK82034.

Beautiful and practical combination waste basket and liner for step-on refuse cans. A smartly designed waste basket of polyethylene ... Sheet. Appl. author: Leo Wolf. © 15Jan53; KK81653.

Bread container. Keeps bread fresh. Just the container to store frozen bread in freezer. A marvelous container for all kinds of food. Sheet. Appl. author: Leo Wolf. © 15Jan53; KK81655.

Dishpan. Another exclusive creation by Republic. Another product added to the famous Republic Polly-Flex housewares line. Sheet. Appl. author: Leo Wolf. © 15Jan53; KK81656.

Polly-Flex bowl set. (Food containers) Label. Appl. author: Leo Wolf. © 25Sep52; KK83036.

Polly-Flex compartment plates. (Food containers) Label. Appl. author: Leo Wolf. © 25Sep52; KK83037.

Polly-Flex food container set. Label. Appl. author: Leo Wolf. © 25Sep52; KK83034.

Polly-Flex houseware products. Price list, effective January 15, 1953. (Food containers) Sheet. Appl. author: Leo Wolf. © 5Jan53; KK83175.

Polly-Flex housewares. Everlasting. Never chips or breaks. Smartly designed. (Food containers) Folder. Appl. author: Leo Wolf. © 15Jan53; KK81657.

Polly-Flex utility bowl set. (Food containers) Label. Appl. author: Leo Wolf. © 25Sep52; KK83035.

Republic Freezette food containers. Your customers prefer Republic's Freezettes ... because they are indestructible ... Adv. from Housewares review, Apr. 1952, p. 13. Appl. author: Leo Wolf. © 1Apr52; KK81288.

Republic's Polly-Flex products. Freezettes. (Food containers) Sheet. Appl. author: Leo Wolf. © 29Dec52; KK81129.

This is your key to bigger business. Polly-Flex housewares. Freezettes. (Food containers) Folder. Appl. author: Leo Wolf. © 7Jan53; KK81128.

Your Freezette sales will go sky high in 1953. Nationally advertised, nationally accepted ... Tie up with Republic's Freezettes. (Food containers) Folder. Appl. author: Leo Wolf. © 3Jan53; KK82033.

REPUBLIC STEEL CORPORATION. TRUSCON STEEL DIVISION ©.
Presenting Truscon ranch windows. (Steel windows) Folder. Appl. author: Paul L. Callahan. © 24Jun52; KK86201.

RESEARCH CORPORATION ©.
Iron cupola gas cleaning, with Research Corporation Cottrell Precipitators. Bulletin IC. Folder. Appl. author: William A. Cather, III. © 25May53; KK86558.

Open hearth stack gas cleaning, with Research Corporation Cottrell Precipitators. Bulletin OH. Folder. Appl. author: William A. Cather, III. © 25May53; KK86557.

RESS, EMANUEL.
Milwaukee, land of the brew and home of the Braves. KK83719. SEE Emress Specialty Company.

REVCO, INC. ©.
What type freezer should we buy? Facts about freezers. Revco freezers. (Food freezers) 12 p. Appl. author: William Thomas Rietzke. © 5Apr53; KK85217.

You'll like Revco's great capacity, quality, economy. (Food freezers) Folder. Appl. author: William Thomas Rietzke. © 5Apr53; KK85218.

REVERE ELECTRIC MANUFACTURING COMPANY ©.
Lighting makes service stations inviting. New Revere mercury vapor island lighter. Sheet. Appl. author: R. J. Skala Co. © 15Jan53; KK81853.

Revere lighting changes nighttime into daytime. Revere par lamp holder. Features ... Sheet. Appl. author: R. J. Skala Co. © 29Dec52; KK81640.

300-500 watt heavy duty cast aluminum floodlights. The housing of this Revere floodlight is of cast aluminum alloy ... Sheet. Appl. author: R. J. Skala Co. © 3Dec52; KK81852.

REVIEW AND HERALD PUBLISHING ASSOCIATION ©.

Children, our greatest heritage helps boys and girls choose the best in life stories that protect against today's evils. The Children's hour with Uncle Arthur, book five. Poster. © 31Dec52; KK80934.

REVLON PRODUCTS CORPORATION ©.

New. The only face make-up that actually beauty-treats your skin. Revlon Touch-and-Glow. (Cosmetics) Adv. from Mademoiselle, Feb. 1953, p. 4 of cover. Appl. author: William H. Weintraub & Co., inc. © 25Jan53; KK82058.

The world's smartest women prefer Revlon to any other nail enamel and lipstick ... Adv. from Cosmopolitan, Feb. 1951, p. 9. Appl. author: William H. Weintraub & Co., inc. © 25Jan51; KK82230.

REYNOLDS MANUFACTURING COMPANY ©.

Don't drag the load. Float it with the Reyco suspension. There is nothing else in tandems ... (Automotive springs) Adv. from Commercial car journal, Sept. 1952, p. 244. Appl. author: Ralph Aquilla Nelms. © 8Sep52; KK85656.

Reyco engineered brake drums are better from the start, best for the stop. Adv. from Southern motor cargo, Dec. 1952, p. 37. Appl. author: Ralph Aquilla Nelms. © 16Dec52; KK82518.

Reyco. When your trailer tandem bears this nameplate, your service parts cost is guaranteed not to exceed \$25. Adv. from Power wagon, Mar. 1953. Appl. author: Ralph Aquilla Nelms. © 12Mar53; KK84642.

RHEEM MANUFACTURING COMPANY ©.

Doing double duty for Bardahl. Rheemcote poster drums. Bardahl products and Bardahl identification circle the globe. (Plumbing and heating products) Adv. from Purchasing, Jan. 1953, p. 197. Appl. author: Campbell-Ewald Co., inc. © 1Jan53; KK83164.

Every Rheem imperial water heater carries a 10-year warranty, backed by the world's largest manufacturer of automatic storage water heaters. Adv. from Better homes and gardens, Feb. 1953, p. 119. Appl. author: Campbell-Ewald Co., inc. © 23Jan53; KK83662.

It's a really new gravity furnace. It has completely enclosed controls. It's a Rheem. Adv. from Gas heat, Aug. 1952, p. 79. Appl. author: Campbell-Ewald Co., inc. © 1Aug52; KK83196.

Kelite found the key to better packaging with Rheemcote poster drums. Sell as you ship with Rheemcote drums. (Plumbing and heating products) Adv. from Chemical week, June 6, 1953, p. 19. Appl. author: Campbell-Ewald Co., inc. © 6Jun53; KK86545.

Mrs. Tucker's foods get dependable shipments, plus effective trademark display with Rheemcote 55-gallon poster drums. Velvet hydrogenated shortening. (Plumbing and heating products) Adv. from Purchasing, Oct. 1952, p. 217. Appl. author: Campbell-Ewald Co., inc. © 10Oct52; KK83167.

A new advertising medium, another Rheem first. Rheemcote poster drums beautifully lithographed in multi-colors for Rohm and Haas. (Plumbing and heating products) Adv. from Purchasing, June 1952, p. 249. Appl. author: Campbell-Ewald Co., inc. © 1Jun52; KK83165.

A royal combination. Royal Triton, the amazing purple motor oil and Rheemcote poster drums help Union Oil Company put color to work. (Plumbing and heating products) Adv. from Purchasing, Feb. 1953, p. 239. Appl. author: Campbell-Ewald Co., inc. © 1Feb53; KK83163.

Sitting pretty. Rheemcote poster drums display famous Dutch Boy trademark. (Plumbing and heating products) Adv. from Purchasing, Nov. 1952, p. 225. Appl. author: Campbell-Ewald Co., inc. © 1Nov52; KK83162.

There are Rheem water heaters to fit any type of home. Rheem and 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; KK83689.

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. 63. Appl. author: Campbell-Ewald Co., inc. © 7May53; KK85891.

Tips on selling furnaces. Remember, a woman loves to be talked to. She wants to know all about your merchandise. ... Rheem is ready to help you talk to her. Adv. from Gas heat, Feb. 1953, p. 29. Appl. author: Campbell-Ewald Co., inc. © 1Feb53; KK83168.

Tips on selling homes. Remember baby is the boss. You can rely on Rheem. (Plumbing and heating products) Adv. from Practical builder, May 1953, p. 571. Appl. author: Campbell-Ewald Co., inc. © 1May53; KK85369.

Tips on selling homes. Remember men are lazy. Show him comfort and the man is yours. Show him the automatic Rheem gas furnace and Rheem water heater ... (Plumbing and heating products) Adv. from American builder, Feb. 1953, p. 137. Appl. author: Campbell-Ewald Co., inc. © 1Feb53; KK83166.

Tips on selling water heaters. Remember, men are very choosy. He may have something special on his mind ... Adv. from L-P gas, Feb. 1953, p. 145. Appl. author: Campbell-Ewald Co., inc. © 23Jan53; KK83195.

Tips on selling water heaters. Remember women are not so confident. Adv. from Butane-propane news, May 1953, p. 53. Appl. author: Campbell-Ewald Co., inc. © 25Apr53; KK84983.

Weedone sells as it ships with Reemcote 55-gallon poster drums. (Plumbing and heating products) Adv. from Chemical week, Apr. 4, 1953, p. 9. Appl. author: Campbell-Ewald Co., inc. © 1Apr53; KK84288.

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. © 15Sep52; KK83690.

RHOADES, RUFUS.

Mild cream style french dressing. KK86417. SEE Girard's, inc. Original old-time San Francisco french dressing. KK86415. SEE Girard's, inc.

Valley of the Moon, dry wine vinegar french dressing. KK86416. SEE Girard's, inc.

RICE, GRANTLAND.

The all-time all-stars of basketball. KK83155. SEE Eastern Corporation.

The all-time all-stars of track and field. KK83156. SEE Eastern Corporation.

Grantland Rice picks the all-time all-star baseball pitchers, for Eastern Corporation. KK84673. SEE Eastern Corporation.

Grantland Rice picks the all-time all-stars of bowling. KK81159. SEE Eastern Corporation.

Grantland Rice picks the all-time all-stars of tennis. KK86899. SEE Eastern Corporation.

RICH PLAN CORPORATION.

[Carrier freezer] RP-300. [Black & white photo of Carrier 17 cu. ft. freezer, with open door] Sheet. Appl. author: Louis Charles Schoenewald. © The Rich Plan Corp.; 31Dec52; KK83251.

Carrier freezer. RP-301. [Black & white photo of 17 cu. ft. freezer, with closed door] Sheet. Appl. author: Louis Charles Schoenewald. © The Rich Plan Corp.; 31Dec52; KK83250.

Members of the Rich Plan enjoy a better way of living from morning to night. Rich Plan banishes leftover wastes, just freeze them away. (Food freezer) Sheet. Appl. author: Louis Charles Schoenewald. © The Rich Plan Corp.; 2Jan53; KK83065.

Members of the Rich Plan enjoy a better way of living from morning to night. Rich Plan ends tiresome daily food shopping trips. (Food freezer) Sheet. Appl. author: Louis Charles Schoenewald. © The Rich Plan Corp.; 2Jan53; KK83063.

Members of the Rich Plan enjoy a better way of living from morning to night. Rich Plan lets you eat what you want, when you want it. (Food freezer) Sheet. Appl. author: Louis Charles Schoenewald. © The Rich Plan Corp.; 2Jan53; KK83066.

Membership certificate. This Rich Plan membership card assures you of a continuous supply of food ... (Food freezer) Sheet. Appl. author: Louis Charles Schoenewald. © The Rich Plan Corp.; 30Jul52; KK81423.

The Rich plan, a better way of living. What it is, and what it does. Quality foods are basis of Rich plan success. RP-294. (Food freezer) Folder. Appl. author: Louis Charles Schoenewald. © 20Oct52; KK81332.

Rich Plan takes all the strain off your food budget. Members of the Rich Plan enjoy a better way of living from morning to night. (Food freezer) Sheet. Appl. author: Louis Charles Schoenewald. © The Rich Plan Corp.; 2Jan53; KK83064.

What happens to the health content of your fresh foods before they reach you? Rich Plan flash freezing makes time stand still with practically no vitamin loss. (Food freezer) Sheet. Appl. author: Louis Charles Schoenewald. © The Rich Plan Corp.; 11Mar53; KK84760.

- RICH PLAN OF GREATER NEW YORK ©.**
The Rich Plan in all principal cities. Basic nutritional requirements. (Meat) Folder. © 15Apr53; KK86422.
- RICHARDS, WALTER C.**
Engineer answers vital questions about the strongest wire rope made, Flattened Strand. KK82770. SEE Leschen (A.) and Sons Rope Company.
- RICKMAN-LEE COMPANY ©.**
This seal of protection in garage or closet assures greater value for your home. Comfort savings assured. Rickman-Lee. (Weatherstripping) Poster. Appl. author: Gerth-Pacific Advertising Agency. © 10Jan53; KK82731.
- RICKS (NELSON) CREAMERY COMPANY ©.**
Banquet better first quality butter. One pound net. Label. Appl. author: Clarence Karl Berray. © 24Oct52; KK83872.
- RIEMEN, HARRY A.**
Glass Magic glasswashing compound, for brush machine use. KK86508. SEE Economics Laboratory, inc.
Pan Dandy, a dandy 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.
- RIES, WILLIAM A.**
Hudson sprayers and dusters for gardening pleasure, garden beauty. KK85907. SEE Hudson (H. D.) Manufacturing Company.
Hudson sprayers and dusters help make 40 acres yield like 50. KK85521. SEE Hudson (H. D.) Manufacturing Company.
Hudson sprayers and dusters mean pennies spent, dollars saved. KK85520. SEE Hudson (H. D.) Manufacturing Company.
- RIESTER AND THESMACHER COMPANY.**
There's a challenge in every sheet metal product made by the Riestler and Thesmacher organization. (Sheet metal parts) Folder. Appl. author: Banton G. L. Dodge. © The Riestler & Thesmacher Co.; 19Mar53; KK84126.
- RIETZKE, THOMAS.**
You'll like Revco's great capacity, quality, economy. KK85218. SEE Revco, inc.
- RIETZKE, WILLIAM THOMAS.**
What type freezer should we buy? KK85217. SEE Revco, inc.
- RIGALI, PAUL.**
Daprato art bulletin. SEE Daprato Statuary Company.
- RIKER, WALTER JOSEPH.**
Laboratory and pilot plant filters. KK86224. SEE Oliver United Filters, inc.
- RILCO LAMINATED PRODUCTS, INC. ©.**
Rilco type F-75 tied arches with waterproof resorcinol glue. (Building arches) Folder. Appl. author: C. W. Masterman. © 28Nov52; KK81009.
- RILLING DERMATICS COMPANY ©.**
Wanted a younger-looking skin. Re-incarnation. Ageless. (Cosmetics) Adv. from Vogue, Jan. 1953, p. 169. Appl. author: Ruthrauff & Ryan. © 30Dec52 (in notice: 1953); KK80696.
- RINEHART, ALAN, AND ERNESTINE RINEHART,** a partnership of ERNAL AND COMPANY. SEE Ernal and Company.
- RINEHART, ERNESTINE, AND ALAN RINEHART,** a partnership of ERNAL AND COMPANY. SEE Ernal and Company.
- RIPON KNITTING WORKS ©.**
Get in step with spring. Slip-on Ripons for happy feet. (Slipper socks) Adv. from the Saturday evening post, Apr. 25, 1953, p. 161. Appl. author: The Buchen Co. © 21Apr53; KK84643.
Ripon profit boosters from the new fall line. The argyle ... New ankle high Ripon ... Canada mix. (Slipper socks) Adv. from Esquire's apparel arts, May 1953, p. 68. Appl. author: The Buchen Co. © 1May53; KK85524.
Ripon profit boosters from the new fall line. The argyle ... New ankle high Ripon ... Gay mates. (Slipper socks) Adv. from Boot and shoe recorder, May 1, 1953, p. 6. Appl. author: The Buchen Co. © 1May53; KK85523.
Ripon profit boosters from the new fall line. Thunderbird. Peter Pan. (Slipper socks) Adv. from Earnshaw's infants', boys' and girls' wear, May 1953, p. 36. Appl. author: The 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: C. Clifford DeWees. © 1Dec51; KK81026.
You may never fish the Nipigon, 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 plenty of Ripon super-comfort socks. Adv. from the Saturday evening post, June 7, 1952, p. 135. Appl. author: C. Clifford DeWees. © 7Jun52; KK83474.
- RITTER (P. J.) COMPANY ©.**
Rave dish catsups. Ritter whole tomato catsup. Tobasco flavored catsup. Vege-Crest cocktail. Adv. from Woman's day. © 31Jul52; KK86613.
- RITTER, SHELDON.**
Latest innovation in teen toilettries. KK84834. SEE Cécé Company.
- RIVAL MANUFACTURING COMPANY ©.**
Fry-O-Mat cooking guide. Fry-O-Mat deep fat frying temperature guide. (Fryer cooker) Label. Appl. author: Henry J. Talge. © 30Mar53; KK85370.
- ROBBIN, MEYER.**
Big 8 inch all-metal bench tilt arbor saw. KK83399. SEE Merchandise Selectors, inc.
Blanks gift to you for making this 10 day watch trial. KK83362. SEE Robbin Products.
Coupon sale. KK83361. SEE Robbin Products.
Field glasses free. KK83363. SEE Robbin Products.
4 for the price of 2. KK83356. SEE Robbin Products.
- 8-pc. stainless steel kitchen utility set. KK83395. SEE Merchandise Selectors, inc.
18 piece socket & tool set, the perfect set for home, for shop, for farm ... KK83398. SEE Merchandise Selectors, inc.
Folding table of 1001 uses. KK83357. SEE Robbin Products.
Giant high wall 3 ring wading pools, with portable showers and pillow balls. KK83354. SEE Robbin Products.
Hand painted Caribbean Colorama dinnerware. KK83396. SEE Merchandise Selectors, inc.
New, the successor to the wheelbarrow, all purpose Jumbo Cart [with] Ferti-seed spreader. KK83402. SEE Merchandise Selectors, inc.
19 piece Princess Anne electric automatic coffee maker set. KK83400. SEE Merchandise Selectors, inc.
Oversize de luxe all metal tilt-arbor bench saw. KK83397. SEE Merchandise Selectors, inc.
Sale, lamps, 2 for the price of 1. KK83404. SEE Merchandise Selectors, inc.
Save 1/3. KK83364. SEE Robbin Products.
Save 1/3 ... KK83394. SEE Merchandise Selectors, inc.
Save \$10 on slight irregulars. KK83393. SEE Merchandise Selectors, inc.
Save the high cost of haircuts ... SEE Merchandise Selectors, inc.
Special offer, limited time only. KK83401. SEE Merchandise Selectors, inc.
Special purchase garden sale. KK83359. SEE Robbin Products.
10-carload-purchase sale. KK83358. SEE Robbin Products.
10 day free trial. KK83353. SEE Robbin Products.
3 piece set, taper style. KK83355. SEE Robbin Products.
3 sets for 1 price. KK82202. SEE Robbin Products.
Tool guild selection. KK83360. 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. KK83365. SEE Robbin Products.
2 for the price of 1, Pesca de la Paz twin planter lamps. KK83403. SEE Merchandise Selectors, inc.
2 for the price of 1, wishing well twin planter lamps. KK81349. 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. Poncho free waterproof windbreaker. Prom. no. 617. (Men's watch and raincoat) Sheet. Appl. author: Meyer Robbin. © 19Jan53; KK83362.
Coupon sale. Watch bands, ladies' & men's. Prom. no. 604. Sheet. Appl. author: Meyer Robbin. © 19Jan53; KK83361.
Field glasses free. Our gift to you just for making 10 day watch trial. Use it, abuse it, this watch can take it. 17jewel Ruff & Tuff watch. Prom. no. 618. Sheet. Appl. author: Meyer Robbin. © 19Jan53; KK83363.

ROBBIN PRODUCTS ©. Cont'd.

- Folding table of 1001 uses. For every need indoors, outdoors. Promotion no. 147. Sheet. Appl. author: Meyer Robbin. © 19Jan53; KK83357.
- 4 for the price of 2. 18 pc. badminton set. 4 racket set for 4 people, at the usual price of a 2 racket set. Promotion no. 729. Sheet. Appl. author: Meyer Robbin. © 12Feb53; KK83356.
- Giant high wall 3 ring wading pools, with portable showers and pillow balls. Prom. no. 731. Sheet. Appl. author: Meyer Robbin. © 4Mar53; KK83354.
- Save 1/3. Complete famous make guaranteed glass rod fishing outfit. Waterproof windbreaker poncho free of extra charge. Prom. no. 727. Sheet. Appl. author: Meyer Robbin. © 4Feb53; KK83364.
- Special purchase garden sale. Large size garden sprayer; all-purpose garden spreader. Promotion no. 150. Sheet. Appl. author: Meyer Robbin. © 4Mar53; KK83359.
- 10-carload-purchase sale. For one week only you save 1/2. All steel ball bearing wheelbarrows. 3 steel garden tools. Prom. no. 148. Sheet. Appl. author: Meyer Robbin. © 19Feb53; KK83358.
- 10-carload-purchase sale. For one week only you save 1/2. All steel ball bearing wheelbarrows. Prom. no. 148. Sheet. Appl. author: Meyer Robbin. © 19Feb53; KK83358.
- 10 day free trial. 8 plays in 1 all steel full size home playland. For safe and healthy outdoor fun. Promotion no. 732. (Children's gym set) Sheet. Appl. author: Meyer Robbin. © 4Mar53; KK83353.
- 3 piece set, taper style. Nationally famous matched streamlined luggage. Electric travel iron free. Promotion no. 730. Sheet. Appl. author: Meyer Robbin. © 2Mar53; KK83355.
- 3 sets for 1 price. Complete china-ware sets, everything included. (Dishes) Sheet. Appl. author: Meyer Robbin. © 7Jan53; KK82202.
- Tool guild selection. All electric home power shop. Promotion no. 241. Sheet. Appl. author: Meyer Robbin. © 19Feb53; KK83360.
- 2 for the price of 1. Double play, top grade cowhide baseball gloves. Both gloves & baseball at this special price. Promotion no. 728. Sheet. Appl. author: Meyer Robbin. © 2Mar53; KK83365.
- ROBBINS, MRS. C. Q.
Smoothness; a slide down a snowy slope and the glide of an airborne skier ... KK83271. SEE Spool Cotton Company.
- ROBBINS, MRS. C. W.
For high-caliber satisfaction aim for Crown zippers. KK83860. SEE Spool Cotton Company.
It's the year for Crown jewels and Crown zippers. KK82313. SEE Spool Cotton Company.
- ROBBINS FLOORING COMPANY ©.
Floors with the strength of Paul Bunyan. Robbins Ironbound hardwood floors. Folder. Appl. author: Wesley Aves & Associates, inc. © 12Feb53; KK82765.
- ROBERSON, JAMES.
Micro-processed electronic components Beryllium copper. KK83390. SEE Instrument Specialties Company, inc.

- ROBERTS, STANLEY SAMUEL.
How to buy a tractor. KK83688. SEE Ferguson (Harry) inc.
Operation showdown. KK84120. SEE Ferguson (Harry) inc.
- ROBERTS, WILLIAM S.
Every day is like a Saturday heating your water the electric way. KK84160. SEE National Rural Electric Cooperative Association.
I'm living better. KK83750. SEE National Rural Electric Cooperative Association.
It wuz a shock to us all. KK84159. SEE National Rural Electric Cooperative Association.
Our heartiest good wishes to you for the best year of your lives. KK80968. SEE National Rural Electric Cooperative Association.
Save the electric way. KK82378. SEE National Rural Electric Cooperative Association.
Willie Wirehand says. SEE National Rural Electric Cooperative Association.
- ROBERTSHAW-FULTON CONTROLS COMPANY ©.
Model CTT, throttling type. Model CTS, snap action type. (Thermostat controls) Folder. Appl. author: Albert W. Humm. © 15Oct52; KK81694.
Model DG gas thermostat. A large capacity, highly sensitive, throttling type control made in 3/8", 1/2" and 3/4" sizes. Folder. Appl. author: Albert W. Humm. © 15Oct52; KK81692.
Model DP gas thermostat. A dependable, accurate, ruggedly built control of improved design for commercial cooking equipment and various industrial applications. Folder. Appl. author: Albert W. Humm. © 15Oct52; KK81693.
Model GC double seat, throttling type gas thermostat for gas heated coffee urns and coffee makers. (Thermostat controls) Sheet. Appl. author: Albert W. Humm. © 15Oct52; KK81691.
Robertshaw model CE high temperature thermostat. Folder. Appl. author: Albert W. Humm. © 15Jan53 (in notice: 1952); KK83709.
Robertshaw model DT thermo-magnetic automatic pilot. Sheet. Appl. author: Albert W. Humm. © 15Jan53 (in notice: 1952); KK83711.
Robertshaw models SC-ST steam thermostats. Sheet. Appl. author: Albert W. Humm. © 15Jan53 (in notice: 1952); KK83710.
- ROBINSON, FRANCIS M.
And grand was the day in spite of the spray. KK82521. SEE Union Steel Chest Corporation.
- ROBINSON, PAUL D.
Cowboy printing set. KK83651. SEE Frost Toy Company.
- ROBINSON, ULYSSES GRANT ©.
The message of hope. Being the latest individually proven evidence of specific cures ... (Seed health food) 32 p. © 2Jan53; KK81273.
- ROBITSCHKE, PAUL.
Hooker polyester resins. KK82787. SEE Hooker Electrochemical Company.
- ROCK CREEK GINGER ALE COMPANY, INC. ©.
Rock Creek trim pale dry. No sugar, no calories. (Ginger ale) Label. Appl. author: Nathan Malinick. © 15Jan53; KK82280.

- ROCKMORE COMPANY.
Here it is! KK83215. SEE Schneider (Mitchel) Company, inc.
- ROCKWELL MANUFACTURING COMPANY ©.
Rockwell 1001 regulators. A thousand and one uses in the gas industry. Bulletin no. 1059-Rev. 3. 15 p. © 29Apr53; KK85029.
- RODDENBERY (W. B.) COMPANY, INC. ©.
Robin brand syrup. Net volume 1 qt. 13 fl. ozs. (Table syrup) Label. © 19Nov52; KK81264.
- ROETZGER, D. E.
New Everhot roaster oven. KK83463. SEE McGraw Electric Company. Tropic-Aire, inc.
The new Manning-Bowman knife sharpener. KK84892. SEE McGraw Electric Company. Manning-Bowman Division.
Sleep like a baby under a Tropic-Aire electric bedcovering. KK85214. SEE McGraw Electric Company. Tropic-Aire, inc.
Sleep like a baby under your new Tropic-Aire automatic electric sheet. KK86255. SEE McGraw Electric Company. Tropic-Aire, inc.
- ROIGINA PRODUCTS.
New profits with Roigina, African violet plant food in capsule form. Adv. from Florists telegraph delivery news, Nov. 1951, p. 37. © Robert W. Amos, d.b.a. Roigina; 1Nov51; KK81541.
Roigina Pot-O-Gold planter mix for every type of house plant. Net wt. 8 oz. Label. © Robert W. Amos, d.b.a. Roigina; 1Nov52; KK81542.
- ROLFE, JOHN.
Beatrice Cooke's chocolate ice cream cups. KK82490. SEE Beatrice Foods Company.
Do you know Meadow Gold costs you no more to serve than the bread it butters. KK85280. SEE Beatrice Food Company.
For the likes of you, Emerald Mint Meadow Gold ice cream. KK83714. SEE Beatrice Foods Company.
Look good? KK84325. SEE Beatrice Foods Company.
Meadow Gold mealtime adventures, by Beatrice Cooke. KK85281. 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.
- ROLITON OF AMERICA ©.
Roliton aluminum roofa. The best friend a home ever had. Folder. Appl. author: Dubin and Feldman. © 1Mar53; KK84503.
- ROLLINS, HAZELLE.
Airplane control marionettes. KK83172. SEE Hazelle's Marionettes.
- ROMA WINE COMPANY ©.
Roma, America's largest selling wine, because it tastes better. Enjoy delicious flavor and fine quality ... Adv. from Collier's, May 3, 1952, p. 37. Appl. author: Foote, Cone and Belding. © Schenley Industries, inc., d.b.a. Roma Wine Co.; 3May52; KK84699.
Roma, America's largest selling wine, because it tastes better. Find in Roma the delightful flavor and

- every-time excellence of fine wine. Adv. from Look, June 17, 1952, p. 124. Appl. author: Foote, Cone & Belding. © 17Jun52; KK86376.
- Roma, America's largest selling wine because it tastes better. Why buy any other wine. Adv. from Collier's, Apr. 5, 1952, p. 47. Appl. author: Foote, Cone & Belding. © Schenley Industries, Inc., d.b.a. Roma Wine Co.; 5Apr52; KK82435.
- Roma, America's largest selling wine, because it tastes better. Why buy any other wine. Adv. from Collier's, Nov. 24, 1951, p. 60. Appl. author: Foote, Cone and Belding. © 24Nov51; KK83498.
- So many people enjoy Roma, it's America's favorite wine. Why buy any other wine. Adv. from Collier's, Mar. 7, 1953, p. 69. Appl. author: Foote, Cone and Belding. © 7Mar53; KK83500.
- RONRICO CORPORATION ©.
Ronrico, finest quality distilled Puerto Rican rum. 4/5 quart. Label. © 24Jun41; KK86095.
- We've made it easy for you to up your sales. Use and promote this national ad campaign during the big Christmas season just ahead. Ronrico [rum] Adv. © 10Oct52; KK80929.
- RONRICO CORPORATION. SEE ALSO Puerto Rico Distilling Company.
- ROOT-LOWELL CORPORATION ©.
Bill sprayed, Will didn't. Any crop you plant grows ... when you spray and dust. And there's a Root duster, a Lowell sprayer for any need ... Adv. from Country gentleman, June, 1953, p. 79. Appl. author: Kenneth B. Butler & Associates. © 1May53; KK85897.
- ROOT MAKER COMPANY.
Get 3 to 5 year size plants in 3 to 5 weeks. Amazing new branch root-er, changes branches of trees, shrubs and flowers into fully-rooted growing plants. Root Maker kit. Adv. from the Evening bulletin, Philadelphia, May 12, 1953, p. 40. © Casper Pinsker, Jr., Richard H. Davimos & Malcolm E. Smith, Jr. t.a. Root Maker Co.; 12May53; KK85347.
- ROPER AND COMPANY, INC. ©.
Chef's Joy fancy apple sauce. Contents 1 lb. 1 oz. Label. © 15Oct52 (in notice: 1951); KK81014.
- Chef's Joy fancy midget green butter beans. Contents 15 1/2 ozs. avoird. Label. © 15Sep52 (in notice: 1951); KK81012.
- Chef's Joy fancy packed from fresh green black eye peas. Contents 15 1/2 ozs. avoird. Label. © 15Oct52 (in notice: 1951); KK81016.
- Chef's Joy fancy sliced beets. Contents 1 pound. Label. © 15Oct52 (in notice: 1951); KK81017.
- Chef's Joy fancy triple succotash. Contents 1 pound. Label. © 15Sep52 (in notice: 1951); KK81013.
- Chef's Joy fancy whole grain golden sweet corn. Contents 1 pound. Label. © 15Sep52 (in notice: 1951); KK81015.
- ROSE, IRVIN.
All store-wide fall sale. KK80898. SEE Coast-To-Coast Stores, Central Organization, inc.
- Christmas sale. KK80897. SEE Coast-To-Coast Stores, Central Organization, inc.
- Proof of lower prices. KK86358. SEE Coast to Coast Stores. Central Organization, inc.
- Spring sale. KK83476. SEE Coast-to-Coast Stores, Central Organization, inc.
- Storewide sale. KK81957. SEE Coast-to-Coast Stores, Central Organization, inc.
- ROSE, ROBERT.
Sparky solves the mystery of the black box. KK83477. SEE Coast-to-Coast Stores, Central Organization, inc.
- ROSEN, CHARLES F.
Good things to eat, by freezing. KK85583. SEE Orley Corporation.
- ROSEN, DAVID.
Samples of embossed seals. KK80905. SEE Arcadia Press.
- ROSENBLOOM, JACK ©.
Sniff, treatment for eliminations of perspiring and smelly feet. (Patent medicine) Label. © 29Apr53; KK86017.
- ROSENFELD, G. PETER.
No hitch, no hike. KK81477. SEE Beverly Vogue Company.
- ROSENSTEIN, MAX.
The self-locking fixel type femoral head-neck prosthesis. KK82369. SEE American Ossacryl Company.
- ROSS, JOSEPH HUNTER, III.
Verifine cherry vanilla ice cream. KK81638. SEE Ice Cream Merchandising Institute, inc.
- ROSS ADVERTISING, INC.
The Domor D2-50 loader. KK83388. SEE Ulrich Products Corporation.
- ROSSI, STEPHEN JOSEPH ©.
Crab stand popout by Rossi. Fisherman's Wharf, San Francisco. (Crabs) Folder. © 31Dec52; KK81058.
- ROSSOTTI LITHOGRAPH CORPORATION.
Gonnella French bread crumbs. KK83503. SEE Gonnella Baking Company.
- Torino Vienna bread crumbs. KK83502. SEE Torino Baking Company.
- United French bread crumbs. KK83501. SEE United Bakeries, inc.
- ROTH, W. J.
The white line is the Clorox line. KK84906. SEE Clorox Chemical Company.
- ROTHMAN, MARTIN J.
All the time, be a smarter hostess with easy-to-make Paragon Needlecraft. KK81815. SEE Paragon Art and Linen Company, inc.
- ROTOMATIC ALL-PURPOSE POWER MOWER DOES EVERY LAWN CUTTING JOB. KK82274. SEE Monark Silver King, inc.
- ROY (ROSS) INC.
Expert attention. KK84678. SEE Dana Perfumes, inc.
- ROYAL LACE PAPER WORKS, INC. ©.
Now is the time for that fresh, crisp look. Royledge shelving paper and edging all-in-one. Poster. © 16Mar53; KK83673.
- ROYAL TYPEWRITER COMPANY, INC. ©.
Ihre neue Royal portable. (Type-writer instruction book printed in German) 13 p. © 16Jun53; KK86428.
- A sua Royal portátil. (Type-writer instruction book printed in Portuguese) 13 p. © 16Jun53; KK86427.
- Votre nouvelle Royal portative. (Typewriter instructions) 13 p. © 16Jun53; KK86609.
- Your new Royal portable. (Type-writer instructions) 21 p. © 5May53; KK85244.
- RUBIN, WILLIAM L.
White Owl proud papa package. SEE General Cigar Company, inc.
- RUBINSTEIN (HELENA) INC. ©.
A burst of blossoms, sunshine and youth. Helena Rubinstein announces a new fragrance fashion, Apple Blossom Time. (Cosmetics) Adv. from Cleveland plain dealer, Apr. 21, 1953, p. 7. © 21Apr53; KK84844.
- Helena Rubinatein announces a new fragrance fashion, Apple Blossom Time. (Cosmetics) Adv. from Charm, May 1953, p. 48-49. © 22Apr53; KK84860.
- Helena Rubinstein announces new 3-Way Permanent, for every type of hair. Adv. from the Dayton daily news, Dayton, Ohio; Nov. 9, 1952, p. 15. © 9Nov52; KK84846.
- Helena Rubinstein announces Stay-Long, the longest lasting lipstick in the world ... Adv. from the Indianapolis star, Mar. 22, 1953, p. 12. © 22Mar53; KK84845.
- Helena Rubinstein announces Stay-Long, the longest lasting lipstick in the world ... Adv. from the Sunday sun, Baltimore, Mar. 22, 1953, p. 2. © 22Mar53; KK84847.
- Helena Rubinstein creates the first make-up specially for dry skin. Glamorous new Silk-Tone gives young dewy-fresh look to dry skin ... (Cosmetics) Adv. from the Buffalo evening news, Feb. 3, 1953, p. 8. © 3Feb53; KK84840.
- Helena Rubinstein gives 4,500,000 working girls just what they want. Beauty on a budget. (Cosmetics) Adv. from Charm, Feb. 1953, p. 30. © 21Jan53; KK82699.
- 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; KK84862.
- Helena Rubinstein's secrets of a blonde. (Cosmetics) 15 p. © 31Dec53; KK82700.
- Helena Rubinatein's Stay-Long, the world's longest lasting lipstick ... Adv. from Vogue, Mar. 15, 1953, p. 131. © 15Mar53; KK84861.
- New miracle cosmetic restores younger look to your skin and tightens facial contours. Helena Rubinstein's spring beauty page. Adv. from the Evening bulletin, Philadelphia, Mar. 30, 1953, p. 15. © 30Mar53; KK84841.
- This is the way to take a bath. Helena Rubinstein's long-lasting scents and luxurious body smooth ... (Cosmetics) Adv. from Harper's bazaar, Jan. 1953, p. 37. © 2Jan53; KK82698.

RUBINSTEIN (HELENA) INC. ©. Cont'd.

Wash your hair with color. Helena Rubinstein has invented shampoos which not only wash your hair, but intensify its color. Adv. from the Milwaukee Journal, Mar. 1, 1953, p. 29. © 1Mar53; KK84842.

You too can look younger after 21 years of marriage. Helena Rubinstein explains how estrogenic hormones can make women over 35 look younger. (Cosmetics) Adv. from the Cincinnati Enquirer, Jan. 11, 1953, p. 16. © 11Jan53; KK84843.

RUBENSTEIN, MILTON B., AND HERBERT MAND, t.a. IMPERIAL FABRIC COMPANY. SEE Imperial Fabric Company.

RUDD-MELIKIAN, INC. ©.

How many Fruehauf trailers in a cup of coffee? Kwik-Kafé. (Automatic hot coffee vending machines) Adv. from Office management & equipment, Feb. 1953, p. 9. © 1Feb53; KK83873.

How many prescriptions in a cup of coffee? Kwik-Kafé. (Automatic hot coffee vending machines) Adv. from Mill & factory, Jan. 1953, p. 73. © 1Jan53; KK83874.

How much Edgcomb steel in a cup of coffee? Kwik-Kafé. (Automatic hot coffee vending machines) Adv. from Mill & factory, May 1953, p. 43. © 1May53; KK85469.

How much Keystone service in a cup of coffee? Kwik-Kafé. (Automatic hot coffee vending machines) Adv. from Mill & factory, Apr. 1953, p. 39. © 1Apr53; KK85597.

RUDIGER-LANG COMPANY ©.

Dress up your windows with aluminum Tension-tite screens. Folder. Appl. author: Conley, Baltzer, Pettler & Steward. © 26Jan53; KK82412.

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, Pettler and Steward. © 15Apr53; KK85193.

How to install type TC Tension-tite screens. (Window screens) Sheet. Appl. author: Conley, Baltzer, Pettler & Steward. © 31May53; KK86884.

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, Pettler and Steward. © 23Mar53; KK83635.

RUGBY KNITTING MILLS, INC. ©.

Count the extra you get in Rugby sportswear. Label. Appl. author: The Armand S. Weill Co., inc. © 3Mar53; KK83419.

RUGEX COMPANY.

Rugex. A concentrate that mothproofs as it cleans. Label. © Joseph C. McCrorey & Ernest A. Peterson, d.b.a. the Rugex Co.; 25May53; KK86851.

RULON, RUSS.

To all lovers of beautiful house plants. KK83256. SEE Gurnsey Seed and Nursery Company.

RUPPERT (JACOB) BREWERY, INC. ©.

Drink your beer brewery-fresh. Ruppert beer. Adv. from Norfolk ledger dispatch, Mar. 4, 1953, p. 21. Appl. author: The Biow Co., inc. © 4Mar53; KK83296.

Drink your beer brewery-fresh. Ruppert beer. Adv. from Norfolk ledger dispatch, Norfolk, Va., Mar. 25, 1953, p. 27. Appl. author: The Biow Co., inc. © 25Mar53; KK83900.

Drink your beer brewery-fresh. Ruppert beer. Adv. from the Portsmouth star, Mar. 11, 1953, p. 14. Appl. author: The Biow Co., inc. © 11Mar53; KK83334.

Drink your beer brewery-fresh. Take a tip from the people who've tried all the beers sold here, ... They overwhelmingly choose Ruppert. Adv. from the Portsmouth star, Portsmouth, Va., Mar. 18, 1953, p. 14. Appl. author: The Biow Co., inc. © 18Mar53; KK83724.

Drink your beer in king-size quarts. 5 full glasses ... Ruppert beer. Adv. from the Portsmouth star, May 20, 1953, p. 18. Appl. author: The Biow Co., inc. © 20May53; KK85669.

Drink your beer in king-size quarts. Ruppert beer. Adv. from the Portsmouth star, Apr. 1, 1953, p. 17. Appl. author: The Biow Co., inc. © 1Apr53; KK84440.

RUPPERT KNICKERBOCKER BEER AND RUPPERT ALE.

Enter the Independent grocer's \$2,500 display contest and let your Knickerbocker salesman help you build your prize display. New York's famous Knickerbocker beer. Adv. from the Independent grocer, Jan. 30, 1953, p. 3. Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 30Jan53; KK82721.

February 2, 1953. Tomorrow is a special day, set aside to commemorate the three hundredth anniversary of the City of New York. Jacob Ruppert brewers of New York's famous Knickerbocker beer. Adv. from New York times, Feb. 1, 1953, p. 78. Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 1Feb53; KK82722.

A friendly challenge. If you enjoy fine beer, try Knickerbocker just once. Adv. from the Daily news, New York, June 5, 1953, p. 58. Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 5Jun53; KK86310.

A friendly challenge. If you enjoy fine beer, try Knickerbocker just once. Adv. from the New York news, May 5, 1953, p. 48. Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer and Ruppert Ale, Jacob Ruppert; 5May53; KK85219.

Good luck in the Independent grocer's \$2500 Knickerbocker display contest. Your Knickerbocker salesman will be glad to help you. Adv. from the Independent grocer, Jan. 23, 1953, p. 3. Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 23Jan53; KK82020.

Knickerbocker draught beer costs your bar more money, yet you enjoy it at regular price. Adv. from Schenectady union-star, Jan. 16, 1953, p. 12. Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer and Ruppert Ale, Jacob Ruppert; 16Jan53; KK83095.

Most expensive popular priced draught beer any bar can buy, yours to enjoy at regular price. Adv. from the Kingston daily freeman, Dec.

18, 1952, p. 2. Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 18Dec52; KK83421.

The overwhelming swing to Knickerbocker proves no other beer can match its magnificent flavor. Adv. from New York telegram and sun, Feb. 26, 1953, p. 24. Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 26Feb53; KK82694.

The overwhelming swing to Knickerbocker proves, no other beer can match its magnificent flavor. Adv. from the Daily news, May 17, 1953, p. 44. Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer and Ruppert Ale, Jacob Ruppert; 12May53; KK85412.

The overwhelming swing to Knickerbocker proves no other beer can match its magnificent flavor. Adv. from the New York daily news, Mar. 3, 1953, p. 40. Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 3Mar53; KK84390.

Popular radio star Lou Lufour says: This extra light, frosty-dry beer is far less filling. New York's famous Knickerbocker beer. Adv. from New York Amsterdam news, Feb. 11, 1953, p. 18. Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer and Ruppert Ale, Jacob Ruppert; 14Feb53; KK83649.

The showdown is right in your glass. No other beer can match its magnificent flavor. Knickerbocker beer. Adv. from the New York news, Apr. 7, 1953, p. 42. Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer and Ruppert Ale, Jacob Ruppert; 7Apr53; KK84192.

The showdown is right in your glass. No other beer can match that extra light frosty-dry Knickerbocker flavor. Adv. from Pictorial review, Apr. 5, 1953, p. 16. Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer and Ruppert Ale, Jacob Ruppert; 5Apr53; KK83895.

1653-1953. This year marks the three hundredth anniversary of the City of New York. Jacob Ruppert, brewers of New York's famous Knickerbocker beer. Adv. from New York journal American, Feb. 8, 1953, p. 3. Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 8Feb53; KK82695.

This frosty-dry flavor can't be equalled. That's why Knickerbocker is Vermont's no. 1 beer. Adv. from the Burlington free press, June 5, 1953, p. 14. Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 5Jun53; KK86949.

We staked the Ruppert reputation on Knickerbocker beer and you've made it New York's fastest growing beer. Adv. from New York journal American, Mar. 8, 1953, p. 3. Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 8Mar53; KK83094.

The whirlwind speed of its growth proves Knickerbocker has finer flavor than any other beer today. Adv. from New York daily news, Feb. 24, 1953, p. 47. Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 24Feb53; KK82720.

- Willie Bryant, mayor of Harlem, says: Enjoy the beer that's extra light, frosty-dry, and less filling, too. New York's famous Knickerbocker beer. Adv. from New York Amsterdam news, Feb. 21, 1953, p. 36. Appl. author: The Biow Co., inc. © Rupert Knickerbocker Beer and Ruppert Ala, Jacob Ruppert; 21Feb53; KK83648.
- RUSSELL, JOSEPH A.**
Fire dept. uniforms and equipment. KK84506. SEE Russell Uniform Company.
- Russell police uniforms and equipment. KK84507. SEE Russell Uniform Company.
- RUSSELL-MILLER MILLING COMPANY ©.**
New at your grocer's now. Occident cake mix angel food. Adv. from Valley City times-record, Valley City, N. D., Apr. 9, 1953, p. 4. Appl. author: Ward H. Olmsted. © 9Apr53; KK86157.
- Occident all-purpose cake mix, white or yellow. Net wt. 1 lb. 4 oz. Label. © 15Mar53; KK85184.
- Occident cake mix. Angel Food. Net wt. 1 lb. 4 oz. Label. © 15Apr53; KK85185.
- Occident cake mix. Devils Fooda. Net wt. 1 lb. 3 oz. Label. © 15Mar53; KK85183.
- RUSSELL UNIFORM COMPANY ©.**
Fire dept. uniforms and equipment. All badges are illustrated exact size. Folder. Appl. author: Joseph A. Russell. © 27Mar53; KK84506.
- Russell police uniforms and equipment. Circular no. 70, April 1953. Folder. Appl. author: Joseph A. Russell. © 24Mar53; KK84507.
- RUSSMARK GREETINGS.**
General birthday. [Greeting card mount] Card. © Wynne Kaufman, d.b.a. Russmark Greetings; 15Oct52; KK82801.
- RUST MASTER CHEMICAL COMPANY ©.**
1. All year round selling season. A 4 way zoom to higher profits. Carb Master, Rust Master, Leak Master, Sludg-Master. (Automotive chemicals) Adv. from Southern automotive journal, Apr. 1953, p. 48. Appl. author: Cory Snow, inc. © 8Apr53 (in notice: 1952); KK84836.
- RUTHRAUFF AND RYAN, INC.**
Add hours of freshness to your days ... KK85976. SEE Contour Sales, inc.
- Annual spring offer. KK82583. SEE Dr. Pepper Company.
- Be a talked-about holiday hostess with Sally Neely's just wonderful Reddi-Wip desserts. KK80808. SEE Reddi-Wip, inc.
- Be a talked-about holiday hostess with Sally Neely's Reddi-Wip dessert sensations. KK81955. 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. KK80810. SEE Motorola, inc.
- Better see Motorola TV. SEE Motorola, inc.
- Better see Motorola TV for beauty and styling found only in the finest furniture. KK81956. SEE Motorola, inc.
- Better see Motorola TV, stand-out picture with miracle interlace. SEE Motorola, inc.
- Better see Motorola TV, with the sensational new stand-out picture. SEE Motorola, inc.
- Contour chairs. KK84538. SEE Contour Sales, inc.
- Cork, Goodall's new plastic, choice of Lloyd's for dinettes featured at the market. KK80767. SEE Goodall Fabrics, inc.
- Doctor, lawyer, merchant, chief, find release from nervous tension ... KK85974. SEE Contour Sales, inc.
- Dora's dish-mop 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. KK84817. SEE Reddi-Wip, inc.
- The finest name in fabrics for over 80 years, Goodall fabrics. KK82493. SEE Goodall Fabrics, inc.
- For '53, better see Motorola TV. SEE Motorola, inc.
- For '53, better see Motorola TV, stand-out picture with miracle interlace. KK84876. SEE Motorola, inc.
- For the beauty of finest furniture ... KK84815. SEE Motorola, inc.
- Fresh-up winter-weary appetites with springtime shortcake. KK84722. SEE Reddi-Wip, inc.
- A gift to be remembered. KK81039. SEE Brown-Forman Distillers Corporation.
- Goodall fabrics contribute to the luxury and modern efficiency of ... KK82907. SEE Goodall Fabrics, inc.
- Goodall fabrics fly with the finest. KK86907. SEE Goodall Fabrics, inc.
- Goodall fabrics help Le Bonheur Children's Hospital achieve its look of luxury with economy. KK80768. SEE Goodall Fabrics, inc.
- Goodall fabrics introduces a magnificent new line of zibelines. KK82609. SEE Goodall Fabrics, inc.
- Goodall fabrics introduces a new sales era for furniture manufacturers with the first all-nylon frieze Nyloop. KK80894. SEE Goodall Fabrics, inc.
- Goodall fabrics invites you to see a new wide range of coatings ... KK85323. SEE Goodall Fabrics, inc.
- Goodall fabrics meet architects' specifications in Le Bonheur Children's Hospital. KK80769. SEE Goodall Fabrics, inc.
- Goodall fabrics meet every decorating need in greater Pittsburgh airport. KK82608. SEE Goodall Fabrics, inc.
- Goodall fabrics, originator of fabric fashions for over 85 years brings you new coatings ... KK85495. SEE Goodall Fabrics, inc.
- Goodall fabrics, pace setter of fabric fashions for over 85 years ... KK85322. SEE Goodall Fabrics, inc.
- Goodall's new plastic pattern, Geometric. KK82389. SEE Goodall Fabrics, inc.
- Harden chooses Goodall fabrics to help sell more chairs and sofas. KK84306. SEE Goodall Fabrics, inc.
- Here's what happens when you always serve frozen berries 'n Reddi-Wip. KK84818. SEE Reddi-Wip, inc.
- Here's what happens when you serve fresh frozen berries with Reddi-Wip. KK84723. SEE Reddi-Wip, inc.
- It's time to make strawberries twice as exciting with Reddi-Wip. KK85968. SEE Reddi-Wip, inc.
- Just traded my Model T in on a brand new 1953. KK80811. SEE Motorola, inc.
- Named for its affinity for French provincial. KK82494. SEE Goodall Fabrics, inc.
- Never-kissed Nancy. KK84539. SEE Curtis (Helene) Industries, inc.
- New coordinated beauty in chrome sets ... KK85145. SEE Goodall Fabrics, inc.
- The new Los Angeles Statler. KK82492. SEE Goodall Fabrics, inc.
- Newly redecorated Titchfield Hotel in Jamaica, British West Indies, uses luxurious Goodall fabrics. KK82607. 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 bait, thanks to Reddi-Wip with its new, improved home-style flavor. KK81040. SEE Reddi-Wip, inc.
- Now, in seconds your favorite gelatin desserts become real party treats ... KK85969. 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. KK85338. SEE Reddi-Wip, inc.
- Reddi-Wip puts big smiles on little faces. KK85972. SEE Reddi-Wip, inc.
- See these Goodall plastics on dinette furniture by leading manufacturers at the market. KK81632. SEE Goodall Fabrics, inc.
- Simmons chooses Goodall fabrics to help sell more Hide-A-Beds. KK83212. SEE Goodall Fabrics, inc.
- So exquisite, so exclusively Goodall. KK83511. SEE Goodall Fabrics, inc.
- Special offer! KK80807. SEE Reddi-Wip, inc.
- TWA selects Goodall fabrics for new super constellations, the Ambassadors. KK85446. SEE Goodall Fabrics, inc.
- There is nothing better in a high-ball, because as it says on the label ... KK84819. SEE Brown-Forman Distillers Corporation.
- To accent the finest furniture in your home ... KK84814. SEE Motorola, inc.
- To the woman who knows a fine piece of furniture when she sees it. KK80809. SEE Motorola, inc.
- The 20 minutes that give the energy pickup of two hours sleep ... SEE Contour Sales, inc.
- Wanted a younger-looking skin. KK80696. SEE Rilling Dermetics Company.
- Will you look this young at 51? KK85973. SEE Contour Sales, inc.
- Windblown, new Goodall inspiration for ethereal draperies. KK82784. SEE Goodall Fabrics, inc.

RUTHRAUFF AND RYAN, INC. Cont'd.

You know zibelines are the biggest seller of the season. KK85892. SEE Goodall Fabrics, inc.

You'll increase sales with Goodall Seamloc. KK85447. SEE Goodall Fabrics, inc.

RYAN (HOWARD J.) AND SON.

Smart wives have Heidelberg handy. KK83871. SEE Columbia Breweries, inc.

RYAN, SIMON CLARK.

Freeze Pantry upright freezers. KK86934. SEE Ryan Industries, inc. Refrigeration Division.

RYAN, THOMAS W., d.b.a. PERSONAL AIDS AND LOVE LAND. SEE Personal Aids and Love Land.

RYAN INDUSTRIES, INC. REFRIGERATION DIVISION ©.

Freeze Pantry upright freezers. New world standard of fine food freezers. Adv. from Air conditioning and refrigeration news. Appl. author: Simon Clark Ryan. © 14May53; KK86934.

S

S-K-O CORPORATION ©.

S-K-O works wonders. Removes stains, bleaches, deodorizes, cleans, disinfects, sterilizes. Label. Appl. author: Roman H. Chrzamowski. © 23Mar53; KK84059.

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. 143. Appl. author: Robbins Milbank. © The S. O. S. Co.; 14Apr52; KK84666.

Holiday meals are merrier where everybody helps. Call on S. O. S. for extra help with pots and pans. Adv. from McCall's, Dec. 1951, p. 95. Appl. author: Robbins Milbank. © The S. O. S. Co.; 21Nov51; KK82481.

Inside tip to clean stoves; use S. O. S. to remove burned-on food. Adv. from Better living, Apr. 1952, p. 8. Appl. author: Robbins Milbank. © The S. O. S. Co.; 27Mar52; KK82480.

Keep those white-wall tires white, really white with S. O. S. (Steel wool cleanser) Adv. from the Saturday evening post, May 10, 1952, p. 156. Appl. author: Robbins Milbank. © The S. O. S. Co.; 7May52; KK82482.

New wonder-mesh Tuffy. Never stains, never corrodes, never smells. Makes dishwashing easier than ever before. (Plastic cleaning aid) Adv. from Better living, June 1952, p. 43. Appl. author: Margaret Petsch. © The S. O. S. Co.; 29May52; KK83259.

S. S. I. COMPANY ©.

Pidd, atmosphere conditioner. Pidd will remove any odor. Label. Appl. author: Eugene Durrance. © 23Mar53; KK83462.

SAALFRANK, GERIARD.

Porous media for the chemical process industries. KK82089. SEE Filtros, inc.

SABRETT FOOD PRODUCTS CORPORATION ©.

Country Girl brand skinless frankfurters. Weight 5 lbs. net. Label. © 26May52; KK81929.

SACKETT, DEFOREST.

Patrick Cudahy sliced bacon (Peacock brand) KK81022. SEE Cudahy Brothers Company.

SACONY ©.

Sacony values baffle experts. Fashions of superb design, fabric and workmanship have small price tags. (Women's clothing) Adv. from Life, May 19, 1952, p. 113. Appl. author: S. Augstein & Co., inc. © 19May52; KK82219.

SAFETY CAR HEATING AND LIGHTING COMPANY, INC.

List of parts for safety type SM150EAB carbon pile regulators. No. 317244, 30-49-63 volts, 625-750 amps. Form 4587. Folder. Appl. author: Ines Amalia Morra. © The Safety Car Heating and Lighting Co., inc.; 26Jan53; KK81729.

List of parts for safety type SM150-EARB carbon pile regulators. No. 318602, 30-49-63 volts, 625-750 amps. Form 4589. Folder. Appl. author: Ines Amalia Morra. © The Safety Car Heating and Lighting Co., inc.; 26Jan53; KK81728.

List of parts, Safety 8-ton air conditioning unit, type ACMX-8. Cat. no. 163756. Folder. Appl. author: Ines Amalia Morra. © The Safety Car Heating & Lighting Co., inc.; 9Jan53; KK81170.

List of parts, Safety 8-ton air conditioning unit, type ACMX-8. Cat. no. 163839. Folder. Appl. author: Ines Amalia Morra. © The Safety Car Heating & Lighting Co., inc.; 9Jan53; KK81171.

List of parts, Safety underframe generator, type GJ 15800, 15 KW, 40 volt. Catalog no. 314856. Form no. 4580. Folder. Appl. author: Ines Amalia Morra. © The Safety Car Heating and Lighting Co., inc.; 20Jan53; KK81727.

SAFETY TOOL AND EQUIPMENT COMPANY.

Here comes the Miller rod. (Plumber's rod) Envelope. © Michael J. Miller, d.b.a. Safety Tool and Equipment Co.; 20Dec52; KK81437.

ST. CHRISTOPHER CENTER.

St. Christopher Center. While traveling, be under the protection of St. Christopher, with an ideal emblematic pin of the saint. (Religious articles) Card. © Edward U. Charbonneau, d.b.a. St. Christopher Center; 4Feb53; KK85066.

ST. CLAIR FARM.

Profits for you by breeding and raising chinchillas. Folder. Appl. author: Phillip A. Sinclair. © The St. Clair Farm; 19Apr53; KK85588.

ST. JOE MACHINES. ELECTREND PRODUCTS DIVISION.

Now see this revolutionary, new development in electric heating comfort. The Electrend electric circulating air heating system by Electrend Products. Folder. Appl. author: Robert K. Paxson. © Electrend Products Corp.; 15Apr53; KK84537.

Now see this revolutionary, new development in electric heating comfort, the Southernaire. Electric circulating air heating system by Electrend Products. Folder. Appl. author: Robert K. Paxson. © St. Joe Machines, Electrend Products Div.; 26Feb53; KK84462.

ST. MARYS WOOLEN MANUFACTURING COMPANY ©.

And the lambs were there, Ophelia. St. Marys blankets. Adv. from New Yorker, Dec. 13, 1952, p. 9. Appl. author: Gibbons-O'Neill, inc. © 13Dec52; KK80799.

Someday Ophelia, you'll go walking in the meadow, too. Someday in another springtime even sweeter than this. St. Marys blankets. Adv. from the New Yorker, Mar. 21, 1953, p. 117. Appl. author: Gibbons-O'Neill, inc. © 21Mar53; KK84292.

SAKRETE, INC. ©.

Do it yourself with Sakrete pre-mixed concrete & mortar in a bag. Adv. from Better homes & gardens, June 1952, p. 163. Appl. author: Arthur C. Avril. © 15Jun52; KK84557.

SALERNO-MEGOWEN BISCUIT COMPANY ©.

Salerno chocolate cremes. 20 tasty sandwich cookies. Label. Appl. author: Arno Juntunen. © 22Jun53; KK86812.

Salerno Hippodromes. Net weight 10 ounces. (Cookies) Label. Appl. author: Arno A. Juntunen. © 1May53; KK85174.

SALES AFFILIATES, INC. ©.

Lustron triple lanolin wave, with Quik-Seal, new high speed neutralizer. Contents: 4 fl. oz. wave lotion, 12 grams neutralizer. Label. Appl. author: Jerome Kaufman. © 10Apr53; KK85640.

Quik-Seal, new high speed neutralizer. No peroxide needed ... Use according to accompanying Lustron triple lanolin instruction leaflet. Contents: 12 grams. Envelope. Appl. author: Jerome Kaufman. © 10Apr53; KK85639.

SAL-FAYNE CORPORATION ©.

Happy. She remembered to relieve that pain with Sal-Fayne. Brighten up. Get a Sal-Fayne lift from dull headache. Poster. © 14Jan53; KK81931.

SALVESEN, ALLEN.

Darling, my trunks are bulging with all the wrong clothes. KK82928. SEE Bradley and Taylor.

SANDERS, KARL W.

Arithmetic champion game number 1. KK82644. SEE Purcell (Verona) Games.

Arithmetic champion game number 2. KK82645. SEE Purcell (Verona) Games.

SANLADER, J. F.

Propellers aero-dynamically designed & tested by Kaysun. KK80695. SEE Kaysun, inc.

SANSON HOSIERY MILLS, INC. ©.

Ankelure luxurious stockings. Sheet. Appl. author: George Reiner. © 2Jan53; KK82890.

SANTA CLAUS AT NORTH POLE ©.

Santa Claus Christmas Club calendar bank. To give is to live. Save to give. (Coin bank) Label. Appl. author: Victor E. Piton. © 23Feb53; KK83507.

SANSON HOSIERY MILLS, INC. ©.

You'll love Debutante stockings. Label. Appl. author: A. Hoen & Co. © 2Jan53; KK81752.

SANYMETAL PRODUCTS COMPANY, INC.
New, a major improvement in door operation and control, by Sanymetal. The door that pussa can push. (Hinges for toilet compartments, shower stalls and dressing room doors) 7 p. Appl. author: The Lee Donnelley Co. © The Sanymetal Products Co., inc.; 3Apr53; KK86074.

SARGENT-ROUNDY CORPORATION.
New. Model 11 corn planter. King of the cornfield. (Farm equipment) Folder. Appl. author: Leslie G. Morse. © The Sargent-Roundy Corp.; 7Feb53; KK82467.

SARNA, S. S. SEE Sarna (S. S.) inc.

SARNA (S. S.) INC. ©.
The munshi bell. One of the collector, Bells of Sarna. (Brass bell set) Label. Appl. author: S. S. Sarna. © 20Feb53; KK82589.

Pon-supari bell. One of the collector, Bells of Sarna. (Brass bell set) Label. Appl. author: S. S. Sarna. © 20Feb53; KK82590.

SATOLA, EDWARD L.
Symons heavy duty rod grizzly, type K-RG. KK80854. SEE Nordberg Manufacturing Company.

SAYLER, J. NORVEL.
Lloyd PDQ quick-on anywhere, non-spin tire chain. KK81144. SEE Lloyd Chain Manufacturing Company.

SCHADE AND BUYSING ©.
Old Fortune-Teller distilled Genever gin, product of Holland. Net cont. 1 quart. Label. Appl. author: Kuhn & Zoon's Lithografie & Handelsdrukkerij Rotterdam. © 17Nov52; KK81024.

SCHAEFER POULTRY COMPANY ©.
Country fresh quick-frozen colored frying chicken with giblets. Label. Appl. author: Elliott V. Bogert. © 18Dec52; KK80890.

SCHALK CHEMICAL COMPANY ©.
Water putty and crack filler. Net weight 1 lb. Label. Appl. author: Lou Frimkess. © 27Mar53; KK85340.

SCHALLIOL, HERBERT.
Tire service data calculator. KK80966. SEE Gates Rubber Company.

SCHARFF (J. H.) INC. ©.
Atmo automatic fire alarm. 14 p. © 23Dec52; KK81119.

SCHENLEY DISTILLERS, INC. ©.
Double your holiday pleasure with double-rich Cream of Kentucky; only Cream of Kentucky gives you double rich taste. (Whiskey) Adv. from Birmingham news, Dec. 16, 1952, p. 16. Appl. author: Grey Advertising Agency, inc. © 16Dec52; KK80979.

Double your pleasure on Valentine's Day, serve double-rich drinks. Only Cream of Kentucky gives you double rich taste. (Whiskey) Adv. from the Pittsburgh press, Feb. 3, 1953, p. 34. Appl. author: Grey Advertising Agency, inc. © 3Feb53; KK83328.

He squeezes bottles in half. Nature's unhurried goodness / Schenley's unmatched skill = the best-tasting whiskies in ages. Schenley. Adv. from Harper's magazine, Apr. 1953. Appl. author: Tessie M. Krause. © 3Apr53; KK84939.

How a taste is born. You may not know it, but the first step in the making of Schenley whiskies begins with you. Adv. from Time, Mar. 2, 1953, p. 95. Appl. author: Tessie M. Krause. © 26Feb53; KK83556.

Only Cream of Kentucky gives you double-rich taste. There's always double-rich pleasure in view. (Whiskey) Adv. from Oakland tribune, Oakland, Calif., Apr. 28, 1953, p. 35. Appl. author: Grey Advertising Agency, inc. © 28Apr53; KK86264.

Only Cream of Kentucky gives you double rich taste. You'll find double pleasure in this move. (Whiskey) Adv. from St. Louis post-dispatch, Mar. 6, 1953, p. 9. Appl. author: Grey Advertising Agency, inc. © 6Mar53; KK86263.

Prove to yourself why double-rich Kentucky taste satisfies millions. Make a simple test with this sample size. Cream of Kentucky. (Whiskey) Adv. from the Louisville times, May 8, 1953, p. 42. Appl. author: Grey Advertising Agency, inc. © 8May53; KK86156.

Prove to yourself why double-rich Kentucky taste satisfies millions. Make a simple test with this sample size. Cream of Kentucky. (Whiskey) Adv. from Milwaukee journal, May 25, 1953, p. 10. Appl. author: Grey Advertising Agency, inc. © 25May53; KK86462.

Prove to yourself why double-rich Kentucky taste satisfies millions. Make a simple test with this sample size. Cream of Kentucky. (Whiskey) Adv. from Tampa morning tribune, May 12, 1953, p. 14. Appl. author: Grey Advertising Agency, inc. © 12May53; KK86044.

When you take it easy, enjoy a double-rich drink that's easy to take. Only Cream of Kentucky gives you double-rich taste. (Whiskey) Adv. from the Pittsburgh press, May 19, 1953, p. 13. Appl. author: Grey Advertising Agency, inc. © 19May53; KK85903.

You'll double the pleasure of your leisure hours, because only Cream of Kentucky gives you double rich taste. (Whiskey) Adv. from Seattle post-intelligencer, Mar. 6, 1953, p. 18. Appl. author: Grey Advertising Agency, inc. © 6Mar53; KK85125.

SCHENLEY DISTILLERS, INC., d.b.a. ANCIENT AGE DISTILLING COMPANY. SEE Ancient Age Distilling Company.

SCHENLEY DISTILLERS, INC., d.b.a. STAGG DISTILLING CO. SEE Stagg Distilling Company.

SCHENLEY DISTRIBUTORS, INC. ©.
Big point in your favor: if you've tasted today's Schenley you know it's the best tasting whiskey in ages. Adv. from New York Knickerbockers professional basketball program. Appl. author: Tessie M. Krause. © 13Nov52; KK81579.

Cheers. The appearance of this sparkling decanter of Old Schenley always wins loud cheers from guests. (Liquor) Adv. from Time, Feb. 9, 1953, p. 64. Appl. author: Tessie M. Krause. © 5Feb53; KK84166.

A dramatic success. Sir John Schenley, the finest-tasting whisky in the world. Adv. from Holiday magazine, Feb. 1953, p. 116. Appl. author: Tessie M. Krause. © 14Jan53; KK84165.

Enjoyed round the world. Sir John Schenley, the finest-tasting whisky in the world. Adv. from Holiday, June 1953. Appl. author: Tessie M. Krause. © 15May53; KK86700.

Follow the game with this Schenley score sheet. Keep a permanent, play-by-play record of this 1952 Army-Navy game ... (Liquor) Adv. from Army-Navy football program, Nov. 29, 1952. Appl. author: Tessie M. Krause. © 29Nov52; KK81580.

If you've tasted today's Schenley, you know it's the best-tasting whiskey in ages. Adv. from True, Feb. 1953, p. 4 of cover. Appl. author: Tessie M. Krause. © 21Jan53; KK83566.

Nature's unhurried goodness / Schenley's unmatched skill = the best-tasting whiskey in ages. Member or guest, serve them the best. Pour today's Schenley. Adv. from Club management, Feb. 1953, p. 7. Appl. author: Tessie M. Krause. © 5Feb53; KK83565.

Nature's unhurried goodness / Schenley's unmatched skill = the best-tasting whiskey in ages. Taste today's Schenley. Adv. from Collier's, Feb. 7, 1953. Appl. author: Tessie M. Krause. © 30Jan53; KK83555.

Nature's unhurried goodness / Schenley's unmatched skill = the best-tasting whiskey in ages. Taste today's Schenley ... Adv. from Life, Mar. 30, 1953, p. 3 of cover. Appl. author: Tessie M. Krause. © 27Mar53; KK84941.

Taste today's Schenley. You'll know it's the best-tasting whisky in ages. Adv. from Life, Apr. 27, 1953. Appl. author: Tessie M. Krause. © 24Apr53; KK86701.

What's the big idea? Nature's unhurried goodness / Schenley's unmatched skill = the best-tasting whiskey in ages. Adv. from Beverage media, May 1952, p. 6-7. Appl. author: Batzen, Barton, Durstine & Osborn, inc. © 1May52; KK85645.

World-wide favorite. Sir John Schenley, the finest-tasting whisky in the world. Adv. from Holiday, Apr. 1953, p. 87. Appl. author: Tessie M. Krause. © 18Mar53; KK84940.

SCHENLEY IMPORT CORPORATION ©.
Dewar's White Label and Victoria Vat Scotch whiskies. Clan Wallace Tartan. Adv. from Harper's magazine, Mar. 1953, p. 3 of cover. Appl. author: Otto Kleppner. © 28Feb53; KK84437.

SCHENLEY INDUSTRIES, INC., d.b.a. ROMA WINE COMPANY. SEE Roma Wine Company.

SCHENLEY LABORATORIES, INC. ©.
Add substance to shadow without burdensome bulk. EDIOL, oral fat emulsion ... (Pharmaceuticals) Folder. Appl. author: Paul Klemtner & Company, inc. © 4Apr53; KK86756.

Debilitated and thin. Ediol offers a caloric boost without gastric burden. Schenley. (Pharmaceuticals) Folder. Appl. author: Paul Klemtner & Co., inc. © 18Mar53; KK83372.

Dorbane, an effective, modern therapeutic agent chemically related ... (Pharmaceutical) Adv. from GP, the American Academy of General Practice, Nov. 1952, p. 6. Appl. author: Paul Klemtner & Co., inc. © 1Nov52; KK82444.

SCHENLEY LABORATORIES, INC. ©. Cont'd.
Dorbane ... an effective, modern therapeutic agent chemically related to cascara, for precise ... management of acute or chronic constipation. Adv. from Current medical digest, Mar. 1953, p. 4 of cover. Appl. author: Paul Klemtner & Company, inc. © 5Mar53; KK86755.

Eats like a horse, but thin. Ediol offers a caloric boost without gastric burden. Schenley. (Pharmaceuticals) Folder. Appl. author: Paul Klemtner & Co., inc. © 18Mar53; KK83369.

Elevates the mood without inducing jitters. Euphased ... combines mood-lifting desoxyephedrine ... (Pharmaceuticals) Adv. from Current medical digest, Jan. 1953, p. 4 of cover. Appl. author: Paul Klemtner & Company, inc. © 5Jan53; KK86760.

Emotionally disturbed and thin. Ediol offers a caloric boost without gastric burden. Schenley. (Pharmaceuticals) Folder. Appl. author: Paul Klemtner & Co., inc. © 18Mar53; KK83371.

For caloric boost without gastric burden when weight gain is the objective. EDIOL, oral fat emulsion Schenley ... of vegetable oil (50 o/o) and sucrose (12 1/2 o/o) ... (Pharmaceuticals) Adv. from Current medical digest, Apr. 1953, p. 4 of cover. Appl. author: Paul Klemtner & Company, inc. © 5Apr53; KK86759.

For caloric boost without gastric burden, when weight gain is the objective ... just 2 tablespoonfuls of EDIOL oral fat emulsion ... (Pharmaceuticals) Adv. from American journal of medicine, May 1953, p. 23. Appl. author: Paul Klemtner & Company, inc. © 5May53; KK86750.

For elevation of mood without overstimulation, and relief from anxiety and nervousness without drowsiness or impaired perception. Euphased. (Pharmaceutical) Folder. Appl. author: Paul Klemtner and Co., inc. © 15Dec52; KK83906.

For the life that begins at 40. Vascutum capsules providing potent lipotropic therapy. (Pharmaceutical) Folder. Appl. author: Paul Klemtner and Co., inc. © 1Apr53; KK83903.

For the life that begins at 40. Vascutum guards the best years against the combined threats of atherosclerosis and capillary fragility. (Pharmaceutical) Card. Appl. author: Paul Klemtner & Co., inc. © 31Dec52; KK82449.

For the patient coughing himself into knots. Palatable Crephex, provides ephedrine, pyrilamine maleate, and calcium ... (Pharmaceuticals) Adv. from American druggist, Dec. 1952, p. 33. Appl. author: Paul Klemtner & Co., inc. © 1Dec52; KK82442.

For the patient feeling mighty low, tablets Euphased ... elevates the mood without inducing jitters or drug hangover. (Pharmaceuticals) Adv. from New York physician, May 1953, p. 16. Appl. author: Paul Klemtner & Company, inc. © 14May53; KK86751.

For the patient who carries no weight. Ediol. (Pharmaceuticals) Adv. from American professional pharmacist, Dec. 1952, p. 1103. Appl. author: Paul Klemtner & Co., inc. © 20Dec52; KK82438.

For the patient who needs to simmer down. Gentle Sedamyl provides ideal daytime sedation without hypnosis. Schenley. (Pharmaceuticals) Adv. from American journal of psychiatry, Jan. 1953, p. 13. Appl. author: Paul Klemtner & Co., inc. © 1Jan53; KK83373.

For the patient with a dormant colon. Dorbane, a pure compound, chemically related to cascara but without its disadvantages. (Pharmaceuticals) Adv. from American journal of medicine, Nov. 1952, p. 42. Appl. author: Paul Klemtner & Co., inc. © 5Nov52; KK82440.

For the patient with a dormant colon. Dorbane provides dependable relief of constipation ... Schenley. (Pharmaceuticals) Adv. from American professional pharmacist, Jan. 1953, p. 66. Appl. author: Paul Klemtner & Co., inc. © 20Jan53; KK83366.

For the patient with too much gastric acid. Titalac, the antacid with milk-like action. (Pharmaceuticals) Adv. from Review of gastroenterology, Dec. 1952, p. 1028. Appl. author: Paul Klemtner & Co., inc. © 1Dec52; KK82441.

Greater expectation of another season for the cardiovascular patient. Rutaminal. (Pharmaceutical) Folder. Appl. author: Paul Klemtner and Co., inc. © 1Apr53; KK83902.

Greater expectation of another season for the cardiovascular patient. Rutaminal provides the myocardial stimulation of aminophylline, ... Schenley. Adv. from Medical economics, Mar. 1953, p. 216-217. Appl. author: Paul Klemtner & Co., inc. © 1Mar53; KK83368.

High tension type and thin. Ediol offers a caloric boost without gastric burden. Schenley. (Pharmaceuticals) Folder. Appl. author: Paul Klemtner & Co., inc. © 18Mar53; KK83370.

More potent protection for the life that begins at 40. Two products that help individualize lipotropic therapy: Vascutum, Vasculol. (Pharmaceutical) Folder. Appl. author: Paul Klemtner & Co., inc. © 23Dec52; KK82446.

A new high in hormone quality, and at a much lower cost, now available under the Schenley label. (Pharmaceutical) Folder. Appl. author: Paul Klemtner & Co., inc. © 16Dec52; KK82451.

New profit opportunity. Ediol. (Pharmaceuticals) Adv. from Drug topics, Apr. 1953, p. 33. Appl. author: Paul Klemtner & Co. © 20Apr53; KK86753.

New topical broad-spectrum approach to vaginal antisepsis. Syncrobin ... vaginal suppositories. (Pharmaceuticals) Folder. Appl. author: Paul Klemtner & Company, inc. © 7May53; KK86757.

Now available under the Schenley label. Testosterone U.S.P. ... (Pharmaceuticals) Adv. from A.S.T.A. journal, Mar. 1953, p. 25. Appl. author: Paul Klemtner & Co., inc. © 1Mar53; KK83367.

PVP-Macrose, a new volemic (blood volume extender) for prevention and treatment of shock. (Pharmaceutical) 8 p. Appl. author: Paul Klemtner & Co., inc. © 6Jan53; KK82447.

Sombulex ... an unusual barbiturate ... inducing sleep quickly, safely, without hangover. (Pharma-

ceutical) Adv. from Drug topics, May 4, 1953, p. 47. Appl. author: Paul Klemtner & Company, inc. © 4May53; KK86752.

Spotting a hidden danger whenever aminophylline and phenobarbital are indicated. Rutaminal, the action of aminophylline ... (Pharmaceutical) Folder. Appl. author: Paul Klemtner & Co., inc. © 9Oct52; KK82450.

Stanolone Schenley; antitumoral-anabolic steroid. Composition: new mildly androgenic hormone with marked antitumoral ... (Pharmaceuticals) File card. Appl. author: Paul Klemtner & Co., inc. © 8Apr53; KK86758.

To foster a feeling of well-being, Euphased ... combines mood-lifting desoxyephedrine ... (Pharmaceuticals) Adv. from GP, the American Academy of General Practice, Apr. 1953, p. 188-189. Appl. author: Paul Klemtner & Company, inc. © 1Apr53; KK86754.

To foster a feeling of well-being. Euphased combines mood-lifting desoxyephedrine ... without overstimulation or drug hangover. (Pharmaceutical) Folder. Appl. author: Paul Klemtner and Co., inc. © 1Apr53; KK83904.

To gain weight, gain strength, gain appetite. Ediol, a highly palatable emulsion containing 50 percent Lucrose ... (Pharmaceutical) Adv. from American journal of medicine, Jan. 1953, p. 22-23. Appl. author: Paul Klemtner & Co., inc. © 5Jan53; KK82443.

To gain weight, gain strength, gain appetite. Ediol, an exceptionally palatable, stabilized emulsion of coconut oil ... and sucrose. (Pharmaceutical) Folder. Appl. author: Paul Klemtner and Co., inc. © 1Apr53; KK83905.

To subdue the Mr. Hyde in Dr. Jekyll. Vascutum, for the life that begins at forty. (Pharmaceutical) Folder. Appl. author: Paul Klemtner & Co., inc. © 23Dec52; KK82448.

When gain in weight is the objective. Ediol adds weight-gaining calories to the diet without taxing the digestive system. (Pharmaceutical) Folder. Appl. author: Paul Klemtner & Co., inc. © 14Oct52; KK82445.

With this antibiotic combination you can control a wide variety of bacterial infections, quickly, safely, economically. Schenley Syncrobin in two potencies. (Pharmaceuticals) Adv. from Journal American veterinarian medical association, Nov. 1952, p. 26. Appl. author: Paul Klemtner & Co., inc. © 24Nov52; KK82439.

SCHESKE, ROY D.
Instruction and service manual. - KK84763. SEE Traffic House, inc.
Speed electrically timed. KK84764. SEE Traffic House, inc.

SCHILLING, WILLIAM F.
Another IBM first. SEE International Business Machines Corporation.
Modern square indicating clock. KK84587. SEE International Business Machines Corporation.
New IBM coded signal receiver. KK84590. SEE International Business Machines Corporation.
New IBM 91 series master controls. KK84584. SEE International Business Machines Corporation.
New IBM transmitter signal amplifier. KK84589. SEE International Business Machines Corporation.

New 1953 IEM fully-automatic attendance time recorder. KK84586. SEE International Business Machines Corporation.

New radio-supervised time control. KK84583. SEE International Business Machines Corporation.

SCHIRMER, ARTHUR B., d.b.a. THE NEWS. SEE News, Curwensville, Pa.

SCHLAGE LOCK COMPANY ©. Schlage Luster Sealed aluminum locks. Folder. Appl. author: Benjamin M. Levinger. © 12May53; KK85291.

SCHLEICHER (CARL) AND SCHUELL COMPANY ©. S & S filtration chart, for use in chemical analysis. (Filter paper) Sheet. Appl. author: Lionel Luttinger. © 24Mar53; KK83459.

SCHLING (MAX) SEEDMAN, INC. ©. It's a Max Schling spring for happier homes and glowing gardens. [Spring & summer catalog] (Bulbs, seeds, garden equipment) 12 p. Appl. author: Fairfax, inc. © 1Mar53; KK83087.

SCHLITZ (JOS.) BREWING COMPANY ©. First in sales for more than 6 straight years. At bars and tables everywhere, millions of beer lovers have tasted Schlitz ... Adv. © 1May53; KK85396.

If you like beer, you'll love Schlitz. [Bartender] Adv. © 15Apr53; KK85391.

If you like beer, you'll love Schlitz. [Boat scene] Adv. from Sports afield, June 1953, p. 3 of cover. © 1Jun53; KK86831.

If you like beer, you'll love Schlitz. [Boat scene] Poster. (Its [Design no. 5114]) © 20May53; KK86837.

If you like beer, you'll love Schlitz. [Camping scene with girl holding glass in left hand] Adv. © 2Jun53; KK86830.

If you like beer you'll love Schlitz. [Couple in sports clothes; display for January] Poster. (Its [Design no. 5109]) © 20Dec52; KK81623.

If you like beer, you'll love Schlitz. [Fishing scene] Poster. (Its [Design no. 5112]) © 20Mar53; KK84985.

If you like beer you'll love Schlitz. [Holiday scene; display for December] Poster. (Its [Design no. 5108]) © 20Nov52; KK81622.

If you like beer, you'll love Schlitz. [Picnic scene] Adv. © 12Jun53; KK86834.

If you like beer, you'll love Schlitz. [Hors d'oeuvres] Poster. (Its [Design no. 2 SL]) © 26May53; KK86839.

If you like beer you'll love Schlitz. [TV scene] Adv. from the American Legion, Jan. 1953, p. 2 of cover. © 1Jan53; KK80821.

If you like beer, you'll love Schlitz. [Terrace scene] Adv. © 3Jun53; KK86833.

If you like beer, you'll love Schlitz. [Valentine scene] Poster. (Its [Design no. 5110]) © 20Jan53; KK82216.

If you like beer you'll love Schlitz. [Window scene] Poster. (Its [Design no. 5111]) © 20Feb53; KK82806.

If you like beer, you'll love Schlitz. It's dry and mellow, with no harsh bitterness, and only the kiss of the hops. [Camping scene with girl pouring beer into a glass] Adv. © 17Jun53; KK86832.

If you like beer, you'll love Schlitz. It's dry and mellow, with no harsh bitterness and only the kiss of the hops. [Menu scene] Adv. © 27May53; KK86483.

If you like beer, you'll love Schlitz. No harsh bitterness, just the kiss of the hops. [Camping scene] Adv. © 24Apr53; KK84730.

If you like beer, you'll love Schlitz. No harsh bitterness, just the kiss of the hops. [Couple in sport clothes] Adv. © 11Feb53; KK84015.

If you like beer, you'll love Schlitz. No harsh bitterness, just the kiss of the hops. [Couple in sport clothes] Adv. © on revisions; 1Apr53; KK84016.

If you like beer, you'll love Schlitz. No harsh bitterness, just the kiss of the hops. [February poster action] Adv. © 18Feb53; KK84015.

If you like beer, you'll love Schlitz. No harsh bitterness, just the kiss of the hops. [February poster action] Adv. © on revisions; 18Mar53; KK84014.

If you like beer, you'll love Schlitz. No harsh bitterness, just the kiss of the hops. [Fireplace scene] Adv. © 11Mar53; KK84009.

If you like beer, you'll love Schlitz. No harsh bitterness, just the kiss of the hops. [Fishing scene] Adv. © 11Feb53; KK84018.

If you like beer, you'll love Schlitz. No harsh bitterness, just the kiss of the hops. [Fishing scene] Adv. © 20Mar53; KK83508.

If you like beer, you'll love Schlitz. No harsh bitterness, just the kiss of the hops. [Fishing scene] Adv. © on revisions; 25Mar53; KK84019.

If you like beer, you'll love Schlitz. No harsh bitterness, just the kiss of the hops. [Hand and bottle] Adv. © 1Apr53; KK85392.

If you like beer, you'll love Schlitz. No harsh bitterness, just the kiss of the hops. [House-painting scene] Adv. © 4Feb53; KK84017.

If you like beer, you'll love Schlitz. No harsh bitterness, just the kiss of the hops. [House-painting scene] Adv. © 5May53; KK84729.

If you like beer, you'll love Schlitz. No harsh bitterness, just the kiss of the hops. [House-painting scene] Adv. © on revisions; 8Apr53; KK84727.

If you like beer, you'll love Schlitz. No harsh bitterness, just the kiss of the hops. [Phonograph scene] Adv. © 1May53; KK85395.

If you like beer, you'll love Schlitz. No harsh bitterness, just the kiss of the hops. [Pool scene] Adv. © 4Mar53; KK84012.

If you like beer, you'll love Schlitz. No harsh bitterness, just the kiss of the hops. [Seed catalog scene] Adv. © 27Apr53; KK85394.

If you like beer, you'll love Schlitz. No harsh bitterness, just the kiss of the hops. [Ski scene] Adv. © 10Feb53; KK82357.

If you like beer, you'll love Schlitz. No harsh bitterness, just the kiss of the hops. [Waiter] Adv. © 8Apr53; KK85393.

If you like beer, you'll love Schlitz. No harsh bitterness, just the kiss of the hops. [Window scene] Adv. © 25Feb53; KK84010.

If you like beer, you'll love Schlitz. No harsh bitterness, just the kiss of the hops. [Window scene] Adv. © on revisions; 25Mar53; KK84011.

If you like beer you'll love Schlitz. No harsh bitterness, just the kiss of the hops. [Window scene] Adv. from the American Legion, Mar. 1953, p. 2 of cover. © 1Mar53; KK82893.

If you like beer, you'll love Schlitz. The beer that made Milwaukee famous. [Hamburgers; still life] Poster. (Its [Design no. 4226]) © 20Apr53; KK85397.

If you like beer, you'll love Schlitz. The beer that made Milwaukee famous. [House painting scene] Poster. (Its [Design no. 5113]) © 20Apr53; KK85398.

If you like profits you'll love Schlitz. This Schlitz display is a silent salesman. (Beer) Adv. from Chain store age, Jan. 1953, p. 40. © 1Jan53; KK81402.

If you like profits, you'll love Schlitz. When you display Schlitz prominently in your beverage section, it's like hiring an extra clerk ... (Beer) Adv. © 25Mar53; KK85653.

If your customers like beer, they'll love Schlitz. Adv. from Beverage dealer news, Apr. 6, 1953, p. 19. © 6Apr53; KK84731.

If your customers like beer, they'll love Schlitz. Schlitz is the best loved beer in America ... Adv. from Wisconsin beverage journal, Jan. 1953, p. 10. © 1Jan53; KK81403.

If your customers like beer, they'll love Schlitz. The beer that made Milwaukee famous. Adv. from Wisconsin beverage journal, Jan. 1953. © 15Jan53; KK83342.

Schlitz sales lead entire brewing industry for the 6th straight year. 6,347, 295 barrels of Schlitz ... (Beer) Adv. from Daily news, New York, Jan. 28, 1953, p. 73. © 28Jan53; KK81978.

Schlitz, the beer that made Milwaukee famous. This name around a bottle or a can is trusted around the world. Adv. from Beer distributor, Feb. 1953, p. 24. © 15Feb53; KK84733.

Schlitz, the name at the top. If your customers like beer, they'll love Schlitz. Adv. © 1Apr53; KK84732.

Tonight on TV, Schlitz Playhouse of Stars. Arthur Franz stars in Devils other name. (Beer) Adv. © 20Feb53; KK82891.

Tonight on TV, Schlitz Playhouse of Stars. Barbara Hale stars in Vacation for Jenny. (Beer) Adv. © 15May53; KK86485.

Tonight on TV. Schlitz Playhouse of Stars. Broderick Crawford stars in the Widow makes three. (Beer) Adv. © 12Jun53; KK86835.

SCHLITZ (JOS.) BREWING COMPANY ©. Cont'd.

- Tonight on TV, Schlitz Playhouse of Stars. Charles Bickford stars in the Copper ring. (Beer) Adv. © 8May53; KK85388.
- Tonight on TV, Schlitz Playhouse of Stars. David Brian stars in 19 Rue Marie. (Beer) Adv. © 13Mar53; KK83339.
- 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 Gwenn stars in Guardian of the clock. (Beer) Adv. © 23Jan53; KK81977.
- Tonight on TV, Schlitz Playhouse of Stars. Ellen Drew stars in the Governess. (Beer) Adv. © 3Apr53; KK84728.
- Tonight on TV, Schlitz Playhouse of Stars. Fay Bainter stars in Jenny. (Beer) Adv. © 2Jan53; KK80823.
- Tonight on TV, Schlitz Playhouse of Stars. Gene Raymond stars in the Girl that I married. (Beer) Adv. © 29May53; KK86482.
- Tonight on TV, Schlitz Playhouse of Stars. George Brent stars in Medicine woman. (Beer) Adv. © 1May53; KK85389.
- Tonight on TV, Schlitz Playhouse of Stars. Hans Conreid stars in Mr. Greentree and friend. (Beer) Adv. © 13Feb53; KK82358.
- Tonight on TV, Schlitz Playhouse of Stars. Harold Peary stars in Papa goes to the ball. (Beer) Adv. © 17Apr53; KK84724.
- Tonight on TV, Schlitz Playhouse of Stars. Helmut Dantine stars in Happy ending. (Beer) Adv. © 27Mar53; KK84725.
- Tonight on TV, Schlitz Playhouse of Stars. Jackie Cooper stars in Big Jim's boy. (Beer) Adv. © 6Mar53; KK83340.
- Tonight on TV, Schlitz Playhouse of Stars. Joan Caulfield stars in a String of beads. (Beer) Adv. © 26Dec52; KK80822.
- Tonight on TV, Schlitz Playhouse of Stars. John Ireland stars in The last kiss. (Beer) Adv. © 16Jan53; KK81401.
- Tonight on TV, Schlitz Playhouse of Stars. John Newland stars in Allen of Harper. (Beer) Adv. © 24Apr53; KK85390.
- Tonight on TV, Schlitz Playhouse of Stars. John Newland stars in the Unopened letter. (Beer) Adv. © 9Jan53; KK81285.
- Tonight on TV, Schlitz Playhouse of Stars. Joseph Schildkraut stars in Point of honor. (Beer) Adv. © 30Jan53; KK81976.
- Tonight on TV, Schlitz Playhouse of Stars. Lon McCallister stars in Operation Riviera. (Beer) Adv. from the New York times. © 19Jun53; KK86836.
- Tonight on TV, Schlitz Playhouse of Stars. Maureen O'Sullivan stars in Parents' week-end. (Beer) Adv. © 20Mar53; KK83341.
- Tonight on TV, Schlitz Playhouse of Stars. Nancy Davis stars in 22 Sycamore road. (Beer) Adv. © 5Jun53; KK86484.
- Tonight on TV, Schlitz Playhouse of Stars. Preston Foster stars in Manhattan Robin Hood. (Beer) Adv. © 6Feb53; KK82359.
- Tonight on TV, Schlitz Playhouse of Stars. Richard Carlson stars in Pursuit. (Beer) Adv. © 22May53; KK86486.

- Tonight on TV, Schlitz Playhouse of Stars. Richard Carlson stars in the Playwright. (Beer) Adv. © 19Dec52; KK80870.
- Tonight on TV, Schlitz Playhouse of Stars. Victor Jory stars in the Mirror. (Beer) Adv. © 10Apr53; KK84726.
- Tonight on TV, Schlitz ... presents ... the White cream pitcher, starring Walter Slezak in the new winter series of the Schlitz playhouse of stars. (Beer) Adv. © 12Dec52; KK80871.
- We join the citizens and industries of Milwaukee in wishing every success to the Milwaukee Braves. The Jos. Schlitz Brewing Company. Schlitz, the beer that made Milwaukee famous. Adv. from the Milwaukee Journal, Apr. 8, 1953, p. 17. © 8Apr53; KK84734.

SCHLUMBOHM, PETER.

- Chemex coffeemaker and bonded filter-paper make the best cup of coffee ever. KK81710. SEE Chemex Corporation.
- A home is only as good as its coffee. KK84657. SEE Chemex Corporation.

SCHMID (JULIUS) INC. ©.

- Ramses flexible cushioned diaphragm. (Diaphragm & vaginal jelly) Label. © 16Feb53; KK82701.

SCHMUKLER, CHARLES S., d.b.a. MARINE MOISTURE CONTROL COMPANY. SEE Marine Moisture Control Company.

SCHNEIDER, A. C.

- Pennzoil, the Tough-Film motor oil. KK84561. SEE Pennzoil Company.
- Save oil. KK84363. SEE Pennzoil Company.
- Save on oil with this long quart. KK84930. SEE Pennzoil Company.
- Save two ways with this long quart. KK86480. SEE Pennzoil Company.
- Use less oil, get the long quart. SEE Pennzoil Company.

SCHNEIDER (MITCHEL) COMPANY, INC. ©.

- Here it is! The Michelene gold set sure to start a Mother's Day gold rush. (Ladies' lingerie) Adv. from Women's wear daily, Mar. 13, 1953, p. 24-25. Appl. author: The Rockmore Co. © 12Mar53; KK83215.

SCHOFNEMAN (J.) INC. ©.

- For an important U. S. male, Frontenac, the miracle worsted suit. Flex tailored. Folder. Appl. author: Charles Cahn. © 27Mar53; KK83820.
- Hammer 'Nails imported fabric. Can take it. (Men's clothing) Sheet. Appl. author: Charles Cahn. © 27Mar53; KK83817.
- Imported Coronado, as featured in Life. Newspaper mats, summer 1953. (Men's clothing) Pamphlet. Appl. author: Charles Cahn. © 24Feb53; KK82633.
- Man of the hour. It could be you. The man of the hour wears our exclusive Kingsridge pure worsted suit. Folder. Appl. author: Charles Cahn. © 27Mar53; KK83816.
- Newspaper mats for spring and summer, 1953. Kingsridge custom fabric. (Men's clothing) Portfolio. Appl. author: Charles Cahn. © 2Jan53; KK80815.
- Tough as a tiger, Bengal whipcord worsted. Custom fabric. (Men's clothing) Folder. Appl. author: Charles Cahn. © 27Mar53; KK83818.
- You are so right in a grey flannel suit. West End Cricket custom fabric. (Men's clothing) Card. Appl. author: Charles Cahn. © 27Mar53; KK83819.

SCHOENEWALD, LOUIS CHARLES.

- Carrier freezer. SEE Rich Plan Corporation.
- Members of the Rich Plan enjoy a better way of living from morning to night. SEE Rich Plan Corporation.
- Membership certificate. KK81423. SEE Rich Plan Corporation.
- The Rich plan, a better way of living. KK81332. SEE Rich Plan Corporation.
- Rich Plan takes all the strain off your food budget. KK83064. SEE Rich Plan Corporation.
- What happens to the health content of your fresh foods before they reach you? KK84760. SEE Rich Plan Corporation.

SCHOETTLE, EDWIN JAMES, AND WILLIAM PEPPER WATTS, d.b.a. PETER DANT. SEE Dant, Peter.

SCHOLFIELD, RICHARD PEYTON. Simplawheel, Wheeldex, Simplafind, 3 great record keeping systems. KK86098. SEE Wheeldex and Simpla Products, inc.

SCHOLL, WILLIAM MATHIAS. SEE Scholl Manufacturing Company, inc.

SCHOLL MANUFACTURING COMPANY, INC.

- Dr. Scholl's Foot Comfort service, available all over the world. Folder. Appl. author: William Mathias Scholl. © The Scholl Mfg. Co., inc.; 3Jun53; KK86600.
- The importance of daily foot care. Directions for using Dr. Scholl's chlorophyll foot lotion. Folder. Appl. author: William Mathias Scholl. © The Scholl Mfg. Co., inc.; 3Nov52; KK80789.
- It's spring again. We proudly present Dr. Scholl's Foot Comfort shoes for spring and summer. Folder. Appl. author: William Mathias Scholl. © The Scholl Manufacturing Co., inc.; 2Jan53; KK83696.
- Super-soft Dr. Scholl's Zino-pads. (Pads for corns) Folder. Appl. author: William Mathias Scholl. © The Scholl Manufacturing Co., inc.; 2Apr53; KK84162.

SCHOTT, ARNOLD, d.b.a. PACIFIC ELECTRICORD COMPANY. SEE Pacific Electricord Company.

SCHREIBER, ALLEN B. SEE Schreiber Mills, inc.

SCHREIBER MILLS, INC. ©.

- Lassy Growlets, flock proved. 50 lbs. net. (Poultry feed) Label. Appl. author: Allen Schreiber. © 4Mar53; KK82794.
- Lassy year 'round guide to bigger poultry profits. Success with poultry depends on these 4 factors: 1. good management ... (Feed) Folder. Appl. author: Allen B. Schreiber. © 20Apr53; KK84674.
- Off to a flying start; Lassy Chicklets. 50 lbs. net. (Feed bag) Label. Appl. author: Allen B. Schreiber. © 30Dec52; KK81560.

SCHROEDER (JOHN) LUMBER AND SUPPLY COMPANY ©.

- Something new under the sun. A new development with photography. Youngstown kitchens. Adv. from the Milwaukee journal, Jan. 4, 1953, p. 8. Appl. author: Ray J. Hall, Sr. © 4Jan53; KK81812.

SCHULTZ COMPANY ©.

- Now, for your indoor plants, permanent lustre, and dust resistance

for life. Schultz Instant Plant Shine, complexion care for indoor plants. Adv. from Good housekeeping, Jan. 1953, p. 132. Appl. author: Rowland Walter Bickelhaupt. © 20Dec52; KK81306.

Permanent lustre dust-resistance for life with only 1 application. Schultz-Instant Plant Shine. (Plant lusterizer) Label. Appl. author: Rowland Walter Bickelhaupt. © 10Feb53; KK82947.

Permanent lustre dust-resistance for life with only 1 application. Schultz Instant Plant Shine. (Plant lusterizer) Poster. Appl. author: Rowland Walter Bickelhaupt. © 3Feb53; KK82026.

SCHULZ, ROBERT E.
Four-cycle spark-fired gas engines. KK80853. SEE Nordberg Manufacturing Company.

SCHUMAKER, HERMAN H. ©.
Airjax extracts dusts. Model Salvor. Airjax rectifier. Bull. T245. (Ejector plus vent tube) Sheet. © 3Mar53; KK83832.

SCHUTZ-O'NEILL COMPANY ©.
The Schutz-O'Neill superfine pulverizer. Ultra fine grinding. Folder. Appl. author: Foulke Agency, inc. © 2Feb53; KK82939.

Ten minutes is all you need to take apart for cleaning, adjustment, repair. The new superfine Schutz-O'Neill pulverizer. Folder. Appl. author: Foulke Agency, inc. © 2Jan53; KK82940.

SCHWARTZ, HAROLD L.
Eagle ear-soft phone pad made of Firestone foamex. KK86801. SEE Eagle Roll Leaf Stamping Company.

SCHWARTZ, NATHAN RODNEY.
Swivelier adjustable lighting at its finest. KK83894. SEE Swivelier Company, inc.

SCHWARZ, NORBERT.
Kold Kup. SEE Wyler and Company.

SEAGRAM-DISTILLERS CORPORATION ©.
The golden touch of hospitality. Seagram's ancient bottle distilled dry gin. Adv. from Spirits, Mar. 1953, p. 3. © 10Mar53; KK83088.

SEARLE (G. D.) AND COMPANY ©.
Dramamine, brand of dimenhydrinate. (Pharmaceutical) Folder. © 10Jun53; KK86364.

Pro-Banthinè bromide, brand of propantheline bromide. (Pharmaceutical) Folder. © 8Jun53; KK86363.

Searle Sclerosing solution. Synlasol. 5 0/0 with Benzyl alcohol, 2 0/0 brand of Sodium Psylliate. (Pharmaceutical product) Folder. © 15Jun53; KK86569.

SEASON SKIPPER CORPORATION ©.
Wherever you go, go smartly and snugly in Season Skipper, two complete coats in one. (Ladies coats) Adv. from Holiday, Mar. 1951, p. 118. Appl. author: C. B. Shane. © 25Feb51; KK86620.

SEATAG OF N. J., INC. ©.
Seatag. Tues. This seat occupied. (Seat tags) Card. Appl. author: John D. Fernicola. © 20Dec52; KK85600.

SECURITY INSURANCE COMPANY OF NEW HAVEN.
Agency sales bulletin, for the representatives of the Security Insurance Company of New Haven. How many of your commercial prospects know

about business interruption insurance? Folder. Appl. author: Willson, Haight and Welch. © Security Insurance Co.; 1Apr53; KK83733.

Know any companies where values change from month to month? Agency sales bulletin. (Insurance) Folder. Appl. author: Willson, Haight and Welch, inc. © Security Insurance Company of New Haven; 1Jan53; KK81152.

SECURITY SAFE SERVICE, INC. ©.
S S S. (Fire resistive safes and money chests) Label. Appl. author: Jesse T. Markel. © 17Mar53; KK83661.

SEEDS (RUSSEL M.) COMPANY, INC.
Clean, Sheaffer's Snorkel pen. KK83486. SEE Sheaffer (W. A.) Pen Company.

Compare Sheaffer's TM with any other pen in the world. SEE Sheaffer (W. A.) Pen Company.

Elgin American gifts. KK81331. SEE Elgin American.

Elgin American musical compact. KK85162. SEE Elgin American.

For your regal moments, Elgin American regimentals. KK84062. SEE Elgin American.

Give dad a break on Father's day ... KK86468. SEE Elgin American.

Give the gift that shows you care. KK81334. SEE Elgin American.

Sheaffer's TM desk sets. KK83264. SEE Sheaffer (W. A.) Pen Company.

Something we learned from the birds and bees. KK83484. SEE Sheaffer (W. A.) Pen Company.

This is new. SEE Sheaffer (W. A.) Pen Company.

The two best ways to fill a pen ... KK83260. SEE Sheaffer (W. A.) Pen Company.

Write 3 times as long, letter perfect to the last word. SEE Sheaffer (W. A.) Pen Company.

SEEMAN BROTHERS, INC. ©.
Air-Wick 3 times as effective. (Deodorizer) Adv. from Better homes & gardens, Mar. 1953, p. 221. Appl. author: William H. Weintraub & Co., inc. © 25Feb53; KK82747.

Amazing new Nylast means extra sales to your women customers. Because every woman who enters your store has trouble with ... (Run-proofing treatment for nylon stockings) Adv. from Drug topics, Jan. 12, 1953, p. 18. Appl. author: William H. Weintraub & Co., inc. © 12Jan53; KK82173.

At last, at last. A way to make nylons last. Nylast adds strength as it washes. (Stocking preserver) Adv. from Life, Sept. 29, 1952, p. 103. Appl. author: William H. Weintraub & Co., inc. © 26Sep52; KK81305.

Having trouble with your nylons? Nylast for washing nylons. Adv. Appl. author: William H. Weintraub and Co., inc. © 24Feb53; KK83891.

Having trouble with your nylons? Start washing them with Nylast. Adv. from Photoplay, Mar. 1953, p. 78. Appl. author: William H. Weintraub & Co., inc. © 10Feb53; KK82232.

Having trouble with your nylons? Stop washing your nylons the old-fashioned way, with soaps and flakes. Tonight and every night, wash them with amazing new Nylast. Adv. Appl. author: William H. Weintraub and Co., inc. © 3Mar53; KK83666.

Kill bathroom odors. Kill bathroom odors before they get you in hot water. Air-Wick kills typical indoor odors 3 times as ... Adv. from Cosmopolitan, Feb. 1953, p. 33. Appl. author: William H. Weintraub & Co., inc. © 25Jan53; KK82172.

Kill bathroom odors. Kill bathroom odors before they get you in hot water. Use Air-Wick all over the house, ... Adv. from Good housekeeping, Mar. 1953, p. 170. Appl. author: William H. Weintraub & Co., inc. © 20Feb53; KK83348.

Kill smoking odors. (Deodorizer) Adv. from Better homes & gardens, Feb. 1953, p. 98. Appl. author: William H. Weintraub & Co., inc. © 27Jan53; KK82746.

Kill smoking odors. Stop smoking odors before they run rings around you. Air-Wick. (Deodorizer) Adv. from Good housekeeping, Apr. 1953, p. 148. Appl. author: William H. Weintraub & Co., inc. © 26Mar53; KK85457.

Stop cooking odors. Air-Wick. (Deodorizer) Adv. from Cosmopolitan, Mar. 1953, p. 89. Appl. author: William H. Weintraub & Co., inc. © 25Feb53; KK82745.

Stop cooking odors. Use Air-Wick to help overcome fish odors ... (Deodorizer) Adv. from Good housekeeping, May 1953, p. 207. Appl. author: William H. Weintraub & Co., inc. © 24Apr53; KK85456.

SEE-SHELL PRODUCTS COMPANY ©.
See-Shells, the protective case with sliding shelf for household linens. (Plastic bags) Sheet. Appl. author: Gordon F. Lietzow. © 20May53; KK85895.

SEGAL, BEN.
Join the thousands enjoying the real hobby with watch repair kits. KK84430. SEE Bengal Company.

SEIGNOBOSC, FRANCOISE.
Easy sewing cards. KK81279. SEE Platt and Munk Company, inc.
Simple sewing cards. KK81280. SEE Platt and Munk Company, inc.

SELCHOW AND RIGHTER COMPANY ©.
The family that plays together, stays together. Parcheesi. Meet the Presidents. (Games) Adv. from the Saturday evening post, Dec. 6, 1952, p. 111. Appl. author: Platt-Forbes, inc. © 3Dec52; KK81436.

SELL, MADDREY B.
Holsum bread is tempting to your appetite. KK85274. SEE Jones Bakeries, inc.

More truth than poetry. KK85273. SEE Jones Bakeries, inc.

SELMETER, LEWIS W.
RCA Estate electric ranges. KK81363. SEE Radio Corporation of America. RCA Estate Appliance Corporation Subsidiary.

SERVEL, INC. ©.
Coming! World's first and only refrigerator that makes ice cubes without trays, and puts 'em in a basket automatically. Servel. Adv. from Life, Dec. 15, 1952, p. 89. Appl. author: Hicks & Greist, inc. © 15Dec52; KK82882.

Coming, world's first and only refrigerator that makes ice cubes without trays, and puts 'em in a basket automatically. Servel automatic ice-maker refrigerators. Adv. from Life, Feb. 9, 1953, p. 52. Appl. author: Hicks and Greist, inc. © 9Feb53; KK83899.

SERVEL, INC. ©. Cont'd.

Coming, world's first and only refrigerator that makes ice cubes without trays. Servel automatic ice-maker refrigerators. Adv. from Life, Jan. 19, 1953, p. 47. Appl. author: Hicks & Greist, inc. © 19Jan53; KK81384.

Servel, America's first freezers with Cold-Seal construction. Adv. from Sunset magazine, Apr. 1953, p. 91. Appl. author: Hicks and Greist, inc. © 25Mar53; KK85413.

Servel, America's first freezers with Cold-Seal construction. Model HF-153, 15 cu. ft. Adv. from Better homes & gardens, May 1953, p. 229. Appl. author: Hicks & Greist, inc. © 24Apr53; KK85414.

Servel, first to offer Cold-Seal construction in home freezers. Adv. from Life, May 11, 1953, p. 109. Appl. author: Hicks & Greist, inc. © 7May53; KK85405.

Servel, the one and only refrigerator that makes ice cubes without trays, and puts 'em in a basket automatically. Adv. from Life, May 18, 1953, p. 84. Appl. author: Hicks and Greist, inc. © 15May53; KK85461.

Servel, world's first and only refrigerator that makes ice cubes without trays, and puts 'em in a basket all automatically. Adv. from Better homes & gardens, Apr. 1953, p. 261. Appl. author: Hicks and Greist, inc. © 25Mar53; KK83898.

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. 44-45. Appl. author: Hicks and Greist, inc. © 30Mar53; KK83982.

SERVI-STATIONS, INC. ©.

Durasteel buildings, modern beauty, modest cost. Discover the advantages of Durasteel's versatile pre-fabricated all-steel construction. Adv. from Fort Worth star-telegram, Jan. 6, 1953, p. 26. Appl. author: Thomas Leslie Yates. © 6Jan53; KK81309.

Durasteel pre-fabricated all-steel buildings. Beauty, low cost to build, permanence ... Folder. Appl. author: Thomas Leslie Yates. © 30Dec52; KK82318.

SERY, JOHN.

Park Club vanilla ice cream. KK82916. SEE Marathon Corporation.

SEVEN-UP COMPANY.

The all-family drink. Fresh up with Seven-Up. You like it, it likes you. (Soft drink) Adv. from Life, Feb. 9, 1953, p. 14. Appl. author: J. Walter Thompson Co. © The Seven-Up Co.; 6Feb53; KK82266.

And we're wishing you a happy all-family day. Fresh up with Seven-Up. (Soft drink) Adv. from Look, Dec. 2, 1952, p. 80-81. Appl. author: J. Walter Thompson Co. © The Seven-Up Co.; 24Nov52; KK81761.

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; KK84359.

Fresh up with Seven-Up. Jimmy pitched his triple-dipper ... The all-family drink. (Soft drink) Adv. from Puck, the comic weekly, May 19, 1953. Appl. author: J. Walter Thompson Co. © The Seven-Up Co.; 10May53; KK85995.

Fresh up with Seven-Up. Spring is here and mom is planting ... The all-family drink. (Soft drink) Adv. from Puck, the comic weekly, Apr. 12, 1953. Appl. author: J. Walter Thompson Co. © The Seven-Up Co.; 12Apr53; KK85993.

Fresh up with Seven-Up. The all family drink. (Soft drink) Adv. from the Comic weekly, Jan. 18, 1953, p. 7. Appl. author: J. Walter Thompson Co. © The Seven-Up Co.; 18Jan53; KK82023.

Fresh up with Seven-Up. The all-family drink. Seven-Up scores high with all. (Soft drink) Adv. from the Comic weekly, section of the Chicago herald American, Feb. 15, 1953, p. 4. Appl. author: J. Walter Thompson Co. © The Seven-Up Co.; 15Feb53; KK82265.

Fresh up with Seven-Up. The all-family drink. You like it, it likes you. (Soft drink) Adv. from the Saturday evening post, Apr. 25, 1953, p. 128. Appl. author: J. Walter Thompson Co. © The Seven-Up Co.; 22Apr53; KK85994.

Fresh up with Seven-up; you like it, it likes you. (Soft drink) Adv. from the Saturday evening post, Dec. 27, 1952, center spread. Appl. author: J. Walter Thompson Co. © The Seven-Up Co.; 24Dec52; KK81763.

Look ma, one hand. Here's the handy way to buy Seven-Up by the full family supply of 24 bottles. The 7-Up family pack. (Soft drink) Adv. from the Saturday evening post, Jan. 31, 1953, p. 76. Appl. author: J. Walter Thompson Co. © The Seven-Up Co.; 28Jan53; KK82025.

Merry Christmas to all from the all-family drink. Seven-up. Adv. from Life, Dec. 22, 1952, p. 38-39. Appl. author: J. Walter Thompson Co. © The Seven-Up Co.; 19Dec52; 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 St. Louis post dispatch, comic section. Appl. author: J. Walter Thompson Co. © The Seven-Up Co.; 14Dec52; KK81765.

Now is the season of all the year when doorbells jingle and company's here. Fresh up with Seven-up. (Soft drink) Adv. from the Chicago herald American, comic weekly, Dec. 7, 1952, p. 4. Appl. author: J. Walter Thompson Co. © The Seven-Up Company; 7Dec52; KK81764.

You like it, it likes you. Fresh up with Seven-Up. (Soft drink) Adv. from Life, Nov. 17, 1952, p. 103. Appl. author: J. Walter Thompson Co. © The Seven-Up Co.; 14Nov52; KK83868.

You like it, it likes you. The all-family drink. Fresh up with Seven-Up. (Soft drink) Adv. from the Saturday evening post, Mar. 21, 1953, p. 93. Appl. author: J. Walter Thompson Co. © The Seven-Up Co.; 18Mar53; KK84235.

You like it, it likes you. The all-family drink. Fresh up with Seven-Up. (Soft drink) Adv. from the Saturday evening post, May 23, 1953, p. 85. Appl. author: J. Walter Thompson Co. © The Seven-Up Co.; 20May53; KK85996.

SEVIGNY'S CANDY, INC. ©.

Sevigny's famous Ribbon Candy. The world's thinnest. Net weight 12 oz. Label. © 5Feb53; KK82100.

SEXTON, GEORGE LYTTON.

Dub-1-life extends the life of cut flowers. Label. © George L. Sexton; 10Dec52; KK81085.

SHAFER, EUGENE W.

Evis fluid conditioners. KK85107. SEE Evis Manufacturing Company. Evis-ized H₂O conquers scale for the shipping industry. KK85110. SEE Evis Manufacturing Company. Industry's newest way to stop water scale formation. KK85108. SEE Evis Manufacturing Company. Installation instructions. KK85118. SEE Evis Manufacturing Company. The most advanced method of conditioning most waters and fluid mixtures. KK85119. SEE Evis Manufacturing Company. A successful new technique in water scale control. KK85109. SEE Evis Manufacturing Company.

Installation instructions. KK85118. SEE Evis Manufacturing Company.

The most advanced method of conditioning most waters and fluid mixtures. KK85119. SEE Evis Manufacturing Company.

A successful new technique in water scale control. KK85109. SEE Evis Manufacturing Company.

SHAFER (H. W.) GAME COMPANY ©.

Don future rocketeer. (Toy game) Label. Appl. author: Hyman Walter Shafer. © 5Jan53; KK82247.

SHAFER, HYMAN WALTER.

Don future rocketeer. KK82247. SEE Shafer (H. W.) Game Company.

SHANE, C. B.

Coat that outsmarts the weather. KK86621. SEE Shane (C. B.) Corporation.

Wherever you go. KK86620. SEE Season Skipper Corporation.

SHANE (C. B.) CORPORATION ©.

Coat that outsmarts the weather, Season Skipper, two complete coats in one. (Men's coats) Adv. from Holiday, Mar. 1951, p. 119. Appl. author: C. B. Shane. © 25Feb51; KK86621.

SHAPIRO, JEWELL.

Ad-Cel-H₂O, the modern cellulose wallpaper paste. KK85418. SEE Jewel Laboratories.

Jewel Lab's Ad-Cel-H₂O, the modern cellulose wallpaper paste. KK84576. SEE Jewel Laboratories.

SHARON BOLT AND SCREW COMPANY, INC. ©.

Sharon (color keyed) key kits. 7 sizes. From .050" to 3/16" across flats. Card. Appl. author: Samuel S. Steinberg. © 20Jan53; KK83122.

Sharon combines dramatic color, practical utility, salesmaking packaging, eye-stopping display. Sharon key kits. Sheet. Appl. author: Samuel S. Steinberg. © 20Jan53; KK83121.

SHASTA WATER COMPANY.

Alqua Shasta brand. Alkaline water. Sparkling. It hasta be Shasta. Contents 1 quart. (Carbonated mineral water) Label. © The Shasta Water Co.; 14Jan53; KK81328.

Shasta brand black cherry. True fruit. It hasta be Shasta. Contents 1 quart. (Soft drink) Label. © The Shasta Water Co.; 14Jan53; KK81329.

Shasta brand sparkling water. It has to be Shasta. Contents 1 quart. (Carbonated mineral water) Label. © The Shasta Water Co.; 14Jan53; KK81327.

SHAW, IRVING F.
Shortest route to nutritional recovery in B-complex deficiency. KK83193. SEE Vitamine Company, inc.

SHAW AND SLAVSKY, INC. ©.
Bananas, 2 lbs. 35¢. Introducing a new how to price to sell system for fruit and vegetable mass displays. (Price card stands) Folder. Appl. author: Robert John Slavsky. © 15Dec52; KK85622.

Shaw & Slavsky does it again. New featured item merchandiser. (Advertising cards and holders) Folder. Appl. author: Robert John Slavsky. © 15Dec52; KK85623.

Super salesmen for Super Markets. As advertised, center cut pork chop, 89¢ lb. Shaw & Slavsky's new Bull's-Eye featured item merchandiser. (Advertising cards and holders) Sheet. Appl. author: Robert John Slavsky. © 4Jun53; KK86325.

Super salesman for Super Markets. Impulse sellers build extra business. (Price tags, slogan tags, and moulding for holding such tags) Sheet. Appl. author: Robert John Slavsky. © 4Jun53; KK86324.

SHEAFFER (W. A.) PEN COMPANY ©.
Clean, Sheaffer's Snorkel pen. Point never dunked, never needs wiping. (Pens and pencils) Adv. from the National Geographic magazine, Mar. 1953, p. 4 of cover. Appl. author: Russel M. Seeds Co., inc. © 1Mar53; KK83486.

Compare Sheaffer's TM with any other pen in the world. (Pens, pencils & writing fluid) Adv. from Coronet, Sept. 1952, p. 4 of cover. Appl. author: Russel M. Seeds Co., inc. © 1Sep52; KK83261.

Compare Sheaffer's TM with any other pen in the world. (Pens, pencils and writing fluid) Adv. from Life, Aug. 11, 1952, p. 2 of cover. Appl. author: Russel M. Seeds Co., inc. © 8Aug52; KK83266.

Every minute 23 more people switch to new Sheaffer's pencil-slim TM. (Pens & pencils) Adv. from Coronet, June 1952, p. 4 of cover. Appl. author: Russel M. Seeds Co., inc. © 1Jun52; KK83262.

Every minute 23 more people switch to new Sheaffer's pencil-slim TM. (Pens and pencils) Adv. from Life, Apr. 21, 1952, p. 98. Appl. author: Russel M. Seeds Co., inc. © 17Apr52; KK83263.

Every minute 23 more people switch to new Sheaffer's pencil-slim TM. Why don't you test it today. (Fountain pens) Adv. from Better homes and gardens magazine, Mar. 1952, p. 4 of cover. Appl. author: Russel M. Seeds Co., inc. © 1Mar52; KK83268.

Sheaffer's TM desk sets. Because you deserve something special. Adv. from Better homes and gardens magazine, Nov. 1952, p. 3 of cover. Appl. author: Russel M. Seeds Co., inc. © 1Nov52; KK83264.

Something we learned from the birds and bees. Sheaffer's Snorkel pen. (Pens and pencils) Adv. from Better homes and gardens magazine, Mar. 1953, p. 4 of cover. Appl. author: Russel M. Seeds Co., inc. © 1Mar53; KK83484.

This is new! Sheaffer's TM Snorkel. No one has a gift like this ... (Pens & pencils) Adv. from Newsweek, Nov. 17, 1952, p. 3 of cover. Appl. author: Russel M. Seeds Co., inc. © 13Nov52; KK82485.

This is new! Sheaffer's TM Snorkel. No one on your list has a gift like this ... (Pens & pencils) Adv. from the Saturday evening post, Nov. 22, 1952, p. 11. Appl. author: Russel M. Seeds Co., inc. © 18Nov52; KK83483.

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; KK83482.

This is new. Sheaffer's TM Snorkel. Point never dunked, never needs wiping. (Pens and pencils) Adv. from the National Geographic magazine, Nov. 1952, p. 4 of cover. Appl. author: Russel M. Seeds Co., inc. © 1Nov52; KK83269.

This is new! Sheaffer's TM Snorkel pen. No one on your list has a gift like this for it was introduced expressly in time for Christmas. (Pens & pencils) Adv. from Collier's magazine, Dec. 6, 1952, p. 2 of cover. Appl. author: Russel M. Seeds Co., inc. © 3Dec52; KK83481.

This is new, and just in time for Christmas. Sheaffer's TM Snorkel. (Fountain pens and writing fluid) Adv. from Life, Oct. 20, 1952, p. 64-65. Appl. author: Russel M. Seeds Co., inc. © 17Oct52; KK83267.

The two best ways to fill a pen: 1. Sheaffer's touch down one stroke filler; 2. Sheaffer's Skrip with exclusive top well bottle. Adv. from Adventure comics, May 1952, p. 4 of cover. Appl. author: Russel M. Seeds Co., inc. © 1May52; KK83260.

Writes 3 times as long, letter perfect to the last word. Sheaffer's new TM ballpoint for light or heavy writing jobs. Adv. from the Saturday evening post, Mar. 8, 1952, p. 88. Appl. author: Russel M. Seeds Co. © 5Mar52; KK83265.

Writes 3 times as long, letter perfect to the last word. Sheaffer's new TM ballpoint for light or heavy writing jobs. Adv. from Time, Mar. 17, 1952, p. 12. Appl. author: Russel M. Seeds Co., inc. © 13Mar52; KK83270.

SHEFFIELD FARMS COMPANY, INC. ©.
Sheffield Farms introduces its newest employee Safety Andy, who will be appearing in your plants and on your routes ... (Safety poster) Poster. © 1Apr53; KK84304.

SHEFTS, GEORGE I. ©.
The famous Horoscope cake. The sign of the zodiac. (Birthday cakes) Label. © 7Jan53; KK61849.

SHELL OIL COMPANY ©.
Gun shoots electrons to paint a picture. Shell research leads to finer products, more for your money. (Lubricants) Adv. from the Saturday evening post, May 2, 1953, p. 2. Appl. author: J. Walter Thompson Co. © 29Apr53; KK85587.

Hooded lightning strikes only on release. Shell research leads to finer products, more for your money. (Lubricants) Adv. from

the Saturday evening post, Apr. 4, 1953, p. 2. Appl. author: J. Walter Thompson Co. © 1Apr53; KK84090.

Invisible umbrella keeps off rust. Shell research leads to finer products, more for your money. (Petroleum) Adv. from the Saturday evening post, Feb. 7, 1953, p. 2. Appl. author: J. Walter Thompson Co. © 4Feb53; KK84055.

Skyhooks keep things moving. Shell research leads to finer products, more for your money. (Petroleum) Adv. from the Saturday evening post, Mar. 7, 1953, p. 2. Appl. author: J. Walter Thompson Co. © 4Mar53; KK84054.

SHERATON CORPORATION OF AMERICA ©.
At the crossroads of the nation. St. Louis and its Sheraton. (Hotel services) Adv. from Time, Jan. 12, 1953. Appl. author: Tessie M. Krause. © 8Jan53; KK84167.

SHERER, HELEN.
Majorette queen. (Scarves, clothing ...) Label. © Helen Sherer & Margaret Hiltgen; 24Nov52; KK81686.

SHERMAN AND MARQUETTE, INC.
Beat high coffee prices. KK84879. SEE Nestlé Company, inc.

Beat today's high coffee prices. KK83653. SEE Nestlé Company.

Latin American coffee planter, Sr. Valente Salazar Hernández ... KK81734. SEE Nestlé Company, inc.

Make better coffee with new Nestlé's instant coffee than with ground coffee. SEE Nestlé Company.

New Nescafé, 100 % pure instant coffee ... KK85901. SEE Nestlé Company, inc.

No other coffee, instant or ground, gives you the richer flavor of Nescafé instant coffee. KK84798. SEE Nestlé Company, inc.

Redeem your Nescafé coupon now. KK85411. SEE Nestlé Company, inc.

SHERWIN-WILLIAMS COMPANY.
Protect the increased value of your home with the best house paint you can buy. Sherwin-Williams SWP. Adv. from Progressive farmer, v. 67, no. 8, p. 65. Appl. author: Kenneth E. Moore. © The Sherwin-Williams Co.; 15Jul52; KK85479.

You benefit four ways when your home is painted with SWP. You'll be money ahead when you discover there is a difference in house paints. Adv. from American magazine, June 1953, p. 18. Appl. author: Kenneth E. Moore. © The Sherwin-Williams Co.; 29May53; KK86875.

You benefit four ways when your home is painted with SWP. You'll be money ahead when you discover there is a difference in house paints. Adv. from Collier's, May 23, 1953, p. 63. Appl. author: Kenneth E. Moore. © The Sherwin-Williams Co.; 15May53; KK85543.

You benefit four ways when your home is painted with SWP. You'll be money ahead when you discover there is a difference in house paints. Adv. from Collier's, June 13, 1953, p. 26. Appl. author: Kenneth E. Moore. © The Sherwin-Williams Co.; 5Jun53; KK86876.

You can't possibly know how good SWP house paint is, until it has made your home look wonderful longer than you expected. Adv. from the Saturday evening post, May 9, 1953, p. 7. Appl. author: Kenneth E. Moore. © The Sherwin-Williams Co.; 6May53; KK85028.

SHERWIN-WILLIAMS COMPANY. Cont'd.

You'll be money ahead when you discover there is a difference in house paints. Insist upon SWP. Adv. from American magazine, May 1953, p. 11. Appl. author: Kenneth E. Moore. © The Sherwin-Williams Co.; 27Apr53; KK85544.

You'll be money ahead when you discover there is a difference in house paints. SWP. Sherwin-Williams house paint. Adv. from the Saturday evening post, May 23, 1953, p. 137. Appl. author: Kenneth E. Moore. © The Sherwin-Williams Co.; 20May53; KK85353.

You'll be money ahead when you discover there is a difference in house paints. Sherwin-Williams house paint. Adv. from Country gentleman, May 1953, p. 168. Appl. author: Kenneth E. Moore. © The Sherwin-Williams Co.; 29Apr53; KK85032.

You'll be money ahead when you discover 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; KK86806.

You'll be money ahead when you discover there is a difference in house paints. You benefit four ways when your home is painted with SWP. Adv. from American home, July 1953, p. 25. Appl. author: Kenneth E. Moore. © The Sherwin-Williams Co.; 25Jun53; KK86807.

SHEVLO, ALLAN.

Awaken your sleeping beauty with new, amazing Miss Clairol Hair Color Bath. SEE Clairol, inc. Important news about your hair. SEE Clairol, inc.

Mr. Carter, why did you switch to Miss Clairol Hair Color Bath? KK84320. SEE Clairol, inc.

Which hair color should you use? SEE Clairol, inc.

Why did you switch to Miss Clairol Hair Color Bath? SEE Clairol, inc.

Your professional beautician knows best. KK84341. SEE Clairol, inc.

SHICKMAN, M. A.

Sworn affidavit with each purchase; full trade-in value, 2 1/2 year free service, each diamond registered. Plastic counter display. © 27Jan53; KK82690.

SHIDELER, ROSS ODOR.

Have you tried our booster eggs from the crowing rooster dispenser. KK80946. SEE United States Equipment Corporation.

SHIELD CHEMICAL CORPORATION ©.

Fills cracks in masonry & metal. Concrete putty won't shrink or crack. Label. Appl. author: Joseph W. Bristol. © 6May53; KK85238.

SHOPPING LIST DIVISION, JARRETT PRESS. SEE Jarrett Press. Shopping List Division.

SHOR, JACK.

New hairdo miracle. KK83097. SEE Clairol, inc.

SHORT, HAL E.

Roof now with Aluminum-Lock shingles to end your roofing costs forever. KK84410. SEE Aluminum-Lock Shingle 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.

You never need be lonely again. KK86220. SEE Oregon Hearing Center.

SICES, MURRAY ©.

Out of my mind, by Murray Sices. (Women's suits) Sheets. © 2Feb53; KK82346.

SIEGLE, JACK B.

For pies, 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 ... KK84416. SEE House of Worsted-Tex, inc.

Our exclusive British lounge model made to American specifications. KK83160. SEE House of Worsted-Tex, inc.

Tropi-Tex, the British lounge model ... KK86079. SEE House of Worsted-Tex, inc.

Worsted-Tex. KK84719. SEE House of Worsted-Tex, inc.

SILVERS, LOUIS.

The vocal dictionary of ballet terminology. KK86550. SEE Stepping Tones.

SIMMONS, LEONARD E., d.b.a. SIMMONS

POLISH CO. SEE Simmons Polish Company.

SIMMONS, PAUL C., JR.

Follow the Browns with Falstaff beer. KK82857. SEE Falstaff Brewing Corporation.

SIMMONS COMPANY ©.

After 25 years in the bedding business what's the secret of your success? Beautyrest. (Mattress) Adv. from National furniture review, Oct. 1952, p. 145. Appl. author: Young & Rubicam, inc. © 10Oct52; KK81510.

Champ makes exhibition tour. Simmons sends Beautyrest, champ of all mattresses, on a coast-to-coast trip. Adv. from Life, Apr. 14, 1952, p. 93-95. Appl. author: Young & Rubicam, inc. © 11Apr52; KK81200.

Come one, come all, to your Simmons dealer. See the biggest comfort show in the history of Simmons. Beautyrest. (Mattress) Adv. from the Saturday evening post, Sept. 6, 1952, p. 70-71. Appl. author: Young & Rubicam, inc. © 3Sep52; KK81244.

Don't play blind man's buff when you're buying a mattress. Beautyrest. Adv. from the Saturday evening post, Nov. 8, 1952, p. 127. Appl. author: Young & Rubicam, inc. © 5Nov52; KK83021.

Expand your home, overnight. Get an extra bedroom with Hide-A-Bed. Adv. from the Saturday evening post, Oct. 18, 1952. Appl. author: Young & Rubicam, inc. © 15Oct52; KK81512.

58¢ a month, 13¢ a week, less than 2¢ a night. Beautyrest. (Mattress) Adv. from the Saturday evening post, Oct. 4, 1952, p. 92. Appl. author: Young & Rubicam, inc. © 10Oct52; KK81511.

Hide-A-Bed, latest style in sofas gives you an extra bedroom at no extra cost. Adv. from the Saturday evening post, Sept. 13, 1952, p. 124. Appl. author: Young & Rubicam, inc. © 10Sep52; KK81246.

How much should you pay for a really good mattress? Only Simmons makes Beautyrest. Adv. from Living for young homemakers, Sept. 1952. Appl. author: Young & Rubicam, inc. © 20Aug52; KK81245.

Newlyweds discover smart sofa with guest room built inside. Only Simmons makes Hide-A-Bed. Adv. from Life, Apr. 6, 1953, p. 99. Appl. author: Young & Rubicam, inc. © 3Apr53; KK86679.

Same truck, same store, but one mattress nets six times more. Which one, and why? Look at the net, more than six times as much with Beautyrest. Adv. from Bedding merchandiser, Mar. 1952, p. 16-17. Appl. author: Young & Rubicam, inc. © 15Mar52; KK83613.

Smart way to get an extra bedroom rent-free for only the cost of a sofa. Only Simmons makes Hide-A-Bed. Adv. from McCall's, Apr. 1953, p. 147. Appl. author: Young & Rubicam, inc. © 20Mar53; KK86680.

To celebrate National Beautyrest Month Simmons announces: 1953 Beautyrest awards. (Mattress) Adv. from Life, Apr. 13, 1953, p. 22-23. Appl. author: Young & Rubicam, inc. © 10Apr53; KK86678.

SIMMONS POLISH COMPANY.

Now wash & wax your car in one quick & easy application. Simmons Wash Wax. Label. © Leonard E. Simmons, d.b.a. Simmons Polish Co.; 27Mar53 (in notice: 1950); KK85067.

SIMON, LOIS M., AND ALICE A. GALVANI, d.b.a. GAL-SIM. SEE Gal-Sim.

SIMON, RAYMOND, d.b.a. RAYMOR PRODUCTS. SEE Raymor Products.

SIMON, SI.

The best step to control your stock. KK86272. SEE International Electric Company.

SIMONIZ COMPANY ©.

Simoniz blond Hilite, the waxy-rich furniture polish. No rubbing. 10 fluid oz. Label. © 15Nov52; KK81603.

Simoniz white side liquid tire cleaner. Contents 12 fluid ounces. Label. © 29Dec52; KK81602.

Sure I let them play. Even roughhouse kids won't scuff a Simoniz shine. At last, a really non-scuff floor wax. No scuffs, no streaks. Adv. from the Saginaw news, Feb. 19, 1953, p. 28. © 19Feb53; KK83717.

SIMONS-MICHELSON COMPANY.

Do you agree with this stamping plant operator's version of variables? KK81606. 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. KK86646. SEE Detroit Steel Corporation.

Maybe it's the steel in our blood ... KK84408. SEE Detroit Steel Corporation.

Steel is worth what it does for you. KK85706. SEE Detroit Steel Corporation.

Uneven sheets cause of press plant production trouble, says trade paper. KK82308. SEE Detroit Steel Corporation.

You'll enjoy smoother sailing with strip when you ... KK80790. SEE Detroit Steel Corporation.

SIMPLEX VALVE AND METER COMPANY ©.
Simplex summator. Bull. 1100. Folder. Appl. author: Richard Allen McQuade. © 23Feb53; KK82512.

Simplex type MO meter. Bulletin 500. 13 p. Appl. author: Richard Allen McQuade. © 2Jan53; KK81412.

SIMPSON LOGGING COMPANY ©.
Simpson woodfiber products manual. Simpson acoustical roof slab. Folder. Appl. author: Paul D. Close. © 20May53; KK85962.

SIMS, JOHN WOODSON ©.
Genuine Bourbon Hollow. Straight bourbon whiskey. Label. © 20Nov51; KK82365.

SINCLAIR, PHILLIP A.
Profits for you by breeding and raising chinchillas. KK85588. SEE St. Clair Farm.

SINGER MANUFACTURING COMPANY.
Attachments for Singer electronic seamer, 248-2, for high frequency bonding of thermoplastic film. (Sewing machines) Folder. Appl. author: The Singer Mfg. Co., employer for hire. © The Singer Manufacturing Co.; 16Jun53; KK86714.

Binding edge of material and ruffling strip under binding in one operation on machine 400W35. Form 3303-2 MT (153) (Fittings for industrial machine) Sheet. © The Singer Manufacturing Co.; KK82980.

Binding edge of material and ruffling strip within binding in one operation on machine 400W35. Form 3303-4 MT (153) (Fittings for industrial machine) Sheet. © The Singer Manufacturing Co.; 25Feb53; KK82978.

Bound buttonholes. Singer 179W1 machine. [Form] 1231 MT. (Sewing machines) Folder. Appl. author: The Singer Manufacturing Co., employer for hire. © The Singer Manufacturing Co.; 27Jan53 (in notice: 1952); KK82135.

Equipment for the dry cleaning and laundry industries. Singer. (Sewing machines) Folder. Appl. author: The Singer Manufacturing Co., employer for hire. © The Singer Manufacturing Co.; 14Jan53 (in notice: 1952); KK81837.

Fittings for machines 400W35 and 400W36. Index. Form 3303-1 MT (153) Sheet. © The Singer Manufacturing Co.; 25Feb53; KK82981.

Folding edge of material under and ruffling strip under fold in one operation on machine 400W35. Form 3303-5 MT (153) (Fittings for industrial machine) Sheet. © The Singer Manufacturing Co.; 25Feb53; KK82977.

For a more efficient sewing room, use Singer automatic bobbin winders, class 700. Form no. 1192 MT (1152) Sheet. Appl. author: The Singer Mfg. Co., employer for hire. © The Singer Mfg. Co.; 6Jan53 (in notice: 1951); KK82381.

For extra large tubular work. Singer class 11 long cylinder machines. Single needle lockstitch, up or across the arm feeding ... Form no. 1197 MT (1052) (Sewing machines) Sheet. Appl. author: The

Singer Manufacturing Co., employer for hire. © The Singer Manufacturing Co.; 27Jan53 (in notice: 1952); KK82134.

For stronger better book stitching. Singer lockstitch machines 6-19, 6-20, 7-11, 7-46, 16-81. Form no. 1186 MT (1152) Folder. Appl. author: The Singer Mfg. Co., employer for hire. © The Singer Manufacturing Co.; 5Mar53 (in notice: 1952); KK82982.

Get a new slant on sewing with the amazing new Slant-Needle Singer. Adv. from Woman's home companion, Nov. 1952, p. 78. Appl. author: The Singer Mfg. Co., employer for hire. © The Singer Manufacturing Co.; 24Oct52; KK81410.

Get a new slant on sewing with the amazing new Slant-Needle Singer. (Sewing machines) Adv. from Ladies' home journal, Nov. 1952, p. 32-33. Appl. author: The Singer Manufacturing Co., employer for hire. © The Singer Manufacturing Co.; 29Oct52; KK81266.

Improved belt-loop folder for 2-piece banding and inserting both ends of belt-loops (or tunnel-loops) in one operation on machines of class 300W. Form 3200-30 MT (1152) Sheet. © 17Dec52; KK80792.

Many jobs, one machine. Singer 31-15 lockstitch machine. (Sewing machines) Sheet. Form no. 1256 MT (553) Appl. author: The Singer Mfg. Co., employer for hire. © The Singer Manufacturing Co.; 12May53; KK85694.

Multiple needle machines. Singer class 52. (Sewing machines) Folder. Form no. 1206 MT (553) Appl. author: The Singer Mfg. Co., employer for hire. © The Singer Manufacturing Co.; 20May53; KK86110.

New Singer electric transmitters. Series 52 and 53. Top performance, low upkeep. Form 1232 MT (153) (Sewing machines) Sheet. Appl. author: The Singer Mfg. Co., employer for hire. © The Singer Manufacturing Co.; 5Mar53; KK82983.

New Singer 240W class single thread chain stitch machines. Form no. 1169 MT (153) (Sewing machines) Folder. Appl. author: The Singer Mfg. Co., employer for hire. © The Singer Manufacturing Co.; 10Mar53; KK83054.

New Singer 251 class high speed single-needle lockstitch. Form no. 1236 MT (253) (Sewing machines) Folder. Appl. author: The Singer Mfg. Co., employer for hire. © The Singer Manufacturing Co.; 9Mar53; KK83053.

Now change machines in minutes with Singer insert tables. Form no. 1193 MT (453) (Sewing machines) Folder. Appl. author: The Singer Mfg. Co., employer for hire. © The Singer Manufacturing Co.; 23Apr53; KK85284.

One-piece banding of dungarees on machines of class 300W. Form 3200-15 MT rev. (1052) Sheet. Appl. author: The Singer Manufacturing Co., employer for hire. © The Singer Manufacturing Co.; 17Dec52; KK80793.

Proud achievement of over a century of leadership; the new Singer 301. NA-3300. Folder. Appl. author: Singer Manufacturing Co., employer for hire. © The Singer Manufacturing Co.; 6Oct52; KK80969.

Remarkable new table makes classroom space doubly useful. The new Singer combination sewing and cutting table. Adv. from Forecast for home economists, Dec. 1952, p. 13. Appl. author: The Singer Manufacturing Co., employer for hire. © The Singer Manufacturing Co.; 15Nov52; KK86602.

Ruffling and attaching strip between two plies of material in one operation on machine 400W35. Form 3303-8 MT (153) (Fittings for industrial machine) Sheet. © The Singer Manufacturing Co.; 25Feb53; KK83073.

Ruffling and attaching strip between two plies of material in one operation on machine 400W35 with adjustable strip guide. Form 3303-7 MT (153) (Fittings for industrial machine) Sheet. © The Singer Manufacturing Co.; 25Feb53; KK82975.

Ruffling and attaching strip to face of material in one operation on machine 400W35. Form 3303-3 MT (153) (Fittings for industrial machine) Sheet. © The Singer Manufacturing Co.; 25Feb53; KK82979.

Ruffling and attaching strip to face of material in one operation on machine 400W35. Form 3303-6 MT (153) (Sewing machines) Sheet. © The Singer Manufacturing Co.; 25Feb53; KK82976.

Save space, save money, save teaching effort, with the new Singer combination sewing and cutting table. Adv. from the Nation's schools, May 1953, p. 149. Appl. author: The Singer Mfg. Co., employer for hire. © The Singer Manufacturing Co.; 20Apr53; KK86604.

Shirt yoking on machine 400W36. Form 3303-9 MT (153) (Sewing machine) Sheet. © The Singer Manufacturing Co.; 25Feb53; KK83049.

Singer BA3 motors, showing points of wear. (Motor parts for family sewing machines) Sheet. Form 20663 (353) © The Singer Manufacturing Co.; 19May53; KK85700.

Singer class 7, heavy duty machines for medium and heavy weight fabrics and leather. One or two needle, lockstitch. Form no. 1156 MT (1152) (Sewing machines) Appl. author: The Singer Manufacturing Co., employer for hire. © The Singer Manufacturing Co.; 27Jan53 (in notice: 1952); KK82132.

Singer class 17 machines, for stitching leather. (Sewing machines) Sheet. Form no. 1198 MT (553) Appl. author: The Singer Mfg. Co., employer for hire. © The Singer Manufacturing Co.; 12May53; KK85693.

Singer class 44 machines, for stitching or stitching and trimming leather gloves. Form no. 1205 MT (453) (Sewing machines) Sheet. Appl. author: The Singer Mfg. Co., employer for hire. © The Singer Manufacturing Co.; 1May53; KK85041.

Singer class 68 barring and tacking machines. Automatic thread cutters, automatic stop motion. Form no. 1233 MT (353) (Sewing machines) Folder. Appl. author: The Singer Mfg. Co., employer for hire. © The Singer Manufacturing Co.; 7Apr53; KK84163.

Singer class 69 single needle lockstitch machines. Form no. 1173 MT (1252) (Sewing machines) Appl. author: The Singer Mfg. Co., employer for hire. © The Singer Manufacturing Co.; 10Mar53; KK83058.

SINGER MANUFACTURING COMPANY. Cont'd.

Singer class 69 single-needle lockstitch machines for apparel work. Form no. 1174 MT (1252) (Sewing machines) Appl. author: The Singer Mfg. Co., employer for hire. © The Singer Manufacturing Co.; 10Mar53; KK83057.

Singer class 78 lockstitch machines. Form no. 1114 MT (153) (Sewing machines) Sheet. Appl. author: The Singer Mfg. Co., employer for hire. © The Singer Manufacturing Co.; 5Mar53; KK83048.

Singer class 157 machines for making bags of light, medium or heavy materials ... Form no. 1181 MT (253) (Sewing machines) Sheet. Appl. author: The Singer Mfg. Co., employer for hire. © The Singer Manufacturing Co.; 9Mar53; KK83052.

Singer knife grinders classes 701 and 701W; easy to attach, easy to operate, accurate, economical. Form no. 1168 MT (152) Folder. Appl. author: The Singer Mfg. Co., employer for hire. © The Singer Manufacturing Co.; 9Dec52; KK80791.

Singer machine 19w4 for making eyelets in fabric or leather. Single needle lockstitch, rotary feed. Form no. 1182 MT (952) (Sewing machines) Sheet. Appl. author: The Singer Manufacturing Co., employer for hire. © The Singer Manufacturing Co.; 27Jan53 (in notice: 1952); KK82133.

Singer machine 32-57, for open work and ornamental stitching. Form no. 1195 MT (952) Sheet. Appl. author: The Singer Mfg. Co., employer for hire. © The Singer Mfg. Co.; 7Jan53 (in notice: 1952); KK82380.

Singer machine 45w53, for vamping, foxing, & spacing shoe uppers, gloves, etc. Two needle lockstitch cylinder bed. Form 1185 MT (952) Sheet. Appl. author: The Singer Mfg. Co., employer for hire. © The Singer Mfg. Co.; 7Jan53 (in notice: 1952); KK82382.

Singer machines 6-12, 6-15, 6-16, 7-55, for stitching buff wheels. (Sewing machines) Sheet. Appl. author: The Singer Mfg. Co., employer for hire. © The Singer Manufacturing Co.; 14Jan53 (in notice: 1952); KK82214.

Singer needle lubricators 268319-268320, for Singer class 300w machines. Form no. 1129 MT (153) (Sewing machines) Appl. author: The Singer Mfg. Co., employer for hire. © The Singer Manufacturing Co.; 10Mar53; KK83056.

Singer 103w class machines. For sewing sweat leathers with reed or wire attached into stiff, soft, straw and Panama hats. (Sewing machines) Sheet. Appl. author: The Singer Mfg. Co., employer for hire. © The Singer Manufacturing Co.; 14Jan53 (in notice: 1952); KK82215.

Singer 175 class, the most popular machines. Form no. 1159 MT (353) (Sewing machines) Folder. Appl. author: The Singer Mfg. Co., employer for hire. © The Singer Manufacturing Co.; 7Apr53; KK84164.

Singer S4 Singerlights, showing points of wear. (Parts for family sewing machines) Sheet. Form 20664 (353) © The Singer Manufacturing Co.; 19May53; KK85701.

Singer 301-1 machine electrical equipment, showing points of wear. (Equipment for family sewing machines) Sheet. Form 20654 (353) © The Singer Manufacturing Co.; 19May53; KK85699.

Singer 301-1 machine parts, showing points of wear. (Parts for family sewing machine) Sheet. Form 20648 (353) © The Singer Manufacturing Co.; 19May53; KK85697.

Singer 35 and 36 class. Two-thread chainstitch machines, for fast, dependable carpet seaming ... Form no. 1235 MT (453) (Sewing machines) Sheet. Appl. author: The Singer Mfg. Co., employer for hire. © The Singer Manufacturing Co.; 23Apr53; KK85283.

Singer 32-1 machine does overedging zigzag lockstitching, plain lockstitching in fabrics and lightweight leather. Form no. 1204 MT (952) Sheet. Appl. author: The Singer Mfg. Co., employer for hire. © The Singer Manufacturing Co.; 5Jan53 (in notice: 1952); KK82379.

Singer 12w class single-needle lockstitch ... basting and tacking machines for the manufacture of clothing for light, medium and heavy materials. Form no. 1157 MT (952). Folder. Appl. author: The Singer Mfg. Co., employer for hire. © The Singer Manufacturing Co.; 18Dec52; KK83247.

Singer 201-2 and 1200-1 machine parts, showing points of wear. (Parts for sewing machines) Sheet. Form 20039 rev. (353) © The Singer Manufacturing Co.; 19May53; KK85696.

Singer 206k25 machine parts, showing points of wear. (Parts for family sewing machines) Sheet. Form 20649 (353) © The Singer Manufacturing Co.; 19May53; KK85698.

Stitching and trimming in one operation. Singer 245-4 machine. (Sewing machines) Sheet. Form no. 1234 MT (553) Appl. author: The Singer Mfg. Co., employer for hire. © The Singer Manufacturing Co.; 12May53; KK85695.

The Singerlight fixture improves sewing room efficiency. Form no. 1128 MT (253) (Light for sewing machines) Folder. Appl. author: The Singer Mfg. Co., employer for hire. © The Singer Manufacturing Co.; 9Mar53; KK83055.

Straight-needle, swing-needle; and now the exciting new Slant-Needle Singer. (Sewing machines) Adv. from McCall's, Feb. 1953, p. 87. Appl. author: The Singer Mfg. Co., employer for hire. © The Singer Manufacturing Co.; 21Jan53; KK86603.

Strips with Singer high speed machines classes 702, 703, 704 [and] 705. 1166 Mt. Folder. Appl. author: The Singer Manufacturing Co., employer for hire. © The Singer Manufacturing Co.; 17Dec52; KK80970.

To make your sewing classroom twice as efficient. The new Singer combination sewing and cutting table. Adv. from What's new in home economics, May 1952, p. 93. Appl. author: The Singer Manufacturing Co., employer for hire. © The Singer Manufacturing Co.; 1May52; KK86601.

Want a wonderful new slant on sewing? Hint for the amazing new Slant-Needle Singer. (Sewing machines) Adv. from Woman's home companion, Dec. 1952, p. 79. Appl. author: The Singer Manufacturing Co., employer for hire. © The Singer Manufacturing Co.; 21Nov52; KK81267.

When you need a powerful, heavy duty machine, it's the Singer machine 10-3, for use on medium heavy and heavy material. Form no. 1183 MT (1152) Sheet. Appl. author: The Singer Mfg. Co., employer for hire. © The Singer Mfg. Co.; 7Jan53 (in notice: 1952); KK82383.

World famous Singer class 31 machines, for shoes and other work ... Form no. 1202 MT (553) (Sewing machines) Sheet. Appl. author: The Singer Mfg. Co., employer for hire. © The Singer Manufacturing Co.; 1May53; KK85042.

SINKER, BERT.

An educational color game for children. KK82822. SEE Teebar Brothers.

SIRMAY, EMERY J.

How to save money with Tropical cold process built-up roofs. KK81805. SEE Tropical Paint and Oil Company.

Remove rust this easy way with Tropical liquid rust remover. KK85819. SEE Tropical Paint and Oil Company.

Thermalite high-heat aluminum paint. KK85820. SEE Tropical Paint and Oil Company.

SKAGGS, BILL A.

And Santa, I'll even leave a big platter of Spudnuts for you. KK80683. SEE Pelton's Spudnuts, inc.

Spudnuts. SEE Pelton's Spudnuts, inc.

Spudnuts, the biggest and best bag of all. KK80684. SEE Pelton's Spudnuts, inc.

They'll come running for Spudnut a la mode. KK80682. SEE Pelton's Spudnuts, inc.

SKALA (R. J.) COMPANY.

Lighting makes service stations inviting. KK81853. SEE Revere Electric Manufacturing Company.

Revere lighting changes nighttime into daytime. KK81640. SEE Revere Electric Manufacturing Company.

300-500 watt heavy duty cast aluminum floodlights. KK81852. SEE Revere Electric Manufacturing Company.

SKINNER (WILLIAM) AND SONS ©.

A Skinner Sumbak lining. Feel the warmth in the lining. Lined with a Skinner Sumbak fabric. Label. © 17Jun53; KK86793.

SKLAROFF, SIDNEY. SEE Sklaroff Brothers, inc.

SKLAROFF BROTHERS, INC. ©.

New, Lucky Circle 12 denier nylons. You never had it so sheer before. (Hosiery) Label. Appl. author: Sidney Sklaroff. © 30Mar53; KK85068.

SKOLDBERG, CLARENCE M.

Cruise along with APCO 1953. KK81167. SEE Atlantic-Pacific Manufacturing Corporation.

SLAGLE, RAY B.

Hi neighbor. KK82292. SEE Welcome Service Company.

SLATER, MAX R., AND MAX DINISMAN, composing the partnership WASS FOOD PRODUCTS COMPANY. SEE Wass Food Products Company.

SLAVSKY, ROBERT JOHN.
Bananas, 2 lbs. 35¢ KK85622. SEE Shaw and Slavsky, inc.
Shaw & Slavsky does it again. KK85623. SEE Shaw and Slavsky, inc.
Super salesmen for Super Markets. SEE Shaw and Slavsky, inc.

SLOANE, JOSEPH T.
The nerve system of controlled manufacturing is communication. KK86935. SEE TelAutograph Corporation.

SLOANE-BLABON CORPORATION ©.
Wonderful new decorating idea. The floor goes right up the walls. Sloane wall 'n' floor tile. Adv. from Better homes & gardens, Apr. 1953, p. 335. Appl. author: J. Walter Thompson Co. © 20Mar53; KK84092.

SMALL, CHASE.
Every second you're up-to-the-minute with Manhattan. KK82362. SEE Manhattan Shirt Company.

SMALL, DOUGLAS C.
Carnival bells for toys, favors, decorations, costumes. KK86362. SEE Hofflion.

SMASH-PROOF COMPANY.
Smash-Proof. Dealer cost, effective Jan. 1, 1953. (Garage mechanics creepers, casters and tool carrier) Sheet. © The Smash-Proof Co.; 1Jan53; KK85215.

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, MRS. HAROLD ©.
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 dry cereal form) Card. © 15Nov52; KK85049.

SMITH, JOSEPH L.
This is the plastic sign used in hospitals from coast to coast ... KK85241. SEE Plastisign Corporation of America.

SMITH, LILLIAN M., sole owner of JIFFY STRUDELBOARD COMPANY. SEE Jiffy Strudelboard Company.

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

SMITH (S. MORGAN) COMPANY ©.
Accumulators by Smith. Supply fluid power. Bulletin no. 157. 15 p. © 9Feb53; KK82158.

SNAG-PRUF ZIPPER CORPORATION ©.
Kane Weill. Snag-Pruf zipper. Adv. from the New York times magazine, Jan. 11, 1953, p. 6. Appl. author: Mervin Levine. © 11Jan53 (in notice: 1952); KK81375.

SNOW (CORY) INC.
1. All year round selling season. KK84836. SEE Rust Master Chemical Company.

SNYDER, WINIFRED S.
Colds call for Kleenex. KK82810. SEE International Cellucotton Products Company.
Save with Kleenex at new low prices. KK82811. SEE International Cellucotton Products Company.
You can blow to beat the band. KK85678. SEE International Cellucotton Products Company.

SOCIETY OF THE MISSIONARIES OF THE SACRED HEART ©.
National Shrine Our Lady of the Sacred Heart wall plaques for children. Birth of Jesus; Her guardian angel; His guardian angel. Sheet. © 23Mar53; KK86844.
National Shrine Our Lady of the Sacred Heart wall plaques for children. Resurrection of Our Lord; Her guardian angel; His guardian angel. Sheet. © 23Mar53; KK86843.

SOILTEST, INC. ©.
Apparatus for engineering tests of soils, asphalt, concrete materials. (Scientific and engineering instruments) 71 p. Appl. author: Theodore W. Van Zelst. © 3Jun53; KK86368.

SOLAR AIRCRAFT COMPANY ©.
MicroJet. A reliable new control device, operating on a unique pressure balance principle, for jet engine and afterburner control applications. (Fluid pressure operated control) 6 p. © 17Feb53; KK82437.

SOLAR AIR-FLO, INC. ©.
Important installation instructions. Totem modular units. (Window walls) Folder. Appl. author: Juhl Advertising Agency. © 16Jan53; KK81321.

Solar windows. Architectural details. Sheet. Appl. author: Juhl Advertising Agency. © 10Feb53; KK83712.

SOLAR STEEL CORPORATION ©.
Sure Spec drill rod. Finest quality. 3 and 12 ft. lengths. (Steel products) 11 p. Appl. author: W. Robert Mitchell. © 10Jun53; KK86896.

SOLDATOS, GENE.
Double profits for you. SEE Paragon Electric Company.
Free new 12-page booklet. KK82401. SEE Paragon Electric Company.
Now two great De-frost-it models for double selling opportunity. KK82399. SEE Paragon Electric Company.

One of these Paragon thrifty twins brings automatic defrosting to your refrigerator. KK84218. SEE Paragon Electric Company.

One of these Paragon thrifty twins can make this refrigerator self-defrosting. SEE Paragon Electric Company.

One of these Paragon thrifty twins will make your present refrigerator self-defrosting. KK82408. SEE Paragon Electric Company.

Save up to \$40 on fuel every year ... SEE Paragon Electric Company.

When it comes to dependability, you can't beat a Paragon time switch. KK82406. SEE Paragon Electric Company.

SOLNICK, EDWARD, AND HYMAN SOLNICK, forming the co-partnership BROOKLYN METALWARE COMPANY. SEE Brooklyn Metalware Company.

SOLNICK, HYMAN, AND EDWARD SOLNICK, forming the co-partnership BROOKLYN METALWARE COMPANY. SEE Brooklyn Metalware Company.

SOMMERER, JOHN.
Quaker's Mr. Freshie, the freshest thing in town. KK82945. SEE Jefferson City Baking Company.

SONNEMAN, ERIC O., d.b.a. MERIX CHEMICAL COMPANY. SEE Merix Chemical Company.

SORENSEN, CARL L.
Garden spraying is easy with this new low-priced all-purpose Burgess electric sprayer. KK83350. SEE Burgess Vibrocrafters, inc.
Here it is at last. KK85900. SEE Burgess Vibrocrafters, inc.
Mothproofing is easy with this new low-priced all-purpose Burgess electric sprayer. KK83351. SEE Burgess Vibrocrafters, inc.
Painting is easy with this new low-priced all-purpose Burgess electric sprayer. KK83352. SEE Burgess Vibrocrafters, inc.
Takes the pain out of painting. KK83349. SEE Burgess Vibrocrafters, inc.

SOUTH BEND, IND. NATIONAL BANK AND TRUST COMPANY.
New easier way to shop and budget. Handy charge. (Handy charge account service) Folder. Appl. author: Jones & Taylor and Associates Adv. Agency. © The National Bank & Trust Co.; 19Jun53; KK86888.

SOUTH BEND LATHE WORKS ©.
Better lathes for better profits. Bulletin 5303C. Folder. © 27Feb53; KK86073.

New South Bend pedestal grinder. Bulletin 5305CD. (Grinding machinery) Folder. © 1Jun53; KK86744.

New South Bend 16-inch 12-speed lathe. Bulletin 5302CD. Folder. © 20Jan53; KK81631.

68 reasons why you should use South Bend machine tools. Bulletin 5311. Folder. © 2Feb53; KK82091.

South Bend 14" drill presses. Catalog 5206. 11 p. © 31Dec52; KK81127.

South Bend light ten precision lathes. Catalog 5216. 10 p. © 31Dec52; KK81126.

South Bend nine inch precision lathes. Catalog 5304. 12 p. © 8May53; KK85478.

South Bend no. 2-H turret lathe. Bulletin 5306CD. Folder. © 20Apr53; KK84800.

South Bend 2-H turret lathes. Catalog 5312. Folder. © 8May53; KK85477.

3 dimensional shop planning. Bulletin 5301. (Scale models for machine tools) Folder. © 9Jan53; KK81344.

Tornos nuevos ligeros diez South Bend de precision. Catalogo 5313. (Lathes) 8 p. © 9Apr53; KK84575.

SOUTHERN CALIFORNIA MUFFLER COMPANY.
Belond Equa-Flow exhaust system and allied exhaust system products. Catalog no. 53-4, effective Apr. 1, 1953, Section[s] 1 [and] 2. (Automotive exhaust systems) © Southern California Muffler Co.,

SOUTHERN CALIFORNIA MUFFLER COMPANY.
Cont'd.

- a partnership composed of Jesse S. Belond, Ruth M. Belond, Robert W. Hedman & Donald F. Parrish; 1Apr53; KK86745.
- Equa-Flow produced \$1844 in sales for us in a 30 day period, states Roy Richter ... Belond Equa-Flow exhaust system. (Automobile exhaust systems) Adv. from Automotive service digest, Feb. 1953, p. 68. © Southern California Muffler Co., a partnership composed of Jesse S. Belond, Ruth M. Belond, Robert W. Hedman & Donald F. Parrish; 1Feb53; KK84771.
- Get more power with the Belond Equa-Flow exhaust system. (Automobile exhaust systems) Adv. from Hot rod magazine, Feb. 1953, p. 3. © Southern California Muffler Co., a partnership composed of Jesse S. Belond, Ruth M. Belond, Robert W. Hedman & Donald F. Parrish; 16Jan53; KK81809.
- Here's real power step-up, plus a smoother running engine. Belond Equa-Flow exhaust systems. (Automobile exhaust systems) Adv. from Hot rod magazine, Mar. 1953, p. 3. © Southern California Muffler Co., a partnership composed of Jesse S. Belond, Ruth M. Belond, Robert W. Hedman & Donald F. Parrish; 16Feb53; KK84773.
- How to get more power with less operating cost for your car. Belond Equa-Flow exhaust systems. Folder. © Southern California Muffler Co., a partnership composed of Jesse S. Belond, Ruth M. Belond, Robert W. Hedman, & Donald F. Parrish; 10Nov52; KK82245.
- Install a Belond Equa-Flow exhaust system on your car. No special tools ... Adv. from Mechanix illustrated, Feb. 1953, p. 40. © Southern California Muffler Co., a partnership composed of Jesse S. Belond, Ruth M. Belond, Robert W. Hedman and Donald F. Parrish; 15Jan53; KK84770.
- Made to meet a long-standing demand. The new Belond tail-pipe and Mello-Tone muffler assembly. Belond Equa-Flow exhaust systems. (Automobile exhaust systems) Adv. from Sports car album, Mar. 1953, p. 141. © Southern California Muffler Co., a partnership composed of Jesse S. Belond, Ruth M. Belond, Robert W. Hedman & Donald F. Parrish; 1Mar53; KK84775.
- Now. We're building 'em for Jags. 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; 9Jan53; KK81810.
- Remember when rebuilt exchange engines first hit the market ... There's profit aplenty in fast-selling Belond Equa-Flow exhaust system. (Automobile exhaust systems) Adv. from Jobber topics, Feb. 1953, p. 361. © Southern California Muffler Co., a partnership composed of Jesse S. Belond, Ruth M. Belond, Robert W. Hedman & Donald F. Parrish; 1Feb53; KK84772.
- Southern California Muffler Company, Culver City, California manufacturers of Belond Equa-flow exhaust systems, Mello-tone dual muffler sets ... (Automobile exhaust sys-

tems) Looseleaf cover. © Southern California Muffler Co., a partnership composed of Jesse S. Belond, Ruth M. Belond, Robert W. Hedman & Donald F. Parrish; 12Jan53; KK82648.

We have sold nearly 300 Belond Equa-Flow systems, says Karl W. Harman. (Automobile exhaust systems) Adv. from Southern automotive journal, Mar. 1953, p. 221. © Southern California Muffler Co., a partnership composed of Jesse S. Belond, Ruth M. Belond, Robert W. Hedman & Donald F. Parrish; 1Mar53; KK84774.

Wherever you see 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; 16Mar53; KK84776.

SOUTHERN EQUIPMENT COMPANY ©.

All-ways strikes a new award winning note. Custom-bilt by Southern factory dealers top the list with six year total of award winners. (Kitchen equipment) Adv. from Institutions magazine, Oct. 1952, p. 18. Appl. author: Southern Equipment Co., employer for hire of C. C. Towns. © 10Oct52; KK80868.

Pricing guide 2, section A. Sectional cafeteria counters. Seconomy catalog S-53. Preparation and food serving equipment. Mar. 1, 1953. 11 p. Appl. author: Southern Equipment Co., employer for hire of Clifford C. Towns. © 30Apr53; KK85203.

Pricing guide 2, section B. Sectional back wall equipment. Seconomy catalog S-53. Preparation and food serving equipment. Mar. 1, 1953. 12 p. Appl. author: Southern Equipment Co., employer for hire of Clifford C. Towns. © 30Apr53; KK85204.

Pricing guide 2, section C. Kitchen & counter equipment. Seconomy catalog S-53. Preparation and food serving equipment. Mar. 1, 1953. 15 p. Appl. author: Southern Equipment Co., employer for hire of Clifford C. Towns. © 30Apr53; KK85205.

Pricing guide 2, section D. Production budget equipment. Seconomy catalog S-53. Preparation and food serving equipment. Mar. 1, 1953. 11 p. Appl. author: Southern Equipment Co., employer for hire of Clifford C. Towns. © 30Apr53; KK85206.

SOUTHERN SPRING BED COMPANY.

Could you sue your mattress for non-support? SEE Eclipse Sleep Products, inc.

Is your waking back an aching back? KK82476. SEE Eclipse Sleep Products, inc.

Just what the doctors ordered. KK82475. SEE Eclipse Sleep Products, inc.

SOUTHERN SUPPLY COMPANY.

Hang me up chart. Daltex quality high carbon plow steel tractor sweeps. Poster. Appl. author: Alan C. Johnston. © The Southern Supply Co.; 1May53; KK85906.

SOUTHWEST AIRWAYS COMPANY ©.

Above all, fly Southwest. Serves more California cities than any other scheduled airline. Adv. from San Francisco chronicle. Appl. author: Abbott Kimball Co. © 2Mar53; KK83109.

SPAEDER, WILLIAM T. ©.

Investigate the new wonder liquid level, sold with a money back guarantee. (Leveling instruments) Label. © 5Feb53; KK83106.

Reflecto stick tight target for dark locations. (Surveying and leveling targets) Label. © 4Mar53; KK84370.

SPALDING (A. G.) AND BROTHERS ©.

Golf professional. Spalding, spring 1953 summer. (Sports equipment) 32 p. © 20Feb53; KK82634.

Spalding 1953 college, school & institutional edition. (Sports equipment) 76 p. © 2Feb53; KK82684.

Spalding spring & summer 1953. (Sports equipment) 80 p. © 17Dec52; KK80993.

SPARKMAN, C. O., BEN COFFEY, AND A. J. TANKERSLEY, d.b.a. BAKE-KRAFT SPECIALTIES. SEE Bake-Kraft Specialties.

SPARKY DOLAN ENTERPRISES.

Meet Sparky Dolan. Sparky, Blaze 'n Whitey. (Advertisement to promote fire fighting) Folder. © Gene De Nunzio, d.b.a. Sparky Dolan Enterprises; 16Jun53; KK86570.

SPEAR AND COMPANY ©.

The house I live in is furnished by Spear. ... mid-winter sale. 30 p. © 21Jan53; KK81738.

SPECIALTIES DEVELOPMENT CORPORATION ©.

Brighten your home with Dyna Foam. A shampoo for rugs and upholstery. Makes one full gallon. (Cleaning concentrate) Folder. Appl. author: John M. Braschwitz. © 2Mar53; KK83298.

SPECIALTY ADVERTISING SERVICE, INC. ©.

Baked goods department, featuring Wards Tip-top bread and cakes. Mobile display. Appl. author: Robert L. Weil. © 19Mar53; KK85020.

Cisco Kid. Enriched Tip-Top is better bread. Pancho and the Cisco Kid. Card. Appl. author: Robert L. Weil. © 8Apr53; KK85015.

Happy Felton says you can always bank on a good sport. (Banking service) Flip pin. Appl. author: Robert L. Weil. © 25Apr53; KK85019.

Happy Felton's knot-hole gang. This is to certify ... (Banking service) Card. Appl. author: Robert L. Weil. © 25Apr53; KK85018.

Kellogg's Smacks are smackin' good. Out of the bowl, out of the box. Lou Jacobs and Paul Jung. (Cereal) Card. Appl. author: Robert L. Weil. © 1May53; KK85016.

Pancho. Enriched Tip-Top is better bread. Pancho and the Cisco Kid. Card. Appl. author: Robert L. Weil. © 8Apr53; KK85014.

Poll Parrot's Howdy Doody Snap-A-Wink. (Shoes) Card. Appl. author: Robert L. Weil. © 6Apr53; KK85642.

Tip-Top bread for stronger bones and teeth. Tip-Top cakes are better cakes ... Card. Appl. author: Robert L. Weil. © 30Mar53; KK85017.

SPECTOR, RAYMOND.

It's here, new liquid-creme cheek color discovery always looks natural, never looks rouged. KK81134. SEE Bishop (Hazel) inc.

New kind of cheek color takes years off your looks. KK81135. SEE Bishop (Hazel) inc.

Women over 25 hail new kind of cheek color. KK81377. SEE Bishop (Hazel) inc.

SPEEDEN ADVERTISING AGENCY.

Boroughs does it again. KK86344. SEE Boroughs Manufacturing Company.

SPEE-DEE HOME PRODUCTS DIVISION.

DEMERT AND DOUGHERTY, INC. SEE Demert and Dougherty, inc. Spee-Dee Home Products Division.

SPENCE, H. W.

Condensed partial price list. KK81056. SEE Stonco Electric Products Company.

SPENCER CHEMICAL COMPANY ©.

A herbicide for cotton, Ho-No-Mo. Raises the devil with weeds. (Weed killing compound) Label. Appl. author: Bruce B. Brewer & Co. © 30Oct52; KK82161.

SPENCER INDUSTRIES, INC. ©.

For better signs and letters ... Catalog no. 41. 88 p. Appl. author: John M. Doyle. © 2Jan53; KK80829.

SPIERER, WILLIAM MCK. ©.

New Spierer watercolor prints are smash hit. Folder. © 1Apr53; KK84377.

SPOOL COTTON COMPANY ©.

For high-caliber satisfaction aim for Crown zippers. Adv. from Daily news record, Mar. 19, 1953, p. 31. Appl. author: Mrs. C. W. Robbins. © 19Mar53; KK83860.

It's the year for Crown jewels and Crown zippers. (Zippers) Adv. from Women's wear daily, Jan. 20, 1953, p. 13. Appl. author: Mrs. C. W. Robbins. © The Spool Cotton Co.; 20Jan53; KK82313.

New! Exclusive! Directions for Coronation medallion. (Crochet cotton) Label. Appl. author: Elizabeth L. Mathieson. © The Spool Cotton Co.; 12Dec52; KK82319.

Smoothness; a slide down a snowy slope and the glide of an air-borne skier ... Smoothness, the operating essential for profitable production ... (Sewing threads & zippers) Adv. from Apparel manufacturer, Feb. 1953, p. 19. Appl. author: Mrs. C. Q. Robbins. © The Spool Cotton Co.; 15Feb53; KK83271.

Stitch in time. (Spool cotton) Folder. Appl. author: Frances Blondin. Spring 1953. © 15Jan53; KK83734.

SPRING-AIR COMPANY ©.

5 different models, one 'specially for you. Spring Air mattresses. Adv. from Good housekeeping, Nov. 1952, p. 193. Appl. author: MacDonald-Cook Co. © 20Oct52; KK80867.

'Specially for you. No matter what your weight or build, there's a Spring-Air just right for you. (Mattresses) Adv. from Good housekeeping, Apr. 1952, p. 176. Appl. author: MacDonald-Cook Co. © 20Mar52; KK80866.

SPRING GATE COMPANY.

Easy opening Spring Gate. Positive action, operated with one hand, not affected by the weather. Folder. © Donald William Isaacson, d.b.a. Spring Gate Co.; 25Mar53; KK86020.

SPRINGS COTTON MILLS.

Another broad in broadcloth. Spring-Maid fabrics. (Cotton goods) Adv. from Promenade magazine, May 1953, p. 3 of cover. Appl. author: Erwin, Wasey and Co., inc. © The Springs Cotton Mills; 1May53; KK85167.

SPRY (CONSTANCE) INC. ©.

Gay deceivere, 1954. Handcrafted flowers in wax ... 11 p. Appl. author: Fairfax, inc. © 8Jun53; KK86384.

SQUEEZE, INC. ©.

Fabulous new discovery in underarm deodorants. A little squeeze does it. Squeeze spray deodorant. Adv. from Photoplay, Sept. 1950, p. 97. Appl. author: Jules B. Montener. © 1Sep50; KK86850.

SQUIBB (E. R.) AND SONS.

From experience comes faith. cFather and boys (Pharmaceuticals) Adv. from the Saturday evening post, Mar. 28, 1953, p. 152. Appl. author: Cunningham and Walsh, inc. © E. R. Squibb & Sons, d.b.a. Squibb; 25Mar53; KK83747.

From experience comes faith. [Little boy in surf] (Pharmaceuticals) Adv. from Time, Jan. 12, 1953, p. 57. Appl. author: Cunningham & Walsh, inc. © E. R. Squibb & Sons, d.b.a. Squibb; 8Jan53; KK82796.

SQUIBB, WILLIAM PENROSE.

Built on a firm foundation. Godfrey, printers' rollers. Poster. © William P. Squibb; 1Dec52; KK81859.

SQUIRT COMPANY.

Cheek Squirt sales and you'll switch to Squirt too. (Non-alcoholic beverages) Adv. from Mid-Continent bottler, Jan. 1953, p. 46. © The Squirt Co.; 7Jan53; KK82886.

I switched to Squirt, says Charles Diederich. (Non-alcoholic beverages) Adv. from Wisconsin beverage journal, Apr. 1953, p. 21. © The Squirt Co.; 1Apr53; KK85540.

I switched to Squirt, says George Carvelas. (Non-alcoholic beverages) Adv. from Wisconsin beverage journal, Dec. 1952, p. 20. © The Squirt Co.; 8Dec52; KK82885.

I switched to Squirt, says Mary Jane Stover ... (Non-alcoholic beverages) Adv. from the American bottler, Apr. 1953, p. 109. © The Squirt Co.; 7Apr53; KK85541.

I switched to Squirt, says Peggy D'Angelo. (Non-alcoholic beverages) Adv. from the American bottler, Mar. 1953, p. 135. © The Squirt Co.; 6Mar53; KK85542.

I switched to Squirt, says Tom Harrison. (Non-alcoholic beverages) Adv. from Wisconsin beverage journal, Feb. 1953, p. 20. © The Squirt Co.; 4Feb53; KK82884.

STADELMAN, PAUL ©.

Where styles begin by Paul Stadelman. Halfrench neater than a French cuff ... (Custom shirts) Sheet. © 29Jan53; KK83194.

STAGG DISTILLING COMPANY.

Old Stagg, America's largest selling Kentucky bourbon. Now 6 years old. (Whiskey) Adv. from the Courier-Journal, Louisville, Ky., May 9, 1953, p. 10. Appl. author: Grey Advertising Agency, inc. © Schenley Distillers, inc., d.b.a. The Stagg Distilling Co.; 9May53; KK86158.

Old Stagg, America's largest selling Kentucky bourbon, now 6 years old. (Whiskey) Adv. from the Denver post, May 15, 1953, p. 45. Appl. author: Grey Advertising Agency, inc. © The Stagg Distilling Company; 15May53; KK86461.

Old Stagg, America's largest selling Kentucky bourbon now 6 years old. (Whiskey) Adv. from the Louisville times, Louisville, Ky., May 29, 1953, p. 6. Appl. author: Grey Advertising Agency, inc. © The Stagg Distilling Co.; 29May53; KK86431.

On Christmas day and every day, every sip of Old Stagg is a taste bonus. Every mellow drop top Kentucky bourbon. (Distilled spirits) Adv. from the Courier-Journal, Louisville, Ky., Nov. 28, 1952, p. 8, sec. 2. Appl. author: Grey Advertising Agency. © Schenley Distillers, inc., d.b.a. Stagg Distilling Co.; 28Nov52; KK80816.

So smooth, no chaser needed. That's why it's America's top-selling Kentucky straight bourbon whiskey. Old Stagg. Adv. from Oshkosh daily northwestern, Oshkosh, Wis., Feb. 25, 1953, p. 18. Appl. author: Grey Advertising Agency, inc. © Schenley Distillers, inc., d.b.a. The Stagg Distilling Co.; 25Feb53; KK83776.

Top off a great weekend with Old Stagg. Every mellow drop, top Kentucky bourbon. (Whiskey) Adv. from the Dayton daily news, May 21, 1953, p. 26. Appl. author: Grey Advertising Agency, inc. © The Stagg Distilling Co.; 21May53; KK86042.

When sportsmen get together, it's Old Stagg time. Every mellow drop top Kentucky bourbon. Adv. from the Cincinnati times-star, Mar. 17, 1953, p. 27. Appl. author: Grey Advertising Agency, inc. © The Stagg Distilling Co.; 17Mar53; KK85902.

STALEY MILLING COMPANY ©.

Staley Pig Kisses. A creep feed for baby pigs. Candy coated. 50 lbs. net. Label. Appl. author: Bozell and Jacobs. © 19Dec52; KK82532.

STANDARD ARM COMPANY ©.

D'azzo products. Catalog no. 52, effective Jan. 1953. (Awning hardware and loading dock covers) 12 p. Appl. author: Errol P. D'Azzo. © 20Apr53; KK85272.

STANDARD OIL COMPANY ©.

Indolube HD-M motor oil for heavy-duty service. Bull. no. 52-5. Standard. Folder. Appl. author: Roger B. White. © 12Jan53; KK84381.

One word describes it, one tankful proves it. New Standard White Crown premium gasoline. Unsurpassed. [Illustration of White Crown globe] Adv. from the Milwaukee journal, Apr. 18, 1953, p. 7. Appl. author: McCann-Erickson, inc. © 18Apr53; KK84832.

STANDARD OIL COMPANY ©. Cont'd.

Remarkable new Permalube is a real fightin' oil. Fights acid, fights wear. [Illus. of fightin' Permalube can] (Motor oil) Adv. from the Chicago daily tribune, Apr. 17, 1953, p. 16. Appl. author: McCann-Erickson, inc. © 17Apr53; KK84444.

Stanolube HD-M motor oil for heavy-duty service. Bull. no. 52-2. Standard. Folder. Appl. author: Roger B. White. © 12Jan53; KK84384.

Stanolube HLA motor oil for heavy-duty service. Bull. no. 52-4. Standard. Folder. Appl. author: Roger B. White. © 12Jan53; KK84382.

Stanolube S-1 motor oil for heavy-duty service. Bull. 52-3. Standard. Folder. Appl. author: Roger B. White. © 12Jan53; KK84383.

STANDARD TOYKRAFT PRODUCTS, INC.

Color Craft oil painting set. Paint by numbers; art for everyone from 8 to 80. 532. (Toy) Label. Appl. author: Morton R. Berman. © Standard Toykraft Products, inc.; 18May53; KK85507.

Priscilla doll sewing set. 562. (Toy) Label. Appl. author: Morton R. Berman. © Standard Toykraft Products, inc.; 18May53; KK85508.

STANGE (WM. J.) COMPANY ©.

The taste difference makes the sales difference. Stange cream of spice seasonings. (Foods) Adv. from Food engineering magazine, Apr. 1952, p. 195. Appl. author: Western Advertising Agency. © 1Apr52; KK82425.

STANLEY HOME PRODUCTS, INC. ©.

All-nylon hand brush. Stanhome. Label. © 25Mar53; KK83850.

Ask your Stanley dealer how you can get these and many other. Typical gifts for the Stanley party hostess. (Household cleaning products) Adv. from Batter homes & gardens, May 1953, p. 42. © 24Apr53; KK84920.

Cellulose sponge soap-dish. Stanhome. Label. © 15Dec52; KK82818.

Cologne stick. Stanhome. Contents 0.4 ozs. (Perfume) Label. © 15Dec52; KK84058.

Get these quality-plus grooming aids at Stanley hostess parties. Adv. from Good housekeeping, Feb. 1953, p. 138. © 23Jan53; KK85266.

The new improved super deluxe floor waxer. A tested and proved hostess party dividend. Sheet. (Know your Stanhome products series) © 8Jan53; KK81308.

New Quick Lustre. Net contents 1 pint. Stanhome. (Automobile polish) Label. © 12Mar53; KK83680.

New squeeze mop to sponge your floors clean. Stanhome. Label. © 25Mar53; KK83851.

Personal to women. You'll love these and other wonderful feminine grooming aids, featured at Stanley hostess parties. Adv. from Life, May 4, 1953, p. 162. © 1May53; KK85137.

A Stanley dealer is a person worth knowing. Welcomed by 11,000 Stanley party hostesses daily ... Adv. from Ladies home journal, Feb. 1953, p. 43 of cover. © 21Jan53; KK81543.

Stanley moth-proofing rinse for washable woollens. EQ-53. Net contents: one pint. Label. © 3Jun53; KK86726.

Stan-Treat floor cleaner and wax remover. No. 12401. Label. © 23Dec52; KK80986.

Upholstery and rug shampoo, for all fabrics not harmed by water. Stanhome. Net weight 1 lb. Label. © 1May53; KK85989.

Why you'll find more welcome mats out for you in 1953. Stanhome. (Household cleaning products) Sheet. © 2Jan53; KK81036.

STANTON CHEMICAL COMPANY, INC. ©.

Trichlorethylene. A new money-saving way to buy it. Tri-By-Bulk service. Stanton Chemical Company. (Bulk chemical service) Folder. Appl. author: Holden, Clifford, Flint, inc. © 27Mar53; KK83636.

STAR METAL MANUFACTURING COMPANY, INC. ©.

Star Metal hotables. Dry heated and water heated food serving tables. Catalog HF-1. 7 p. © 11May53; KK85401.

STARLINE, INC. ©.

An A-1 line to meet grade-A requirements. Modern milk house equipment. Folder. © 22Apr53; KK86939.

Cannon Ball. You're on the right track with Starline. (Door track and hangers) Folder. © 23Feb53; KK86938.

STARR (ASHBY) COMPANY.

Open at once, important membership card enclosed by invitation only to limited number. KK83405. SEE Federated Consumers Company.

STECKLER, DONALD M., NAT P. STECKLER, AND LEE STECKLER, d.b.a. E-Z PRODUCTS. SEE E-Z Products.

STECKLER, LEE, DONALD M. STECKLER, AND NAT P. STECKLER, d.b.a. E-Z PRODUCTS. SEE E-Z Products.

STECKLER, NAT P., LEE STECKLER, AND DONALD M. STECKLER, d.b.a. E-Z PRODUCTS. SEE E-Z Products.

STEGMAIER BREWING COMPANY ©.

Try a true tap beer. Stegmaier gold medal beer. It's cool blended for clean taste clear through. Adv. Appl. author: MacManus, John & Adams, inc. © 11May53; KK86605.

STEEL SCAFFOLDING COMPANY, INC.

Trouble saver adjustable steel trestles. The time-saving, money-saving trestle for all overhead work. Sheet. Appl. author: Oscar H. Junggren. © The Steel Scaffolding Co., inc.; 7Apr53; KK84071.

STEIN, ALBERT.

The man with the plan. KK82817. SEE Economy Food Plan, inc.

STEIN, SAM ©.

Chicken hot dogs; Chicken burger; Chicken-Pak; Chickenettes. Sheet. Appl. author: Robert Thompson. © 2Jan53; KK81112.

STEINBERG, SAMUEL S.

Sharon (color keyed) key kits. KK83122. SEE Sharon Bolt and Screw Company, inc. Sharon combines dramatic color, practical utility, salesmaking packaging, eye-stopping display. KK83121. SEE Sharon Bolt and Screw Company, inc.

STEINMETZ, HENRY D.

Natural resources of Canada Fund, inc. KK81687. SEE Kahdena Press.

STEPHEN, BRUCE MILLIETTE.

Here are the 10 exciting premiums Jim Leland has for you. KK82812. SEE Master Products Company.

More valuable coupons. KK84821. SEE Master Products Company.

Spring catalog, 1953. KK81265. SEE Master Products Company.

Watch for Master's valuable coupons. KK83915. SEE Master Products Company.

Your welcome words of praise really help make our job easy ... KK82131. SEE Master Products Company.

STEPHENSON, ROBERT MATHEW, d.b.a.

STEPHENSON AIR BRUSH PAINT COMPANY. SEE Stephenson Air Brush Paint Company.

STEPHENSON AIR BRUSH PAINT COMPANY.

Perma-Dri, proven by test to be the best. (Paints) Folder. © Robert Mathew Stephenson, d.b.a. Stephenson Air Brush Paint Co.; 10Apr53; KK84345.

STEPPING TONES ©.

The vocal dictionary of ballet terminology. Nos. 1 thru 20, 21 thru 38, 39 thru 54, 55 thru 70, 71 thru 86, and 87 thru 103. (Phonograph records) 6 labels. Appl. author: Louis Silvers. © 16Jun53; KK86550.

STERLING MANUFACTURING COMPANY.

All you need is a match. Fire-Pak grill complete with sure-burn fuel sack. (Broiler grill) Label. Appl. author: Wm. C. Ramsey. © Sterling Manufacturing Co., debtor; 8May53; KK85985.

All you need is a match. Fire-Pak grill complete with sure-burn fuel sack. (Broiler grill) Label. Appl. author: Wm. C. Ramsey. © Sterling Manufacturing Co., debtor; 8May53; KK85990.

All you need is a match. Fire-Pak grill fuel sack, for every grill and fireplace. (Broiler grill) Bag. Appl. author: Wm. C. Ramsey. © Sterling Manufacturing Co., debtor; 8May53; KK85982.

STERN, ERWIN R.

Kosher foods. How they can increase your profits. KK86333. SEE Mother's Food Products, inc.

STEVENS, B. F.

Other make used cars move off your lot faster with this unbeatable combination. KK79575. SEE Ramsey Corporation.

Plain talk. KK79574. SEE Ramsey Corporation.

STEVENSON, LILLIAN B., d.b.a. ZENITH

PRODUCTS COMPANY. SEE Zenith Products Company.

STIASNY, EVELYN.

Alice in Wonderland toy watch. KK82542. SEE Merians.

The cosmic explorer's toy watch with moving pictures. KK80974. SEE Merians.

The cowboy toy watch with moving pictures. KK80973. SEE Merians.

The Fairy Tale toy watch with moving pictures. KK80972. SEE Merians.

STOCKING, HARVEY C.

Boker Tree brand gives an edge to your cutting. KK86004. SEE Boker (H.) and Company, inc.
Cut like lightning. KK85471. SEE Boker (H.) and Company, inc.
Cut the work of everyday living with Boker Tree brand cutlery. KK84441. SEE Boker (H.) and Company, inc.
Hi folks. KK83801. SEE Boker (H.) and Company, inc.
Sharp performance by Boker Tree brand. KK85470. SEE Boker (H.) and Company, inc.

STOETZEL (GLENN JORDAN) INC.

When it comes to scaffolding, come to PS. KK82750. SEE Patent Scaffolding Company, inc.

STOHLMAN, AL.

Doodle page of the month. SEE Craftool Company.

STOLARIK, JOSEPH.

Starlight Tommies. KK84761. SEE Kaylon, inc.

STONCO ELECTRIC PRODUCTS COMPANY ©.

Condensed partial price list. Stonco. Form 131. (Outdoor lighting equipment) 8 p. Appl. author: H. W. Spence. © 1Dec52; KK81056.

STONE, N. G., MELVIN J. GORDON, AND S. Z. GORDON, forming the co-partnership MANCHESTER HOSIERY MILLS. SEE Manchester Hosiery Mills.

STOTTER, DAVID W.

Zenith quality brings you the most exciting achievement in the music world. KK82420. SEE Zenith Radio Corporation.

STOWE-WOODWARD, INC. ©.

Rubber density estimator. Shore durometer type A. More life from rubber dolls. Card. © 29Dec52; KK83777.

STRASS, MATHIAS N., HARVEY S. LEDEHMAN, AND GEORGE LEDEHMAN, d.b.a. ITEM EVENTS. SEE Item Events.

STRAUS (NATHAN)-DUPARQUET, INC. ©.

Merchandise news. March, spring 1953 issue. Special flatware closeout. New allied plastic creamers. (Kitchen and restaurant equipment) Folder. © 20Mar53; KK83449.

STROMBECK-BECKER MANUFACTURING COMPANY ©.

Captain Jet and the StromBecker model-makers club. (Model-kits) Pamphlet. Appl. author: Howard H. Monk & Associates, inc. © 20Feb53; KK86366.

STRUNK EQUIPMENT COMPANY ©.

Are you out on a limb? Looking for a really good chain saw, light, low priced, easy to use. Folder. Appl. author: Foltz-Wessinger, inc. © 25Mar53; KK83789.

STUBBS AND MONTGOMERY, INC.

This mortgage established a G.I. in business. KK83083. SEE Jacobs (Irvin) and Company.

This mortgage liquidated. KK82311. SEE Jacobs (Irvin) and Company.

This mortgage made a manufacturer his own landlord. KK84792. SEE Jacobs (Irvin) and Company.

STUDEBAKER CORPORATION.

Announcing the new 1953 Studebaker. The new American car with the European look. A new 1953 Commander V-8. (Motor car) Adv. from Life, Feb. 9, 1953, p. 42-43. Appl. author: John Hayes Kelly. © The Studebaker Corp.; 5Feb53; KK82027.

A good-looking Studebaker truck does a grand job of gas saving. Adv. from the Saturday evening post, June 27, 1953, p. 94. Appl. author: John Hayes Kelly. © The Studebaker Corp.; 24Jun53; KK86815.

The new American car with the European look. Only Studebaker has this exciting styling ... '53 Studebaker. Adv. from the Saturday evening post, May 9, 1953, p. 64. Appl. author: John Hayes Kelly. © The Studebaker Corp.; 6May53; KK85102.

The new Studebaker with the European look styling straight out of the dream book. '53 Studebaker. (Motor cars) Adv. from Life, Mar. 16, 1953, p. 2 of cover. Appl. author: John Hayes Kelly. © The Studebaker Corp.; 12Mar52; KK83145.

Save and keep saving with a thrifty Studebaker truck. Adv. from the Saturday evening post, Apr. 25, 1953, p. 16. Appl. author: John Hayes Kelly. © The Studebaker Corp.; 22Apr53; KK84570.

A Studebaker truck stands out in looks and in gas saving. Check the record ... Adv. from the Saturday evening post, Jan. 24, 1953, p. 97. Appl. author: John Hayes Kelly. © The Studebaker Corp.; 21Jan53; KK81639.

Sturdy Studebakers have been hauling America's farm loads for over 100 years. (Motor trucks) Adv. from Country gentleman, Jan. 1953, p. 2 of cover. Appl. author: John Hayes Kelly. © The Studebaker Corp.; 31Dec52; KK80697.

You save a lot of cash by owning a Studebaker truck. Adv. from Country gentleman, June 1953, p. 3 of cover. Appl. author: John Hayes Kelly. © The Studebaker Corp.; 27May53; KK85977.

STUYVESANT OIL BURNER CORPORATION ©.

When you think of welding think of Stuyvesant. (Oil burners) Adv. from Realty, Apr. 21, 1953, p. 9. Appl. author: Robert E. McGuire. © 21Apr53; KK86849.

STYLE-LITE DIVISION, BUCHBINDER BROTHERS. SEE Buchbinder Brothers. Style-Lite Division.

SULFUR-8 CHEMICAL COMPANY, INC. ©.

New, pleasantly scented Sulfur-8 hair and scalp conditioner, rich in lanolin. 4 oz. Label. Appl. author: George Gottesman. © 17Dec52; KK81042.

Sulfur-8 hair and scalp conditioner shampoo. 6 oz. Label. Appl. author: George Gottesman. © 17Dec52; KK81041.

SULLIVAN, RAMON EUGENE.

Bikini cloth. KK86481. SEE Bikini Corporation.

SULLIVAN, STAUFFER, COLWELL AND BAYLES, INC.

Guard against throat-scratch. SEE American Cigarette and Cigar Company, inc.

SUN OIL COMPANY ©.

Servicing crankcase and transmission of Chrysler built cars; Plymouth, Dodge, DeSoto, Chrysler. Poster. © 22Dec52; KK81124.

SUNDBERG, ALAN B. ©.

Cove-Eez, the perfect cove ceiling for dry wall construction, remodeling, and business places. Now you can afford Cove-Eez. Sheet. © 23Feb53; KK85070.

SUNDERHAUF, FREDERICK A.

Master hydraulic embossing machine and engraved matched hardened forged steel embossing rolls. KK82896. SEE Modern Engraving and Machine Company.

SUNKIST ©.

Lemons prove lifesaver for low-salt diets. Sunkist. Adv. from Life, Feb. 16, 1953, p. 5. Appl. author: Foote, Cone & Belding. © 13Feb53; KK82650.

Lemons solve no. 1 problem of low-salt diets. Adv. from Life, Jan. 26, 1953, p. 114. Appl. author: Foote, Cone & Belding. © 23Jan53; KK82096.

Low-salt diet? If your doctor has said cut down on salt ... Adv. from Life, Apr. 20, 1953, p. 146. (Lemons) Appl. author: Foote, Cone and Belding. © 17Apr53; KK84661.

When the doctor says cut down on salt. Millions find lemons a lifesaver for low-salt diets. Sunkist. Adv. from Life, Mar. 30, 1953, p. 10. Appl. author: Foote, Cone and Belding. © 27Mar53; KK84072.

SUNKIST GROWERS, INC. ©.

Dairy-fresh lemonade. A Sunkist product. Label. Appl. author: Exchange Lemon Products Co. © 1Jun52; KK81275.

SUNNEN, JOSEPH. SEE Sunnen Products Company.

SUNNEN PRODUCTS COMPANY ©.

The typical examples of Sunnen honing shown and described in this booklet ... Production, tool room, maintenance, salvage. (Honing parts) 19 p. Appl. author: Joseph Sunnen. © 15Jun53; KK86429.

SUNNY JIM PIE COMPANY.

Sunny Jim fresh jumbo pie. Apple. Net weight 4 ozs. Label. Appl. author: Frank X. Towle. © Puritan Pie Co., inc. d.b.a. Sunny Jim Pie Co.; 27Apr53; KK85473.

SUPER MARKET INSTITUTE, INC. ©.

Advertising-promotion service. (Food) Appl. author: McMahon & Morse. Mar. 1953. © 26Jan53; KK81718. Apr. 1953. © 26Feb53; KK82793. May 1953. © 2Apr53; KK83810. June 1953. © 28Apr53; KK84936. July 1953. © 29May53; KK86512.

SUPERIOR SALES SERVICE ©.

Are sales down? Is competition grabbing your business? Merchants co-operative local level promotion is the answer. [Questions & answers] (Sales promotion) Sheet. © Cameron E. Morrison, d.b.a. Superior Sales Service; 18Jun52; KK82773.

SUPERIOR SLEEPRITE CORPORATION ©.
At your store. The price is new. Firm-bedding sleeping comfort at a price you can now afford to pay. Level-Rest 300, 400, 500, super. The original firm-posture mattress. Sheet. Appl. author: John G. Howell. © 12Feb53; KK82255.

For living comfort tonight, tomorrow, and for years to come. The famous OverNite's r davenport. Cushioning topped with genuine foam rubber. Sleeprite. Sheet. Appl. author: J. G. Howell. © 12Feb53; KK82815.

Now at your store for the 1st time. Restfoam innerspring mattress, plus Restfoam rubber pillow. Sheet. Appl. author: J. G. Howell. © 13Nov52; KK82375.

Your store brings you the nationally known Superior Sleeprite Adjust-A-Bed. Perfect comfort for reading, sleeping, lounging. Sheet. Appl. author: John G. Howell. © 12Feb53; KK82811.

Your store. Enjoy the extra benefits of firm-bedding sleep comfort. Now choose your own price. Level-Rest innerspring mattress. Sheet. Appl. author: John G. Howell. © 12Feb53; KK82254.

Your store now offers, for the 1st time, a pair of love-seat OverNite's that open out to two separate innerspring single beds. Poster. Appl. author: John G. Howell. © 13Nov52; KK81854.

Your store shows you how a pair of love seat OverNite's serves you better day and night. Superior Sleeprite. (Multi-use sleep furniture) Sheet. Appl. author: John G. Howell. © 12Feb53; KK82813.

Your store. The price is new. Firm-bedding sleeping comfort at a price you can now afford to pay. Level-Rest 300, the original firm-posture mattress. Sheet. Appl. author: John G. Howell. © 12Feb53; KK82253.

SUPRA-VITE SALES INTERNATIONAL, INC. ©.
Life is worth living only when you have your health. Supra-Vite. (Vitamin and food supplement preparations) Folder. © 16Dec52; KK83315.

Your most priceless possession. Supra-Vite. (Vitamin and food supplement preparations) 24 p. © 19Dec52 (in notice: 1953); KK83316.

SURFACE PROTECTION COMPANY.
Be rainproof with Shield; works like magic; sheds water like a duck. (Silicone base water repellent for textiles) Label. © The Surface Protection Co.; 5Dec52; KK80842.

For drier interiors, for cleaner exteriors, apply Silaseal ... make masonry water repellent. (Silicone base, water repellent composition for the treatment of masonry surfaces) Sheet. © The Surface Protection Co.; 5Dec52; KK80841.

Keep dry; all fabrics, clothing, leather, suede; Shield, silicone base, invisible, odorless, water repellent. Sheet. © The Surface Protection Co.; 5Dec52; KK80838.

Pronto floor patch, Surfco product no. 2043, the factory prepared ready-to-use mixture for instant patching. (Mastic floor patching mix) Sheet. © Surface Protection Co.; 5Dec52; KK80836.

Surfco Bloc-seal; one coat, oil base, masonry paint. Sheet. © The Surface Protection Co., inc.; 5Dec52; KK80840.

Surfco Shield, fabric magic. Be rainproof, use the amazing, new water repellent for all garments, fabrics. (Silicone base, water repellent composition for the surface treatment of textiles) Sheet. © Surface Protection Co.; 5Dec52; KK80839.

Surfco water repellents stop moisture; Silaseal for stone and masonry; Bloc-seal for cinder, cement block, and masonry; Shield interior trim, fabrics, and furnishings. (Composition for water proofing building materials and textiles) Folder. © The Surface Protection Co., inc.; 5Dec52; KK80837.

SURGITUBE PRODUCTS CORPORATION ©.
Surgitube, patented bandages for head, foot, fingers, toes, arms, legs. Folder. Appl. author: Louis Hochman. © 12Jan53; KK81166.

SUTER CHEMICAL COMPANY.
Now try this amazing magic formula, Blan. Try it, watch it lift dirt out of hard-to-get-at cracks. (General purpose cleaner for glass, porcelain, metals) Label. © The Suter Chemical Co.; 29Jan53; KK82436.

SUTHERLAND PAPER COMPANY ©.
Better Maid ice cream. Vanilla. One-half gallon liquid. Label. Appl. author: Clifton T. Wilson. © 10Apr53; KK84934.

Cream and sugar, cream, sugar, black. 6 oz. Handi-Handle cup. Label. Appl. author: Clifton T. Wilson. © 30Dec52; KK81175.

Cupid ice cream. Vanilla. Contents one pint liquid. Label. Appl. author: Clifton T. Wilson. © 27Feb53; KK84932.

Easter eggs. One dozen. Design no. 73. Label. Appl. author: C. T. Wilson. © 27Feb53; KK82873.

Happy Easter. Easter eggs. One dozen. Design no. 74. Label. Appl. author: C. T. Wilson. © 27Feb53; KK82874.

Norton ice cream. Vanilla. Contents one pint liquid. Label. Appl. author: Clifton T. Wilson. © 10Apr53; KK84933.

Sherbert; delicious refreshing sherbert. Contents one pint liquid. Label. Appl. author: Clifton T. Wilson. © 15Jan53 (in notice: 1952); KK81563.

SUTTON, MILTON.
For that all-American look ... KK83892. SEE Wings Shirt Company, inc.

SWAGERMAN, WILLIAM J.
One-stop shopping list. KK85169. SEE Jarrett Press. Shopping List Division.

SWANN, DAMON J.
The inside story. KK84904. SEE All Mica Company.

Mr. Capps boiler feed water treatment. KK86349. SEE All Mica Company.

SWANN, DAMON JAMES, d.b.a. HOUSE OF IDEAS. SEE House of Ideas.

SWANSON (C. A.) AND SONS ©.
Beef pie. Swanson. Net wt. 8 oz. Label. Appl. author: Richard Machamer. © 30Jan53; KK82753.

Chicken breasts ready for frying. Swanson. Net weight 1 lb. Label. Appl. author: Richard Machamer. © 16Feb53; KK82915.

Chicken drumsticks ready for frying. Swanson. Net weight 1 lb. Label. Appl. author: Richard Machamer. © 20Feb53; KK82914.

Chicken pie. Swanson. Net wt. 8 oz. Label. Appl. author: Richard Machamer. © 27Jan53; KK82752.

Chicken thighs quick frozen ready for frying. Net weight 1 lb. Label. Appl. author: Richard Machamer. © 2Mar53; KK83423.

Chicken wings quick frozen ready for frying. Net weight 1 lb. Label. Appl. author: Richard Machamer. © 2Mar53; KK83422.

Cut-up, quick frozen ready to cook frying chicken, giblets included. Label. Appl. author: Richard Machamer. © 13Feb53; KK82917.

Swanson cut up fowl. (Chicken) Label. Appl. author: Richard Machamer. © 24Mar53; KK86301.

SWANSON, EARL.
Next to a caress you'll like this best. KK81081. SEE Oster (John) Manufacturing Company.

Oster offers you a great gift-time opportunity. KK81082. SEE Oster (John) Manufacturing Company.

SWANSON-BIRGFELD, INC. ©.
Whistle Stop. Menu. Folder. © 13May53; KK84432.

SWEET, HUBERT R.
The most desired watch of all. SEE Movado Watch Agency, inc.

Self-winding calendar watch. KK83450. SEE Movado Watch Agency, inc.

Self-winding calendar watches, for the best in time. KK84558. SEE Movado Watch Agency, inc.

SWEET, RICHARD B.
For their health's sake ... KK86340. SEE Vulcan Radiator Company.

Vulcan Linovector. SEE Vulcan Radiator Company.

Vulcan Radi-Vector baseboard radiation. KK81153. SEE Vulcan Radiator Company.

SWEET MEMORIES CORPORATION ©.
Sweet Memories, confectionerie. De luxe assortment. Net weight 2 lbs. 2 ozs. Label. © 4May53; KK84982.

SWINK, JOHN HOWARD.
A revealing fact about Mr. Halfinsured. KK82329. SEE Central Mutual Insurance Company.

SWISS FEDERATION OF WATCH MANUFACTURERS ©.
He's a specialist in pleasant surprises. The watchmakers of Switzerland. Color photo of smiling teen-aged girl trying on a watch in jewelry store. Adv. from Life, Mar. 9, 1953, p. 55. Appl. author: Foote, Cone & Belding. © 6Mar53; KK83240.

Why everyone who values time deserves a fine Swiss watch. Time is the art of the Swiss. [Young couple in evening dress at piano; photo in jewelry shop; color] Adv. from Life, Apr. 13, 1953, p. 13. Appl. author: Foote, Cone and Belding. © 10Apr53; KK84465.

Why the world's top honors are won by fine Swiss watches. cGraduation scene; Adv. from Life, May 4, 1953, p. 170. Appl. author: Foote, Cone & Belding. © 1May53; KK86210.

Why there is no finer tribute than to say, this is a fine Swiss watch. cColor; 4 men in office; Adv. from Life, Feb. 2, 1953, p. 93. Appl. author: Foote, Cone and Belding. © 30Jan53; KK83990.

SWIVELIER COMPANY, INC. ©.

Swivelier adjustable lighting at its finest. Stays put at any angle. Bull. no. 132. (Electrical lighting fixtures and parts) 38 p. Appl. author: Nathan Rodney Schwartz. © 1Feb53; KK83894.

SYRACUSE ADVERTISING AGENCY.

Plan a profitable shirt business ... KK86472. SEE Prosperity Company, inc.

Prosperity fully-automatic synthetic cleaning unit. KK86475. SEE Prosperity Company, inc.

3-way versatility ... KK86473. SEE Prosperity Company, inc.

T

TALGE, HENRY J.

Fry-O-Mat cooking guide. KK85370. SEE Rival Manufacturing Company.

TALL APPAREL SHOPS, INC. ©.

Tall? We've got you covered. Everything basic a tall girl needs ... (Ladies' apparel) Adv. from the New York Sunday news, Apr. 12, 1953, p. 34. Appl. author: The Wesley Associates Advertising Agency. © 12Apr53; KK85265.

Tall? You're lucky. Day-in, night-out costume. (Ladies' apparel) Adv. from the New York Sunday times, Mar. 15, 1953. Appl. author: The Wesley Associates Advertising Agency. © 15Mar53; KK85264.

TALLER AND COOPER, INC. ©.

Carbon monoxide detector. Bulletin 201. Pamphlet. Appl. author: Benjamin Cooper. © 18Nov52; KK81111.

TALON EDUCATIONAL SERVICE ©.

The arrowed belt and bag, made with two 4 inch Seam-thin Talon zippers and two 7 inch handbag Talon zippers. Folder. (Its Zipper design no. 1088S) © 17Dec52; KK80835.

The boodle bag, made with a 7 inch skirt placket Talon zipper. Folder. (Its Zipper design no. 1092SS) © 17Jun53; KK86463.

The swag bags made with a 4 inch seam-thin Talon zipper and a 7 inch, 10 inch, and 14 inch handbag Talon zipper. Folder. (Its Zipper design no. 1089) © 13Jan53; KK81333.

The zippered flap jack, made with two 18 inch separating Talon zippers and a 7 inch skirt Talon zipper. Folder. (Its Zipper design no. 1091) © 21May53; KK85670.

TANCK, RAY H. SEE Tanck (Ray H.) inc.

TANCK (RAY H.) INC. ©.

New. Drop Dead brand fumigation cones revolutionizes home insect control. Sheet. Appl. author: Ray H. Tanck. © 1Apr53; KK85462.

TANKERSLEY, A. J., BEN COFFEY, AND C. O. SPARKMAN, d.b.a. BAKE-KRAFT SPECIALTIES. SEE Bake-Kraft Specialties.

TANNEN, MICHAEL.

A Barrel of Fun for everyone. KK85097. SEE Circle Magic.

TASTADO, J. A., d.b.a. THREE J'S PACKING COMPANY. SEE Three J's Packing Company.

TASTY BAKING COMPANY ©.

Tastykake, come and get it. Poster. (Its [Design no. 153]) © 15Mar53; KK83415.

Tastykake - it's a date. Poster. (Its cDesign no. 152) © 15May53; KK85765.

Tastykake slides right down. Poster. (Its [Design no. 152]) © 16Feb53; KK82683.

Tasty-pie blasts hunger. Poster. (Its [Design no. 156]) © 15Jun53; KK86556.

Tasty-pie still champion. Poster. (Its cDesign no. 154) © 15Apr53; KK84375.

TAYLOR (K. W.) COMPANY ©.

Miracle Mist, plastic all purpose spray for refinishing. Label. Appl. author: Kirby W. Taylor. © 2Dec52; KK85010.

TAYLOR, KIRBY W. SEE Taylor (K. W.) Company.

TAYLOR, MARION B. ©.

Stay-On garment hanger. Sheet. © 14Jan53; KK81448.

TAYLOR, STANLEY E. ©.

Dr. Taylor's skin creme. Label. © 4Mar53; KK82875.

TAYLOR (THOMAS) AND SONS ©.

Bands of Shugor, wide, colorful, comfortable. (Shoe goring) Adv. from Boot and shoe recorder, Mar. 1, 1953, p. 52. Appl. author: Ralph A. Parker. © 1Mar53; KK83086.

Bands sound off new style notes, arranged by Shugor. (Shoe goring) Adv. from Leather & shoes, May 9, 1953, p. 4 of cover. Appl. author: Ralph A. Parker. © 9May53; KK86008.

Festive flats made flexible by Shugor. (Shoe goring) Adv. from American shoemaking, Apr. 15, 1953, cover. Appl. author: Ralph A. Parker. © 15Apr53; KK85153.

Right across the board, three favorites fitted with Shugor. (Shoe goring) Adv. from Boot and shoe recorder, May 1, 1953, p. 20. Appl. author: Ralph A. Parker. © 1May53; KK85154.

Shugor comfort rides the band-wagon. (Shoe goring) Adv. from American shoemaking, Nov. 26, 1952, p. 1. Appl. author: Ralph A. Parker. © 26Nov52; KK81080.

Shugor. Styles teen-age feet. The demand of youth for shoes-for-action with a casual air, gives Shugor new opportunities ... Adv. from Creative footwear, Dec. 1952, p. 12. Appl. author: Ralph A. Parker. © 15Dec52; KK82385.

Shugor zooms. Shugor puts style-jet-propulsion in men's shoes. Adv. from Boot and shoe recorder, Nov. 15, 1952, p. 38. Appl. author: Ralph A. Parker. © 15Nov52; KK80869.

TAYLOR, WILLARD ALEXANDER ©.

U-can-makit. Restores lost manhood. Drink S. E. B. tea. (Medicine) Card. © 7Feb53; KK82391.

TAYLOR FORGE AND PIPE WORKS ©.

Dimensions, weights and standard specifications of steel pipe. Compiled by Taylor Forge & Pipe Works of Canada, Ltd. Bull. 522. Folder. © 16Feb53; KK83671.

TEEBER BROTHERS ©.

An educational color game for children. Colorama cards. Teeber. cBox face; Label. Appl. authors: Bert Sinkler and Ted Klebanoff. © 5Mar53; KK82822.

TEK HUGHES ©.

Tek displays boost one dozen to Albany Public Market reports sales skyrocket when Tek 29c is introduced. (Toothbrushes) Adv. from Chain store age, Dec. 1952. Appl. author: Tessie Krause. © 30Nov52; KK81578.

TELAUTOGRAPH CORPORATION ©.

The nerve system of controlled manufacturing is communication. (Telescriber) 16 p. Appl. author: Joseph T. Sloane. © 20May53; KK86935.

TELL (WILLIAM) INC. ©.

William Tell apple sauce. Contents 1 pound. Label. © 30Dec52; KK86303.

TEMKIN, CHARLES S. SEE Temkin (Charles S.) inc.

TEMKIN (CHARLES S.) INC. ©.

Tele-Gossip, by Mark Shelton. Last Sunday was one of the greatest comedy nights on television ... Whirl-Win television indoor antenna. Adv. Appl. author: Charles S. Temkin. © 5Dec52; KK80992.

TENNISON, JAMES DANIEL, JR. SEE Tennison Brothers, inc.

TENNISON BROTHERS, INC. ©.

Delays on your job cost money. Anyone can lay quick laying lock joint Termi-Shield. No soldering, no waste. Simple to lay. (Metal termite shields) Folder. Appl. author: James Daniel Tennison, Jr. © 13Mar53; KK83149.

Installation data, Termi-Shield lock joint metal termite shield, no soldering. Sheet. Appl. author: James Daniel Tennison, Jr. © 15May53; KK85442.

Termi-Shield, stops termites, rats, mice. (Steel shields) Sheet. Appl. author: James Daniel Tennison, Jr. © 2Jan53; KK81107.

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; KK83966.

TERRY, JANE L.

I'm a Jane. (Doll ornaments) Label. © Jane L. (Mrs. John) Terry; 5Jun53; KK86299.

TESTED PRODUCTS COMPANY ©.

Platen pep. 4 oz. (Plastic solution platen cleaner) Label. Appl. author: Walter Hanson. © 11Nov52; KK81108.

TESTED PRODUCTS COMPANY ©. Cont'd.

Tested positive economy control method. (Plastic solution) Sheet. Appl. author: Walter Hanson. © 11Nov52; KK81109.

TEXTURE PLASTER COMPANY, INC. ©.

The TP line. The complete finishing system for dry wall construction. Pamphlet. Appl. author: John W. Miller. © 22Apr53; KK84777.

THACKARA, ALEXANDER MONTGOMERY.

Instructions, parts references. KK82263. SEE Mason-Neilan Regulator Company.

THERE'S SOMETHING SPECIAL ABOUT A BIRDS EYE CHICKEN DINNER. KK86841.

SEE General Foods Corporation.

THOMA, EDWIN L. ©.

New instant five fold, 5 way guest coffee fashion. Label. © 10Jun52; KK86326.

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) COMPANY.

The ABC of beer advertising. KK84089. SEE United States Brewers Foundation, inc.

The all-family drink. KK82266. SEE Seven-Up Company.

And we're wishing you a happy all-family day. KK81761. SEE Seven-Up Company.

Beauty of a buy for brides. KK85062. SEE Oneida, ltd.

Even in the dark you can tell it's your Parker 51 pen. KK84236. SEE Parker Pen Company.

Everyone would love to get a Gainsborough, the new miracle hairbrush that brushes hair clean 4 times faster. KK81768. SEE Weco Products Company.

Footpath around the world. KK82267. SEE Parker Pen Company.

Fresh up with Seven-Up. SEE Seven-Up Company.

From where I sit, by Joe Marsh. SEE United States Brewers Foundation, inc.

Gun shoots electrons to paint a picture. KK85587. SEE Shell Oil Company.

Hooded lightning strikes only on release. KK84090. SEE Shell Oil Company.

How Mrs. Hazel Chanute will gift wrap the Parker 51 pen and pencil set ... KK81772. SEE Parker Pen Company.

How Mrs. Hazel Chanute will wrap the Parker 51 pen this Christmas for one of her Denver friends. KK81774. SEE Parker Pen Company.

How to build a legend. KK81770. SEE Parker Pen Company.

How to determine the sex of a Parker 51 pen. KK83104. SEE Parker Pen Company.

In all business figure-work, extra savings come with extra thinking. KK81148. SEE Friden Calculating Machine Company, inc.

In all business figure-work, extra savings come with Friden extra thinking. KK86155. SEE Friden Calculating Machine Company, inc.

In all business figure work, Friden extra thinking subtracts costs, multiplies savings. KK84067. SEE Friden Calculating Machine Company, inc.

In invoice figure-work, Friden extra thinking shrinks overhead costs. KK81980. SEE Friden Calculating Machine Company, inc.

In payroll calculations costs come down with Friden extra thinking. KK82864. SEE Friden Calculating Machine Company, inc.

In payroll calculations, invoicing, inventory ... KK85196. SEE Friden Calculating Machine Company, inc.

Invisible umbrella keeps off rust. KK84055. SEE Shell Oil Company.

Let's celebrate with hostess sets by Libbey glass. KK85064. SEE Owens-Illinois Glass Company. Libbey Glass Division.

Libbey's 135th anniversary. KK85063. SEE Owens-Illinois Glass Company. Libbey Glass Division.

Look ma, one hand. KK82025. SEE Seven-Up Company.

Loving and giving and faith and grace are implicit in your selection of Heirloom sterling this Christmas. KK80914. SEE Oneida, ltd.

Merry Christmas to all from the all-family drink. KK81762. SEE Seven-Up Company.

More Parker pens, more prices to choose from than ever before. KK81769. SEE Parker Pen Company.

New designs by Freda Diamond. KK85065. SEE Owens-Illinois Glass Company. Libbey Glass Division.

A new Parker 51 pen graduates in 8 hours. KK85992. SEE Parker Pen Company.

New Parker pens, new Parker prices. SEE Parker Pen Company.

New sparklers with down-to-earth stems and prices. KK84093. SEE Owens-Illinois Glass Company. Libbey Glass Division.

Now, Damask Rose holloware. KK80913. SEE Oneida, ltd.

Now is the season of all the year when doorbells jingle and company's here. SEE Seven-Up Company.

Parker 51, the pen with the eidetic memory. KK84234. SEE Parker Pen Company.

Pen profiles. KK85991. SEE Parker Pen Company.

The pen that never forgets is the Parker 51. KK86786. SEE Parker Pen Company.

The perfect setting for you. SEE Oneida, ltd.

A public servant makes a brief report. KK84056. SEE Pan American World Airways, inc.

Remember Yahooody? KK83103. SEE Borg-Warner Corporation. Norge Division.

Second teeth, second chance. KK81766. SEE Weco Products Company.

Skyhooks keep things moving. KK84054. SEE Shell Oil Company.

So germ-free Pasteur would have passed it. KK85999. SEE Weco Products Company.

So germ-free you could give it to the baby. KK85998. SEE Weco Products Company.

So germ-free you could hand it to an oral surgeon. KK86001. SEE Weco Products Company.

So germ-free you could take it into the operating room. KK85997. SEE Weco Products Company.

Something exciting happens to a Parker 51 pen, too. KK84360. SEE Parker Pen Company.

Spend only what you wish, you can still give a famous Parker. KK81775. SEE Parker Pen Company.

There's no such thing as a little bit of a toothache. KK86000. SEE Weco Products Company.

The things you can learn from a Parker 51 pen. KK86787. SEE Parker Pen Company.

This is a left-handed Parker 51 pen. KK82022. SEE Parker Pen Company.

Toothbrush misfits can lead to real dental problems. KK82024. SEE Weco Products Company.

What's wrong with this picture? KK84233. SEE Weco Products Company.

When it aches, it's too late. KK81767. SEE Weco Products Company.

Wonderful new decorating idea. KK84092. SEE Sloane-Elabon Corporation.

You like it, it likes you. SEE Seven-Up Company.

Your child's first visit to the dentist. KK82755. SEE Weco Products Company.

THOMPSON, ROBERT.

Chicken hot dogs. KK81112. SEE Stein, Sam.

THOMPSON PRODUCTS, INC. ©.

Salute to a giant. They have freed the traveller from the earth. (Aircraft parts) 15-sheet calendar. Appl. author: Edwards & Deutsch Lithographing Co. © 5Dec52; KK82146.

THOMPSON SPECIALTY COMPANY.

Are you afraid to open your door? With the Wonder mirror, you can see who is on the outside without you being seen. (Door mirror) Adv. from Popular mechanics magazine, June 1953, p. 64. © Donald A. Thompson, d.b.a. Thompson Specialty Co.; 22May53; KK85904.

THOR CORPORATION ©.

Mom gets the pick of the pack. New Thor wringer washer with magic action wringer. Adv. from the Progressive farmer, Dec. 1952, p. 87. Appl. author: Henri, Hurst & McDonald, inc. © 15Nov52; KK81731.

Never before a garden offer like this. 10 jumbo-size gladiolus bulbs ... free, just for watching a demonstration of any new Thor home appliance. (Automatic washer) Adv. from Sunset, May 1953, p. 163. Appl. author: Henri, Hurst and McDonald, inc. © 25Apr53; KK85059.

Never before a garden offer like this. 10 jumbo-size gladiolus bulbs ... free, just for watching a demonstration of any new Thor home appliance. (Spinner washer) Adv. from Woman's day, May 1953, p. 99. Appl. author: Henri, Hurst and McDonald, inc. © 30Apr53; KK85060.

Never before a garden offer like this. 10 jumbo-size gladiolus bulbs ... free, just for watching a demonstration of any new Thor home appliance. (Wringer washer) Adv. from Holland's, May 1953, p. 5. Appl. author: Henri, Hurst and McDonald, inc. © 20Apr53; KK84931.

No wonder smart women say think about value and you think about Thor. New big extra value, no extra cost now featured on Thor automatics. (Washing machines) Adv. from Sunset, Mar. 1953, p. 63. Appl. author: Henri, Hurst & McDonald, inc. © 25Feb53; KK83146.

No wonder smart women say think about value and you think about Thor. New big extra value, no extra cost now featured on Thor spinner washers. Adv. from the Progressive farmer, Mar. 1953, p. 159. Appl. author: Henri, Hurst & McDonald, inc. © 15Feb53; KK83147.

No wonder smart women say think about value and you think about Thor. New big extra value, no extra cost. Thor water and soap saver spinner washers. Adv. from Holland's, Mar. 1953, p. 2 of cover. Appl. author: Henri, Hurst & McDonald, inc. © 20Feb53; KK83302.

THREE J'S PACKING COMPANY.

Aplo brand. The cream of the crop. Fresh vegetables. Net wt. 1 lb. cPink Label. © J. A. Tastado, d.b.a. Three J's Packing Co.; 3Mar53; KK82826.

TICONIUM ©.

The case of the missing teeth. Ticonium. (Dental alloy) Folder. (Famous cases of prosthetic dentistry, no. 1) Appl. author: A. J. Griffin. © 4Mar53; KK83916.

The case of the missing \$32,000. Ticonium. (Dental alloy) Folder. (Famous cases of prosthetic dentistry, 2) Appl. author: A. J. Griffin. © 4Apr53; KK85285.

Dentist boosts star Outfielder's batting average. (Dental alloy) Folder. Appl. author: A. J. Griffin. © 4May53; KK86111.

Did you know this about candy. More money is spent on one type of candy bar than for dentistry. Folder. Appl. author: A. J. Griffin. © 4Dec52; KK80794.

Famous dance team breaks up. Just what you needed, doctor. Your Ticonium laboratory sends this. Ticonium cases. (Dental alloy) Folder. Appl. author: A. J. Griffin. © 4Feb53; KK82985.

Famous movie star visits town. Prepare for sensation, doctor. Flash. If Jane Fane or Marilyn Doe came into town looking like that ... What's wrong with this picture? ... Her teeth, of course. Ticonium is often the choice of your dentist ... (Dental alloy) Folder. Appl. author: A. J. Griffin. © 4Jan53; KK81682.

TIDE WATER ASSOCIATED OIL COMPANY ©.

Seal in all your horsepower with the Veedol motor oil. Film of protection. Sheet. © 1Apr53; KK84257.

TIME, INC. ©.

Casey Stengel, from has-been clown to mystic genius. Life. (Magazine) Adv. from Sporting news, Oct. 1, 1952, p. 53. Appl. author: Young & Rubicam, inc. © 10Oct52; KK81506.

The face of a continent in ferment. (Life magazine) Adv. from Boston herald, Apr. 30, 1953, p. 28. Appl. author: Young & Rubicam, inc. © 30Apr53; KK86667.

The ghastly secrets of Stalin's power. An ex-general of the Soviet Secret Police reveals, exclusively in Life ... (Magazine) Adv. from New York news, Apr. 2, 1953, p. 70. Appl. author: Young & Rubicam, inc. © 2Apr53; KK86666.

How does a girl get her picture in Life? (Magazine) Adv. from the New York herald tribune, July 3, 1952, p. 34. Appl. author: Young & Rubicam, inc. © 3Jul52; KK81222.

How it feels to lose. Get the whole picture, get Life. (Magazine) Adv. from the New York herald tribune, July 31, 1952, p. 16. Appl. author: Young & Rubicam, inc. © 31Jul52; KK81238.

The legs and the legend. Get the whole picture, get Life. (Magazine) Adv. from the New York herald tribune, Aug. 14, 1952, p. 9. Appl. author: Young & Rubicam, inc. © 14Aug52; KK81252.

The novel that Ernest Hemingway wanted to write for 15 years ... The old man and the sea. (Life magazine) Adv. from the New York herald tribune, Aug. 28, 1952, p. 13. Appl. author: Young & Rubicam, inc. © 28Aug52; KK81251.

Tweak of the week. Get the whole picture, get Life. (Magazine) Adv. from the New York herald tribune, Sept. 11, 1952, p. 14. Appl. author: Young & Rubicam, inc. © 11Sep52; KK81250.

What are we afraid of? ... This blunt and surprising question is put to Americans ... in this week's issue of Life. (Magazine) Adv. from New York herald tribune, May 7, 1953, p. 15. Appl. author: Young & Rubicam, inc. © 7May53; KK86669.

What's the surest thing in advertising right now? Life, first in circulation, first in readership, first in advertising, first in the homes of America. Adv. from New York herald tribune, Sept. 22, 1952, p. 9. Appl. author: Young & Rubicam, inc. © 22Sep52; KK82681.

Why a southern Democrat sides with Eisenhower. Get the whole picture, get Life. (Magazine) Adv. from the Richmond news leader, Sept. 18, 1952, p. 16. Appl. author: Young & Rubicam, inc. © 18Sep52; KK81249.

Why is the shamrock withering away? You will find bold answers ... in this week's Life. (Magazine) Adv. from New York times, Mar. 13, 1953, p. 17. Appl. author: Young & Rubicam, inc. © 13Mar53; KK86665.

Will he really turn his back on it? Get the whole picture, get Life. (Magazine) Adv. from the New York herald tribune, July 17, 1952, p. 11. Appl. author: Young & Rubicam, inc. © 17Jul52; KK81239.

TIMKEN ROLLER BEARING COMPANY.

Here's one lady that won't keep you waiting. The next great step is roller freight. Timken tapered roller bearings. Adv. Appl. author: Batten, Barton, Durstine & Osborn, inc. © The Timken Roller Bearing Co.; 6Dec52; KK81125.

New train gives wings to thoughts and people, and here's the next great step in railroading. Watch the railroads go on Timken tapered roller bearings. Adv. from Business week, Feb. 28, 1953. Appl. author: Batten, Barton, Durstine and Osborn, inc. © The Timken Roller Bearing Co.; 28Feb53; KK83545.

Shovel maker scoops \$10,000 out of this hole. Timken fine alloy steel. Adv. from Business week, May 23, 1953. Appl. author: Batten, Barton, Durstine & Osborn, inc. © The Timken Roller Bearing Co.; 23May53; KK86308.

Steel that does faster push-ups without fatigue. Timken fine alloy steel. Adv. from Business week, Feb. 14, 1953. Appl. author: Batten, Barton, Durstine and Osborn, inc. © The Timken Roller Bearing Co.; 14Feb53; KK83546.

Steel that helps airplane engines breathe easier. Timken fine alloy steel. Adv. from Business week, Apr. 11, 1953. Appl. author: Batten, Barton, Durstine and Osborn, inc. © The Timken Roller Bearing Co.; 11Apr53; KK84881.

Steel tubing that saves 54 minutes out of an hour. Timken fine alloy steel. Adv. Appl. author: Batten, Barton, Durstine & Osborn, inc. © The Timken Roller Bearing Co.; 17Jan53; KK83238.

Timken carbide insert rock bit price list. Folder. Appl. author: Peter C. Poss. © The Timken Roller Bearing Co.; 1Apr53; KK83877.

Timken threaded multi-use rock bit price list. April 1, 1953. Folder. Appl. author: Peter C. Poss. © The Timken Roller Bearing Co.; 15Apr53; KK84527.

We made the magic moccasins for these modern Hiawathas. The newest miracle is Roller Freight. Watch the railroads go, on Timken tapered roller bearings. Adv. from the Saturday evening post, Jan. 10, 1953. Appl. author: Batten, Barton, Durstine & Osborn. © The Timken Roller Bearing Co.; 10Jan53; KK81706.

We made this rocket really fly. Now meet the next great step in railroading. Watch the railroads go on Timken tapered roller bearings. Adv. from the Saturday evening post, Feb. 7, 1953. Appl. author: Batten, Barton, Durstine and Osborn, inc. © The Timken Roller Bearing Co.; 7Feb53; KK83544.

When bombers sit down, this steel stands up. Timken fine alloy steel. Adv. from Business week, Mar. 14, 1953. Appl. author: Batten, Barton, Durstine and Osborn, inc. © The Timken Roller Bearing Co.; 14Mar53; KK84882.

Who says cows can't fly? It's the next great step in railroading. Watch the railroads go on Timken tapered roller bearings. Adv. from the Saturday evening post, Apr. 4, 1953. Appl. author: Batten, Barton, Durstine and Osborn, inc. © The Timken Roller Bearing Co.; 4Apr53; KK84880.

Wilderness railroad goes roller freight to tap fabulous ore strike. Timken tapered roller bearings. Adv. from Business week, May 9, 1953. Appl. author: Batten, Barton, Durstine & Osborn, inc. © The Timken Roller Bearing Co.; 9May53; KK86307.

TINKERTOY WINDLASS DRIVE. KK82236.
SEE Toy Tinkers, inc. Senior ...

TINNERMAN PRODUCTS, INC. ©.

Tinnerman high-speed production brings you greater savings than ever ... Speed nuts. Bulletin 331. Folder. Appl. author: Meldrum and Fewsmith, inc. © 15May53; KK86904.

TIRES, INC. ©.

America's great tire-service quarters, serving all car owners, truck owners and business houses direct below dealer prices. Card. © 30Jan53; KK83041.

America's great tire-service quarters, serving all car owners, truck owners and business houses direct below dealer prices. Card. © 30Apr53; KK85194.

Holiday tire sale below dealer prices. Sensational price slash ... Adv. from Sunday mirror, Dec. 14, 1952, p. 81. © 14Dec52; KK80726.

Tire sale, below dealer prices. Adv. from the Sunday mirror, Jan. 18, 1953, p. 57. © 18Jan53; KK81376.

Tire sale below dealer prices. Adv. from Sunday mirror, New York, p. 49. © 11Jan53; KK81793.

Tire sale below dealer prices. Sensational price slash on entire stocks of world's finest top first quality nationally famous brands. Adv. from Daily mirror, Jan. 27, 1953, p. 35. © 27Jan53 (in notice: 1952); KK81969.

TITIFLEX, INC. ©.

Titiflex, helically-wound flexible metal tubing. Uniflex, helically-corrugated flexible metal tubing. Catalogue no. 200. (Flexible metal hose) 48 p. Appl. author: John Falkner Arndt and Co., inc. © 11May53; KK85350.

TITUS, HARRY W.

Shell-producer calcite crystals. KK83893. SEE Limestone Products Corporation of America.

TOBIAS PAINT MANUFACTURING COMPANY ©.

Rubber-Tuff. Rubberized satin tone wall paint. One gallon. Label. © 1Jan53; KK81813.

TODD COMPANY, INC.

First all new development in bank safety paper in more than 70 years. New Todd bank/mark checks. Folder. Appl. author: Harold E. Miller. © The Todd Co., inc.; 12Feb53; KK83917.

Now, date, protect, sign your checks. Announcing the new Todd Protector-graph check disburser. (Check disburser machine) Folder. Appl. author: Ed Wolff & Associates. © The Todd Co., inc.; 12Jun53; KK86764.

Now, date, protect and sign your checks in just one operation ... Todd's amazing new three-in-one machine, the Protectorgraph check disburser ... (Check disburser machine) Folder. Appl. author: Ed Wolff & Associates. © The Todd Co., inc.; 12Jun53; KK86763.

TOIDEY COMPANY.

Gifts for babies keep babies happy, healthy and growing, safe and singing. (Baby health aids) Sheet. Appl. author: Gertrude A. Muller. © The Toidey Co., Gertrude A. Muller, inc.; 28Nov52; KK82151.

TOMPkins, EDWARD C., sole owner RA-CO PRODUCTS COMPANY. SEE Ra-Co Products Company.

TONI COMPANY DIVISION, GILLETTE COMPANY. SEE Gillette Company. Toni Company Division.

TOPFLIGHT TAPE COMPANY.

Try Cain's English muffins, always buttered, never battered. KK82546. SEE Cain's English Muffin Company.

TORINO BAKING COMPANY ©.

Torino Vienna bread crumbs. Made from Vienna bread. Net wt. 10 oz. avd. Label. Appl. author: Rossotti Lithograph Corp. © 22Jan53; KK83502.

TORSION BALANCE COMPANY.

Read about the 12 major improvements in the Torsion Rx-1. Catalog T-3. (Balances) Folder. Appl. author: William A. Cather III. © The Torsion Balance Co.; 10Mar53; KK83682.

TOTH, MICHEL J.

Internal downflow Anderson Hi-ef purifier. KK86520. SEE Anderson (V. D.) Company.

TOURNEAU, INC. ©.

Fabulous Tournette. (Bracelet watches) Pamphlet. Appl. author: Merwin J. Chasen. © 28May53; KK86436.

TOWLE, FRANK X.

Sunny Jim Fresh jumbo pie. KK85473. SEE Sunny Jim Pie Company.

TOWLE MANUFACTURING COMPANY ©.

Towle introduces a cosmopolitan elegante. Esplanade. Towle sterling. (Silverware) Adv. from House beautiful, May 1953, p. 5. © 22Apr53; KK84574.

TOWNE TALK COMPANY ©.

Mr. Topper, super soda jerker. Heavens, Bill ... (Soda fountain toppings) 6 p. Appl. author: Carl Buettner. © 21Mar53; KK85168.

TOY TINKERS, INC.

Deluxe Tinkertoy windlass drive. Contents 200 pieces. (Toys) Label. Appl. author: Charles H. Pajeau. © The Toy Tinkers, inc.; 5Feb53; KK82240.

Junior Tinkertoy. Contents 53 pieces. (Toys) Label. Appl. author: Charles H. Pajeau. © The Toy Tinkers, inc.; 5Feb53; KK82239.

Senior Tinkertoy windlass drive. Contents 164 pieces. (Toys) Label. Appl. author: Charles H. Pajeau. © The Toy Tinkers, inc.; 5Feb53; KK82236.

Special Tinkertoy windlass drive. Contents 130 pieces. (Toys) Label. Appl. author: Charles H. Pajeau. © The Toy Tinkers, inc.; 5Feb53; KK82237.

Wonder Tinkertoy builder. Contents 100 pieces. (Toys) Label. Appl. author: Charles H. Pajeau. © The Toy Tinkers, inc.; 5Feb53; KK82238.

TRAFFIC HOUSE, INC. ©.

Instruction and service manual. Speed-Watch. Better enforcement, less speeding, fewer accidents. (Speed control devices) Pamphlet. Appl. author: Roy D. Scheske. © 17Feb53; KK84763.

Speed electrically timed. Speed control reduces accidents. Speed-Watch. Better enforcement, less speeding, fewer accidents. Folder. Appl. author: Roy D. Scheske. © 19Feb53; KK84764.

TRAFFIC SAFETY SUPPLY COMPANY ©.

One application traffic lines that will last for years. Dur-O-Line lane markers save painting headaches, save up to 500 o/o in maintenance costs. Folder. Appl. author: R. W. Nelson. © 16Mar53; KK83380.

TRANSOGRAM COMPANY, INC. ©.

Paint by number. Water color outfit. Label. Appl. author: Robert Fisher. © 2Feb53; KK86137.

TRAPP, C. H.

First in reputation, in sales, in year-round profits. KK82165. SEE Monsanto Chemical Company.

For friendly garden soils. KK80741. SEE Monsanto Chemical Company.

Indoor plants easy to grow. KK80742. SEE Monsanto Chemical Company.

Krilium soil conditioner. KK82166. SEE Monsanto Chemical Company.

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These gay holiday blooms thrive in conditioned soil. KK80743. SEE Monsanto Chemical Company.

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Travart featuring silent operation, finger tip control, simple to install. Catalog no. 521. (Overhead door hardware) Sheet. Appl. author: S. Glenn Varley. © 4Nov52; KK81685.

TREIDLER, ADOLPH.

Lights that say: Merry Christmas. KK80756. SEE General Electric Company.

TRIKILIS, NICK ©.

Electro-treat. (Liquid purification and treatment) Folder. © 10Oct52; KK81100.

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TROPIC-AIRE, INC.; MCGRAW ELECTRIC COMPANY. SEE McGraw Electric Company. Tropic-Aire, inc.

TROPICAL PAINT AND OIL COMPANY.

How to save money with Tropical cold process built-up roofs. (Roofing materials) Folder. Appl. author: Emery J. Sirmay. © The Tropical Paint & Oil Co.; 29Jan53; KK81805.

Remove rust this easy way with Tropical liquid rust remover. Peel off old paint. Sheet. Appl. author: E. J. Sirmay. © The Tropical Paint & Oil Co.; 25May53; KK85819.

Thermalite high-heat aluminum paint. Protects hot metal surfaces. Folder. Appl. author: E. J. Sirmay. © The Tropical Paint & Oil Co.; 25May53; KK85820.

TROUT INDUSTRIES.
Rain-Bo trout. Fresh frozen. 2 trout approx. length 8" to 9 1/2". Label. © James Lyell Ginter, d.b.a. Trout Industries; 14Apr53; KK85954.

TRUSCON STEEL DIVISION; REPUBLIC STEEL CORPORATION. SEE Republic Steel Corporation. Truscon Steel Division.

TUBIN, R. BERNARD, d.b.a. A. E. C.
WIPING MATERIALS. SEE A. E. C. Wiping Materials.

TUBING APPLIANCE COMPANY ©.
Only TAC has perfected the open-end ratchet wrench. Adv. from Time, Feb. 25, 1952, p. 52. Appl. author: Byron H. Brown. © 25Feb52 (in notice: 1951); KK86624.

TUDOR CHEMICAL SPECIALTIES, INC. ©.
Quickee ready mixed wallpaper paste. No mess, no mixing, no measuring. Label. Appl. author: Joseph M. Kesslinger Associates. © 17Jun53; KK86882.

TULKOFF, HARRY, SOL TULKOFF, sole owners TULKOFF'S FOOD PRODUCTS COMPANY. SEE Tulkoff's Food Products Company.

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TULKOFF'S FOOD PRODUCTS COMPANY.
Super market carton. Tulkoff's No-Dri garlic. 3 dozen 2 oz. window boxes. Label. Appl. author: Sol Tulkoff. © Tulkoff's Food Products Co., sole owners, Harry Tulkoff, Sol Tulkoff; 2Dec52 (in notice: 1950); KK81452.

TURK, SOLOMON A.
Don't gamble with your life. KK82820. SEE Patco Products Company, Inc.

TWIN COACH COMPANY ©.
Fageol Van profit facts. Please read this leaflet carefully before you use your Fageol Van truck survey forms. Folder. Appl. author: Arthur Cleland Palm. © 14Apr53; KK84564.

Here, Mr. International Harvester Motor Truck salesman, are your Fageol Van truck survey forms. Instructions for use. Pamphlet. Appl. author: Arthur Cleland Palm. © 13Apr53; KK84566.

10 reasons why Fageol Vans are today's best truck investment. More payload in shorter trucks ... Folder. Appl. author: Arthur Cleland Palm. © 9Apr53; KK84565.

TYSON, FRANK C.
A lady can always count on you, Mister Officer. KK83812. SEE Hardware Mutuals.

TZANETOS, RODOLPH J.
Safety cups for candles. (Candle holders) Folder. © Rodolph (Rudy) J. Tzanetos; 20Jan53; KK83257.

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ULMER PHARMACAL COMPANY ©.
Here's your professional sample of Hematovals Ulmer. For the routine management of hypochromic anemia. (Pharmaceutical capsule) Label. Appl. author: Robert W. Bostrom. © 7Nov52; KK81992.

Trisert Ulmer. For use in the treatment of Trichomonas vaginalis... (Pharmaceutical tablet) Card. Appl. author: Robert W. Bostrom. © 3Feb53; KK81993.

ULRICH PRODUCTS CORPORATION ©.
The Domor D2-50 loader. A loading attachment for Caterpillar D2 tractors. Sheet. Appl. author: Ross Advertising, Inc. © 15Jan53; KK83388.

UMANOFF, MARTIN.
Third dimensional movie viewer by Martin Umanoff and Lansky Display Corp. (3rd dimensional polaroid eye glasses) Folder. © Martin Umanoff & Lansky Display Corp.; 1Mar53; KK83148.

A tour through 3rd dimension viewers by Martin Umanoff and Lansky Display Corp. Vol. 1. (3rd dimensional polaroid eye glasses) 5 p. © Martin Umanoff & Lansky Display Corp.; 1Mar53; KK84380.

UNCAS MANUFACTURING COMPANY, INC. ©.
Uncas does it again, and only Uncas has it. Magnificent brilliant solitaire and wedding band. Sheet. Appl. author: Joseph M. Bernstein. © 29Dec52; KK85580.

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Be a champion dealer. Boost your Christmas profits by tying in with this full-color Underwood. (Type-writers) Sheet. © 22Oct52; KK82337.

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Union Special for better, faster, more economical production of men's shorts and pajamas. Bulletin 252. (Industrial sewing machines) Folder. Appl. author: Arthur James Feigel. © 24Nov52; KK81019.

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UNION STEEL CHEST CORPORATION ©.
And grand was the day in spite of the spray. (Tackle boxes) Folder. Appl. author: Francis M. Robinson. © 10Feb53; KK82521.

UNISTRUT PRODUCTS COMPANY ©.
Unistrut, world's most flexible all purpose metal framing. 20 p. Appl. author: Edwin A. Nickel. © 1Dec52; KK81425.
Unistrut world's most flexible all purpose metal framing. Catalog, no. 800. Unistrut. 83 p. Appl. author: Edwin A. Nickel. © 1Dec52; KK80739.

World's most flexible all purpose metal framing. Unistrut price schedule, no. 701. 18 p. Appl. author: Edwin A. Nickel. © 1Dec52; KK80740.

UNITED BAKERIES, INC. ©.
United French bread crumbs. Net wt. 10 oz. avd. Label. Appl. author: Rossotti Lithograph Corp. © 2Jan53; KK83501.

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Pine State cross-country style ice cream. One pint liquid. Label. Appl. author: R. A. Weita. © 20Feb53; KK83480.
Schwen's special ice cream. One pint liquid. Label. Appl. author: R. E. Lowe. © 6Feb53; KK82909.

UNITED FEATURE SYNDICATE, INC. ©.
It's be kind t' husbins month. Pamper yore man wif his fav'rite Cream of Wheat breakfast. Adv. from Look, Mar. 10, 1953, p. 41. Appl. author: Alfred G. Caplin. © 24Feb53; KK82908.

Li'l Abner, by Al Capp pseud. of Alfred G. Caplin: A baby ... Cream of Wheat. (Cereal) Adv. from Sunset, Jan. 1953, p. 68. © 25Dec52; KK81564.

Li'l Abner, by Al Capp pseud. of Alfred G. Caplin: Cream of Wheat. (Cereal) Adv. from the Saturday evening post, Feb. 14, 1953, p. 79. © 11Feb53; KK82434.

Li'l Abner, by Al Capp pseud. of Alfred G. Caplin: Li'l Abner, halp, save me. Cream of Wheat. (Cereal) Adv. from the Saturday evening post, Mar. 14, 1953, p. 74. © 11Mar53; KK83737.

Li'l Abner, by Al Capp pseud. of Alfred G. Caplin: Stop th' fight. Cream of Wheat. (Cereal) Adv. from the Saturday evening post, Apr. 11, 1953, p. 6. © 8Apr53; KK84677.

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The ABC of beer advertising. Booklet 2. Pamphlet. Appl. author: J. Walter Thompson Co. © 3Apr53; KK84089.

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- From where I sit, by Joa Marsh. (Bear) Adv. Appl. author: J. Walter Thompson Co. Biff falls for his own story. © 26Mar53; KK85841.
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Narrow town, broad outlook. © 11Sep52; KK82190.
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UNITED STATES BREWERS FOUNDATION. KENTUCKY DIVISION ©.

- Your property tax would be 10 % more. More than \$800,000 was paid in property taxes ... by the brewing industry in Kentucky. (Brewing industry promotion) Adv. from the Kentucky farmer, June 1952, p. 15. Appl. authors: Allen E. Zimmer and Henry M. McClaskey, Jr. © 1Jun52; KK85644.

UNITED STATES EQUIPMENT CORPORATION ©. Have you tried our booster eggs from the crowing rooster dispenser. (Hard boiled eggs) Folder. Appl. author: Ross Odor Shideler. © 1Nov52; KK80946.

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Make every room a quiet zone, with low cost Quietone acoustical tile. Sheet. © 25Sep52; KK85302.
New super resilient Red Top insulating wool. Label. © 15Jul52; KK85301.

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UNIVERSAL AUTO PARTS COMPANY ©. Lawn-Do-All, world's finest mower, trimmer, pulverizer. (Electric lawn mowers) Label. Appl. author: Clifford Hostetter Flanigan. © 1May53; KK86741.
Shake handle as you tighten hinge knobs ... [Instructions] (Electric lawn mower-trimmer-pulverizer) Label. Appl. author: Clifford Hostetter Flanigan. © 17May53; KK86523.

You can have a large beautiful lawn the proven, easy way. Universal Lawn-Do-All or Double Whammy. (Electric lawn mower-trimmer-pulverizer) Folder. Appl. author: Clifford Hostetter Flanigan. © 5May53; KK86524.

UNIVERSAL MANUFACTURING COMPANY, INC. ©.

- Keep your children healthy, happy and at home with Gym-Dandy. Gyms and slides. Adv. from Parents' magazine, Apr. 1953, p. 141. Appl. author: Isadora Horowitz. © 25Mar53; KK84534.
Keep your children healthy, happy and at home, with Gym-Dandy. (Play gyms and slides) Adv. from Good housekeeping, Apr. 1953, p. 256. Appl. author: Isadora Horowitz. © 20Mar53; KK84052.

UNIVERSAL MOTOR COMPANY ©.

- Boats today. Your book of 101 boat designs. 106 p. Appl. author: The Buchen Co. © 4May53; KK85106.

UPJOHN COMPANY.

- Basic information. Cortisone acetate. Corticotropin ... (Pharmaceuticals) Folder. © The Upjohn Co.; 13May52; KK80730.
A basically different penicillin with all the action of penicillin G, but only about 1/10 the incidence of reaction. Cer-O-Gillin. (Pharmaceuticals) Folder. © The Upjohn Co.; 28Apr53; KK84909.
The cortisone therapy kit. Upjohn. (Pharmaceuticals) 8 p., folder, sheet (in portfolio) © The Upjohn Co.; 23Sep52; KK80732.
Modern as a jet. A product of Upjohn. Ceбетinic. (Pharmaceuticals) Folder. © The Upjohn Co.; 9Feb53 (in notice: 1952); KK82638.
Neosone ophthalmic ointment. Logical therapy for anterior segment eye disease. (Pharmaceuticals) Folder. © The Upjohn Co.; 25May53; KK85986.
Operation hemoglobin. (Pharmaceuticals) Folder. © The Upjohn Co.; 31Dec52; KK81707.
The return of the thin man. An answer to the problem of underweight. Lipomul-Oral. (Pharmaceuticals) Folder. © The Upjohn Co.; 25Feb53; KK82643.
Sought in Africa, discovered in Kalamazoo. (Pharmaceuticals) Adv. from Time, Dec. 8, 1952, p. 71. © The Upjohn Co.; 4Dec52; KK80731.
Tagging erythrocytes. Ceбетinic. (Pharmaceuticals) Folder. © The Upjohn Co.; 11Mar53 (in notice: 1952); KK83228.

USWALD, HARRY.

- Goldin Furriers, inc. KK81795. SEE Associated Advertisers.

UTLEY, G. WHEELER. SEE Utley Brothers, inc.

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UTLEY BROTHERS, INC. ©.

- Here's the way you get the cash. For each prospect that you mail or call in to us and is sold a car by us, we will mail you a check for \$25.00. Prospect package 714. (New and used automobiles) Folder. Appl. author: James R. Utley. © 26Feb53; KK84318.

\$25.00 for you. Dear friend, you can cash the certificate below for twenty-five dollars ... Auto letter no. 713. (New and used automobiles) Sheet. Appl. author: G. Wheeler Utley. © 26Feb53; KK84319.

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VAN AUKEN, RAGLAND AND STEVENS. Chrome-plated or regular, Ramco no gap Spiro-Seal increases your profitpower. KK84346. SEE Ramsey Corporation.

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VANDERBILT (R. T.) COMPANY, INC. ©.

- The Liquishort cake process with Vanade. (Emulsifier) Folder. © 1Nov52; KK81460.
The Liquishort cake process with Vanade ... a streamlined method of preparing cake batters ... (Cake emulsifier) Folder. © 10Jun53 (in notice: 1952); KK86722.
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VAN HOEVENBERG, RUDOLF, d.b.a. FARM ON THE HILL. SEE Farm on the Hill.

VAN HOUTEN, RUSSEL D., AND THEODORE A. DYKSTRA, d.b.a. MODERN DISPLAYS. SEE Modern Displays.

VANITY FAIR MILLS, INC. ©.

- The best loved slip in the world, only by Vanity Fair. Adv. from Glamour, Feb. 1953, p. 8. Appl. author: Abbott Kimball Co., inc. © 22Jan53; KK84195.

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- Fabulous slip with exquisite bodice of French nylon lace. Adv. from the New Yorker, Nov. 15, 1952, p. 27. Appl. author: Abbott Kimball Co., inc. © 13Nov52; KK81467.
- From the second edition of the collections for spring and summer 1953, only Vanity Fair. (Lingerie) Adv. from Lingerie merchandising, Feb. 1953, p. 1. Appl. author: Abbott Kimball Co., inc. © 1Feb53; KK84201.
- The mood is young, the charm timeless in this nylon tricot gown. Adv. from Mademoiselle, Nov. 1952, p. 23. Appl. author: Abbott Kimball Co., inc. © 29Oct52; KK81469.
- Only by Vanity Fair. A beautiful trio, queenly in the youthful manner of 1953, in unexcelled nylon tricot ... (Lingerie) Adv. from Vogue, Mar. 1, 1953, p. 42-43. Appl. author: Abbott Kimball Co., inc. © 1Mar53; KK84202.
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- Only by Vanity Fair. Dressing gown of distinction in new Taffette ... Adv. from Holiday, Mar. 1953, p. 87. Appl. author: Abbott Kimball Co., inc. © 18Feb53; KK84199.
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- Only by Vanity Fair, enchanting peignoir wearable and practical. Adv. from the Christian Science monitor, Nov. 8, 1952, p. 3. Appl. author: Abbott Kimball Co., inc. © 8Nov52; KK81466.
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- Only by Vanity Fair, this rare combination of delicate beauty, drama and practical magic realized in peignoir nightdress and slip. Adv. from Vogue, Nov. 1, 1952, p. 40-41. Appl. author: Abbott Kimball Co., inc. © 1Nov52; KK81470.
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- Only by Vanity Fair, unusually charming gown with portrait neckline. Adv. from Charm, Dec. 1952, p. 27. Appl. author: Abbott Kimball Co., inc. © 27Nov52; KK81468.
- Only by Vanity Fair. Young and dashing this delightful nightdress in ballerina length ... Adv. from Town and country, Mar. 1953, p. 22-23. Appl. author: Abbott Kimball Co., inc. © 28Feb53; KK84200.
- Pettiskirts, only by Vanity Fair. Printed, pleated, tapered, ruffled. (Lingerie) Adv. from Town and country, Feb. 1953, p. 28-29. Appl. author: Abbott Kimball Co., inc. © 31Jan53; KK84197.
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- VANSANT, DUGDALE AND COMPANY.
Laco shampoo gently brings out all the natural beauty of your hair. KK85535. SEE Laco Products, inc.
- VAN THEIN, PETER, sole owner of ASSOCIATED ADVERTISERS. SEE Associated Advertisers.
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Apparatus for engineering tests of soils, asphalt, concrete materials. KK86368. SEE Soiltest, inc.
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Travart featuring silent operation, finger tip control, simple to install. KK81685. SEE Travart Company.
- VASSOLO, VINCENT.
To a couple of happy young spend-thrifts. KK86084. SEE Bankers Life Company.
- VAUGHAN, C. BUFORD. SEE Vaughan and Company.
- VAUGHAN AND COMPANY ©.
Natural color printing that looks natural. (Citrus fruit) Folder. Appl. author: C. Buford Vaughan. © 27Feb48; KK80907.
A perfect picture from Hooper Groves. (Citrus fruits, jellies, candies, etc.) Folder. Appl. author: C. Buford Vaughan. © 1Aug52; KK80727.
- VAVRO, ADOLPH. SEE Vavro School of Music.
- VAVRO SCHOOL OF MUSIC ©.
The Vavro school of Music home instruction music course. Family album-produced on phonograph records for piano. Label. Appl. author: Adolph Vavro. © 20Apr53; KK84684.
The Vavro School of Music home instruction music course. Family album produced on phonograph records for 12 to 120 bass accordion. Vol. 1. Label. Appl. author: Adolph Vavro. © 20Apr53; KK86341.
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- VELLENGA, BERNARD, JR.
Have your draperies cleaned by specialists. KK86628. SEE Monarch Dry Cleaners Company.
- VERMONT CHEESE PRODUCTS, INC. ©.
Vermont Maid creamed cottage cheese. Net weight 5 lbs. Label. Appl. author: Thomas J. Mahan, Sr. © 8Jul52; KK86926.
- VERMONT MACHINE ©.
Have you experienced the sensational safety ride with the Allen coil spring booster. Sheet. Appl. author: Allen W. Blythe. © 2Feb53; KK83294.
Have you experienced the sensational safety ride with the Allen coil spring booster? More safety comfort stability ... Poster. Appl. author: Allen W. Blythe. © 4Mar53; KK83295.
- VESQUEZ, ARCHIE.
First Grade brand. Highest grade melons. KK86742. SEE Jack Brothers and McBurney, inc.
- VICTAULIC COMPANY OF AMERICA ©.
The easiest way to make meet ... Victaulic 4-star method of piping. (Piping and couplings) Adv. from Skillings' mining review, Jan. 24, 1953, p. 4. Appl. author: McCann-Erickson, inc. © 24Jan53; KK84711.
The easiest way to make ends meet. Victaulic full-flow tees, elbows, and all types of fittings. (Pipe lines and couplings) Adv. from World oil, Feb. 15, 1953, p. 319. Appl. author: McCann-Erickson, inc. © 1Feb53; KK83934.

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VICTORY BUILDERS AND LUMBER COMPANY, INC. ©.

Do you need another bedroom? Add-A-Room. Convert your wasted space or porch into a bedroom or recreation room. (Construction of homes) Adv. from Chicago herald American, Mar. 29, 1953, p. 19. Appl. author: Manuel Lerner. © 29Mar53; KK84768.

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Circle V brand for active feet. (Shoe boxes) Label. "C-283AB) Appl. author: Hoague-Sprague Corp. © 6Jan53; KK81566.

VINCI, HENRY.

Certified's Red Label vegetable oleomargarine. KK80725. SEE Certified Grocers of Illinois, inc.

Country's Delight brand. KK82707. SEE Certified Grocers of Illinois, inc.

VIN-CREO PRODUCTS COMPANY ©.

Vin-Creo, the liquid douche. Label. Appl. author: Abe A. Hopps. © 1Nov52; KK80936.

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Virginia refrigerants. (Products for refrigeration use) 4 sheets. Appl. author: Rollin Hufford Israel. © 3Nov52; KK80860.

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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 records) Folder. © 15Jun53; KK86746.

VISUAL AIDS, INC.

As milk goes down, you grow up. Cards. Appl. author: Phillip Joseph Musso. © Visual Aids Corp. (in notice: Visual Aids, inc.); 3Dec52; KK81121.

VITARINE COMPANY, INC.

Shortest route to nutritional recovery in B-complex deficiency. Injection Superbee. (Pharmaceutical) Folder. Appl. author: Irving F. Shaw. © The Vitarine 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 grasses. Adv. from the Progressive farmer, Texas ed., Sept. 1952, p. 119. Appl. author: Jay F. Putney. © 15Aug52; KK86478.

VITO, EMANUEL F.

Pillpak folding cup for handbag, desk, auto, picnics. KK82062. SEE Ivory Plastics Company.

VITT, GEORGE N. ©.

Pezon & Michel. La marque de qualité. Instruction and parts manual for Luxor. (Fishing tackle) Folder. © 20Dec52; KK85071.

VOGARELL PRODUCTS COMPANY ©.

Amazing discoveries by Lewis. Inray Rub. (Cold rub) Adv. © 23Nov52; KK81021.

VOGUE WRIGHT ART STUDIOS OF CHICAGO.

Do it yourself. KK86856. SEE Electrographic Corporation. Lake Shore Electrotpe Division.

It's time for the outdoor life. KK86857. SEE Electrographic Corporation. Lake Shore Electrotpe Division.

Let us prepare your car for a safe happy vacation ... KK86855. SEE Electrographic Corporation. Lake Shore Electrotpe Division.

VOICE OF DESTINY.

Astrological birthday greetings for persons born in January. An individual horoscope for every birthday in the month. Card. © The Voice of Destiny; 15Jan53; KK83059.

VOLAND AND SONS, INC. ©.

Voland universal balance. Never before such accuracy in a projection balance. (Analytical weighing balance) Folder. Appl. author: Fairfax, inc. © 22Jun53; KK86562.

VOLKMAN (C. M.) AND COMPANY, INC. ©.

Fineleaf lawn seed, for a lawn of distinctive beauty. Net weight 1 pound. Label. © 1Jan53; KK84682.

Improved Park Mix lawn seed, for a sturdy fast growing lawn. Net weight 1 pound. Label. © 1Jan53; KK84683.

Merion bluegrass lawn seed, for durability and beauty. Net weight 10 ounces. Label. © 1Jan53; KK84681.

VOORNEVELD, ALBERT H.

Simplified guide to a beautiful lawn. KK85596. SEE Lawncraft.

VULCAN MOTOR PRODUCTS, INC. ©.

Available for immediate delivery. The Vulcan pulley for 1953 Chevrolet. Vulcan no. G3095. (Automotive replacement parts) Sheet. Appl. author: Alfred C. Greene. © 14May53; KK85313.

Dual ignition conversion plate kits for Ford and Mercury. The Vulcan quality line. Sheet. Appl. author: Alfred C. Greene. © 20Jan53 (in notice: 1952); KK81367.

Power-Flyte for better performance. The Vulcan Power-Flyte dual ignition breaker plate assemblies. (Automobile replacement parts) Sheet. Appl. author: Alfred C. Greene. © 14May53; KK85312.

The Vulcan catalog listing distributor contact points, capa, rotors, condensers. (Automotive replacement parts) Sheets. Appl. author: Alfred C. Greene. © 14May53; KK85314.

VULCAN RADIATOR COMPANY.

For their health's sake, smooth, draft-free heating comfort with Vulcan fin-tube radiation. Vulcan radi-vector installations. Sheet. Bul. no. 81. Appl. author: Richard B. Sweet. © The Vulcan Radiator Co.; 1May53; KK86340.

Vulcan Linovector. Catalog, no. 625. (Commercial radiation) 27 p. Appl. author: Richard B. Sweet. © The Vulcan Radiator Co.; 27Dec52; KK81154.

Vulcan Linovector. Catalog no. 625A. 27 p. Appl. author: Richard B. Sweet. © The Vulcan Radiator Co.; 19Jun53; KK86936.

Vulcan Linovector. Finned-tube radiation. Enclosures and accessories. Folder. Appl. author: Richard B. Sweet. © The Vulcan Radiator Co.; 15Jan53; KK81959.

Vulcan Radi-Vector baseboard radiation. Catalog, no. 53B. 15 p. Appl. author: Richard B. Sweet. © The Vulcan Radiator Co.; 2Jan53; KK81153.

W

WACHTER, FREDERICK J.

America's biggest values. KK85602. SEE McGraw Electric Company. Manning-Bowman Division.

Are you passing up waffle profits ... KK82963. SEE McGraw Electric Company. Toastmaster Products Division.

Automatic cooking anywhere you say. KK85052. SEE McGraw Electric Company. Tropic-Aire, inc.

Completely automatic. KK85607. SEE McGraw Electric Company. Toastmaster Products Division.

Completely new Tropic-Aire automatic blankets. KK81419. SEE McGraw Electric Company. Tropic-Aire, inc.

Cook and serve right at the table. KK85053. SEE McGraw Electric Company. Tropic-Aire, inc.

Everhot deluxe roaster oven. KK85603. SEE McGraw Electric Company. Tropic-Aire, inc.

Everhot roaster ensemble. KK81420. SEE McGraw Electric Company. Tropic-Aire, inc.

First gift choice ... KK85610. SEE McGraw Electric Company.

Friendly warmth wherever you want it. KK84652. SEE McGraw Electric Company. Tropic-Aire, inc.

Full-scale cooking in any little corner. KK84650. SEE McGraw Electric Company. Tropic-Aire, inc.

Give her cooking ease this Christmas. KK84651. SEE McGraw Electric Company. Tropic-Aire, inc.

Hot rolls make warm friends. KK82956. SEE McGraw Electric Company. Toastmaster Products Division.

It makes perfect toast for so many years. KK82958. SEE McGraw Electric Company. Toastmaster Products Division.

The most distinctly different toaster in the world. KK83849. SEE McGraw Electric Company. Toastmaster Products Division.

New lineup under proved leadership. KK82950. SEE McGraw Electric Company. Toastmaster Products Division.

- New Toastmaster super deluxe toaster. KK85605. SEE McGraw Electric Company. Toastmaster Products Division.
- Quick, cool, carefree way to cook complete meals. KK85054. SEE McGraw Electric Company. Tropic-Aire, inc.
- They sent the Toastmaster toaster. KK82957. SEE McGraw Electric Company. Toastmaster Products Division.
- This folder contains free Toastmaster toaster mats to help you bring in customers. KK85606. SEE McGraw Electric Company. Toastmaster Products Division.
- A toaster for every hospital need. KK82951. SEE McGraw Electric Company. Toastmaster Products Division.
- Toastmaster bun toasters help glorify Wimpy, the Glorified Hamburger. KK85608. SEE McGraw Electric Company. Toastmaster Products Division.
- Toastmaster roll and food warmers help boost turnover at Gimbel's Roost. KK82955. SEE McGraw Electric Company. Toastmaster Products Division.
- Toastmaster roll and food warmers help boost turnover at Gimbel's Roost to 31 customers per seat. KK82954. SEE McGraw Electric Company. Toastmaster Products Division.
- Toastmaster's add-a-unit plan saves your hospital money. KK85609. SEE McGraw Electric Company. Toastmaster Products Division.
- Tropic-Aire offers you this complete retail advertising service, free. KK81118. SEE McGraw Electric Company. Tropic-Aire, inc.
- Tropic-Aire, the electric blanket that's 4 ways new for '52. KK81121. SEE McGraw Electric Company. Tropic-Aire, inc.
- Two-in-one wonder. KK85604. SEE McGraw Electric Company. Manning-Bowman Division.
- Waffles sell around the clock at 69 o/o to 79 o/o gross profit. KK82959. SEE McGraw Electric Company. Toastmaster Products Division.
- Warmth without weight brings deep, relaxing sleep. KK84649. SEE McGraw Electric Company. Tropic-Aire, inc.
- You owe yourself a good night's sleep. KK84653. SEE McGraw Electric Company. Tropic-Aire, inc.
- WADE (GEOFFREY) ADVERTISING AGENCY. First aid for cold discomforts. KK82774. SEE Miles Laboratories, inc.
- When you have a headache, first, fast, always, Alka-Seltzer. KK81628. SEE Miles Laboratories, inc.
- WADE-FOSTER. Huron stock food cooker. Results, economy, convenience, safety. Folder. Appl. author: Ned Bomers, Jr. © 20Nov52; KK82803.
- WAGNER, DAVID MEYER. Rocket pop corn. Rocket energy. (Pop corn box) Label. © David M. Wagner; 10Feb53; KK82224.
- WAGNER IRON WORKS ©. A load of money, \$15,000.00, is coming your way, in a spectacular Wagner tractor loader handicap sales contest for dealers. Folder. Appl. author: Arnold J. Werner. © 13Feb53; KK83698.
- WAGSTAFF, G. C. ©. Pencillitis Pete says: Bring out yer shootin' irons and less celebrate ... Envelope. © 1Jan53; KK81743.
- Pencillitis Pete says: Did yer ever git yer finger in the wrong dial hole? Envelope. © 1Jan53; KK81746.
- Pencillitis Pete says: Everybody seems to have Pencillitis. Envelope. © 1Jan53; KK81750.
- Pencillitis Pete says: Garldurned if I ever saw anything like these folks where I wurks ... Envelope. © 1Jan53; KK81742.
- Pencillitis Pete says: Here's a nail fer you to use with the hammer they sent you last month. Envelope. © 1Jan53; KK81741.
- Pencillitis Pete says: I know a feller who got behind the eight ball ... Envelope. © 1Jan53; KK81744.
- Pencillitis Pete says: I'm gonna saddle ole Paint and ride ... Envelope. © 1Jan53; KK81747.
- Pencillitis Pete says: It's hotter'n all gitout but it ain't unuzal ... Envelope. © 1Jan53; KK81748.
- Pencillitis Pete says: It's Thanksgivng time ... Envelope. © 1Jan53; KK81749.
- Pencillitis Pete says: That's the pitchinest critter I ever saw. (Mailing envelope with copy & cartoon) © 1Jan53; KK82686.
- Pencillitis Pete says: The folks I wurks fer are shore hammerin' hard to please good folks like you. Envelope. © 1Jan53; KK81740.
- Pencillitis Pete says: The folks where I wurks shore air straight shooters. Envelope. © 1Jan53; KK81745.
- WAHLBRINK, KENNETH J., ADIE E. GIESOW, AND RENE H. BURGDOFFER, d.b.a. KRAEG GAMES. SEE Kraeg Games.
- WALCO BEAD COMPANY, INC. ©. Beads and fancy spangle kit. Decorate your own ties, hat bands ... No. 403. Walco quality, unsurpassed. Label. © 7May53; KK85324.
- WALCOTT, GEORGE O. Koebel diamond core and drill bit selector. KK86420. SEE Koebel Diamond Tool Company.
- Koebel type K Handexer. KK84739. SEE Koebel Diamond Tool Company.
- Koebelite diamond core bits. KK84738. SEE Koebel Diamond Tool Company.
- WALDIE AND BRIGGS, INC. Cupola blast control. KK81115. SEE Whiting Corporation.
- How the Trackmobile simplifies car handling for the Dow Chemical Company. KK80908. SEE Whiting Corporation.
- Whiting products serve all industry. KK81116. SEE Whiting Corporation.
- WALDRON (JOHN) CORPORATION ©. The Waldron Heliofast high speed textile printer. Bull. 1002. Pamphlet. Appl. author: Benjamin R. Newcomb. © 1Apr53; KK83798.
- Waldron reverse roll coater. Bulletin no. 1004. (Coating machine) Folder. Appl. author: Benjamin R. Newcomb. © 15Jun53; KK86424.
- WALKER, E. D. ©. Rozodo. A dainty cream deodorant with its real neutralizing effect ... (Deodorant for the human body) Label. © 28Nov52; KK80700.
- WALKER, HAROLD C. Factory fresh. KK81808. SEE Durkee-Atwood Company.
- WALKER, PRESSLEY ©. Bondwood glue, powdered urea resin. Label. © 1Jan53; KK81142.
- WALLERSTEIN COMPANY, INC. ©. S. P. C. enzyme screen print cleaner. Net 1 lb. (Gelatine remover) Label. Appl. author: James Andrew Clark. © 5Jan53; KK81842.
- WALTER, GEORGE W. Detrex drycleaning equipment. KK86421. SEE Detrex Corporation.
- Metal products need cleaning too. KK81476. SEE Detrex Corporation.
- WALTHAM WATCH COMPANY ©. To protect your watch business and ours. Waltham controlled production. Adv. from Jewelers' circular keystone, Nov. 1952, p. 24-25. © 1Nov52; KK84324.
- WALTHER-BOLAND ASSOCIATES. Product specification sheet DS-2, model 375. KK84745. SEE Ampex Electric Corporation.
- WAMSUTTA MILLS ©. Be bountiful, give sheet and towel sets by Wamsutta. Adv. Appl. author: McCann Erickson. © 20Nov52; KK81877.
- Beat last year with Wamsutta. (Fabric sheets) Adv. from women's wear daily, Jan. 12, 1953, p. 7. Appl. author: McCann Erickson. © 1Jan53; KK81874.
- Center your spring piece goods buying around Wamsutta's fabricade for '53. Wamsutta textured cottons star in this high-fashion line ... Adv. Appl. author: McCann Erickson. © 14Oct52; KK81883.
- Center your spring piece goods promotion around Wamsutta's fabricade for '53. (Cotton fabrics) Adv. from Piece goods buyer, Jan. 1953. Appl. author: McCann-Erickson, inc. © 31Jan53; KK84710.
- Famous name for fabrics of finest quality. Wamsutta sheets, fashion fabrics, towels. Adv. Appl. author: McCann Erickson. © 11Jan53; KK81872.
- Jacques Fath serves up excitement in Luster Damask ... (Dress fabric) Adv. from Vogue, Jan. 1953. Appl. author: McCann Erickson, inc. © 1Jan53; KK82626.
- Laraine Day says: so easy to sew your Wamsutta Fashion-Sure wardrobe, because the fashion's in the fabric. (Cotton fabric) Adv. Appl. author: McCann Erickson, inc. © 10Jan53; KK82624.
- Save with Supercal by Wamsutta. (Sheets and pillow cases) Folder. Appl. author: McCann-Erickson, inc. © 9Mar53; KK83935.
- Sewing taught me to appreciate fine Wamsutta cottons, says Mrs. Robert T. Furman. Adv. Appl. author: McCann-Erickson, inc. © 15Feb53; KK83936.

WAMSUTTA MILLS ©. Cont'd.

Wamsutta Lustercale, America's finest broadcloth. Wamsutta fabrics, the finest of cotton. [Color selector counter card] Poster. Appl. author: McCann-Erickson, inc. © 15Apr53; KK84714.

WAPLES, GEORGE FRANKLIN.

Characterized by the Lucitone Colorblend process. KK81270. SEE Caulk (L. D.) Company.

Distinctively personal. KK81269. SEE Caulk (L. D.) Company.

Shade indicators for Lucitone Colorblend powders and fibers. KK81268. SEE Caulk (L. D.) Company.

WARNER, RALPH G.

Let's analyze your handwriting. KK85615. SEE Esterbrook Pen Company.

WARNER (HAROLD) COMPANY.

Another Clark exclusive in Canada's booming oil industry. KK82830. SEE Dresser Operations, inc. Clark Brothers Company Division.

Is available floor space holding back expansion of your plant air facilities? KK82828. SEE Dresser Operations, inc. Clark Brothers Company Division.

New Houston Oxygen Co. plant selects Clark Right Angle. KK82829. SEE Dresser Operations, inc. Clark Brothers Company Division.

Ringwood gasoline plant now a reality after 7-year struggle with engineering obstacles. KK82827. SEE Dresser Operations, inc. Clark Brothers Company Division.

WARNER AND SWASEY COMPANY.

Freedom needs no security. (Machine tools) Pamphlet. Appl. author: Kenneth W. Akers. © The Warner & Swasey Co.; 30Dec52; KK80933.

WARNER-CHILCOTT LABORATORIES DIVISION, WARNER-HUDNUT, INC. SEE Warner-Hudnut, inc. Warner-Chilcott Laboratories Division.

WARNER-HUDNUT, INC. WARNER-CHILCOTT LABORATORIES DIVISION.

Before, patients suffered an average of 11.3 attacks per week. Prophylactic management: To prevent attacks in angina pectoris ... the effect of Peritrate ... (Pharmaceutical) Folder. (4361-553) Appl. author: William Douglas McAdams, inc. © Warner-Chilcott Laboratories; 22Jun53; KK86723.

Management of hypertension with Methium. A new oral hypotensive for long-term therapy. (Pharmaceutical) 19 p. Appl. author: William Douglas McAdams, inc. © Warner-Chilcott Laboratories; 10Jan53; KK84426.

To reduce blood pressure and relieve hypertensive symptoms and complaints ... Methium ... (Pharmaceuticals) Folder. 4358-553. Appl. author: William Douglas McAdams, inc. © Warner-Chilcott Laboratories; 22Jun53; KK86724.

The use of Peritrate to prevent attacks in angina pectoris. (Pharmaceutical) 14 p. 4176. Appl. author: William Douglas McAdams. © Warner-Chilcott Laboratories Div.; 15May53; KK86309.

WARNER-HUDNUT, INC. WARNER-CHILCOTT LABORATORIES DIVISION. SEE ALSO Chilcott Laboratories, inc.

WARNER MANUFACTURING CORPORATION ©. Enjoy today the window of tomorrow. Warner triple-track aluminum

screen and storm sash combinations with Super-Lok. Folder. © 1Jun53; KK86140.

WARNER, SCHULENBURG, TODD AND ASSOCIATES, INC.

Now for the first time, a completely prefabricated milking barn. KK86125. SEE Meyer-Blanke Company.

WARNIMONT, JOSEPH M.

Dieterich Karspokes. KK84101. SEE Dieterich Products Corporation.

Dieterich Kar-Stat automobile stabilizer. SEE Dieterich Products Corporation.

WARP BROTHERS.

8 reasons why Warp's top quality is your best buy. Window materials are manufactured, tested, guaranteed ... (Glass substitute materials) Adv. from Hardware trade, Jan. 1953, front cover. © Flex-O-Glass, inc., d.b.a. Warp Bros.; 13Jan53; KK81604.

How a broken window boosted my poultry profits. Warp's top quality window materials. Adv. from Poultry Tribune, Mar. 1953, p. 48. © Flex-O-Glass, inc., d.b.a. Warp Brothers; 25Feb53; KK82628.

Warning to chick raisers and pig raisers. Warp's window materials. (Glass substitute materials) Adv. from Missouri ruralist, Feb. 28, 1953, p. 24. © Flex-O-Glass, inc., d.b.a. Warp Bros.; 28Feb53; KK82984.

Warp top quality genuine, crystal clear Flex-O-Glass can really take it. (Glass substitute materials) Adv. from American lumberman & building products merchandiser, Jan. 12, 1953, p. 2 of cover. © Flex-O-Glass, inc., d.b.a. Warp Bros.; 12Jan53 (in notice: 1952); KK81605.

WARREN, GENE, WAH CHANG, AND NORVAL CRUTCHER, forming the partnership CENTAUR PRODUCTIONS. SEE Centaur Productions.

WARREN, KENNETH D.

Call for the cone with the curl on top. SEE Dairy Queen National Trade Association, inc.

Choose your flavor malt or shake. KK85529. SEE Dairy Queen National Trade Association, inc.

Cool, smooth, delicious, nutritious. KK85308. SEE Dairy-Queen National Trade Association, inc.

Dairy Queen is back, and you'll love it. KK85305. SEE Dairy-Queen National Trade Association, inc.

How about a hot fudge sundae. KK85304. SEE Dairy-Queen National Trade Association, inc.

Make yours a malt or shake. KK85530. SEE Dairy Queen National Trade Association, inc.

Special coconut isle sundae. KK85618. SEE Dairy Queen National Trade Association, inc.

Specifications for standard Dairy Queen store lot and roof signs. KK84769. SEE Dairy Queen National Trade Association, inc.

Sweet as can be, butterscotch sundae. KK85307. SEE Dairy Queen National Trade Association, inc.

Sweet tropical treat, pineapple sundae. KK85617. SEE Dairy Queen National Trade Association, inc.

This week's special. KK85528. SEE Dairy Queen National Trade Association, inc.

Triple-header today. KK85309. SEE Dairy-Queen National Trade Association, inc.

WARTELL, HARRY.

Available, U. S. stamps in sanitary folders. KK80997. SEE Postage Stamp Machine Company.

WARWICK AND LEGLER, INC.

Before you use any feed supplements, find out the facts about Pabst feed supplements. KK82528. SEE Pabst Brewing Company.

Between rounds treat your friends ... KK83808. SEE Pabst Brewing Company.

Blue points and Blue Ribbon. KK83809. 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 ... KK85481. SEE Pabst Brewing Company.

For reliability, textile finishers realize it pays to desize with Exsize-T. KK82527. SEE Pabst Brewing Company.

For standard results be wise, desize with Exsize-T. KK84367. SEE Pabst Brewing Company.

Garments have BO too, and Exzyme gets it out. KK84366. SEE Pabst Brewing Company.

Good deal. KK83807. SEE Pabst Brewing Company.

Grand opening. KK84984. SEE Pabst Brewing Company.

Greater Miami thanks Pabst Blue Ribbon ... KK84756. SEE Pabst Brewing Company.

The importers of these world famous Irish whiskeys ... KK86221. SEE Hoffman Beverage Company.

The leading restaurants in Texas are now featuring Pabst Blue Ribbon. KK86276. 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. SEE Pabst Brewing Company.

Now yours. KK86058. SEE Pabst Brewing Company.

Pabst Blue Ribbon is proud to announce ... KK84757. SEE Pabst Brewing Company.

Pabst Blue Ribbon proudly brings to the midwest, the fight of the year. KK82530. SEE Pabst Brewing Company.

Pabst Blue Ribbon salutes beverage dealer and tavern news on its 20th anniversary. KK86055. SEE Pabst Brewing Company.

The perfect pair. KK86053. SEE Pabst Brewing Company.

Practically every food you serve tastes better with smooth, sociable, satisfying Pabst Blue Ribbon. KK83707. SEE Pabst Brewing Company.

Smo-o-o-thest beer in all of Texas. SEE Pabst Brewing Company.

Try it today, Pabst Blue Ribbon. SEE Pabst Brewing Company.

Try this smo-o-o-ther tasting Pabst Blue Ribbon. KK86054. SEE Pabst Brewing Company.

What'll you have? SEE Pabst Brewing Company.

When company comes. KK82881. SEE Pabst Brewing Company.

WASCO FLASHING COMPANY ©.

Guide to more efficient, more economical daylighting with Wascolite Skydomes. (Skylight unite) Folder. Appl. author: Max Wasserman. © 1Nov52; KK81428.

Wasco thru-wall and spandrel flashings. Pamphlet. Appl. author: Max Wasserman. © 23Oct52; KK81429.

Wascolite Skyshade. Data sheet no. 8. (Skylight units) Sheet. Appl. author: Max Wasserman. © 5Jan53; KK81447.

WASHBURN, JOHN MERROW.

Instructions for setting up and operating Merrow high speed trimming and overseaming machine class A. KK86411. SEE Merrow Machine Company.

WASS FOOD PRODUCTS COMPANY.

MeatMate, a spread that seals in flavor. Contents 5 oz. avd. Label. Appl. author: Milprint, inc. © Wass Food Products Co., a partnership composed of Max R. Slater and Max Dinisman; 17Apr53; KK84344.

WASSERMAN, MAX.

Guide to more efficient, more economical daylighting with Wascolite Skydomes. KK81428. SEE Wasco Flashing Company.

Wasco thru-wall and spandrel flashings. KK81429. SEE Wasco Flashing Company.

Wascolite Skyshade. KK81447. SEE Wasco Flashing Company.

WATERMAN PEN COMPANY, INC. ©.

It's all write ... Surprise mother next Sunday with a Waterman's Sapphire, the world's first, and only jewel point pen. (Fountain pen) Adv. from New York times, May 3, 1953. Appl. author: Tessie M. Krause. © 3May53; KK86706.

It's here, the first and only ball point retractable pen ... Waterman's Flair. Adv. from New York news, May 11, 1953, p. 20. Appl. author: Tessie M. Krause. © 11May53; KK86704.

Now, at last, your writing partner for life. The first and only ball point retractable pen ... Waterman's Flair. Adv. from New York news, Apr. 27, 1953, p. 31. Appl. author: Tessie M. Krause. © 27Apr53; KK86707.

Now local stores are featuring the first and only ball point retractable, Waterman's Flair. (Fountain pen) Adv. from New York news, May 25, 1953, p. 35. Appl. author: Tessie M. Krause. © 25May53; KK86705.

WATERS (NORMAN D.) AND ASSOCIATES, INC.

Always a bride ... Only Koolfoam gives you air-conditioned sleep. KK86813. SEE Dayton Rubber Company.

Announcing the world's first furniture ... KK86561. SEE Dayton Rubber Company.

Here's proof positive of Dayton Koolfoam air-flow superiority. KK84113. SEE Dayton Rubber Company.

How to make friends as well as money on your August white sale. KK86736. SEE Dayton Rubber Company.

If you haven't seen space 1222 ... KK86887. SEE Dayton Rubber Company.

It takes more than price to make a May sale. KK84112. SEE Dayton Rubber Company.

The new super plump will boost your sales. KK85094. SEE Dayton Rubber Company.

Not just 1 seal, not just 2 seals ... but all 5 seals of quality. KK86153. SEE Dayton Rubber Company.

What you want to know about Dayton Koolfoam. KK86625. SEE Dayton Rubber Company.

When is a bargain not a bargain? KK86372. SEE Dayton Rubber Company.

You're fresh as a flower when you've dreamed on cool, cool Koolfoam. KK86423. SEE Dayton Rubber Company.

WATKINS, WILLIAM B. SEE Watkins (William B.) Company.

WATKINS (WILLIAM B.) COMPANY.
Happy Day griddle-grill; de luxe hi-side model ... most practical kitchen utensil on the market. Sheet. Appl. author: William B. Watkins. © The Wm. B. Watkins Co.; 1Jun53; KK86720.

WATLING, LONDON C.

Master automatic and tradesman. KK84352. SEE Woodenware Products Corporation.

Profits from these specialties. KK84351. SEE Woodenware Products Corporation.

WATTS, WILLIAM PEPPER, AND EDWIN JAMES SCHOETTLE, d.b.a. PETER DANT. SEE Dant, Peter.

WAWAK COMPANY, INC. ©.

Finest quality tailors' trimmings for fine custom tailoring. Book no. 16. 34 p. Appl. author: William O. Huettig. © 10Mar53; KK83513.

WAXIDE PAPER COMPANY ©.

Larkin fresh bread. Raisin bread. Net wt. 1 lb. (Cellophane bread wrapper) Label. © 10Dec51; KK84737.

WAYNE KNITTING MILLS ©.

Counter points. Belle-Sharmer leg-size stockings for leg-wise women. Pamphlet. Appl. author: John J. Finlay. Feb. 1953. © 1Feb53; KK82756. Apr. 1953. © 1Apr53; KK84516.

Flawless fit, fabulous comfort. Beautiful way to feel refreshed, the ventilated foot only in Belle-Sharmer. (Hosiery) Adv. from Harper's bazaar, May 1, 1953, p. 69. Appl. author: John J. Finlay. © 1May53; KK85292.

Pretty Plot, most intriguing hosiery shade of the season. Belle-Sharmer. Adv. from Vogue, Apr. 1953, p. 34. Appl. author: John J. Finlay. © 1Apr53; KK84356.

So exquisitely feminine, so flawlessly fitted. Belle-Sharmer leg-size stockings for leg-wise women. Adv. from Harper's bazaar, Mar. 1953, p. 28. Appl. author: John J. Finlay. © 1Mar53; KK83297.

To complete your costume's color scheme. Color Schemer's fabulous stockings for fastidious women. Belle-Sharmer leg-size stockings for leg-wise women. Adv. from Vogue, Feb. 1, 1953, p. 115. Appl. author: John J. Finlay. © 1Feb53; KK82757.

WEATHER PRODUCTS, INC. ©.

Glass Jalousies. The Weather Control Eye, most modern glass Jalousie. Label. © 21Jan53; KK81635.

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. © 27Jan53; KK81802.

For the first time a completely weatherstripped Jalousie that provides protection in any weather. Weathermaster. (Weather sealed windows and doors) Sheet. Appl. author: Edward L. Denison. © 27Jan53; KK81801.

WEBSTER-CHICAGO CORPORATION ©.

And now, a \$1,000,000 worth of national advertising and promotion behind Webcor. (Phonographs) Adv. from Electrical merchandising, Apr. 1953. Appl. author: Fuller & Smith & Ross, inc. © Webster-Chicago Corporation, a.k.a. Webster-Chicago; 1Apr53; KK86348.

How are you going to vote? Webcor wire recorder. (Tape recorder) Adv. from the Saturday evening post, June 28, 1952. Appl. author: Fuller & Smith & Ross, inc. © 28Jun52; KK82927.

Listen to your favorite record on a Webcor. (Phonograph) Adv. from Better homes & gardens, Sept. 1952, p. 38. Appl. author: Fuller & Smith & Ross, inc. © 25Aug52; KK86102.

New Webcor changes records faster. Hear more records in less time. New 1953 Webcor fonograf cuts changing time in half. Adv. Appl. author: Fuller & Smith & Ross, inc. © 14Mar53; KK83865.

The Webcor authentic fonograf. The newest concept in record playing enjoyment. Adv. from the Saturday evening post, Aug. 2, 1952, p. 44. Appl. author: Fuller & Smith & Ross, inc. © 2Aug52; KK85827.

Webcor carries a better tune. All music sounds better on a Webcor. (Phonograph) Adv. from Saturday evening post, Apr. 4, 1953, p. 5. Appl. author: Fuller & Smith & Ross, inc. © 1Apr53 (in notice: 1952); KK86794.

Webcor treats your records better. Your records are valuable and should be protected. A 1953 Webcor hi-fidelity fonograf 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 4 times faster. Adv. from the Chicago herald American, comic weekly section, Dec. 7, 1952. Appl. author: J. Walter Thompson. © 7Dec52; KK81768.

Second teeth, second chance. If you were to pick one time when it's most important ... Dr. West's Miracle Tuft. (Toothbrush) Adv. from Parents' magazine, Dec. 1952, p. 4. Appl. author: J. Walter Thompson Co. © 25Nov52; KK81766.

WECO PRODUCTS COMPANY ©. Cont'd.

So germ-free Pasteur would have passed it. Dr. West's Miracle-Tuft is the only toothbrush you can buy hygienically-sealed-in-glass. Adv. from Look, May 5, 1953, p. 4. Appl. author: J. Walter Thompson Co. © 21Apr53; KK85999.

So germ-free you could give it to the baby. Dr. West's Miracle-Tuft is the only toothbrush offering hygienically-sealed-in-glass protection. Adv. from Life, Apr. 13, 1953, p. 11. Appl. author: J. Walter Thompson Co. © 10Apr53; KK85998.

So germ-free you could hand it to an oral surgeon. Only the Dr. West's Miracle-Tuft is hygienically-sealed within its own glass tube. (Toothbrush) Adv. from Look, June 2, 1953, p. 77. Appl. author: J. Walter Thompson Co. © 19May53; KK86001.

So germ-free you could take it into the operating room. Dr. West's Miracle-Tuft is the only toothbrush that reaches you hygienically-sealed-in-glass. Adv. from Life, Mar. 16, 1953, p. 13. Appl. author: J. Walter Thompson Co. © 13Mar53; KK85997.

There's no such thing as a little bit of a toothache. Dr. West's Miracle-Tuft. (Toothbrush) Adv. from Parents' magazine, May 1953, p. 4. Appl. author: J. Walter Thompson Co. © 25Apr53; KK86000.

Toothbrush misfits can lead to real dental problems. But this need not be of concern to you. Not with a Dr. West's. Adv. from Parent's magazine, Feb. 1953, p. 4. Appl. author: J. Walter Thompson Co. © 24Jan53; KK82024.

What's wrong with this picture? Dr. West's Miracle Tuft. (Toothbrush) Adv. from Parents' magazine, Apr. 1953, p. 4. Appl. author: J. Walter Thompson Co. © 25Mar53; KK84233.

When it aches, it's too late. This little boy has a very big toothache ... Dr. West's Miracle Tuft. (Toothbrush) Adv. from Parents' magazine, Jan. 1953, p. 4. Appl. author: J. Walter Thompson Co. © 24Dec52; KK81767.

Your child's first visit to the dentist. Dr. West's Miracle-Tuft. (Toothbrush) Adv. from Parents' magazine, Mar. 1953, p. 4. Appl. author: J. Walter Thompson Co. © 25Feb53; KK82755.

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 (JOE) ASSOCIATES.

It's wonderful for clothes and hats. The rubber whisk-broom, washable, sanitary. Rub-Whisk. Display card. Appl. author: Joe Weil. © The Joe Weil Associates; 29Aug52; KK80984.

WEIL, ROBERT L.

Baked goods department, featuring Wards Tip-top bread [and] cakes. KK85020. SEE Specialty Advertising Service, inc.

Cisco Kid. KK85015. SEE Specialty Advertising Service, inc.

Happy Felton says you can always bank on a good sport. KK85019. SEE Specialty Advertising Service, inc.

Happy Felton's knot-hole gang. KK85018. SEE Specialty Advertising Service, inc.

Kellogg's Smacks are smackin' good. KK85016. SEE Specialty Advertising Service, inc.

Pancho. Enriched Tip-Top is better bread. KK85014. SEE Specialty Advertising Service, inc.

Poll Parrot's Howdy Doodly Snap-A-Wink. KK85642. SEE Specialty Advertising Service, inc.

Tip-Top bread for stronger bones and teeth. KK85017. SEE Specialty Advertising Service, inc.

WEILL (ARMAND S.) COMPANY, INC.

Count the extra you get in Rugby sportswear. KK83419. SEE Rugby Knitting Mills, inc.

WEINBERGER, ERNEST, d.b.a. ERNIE'S ENTERPRISES. SEE Ernie's Enterprises.

WEINER, JOSEPH J.

Koch of California proudly presents ... KK85539. SEE Koch (H.) and Sons.

WEINTRAUB, EDITH MILLER, d.b.a. EM MILLERS AND SOLE OWNER OF FELT FUN. SEE Felt Fun.

WEINTRAUB (WILLIAM H.) AND COMPANY, INC.

Ahead of you 100,000 miles of magnificent safety. KK83304. SEE Kaiser Frazer Sales Corporation.

Air-Wick 3 times as effective. KK82747. SEE Seeman Brothers, inc.

Amazing new 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 ... KK85822. SEE Kaiser Frazer Sales Corporation.

At last, at last. KK81305. SEE Seeman Brothers, inc.

Best seller all year 'round. KK83289. SEE G. H. P. Cigar Company.

Best sellers for Father's Day. KK85453. SEE G.H.P. Cigar Company.

Blatz, largest-selling beer in Milwaukee. KK81174. SEE Blatz Brewing Company.

A doctor looks at the world's first safety-first car. KK83305. SEE Kaiser Frazer Sales Corporation.

Drive and save on easiest street, in the new '53 Henry J. KK82506. SEE Kaiser Frazer Sales Corporation.

'53 Henry J, the big car with small car economy. KK84249. SEE Kaiser Frazer Export Corporation.

'53 Kaiser, world's most beautiful, most dependable car. KK82944. SEE Kaiser Frazer Export Corporation.

5 important ways Kaiser gives you more. KK86003. SEE Kaiser Frazer Sales Corporation.

For dealers with this franchise. KK84251. SEE Kaiser Frazer Sales Corporation.

4th consecutive year. KK85455. SEE Blatz Brewing Company.

Fourth consecutive year, Blatz elected beer of the year. KK84813. SEE Blatz Brewing Company.

Get on Easiest St. KK81556. SEE Kaiser Frazer Sales Corporation.

Go first class with Ancient Age. KK85834. SEE Ancient Age Distilling Company.

Going home soon? KK86313. SEE Kaiser Frazer Export Corporation.

Having trouble with your nylons? SEE Seeman Brothers, inc.

Henry J, the stamina car of the Thrillcade. KK84250. SEE Kaiser Frazer Sales Corporation.

Henry J wins in Mobilgas economy run. KK86901. SEE Kaiser Frazer Sales Corporation.

How do owners like the Henry J? KK82507. SEE Kaiser Frazer Sales Corporation.

How the Henry J puts the Browns on Easiest St. KK85212. SEE Kaiser Frazer Sales Corporation.

How the Henry J puts the Edwards' on Easiest St. KK86315. SEE Kaiser Frazer Sales Corporation.

How the Henry J puts the Warrens on Easiest St. KK83763. SEE Kaiser Frazer Sales Corporation.

How the Henry J puts the Wilsons on Easiest St. KK84554. SEE Kaiser Frazer Sales Corporation.

I always feel like an El Producto. SEE G. H. P. Company.

I dreamed I arrived in Paris in my Maidenform bra. KK86900. SEE Maiden Form Brassiere Company, inc.

I dreamed I lived like a queen in my Maidenform bra. KK83664. SEE Maiden Form Brassiere Company, inc.

I dreamed I was queen of hearts in my Maidenform bra. KK82370. SEE Maiden Form Brassiere Company, inc.

I dreamed I went to the circus in my Maidenform bra. KK83324. SEE Maiden Form Brassiere Company, inc.

I dreamed I went to the flower show in my Maidenform bra. KK84811. SEE Maiden Form Brassiere Company, inc.

I dreamed I won the Academy award in my Maidenform bra. KK84812. SEE Maiden Form Brassiere Company, inc.

Is your child as safe as the girl in this Kaiser? KK83541. SEE Kaiser-Frazer Sales Corporation.

Just bought my 4th Kaiser. KK86902. SEE Kaiser Frazer Sales Corporation.

Kaiser, world's first safety-first car. SEE Kaiser Frazer Sales Corporation.

Keeps on rolling. KK83288. SEE G. H. P. Cigar Company.

Kill bathroom odors. SEE Seeman Brothers, inc.

Kill smoking odors. SEE Seeman Brothers, inc.

Milwaukee's finest beer. KK83793. SEE Blatz Brewing Company.

New Kaiser power steering in the world's first safety-first car. KK85410. SEE Kaiser Frazer Sales Corporation.

New profit opportunity for volume dealers. KK86002. SEE Kaiser Frazer Sales Corporation.

New. The only face make-up that actually beauty-treats your skin. KK82058. SEE Revlon Products Corporation.

Order now for stateside delivery. KK84243. SEE Kaiser Frazer Export Corporation.

Other times, other tastes. SEE Blatz Brewing Company.

Perfect for parties and gifts. KK83795. SEE G. H. P. Cigar Company.

A royal treat for dad. KK86552. SEE G. H. P. Cigar Company.

A safety engineer looks at the world's first safety-first car. KK82508. SEE Kaiser Frazer Sales Corporation.

Safety-test the world's first safety-first car ... KK84553. SEE Kaiser Frazer Sales Corporation.

Save \$125.80 on gas alone when you drive on Easiest St. in the new Henry J. KK85409. SEE Kaiser Frazer Sales Corporation.

Seek no more my lady. SEE G. H. P. Cigar Company.

Star of the auto show held over by popular demand. KK84693. SEE Kaiser Frazer Sales Corporation.

Stop cooking odors. SEE Seeman Brothers, inc.

There's no beer like Milwaukee beer. KK82231. SEE Blatz Brewing Company.

What Kaiser's \$62 million expansion program means to you. KK86312. SEE Kaiser Frazer Sales Corporation.

What made Milwaukee change its mind? SEE Blatz Brewing Company.

What made Milwaukee change to Blatz. KK86630. SEE Blatz Brewing Company.

Why not treat yourself like a guest? KK83213. SEE Ancient Age Distilling Company.

World's favorite new cars ... KK86314. SEE Kaiser Frazer Export Corporation.

The world's smartest women prefer Revlon to any other nail enamel and lipstick ... KK82230. SEE Revlon Products Corporation.

You owe it to your family to safety-test the world's first safety-first car. KK83325. SEE Kaiser Frazer Sales Corporation.

You're from Milwaukee, you ought to win. KK84373. SEE Blatz Brewing Company.

WEINTRAUB BROTHERS AND COMPANY ©.

- Salute. (Uniforms) Folder.
v. 9, no. 1. © 13Jan53; KK82003.
v. 9, no. 2. © 9Feb53; KK82868.
v. 9, no. 3. © 3Mar53; KK84427.
v. 9, no. 4. © 6Apr53; KK85200.
v. 9, no. 5. © 12May53; KK86120.

WEISS, SYDNEY L.

Cheerio. KK82104. SEE Lowe (Joe) Corporation.

Come and get it. KK82108. SEE Fruit Products Corporation.

Cottage instant waffles. KK82112. SEE Cottage Products, inc.

Delicious Fudgsicle, frozen fudge, 5¢. KK85767. SEE Lowe (Joe) Corporation.

Donald Duck Icy-Frost twins. KK82110. SEE Fruit Products Corporation.

Meet 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.

WEISS AND GELLER.

The Champagne Velvet hour, at home or in your favorite bar. KK83966. SEE Terre Haute Brewing Company.

WELCH, JAMES L., EUGENE C. EGGEN AND DOUGLAS J. MADSEN, sole owners DAWN ADVERTISING AGENCY. SEE Dawn Advertising Agency.

WELCH NURSERIES.

To all lovers of beautiful house plants. Something thrillingly new. If you think African violets are beautiful, try Flame Violet. Adv. from Household, Feb. 1953, p. 61. Appl. author: R. J. Foster. © The Welch Nurseries; 20Jan53; KK82221.

WELCOME SERVICE COMPANY ©.

Hi neighbor. A shower of gifts for you and your family. (General merchandise) Folder. Appl. author: Ray B. Slagle. © 21Jan53; KK82292.

WELDING EQUIPMENT AND SUPPLY COMPANY ©.

Eureka tool and die or maintenance welding in the forge shop. (Welding products) 24 p. Appl. author: Arthur R. Butler. © 21Jan53; KK84762.

WEMBLEY, INC. ©.

Wembley fashions. Holiday hand paints ... For the man in her life. (Neckwear) Adv. from Harper's bazaar, Mar. 1951, p. 80. © 1Mar51; KK81918.

WENDT, IVAR ©.

Pacific Pearl smoked oysters. Net contents 3 2/3 oz. Label. © 25Mar53; KK85040.

WENTE BROTHERS.

Distinguished American wines. KK84859. SEE Korbel (F.) and Brothers, inc.

WENTWORTH-FORMAN COMPANY, INC. ©.

Civil defense badges armbands by Wentworth. Folder. Appl. author: Arnold John Kaplan. © 4Feb53; KK82768.

Regulation civil defense insigne decal emblems, Federal Civil Defense Administration regulation. Folder. Appl. author: Arnold John Kaplan. © 4Feb53; KK82767.

WERNER, ARNOLD J.

A load of money ... KK83698. SEE Wagner Iron Works.

WESLEY ASSOCIATES ADVERTISING AGENCY.

Tall? We've got you covered. KK85265. SEE Tall Apparel Shops, inc.

Tall? You're lucky. KK85264. SEE Tall Apparel Shops, inc.

WESSON OIL AND SNOWDRIFT COMPANY, INC. ©.

1/3 less armwork than cake mixes. This new Quik-Beat cake saves 150 to 300 strokes with Snowdrift. (Shortening) Adv. from Everywoman's magazine, Feb. 1953, p. 87. Appl. author: Dorothy Constantine. © 29Jan53; KK83062.

1/3 less armwork than cake mixes. This new Quik-Beat cake saves 150 to 300 strokes with Snowdrift, the shortening pre-whipped 2,000 times.

Adv. from San Francisco Chronicle, Feb. 8, 1953, p. 13. Appl. author: Dorothy Constantine. © 8Feb53; KK83859.

WEST, RANALD 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? KK80843. SEE Ohio Oil Company.

Maybe it won't make any difference in your car, but most motorists find it makes plenty. KK85836. SEE Ohio Oil Company.

The news is out. KK85057. SEE Hudepohl Brewing Company.

Some day you will be the one to whom they turn. KK82876. SEE Clark Grave Vault Company.

This eager? KK86410. 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. KK81348. 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 Heim Gresh. © 31Jul52; KK83301.

WEST STATES MEAT PACKING CORPORATION ©.

Arctic quick frozen meats. Specially cut, table trimmed ... Label. Appl. author: William A. Ford. © 4May53; KK85655.

WESTERN ADVERTISING AGENCY.

At Casroni's it's Pasta and more coffee flavor. KK81060. SEE Continental Coffee Company.

Haeger ceramics make the difference. KK82460. SEE Haeger Potteries, inc.

I am feed power, I bring you record-making production. KK81165. SEE Allied Mills, inc.

It's the spices you use that give flavor to your cooking ... KK81061. SEE Continental Coffee Company.

The overhead garage door that opens with Glide-o-matic action. KK82895. SEE Frantz Manufacturing Company.

The taste difference makes the sales difference. KK82425. SEE Stange (Wm. J.) Company.

WESTERN AUTO SUPPLY COMPANY ©.

How Wizard outperforms all others. Clips smoother, chops finer, spreads better, fertilizes as it cuts. (Power lawn mower) Adv. from Better homes & gardens, Apr. 1953, p. 360. Appl. author: Bruce B. Brewer & Co. © 1Apr53; KK85838.

WESTERN AUTO SUPPLY COMPANY ©. Cont'd.

How Wizard outperforms all others. Wizard power mower & lawn conditioner. Adv. from Better homes and gardens, Mar. 1953, p. 284. Appl. author: Bruce B. Brewer and Co. © 1Mar53; KK83799.

WESTERN CONDENSING COMPANY ©.

Peebles pig fare sow's milk replacement, for pig feeding emergencies. (Pig feed) Folder. Appl. author: Lyle Abbott. © 28Jan53; KK82403.

WESTERNERS.

Tiffin-Time tea. Label. © Vada L. Flowers & M. Frank Flowers, d.b.a. the Westerners; 25Nov52; KK81739.

WETALENE LABORATORIES, INC. ©.

Bub-1-Joy fragrant milk bath. (Toilet preparations) Label. Appl. author: William J. Mangold. © 25Feb53; KK82576.

WHATMORE, MARTHA ©.

Spray starch. Just spray it on and iron. Label. © 21Oct50; KK82326.

WHEELDEK AND SIMPLA PRODUCTS, INC. ©.

Simplawheel, Wheeldex, Simpla-find, 3 great record keeping systems. (Office equipment) Folder. Appl. author: Richard Peyton Scholfield. © 25May53; KK86098.

WHEELOCK (WARD) COMPANY.

Easter Sunday April 5, remember her with Whitman's chocolates. KK84229. SEE Whitman (Stephen F.) and Son, inc.

He remembered. KK82269. SEE Whitman (Stephen F.) and Son, inc.

Here's how I remember. KK84228. 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-M motor oil for heavy-duty service. KK84381. SEE Standard Oil Company.

Stanolube HD-M motor oil for heavy-duty service. KK84384. SEE Standard Oil Company.

Stanolube HLA motor oil for heavy-duty service. KK84382. SEE Standard Oil Company.

Stanolube S-1 motor oil for heavy-duty service. KK84383. 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 real news in sewing machines, try the wonderful new White. Adv. from Woman's day, Apr. 1953, p. 109. Appl. author: Tessie M. Krause. © 26Mar53; KK84942.

For the real news in sewing machines, try the wonderful new White. Makes all your sewing easier. Adv. from Better homes & gardens, Mar. 1953, p. 199. Appl. author: Tessie M. Krause. © 25Feb53; KK84168.

An ideal gift for graduate or bride, the wonderful new White, only sewing machine with perfect all-speed stitching ... Adv. from Today's woman, May 1953. Appl. author: Tessie M. Krause. © 24Apr53; KK86703.

Look, the wonderful new White only sewing machine with perfect, all-speed stitching. Adv. from Seventeen, Jan. 1953. Appl. author: Tessie M. Krause. © 2Jan53; KK84169.

Makes all your sewing easier. The wonderful new White with perfect, all-speed stitching. Adv. from McCall's pattern book, Jan. 1953, p. 19. Appl. author: Tessie M. Krause. © 10Jan53; KK84171.

WHITE'S SUPER MARKETS ©.

Best buys you ever made. Shop White's Super Markets for table trimmed ... (Merchandise, groceries) Adv. from the Plainview (Tex.) evening herald, Aug. 21, 1952, p. 14. Appl. author: Herman Herbert Hutson. © 21Aug52; KK82197.

WHITING CORPORATION ©.

Cupola blast control. Bulletin no. FO-7. (Foundry equipment) 7 p. Appl. author: Waldie and Briggs, inc. © 1Dec52; KK81115.

How the Trackmobile simplifies car handling for the Dow Chemical Company. Bulletin T-110. Pamphlet. Appl. author: Waldie & Briggs, inc. © 6Oct52; KK80908.

Whiting products serve all industry. Bulletin no. 240. (Foundry equipment) 15 p. Appl. author: Waldie and Briggs, inc. © 1Dec52; KK81116.

WHITMAN (STEPHEN F.) AND SON, INC. ©.

Easter Sunday April 5, remember her with Whitman's chocolates. Adv. from the Saturday evening post, Apr. 4, 1953. Appl. author: Ward Wheelock Co. © 4Apr53; KK84229.

He remembered. Why don't you? Elizabeth Taylor. Whitman's chocolates. Adv. from the Saturday evening post, Feb. 7, 1953. Appl. author: Ward Wheelock Co. © 7Feb53; KK82269.

Here's how I remember. Why don't you? Bob Hope. Whitman's Sampler. (Confectionery) Adv. from the Saturday evening post, Mar. 7, 1953. Appl. author: Ward Wheelock Co. © 7Mar53; KK84228.

Here's how we remember. And do we love it. Bing Crosby, Bob Hope, Dorothy Lamour. Whitman's Sampler. (Confectionery) Adv. from the Saturday evening post, Jan. 10, 1953. Appl. author: Ward Wheelock Co. © 10Jan53; KK82270.

WHITMAN PUBLISHING COMPANY ©.

Little letters; 18 sheets; kitten and puppy stationery and 12 envelopes. Label. © 10Nov52; KK80796.

Mother Goose writing paper; 18 sheets, 12 envelopes. Label. © 10Nov52; KK80795.

WICKES CORPORATION. UNITED STATES

GRAPHITE COMPANY DIVISION. Recarb-X, for ladle recarbonization of steel ... Mar. 1, 1953. (Graphite product) Sheet. Appl. author: Raymond H. Amberger. © The United States Graphite Co., division of the Wickes Corp.; 1Mar53; KK85213.

205 has these advantages. One pound 205 lubricating graphite. The solid lubricant with 1000 uses. Label. Appl. author: Ralph J. Zemanek. © The United States Graphite Co.; 29May53; KK85963.

WILCO COMPANY ©.

CPW. Cleans, polishes, waxes. Wilco. Net contents 1 U. S. pint. (Composition for polishing and waxing automobile) Label. © 27Mar53; KK84404.

Wilco S.A.E. moderate duty brake fluid. Net contents 1 U.S. pint. Label. © 25May53; KK85984.

WILCO COMPANY. SERVICE STATION SUPPLY DIVISION ©.

Service Station Supply merchandiser. Dec. 1952. 8 p. © 1Dec52; KK80738.

Jan. 1953. 8 p. © 1Jan53; KK81313.

Feb. 1953. 8 p. © 1Feb53; KK82031.

WILLAT, IRVIN A., d.b.a. HEATLESS PERMANENT WAVE COMPANY. SEE Heatless Permanent Wave Company.

WILLIAM TELL, INC. SEE Tell (William) inc.

WILLIAMS, FREDERICK C. Here's how to sell a hat. KK81120. SEE Everitt Hat Company.

WILLIAMS, JOHN V. Hidden comfort means more home for the money. KK84671. SEE Norman Products Company.

WILLIAMS PRODUCTS COMPANY. Rustop radiator rust preventative. Net contents: One U. S. pint. Label. © Fred W. Lewis and Floyd M. Lewis, d.b.a. Williams Products Co.; 21Sep52; KK82148.

WILLIAMSON-DICKIE MANUFACTURING COMPANY ©.

Dickies fit you, fit your job. All pockets sanforized boatsail drill to stay roomy after washing. For men of production, Dickies shirts & pants. (Work clothing) Label. © 12Jan53 (in notice: 1952); KK83283.

Dickies [shirt] fit you, fit your job; fully sanforized ... (Working shirts) Label. © 9Mar53; KK83284.

Snug-fitting, sanforized, sturdy. Dickies ladies' jeans. Real western style made right in Texas. To fit you, flatter you. Label. © 7Jan53 (in notice: 1952); KK83285.

WILLSON PRODUCTS, INC. ©.

How many days will the sun shine in your state? You'll enjoy sunshine more when you wear Willsonite sun glasses. Sheet. © 2Feb53; KK82665.

WILSON, CLIFTON T.

Better Maid ice cream. KK84934. SEE Sutherland Paper Company.

Cream and sugar, cream, sugar, black. KK81175. SEE Sutherland Paper Company.

Cupid ice cream. KK84932. SEE Sutherland Paper Company.

Easter eggs. KK82873. SEE Sutherland Paper Company.

Happy Easter. KK82874. SEE Sutherland Paper Company.

Norton ice cream. KK84933. SEE Sutherland Paper Company.

WILSON, CLIFTON T. Cont'd.
Sherbert. KK81563. SEE Sutherland Paper Company.

WILSON (THOMAS) AND COMPANY, INC. ①
Comfort with control, Power Bobbinette by Wilson. Adv. ① 15Oct52; KK80759.

WILSON (THOMAS C.) INC. ①
New Wilson condenser tube inserts. Multiply service life of the tube, put equipment back on the line faster, save man-hours and money. Bulletin 500. Folder. Appl. author: Jess H. Cloud. ① 18Mar53; KK86733.

WILSON, HAIGHT AND WELCH, INC.
Agency sales bulletin ... KK83733. SEE Security Insurance Company.

Better materials mean lower labor costs in bookkeeping, too. KK85035. SEE Parsons Paper Company.

Built for better bookkeeping. KK85514. SEE Parsons Paper Company.

Does your letterhead build prestige? KK85538. SEE Parsons Paper Company.

Free booklet tells how to fit paper or card to your records job. KK82149. SEE Parsons Paper Company.

Get your letters read. KK82877. SEE Parsons Paper Company.

How to project good character. KK85537. SEE Parsons Paper Company.

Jack-Master made to stay sharp. KK80922. SEE Imperial Knife Company, inc.

Kamp-King big and sturdy for all outdoor knife needs. KK80923. SEE Imperial Knife Company, inc.

Know any companies where values change from month to month? KK81152. SEE Security Insurance Company of New Haven.

WILTSE, DON.
Gypsum plaster. KK85545. SEE Blue Diamond Corporation.

WINGHELL (T. A.) AND COMPANY, INC.
Plasticell batteries for the telephone industry. SEE C and D Batteries, inc.

Slyver-Clad industrial truck batteries. KK86236. SEE C and D Batteries, inc.

WINER MANUFACTURING COMPANY, INC. ①
Elected family favorite for weightless warmth and super-smartness. Stratojac. (Men's and boys' jackets) Adv. from Men's wear magazine, May 9, 1952, p. 161. Appl. author: Edward A. Grossfeld. ① 9May52; KK83330.

WINGS SHIRT COMPANY, INC. ①
For that all-American look, wear 5-letter man sport shirts, Wings. Adv. from Esquire, Sept. 1951, p. 12-13. Appl. author: Milton Sutton. ① 15Aug51; KK83892.

WINSTON, ARTHUR A.
Giant model & hobby catalog no. 27. KK82865. SEE Mod-Ad Agency, inc.

WINTHROP-STEARNs, INC. ①
For immediate and sustained comfort. Neo-Synephrine for all purposes.

Prompt and prolonged aeration and drainage in colds, sinusitis, allergic rhinitis. (Pharmaceutical) Folder. ① 30Jan53; KK82419.

WIPEX INDUSTRIAL TOWEL SERVICE COMPANY.
For your personal use WipeX. The industrial name for wiping towels. Label. ① WipeX Industrial Towel Service Co.; a firm composed of Gerald Nolan, Thomas Conley, R. A. Minning, J. J. Raleigh, Ward Leahy, and A. N. Burens; 17Dec52; KK82330.

WIPRUD, ROLF.
Holsum enriched bread. KK86719. SEE Merchants Bakery, inc.

Park Club strawberry ice cream. KK83420. SEE Marathon Corporation.

WOERNER, GEORGE.
Boutells checkbook to savings. KK82009. SEE Boutells.

WOITA, R. A.
Mrs. Chessher's chicken ... KK83424. SEE Chessher (L. H.) and Company.

Pine State cross-country style ice cream. KK83480. SEE United Dairy Cooperative Association.

WOLF, LEO.
All-flexible crisper. KK81654. SEE Republic Molding Corporation.
Ask for Republic's Polly-Flex. SEE Republic Molding Corporation.

Beautiful and practical combination waste basket and liner for step-on refuse cans. KK81653. SEE Republic Molding Corporation.

Bread container. KK81655. SEE Republic Molding Corporation.

Dishpan. KK81656. SEE Republic Molding Corporation.

Polly-Flex bowl set. KK83036. SEE Republic Molding Corporation.

Polly-Flex compartment plates. KK83037. SEE Republic Molding Corporation.

Polly-Flex food container set. KK83034. SEE Republic Molding Corporation.

Polly-Flex houseware products. KK83175. SEE Republic Molding Corporation.

Polly-Flex housewares. KK81657. SEE Republic Molding Corporation.

Polly-Flex utility bowl set. KK83035. SEE Republic Molding Corporation.

Republic Freezette food containers. KK81288. 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 ①
Comparative common stock values. Our new indices 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. 4, p. 18. ① 26Jan53; KK82054.

WOLFF (ED) AND ASSOCIATES.
Now, date, protect, sign your checks. Announcing the new Todd Protector-graph check disburser. KK86764. SEE Todd Company, inc.

Now, date, protect and sign your checks in just one operation ... KK86763. SEE Todd Company, inc.

WOLFF, MELVILLE L., AND SANFORD BECKER, d.b.a. MELAIRE DISTRIBUTING COMPANY. SEE Melaire Distributing Company.

WOLSKE, HENRY J.
Guide to loan procedure. KK85917. SEE Archer-Hoyme Federal Savings and Loan Association of Chicago.

WOOD, ETHELYN BARNES.
The E. A. N. pin for practical nurses, nurses aides, attendants, orderlies. (Insignia) Folder. ① Ethelyn B. Wood, a.k.a. E. Barnes Wood; 1Apr52; KK81838.

WOOD CONVERSION COMPANY ①.
Here is the true story of how one family solved that more space problem. Balsam-Wool. Nu-Wood. (Remodeling system) Folder. Appl. author: The Buchen Co. ① 28Apr53; KK85300.

A test that disproves an old insulation belief, and a guarantee that only Balsam-Wool extends to you. Folder. Appl. author: The Buchen Co. ① 28Apr53; KK85298.

When is the basement not a basement? Balsam-Wood. Nu-Wood. (Insulation, tile and board) Folder. Appl. author: The Buchen Co. ① 21May53; KK85784.

When you build your home, there are some things you must not skip on. Balsam-Wool. Nu-Wood. (Remodeling system) Folder. Appl. author: The Buchen Co. ① 28Apr53; KK85299.

Your attic can be a lovely spot. Balsam-Wool. Nu-Wood. (Insulation, tile and plank) Folder. Appl. author: The Buchen Co. ① 21May53; KK85783.

WOODENWARE PRODUCTS CORPORATION ①.
Master automatic and tradesman. Quality features of importance to you. Master automatic extension ladder; Ozark extension ladder. Sheet. Appl. author: Landon C. Watling. ① 26Dec52; KK84352.
Profits from these specialties. Merit proved by popular demand. No. 810 folding chair, no. 825 folding table. Sheet. Appl. author: Landon C. Watling. ① 26Dec52; KK84351.

WOODFORD, BURNHAM BOWDITCH.
Pyrolysis protection pays well with Quinterra and Quinorgo. KK83067. SEE Johns-Manville.

WOODLAND HILLS REPORTER ①.
Let's live in Woodland Hills. (Real estate) Sheet. Appl. author: Clark Allen. ① 2Feb53; KK64627.

WOODLEY (ALBERT) COMPANY.
The marvelous batwing cardigan. KK83207. SEE Berger's.
Play as you go jersey shirtwaister by Serbin, \$8.98. KK85916. SEE Berger's.

WOODLEY (ALBERT) COMPANY. Cont'd.
Smart set, sweater and dress.
KK85120. SEE Best's Apparel.

WOODS, HARRY E.
See Bird of paradise and Dawnelle
... KK84021. SEE Dawnelle, Inc.

WOODWARD, ALBERT YOUNG, d.b.a. CUSTOM
FINISHERS GUILD. SEE Custom Finish-
ers Guild.

WOOFER, CECIL B.
Meet Tony Brite. KK85755. SEE
Donald (C. E.) Company.

WOOSTER, JOHN D.
Choose the right point for the way
you write by number. SEE Ester-
brook Pen Company.

Holds 40 times more ink than ordinary
fountain pens. KK82351. SEE
Esterbrook Pen Company.

The pen that fills itself. SEE
Esterbrook Pen Company.

WORTHINGTON CORPORATION ©.
Bronze rotary pumps with herring-
bone gears. Type GB. Bulletin W-
484-B2A. (Machinery) Folder.
© 3Jun53; KK86249.

Ceramic plungers for reciprocating
pumps. Bull. W-404-B5. (Machinery)
Folder. © 11Mar53; KK83442.

Freflo pumps. Vertical wet pit,
types FLJ and FLJD, for sump,
sewage drainage service. [Bulle-
tin no.] W-317-B12B. (Machinery)
Folder. © 20Apr53; KK84691.

Freon-12 refrigeration units with
air-cooled condensers. Model WUA.
Bull. C-1100-B42B. (Machinery)
Folder. © 18May53; KK85671.

Freon-12 refrigeration units with
air-water-cooled condensers. Model
WUAW. Bull. C-1100-B48. (Machin-
ery) Folder. © 18May53; KK85673.

Freon-12 refrigeration units with
water-cooled condensers. Model WUW.
Bull. C-1100-B43B. (Machinery)
Folder. © 18May53; KK85672.

Horizontal duplex piston pumps
for general services. Bulletin
W-111-B13C. (Machinery) 5 p.
© 6May53; KK86187.

Horizontal duplex piston pumps for
general services; valve plate
style, renewable liner type; type
VA. Bull. W-111-B12B. 5 p.
© 13May53; KK85496.

Packaged oil field compressors for
gas boosting, well flowing ...
Bulletin L-640-B3A. (Machinery)
11 p. © 11May53; KK86189.

Refrigeration compressors Freon-12
and Freon-22, models HS, JS and
JF. [Bulletin] C-1100-B30B. (Ma-
chinery) Folder. © 12Jun53;
KK86548.

SESC standard end suction centri-
fugal pumps. Worthington. Bull.
no. W-300-B4. (Machinery) Fold-
er. © 27Mar53; KK83896.

Type CNR centrifugal pumps for
petroleum and chemical services.
Bulletin W-341-B16. (Machinery)
Folder. © 6May53; KK86188.

Vertical coolant and circulating
monobloc centrifugal pump. Sizes
1", 1 1/2", and 2". [Bulletin]
W-321-B20. (Machinery) Folder.
© 4Jun53; KK86248.

Worthington LPG-LPGA transfer unit
for transferring volatile liquids
and residual vapors. Bull.
H-609-B1A. (Machinery) Folder.
© 26Feb53; KK83042.

WORUMBO MANUFACTURING COMPANY ©.
Ionic, is what Brigrance of Frank
Gallant calls his new columnar ...
Wonderful Worumbo. (Wool fabric)
Adv. from Harper's bazaar, Mar.
1953. © 18Feb53; KK82457.

Wonderful Worumbo. Merabeau, feath-
erweight fleece in its fabulous
... (Wool fabric) Adv. from Har-
per's bazaar, Feb. 1953, p. 46.
© 30Jan53 (in notice: 1952);
KK82314.

Wonderful Worumbo. Only a wonder-
ful flannel can take, and hold
these ... (Wool fabric) Adv.
from Vogue, Feb. 1, 1953, p. 46.
© 30Jan53 (in notice: 1952);
KK82315.

Wonderful Worumbo. The flattery of
this featherweight fleece ...
(Wool fabrics) Sheet. © 29Nov52;
KK82579.

WRIGHT, GEORGE B.
Installation and operation.
KK84435. SEE Nash Engineering
Company.

The Nash type CSM vacuum heating
pump. KK81722. SEE Nash Engineer-
ing Company.

WRIGHT, JAMES P. ©.
Fun for all ages. Glitter Magic
3-dimensional picture decorating
set. The new easy fascinating
hobby. Label. © 22Apr53;
KK84781.

Glitter Magic decorating tinsel.
Wright's. Contents 1/2 ounce.
Label. © 2Mar53; KK84559.

WRIGHT, JAMES SHERIDAN.
Exterior painting, interior decorat-
ing, authentic wood, finishing-
designing. Card. © J. S. Wright;
30Apr53; KK84858.

WRIGHT, STANLEY M. SEE Wright and
McGill Company.

WRIGHT AND MCGILL COMPANY ©.
Assembly of your no. 16 Fre-Line reel.
(Fishing reels) Folder. Appl.
author: Stanley M. Wright.
© 19Feb53; KK82477.

Fishing tackle want list for Feb-
ruary, 1953. There's an Eagle
Claw Hook for every fishing
need. Folder. Appl. author:
Stanley M. Wright. © 2Feb53;
KK82013.

Glass spinning rods. Circ. 5306.
(Fishing rods) 4 p. Appl. au-
thor: Stanley M. Wright. © 9Apr53;
KK84685.

Glass spinning rods. Here is an
assortment of spinning rods that
keeps pace with America's fastest-
growing type of fishing. 4 p.
Appl. author: Stanley M. Wright.
© 2Feb53; KK82180.

3 of a kind. All different. Inside
this folder you will find the
three top cards in the fishing
tackle game. They are three cards
of Eagle Claw snelled hooks.
Folder. Appl. author: Stanley M.
Wright. © 4Feb53; KK82181.

We recommend packaged Eagle Claw fish
hooks. They hook and hold. Circ.
5307. Folder. Appl. author: Karl
E. Gerarden. © 12May53; KK85515.

You'll catch more fish with Wright &
McGill tackle. Wright & McGill
Eagle Claw hooks. Adv. from Em-
pire magazine, the Denver post,
May 3, 1953, p. 41. Appl. author:
Stanley M. Wright. © 3May53;
KK85124.

WURTZ, WILLIAM J., d.b.a. BILL'S DINER.
SEE Bill's Diner.

WYLD, ANN E., REGINALD WYLD, THE
BERRY PATCH. SEE Berry Patch.

WYLD, REGINALD, ANN E. WYLD, THE BERRY
PATCH. SEE Berry Patch.

WYLER, ARMA S. SEE Wyler and Company.

WYLER AND COMPANY ©.
Kold Kup; imitation flavor cherry
drink mix, complete with sugar.
Net. wt. 3 ounces. Label. Appl.
authors: Arma S. Wyler and Norbert
Schwarz. © 6Mar53; KK83291.

Kold Kup; imitation flavor grape
drink mix, complete with sugar.
Net wt. 3 ounces. Label. Appl.
authors: Arma S. Wyler and Norbert
Schwarz. © 6Mar53; KK83292.

Kold Kup; imitation flavor straw-
berry drink mix, complete with
sugar. Net wt. 3 ounces. Label.
Appl. authors: Arma S. Wyler
and Norbert Schwarz. © 6Mar53;
KK83290.

Kold Kup; orange flavored drink mix,
complete with sugar. Net weight 3
ounces. Label. Appl. authors:
Arma S. Wyler and Norbert Schwarz.
© 6Mar53; KK83293.

Y

YATES, THOMAS LESLIE.
Durasteel buildings, modern beauty,
modest cost. KK81309. SEE Servi-
Stations, Inc.

Durasteel pre-fabricated all-steel
buildings. KK82318. SEE Servi-
Stations, Inc.

New model PR dock-aligner. KK85337.
SEE Hobbs Manufacturing Company.

YOSHIDA, TOSHIO, d.b.a. CONSOLIDATED
OIL CO. SEE Consolidated Oil Com-
pany.

YOST, JEANNETTE EVELYN.
Handy-Bo-Clear. KK85780. SEE
Flexible Sales Company.

Handy-Bo-Clear, flexible plastic
swabber. KK86300. SEE Flexible
Sales Company.

White plastic toilet bowl cleaner.
KK83509. SEE Flexible Sales Com-
pany.

YOUNG AND RUBICAM, INC.
After 25 years in the bedding busi-
ness what's the secret of your
success? KK81510. SEE Simmons
Company.

Again Zenith says: Don't be fooled.
KK85719. SEE Zenith Radio Cor-
poration.

Ageless beauty from the past. SEE
International Silver Company.

Ahoy, here's Corn-Fetti, new kind of corn flakes with the magic sugar coat. KK81210. SEE General Foods Corporation.

All at sea about what to give for Christmas? KK83590. SEE Elgin National Watch Company.

An all new tissue, softened twice. SEE Northern Paper Mills.

All over America, they're moving up to the 1953 Zenith quality TV. KK81513. SEE Zenith Radio Corporation.

America's most distinguished 35mm camera, Argus C-four. SEE Argus Cameras, 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 fastest-rising name in the gas business. KK85738. SEE Motor Wheel Corporation. Duo-Therm Division.

Beautiful oil or gas heaters for work-free, low-cost heat. KK81509. SEE Motor Wheel Corporation. Duo Therm Division.

Before you buy, find out why the Hammond organ is the world's leading church organ. KK83007. SEE Hammond Instrument Company.

Before you buy, find out why year after year more churches choose the Hammond organ than any other. KK81501. SEE Hammond Instrument Company.

Before you buy, find out why year after year more churches have chosen the Hammond organ. KK81502. SEE Hammond Instrument Company.

The best-dressed beds wear Cannon percales. SEE Cannon Mills, inc.

The best-dressed beds wear Cannon percales, and how little they cost. KK84611. 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. KK81487. SEE General Foods Corporation.

Big introductory push on new Birds Eye chicken pie. KK81489. SEE General Foods Corporation.

Big new Duo-Therm LP-gas heater helps you sell in style. KK86670. SEE Motor Wheel Corporation. Duo-Therm Division.

Biggest Birds Eye bargains ever offered. KK84472. SEE General Foods Corporation.

Birds Eye, best for your money. KK81485. SEE General Foods Corporation.

Birds Eye chicken parts ... SEE General Foods Corporation.

Birds Eye chopped spinach or whole leaf. KK83600. SEE General Foods Corporation.

Birds Eye first on every count. KK83596. SEE General Foods Corporation.

Birds Eye kids dolls only 25¢. KK86659. SEE General Foods Corporation.

Birds Eye news. SEE General Foods Corporation.

Birds Eye recipe takes the heat out of August supper-fixing. KK81185. SEE General Foods Corporation.

Birds Eye strawberries. KK83601. SEE General Foods Corporation.

Blossom Time in International sterling. KK83578. SEE International Silver Company.

A brand-new tissue, softened twice. KK81240. SEE Northern Paper Mills.

Brand-new togs for more sales action. KK81191. SEE Northern Paper Mills.

Bring this year's vacation back home. KK81614. SEE Argus Cameras, inc.

But I don't want to invite the Clarks for dinner. KK84610. SEE International Silver Company.

But if you had those clothes to wash. KK86677. SEE Procter and Gamble Company.

By paying a little more today, you save shoe dollars tomorrow. KK82996. SEE Bostonian Shoes.

Cameras, cameras, cameras, that say merry merry Christmas. KK82986. SEE Argus Cameras, inc.

Can you keep it wrapped 'til Christmas? KK83587. SEE Argus Cameras, inc.

Cannon's launching the biggest May-June sheet promotion you ever saw. KK84612. SEE Cannon Mills, inc.

Carry home the juice of 3 dozen oranges in this handy Birds Eye 4-can pack. KK81233. SEE General Foods Corporation.

Carry home the juice of 27 oranges in this handy Birds Eye 3-can pak. KK81496. SEE General Foods Corporation.

Casey Stengel, from has-been clown to mystic genius. KK81506. SEE Time, inc.

Champ makes exhibition tour. KK81200. SEE Simmons Company.

Check the high-priced features in the low-priced Argus 75. KK81617. SEE Argus Cameras, inc.

The Christmas gift that solves all storage problems. KK83016. SEE Lane Company, inc.

Church goes. KK85743. SEE Hammond Instrument Company.

The clock radio with the almost-human mind. KK83614. SEE Zenith Radio Corporation.

The company that's ahead in heating is behind you now. KK83017. SEE Motor Wheel Corporation. Duo Therm Division.

Come one, come all, to your Simmons dealer. KK81244. SEE Simmons Company.

Complete your Christmas shopping here. KK83585. SEE Argus Cameras, inc.

Completely new, softened twice. SEE Northern Paper Mills.

Concert-hall clarity in your living room. KK85748. SEE Zenith Radio Corporation.

Daily guide to good listening on FM radio. KK85703. SEE Zenith Radio Corporation.

Delicious. All-in-one dinner. KK83597. SEE General Foods Corporation.

Delighted Detroit teens select their favorite International sterling patterns. KK83579. SEE International Silver Company.

Don't be fooled. KK83751. SEE Zenith Radio Corporation.

Don't play blind man's buff when you're buying a mattress. KK83021. SEE Simmons Company.

Duo-Therm electrifies the heater business. KK84488. SEE Motor Wheel Corporation. Duo-Therm Division.

The Duo-Therm story on LP-gas. KK84973. SEE Motor Wheel Corporation. Duo-Therm Division.

Easy to own, to use. KK81618. SEE Argus Cameras, inc.

1847 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 raving about new Birds Eye chicken pie. KK86651. SEE General Foods Corporation.

Excitingly new, amazingly different. KK81533. SEE Procter and Gamble Company.

Expand your home, overnight. KK81512. SEE Simmons Company.

Eternally yours. KK81522. SEE International Silver Company.

The face of a continent in ferment. KK86667. SEE Time, inc.

Father, speak your piece. KK81184. SEE Bostonian Shoes.

Features to look for when you buy TV. KK85728. SEE Zenith Radio Corporation.

58¢ a month, 13¢ a week, less than 2¢ a night. KK81511. SEE Simmons Company.

First choice in the world of church music today. KK81213. SEE Hammond Instrument Company.

First for value, first choice in the world of church music. SEE Hammond Instrument Company.

First with record fans. KK83029. SEE Zenith Radio Corporation.

5 customer-convincing reasons why your best answer to UHF television is Zenith UHF. KK86689. SEE Zenith Radio Corporation.

Five new ways to start your collection of International sterling this Christmas. KK83011. SEE International Silver Company.

For a special someone on a very special occasion. KK81220. SEE Lane Company, inc.

For approximately 2123 reasons, read this before you buy a television set. KK85723. SEE Zenith Radio Corporation.

For Christmas, Argus C-four, America's most distinguished 35 mm. camera. KK83583. SEE Argus Cameras, inc.

For one knob tuning at its best, it's Zenith TV for UHF or VHF. KK86715. SEE Zenith Radio Corporation.

For your graduation ask for the gift that gathers more gifts, a Lane cedar chest. KK81198. SEE Lane Company, inc.

Forced-air heating that's completely automatic. KK81507. SEE Motor Wheel Corporation. Duo Therm Division.

Forced-air heating with Duo-Therm is all automatic. SEE Motor Wheel Corporation. Duo-Therm Division.

YOUNG AND RUBICAM, INC. Cont'd.

Gangway, new kind of corn flakes with the magic sugar coat. KK81195. SEE General Foods Corporation.

The ghastly secrets of Stalin's power. KK86666. SEE Time, inc.

Gift idea for home pianists ... KK83609. SEE Hammond Instrument Company.

The gift they never gift-wrap. KK82489. SEE Parke, Davis and Company.

Gifts like nothing else in this world. KK86684. SEE Zenith Radio Corporation.

Give her love's most sentimental and lasting valentine. KK84823. SEE Lane Company, inc.

Give your family a Zenith quality Christmas, and you will have many happy new years. KK85747. SEE Zenith Radio Corporation.

Haunted by what to give this Christmas? KK83593. SEE Elgin National Watch Company.

Have you got 5 o'clock feet? KK83000. SEE Bostonian Shoes.

Hear all the fine music on the air. KK85952. SEE Zenith Radio Corporation.

Here's new Cheer, first and only suds of its kind. KK81247. SEE Procter and Gamble Company.

Here's the midwinter pick-me-up ... KK86681. SEE Zenith Radio Corporation.

Here's the one for the money. KK81616. SEE Argus Cameras, inc.

Here's wonderful washday news for you. KK81248. SEE Procter and Gamble Company.

Hide-A-Bed, latest style in sofas gives you an extra bedroom at no extra cost. KK81246. SEE Simmons Company.

How does a girl get her picture in Life? KK81222. SEE Time, inc.

How it feels to lose. KK81238. SEE Time, inc.

How much should you pay for a really good mattress? KK81245. SEE Simmons Company.

How 30 minutes can lead to the most enjoyable years of your life. KK85732. SEE Hammond Instrument Company.

How to make a reputation as a photographer or a gift giver. SEE Argus Cameras, inc.

How to make your negatives a positive success. KK81608. SEE Argus Cameras, inc.

How to plan a big Christmas on a small budget. KK81497. SEE International Silver Company.

How to please a photographer (in two easy lessons) KK81619. SEE Argus Cameras, inc.

How to start a hobby on Christmas day. KK83584. SEE Argus Cameras, inc.

Hunting for the ideal Christmas gift? KK83592. SEE Elgin National Watch Company.

I must tell you, and don't think me bold. KK85744. SEE Northern Paper Mills.

I solved my biggest hostess problem. KK86695. SEE International Silver Company.

An ideal Christmas gift. KK82987. SEE Argus Cameras, inc.

I'm hard to convince, but let me tell you, new Northern tissue is really new. KK85737. SEE Northern Paper Mills.

In a stew about the right gift? KK83591. SEE Elgin National Watch Company.

In Michigan, FM pulled twice the inquiries at 1/8 the cost. KK85714. SEE Zenith Radio Corporation.

In North Carolina, FM pulled 5 times more inquiries at 1/17 the cost. KK85713. SEE Zenith Radio Corporation.

Inevitably you will want 1953 Zenith quality TV. KK81519. SEE Zenith Radio Corporation.

International sterling. SEE International Silver Company.

Is your television set outmoded? KK86685. SEE Zenith Radio Corporation.

It happens each time you play. KK81500. SEE Hammond Instrument Company.

It's here. SEE Procter and Gamble Company.

It's here, it's new, excitingly different washday suds. SEE Procter and Gamble Company.

It's here, it's new, it's improved. KK81539. SEE Procter and Gamble Company.

It's here, it's new, Procter & Gamble's excitingly different washday suds. KK81535. SEE Procter and Gamble Company.

It's new, it's blue, it's Cheer. KK86673. SEE Procter and Gamble Company.

It's his, it's hers, it's an Argus C3, for grand color pictures. KK81620. SEE Argus Cameras, inc.

It's new, it's better, it's softened twice. KK81243. 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. KK86675. SEE Procter and Gamble Company.

It's new, it's different, Procter & Gamble's amazing washday suds discovery. KK81536. SEE Procter and Gamble Company.

It's new, Procter & Gamble's most exciting, different washday suds in 115 years. KK81534. SEE Procter and Gamble Company.

It's not how little you pay, but how much you get. KK82997. SEE Bostonian Shoes.

It's not so much what you pay, but how often you have to pay it. KK82995. SEE Bostonian Shoes.

Joan of Arc. KK83010. SEE International Silver Company.

Just hold it, feel it. KK81218. SEE International Silver Company.

Let these stars be your guide to good pictures. KK81621. SEE Argus Cameras, inc.

Let your gift bring the joy of making music to all your family. KK83610. SEE Hammond Instrument Company.

Let's look at the facts about UHF ... KK85286. SEE Zenith Radio Corporation.

Like to add a touch of glamour to dinner tonight? KK81493. SEE General Foods Corporation.

Like walking on pillows all day long. KK82991. SEE Bostonian Shoes.

A little more money buys a lot more shoe. KK83001. SEE Bostonian Shoes.

Looking for a fancy dish you can make today, serve tomorrow. KK81491. SEE General Foods Corporation.

Looking for something out of this world? KK83595. SEE Elgin National Watch Company.

LP gas business from thin air. KK81237. SEE Motor Wheel Corporation. Duo Therm Division.

LP gas business from thin air, with a helping hand from Duo-Therm. KK81188. SEE Motor Wheel Corporation. Duo Therm Division.

The legs and the legend. KK81252. SEE Time, inc.

Low price bargains now on Birds Eye vegetable combinations-in-a-box. KK81204. SEE General Foods Corporation.

Magnificent new Zenith TV, featuring the matchless K-53 chassis with 21 jewel quality. KK85716. SEE Zenith Radio Corporation.

Make three sales in one with this water heater. KK81524. SEE Motor Wheel Corporation. Duo Therm Division.

Mansfields first again. KK82989. SEE Bostonian Shoes.

Mary took a chance, Alice played safe. KK81199. SEE Lane Company, inc.

A masterpiece in contemporary design. KK83009. SEE International Silver Company.

Memphis beauties choose their favorite International sterling patterns. KK86697. SEE International Silver Company.

Mind if a lady joins you? SEE Northern Paper Mills.

Mr. Mobile home dealer, now Duo-Therm offers you fully automatic forced-air heating. SEE Motor Wheel Corporation. Duo Therm Division.

More people buy the Argus C3 than any other 35mm camera. KK81607. SEE Argus Cameras, inc.

More than a vegetable, a real treat. KK84475. SEE General Foods Corporation.

The most important part of your retirement plan is something you don't see here. KK82484. SEE Parke, Davis and Company.

Most likely to please on Christmas. KK84477. SEE Argus Cameras, inc.

New beauty combined with Zenith quality in America's favorite table radio-phonograph. SEE Zenith Radio Corporation.

New beauty in solid silver. KK83008. SEE International Silver Company.

New Birds Eye dinner-in-a-bag. KK84473. SEE General Foods Corporation.

New Birds Eye french fried eggplant. KK84476. SEE General Foods Corporation.

New, completely new. KK83013. SEE International Silver Company.

New Duo-Therm console gas heater, for the brightest new year prospect yet. KK85742. SEE Motor Wheel Corporation. Duo-Therm Division.

New, Duo-Therm silver jubilee oil home heater. KK81505. SEE Motor Wheel Corporation. Duo Therm Division.

New hand-sized radio with king-sized tone. KK83628. SEE Zenith Radio Corporation.

New, improved Cheer, most exciting different washday suds in 115 years. KK81537. SEE Procter and Gamble Company.

New kind of instrument you play without a lesson. KK81226. SEE Hammond Instrument Company.

New, money-saving, delicious, Birds Eye chicken pie. KK81484. SEE General Foods Corporation.

New 1953 Zenith quality TV shows up in a showdown. KK83023. SEE Zenith Radio Corporation.

New Post's Corn-Petti, the different kind of corn flakes with the magic sugar coat. KK81194. SEE General Foods Corporation.

New stainless, by International in a specially designed portable chest ... KK83574. SEE International Silver Company.

New. Timesaving ... KK83598. SEE General Foods Corporation.

New, wonder vegetable. KK86647. SEE General Foods Corporation.

New wonder vegetable Birds Eye french fried eggplant. KK84474. SEE General Foods Corporation.

New, you've never seen anything like it. KK81532. SEE Procter and Gamble Company.

New Zenith quality television receivers for 1953. KK83025. SEE Zenith Radio Corporation.

Newlyweds discover smart sofa with guest room built inside. KK86679. SEE Simmons Company.

The next 3 minutes can change your life. KK81498. SEE Hammond Instrument Company.

None quicker, none better, Birds Eye summer fixings. KK81203. SEE General Foods Corporation.

The novel that Ernest Hemingway wanted to write for 15 years ... KK81251. SEE Time, inc.

Now an easy answer to tough washing jobs. KK81192. SEE Procter and Gamble Company.

Now, an easy way to start your sterling. KK86694. SEE International Silver Company.

Now at new low prices, the best Birds Eye bargains ever. KK81230. SEE General Foods Corporation.

Now, Birds Eye dinner-in-a-bag. KK81208. SEE General Foods Corporation.

Now, great new Cheer is here. KK81527. SEE Procter and Gamble Company.

Now, new Kent with Micronite filter. KK86668. SEE Lorillard (P.) Company.

Now, prices way down on Birds Eye peas, chopped spinach. KK81488. SEE General Foods Corporation.

Now the thrill of perfect pitch in record playing. KK81520. SEE Zenith Radio Corporation.

Now twice as nice, it's softened twice. SEE Northern Paper Mills.

Now's 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. KK85715. SEE Zenith Radio Corporation.

Only Susan is a pianist, but we all play the Solovox. KK81504. SEE Hammond Instrument Company.

Pay a little more now, get a lot more longer. KK82998. SEE Bostonian Shoes.

Pedigreed grains, the leather that gives yet takes it. KK82994. SEE Bostonian Shoes.

The perfect band for your watch is on this page. KK83002. SEE Elgin National Watch Company.

The perfect gift for any occasion. KK82384. SEE Lane Company, inc.

The perfect way to treat your mother-in-law, and yourself. KK81197. SEE International Silver Company.

Pick up the world and take it with you. KK85707. SEE Zenith Radio Corporation.

Plays any record at its true speed. KK85953. SEE Zenith Radio Corporation.

Plenty of pills for that old headache, price. KK81190. SEE Motor Wheel Corporation. Duo Therm Division.

Prelude by International sterling. KK83577. SEE International Silver Company.

Prelude, sterling by International. KK81217. SEE International Silver Company.

Presenting Wedgwood, sterling by International. KK81216. SEE International Silver Company.

Psst, we can get it for you retail. KK81189. SEE Motor Wheel Corporation. Duo Therm Division.

Pull in all the record fans with the new Zenith Malabar. SEE Zenith Radio Corporation.

Put fresh color in your room with Cannon percales. KK81201. 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 18 minutes, spanish rice pronto. KK81214. SEE General Foods Corporation.

Sale. Your best buy at the January white sales. KK84478. SEE Cannon Mills, inc.

Sales tell the true story on UHF. KK85718. SEE Zenith Radio Corporation.

Same truck, same store, but one mattress nets six times more. KK83613. SEE Simmons Company.

Say merry Christmas with an Argus. KK83588. SEE Argus Cameras, inc.

See why twice as many Buffalo women now buy Birds Eye orange juice. KK81232. SEE General Foods Corporation.

See why twice as many Minneapolis women now buy Birds Eye orange juice. KK81193. SEE General Foods Corporation.

Sew up the holes in the net with FM. KK81521. SEE Zenith Radio Corporation.

She started her sterling service with a single teaspoon. KK86693. SEE International Silver Company.

The shoe you don't have to take off after work. KK82999. SEE Bostonian Shoes.

6 wonderful reasons for putting Cannon percale sheets on your beds. KK84613. SEE Cannon Mills, inc.

Smart way to get an extra bedroom rent-free ... KK86680. SEE Simmons Company.

Solves every mobile home heating problem. KK81236. SEE Motor Wheel Corporation. Duo Therm Division.

Something can be done for the child with epilepsy. KK82485. SEE Parke, Davis and Company.

Something new in nylon mesh, cocoa. KK82992. SEE Bostonian Shoes.

Something special happens each time you play. KK81503. SEE Hammond Instrument Company.

Spring Glory in International sterling. KK84483. SEE International Silver Company.

Stainless by International. SEE International Silver Company.

Start with Birds Eye orange juice ... KK86661. SEE General Foods Corporation.

Stumped by what to give for Christmas? KK83594. SEE Elgin National Watch Company.

Stymied by static? KK81516. SEE Zenith Radio Corporation.

Sweeter music for buyers' ears. KK85708. SEE Zenith Radio Corporation.

Take a good, long look at what Cannon's doing to build a bigger sheet business for you. KK81483. SEE Cannon Mills, inc.

Take a winter vacation from tiresome heating chores. KK83018. SEE Motor Wheel Corporation. Duo Therm Division.

Teach the Hammond organ for a better income. KK85746. SEE Hammond Instrument Company.

There's something special about Birds Eye strawberries. KK86649. SEE General Foods Corporation.

These are the reasons why more women choose 1847 Rogers Bros. KK83014. SEE International Silver Company.

These are the television receivers you knew would come some day. SEE Zenith Radio Corporation.

These Cordograins won't insure success, but they sure look it. KK82990. SEE Bostonian Shoes.

This Christmas give her a gift as lasting as your love. KK83580. SEE International Silver Company.

This Christmas, give her a thrill like this. KK86690. SEE Lane Company, inc.

This Christmas if you could only read my heart ... KK83581. SEE Lane Company, inc.

This Christmas, there is just one wish in my heart. KK84485. SEE Lane Company, inc.

This Christmas, will your diary read like this? KK84486. SEE Lane Company, inc.

This is your big season. KK83024. SEE Zenith Radio Corporation.

This year fall starts in the Bostonian windows. KK82993. SEE Bostonian Shoes.

Thrill your sweetheart with the gift that gathers more gifts. KK81219. SEE Lane Company, inc.

Timesaving, better-eating Birds Eye whipped potatoes. KK83599. SEE General Foods Corporation.

Tips on a sleeper from Zenith, to radio time buyers. KK85709. SEE Zenith Radio Corporation.

To celebrate National Beautyrest Month ... KK86678. SEE Simmons Company.

To help you collect your International sterling, send for your free sterling silver record. KK84491. SEE International Silver Company.

To make your Christmas music especially beautiful ... KK83611. SEE Hammond Instrument Company.

Treat for tonight, Birds Eye ocean-fresh flounder bake. KK81490. SEE General Foods Corporation.

Treat of the week, Birds Eye ocean-fresh flounder pan-fry. KK81486. SEE General Foods Corporation.

YOUNG AND RUBICAM, INC. Cont'd.

Turn garbage and trash into cash ... KK85740. SEE Motor Wheel Corporation. Duo-Therm Division.

Tweak of the week. KK81250. SEE Time, inc.

25th anniversary buy-now bonus. SEE Motor Wheel Corporation. Duo Therm Division.

25th anniversary super values, oil or gas heaters that give you a real winter vacation. KK81508. SEE Motor Wheel Corporation. Duo Therm Division.

Two answers to what shall I give him, her? KK82988. SEE Argus Cameras, inc.

2 reasons why twice as many local women buy Birds Eye orange juice. KK81231. SEE General Foods Corporation.

Unmatched achievement of Zenith quality. SEE Zenith Radio Corporation.

Very personally yours, Zenith's tiny radio with the long-play battery. KK83627. SEE Zenith Radio Corporation.

Vote for Cheer. KK81530. SEE Procter and Gamble Company.

Wait'll you see Zenith quality TV. SEE Zenith Radio Corporation.

Wake up to the new do-re-mi in clock radios. KK83625. SEE Zenith Radio Corporation.

Want to please even the fussiest member of your family? KK81492. SEE General Foods Corporation.

We could write a book about how Cannon is expanding the sheet market. KK81183. SEE Cannon Mills, inc.

We didn't realize how much it mattered. KK84609. SEE International Silver Company.

Welcome addition to any family, Argus 75. KK81612. SEE Argus Cameras, inc.

What a thrifty way to start the new year. KK84824. SEE Lane Company, inc.

What a wonderful way to say I love you. KK82807. SEE Lane Company, inc.

What are we afraid of? KK86669. SEE Time, inc.

What more could you want? KK81613. SEE Argus Cameras, inc.

What part of every prescription weighs nothing at all? KK82487. SEE Parke, Davis and Company.

What to look for when you buy TV. KK85729. SEE Zenith Radio Corporation.

What's the surest thing in advertising right now? KK82681. SEE Time, inc.

When you attend the N.A.M.M. convention, July 28-31, don't miss the Hammond exhibit. KK81223. SEE Hammond Instrument Company.

When you give this to someone who has this ... KK83586. SEE Argus Cameras, inc.

Which one will open next? KK82488. SEE Parke, Davis and Company.

Which wedding trip would you have taken? KK81215. SEE International Silver Company.

Who could say no to a salad like this? KK83608. SEE General Foods Corporation.

Why a southern Democrat sides with Eisenhower. KK81249. SEE Time, inc.

Why, after thorough investigation, do more churches choose the Hammond organ ... SEE Hammond Instrument Company.

Why are Cannon Duralite percales a better buy ... KK86663. SEE Cannon Mills, inc.

Why are medicines supplied in these forms? KK82486. SEE Parke, Davis and Company.

Why don't you start making plans for some day? KK84825. SEE Lane Company, inc.

Why is the shamrock withering away? KK86665. SEE Time, inc.

Why put up with these nuisances of old-fashioned television? KK85724. SEE Zenith Radio Corporation.

Why teaching the organ pays better. KK86699. SEE Hammond Instrument Company.

Why the world's leading church organ is also your greatest organ value. KK84481. SEE Hammond Instrument Company.

Will he really turn his back on it? KK81239. SEE Time, inc.

Wrestling with a gift decision? KK83589. SEE Elgin National Watch Company.

Yes, Lane cedar chests really pave the way for outfit sales. KK83015. SEE Lane Company, inc.

You can put away the salt, boys. SEE Zenith Radio Corporation.

You can see it's best. KK81207. SEE General Foods Corporation.

You can tune a new Zenith blindfolded. KK85702. SEE Zenith Radio Corporation.

You get an after-Christmas salesman with every new Zenith you sell. KK83030. SEE Zenith Radio Corporation.

You just heat 'em up and eat 'em up. KK86662. SEE General Foods Corporation.

You listen, and your heart swells with joy. KK83612. SEE Hammond Instrument Company.

You may not need an outside aerial with a new Zenith. KK85727. SEE Zenith Radio Corporation.

You play, and a new adventure begins. KK81499. SEE Hammond Instrument Company.

You play and all that music means is yours. KK85734. SEE Hammond Instrument Company.

You play, and the magic begins again. KK81225. SEE Hammond Instrument Company.

You touch the keys and it happens to you. KK81224. SEE Hammond Instrument Company.

You won't need a clumsy converter to get the new stations with Zenith. KK85726. SEE Zenith Radio Corporation.

You'll have the world at the tips of your fingers. KK86683. SEE Zenith Radio Corporation.

You'll never get dizzy from dialing, if you get Zenith TV for perfect UHF or VHF reception. KK85717. SEE Zenith Radio Corporation.

Your most prized pictures start right here on this page with the Argus 75, world's easiest camera to use. KK81611. SEE Argus Cameras, inc.

Your playing is the hit of the party when you play the Solovox, made by the makers of the Hammond organ. KK85733. SEE Hammond Instrument Company.

You've never seen anything like it. KK81538. SEE Procter and Gamble Company.

Z as in hot. KK85720. SEE Zenith Radio Corporation.

Zenith bet 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.

Zenith quality TV makes 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 helping hands ... KK86686. SEE Zenith Radio Corporation.

Zenith's new personal portable. KK83027. SEE Zenith Radio Corporation.

YOUNG RADIATOR COMPANY ©.

Young evaporative coolers. Heat transfer products. Catalog no. 1952. 11 p. © 11May53; KK86096.

Young heat exchanger calculator. (Heat transfer products) Card. © 25May53; KK86626.

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ZABRISKIE, LOUISE.
Common sense in dressing baby. KK81713. SEE Chicopee Mills, inc.

ZEFF (ROY D.) AND ASSOCIATES, INC.
Mojonnier bulk milk system. KK85356. SEE Mojonnier Brothers Company.
Mojonnier equipment and supplies for laboratory and plant. KK85357. SEE Mojonnier Brothers Company.
New applications for models 13 and 31. KK83389. SEE Mojonnier Brothers Company.

ZEMANEK, RALPH J.
205 has these advantages. KK85963. SEE Wickes Corporation. United States Graphite Company Division.

ZENITH PRODUCTS COMPANY.
Dri-Method pressing cloth. No dampness, no sponging needed. Label. © Lillian B. Stevenson, d.b.a. Zenith Products Co.; 5Mar40; KK84788.

ZENITH RADIO CORPORATION ©.
Again Zenith says: Don't be fooled. Another RCA-Victor television ad requires factual correction. Adv. from Fresno bee, Fresno, Calif., Nov. 20, 1952. Appl. author: Young & Rubicam, inc. © 20Nov52; KK85719.
All over America, they're moving up to the 1953 Zenith quality TV. Adv. from the Saturday evening post, Sept. 20, 1952, p. 66. Appl. author: Young & Rubicam, inc. © 17Sep52; KK81513.
Another fabulous first from Zenith. The K-53 chassis, with the brilliant 21-jewel quality. (Radio, TV) Adv. from Bellingham herald, Bellingham, Wash., Feb. 26, 1953, p. 8. Appl. author: Young & Rubicam, inc. © 26Feb53; KK86716.
Another fabulous first from Zenith. The K-53 chassis, with the brilliant 21-jewel quality. UHF guaranteed. (Radio, TV) Adv. from Fresno bee, Fresno, Calif., Feb. 26, 1953, p. 3-B. Appl. author: Young & Rubicam, inc. © 26Feb53; KK86717.

Are you buying time here? Surveys show FM pulls more inquiries at lowest cost. (Radio, TV) Adv. from Printers Ink, Apr. 3, 1953, p. 83. Appl. author: Young & Rubicam, inc. © 3Apr53; KK86688.

The clock radio with the almost-human mind. A triumph of Zenith quality with big set tone. Adv. from the Saturday evening post, Nov. 29, 1952, p. 79. Appl. author: Young and Rubicam, inc. © 26Nov52; KK83614.

Concert-hall clarity in your living room. See and hear your favorite artists on the Zenith Radcliffe. (Radio and television) Adv. from Chicago symphony orchestra program, Mar. 1953, p. 22. Appl. author: Young & Rubicam, inc. © 19Mar53; KK85748.

Daily guide to good listening on FM radio. Zenith, the royalty of television and radio. Adv. from Chicago symphony orchestra program, Jan. 1953, p. 22. Appl. author: Young & Rubicam, inc. © 8Jan53; KK85703.

Don't be fooled. You can enjoy good TV reception in Fresno, today. Why wait? Zenith. Adv. from the Fresno bee, Fresno, Calif., Nov. 4, 1952, p. 7. Appl. author: Young and Rubicam, inc. © 5Nov52; KK83751.

Enjoy TV's clearest picture on VHF or UHF. Zenith's million dollar K-53 chassis, with up to 18,000 volts of picture power. Adv. from Townsfolk, Mar. 1953, p. c21 of cover. Appl. author: Young & Rubicam, inc. © 1Mar53; KK86687.

Features to look for when you buy TV. Wait'll you see Zenith quality TV. Adv. from Roanoke times, Roanoke, Va., Oct. 16, 1952, p. 16. Appl. author: Young & Rubicam, inc. © 16Oct52; KK85728.

First with record fans. Zenith quality radio-phonograph. Adv. from Quick, Oct. 20, 1952, p. 19. Appl. author: Young & Rubicam, inc. © 16Oct52; KK83029.

5 customer-convincing reasons why your best answer to UHF television is Zenith UHF. Adv. from Appliance & radio dealer news, Mar. 1953, p. 2. Appl. author: Young & Rubicam, inc. © 2Mar53; KK86689.

For approximately 2123 reasons, read this before you buy a television set. Zenith, the royalty of 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; KK86715.

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; KK86684.

Give your family a Zenith quality Christmas, and you will have many happy new years. Zenith radio and television. Adv. from Collier's, Dec. 6, 1952, p. 32-33. Appl. author: Young & Rubicam, inc. © 28Nov52; KK85747.

Hear all the fine music on the air. Zenith, the royalty of television and radio. Adv. from Chicago symphony orchestra program, Jan.

1953, p. 18. Appl. author: Young & Rubicam, inc. © 29Jan53; KK85952.

Here's the midwinter pick-me-up you need. (Radio) Adv. from Electrical merchandising, Jan. 1953, p. 243. Appl. author: Young & Rubicam, inc. © 1Jan53; KK86681.

In Michigan, FM pulled twice the inquiries at 1/8 the cost. Zenith, the royalty of television and radio. Adv. from Advertising age, Mar. 2, 1953, p. 46. Appl. author: Young & Rubicam, inc. © 2Mar53; KK85714.

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. 9, 1953, p. 62. Appl. author: Young & Rubicam, inc. © 9Feb53; KK85713.

Inevitably you will want 1953 Zenith quality TV. Adv. from Collier's, Oct. 25, 1952, p. 7. Appl. author: Young & Rubicam, inc. © 17Oct52; KK81519.

Is your television set outmoded? Get Zenith quality TV, and start to enjoy television. Adv. from Townsfolk, Jan. 15, 1953, p. c21 of cover. Appl. author: Young & Rubicam, inc. © 1Jan53; KK86685.

Let's look at the facts about UHF, the proof is in from Portland. Performance of Zenith channel strips, unsurpassed in first commercial UHF market. (Radio and television) Adv. from Retailing daily, Nov. 19, 1952. Appl. author: Young and Rubicam, inc. © 19Nov52; KK85286.

Magnificent new Zenith TV, featuring the matchless K-53 chassis with 21 jewel quality. Adv. from Oshkosh northwestern, Oshkosh, Wis., Mar. 16, 1953, p. 32. Appl. author: Young & Rubicam, inc. © 16Mar53; KK85716.

New beauty combined with Zenith quality in America's favorite table radio-phonograph. Adv. from Look, Nov. 18, 1952, p. 82. Appl. author: Young & Rubicam, inc. © 14Nov52; KK83022.

New hand-sized radio with king-sized tone. Zenith. Adv. from Quick, Dec. 15, 1952, p. 15. Appl. author: Young and Rubicam, inc. © 11Dec52; KK83628.

New 1953 Zenith quality TV shows up in a showdown. Adv. from Retailing daily, Sept. 29, 1952, p. 3-5. Appl. author: Young & Rubicam, inc. © 29Sep52; KK83023.

New Zenith quality television receivers for 1953. Adv. from Electrical merchandising, Sept. 1952, p. 154. Appl. author: Young & Rubicam, inc. © 1Sep52; KK83025.

Now the thrill of perfect pitch in record playing. Zenith Cobra-Matic. Automatic record player. Adv. from Saturday review of literature, Oct. 4, 1952, p. 43. Appl. author: Young & Rubicam, inc. © 20Oct52; KK81520.

On Zenith TV, a child can change stations with one knob. Adv. from Chicago Sunday tribune, Mar. 15, 1953, p. 4. Appl. author: Young & Rubicam, inc. © 15Mar53; KK85715.

Pick up the world and take it with you. Zenith super Trans-Oceanic radio. Adv. from Motor boating, Mar. 1953, p. 91. Appl. author: Young & Rubicam, inc. © 1Mar53; KK85707.

Plays any record at its true speed. The new Zenith Malabar radio-phonograph with Cobra-Matic. Adv. from Chicago symphony orchestra program, Feb. 1953, p. 18. Appl. author: Young & Rubicam, inc. © 26Feb53; KK85953.

Pull in all the record fans with the new Zenith Malabar. New model of the fastest-selling table radio-phonograph in the business. Adv. from Jeweler's circular key-stone, Feb. 1, 1953, p. 159. Appl. author: Young & Rubicam, inc. © 1Feb53; KK85711.

Pull in all the record fans with the new Zenith Malabar. New model of the fastest-selling table radio-phonograph in the business. Adv. from Retailing daily, Feb. 2, 1953, p. 61. Appl. author: Young & Rubicam, inc. © 2Feb53; KK85712.

A quart of things to think about before you buy a television set. Zenith, the royalty of radio and television. Adv. from the Saturday evening post, Mar. 7, 1953, p. 81. Appl. author: Young & Rubicam, inc. © 4Mar53; KK85722.

The radio phonograph of Zenith quality. The Bridgeport. Zenith Cobra-Matic. Adv. from Look, Oct. 21, 1952, p. 48. Appl. author: Young & Rubicam, inc. © 7Oct52; KK81517.

The radio that makes the world your oyster. The Zenith super Trans-Oceanic. Adv. from Holiday, Feb. 1953, p. 16. Appl. author: Young and Rubicam, inc. © 16Jan53; KK84490.

The radio that makes the world your oyster. The Zenith super Trans-Oceanic. Adv. from Motor boating, Jan. 1953, p. 359. Appl. author: Young & Rubicam, inc. © 1Jan53; KK86682.

Sales tell the true story on UHF. UHF or VHF, for selling quality, feature Zenith, the royalty of radio and television. Adv. from Retailing daily, Feb. 18, 1953, p. 45. Appl. author: Young & Rubicam, inc. © 18Feb53; KK85718.

Sew up the holes in the net with FM. (Radio and television) Adv. from Broadcasting telecasting, Sept. 22, 1952, p. 57. Appl. author: Young & Rubicam, inc. © 22Sep52; KK81521.

Stymied by static? Zenith's new super-sensitive FM. Super-Medallion AM-FM radio. Adv. from American agriculturist, Sept. 20, 1952, p. 22. Appl. author: Young & Rubicam, inc. © 20Sep52; KK81516.

Sweeter music for buyers' ears. Zenith's Cobra-Matic record player in all its smart combinations. Zenith quality TV-radio-phonograph combinations. Adv. from Retailing daily, Jan. 7, 1953, p. 125. Appl. author: Young & Rubicam, inc. © 7Jan53; KK85708.

These are the television receivers you knew would come some day. 1953 Zenith quality TV. Adv. from TV forecast, Nov. 15, 1952, p. 13. Appl. author: Young and Rubicam, inc. © 14Nov52; KK83616.

These are the television receivers you knew would come some day. 1953 Zenith quality TV. Adv. from Townsfolk, Nov. 15, 1952. Appl. author: Young and Rubicam, inc. © 1Nov52; KK83615.

ZENITH RADIO CORPORATION ©. Cont'd.

- These are the television receivers you knew would come some day. The Tudor. The Buckingham. Adv. from Collier's, Sept. 27, 1952, p. 11. Appl. author: Young & Rubicam, inc. © 19Sep52; KK81518.
- This is your big season. You can make it even bigger with Zenith. (Radio, TV) Adv. from Retailing daily, Oct. 6, 1952, p. 3-5. Appl. author: Young & Rubicam, inc. © 6Oct52; KK83024.
- Tips on a sleeper from Zenith, to radio time buyers. Zenith, the royalty of television and radio. Adv. from Printers ink, Jan. 1953, p. 67. Appl. author: Young & Rubicam, inc. © 2Jan53; KK85709.
- Unmatched achievement of Zenith quality. Paris to Moscow to Rome to you in seconds with the new Zenith super Trans-Oceanic. (Radio) Adv. from Holiday, Dec. 1952, p. 138. Appl. author: Young and Rubicam, inc. © 12Nov52; KK83617.
- Unmatched achievement of Zenith quality. Paris to Moscow to Rome to you in seconds with the new Zenith super Trans-Oceanic. (Radio) Adv. from Sports afield, Nov. 1952, p. 6. Appl. author: Young & Rubicam, inc. © 24Oct52; KK83028.
- Very personally yours, Zenith's tiny radio with the long-play battery. Adv. from Quick, Nov. 10, 1952, p. 30. Appl. author: Young and Rubicam, inc. © 6Nov52; KK83627.
- Wait'll you see Zenith quality TV. Adv. from Mobile register, Mobile, Ala., Oct. 20, 1952, p. 3. Appl. author: Young & Rubicam, inc. © 20Oct52; KK85725.
- Wait'll you see Zenith quality TV. Fine furniture styling keynotes ... Ad. no. 66. Adv. from Reading times, Oct. 17, 1953, p. 38. Appl. author: Young and Rubicam, inc. © 17Oct52; KK83621.
- Wait'll you see Zenith quality TV. In many locations, Zenith's built-in Picturemagnet antenna brings in pictures so clearly ... Ad. no. 65. Adv. from Reading eagle, Oct. 15, 1952, p. 13. Appl. author: Young and Rubicam, inc. © 15Oct52; KK83620.
- Wait'll you see Zenith quality TV. Tested in 17 difficult TV fringe areas ... Ad. no. 69. Adv. from Reading times, Reading, Pa., Oct. 23, 1952, p. 7. Appl. author: Young and Rubicam, inc. © 23Oct52; KK83623.
- Wait'll you see Zenith quality TV. You can set a new Zenith to lock out most interference that smears the picture ... Ad. no. 70. Adv. from Reading times, Oct. 22, 1952, p. 9. Appl. author: Young and Rubicam, inc. © 22Oct52; KK83624.
- Wait'll you see Zenith quality TV. You can tune a Zenith blindfolded. Ad. no. 68. Adv. from Reading times, Oct. 24, 1952, p. 9. Appl. author: Young and Rubicam, inc. © 24Oct52; KK83622.
- Wait'll you see Zenith quality TV. Zenith gives you a big picture ... Ad. no. 64. Adv. from Reading eagle, Oct. 13, 1952, p. 24. Appl. author: Young and Rubicam, inc. © 13Oct52; KK83619.
- Wake up to the new do-re-mi in clock radios. See Zenith's new complete line for step-up selling. Adv.

from Western appliance and television, Nov. 1952, p. 23. Appl. author: Young and Rubicam, inc. © 25Oct52; KK83625.

- What to look for when you buy TV. Wait'll you see Zenith quality TV. Adv. from Roanoke times, Roanoke, Va., Oct. 14, 1952, p. 8. Appl. author: Young & Rubicam, inc. © 14Oct52; KK85729.
- Why put up with these nuisances of old-fashioned television? Get Zenith quality TV, and start to enjoy television. Adv. from Chicago Sunday tribune, Feb. 15, 1953, p. 11. Appl. author: Young & Rubicam, inc. © 15Feb53; KK85724.
- Why zip, zip, zip when one zip does it. Zippo, the one-zip windproof lighter. [Girl in bathing suit] (Cigarette lighter) Adv. from U. S. Coast Guard. Appl. author: Geyer Advertising, inc. © 1Jul52; KK83124.
- You can put away the salt, boys. The word's around, you can take what you hear about the Zenith TV for '53 without a grain of salt. Adv. from Furniture south, Jan. 1953, p. 131. Appl. author: Young & Rubicam, inc. © 10Jan53; KK85710.
- You can put away the salt, boys. The word'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. 31. Appl. author: Young and Rubicam, inc. © 15Nov52; KK83626.
- You can put away the salt, boys. The word's around, you can take what you hear about the Zenith TV for '53, without a grain of salt. Adv. from Western appliance & television, Jan. 1953, p. 51. Appl. author: Young and Rubicam, inc. © 1Jan53; KK84489.
- You can tune a new Zenith blindfolded. Wait'll you see Zenith quality TV. Adv. from the Portland journal, Portland, Or., Sept. 22, 1952, p. 22. Appl. author: Young & Rubicam, inc. © 22Sep52; KK85702.
- You get an after-Christmas salesman with every new Zenith you sell. (Radio, TV) Adv. from Western appliance & television, Nov. 1952, p. 47. Appl. author: Young & Rubicam, inc. © 25Oct52; KK83030.
- You may not need an outside aerial with a new Zenith. Wait'll you see Zenith quality TV. Adv. from Ogden standard examiner, Ogden, Utah, Oct. 28, 1952, p. 9. Appl. author: Young & Rubicam, inc. © 28Oct52; KK85727.
- You won't need a clumsy converter to get the new stations with Zenith. Wait'll you see Zenith quality TV. Adv. from Ogden standard examiner, Ogden, Utah, Nov. 11, 1952, p. 5. Appl. author: Young & Rubicam, inc. © 11Nov52; KK85726.
- You'll have the world at the tips of your fingers. Zenith super Trans-Oceanic radio. Adv. from Motor boating, Apr. 1953, p. 82. Appl. author: Young & Rubicam, inc. © 1Apr53; KK86683.
- You'll never get dizzy from dialing, if you get Zenith TV for perfect UHF or VHF reception. Adv. from Miami herald, Miami, Fla., Mar. 23, 1953, p. 15. Appl. author: Young & Rubicam, inc. © 23Mar53; KK85717.

- Z as in hot. It's a fact, TV dealers all over the country are spelling hot selling TV with a capital Z-e-n-i-t-h. Adv. from Radio & TV weekly, Jan. 3, 1953. Appl. author: Young & Rubicam, inc. © 3Jan53; KK85720.
- Zenith bet a million dollars you'd want a really new TV set. Wait'll you see Zenith quality TV. Adv. from Roanoke world news, Nov. 24, 1952, p. 3. Appl. author: Young and Rubicam, inc. © 24Nov52; KK83618.
- Zenith is bringing you just what you want for Christmas. (Radio, TV) Adv. from Radio & TV weekly, Sept. 20, 1952, p. 11. Appl. author: Young & Rubicam, inc. © 20Sep52; KK83026.
- Zenith quality brings you the most exciting achievement in the music world. The Cobra-matic radio phonograph. Adv. from Collier's, Nov. 24, 1951, p. 60. Appl. author: David W. Stotter. © 16Nov51; KK82420.
- Zenith quality TV makes history with an incomparable 27-inch picture. Adv. from Newsweek, Oct. 20, 1952, p. 65. Appl. author: Young & Rubicam, inc. © 16Oct52; KK81515.
- Zenith quality TV makes history with an incomparable 27-inch picture. Adv. from the Saturday evening post, Oct. 25, 1952, p. 205. Appl. author: Young & Rubicam, inc. © 22Oct52; KK81514.
- The Zenith super Trans-Oceanic, the yachtman's most wanted radio. Adv. from Boating industry, Jan. 10, 1953, p. 103. Appl. author: Young & Rubicam, inc. © 10Jan53; KK85721.
- Zenith's helping hands for your big spring push on clock radios. Adv. from Western appliance & television, Mar. 1953, p. 29. Appl. author: Young & Rubicam, inc. © 25Feb53; KK86686.
- Zenith's new personal portable. New Zenith handfuls of radio give you fists full of profits. Adv. from Retailing daily, Sept. 17, 1952, p. 35. Appl. author: Young & Rubicam, inc. © 17Sep52; KK83027.
- ZIMMER, ALLEN E.
Your property tax would be 10 % more. KK85644. SEE United States Brewers Foundation. Kentucky Division.
- ZIMMERLI, FRANK P.
BGR die springs. KK85311. SEE Associated Spring Corporation. Barnes-Gibson-Raymond Division.
- ZIMMERMAN, EARL H., d.b.a. EASY INDUSTRIES. SEE Easy Industries.
- ZION COUNTRYSIDE BAKERS.
Lov-it cookies. Net wt. 6 1/2 oz. Label. © Zion Industries, inc., d.b.a. Zion Countryside Bakers; 20May53; KK86180.
- Toasty crunch cookies, covered with a delicious butterscotch or cocoa coating. Zion. Net wt. 7 oz. Label. © Zion Industries, inc., d.b.a. Zion Countryside Bakers; 1Apr53; KK84097.
- Zion chocolate marshmallow cookies. Net wt. 7-1/2 oz. Label. © Zion Industries, inc., d.b.a. Zion Countryside Bakers; 12Feb53; KK83282.
- Zion sandwich cookies. Net weight 10 ozs. Label. © Zion Industries, inc., d.b.a. Zion Countryside Bakers; 20May53; KK86181.

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.

Give 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. © 10Oct52; KK83125.

ZONITE PRODUCTS CORPORATION ©.

Are you a young wife losing sleep about this intimate problem? Zonite. (Germicide) Adv. from Secrets, June 1953, p. 57. Appl. author: Erwin, Wasey and Co., inc. © 2May53; KK85142.

How 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 & Co., inc. © 3Jun53; KK86412.

How a wife can hold on to married happiness. Be sure, don't guess about these intimate facts. Zonite. (Germicide) Adv. from Secrets, Apr. 1953, p. 61. Appl. author: Erwin, Wasey & Co., inc. © 2Mar53; KK83279.

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; KK84394.

Larvex announces finger-tip pressure pack spray for mothproofing. Adv. from Chain store age (Drug store managers ed.) Jan. 1953, p. 33. Appl. author: Erwin, Wasey & Co., inc. © 10Jan53; KK81378.

Larvex announces finger-tip pressure pack spray for mothproofing. Adv. from Chain store age (General merchandise variety store executives ed.) Jan. 1953, p. 121. Appl. author: Erwin, Wasey & Co., inc. © 10Jan53; KK81379.

Larvex mothproofing composition. Finger-tip spray. Mothproofs woolen fabrics. Net weight, one pound. (Insecticide) Label. © 7Apr53; KK84253.

Rabbit eye tests prove Zonite's absolute safety to body tissues in feminine hygiene. (Germicide) Adv. from Motion picture and television magazine, Mar. 1953, p. 67. Appl. author: Erwin, Wasey & Co., inc. © 11Feb53; KK82422.

Rabbit eye tests prove Zonite's absolute safety to body tissues in feminine hygiene. (Germicide) Adv. from Secrets, Feb. 1953, p. 45. Appl. author: Erwin, Wasey & Co., inc. © 2Jan53; KK81383.

Rabbit eye tests prove Zonite's absolute safety to body tissues in feminine hygiene. (Germicide) Adv. from Today's woman, Nov. 1952, p. 57. Appl. author: Erwin, Wasey & Co., inc. © 26Oct52; KK81382.

ZUMMACH (WILLIAM F.) INC. ©.

Love-le, the world's finest interior finish. Velvet-flat. (Paint) Label. Appl. author: Myles W. Leep. © 8Apr53; KK86814.

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. © 15Jul52; KK86018.

You can maintain more of the full-rated pressure with Zurn engineered low pressure drop strainers. Sheet. Appl. author: The Lee Donnelly Co. © 1Mar53; KK83469.

You can maintain more of the full-rated pressure with Zurn engineered low pressure drop strainers. Sheet. Appl. author: The Lee Donnelly Co. © 1Mar53; KK83470.

You see all the floor in a rest room with a fixture-bars floor. Zurn. Fixture-bars floors give the effect of spaciousness to rest rooms, reduce the over-all cost of building. (Plumbing fixture carriers) Sheet. Appl. author: The Lee Donnelly Co. © 1Feb53; KK83472.

Zurn engineered carrier systems usually reduce the over-all cost of fixture installations. (Plumbing fixture carriers) Sheet. Appl. author: The Lee Donnelly Co. © 1Feb53; KK83471.

ZURN, MELVIN A.

Replacement parts. KK80904. SEE Zurn (J. A.) Manufacturing Company.

ZWICKER, EGON.

Picture sewing craft. KK85494. 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. R108264. SEE Triner (Joseph) Corporation.
- ANDALA COMPANY.
American Boy. (Athletic underwear)
© 1Nov25, Label 29891. R106509,
2Feb53, The Andala Co. (P)
- BAYUK CIGARS, INC.
Ripe Brown. (Cigars) © 24Feb25,
Label 29651. R106351, 27Jan53,
Bayuk Cigars, inc. (P)
Ripe Light. (Cigars) © 24Feb25,
Label 29649. R106349, 27Jan53,
Bayuk Cigars, inc. (P)
Ripe Light Brown. (Cigars)
© 24Feb25, Label 29650. R106350,
27Jan53, Bayuk Cigars, inc. (P)
- BELLE OF PIRU. R105522. SEE Piru
Citrus Association.
- BRODIS, JAMES W. W.
Campaign cigar - vote for. © 14Nov25,
Label 30393. R110167, 13Apr53,
James W. W. Brodis (P)
- BRUNING, C. A.
Horse radish. © 12Nov25, Label
29766. R106990, 9Feb53, C. A.
Bruning (P)
- EL CAJON VALLEY CITRUS ASSOCIATION.
Silver Gate. (Fresh oranges)
© 2Apr26, Label 30720. R111422,
27Apr53, El Cajon Valley Citrus
Assn. (P)
- CAL-ADE. R111314. SEE Exchange Orange
Products Company.
- CALIFORANGE. R111315. SEE Exchange
Orange Products Company.
- CAMPAIGN CIGAR- VOTE FOR. R110167.
SEE Brodis, James W. W.
- CHALLENGE CREAM AND BUTTER ASSOCIATION.
Challenge. (Butter) © 15May25, La-
bel 28869. R105130, 12Jan53,
Challenge Cream & Butter Assn. (P)
- CHULA VISTA CITRUS ASSOCIATION.
Coronet. (Oranges) © 6Apr26,
Label 30703. R110780, 20Apr53,
The Chula Vista Citrus Assn. (P)
Pals. (Oranges) © 6Apr26, Label
30702. R110779, 20Apr53, The
Chula Vista Citrus Assn. (P)
Serra. (Oranges) © 6Apr26, Label
31808. R110782, 20Apr53, The
Chula Vista Citrus Assn. (P)
- Sundial. (Oranges) © 5Apr26,
Label 30705. R110781, 20Apr53,
The Chula Vista Citrus Assn. (P)
- CLOVER MEADOW. SEE Dairymens Ohio
Farmers Milk Company.
- CORONET. R110780. SEE Chula Vista
Citrus Association.
- COUNTRY COUSIN. R110352. SEE Ross-
ville Packing Company.
- CROCKER, JOSIAH H.
Pingo Shine Stovwax. (Stove polish)
© 4Feb26, Label 8766. R111727,
5May53, Josiah H. Crocker (P)
- CUTLER-MAGNER COMPANY.
Old Hickory. (Salt) © 1Jul25,
Label 29271. R113177, 9Jun53,
Cutler-Magner Co. (P)
- DAIRYMENS OHIO FARMERS MILK COMPANY.
Clover Meadow. (Dairy products)
© 15Jan25, Label 28872. R104622,
2Jan53, Dairymens Ohio Farmers
Milk Company (P)
Clover Meadow. (Dairy products)
© 15Jan25, Label 28873. R104623,
2Jan53, Dairymens Ohio Farmers
Milk Co. (P)
- DIXIE QUEEN. R112548. SEE Southern
Dairies, inc.
- DUFFY MEDICINE COMPANY.
Kiddo, the great kidney and back-
ache remedy. (Pharmaceutical)
© 20Oct25, Label 29778. R106382,
28Jan53, Duffy Medicine Co. (P)
- EXCHANGE ORANGE PRODUCTS COMPANY.
Cal-Ade. (Orange drink) © 7Jan26,
Label 29941. R111314, 24Apr53,
The Exchange Orange Products
Co. (P)
Califorange. (Orange juice)
© 25Nov25, Label 29992. R111315,
24Apr53, The Exchange Orange Prod-
ucts Co. (P)
- EXETER CITRUS ASSOCIATION.
Skyrocket. (Oranges) © 30Dec25,
Label 29942. R108572, 9Mar53,
Exeter Citrus Assn. (P)
- FITGER BREWING COMPANY.
Silver Spray. (Soft drinks)
© 25Feb26, Label 30180. R109226,
23Mar53, Fitger Brewing Co. (P)
- GENERAL PETROLEUM CORPORATION.
Gilmore gasoline monarch of all.
© 26Aug25, Label 29539. R106989,
9Feb53, General Petroleum Corp.
(P)
- GILMORE GASOLINE MONARCH OF ALL.
R106989. SEE General Petroleum
Corporation.
- GOLD STAR. R108578. SEE Upland
Heights Orange Association.
- GOLDEN CIRCLE. R110375. SEE Red-
lands Cooperative Fruit Associa-
tion.
- GOLDEN CROSS. R108579. SEE Upland
Heights Orange Association.
- HELLS-FIRE DRAIN PIPE CLEANER.
R108208. SEE Rollins Supply Com-
pany.
- HIRES TURNER GLASS COMPANY.
Pencil edge. (Glass) © 17Nov25,
Label 29664. R106303, 6Jan53,
Hires Turner Glass Co. (P)
- HOME OF RAMONA. R105524. SEE Piru
Citrus Association.
- HORN SEED COMPANY.
Readicracked. (Pecans) © 20Nov25,
Label 29792. R106378, 28Jan53,
The Horn Seed Co. (P)
- HORSE RADISH. R106990. SEE Bruning,
C. A.
- JAMESTOWN-ROYAL UPHOLSTERY CORPORATION.
John Bunny chair. © 10Nov25, Print
8843. R108207, 2Mar53, Jamestown-
Royal Upholstery Corp. (P)
- JOHN BUNNY CHAIR. R108207. SEE
Jamestown-Royal Upholstery Corpora-
tion.
- KIDDO, THE GREAT KIDNEY AND BACKACHE
REMEDY. R106382. SEE Duffy Medi-
cine Company.
- LUXURY. R110378. SEE Redlands Cooper-
ation Fruit Association.
- MOORE (BENJAMIN) AND COMPANY
Quality Forever-Moore. (Paints,
varnishes and muresco) © 8Jun25,
Print 8270. R112725, 27May53,
Benjamin Moore & Co. (P)
- MT. 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.

- PENCIL EDGE. R106303. SEE Hires Turner Glass Company.
- PINGO SHINE STOVWAX. R111727. SEE Crocker, Josiah H.
- PIRU CITRUS ASSOCIATION.
 Belle of Piru. (Oranges) © 15Apr25, Label 29096. R105522, 14Jan53, Piru Citrus Assn. (P)
 Home of Ramona. (Oranges) © 1Sep25, Label 29732. R105524, 14Jan53, Piru Citrus Assn. (P)
 Try-Sum. (Oranges) © 1Sep25, Label 29731. R105523, 14Jan53, Piru Citrus Assn. (P)
 Weaver of Piru. (Oranges) © 4Jan26, Label 30807. R109203, 23Mar53, Piru Citrus Assn. (P)
- QUALITY FOREVER-MOORE. R112725. SEE Moore (Benjamin) & Company.
- READICRACKED. R106378. SEE Horn Seed Company.
- RED X. R108580. SEE Upland Heights Orange Association.
- REDLANDS COOPERATIVE FRUIT ASSOCIATION.
 Golden Circle. (Oranges) © 31Dec25, Label 30295. R110375, 17Apr53, Redlands Cooperative Fruit Association (P)
 Luxury. (Oranges) © 1Apr26, Label 30501. R110378, 17Apr53, Redlands Cooperative Fruit Association (P)
 Newsboy. (Oranges) © 1Apr26, Label 30500. R110377, 17Apr53, Redlands Cooperative Fruit Association (P)
 Royal Knight. (Oranges) © 1Apr26, Label 30499. R110376, 17Apr53, Redlands Cooperative Fruit Association (P)
- RIPE BROWN. R106351. SEE Bayuk Cigars, inc.
- RIPE LIGHT. R106349. SEE Bayuk Cigars, inc.
- RIPE LIGHT BROWN. R106350. SEE Bayuk Cigars, inc.
- ROLLINS SUPPLY COMPANY.
 Hells-fire drain pipe cleanser. (Chemical powder) © 12Feb26, Label 30172. R108208, 2Mar53, Rollins Supply Co. (P)
- ROSSVILLE PACKING COMPANY.
 Country Cousin. (Canned corn) © 2Jan26, Label 30200. R110352, 16Apr53, Rossville Packing Co. (P)
- ROYAL KNIGHT. R110376. SEE Redlands Cooperative Fruit Association.
- SERRA. R110782. SEE Chula Vista Citrus Association.
- SILVER GATE. R111422. SEE El Cajon Valley Citrus Association.
- SILVER SPRAY. R109226. SEE Fitger Brewing Company.
- SILVERDALE. R110339. SEE Varanelli, A. F.
- SKYROCKET. R108572. SEE Exeter Citrus Association.
- SOUTHERN DAIRIES, INC.
 Dixie Queen. (Butter) © 10Dec25, Label 29922. R112548, 25May53, Southern Dairies, inc. (P)
- SUNDIAL. R110781. SEE Chula Vista Citrus Association.
- TOWN TALK. R107427. SEE Wortendyke Manufacturing Company.
- TRINER (JOSEPH) CORPORATION.
 American elixir of bitter wine. © 15Feb26, Label 30385. R108264, 4Mar53, Joseph Triner Corp. (P)
- TRY-SUM. R105523. SEE Piru Citrus Association.
- TULE RIVER CITRUS ASSOCIATION.
 Mt. Whitney. (Oranges) © 2Feb26, Label 31578. R109395, 27Mar53, Tule River Citrus Assn. (P)
- UPLAND HEIGHTS ORANGE ASSOCIATION.
 Gold Star. (Oranges) © 2Jan26, Label 30673. R108578, 9Mar53, Upland Heights Orange Assn. (P)
 Golden Cross. (Oranges) © 2Jan26, Label 30674. R108579, 9Mar53, Upland Heights Orange Assn. (P)
 Red X. (Oranges) © 2Jan26, Label 30675. R108580, 9Mar53, Upland Heights Orange Assn. (P)
- VARANELLI, A. F.
 Silverdale. (Cigars) © 24Feb26, Label 30152. R110339, 14Apr53, A. F. Varanelli (P)
- WORTENDYKE MANUFACTURING COMPANY.
 Town Talk. (Self opening paper bags) © 6Jan26, Label 29926. R107427, 11Feb53, Wortendyke Manufacturing Co. (P)
- WEAVER OF PIRU. R109203. SEE Piru Citrus Association.

CATALOG OF COPYRIGHT ENTRIES

Third Series

VOLUME 7, PART 11B, NUMBER 2

Commercial Prints and Labels

JULY-DECEMBER

1953



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THE LIBRARY OF CONGRESS
WASHINGTON: 1954

CATALOG OF COPYRIGHT ENTRIES

Third Series

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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.

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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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PART 1 BOOKS AND PAMPHLETS, INCLUDING SERIALS AND CONTRIBUTIONS TO PERIODICALS	\$2.50	PART 5A PUBLISHED MUSIC	\$1.50
A Books		EF Musical compositions published abroad	
AF Books in foreign languages published abroad		EP Musical compositions published in the United States	
AI Books in the English language first published abroad		PART 5B UNPUBLISHED MUSIC	1.50
B5 Contributions to periodicals		EU Unpublished Music	
PART 2 PERIODICALS	1.00	PART 5C RENEWAL REGISTRATIONS—MUSIC	1.00
B Periodicals		R Renewal registrations	
BF Periodicals in foreign languages published abroad		PART 6 MAPS AND ATLASES50
BI Periodicals in the English language first published abroad		F Maps	
PARTS 3-4 DRAMAS AND WORKS PREPARED FOR ORAL DELIVERY	1.00	PARTS 7-11A WORKS OF ART, REPRODUCTIONS OF WORKS OF ART, SCIENTIFIC AND TECHNICAL DRAWINGS, PHOTOGRAPHIC WORKS, PRINTS AND PICTORIAL ILLUSTRATIONS	1.00
C Lectures and other works prepared for oral delivery		GP Published works of art and designs for works of art	
DF Dramatic and dramatico-musical works published abroad		GU Unpublished works of art and designs for works of art	
DP Published dramatic and dramatico-musical works		H Reproductions of works of art published in the United States	
DU Unpublished dramatic and dramatico-musical works		HF Reproductions of works of art published abroad	
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		JP Published photographs	
		JU Unpublished photographs	
		K Prints and pictorial illustrations published in the United States	
		KF Prints and pictorial illustrations published abroad	
		PART 11B COMMERCIAL PRINTS AND LABELS	1.00
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		PARTS 12-13 MOTION PICTURES AND FILMSTRIPS50
		LP Published motion picture photoplays	
		LU Unpublished motion picture photoplays	
		MP Published motion pictures other than photoplays	
		MU Unpublished motion pictures other than photoplays	

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

COPYRIGHT REGISTRATIONS FOR COMMERCIAL PRINTS AND LABELS

July–December 1953

Commercial prints and labels	5,382
Renewals	23

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

o/o PROPORTIONEERS, INC. o/o. SEE Proportioneers, inc.

AP PARTS CORPORATION.

Cylinder wear cut 49 o/o with Miracle Power. (Additive) From Farm journal, Oct. 1953. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 10Oct53; KK90900.

Cylinder wear cut 49 o/o with Miracle Power. (Additive) From the Saturday evening post, June 20, 1953, p. 136. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 20Jun53; KK87246.

Cylinder wear cut 49 o/o with Miracle Power. (Additive) From the Saturday evening post, Oct. 31, 1953, p. 168. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 31Oct53; KK90904.

Cylinder wear cut 49 o/o with Miracle Power. (Additive) From True, Nov. 1953, p. 84. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 25Oct53; KK91811.

Engineers increase HP by improving engine breathing. Better breathing AP mufflers exhaust the greater air quietly, freely. (Additive) From Jobber topics, May 1953, p. 264-265. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 1May53; KK87147.

Leading car manufacturers sell Miracle Power, because it's backed by proof, not wild claims. (Additive) From Motor age, May 1953, p. 116-117. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 15Apr53; KK87149.

Miracle Power and dgf push-button lubrication saves us hours, stops comebacks. (Additive) From Automotive news. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 19Oct53; KK90901.

Miracle Power and dgf push-button lubrication saves us hours, stops comebacks. (Additive) From Jobber topics, Sept. 1953, p. 150-151. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 1Sep53; KK90906.

Miracle Power and dgf push-button lubrication saves us hours, stops comebacks. (Additive for gas and oil) From Transportation supply news. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 1Jun53; KK87247.

The new AP heavy duty truck muffler has everything you want. From Commercial car journal, June 1953, P. 164. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 1Jun53; KK87245.

Oil usage cut 33 o/o with Miracle Power. (Additive) From This week magazine, Aug. 30, 1953. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 30Aug53; KK88722.

Oil usage cut 33 o/o with Miracle Power. [Truck engine chart] (Additive) From the Saturday evening post, Sept. 19, 1953, p. 118. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 19Sep53; KK90902.

Oil usage cut 33 o/o with Miracle Power. [Trucks, bread & knife] (Additive) From True, Sept. 1953, p. 73. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 25Aug53; KK90907.

Oil usage cut 33 o/o with Miracle Power. [Woman & chart] (Additive) From Parade, Sept. 13, 1953, p. 12. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 13Sep53; KK90903.

Proved by unbiased field tests, Miracle Power cuts oil usage 33 o/o, adds 13 o/o compression. Duane Carter. (Additive) From Motor trend, May 1953, p. 61. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 25Apr53; KK87144.

Proved by unbiased field tests, Miracle Power reduces cylinder wear 49 o/o. (Additive) From Farm journal, May 1953. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 1May53; KK87145.

Proved by unbiased road tests. Cylinder wear cut 49 o/o with Miracle Power. (Additive) From Hot rod. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 15Sep53; KK90905.

Proved by unbiased road tests. Oil usage cut 33 o/o with Miracle Power. (Additive) From Motor trend, Sept. 1953, p. 81. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 15Aug53; KK90908.

Proved by unbiased road tests. Save 33 o/o on oil with Miracle Power. (Additive) From Parade, May 10, 1953, p. 14. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 10May53; KK87146.

Why are traffic cops often grouchy? Let one who knows check your muffler. (Additive) From Saturday evening post, May 23, 1953, p. 91. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 23May53; KK87148.

AASE, JON, KIRSTEN AASE, AND MAURICE AASE, d.b.a. HI-LO MARGIN MARKER COMPANY. SEE Hi-Lo Margin Marker Company.

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ABBOTT LABORATORIES ©.

Dayamin Emulsion para niños. (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 3Jul53; KK87403.

My lesson in good health. (Pharmaceuticals) Reversible window display. Appl. author: William Rainey Bennett, Jr. © 10Aug53; KK89501.

Nueva y única fórmula plástica para la protección prolongada. Contra dermatosis por contacto. Covicone. (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 2Dec53; KK91454.

Story about a piece of paper. (Pharmaceuticals) Reversible window display. Appl. author: William Rainey Bennett, Jr. © 10Aug53; KK89502.

Who-o-o-sh, he's heard the call for Vi-Daylin. (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 1Sep53; KK88971.

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Accu-Speed coin wrapper Mandrels. Folder. Appl. author: Francis J. Brady. © 20Nov53; KK91886.

Accu-Speed wrap-as-it-comes, count indicating coin trays. Folder. Appl. author: Francis J. Brady. © 20Nov53; KK91885.

ACME BREWERIES ©.

Bull Dog lager beer. A man's beer ceays; Jack Dempsey. Poster. Appl. author: Foote, Cone & Belding. © 10Aug53; KK89489.

ACME BREWERIES ©. Cont'd.

Bull Dog lager beer. A man's beer says Jack Dempsey. LA-140-A. Poster. Appl. author: Foote, Cone & Belding. © 1Sep53; KK90046.

ACME CHEMICAL COMPANY ©.

Cut down costs, use Misto in your hatchery. (Sanitation product) Sheet. Appl. title: Misto for hatcheries. Appl. author: John V. Halaska. © 1Dec53; KK91914.

Difficult Kleen for marine use. From stem to stern, cleaning is made easier. (Sanitation product) Sheet. Appl. author: John V. Halaska. © 10ct53; KK89663.

Healthy chicks = more profit. Klorine for hatcheries. (Sanitation product) Sheet. Appl. author: John V. Halaska. © 1Dec53; KK91913.

Price list, effective November 2, 1953. (Sanitation products) Folder. Appl. author: John V. Halaska. © 2Nov53; KK91076.

ACME MANUFACTURING COMPANY ©.

Instructions. Place only direct mails, mail for one town only under this label. (Merchandise intended to be sent through mail) Appl. author: Marlin F. Hess. © 29Sep53; KK90963.

Instructions. Place only mixed mails for state indicated below under this label. (Merchandise intended to be sent through mail) Appl. author: Marlin F. Hess. © 29Sep53; KK90964.

Instructions. Place only mixed states mail under this label. (Merchandise intended to be sent through mail) Appl. author: Marlin F. Hess. © 29Sep53; KK90965.

ACTON MANUFACTURING COMPANY, INC. ©.

There's always a first in every field. In coolers it's Acton. From the Coca-Cola bottler, Oct. 1953. Appl. author: William Herbert McDaniel. © 15Oct53; KK90066.

ACTON PRODUCTS, INC. ©.

Waters and feeds plants as needed. (Fountain planter) From the New York Times, Nov. 22, 1953. Appl. author: Frank E. Whalen. © 22Nov53; KK91232.

ADAMS (A. D.) ADVERTISING ©.

New, exciting engineering achievement. Dynavox 3-D in sound, 3-speed automatic portable phonographs. Models 504, 304 and 306. Sheet. Appl. author: A. D. Adams. © 1Jul53; KK87100.

ADAMS AND BROOKS, INC. ©.

Smorgas cocktail mixed nuts. Net weight 7 oz. Label. Appl. author: George W. Boyer, Jr. © 27Aug53; KK88679.

ADAMS SERVICE PRODUCTS ©.

Adams Service Products presents something new for him. Adams unique tie case. Sheet. Appl. author: Charles D. Adams. © 10Feb53; KK87938.

At last, something new for him. Adams unique tie case. Sheet. Appl. author: Charles D. Adams. © 10Feb53; KK87937.

Instructions for using the Adams unique tie case. Sheet. Appl. author: Charles D. Adams. © 20Jan53; KK87939.

ADDRESSOGRAPH-MULTIGRAPH CORPORATION ©.

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num master. From Offset duplicator review, Oct. 1953, p. 22-23. Appl. author: Charles Farran. © 15Oct53; KK90407.

The latest example of Multigraph paperwork magic. (Office equipment) From Time, Oct. 5, 1953, p. 95. Appl. author: Charles Farran. © 10ct53; KK89845.

There is a multilith master to do it better. (Office equipment) From Offset duplicator review, Nov. 1953, p. 22-23. Appl. author: Charles Farran. © 15Nov53; KK91431.

This plate writes, adds, tabulates. (Office equipment) From Time, Sept. 7, 1953, p. 93. Appl. author: Charles Farran. © 3Sep53; KK89326.

Users get 10,000 copies at a master cost of less than 5¢ a thousand. Multilith Duplimat masters. From Offset duplicator review, Sept. 1953, p. 22-23. Appl. author: Charles Farran. © 15Sep53; KK89846.

ADLER, ALBERT, t.a. ADMARK. SEE Admark.

ADMARK.

Pyramid Scarabs for volume selling. Queen of the Nile. (Jewelry) From the Jewelers' circular-keystone, Oct. 1953, p. 152. © Albert Adler, t.a. Admark; 10ct53; KK91663.

Queen of the Nile Scarab pendants. (Jewelry) Sheet. © Albert Adler, t.a. Admark; 1Aug52; KK87687.

The romance of Scarabs. Exotic jewels of good fortune. Sheet. © Albert Adler, sole owner Admark; 27Apr53; KK87578.

ADOLPH'S, LTD. ©.

How to save money on meat in quantity cooking with the original Adolph's meat tenderizer. Folder. © 15Jul53; KK87542.

ADVANCED AUTOMOTIVE PRODUCTS COMPANY.

Greater gas economy with Aero-Jet. Order now. Sheet. © Ralph A. Shade, d.b.a. Advanced Automotive Products Co.; 16Sep53; KK90448.

Want to save gas? Replace worn idling adjustment screws with carburetor Aero-Jets replacement. Poster. © Ralph A. Shade, d.b.a. Advanced Automotive Products Co.; 16Sep53; KK89365.

AIELLO DAIRY FARMS COMPANY ©.

Aiello Dairy Maid mozzarella-ricotta. 1/2 lb. net weight. (Cheese) Label. Appl. author: Admiral Advertising Agency, inc. © 24Jul53; KK89108.

AIGNER (G. J.) COMPANY ©.

Alco Typerite, index tabbing with pica spaced inserts. Label. Appl. author: Alwin C. Aigner. © 25Sep53; KK90713.

AIR DEVICES, INC. ©.

Square, rectangular & continuous air diffusers. Custom-designed with built-in diffusing vanes. Agitair. 30 p. Appl. author: C. N. O'Day. © 19Oct53; KK90532.

AIR-SHIELDS, INC. ©.

The Rockette. Millen-Davies rocker. (Rocking bassinet) Folder. Appl. author: Molly Goodell Armstrong. © 14Sep53; KK90234.

AIRCON SALES ©.

Air-Dri; electric clothes closet drier. Protek-Sorb 121 enclosed

space dehumidifier. Card. Appl. author: Joseph M. Kaspar. © 5Dec53; KK92020.

AIRCRAFT-MARINE PRODUCTS, INC. ©.

AMP Dyna-Crimp tool, 69035 mod. no. 2. Instruction sheet no. IS-156. Sheet. Appl. author: Jean Esh. © 16Oct53; KK91949.

The proof mark of AMP quality control. (Solderless terminals) Folder. Appl. author: Renner Advertisers. © 17Sep53; KK89378.

AKHTAR, JAMIL, d.b.a. INDIA COSMETIC COMPANY. SEE India Cosmetic Company.

AKRON TREAD WIRE COMPANY.

And you add up the mileage, too, in saving with Hawkinson wire treads. Sheet. Appl. author: Lester H. Butler. © The Akron Tread Wire Co.; 1Dec53; KK92240.

Here's how to get 3-way saving on your truck operation and maintenance. Hawkinson wire treads. Sheet. Appl. author: Lester H. Butler. © The Akron Tread Wire Co.; 1Dec53; KK92241.

ALBERTA'S CERAMIC STUDIO.

cMold catalog, pages 27-28; (Ceramic molds) © Alberta's Ceramic Studio, Charles E. Gaskell & Alberta S. Gaskell, co-owners; 20Jul53; KK87653.

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[Mold catalog, pages 31-32] (Ceramic molds) © Alberta's Ceramic Studio, Charles E. Gaskell & Alberta S. Gaskell, co-owners; 17Sep53; KK89297.

ALBERTS, MARTIN, d.b.a. MARTIN'S LEATHER PRODUCTS. SEE Martin's Leather Products.

ALBIN, CHARLES H., AND JULE R. VON STERNBERG, composing the copartnership SHOW-HOUSE. SEE Show-House.

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v. 15, no. 6. © 17Jun53; KK87272.
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ALFALFA FOOD COMPANY.

Alfalfa and Sesame seed food supplement. Label. © Alfalfa Food Co., Louis Frederick Koehler & Edith Lively Koehler, sole owners; 12Aug53; KK89885.

ALL-JERSEY MILK PRODUCTS OF CALIFORNIA, INC. ©.

Aunt Mary served the best milk ever. Her family cow was a Jersey. Arden. From Sacramento bee, Sacramento, Calif., Nov. 24, 1953, p. 15. Appl. author: Beaumont & Hohman, inc. © 24Nov53; KK91792.

Extra food value at no extra cost. Arden. From Sacramento bee, Sacramento, Calif., Dec. 3, 1953, p. F-12. Appl. author: Beaumont & Hohman, inc. © 3Dec53; KK91793.

Milk bargain. Delicious All-Jersey milk provides more vital food elements at no extra cost. Arden. From Sacramento bee, Sacramento, Calif., Dec. 17, 1953, p. F-2. Appl. author: Beaumont & Hohman, inc. © 17Dec53; KK92239.

Now, extra good milk at no extra cost. Arden. From Sacramento bee, Sacramento, Calif., Nov. 19, 1953, p. F-1. Appl. author: Beaumont & Hohman, inc. © 19Nov53; KK91790.

Serve the milk with all the extras, at no extra cost. Arden. From Sacramento bee, Sacramento, Calif., Nov. 23, 1953, p. 26. Appl. author: Beaumont & Hohman, inc. © 23Nov53; KK91791.

ALL-POWER MANUFACTURING COMPANY ©.
The All-Power No-Drip sink strainer. Sheet. © 11Mar53; KK89670.
The All-Power salad and all-purpose utility bowl. Sheet. © 11Mar53; KK89669.

ALLEN, ETHAN ©.
Drink oranges Niki. Just naturally good. (Powder for mixture with fruit juice to form a beverage) Label. © 13Oct53; KK91215.

ALLEN MANUFACTURING COMPANY.
Allen distributor net prices. (Socket head screw products) Pamphlet. Appl. author: Willis D. Horner. © The Allen Manufacturing Co.; 6Aug53; KK88129.
Allen net prices. (Socket head screw products) Pamphlet. Appl. author: Willis D. Horner. © The Allen Manufacturing Co.; 6Aug53; KK88128.

ALLIED CONTAINER CORPORATION ©.
California celery hearts. Label. Appl. author: Ralph Kellner. © 31Jul53; KK88174.

ALLIED CONTROL COMPANY, INC. ©.
Relay guide. (Electrical relays) From Electronics buyers' guide, mid-month, June 1953, p. 194-195. Appl. author: William A. Cather, III. © 18Jun53; KK87901.

ALLIED ELECTRIC PRODUCTS, INC.
Don't stumble in the dark, get instant light with Sheldon electronic Safe-Light fluorescent starters. Label. Appl. author: Nathan Chirelstein. © Sheldon Electric Co., a div. of Allied Electric Products, inc.; 31Aug53; KK88952.
Save time and headaches. Replace every 504G with Sheldon Hi-Po TV rectifier tubes. Sheet. Appl. author: Nathan Chirelstein. © Sheldon Electric Co., a div. of Allied Electric Products, inc.; 3Aug53; KK88586.
Sheldon Hi-Po TV rectifier tubes, the B plus booster. Sheet. Appl. author: Nathan Chirelstein. © Sheldon Electric Co., a div. of Allied Electric Products, inc.; 3Aug53; KK88589.
Sheldon Safe-Light electronic starters for fluorescent lamps. Sheet. Appl. author: Nathan Chirelstein. © Sheldon Electric Co., a div. of Allied Electric Products, inc.; 3Aug53; KK88588.
Sheldon Visulator, the most advanced picture tube brightener developed. Sheet. Appl. author: Nathan Chirelstein. © Sheldon Electric Co., a div. of Allied Electric Products, inc.; 3Aug53; KK88587.
Twin action in spring action. The world's largest manufacturers of attachment plug caps. Sheet. Appl. author: Nathan Chirelstein. © Allied Electric Products, inc.; 3Aug53; KK88590.

ALLIED GOLF CORPORATION ©.
New anniversary model, Turf King. From Sports eggs, Feb. 1950. Appl. author: Raincke, Meyer & Finn, inc. © 10Feb50; KK91715.

ALLIED MILLS, INC. ©.
Get more eggs per bag with new Wayne feed power. From Southern planter, Aug. 1953, p. 4. Appl. author: Western Advertising Agency. © 1Aug53; KK88435.

ALLISON-KAUFMAN COMPANY ©.
Cash raising sale. Money, money, money for you. Must turn our diamond inventory into cash. Sheet. Appl. author: Irving H. Kaufman. © 1Jul53; KK87193.

ALLSTATE INSURANCE COMPANY ©.
Allstate buyers' guide to better automobile insurance. Form no. D370-3. 15 p. © 10ct53; KK88568.
Carried away by the conversation. From the Saturday evening post, Oct. 31, 1953, p. 142. © 28Oct53; KK90378.
Daydream turned nightmare. From the Saturday evening post, May 2, 1953, p. 114. © 29Apr53; KK88203.
Hotter than a firecracker. From the Saturday evening post, June 27, 1953, p. 56. © 24Jun53; KK88200.
How to protect your right to drive under Arkansas' new motor vehicle safety responsibility law, effective June 11, 1953. Form no. A392. (Automobile insurance) Folder. © 11Jun53; KK87381.
How to protect your right to drive under North Carolina's new motor vehicle safety responsibility act, effective Jan. 1, 1954. Form [no.] D502. (Automobile insurance) Folder. © 10ct53; KK90203.
How to protect your right to drive under Ohio's new motor vehicle safety responsibility act, effective Mar. 1, 1953. Form no. D465. (Automobile insurance) Folder. © 1Mar53; KK87382.
Intercepted pass. Red Fuller's favorite team was upset and so was Red. From the Saturday evening post, Nov. 21, 1953, p. 136. © 18Nov53; KK91048.
Key, the sales magazine of the All-State Insurance Company. Jan. - Feb. 1953. © 25Feb53; KK87380.
Spring 1953. © 23Apr53; KK87379.
Summer 1953. © 1Aug53; KK90087.
Sept.-Oct. 1953. © 10ct53; KK90086.
Last call for dinner. From the Saturday evening post, Apr. 4, 1953, p. 90. © 1Apr53; KK88204.
Out of this world. From the Saturday evening post, Oct. 10, 1953, p. 112. © 7Oct53; KK89940.
Put yourself in this picture. Form no. D369-1. Folder. © 1Mar53; KK88005.
Short cut to the cemetery. From the Saturday evening post, May 23, 1953, p. 144. © 20May53; KK88222.
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; KK89941.
Whatever happens, you're in good hands with Allstate auto insurance. Here's the kind of better value ... From the Saturday evening post, Oct. 31, 1953, p. 143. © 28Oct53; KK90379.
Whatever happens, you're in good hands with Allstate auto insurance. Here's a why more than 1,500,000 car owners ... From the Saturday evening post, Sept. 19, 1953, p. 95. © 16Sep53; KK89890.

Whatever happens, you're in good hands with Allstate auto insurance. Here's why more than 1,500,000 car owners have selected Allstate ... From the Saturday evening post, Apr. 4, 1953, p. 91. © 1Apr53; KK88202.

Whatever happens, you're in good hands with Allstate auto insurance. Here's why more than 2,000,000 car owners ... From the Saturday evening post, Nov. 21, 1953, p. 137. © 18Nov53; KK91047.

Whatever happens, you're in good hands with Allstate auto insurance. If you like to get the most for your money ... From the Saturday evening post, May 23, 1953, p. 145. © 20May53; KK88221.

Whatever happens, you're in good hands with Allstate auto insurance. Of all the reasons why more than 1,500,000 car owners insure with Allstate ... From the Saturday evening post, June 27, 1953, p. 57. © 24Jun53; KK88214.

Whatever happens, you're in good hands with Allstate auto insurance. Today, more than 1,500,000 car owners know they're getting a better value ... From the Saturday evening post, May 2, 1953, p. 115. © 29Apr53; KK88201.

Worried to death. From the Saturday evening post, Sept. 19, 1953, p. 94. © 16Sep53; KK89889.

You can be sued for these everyday accidents and countless others. Form no. D430. Folder. © 1Jan53; KK88004.

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American Flyer electric elevated trestle train set. From the Louisville times, Louisville, Ky., Oct. 8, 1953, p. 13. © 8Oct53; KK90298.
Dormeyer deep-fry cooker. From Independent press-telegram, Long Beach, Calif., Oct. 4, 1953, p. B-11. © 4Oct53; KK90299.
48 piece All-Timer Cannon ensemble. Sheets and towels. From the Sunday journal-star, Peoria, Ill., June 28, 1953, comic section. © 28Jun53; KK88624.
4 wire wheel type hub cap covers. From the Louisville times, Louisville, Ky., Sept. 17, 1953, p. 13. © 17Sep53; KK90057.
Front & rear wheel hand brakes, ball bearing 3-speed English racer. (Bicycle) From the Buffalo evening news, May 22, 1953, p. 28. © 22May53; KK88625.
Men's or women's all-weather surcoat. From the Daily herald telephone, Bloomington, Ind., Oct. 8, 1953, p. 8. © 8Oct53; KK90300.
New improved electric Mix-Maid, at a new low price. Dormeyer mixer and juicer. From the Sidney daily news, Sidney, Ohio, June 25, 1953, p. 18. © 25Jun53; KK88626.

ALTHEIMER AND BAER, INC. ©. Cont'd.

9 x 12 foot wool face rug. All-Timer Waltham. From Minneapolis Sunday Tribune, Oct. 11, 1953, p. 6. © 11Oct53; KK91329.

61 piece All-Timer socket wrench set. From the Courier-Journal magazine, Louisville, Ky., Oct. 25, 1953, p. 68. © 25Oct53; KK91330.

Step & extension ladder. All-Timer. From the News Democrat, Belleville, Ill., Oct. 8, 1953, p. 3. © 8Oct53; KK90301.

2 decorated 22-K gold table lamps. From St. Paul Sunday pioneer press, Oct. 4, 1953, p. 20. © 4Oct53; KK90058.

Wrought iron table with two flexo-lite lamps. From the Herald-whig, Quincy, Ill., Aug. 30, 1953, p. 7-B. © 30Aug53; KK90297.

ALTNOW, GEORGE GUSTAV.

Pacific Wire-Grams. SEE Pacific Wire Works Company.

ALUMINUM COMPANY OF AMERICA ©.

Irrigation news, from Aluminum Company of America. Alcoa. (Farm irrigation pipe) Appl. author: Ross B. Widden.

June 1953. From Capper's farmer, June 1953, p. 38. © 15May53; KK87421.

ALUMINUM COOKING UTENSIL COMPANY, INC.

How to roast most deliciously ... Wear-Ever aluminum. From Retailing daily, Aug. 13, 1953, p. 17. Appl. author: Fuller & Smith and Ross. © The Aluminum Cooking Utensil Co., inc.; 13Aug53; KK88280.

How to win mealtime cheers. Wear-Ever aluminum. From Retailing daily, July 16, 1953, p. 23. Appl. author: Fuller & Smith and Ross. © The Aluminum Cooking Utensil Co., inc.; 16Jul53; KK88279.

AMANA REFRIGERATION, INC. ©.

Amana upright food freezer. Positive-contact means faster freezing. Streamer. © 3Jan53; KK89558.

Amana upright food freezer maintains even-zero temperatures. Streamer. © 3Jan53; KK89559.

Ask us how you can get Ann MacGregor's recipe roundup free. Amana food freezers. Poster. © 3Jan53; KK89386.

Be sure to attend, and bring your friends. Ann MacGregor's frozen food party. Amana food freezers. Poster. © 3Jan53; KK89387.

Tired of juggling budgets? Come to Ann MacGregor's frozen food party. (Food freezers) Poster. © 3Jan53; KK89385.

Was this trip necessary? Come to Ann MacGregor's frozen food party. (Food freezers) Poster. © 3Jan53; KK89388.

AMERCO GAME PRODUCTS.

Gomo-Q. Oriental game. Label. © Amerco Game Products, a corporation composed of Peter K. Okada and Albert Ruskin; 6Jul53; KK87627.

AMERICAN BAKERIES COMPANY ©.

Merita tea-flake crackers. 8 1/4 lb. wrapped packs. Label. © 23Jan52 (in notice: 1948); KK88701.

AMERICAN BAKERS ASSOCIATION ©.

Got these facts in your head about breakfast and bread? From Scholastic teacher magazine, Nov. 4, 1953, p. 26. Appl. author: James J. Drain. © 1Nov53; KK91164.

How many of these little known facts about bread do your pupils know? From Scholastic teacher magazine, Nov. 4, 1953, p. 2 of cover. Appl. author: James J. Drain. © 1Nov53; KK91165.

AMERICAN BRAKE SHOE COMPANY ©.

Fleet safety starts here. American Brakeblok. From Transport topics, July 20, 1953, p. 26. Appl. author: Edwin J. Howe. © 20Jul53; KK87751.

Here's a brake lining that's a real waterblok. American Brakeblok. From the Lumberman, Sept. 1953, p. 36. Appl. author: Edwin J. Howe. © 7Sep53; KK89345.

Operating advantages of enclosed neck design using A-B-K laminated fabric bearings. (Brake lining) From Iron and steel engineer, Sept. 1953, p. 321. Appl. author: Edwin J. Howe. © 20Sep53; KK89938.

Torture track 25.5 miles long, to develop the best brake lining for you. American Brakeblok. From Automotive news, July 20, 1953, p. 24. Appl. author: Edwin J. Howe. © 20Jul53; KK87752.

We've added another plus to increase your business. Protect your reputation install American Brakeblok, the safety brake lining. From Gasoline retailer, July 15, 1953, p. 13. Appl. author: Edwin J. Howe. © 15Jul53; KK87621.

We've added another plus to increase your business. Sell the quality line American Brakeblok, the safety brake lining. From Jobber topics, Aug. 1953, p. 134-135. Appl. author: Edwin J. Howe. © 15Aug53; KK88465.

AMERICAN CIGARETTE AND CIGAR COMPANY, INC. ©.

Guard against throat-scratch, enjoy the smooth smoking of fine tobaccos ... Pall Mall. cBeach scene: From Collier's, Aug. 7, 1953, p. 55. Appl. author: Sullivan, Stauffer, Colwell & Bayles, inc. © 7Aug53; KK89676.

Guard against throat-scratch, enjoy the smooth smoking of fine tobaccos ... Pall Mall. cBeach scene: From the Saturday evening post, July 25, 1953, p. 61. Appl. author: Sullivan, Stauffer, Colwell & Bayles, inc. © 25Jul53; KK88207.

Guard against throat-scratch, enjoy the smooth smoking of fine tobaccos ... Pall Mall. cWedding scene: From the Saturday evening post, June 6, 1953, p. 83. Appl. author: Sullivan, Stauffer, Colwell & Bayles, inc. © 6Jun53; KK88206.

Let your throat enjoy smooth smoking. There is no substitute for Pall Mall. cBaseball scene: From Life, Sept. 7, 1953, p. 50. Appl. author: Sullivan, Stauffer, Colwell & Bayles, inc. © 7Sep53; KK89675.

Let your throat enjoy smooth smoking. There is no substitute for Pall Mall. [Football scene] From the Saturday evening post, Oct. 31, 1953, p. 61. Appl. author: Sullivan, Stauffer, Colwell & Bayles, inc. © 31Oct53; KK90969.

AMERICAN DRUG AND CHEMICAL COMPANY ©.

Amassage; antiseptic skin rub and refreshant. One gallon. Label. Appl. author: Paul J. Manda Bach, Sr. © 1Oct53; KK91673.

AMERICAN EXTRUDED PRODUCTS COMPANY ©.

All Amepco Realite hose is majestically crowned with patented Amertite coupling. Bulletin no. 104A-953. (Plastic garden hose) © 12Oct53; KK91216.

Amepco announces this new, Pro-Mo low-priced plastic garden hose. Sheet. © 23Sep53; KK90781.

AMERICAN FIXTURE AND MANUFACTURING COMPANY ©.

Korreck-Way presents fashions in wood and metal displays. Pamphlet. Appl. author: Milton H. Larson. © 25Jun53; KK86997.

Turn autumn leaves into bushels of profits. (Display equipment) Folder. Appl. author: Milton H. Larson. © 25Jun53; KK86996.

When is a trade a treat? (Display equipment) Folder. Appl. author: Milton H. Larson. © 25Jun53; KK86995.

AMERICAN FLEXIBLE COUPLING COMPANY ©.

The Amerigear fully crowned tooth design, practically eliminates end tooth and tip contact ... From the Oil and gas journal, Apr. 27, 1953, p. 179. Appl. author: The Lee Donnelley Co. © 15May53; KK87070.

AMERICAN HOME ECONOMICS ASSOCIATION ©.

Careers in home economics. Folder. Appl. author: Mary Hawkins. © 19Jun53; KK87574.

AMERICAN-LAFRANCE-FOAMITE CORPORATION ©.

Alfco fire extinguisher characteristics chart. Folder. Appl. author: Harold M. Messenger. © 2Sep53; KK89251.

AMERICAN LEGION.

Membership cards open doors to club-rooms. Eliminates use of metal keys ... Folder. Appl. author: C. A. Morris. © The American Legion; 9Sep53; KK89023.

AMERICAN MACHINE AND FOUNDRY COMPANY ©.

Tie lore. Tales on the adornment of the male. Pamphlet. Appl. author: Victor Ancona. © 10Apr53; KK87404.

AMERICAN MUSIC SERVICE COMPANY ©.

Here at last is a music service, designed with your business in mind. Musicon. From Fort worth, Oct. 1953, p. 47. Appl. author: Thomas L. Yates. © 19Oct53; KK91138.

Musicon hath charms. Folder. Appl. author: Thomas L. Yates. © 4Dec53; KK91649.

AMERICAN-OLEAN TILE COMPANY ©.

The idea book of tile. Booklet 400. Appl. author: John Falkner Arndt & Co., inc. © 2Jul53; KK87099.

Real clay tile. Booklet 204. 34 p. Appl. author: John Falkner Arndt & Co., inc. © 2Dec53; KK91447.

AMERICAN OPTICAL COMPANY ©.

Keep your workers' eyes in the safety zone, with those AO safety glasses. From Factory management and maintenance, July 1953, p. 227. Appl. author: Frank L. Keller. © 13Jul53; KK87773.

This eye level cost can be an expensive item of your overhead. (Safety products) From Business week, July 11, 1953, p. 16. Appl. author: Frank L. Keller. © 11Jul53; KK87591.

AMERICAN PLASTIC FABRICATING COMPANY ©.

Information on the standard Azora Ped'l'ball set. Sheet. © 10Jul53; KK88786.

AMERICAN POULTRY ASSOCIATION, INC. ©.

Announcing, the 1953 revised Standard of Perfection. Folder. Appl. author: Louis H. Ritzhaupt. © 12Mar53; KK87376.

AMERICAN TACK COMPANY, INC. ©.

Saf-T-Hed thumb tacks. cContents:
36. Label. Appl. author: Harold
M. Weinberg. © 1Dec52; KK88258.

AMERICAN TITLE ASSOCIATION ©.

Cuts of the new American Title Asso-
ciation emblem. (Letterheads,
printed material) Sheet. Appl.
title: Official emblem of American
Title Association members.
© 19Nov53; KK91371.

AMERICAN TOBACCO COMPANY ©.

Accurate soil testing shows way to
better tobacco. From the Southern
planter, Sept. 1953, p. 9. Appl.
author: Carl Camenisch Advertising,
inc. © The American Tobacco Co.;
1Sep53; KK89094.

Analysis of tobacco helps keep qual-
ity high. From the Kentucky farm-
er, Nov. 1953, p. 5. Appl. author:
Carl Camenisch Advertising, inc.
© The American Tobacco Co.; 1Nov53;
KK90594.

Better taste begins on the farm. A
stick of tobacco after curing, by
Arnold Blanch. Lucky Strike. From
Farm & ranch, Sept. 1953. Appl.
author: Batten, Barton, Durstine &
Osborn, inc. © 10Aug53; KK91574.

Better taste begins on the farm. Fine
tobacco, by Cosmo de Salvo. Lucky
Strike. From Farm journal, Nov.
1953. Appl. author: Batten, Barton,
Durstine & Osborn, inc. © 12Oct53;
KK91572.

Better taste begins on the farm.
Grading the leaf, by John Koch.
Lucky Strike. From Farm & ranch,
Oct. 1953. Appl. author: Batten,
Barton, Durstine & Osborn, inc.
© 10Sep53; KK91573.

Better taste begins on the farm.
Proud of his crop, by Irwin Hoff-
man. Lucky Strike. From Farm &
ranch, Aug. 1953. Appl. author:
Batten, Barton, Durstine & Osborn,
inc. © 10Jul53; KK88547.

Cash in on the largest-selling king
size cork-tipped cigarette. Herbert
Tareyton. If you're not vending ...
From Vend, June 1953, p. 30. Appl.
author: The M. H. Hackett Company.
© The American Tobacco Co.; 1Jun53;
KK87732.

Cash in on the largest-selling king
size cork-tipped cigarette. Herbert
Tareyton. You hear plenty of claims
and sales talks ... From Vend, July
1953, p. 71. Appl. author: The M.
H. Hackett Company. © The American
Tobacco Co.; 1Jul53; KK87733.

County agents help improve Burley
quality. From the Kentucky farm-
er, Dec. 1953, p. 5. Appl. au-
thor: Carl Camenisch Advertising,
inc. © The American Tobacco Co.;
1Dec53; KK92275.

Discriminating people prefer Herbert
Tareyton. Miss Dorothea McGill
Scott. From Ladies' home journal,
Aug. 1953, p. 61. Appl. author:
The M. H. Hackett Co. © The
American Tobacco Co.; 29Jul53;
KK88176.

Discriminating people prefer Herbert
Tareyton. Mrs. James Monty Water-
bury. From Town & country, July
1953, p. 24. Appl. author: The
M. H. Hackett Co. © The American
Tobacco Co.; 1Jul53; KK87734.

Discriminating people prefer Herbert
Tareyton with the genuine cork tip.
Mr. Robert Skene. From Town &
country, Sept. 1953, p. 42. Appl.
author: The M. H. Hackett Co.
© The American Tobacco Co.; 1Sep53;
KK88643.

Discriminating people prefer
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cork tip. Mrs. J. William Robbins,
Jr. From Ladies' home journal,
Oct. 1953, p. 115. Appl. author:
M. H. Hackett Co. © The American
Tobacco Co.; 25Sep53; KK89770.

Discriminating people prefer Herbert
Tareyton with the genuine cork tip.
Mrs. Jay Rutherford. From Town &
country, Nov. 1953, p. 157. Appl.
author: The M. H. Hackett Co.
© The American Tobacco Co.; 1Nov53;
KK90784.

Discriminating people prefer Herbert
Tareyton with the genuine cork tip.
Mrs. Reeves Wetherill. From
Ladies' home journal, Dec. 1953, p.
87. Appl. author: The M. H.
Hackett Co. © The American Tobacco
Co.; 27Nov53; KK91347.

Flue-cured growers turn toward ma-
chinery. From the Southern plant-
er, Dec. 1953, p. 4. Appl. au-
thor: Carl Camenisch Advertising,
inc. © The American Tobacco Co.;
1Dec53; KK92274.

For finer Burley, harvest fully-
ripe. From the Kentucky farmer,
Aug. 1953, p. 5. Appl. author:
Carl Camenisch Advertising, inc.
© The American Tobacco Co.;
1Aug53; KK88205.

For less than 8¢ a pack, provide
Luckies for our Armed Forces in
Korea and service hospitals, and
veterans in V.A. hospitals. From
V. F. W., Sept. 1953. Appl. au-
thor: Batten, Barton, Durstine &
Osborn, inc. © The American To-
bacco Co.; 25Aug53; KK91556.

It's all a matter of taste. A few
words on humor from Pulitzer prize-
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Lucky Strike. From New York jour-
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Appl. author: Batten, Barton, Dur-
stine & Osborn, inc. © The Ameri-
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It's all a matter of taste. A state-
ment free from bunk or hoke, by
H. I. Phillips, noted syndicated
columnist. Lucky Strike. From New
York journal American, Oct. 6,
1953, p. 9. From Batten, Barton,
Durstine & Osborn, inc. © 60Oct53;
KK91565.

It's all a matter of taste. America's
comic poet laureate Ogden Nash on
likes and dislikes. Lucky Strike.
From the New York times, July 21,
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Barton, Durstine & Osborn, inc.
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21Jul53; KK91563.

It's all a matter of taste. Base-
ball's immortal Ty Cobb speaks his
mind. Lucky Strike. From the New
York times, Aug. 4, 1953, p. 12.
Appl. author: Barton, Durstine &
Osborn, inc. © The American Tobac-
co Co.; 4Aug53; KK91561.

It's all a matter of taste. Do man-
agers win pennants? By Chuck Dress-
en, manager of the Brooklyn Dodgers.
Lucky Strike. From the New York
times, Sept. 29, 1953, p. 15.
Appl. author: Batten, Barton, Dur-
stine & Osborn, inc. © The Ameri-
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It's all a matter of taste. Golfdom's
prettiest pro Alice Bauer, on lip-
stick, love stories, and Luckies.
From New York journal American,
Aug. 4, 1953, p. 5. Appl. author:
Batten, Barton, Durstine & Osborn,
inc. © The American Tobacco Co.;
4Aug53; KK91566.

It's all a matter of taste. I'm no
ad writer, says Jack Kramer, Ameri-
ca's greatest tennis player. Lucky

Strike. From the New York times,
Sept. 18, 1953, p. 11. Appl. au-
thor: Batten, Barton, Durstine &
Osborn, inc. © The American Tobac-
co Co.; 18Sep53; KK91560.

It's all a matter of taste. Inside
our locker room, by Junior Gill-
iam, star rookie of the Brooklyn
Dodgers. Lucky Strike. From Balti-
more Afro-American, Oct. 6, 1953,
p. 5. Appl. author: Batten, Bar-
ton, Durstine & Osborn, inc.
© The American Tobacco Co.; 6Oct53;
KK91578.

It's all a matter of taste. Noted de-
signer Lilly Daché recalls a Texan
and his taste. Lucky Strike. From
the New York times, July 28, 1953,
p. 12. Appl. author: Batten, Bar-
ton, Durstine & Osborn, inc. © The
American Tobacco Co.; 28Jul53;
KK91562.

It's all a matter of taste. Roy
Campanella, baseball's greatest
catcher on catching, hitting, and
smoking. Lucky Strike. From Balti-
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p. 5. Appl. author: Batten, Bar-
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It's all a matter of taste. Syndi-
sports columnist Bill Corum names
his favorite sport. Lucky Strike.
From the New York times, July 7,
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Barton, Durstine & Osborn, inc.
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KK91564.

It's all a matter of taste. The et-
quette of smoking, by Amy Vander-
bilt, America's foremost authority
on etiquette. Lucky Strike. From
Miami herald, Miami, Fla., Sept.
22, 1953, p. 5. Appl. author: Bat-
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inc. © The American Tobacco Co.;
22Sep53; KK91568.

Luckies for our Armed Forces in Korea
and service hospitals, and veterans
in V.A. hospitals. [Dorothy Col-
lins] From American legion, June
1, 1953, p. 3. Appl. author:
Batten, Barton, Durstine & Osborn,
inc. © 1Jun53; KK88542.

Luckies taste better, cleaner, fresh-
er, smoother. [Face of young girl
with blonde hair] From Time, Sept.
7, 1953. Appl. author: Batten,
Barton, Durstine & Osborn, inc.
© 3Sep53; KK91557.

Luckies taste better, cleaner, fresh-
er, smoother. [Tennis scene] From
Look, Aug. 11, 1953, p. 4 of cover.
Appl. author: Batten, Barton, Dur-
stine & Osborn, inc. © 28Jul53;
KK91571.

Luckies taste better, cleaner, fresh-
er, smoother. [Young colored girl
in figured bathing suit] From
Baltimore Afro-American, July 21,
1953, p. 5. Appl. author: Batten,
Barton, Durstine & Osborn, inc.
© 21Jul53; KK91583.

Luckies taste better, cleaner, fresh-
er, smoother. [Young colored girl
in white blouse lighting cigarette]
From Baltimore Afro-American, Sept.
8, 1953, p. 5. Appl. author: Bat-
ten, Barton, Durstine & Osborn,
inc. © 8Sep53; KK91580.

Luckies taste better, cleaner, fresh-
er, smoother. [Young colored girl
in white cap & blouse] From Balti-
more Afro-American, Aug. 4, 1953,
p. 5. Appl. author: Batten, Bar-
ton, Durstine & Osborn, inc.
© 4Aug53; KK91582.

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Luckies taste better, cleaner, fresher, smoother. [Young colored man with golf score card] From Baltimore Afro-American, July 7, 1953. Appl. author: Batten, Barton, Durstine & Osborn, inc. © 7Jul53; KK88546.

Luckies taste better, cleaner, fresher, smoother. [Young colored man with mustache] From Baltimore Afro-American, Aug. 18, 1953, p. 5. Appl. author: Batten, Barton, Durstine & Osborn, inc. © 18Aug53; KK91581.

Luckies taste better, cleaner, fresher, smoother. [Young colored woman in riding attire] From Ebony, Nov. 1953, p. 3. Appl. author: Batten, Barton, Durstine & Osborn, inc. © 10ct53; KK91575.

Luckies taste better, cleaner, fresher, smoother. [Young girl holding magazine in one hand, cigarette in the other] From Grit, Williamsport, Pa., Oct. 4, 1953, p. 11. Appl. author: Batten, Barton, Durstine & Osborn, inc. © 4Oct53; KK91570.

Luckies taste better, cleaner, fresher, smoother. [Young girl in yellow bathing suit] From Look, July 14, 1953. Appl. author: Batten, Barton, Durstine & Osborn, inc. © 30Jun53; KK88544.

Luckies taste better, cleaner, fresher, smoother. [Young girl wearing white gloves] From Time, Oct. 5, 1953. Appl. author: Batten, Barton, Durstine & Osborn, inc. © 10ct53; KK91558.

Nothing, no nothing beats better taste. [Verses by] Jean Dorrell [and others] Lucky Strike. From Daily Iowan, Apr. 27, 1953. Appl. author: Batten, Barton, Durstine & Osborn, inc. © 27Apr53; KK88539.

Nothing, no nothing beats better taste. [Verses by] Margaret C. Brosman [and others] Lucky Strike. From Daily Iowan, Apr. 23, 1953. Appl. author: Batten, Barton, Durstine & Osborn, inc. © 23Apr53; KK88538.

Nothing, no nothing beats better taste, and Luckies taste better. [Man in sailor cap] From Time, June 1, 1953, p. 4 of cover. Appl. author: Batten, Barton, Durstine & Osborn, inc. © 28May53; KK88541.

Nothing, no nothing beats better taste, and Luckies taste better. [Young colored girl in white dress] From Baltimore Afro-American, May 19, 1953. Appl. author: Batten, Barton, Durstine & Osborn, inc. © 19May53; KK88540.

Nothing, no nothing beats better taste, and Luckies taste better. [Young colored man in straw hat] From Baltimore Afro-American, June 16, 1953. Appl. author: Batten, Barton, Durstine & Osborn, inc. © 16Jun53; KK88543.

Profit column by Lucky. Decal A, B, C. From Vend, Aug. 1953, p. 18. Appl. author: Batten, Barton, Durstine & Osborn, inc. © 1Aug53; KK88548.

Radioactive elements guide tobacco researchers. From the Southern planter, Oct. 1953, p. 9. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 10ct53; KK89932.

Retail reminders by Lucky. (No. 11 of a series) From Chain store age, grocery ed., July 1953, p. 34. Appl. author: Batten, Barton, Durstine & Osborn, inc. © 30Jun53; KK88545.

Retail reminders by Lucky. (No. 12 of a series) From Chain store age, Sept. 1953, p. 47. Appl. author: Batten, Barton, Durstine & Osborn, inc. © 30Aug53; KK91577.

Retail reminders by Lucky. (No. 13 of a series) From Chain store age, Nov. 1953, p. 166. Appl. author: Batten, Barton, Durstine & Osborn, inc. © 30Oct53; KK91576.

Save time and labor in handling tobacco. From the Kentucky farmer, Oct. 1953, p. 5. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 10ct53; KK89644.

Smoking enjoyment is all a matter of taste, and Luckies taste better. From Look, Nov. 17, 1953. Appl. author: Batten, Barton, Durstine & Osborn, inc. © 3Nov53; KK91569.

Start plant beds now to prevent wildfire. From the Kentucky farmer, Sept. 1953, p. 5. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Sep53; KK88636.

Start with good seed for best tobacco crops. From the Southern planter, Nov. 1953, p. 7. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Nov53; KK91101.

Take care of topsoil to conserve tobacco land. From the Southern planter, Aug. 1953, p. 3. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Aug53; KK89054.

Tobacco workers' conference helps growers to prosper. From the Southern planter, July 1953, p. 4. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Jul53; KK87725.

Top and sucker carefully to improve Burley quality. From the Kentucky farmer, July 1953, p. 5. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Jul53; KK87724.

AMERICAN TRACTOR CORPORATION ©.

Terratrac; yesterday, today, tomorrow. Folder. Appl. author: Lillian D. Rojzman. © 18Jun53; KK88644.

AMERICAN WHOLESALE COMPANY.

Free, for both you and your friends. (Assorted varieties) Coupon. © The American Wholesale Co., a partnership composed of Robert L. Shoaf & Elizabeth S. Shoaf; 24Jul53; KK89434.

1 coupon. Special 30-day price, all kinds of finest nylons. © The American Wholesale Co., a partnership composed of Robert L. Shoaf & Elizabeth S. Shoaf; 26Aug53; KK89433.

See your sensational new 30-day money saving coupon inside, now. (Assorted varieties) Folder. © The American Wholesale Co., a partnership composed of Robert L. Shoaf & Elizabeth S. Shoaf; 26Aug53; KK89874.

Special 30-day prices. Finest nylons. Coupon. © The American Wholesale Co., a partnership composed of Robert L. Shoaf & Elizabeth S. Shoaf; 18Sep53; KK89875.

Wholesale nylons. 2 new kinds. Folder. © The American Wholesale Co., a partnership composed of Robert L. Shoaf & Elizabeth S. Shoaf; 18Sep53; KK89876.

AMERICAN WOOD WINDOW INSTITUTE, INC. Consider the importance of windows in your new or remodeled home. From

the Dallas morning news, Aug. 23, 1953, p. 6. Appl. author: Erle Racey & Associates. © The American Wood Window Institute, inc.; 23Aug53; KK88747.

Do you want a home denied the advantages of wood windows? From the Dallas morning news, May 31, 1953, p. 10. Appl. author: Erle Racey & Associates. © The American Wood Window Institute, inc.; 31May53; KK88689.

AMERICANA ASSOCIATED.

Tropic Moon brand exotic planter moss. Net weight 2 ounces. Label. © Americana Associated, James E. Bostwick, sole owner; 8Jul53; KK87760.

AMM-I-DENT, INC. ©.

You've heard about anti-enzyme action ... Anti-enzyme Amm-i-dent gives you a decay barrier. (Toothpaste) From the Philadelphia inquirer, Aug. 24, 1953, p. 9. © 24Aug53; KK88336.

ANCIENT AGE DISTILLING COMPANY ©.

Why not treat yourself like a guest? [Man serving himself] From Florida times-union, Jacksonville, Fla., May 7, 1953, p. 17. Appl. author: William H. Weintraub & Co., inc. © 7May53; KK87165.

Why not treat yourself like a guest? [Man sitting in chair, being served by another man] From Columbus evening dispatch, Columbus, Ohio, Nov. 3, 1953, p. 16A. Appl. author: William H. Weintraub & Co., inc. © Schenley Distillers, inc., d.b.a. Ancient Age Distilling Co.; 3Nov53; KK90671.

ANCIENT AGE DISTILLING COMPANY. SEE ALSO Schenley Distillers, inc.

ANDERSON COMPANY.

All-car service cabinet and Serviseller display stand. Form 04-0205, rev. 6-53. (Windshield wiper blades & arms for automobiles) Sheet. © The Anderson Co.; 19Jun53; KK87471.

Anco Serviseller. Display stand for Anco all-car service cabinet. (Windshield wiper blades and arms for automobiles) Sheet. © The Anderson Co.; 1May53; KK88240.

Anco true or false dealers' guess-fest. Series H. October 1953. (Windshield wiper blades & arms for automobiles) Self-mailer. © The Anderson Co.; 30Sep53; KK91460.

Dealer's application for refunding package. Anco all-car service cabinet. Form 04-0208, rev. 8-53. (Windshield wiper blades & arms for automobiles) Sheet. © The Anderson Co.; 17Aug53; KK88801.

Dealer's application for refunding package. Anco Serviseller. Form 04-0352. (Windshield wiper blades & arms for automobiles) Sheet. © The Anderson Co.; 29Jun53; KK87477.

The easy way to put on Anco windshield wiper arms. Form 04-0004, rev. 4-53. (Windshield wiper arms for automobiles) Sheet. © The Anderson Co.; 25Jun53; KK87476.

Here is your easy July guess-fest. Your guess costs you nothing. (Windshield wiper blades for automobiles) Folder. © The Anderson Co.; 24Jun53; KK87475.

Here's your Anco live-blade-test invitation card. (Windshield wiper blades & arms for automobiles) Envelope. © The Anderson Co.; 20Nov53; KK91459.

Here's your easy August guess-fest. Series F. (Windshield wiper blades & arms for automobiles) Folder. © The Anderson Co.; 29Jul53; KK88798.

Here's your easy September guess-fest. Series G. (Windshield wiper blades & arms for automobiles) Folder. © The Anderson Co.; 2Sep53; KK88797.

Instructions for setting up Anco Serviseller display unit. Form 04-0358. (Windshield wiper blades & arms for automobiles) Sheet. © The Anderson Co.; 29Jun53; KK87474.

Know why a square-cut edge is always far best for your windshield wiper blades? Form 04-0365. Folder. © The Anderson Co.; 2Sep53; KK88795.

Mr. Anco Dealer: Here's your re-funding package application and powerful sales aids ... Form 04-0355. (Windshield wiper blades and arms for automobiles) Label. © The Anderson Co.; 29Jun53; KK87473.

Now Anco replaces all dealers' losses by fire or flood. Form 04-0356. (Windshield wiper blades & arms for automobiles) Folder. © The Anderson Co.; 16Jul53; KK88803.

Now at no cost, dealer gets this Anco all-car service cabinet (without contents) Form 04-0205, rev. 8-53. (Windshield wiper blades & arms for automobiles) Sheet. © The Anderson Co.; 17Aug53; KK88794.

One Anco all-car service cabinet (without contents) Form 04-0206, rev. 8-53. (Windshield wiper blades & arms for automobiles) Label. © The Anderson Co.; 17Aug53; KK88802.

One Anco Serviseller, portable display stand for Anco all-car service cabinet. Form 04-0353. (Windshield wiper blades & arms for automobiles) Label. © The Anderson Co.; 29Jun53; KK87472.

Welcome to the family of Anco dealers now using Anco all-car service cabinets. Form 04-0210, rev. 8-53. (Windshield wiper blades & arms for automobiles) Sheet. © The Anderson Co.; 26Aug53; KK88799.

Welcome to the family of Anco dealers now using Anco Serviseller display stand. Form 04-0354. (Windshield wiper blades & arms for automobiles) Sheet. © The Anderson Co.; 8Jul53; KK88800.

You risk-no-money. Try live Clear-Flex wiper blades with new Anco cushionite rubber. Form 04-0360. Card. © The Anderson Co.; 2Sep53; KK88796.

ANDREWS (A. M.) COMPANY ©.

Free ad mats for dealers. Plastic hose sprinkler. Sheet. © 24Jun53; KK88354.

Only the Andrews sprinkler has all these advantages. From Sunday world-herald, Omaha, Aug. 2, 1953, p. 5. © 2Aug53; KK88808.

The original sprinkler sensation. 50-foot sprinkler weighs under 1 1/2 lbs. Plastic hose sprinkler. Sheet. © 28Jul53; KK88046.

The original 2-tube sprinkler sprinkles 2 ways or one ... Plastic hose sprinkler. From the Sunday Oregonian, July 19, 1953, p. 7. © 19Jul53; KK88045.

Plastic hose sprinkler. Window streamer. © 25Apr53; KK88353.

ANEMOSTAT CORPORATION OF AMERICA ©. 1954 condensed selection data. Anemostat draftless aspirating air diffusers. Folder. Appl. author: Gilbert S. Carpenter. © 21Oct53; KK90999.

ANGLE, PAUL M. Alfred Thayer Mahan, 1840-1914. SEE Kingsport Press, inc.

Harriet Beecher Stowe, 1811-1896. SEE Kingsport Press, inc.

John C. Frémont, 1813-1890. SEE Kingsport Press, inc.

John Caldwell Calhoun, 1782-1850. SEE Kingsport Press, inc.

Lincoln [and] Douglas. SEE Kingsport Press, inc.

Ralph Waldo Emerson, 1803-1882. SEE Kingsport Press, inc.

Timothy Shay Arthur, 1809-1885. SEE Kingsport Press, inc.

ANGUS MILLS, INC. ©. Angus DuPont sponge wash cloth. Label. © 23Oct53; KK92140.

ANHEUSER-BUSCH, INC. ©. When you know your beer, it's bound to be Bud. Budweiser lager beer. From Manitowoc herald-times, June 30, 1953, p. 4-T. Appl. author: D'Arcy Advertising Co. © 30Jun53; KK90422.

ANIMAL KINGDOM, INC. ©. Royal parakeet, official registration and birth certificate. Appl. author: Ole Bjornstad. © 26Sep53; KK90172.

ANTI-HYDRO WATERPROOFING COMPANY ©. Condensed specifications. Concrete waterproofing. Sheet. Appl. author: Mortimer W. Meyer. © 14Oct53; KK91082.

ANTLE (L. L.) AND COMPANY, INC. ©. Whitato anti-oxidant. Keeps potatoes white without storing in water, saves oil, saves cooking time. Folder. Appl. author: William Fate Owens. © 2Dec53; KK91650.

Whitato anti-oxidant. Net contents one pound. Label. Appl. author: Lloyd Leonard Antle. © 27Oct53; KK90790.

APEX CHEMICAL COMPANY ©. Clevermaid household cleaner. One pint. Label. Appl. author: Melick West Blades. © 25Sep53; KK89393.

Clevermaid household disinfectant. One pint. Label. Appl. author: Melick West Blades. © 19Nov53; KK91211.

APEX ELECTRICAL MANUFACTURING COMPANY ©. Presenting the world's most economical automatic clothes washer. Apex Wash-A-Matic. Apex for 40 years a leader ... Form AW-5208-R. Pamphlet. Appl. author: Meldrum & Fewsmith, inc. © The Apex Electrical Mfg. Co.; 5May53; KK90376.

This is the way to iron your clothes. Part no. 8B-20231. (Electrical appliances) 18 p. Appl. author: Meldrum & Fewsmith, inc. © The Apex Electrical Mfg. Co.; 5May53; KK80375.

We don't believe in work for women. Apex hour-saving appliances. Form no. FL-53-750. Folder. Appl. author: Meldrum & Fewsmith, inc. © The Apex Electrical Mfg. Co.; 25Mar53; KK90374.

We don't believe in work for women. The Apex Dish-A-Matic roll-a-way dishwasher frees you ... From the Saturday evening post, June 27,

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APPLIANCE SERVICE SPECIALISTS COMPANY. Factory parts; finest service. Sheet. © Appliance Service Specialists Co., Rodger Bixler, sole owner; 8Jun53; KK87698.

AQUA-MATIC PRODUCTS COMPANY. Aqua-Matic jet powered blender. Fits all kitchen faucets. (Food and beverage mixer) Label. © Leonard C. Smith, d.b.a. Aqua-Matic Products Co.; 25Jul53; KK89304.

Aqua-Matic, the amazing miracle blender that's jet-powered by your kitchen faucet. (Food and beverage mixer) Folder. © Leonard C. Smith, d.b.a. Aqua-Matic Products Co.; 1Aug53; KK89303.

ARCADY FARMS MILLING COMPANY ©. America's most imitated sweet mix. Arcady sweet mixing feed. Contains 45 % pure cane molasses. Folder. Appl. author: The Biddle Co. © 1Sep53; KK90883.

Another step toward lower cost beef production. New Arcady Cattle Supplement A. (Feeds) Folder. Appl. author: The Biddle Co. © 23Nov53; KK91737.

Arcady chick starter. A good start for baby chicks is your start to profits. (Feeds) Folder. Appl. author: The Biddle Co. © 1Sep53; KK90565.

Checks profit robbing setbacks in poultry flocks. Arcady Poultry Boost'r. (Feeds) Folder. Appl. author: The Biddle Co. © 23Nov53; KK91736.

Chicks are made, then hatched. Arcady Breeder Mash. (Feeds) Folder. Appl. author: The Biddle Co. © 23Nov53; KK91733.

Feed your pigs before they're born. Arcady 30 % Sow Breeder Pellets. Folder. Appl. author: The Biddle Co. © 23Nov53; KK91739.

Give consumers the type broiler meat they want. Arcady Sup'r Broiler Crumbits. (Feeds) Folder. Appl. author: The Biddle Co. © 1Sep53; KK90569.

Give poulters a good fast start. Arcady Turkey Starter. (Feeds) Appl. author: The Biddle Co. © 16Nov53; KK91194.

Heavier, healthier pigs at normal weaning time. New Arcady Pig Dine-A-Lac. (Feeds) Folder. Appl. author: The Biddle Co. © 1Jul53; KK89891.

Here's how to boost net returns from laying flocks. Arcady Laying Mash. (Feeds) Folder. Appl. author: The Biddle Co. © 1Sep53; KK90566.

Here's how to put top quality finish on poultry. Arcady Wonderfat Finisher. (Feeds) Folder. Appl. author: The Biddle Co. © 1Jul53; KK88762.

Here's one feed that pigs really like the taste of. Arcady Sow 'N Litter Pellets. Folder. Appl. author: The Biddle Co. © 1Jul53; KK89893.

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Increases hatchability, assures strong poulters. Arcady Turkey Breeder. (Feeds) Folder. Appl. author: The Biddle Co. © 16Nov53; KK91195.

ARCADY FARMS MILLING COMPANY ©. Cont'd.

- Let each animal balance its own mineral needs. Arcady All Purpose mineral. (Feeds) Folder. Appl. author: The Biddle Co. © 23Nov53; KK91740.
- Makes your home-grown grains do a better job. Arcady 28 o/o Mash Concentrate. (Feeds) Folder. Appl. author: The Biddle Co. © 23Nov53; KK91735.
- Now raise better quality calves for herd replacement. New Arcady Calf Dine-A-Lac. (Feeds) Appl. author: The Biddle Co. © 1Aug53; KK89892.
- 100 o/o oat replacement in turkey rations. Arcady Avitas Pellets and Crumbits. (Feeds) Folder. Appl. author: The Biddle Co. © 23Nov53; KK91738.
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- The one place where your professional ideas can be seen, not just imagined. cBathroom scene (Building materials) Blotter. © 1Jul53; KK87801.
- The one place where your professional ideas can be seen, not just imagined. cExterior building materials, bricks and stones. Blotter. © 1Jul53; KK87797.
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- The one place where your professional ideas can be seen, not just imagined. cLiving room scene (Building materials) Blotter. © 1Jul53; KK87798.
- ARCTIC CIRCLE FREEZER.
- White Acre peas. Net wt. 10 ozs. Label. © Arctic Circle Freezer, solely owned by H. L. Simpson; 15Jun53; KK87759.
- ARGUS ASSOCIATES, INC.
- 20 original Arguscraft Christmas cards. Label. © Argus Associates, Inc., Arthur H. Lalos, Steve G. Kokenes, and Robert L. Mandris, sole owners; 1Sep53; KK89382.
- ARGUS CAMERAS, INC. ©.
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- No other camera gives you so much for only \$15.95. Argus 75. From This week (Cincinnati enquirer) June 7, 1953, p. 26. Appl. author: Young & Rubicam, inc. © 7Jun53; KK89189.

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- This is for you, and we have it. New Argus A-four. From Lansing state journal, Lansing, Mich., Apr. 23, 1953, p. 23. Appl. author: Young & Rubicam, inc. © 23Apr53; KK89191.
- To the man who can afford to spend \$460.00 or more for a fine camera, but would rather not. From the Saturday evening post, May 30, 1953, p. 84. Appl. author: Young & Rubicam, inc. © 27May53; KK89192.
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face cream, shaving cream, lip-stick and Armour seal; (Chemicals) From Oil, paint and drug reporter, June 1, 1953, p. 20. Appl. author: Earle Ludgin, Jr. © 1Jun53; KK88139.

Available now in tank car quantities ... Armour's fractionally distilled high purity caprylic acid. cArrows in both directions; (Chemicals) From Oil, paint and drug reporter, Apr. 6, 1953, p. 13. Appl. author: Earle Ludgin, Jr. © 6Apr53; KK88135.

Here's the proof: Mackey tests show Armour oleic acids extremely stable. cTwo cotton wads soaked in oil; seal; (Chemicals) From American dyestuff reporter, Apr. 13, 1953, p. 6. Appl. author: Earle Ludgin, Jr. © 13Apr53; KK88136.

Lighter color, better hardness, characteristics of improved Armowax ... Dr. M. R. McCorkle. [Coupon for samples and literature] (Chemicals) From Chemical processing, July 1953, p. 24-25. Appl. author: Earle Ludgin, Jr. © 15Jul53; KK88401.

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New products and profits with Armour chemicals. cGirl applying sun lotion; picture of sprayer; From Chemical week, Apr. 18, 1953, p. 4-5. Appl. author: Earle Ludgin, Jr. © 18Apr53; KK88134.

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Now your child will take aspirin like a little angel. New Crystar tasteless aspirin for children. cBabies' Streamer. Appl. author: Eugene Gallivan. © The Armour Laboratories, a division of Armour & Co.; 1Jul53; KK87960.

Premium high-bake finishes at low cost with Neo-Fat 280. cLady washing door of refrigerator; (Chemicals) From Western paint review, Apr. 1953, p. 41. Appl. author: Earle Ludgin, Jr. © 1Apr53; KK88400.

Stop rust. Duomeen T Dioleate, a new Armour chemical ... cBuilding structure outline and drawing of paint brush; From Paint and varnish production, Sept. 1953, p. 61. Appl. author: Earle Ludgin, Jr. © 10Sep53; KK89439.

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Why Dial soap protects your complexion even under make-up. cGirl washing her face; From Ladies' home journal, June 1953, p. 145. Appl. author: Catherine M. Haynie. © 28May53; KK88138.

ARMOUR LABORATORIES DIVISION, ARMOUR AND COMPANY. SEE Armour and Company.

ARNOLD BAKERS, INC. ©
Arnold choc-chip; 20 cookies. Net weight 7 oz. Label. © 28Oct53; KK90462.

Arnold toasting muffins, enriched butter crumpets. Net wt. 7 1/2 oz. Label. © 10Aug53; KK88887.

ARROW DISPLAY ASSOCIATES ©
Arrowflex module. For exclusive use of Atlantic Plastics Co. Flex-O-Wall boxes. Folder. Appl. author: C. Earl Brooks. © 30Nov53; KK91384.

Something new on display. Arrowiron and plastic. Folder. Appl. author: C. Earl Brooks. © 2Dec53; KK91396.

ART METAL CONSTRUCTION COMPANY ©
Art Metal side-arm roller suspension gives desk drawers greater filing capacity. Sheet. © 6Nov53; KK91717.

ART O'MAGIC CORPORATION ©
Try your talent with Art O'Magic oil painting set. Label. Appl. author: Elsie Reynolds. © 8Jun53; KK87625.

ARYEH.
Simchas Torah flag used on Jewish holiday of Succoth. [Title in Hebrew] Sheet. © Aryeh Newman, d.b.a. Aryeh; 1Aug53; KK88115.

ASHBY, JOHN L., d.b.a. ASHBY COMPANY.
SEE Ashby Company.

ASHBY COMPANY.
1954 Ashby church calendars. cDescriptive folder & price list; © John L. Ashby, d.b.a. Ashby Co.; 1Jul53; KK89324.

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Walter Ashe radio, television, electronic equipment, 1954. 160 p. Appl. author: Orville Henry Kettler. © 8Oct53; KK90835.

ASHEY, WILLIAM E. ©
Life-Glo; Après Mort color restorer. For embalming use only. Label. © 10Sep53; KK90696.

ASKANIA REGULATOR COMPANY ©
Askania automatic reversal system for regenerative furnaces. Bulletin 159. Folder. © 4Jun53; KK88832.

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Make quick work of brush disposal with an Asplundh brush chipper. From the American city, Nov. 1953, p. 171. © 9Nov53; KK91461.

ASSOCIATED ADVERTISERS ©.

Let's dine out. (Mats) © Peter Van Thein, sole owner of Associated Advertisers; 1Jun53; KK88194.

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ASSOCIATED FOLDING BOX COMPANY ©.

[Clown doll] Label. © 10Oct53; KK90270.

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Who lived in Maxwellton and gie'd me her promise true? Annie Laurie. Label. Appl. author: Richard L. Evans. © 16Nov53; KK91933.

Who rode with his hounds and his horn in the morning? John Peel. Label. Appl. author: Richard L. Evans. © 16Nov53; KK91751.

Who was the girl in the song of the 49'ers? Oh Susanna. Label. Appl. author: Richard L. Evans. © 16Nov53; KK91931.

Who went to town riding on a pony? Yankee Doodle. Label. Appl. author: Richard L. Evans. © 16Nov53; KK91932.

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Illustrative pamphlet of Christmas cards. Folder. © 1Aug53; KK88804.

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ATLAS SUPPLY COMPANY ©.

Buried alive for three months; a true story by Bill Clark. Atlas tires, batteries ... From the Saturday evening post, Sept. 28, 1953. Appl. author: McCann-Erickson, inc. © 24Sep53; KK92116.

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- AURORA PLASTICS CORPORATION ©.**
Big Chief bow and arrow set with head dress. Label. Appl. author: John Cuomo. © 1Nov53; KK91631.
- AUTHENTIC AIRCRAFT MODELS ©.**
This Aerodynamically authentic scale model of a 4 engine Capitaliner can be yours. Order form. Appl. author: John A. Dey. © 15Oct53; KK92143.
- AUTOMATIC CANTEN COMPANY OF AMERICA ©.**
Canteen servinette, the ultimate in vending convenience. Folder. Appl. author: Richard A. Burleigh. © 5May53; KK86962.
- Refreshment at the drop of a coin from Carbonated Beverage Canteens. Folder. Appl. author: Richard A. Burleigh. © 5May53; KK86960.
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Factory rebuilt voltage regulators. Comparative code number chart and passenger car guide. Folder. © 29Jul53; KK87786.
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How to add sparkle and convenience to your bathroom, kitchen, closet, by Nancy Mason. Autoyre Fairfield [accessories] Pamphlet. Appl. author: Ben Sackheim, inc. © The Autoyre Co.; 1Jun53; KK91301.
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Clearer, sharper pictures than you ever believed possible. 1954 Crosley TV with the electronic Picture

Sentry. From Ebony, Oct. 1953, p. 37. Appl. author: Batten, Barton, Durstine & Osborn, inc. © 12Sep53; KK91605.

Do your TV buying right from this Crosley page. From Wichita beacon, Wichita, Kan., Sept. 24, 1953, p. 12. Appl. author: Batten, Barton, Durstine & Osborn, inc. © 24Sep53; KK91584.

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Here's the '54 Crosley with the electronic Picture-Sentry ... (Televi-sions) From Radio & Television Journal, July 1953, p. 32. Appl. author: Batten, Barton, Durstine & Osborn, inc. © Avco Manufacturing Co.; 15Jul53; KK88530.

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Maine agrees with Mississippi. Crosley TV with the exclusive Picture-Sentry. From Daily news, New York, Sept. 22, 1953, p. 8. Appl. author: Batten, Barton, Durstine & Osborn, inc. © 22Sep53; KK91595.

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1954 Crosley high fidelity FM, AM radio-phonograph; G-200 series. Appl. author: Walter F. Henize. Oct. 1953. Bull. no. 471. © Crosley Division, Avco Mfg. Corp.; 26Oct53; KK90467.

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BEAUTIFUL BRYANS, INC. ©.

- New, a thread of fantasy, dream-spun into the sheerest extravagance ever known in stockings. Golden Ten 72. From Vogue, Sept. 1, 1953, p. 96. Appl. author: Abbott Kimball Co., inc. © 1Sep53; KK91001.

BECK, C. O. ©.

- 1st choice. (Bread) Label. © 14Jun53; KK89498.

BECTION, DICKINSON AND COMPANY ©.

- B-D Steritubes. M382-9-53. (Containers for needles and syringes) Folder. © 16Oct53; KK90056.
- The B-D Yale Flarimeter for testing circulatory fitness. D5048-53. Folder. © 20Oct53; KK89823.
- Every plunger fits every barrel. B-D Multifit syringes. M396-53. Folder. © 20Oct53; KK89822.
- For men, for women. You'll look your best in Ace full-footed elastic hosiery. F86-53. Folder. © 30Nov53; KK91813.
- The universal prescription costing and pricing calculator. Card. © 30Jun53; KK87249.

BEECH-NUT PACKING COMPANY ©.

- Beech-Nut peppermint flavor Beechies. Candy coated chewing gum. 12 Beechies. Label. © 5May53; KK90536.

BEG-MORE PET FOOD COMPANY ©.

- Beg-More pet-pack. 6 1-pound cans. Label. Appl. author: David M. Blue. © 16Apr53; KK87405.

BELL ENTERPRISES, INC. ©.

- Hudson. Dark eyes in a jam. The Wildcats. (Phonograph records) Label. Appl. author: Benjamin Samberg. © 12Nov53; KK92044.

BELOND, JESSE SEYMOUR, RUTH M. BELOND AND ROBERT W. HEDMAN, forming the partnership SOUTHERN CALIFORNIA MUFFLER COMPANY. SEE Southern California Muffler Company.

BELOND, RUTH M., JESSE SEYMOUR BELOND AND ROBERT W. HEDMAN, forming the partnership SOUTHERN CALIFORNIA MUFFLER COMPANY. SEE Southern California Muffler Company.

BENDIX AVIATION CORPORATION ©.

- Schematic diagram of Bendix gas turbine fuel control model TJ-E3. Sheet. Appl. author: Harvey J. Swem. © 10May53; KK88972.
- Schematic diagram of Bendix 100-28-A5 direct injection system. (Fuel control) Sheet. Appl. author: Harvey J. Swem. © 10Apr53; KK88973.

BENDIX-WESTINGHOUSE AUTOMOTIVE AIR BRAKE COMPANY ©.

- Air-power steering. (Vehicle steering mechanism) Folder. Appl. author: Howard Begin. © 14Oct53; KK90293.
- Here's big news. Bendix-Westinghouse presents the new air brake system ... Tu-Flu 300 compressor. Folder. Appl. author: H. J. Begin. © 13Oct53; KK90294.

BENGUE, INC. ©.

- Children's Ben-Gay, for symptomatic relief of colds. Net contents 1 1/4 oz. Label. © 16Dec53; KK92250.
- Children's Ben-Gay now brings to your youngsters Ben-Gay's famous quick relief from cold miseries. Sheet. © 16Dec53; KK92251.
- How Ben-Gay brings you quick relief from muscular and rheumatic pain, and the misery of colds. (Pharmaceutical) Sheet. © 9Nov53; KK91906.

BENNETT-IRELAND, INC. ©.

- Your perfect Bennett fireplace. 19 p. Appl. author: Edward J. Leahy. © 26Oct53 (in notice: 1952); KK90814.

BERGER (L. L.) INC., a.k.a. BERGER'S. SEE Berger's.

BERGER'S.

- Cool, checked gingham classic, only 6.98. (Women's apparel) From Glamour, June 1953, p. 1. Appl. author: The Albert Woodley Co. © L. L. Berger, inc., a.k.a. Berger's; 22May53; KK88422.
- Striking stripes in cool jersey by Larry Jay, 8.98. (Women's apparel) From Charm, June 1953, p. 5. Appl. author: The Albert Woodley Co. © L. L. Berger, inc., a.k.a. Berger's; 22May53; KK88423.
- The wonderful batting only 5.98 each. Pullover or cardigan sweater. From Charm, Aug. 1953, p. 7. Appl. author: The Albert Woodley Co. © L. L. Berger, inc., a.k.a. Berger's; 22Jul53; KK88421.

BERKAY COMPANY.

- White Orchid nurse uniforms. 1953 uniform fashion guide. Folder. Appl. author: Bernard Kowalsky. © The Berkay Co.; 15May53; KK87127.

BEST AND COMPANY ©.

In so many college vocabularies, there's only one word for monotone tweeds and that's Lewispun. From New York times, Aug. 16, 1953, p. 7. © 16Aug53; KK88619.

Liliputian bazaar. Stepping into the Liliputian gift bazaar is like stepping into Christmas. (Baby gifts) From the New York times, Nov. 29, 1953, p. 7. © 29Nov53; KK91229.

Love that baby. (Clothes) From New York herald tribune, Oct. 18, 1953, p. 5. © 18Oct53; KK90199.

These little feet will last a lifetime. Best-Flex. (Shoes) From the New York times, Sept. 17, 1953, p. 6. © 17Sep53; KK89220.

BETTER-BILT DOOR COMPANY ©.

New beauty for your garage. Better-Bilt Rosettes. Folder. © 16Nov53; KK91142.

BETTER VISION INSTITUTE, INC. ©.

Don't take chances with your family's eyesight. From Good housekeeping, Mar. 1952, p. 7. Appl. author: Roberts & Reimers, inc. © 20Feb52; KK88418.

BEVAN, PAULA, AND HELEN BADCON, sole owners, BEVAN-BADCON. SEE Bevan-Badcon.**BEVAN-BADCON.**

They're here to stay, so why not pretty them up? Hand painted Johnnie seats. From Giftwares, July 1953, p. 102. © Bevan-Badcon, Paula Bevan & Helen Badcon, sole owners; 20Jan53; KK87682.

BILL-ADS COMPANY.

All potato chips are good, ours only taste better. Connecticut potato chips. [Bill-ad] Sheet. © Sidney H. Pelter, d.b.a. The Bill-Ads Co.; 18Jun53; KK90557.

BILL'S DINER.

You'll come back often for Chicken Francais, our exclusive recipe. (Food service) Card. Appl. author: Robert L. Rainey. © William J. Wurtz, d.b.a. Bill's Diner; 15Nov53; KK92272.

BIO AMERICA COMPANY ©.

Bevamino; nutritional weight control. Net weight 42 oz. Chocolate and vanilla flavor. Folder. Appl. author: Herbert L. Clark. © 31Aug53; KK89555.

BIRD AND SON, INC. ©.

Keni Bees by Small Abbott. (Shoe carton) Label. © 17Jun53; KK87343.

BIRSHEIN STUDIOS, INC. ©.

It's new, and 6 ways better. Statesman Perma-trim. (Rayon automotive seat fabric) Sheet. © 26Oct53; KK91125.

BISCHOFF (ERNST) COMPANY, INC. ©.

Infants and children take to Diatussin non-narcotic cough control, because it's easier to take. Folder. Appl. author: L. W. Frohlich Co., inc. © 17Nov53; KK91658.

BISHOP (G. H.) COMPANY ©.

To give you lower costs, better profits for years to come. Bishop lifetime stainless steel truck tubs; Bishop starch cooker. (Production equipment for laundries) Sheet. Appl. author: David A. Freeman. © 17Jun53; KK86987.

BISHOP (HAZEL) INC. ©.

Amazing lasting nail polish stays on 3 to 5 days longer, without chipping or peeling. From Sunday mirror, New York, Nov. 8, 1953, p. 15B. Appl. author: Raymond Spector Co., inc. © 8Nov53; KK91106.

Color selector guide. (Lipstick, nail polish, liquid cream rouge) Sheet. Appl. author: Raymond Spector Co., inc. © 11Aug53; KK89080.

Hazel Bishop base coat, perfect foundation for any nail polish. Label. Appl. title: Base coat merchandising display. Appl. author: Raymond Spector Co., inc. © 28Sep53; KK89657.

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.

Hazel Bishop lasting nail polish. Asst. no. 480. Contains 1 doz. Label. Appl. title: Box and display merchandiser unit. Appl. author: Raymond Spector Co., inc. © 14Sep53; KK89655.

Hazel Bishop lasting nail polish. Asst. no. 900. Contains 2 doz. Label. Appl. title: Box and display merchandiser unit. Appl. author: Raymond Spector Co., inc. © 17Aug53; KK89658.

Here it is. The entirely new Hazel Bishop polish that stays on 3 to 5 days longer. Tray deal no. 395. [Package insert and jobber's mailing insert] Appl. author: Raymond Spector Co., inc. © 3Aug53; KK89085.

Here's the new kind of nail polish that outlasts all others. [Salesman's catalog sheet] Appl. author: Raymond Spector Co., inc. © 4Aug53; KK89084.

Long-lasting nail polish & base coat combination. Label. Appl. author: Raymond Spector Co., inc. © 14Sep53; KK89088.

Most exciting news in beauty shop history. Hazel Bishop introduces a revolutionary new nail polish. [Salesman's catalog sheet] Appl. author: Raymond Spector Co., inc. © 4Aug53; KK89081.

Nearly 100 million bottles of nail polish are sold yearly ... Now Hazel Bishop brings back this profitable volume to beauty shops. [Salesman's catalog sheet] Appl. author: Raymond Spector Co., inc. © 4Aug53; KK89083.

Nearly 100 million bottles of nail polish are sold yearly ... Now Hazel Bishop brings this profitable volume back to druggists. [Salesman's catalog sheet] Appl. author: Raymond Spector Co., inc. © 4Aug53; KK89082.

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; KK89086.

Outsold all cosmetic gifts last Xmas. Hazel Bishop jeweled lipatick. [Salesman's catalog sheet] Appl. author: Raymond Spector Co., inc. © 4Aug53; KK89087.

BISON PRODUCTIONS ©.

Bison (Phonograph records) Label. © 26Apr53; KK87399.

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.**

Wonder action cleaner. 1 lb. 8 oz. Label. © Arthur Bivens & Robert Bivens, d.b.a. Bivens Chemical Co.; 1Jun53; KK89240.

BIXLER, RODGER, sole owner, APPLIANCE SERVICE SPECIALISTS COMPANY. SEE Appliance Service Specialists Company.**BLACK GOLD STAMP COMPANY ©.**

Saving stamp. (Appliances, sporting goods, kitchen equipment & food products) Sheet. © 16Jul53; KK87697.

BLATZ BREWING COMPANY ©.

And now Milwaukee's finest beer comes to Wilmington. Appl. author: William H. Weintraub & Co., inc. © 16Oct53; KK90655.

Blatz dark beer. 8 fluid ounces. Continental special. Label. © 3Dec53; KK92302.

Milwaukee's 1953 beer facts. Blatz is Milwaukee's finest beer. Pamphlet. © 1Sep53; KK90832.

November is Blatz month in Milwaukee. [Hand & leaves] From the Milwaukee sentinel, Nov. 19, 1953, p. 4-C. Appl. author: William H. Weintraub & Co., inc. © 19Nov53; KK91149.

November is Blatz month in Wisconsin. From the Madison Capital times, Nov. 19, 1953, p. 8. Appl. author: William H. Weintraub & Co., inc. © 19Nov53; KK91627.

Now, Blatz, largest selling beer in Milwaukee comes to Washington. Appl. author: William H. Weintraub & Co., inc. © 14Oct53; KK90656.

What made Milwaukee change to Blatz. cRug beating and vacuum scenes. From American Legion, July 1953, p. 9. Appl. author: William H. Weintraub & Co., inc. © 1Jul53; KK86966.

What made Milwaukee change to Blatz beer? [Chopping wood scene] From Life, Oct. 12, 1953, p. 3 of cover. Appl. author: William H. Weintraub & Co., inc. © 9Oct53; KK89824.

What made Milwaukee change to Blatz beer? [Dish washing scene] From Ebony, Aug. 1953, p. 80. Appl. author: William H. Weintraub & Co., inc. © 10Jul53; KK87766.

What made Milwaukee change to Blatz beer? [Married couple dressing] From Life, Sept. 21, 1953, p. 3 of cover. Appl. author: William H. Weintraub & Co., inc. © 17Sep53; KK89307.

BLOOMER BROTHERS COMPANY ©.

Lenick's ice cream. Vanilla. One pint liquid. Label. © 15Sep53; KK89327.

BLUE STAR HOSPITAL PLAN.

Vital news for residents of Washington County. Enrollment beginning Friday, April 24. (Insurance) From Akron news-reporter, Akron, Colo., Apr. 23, 1953, p. 4. © Blue Star Hospital Plan (in notice: Blue Star Insurance Plan); KK91291.

BLUE STAR INSURANCE PLAN. SEE Blue Star Hospital Plan.

- BOAKA KOMPANIYA ©.**
Now at last, the drink that doesn't tell. The facts about Samovar Vodka are almost unbelievable. Appl. author: William H. Weintraub & Co., inc. © 28Oct53; KK90492.
- BOKER (H.) AND COMPANY, INC. ©.**
Boker Tree brand, first choice in cutlery, last word in quality. From the Saturday evening post, Sept. 26, 1953, p. 124. Appl. author: Harvey C. Stocking. © 26Sep53; KK89913.
- Boker Tree brand know-how, puts life in a knife. From the Saturday evening post, Oct. 10, 1953, p. 100. Appl. author: Harvey C. Stocking. © 10Oct53; KK89914.
- Looks like a Boker Tree brand Christmas. (Cutlery) From the Saturday evening post, Dec. 5, 1953, p. 149. Appl. author: Harvey C. Stocking. © 5Dec53; KK92022.
- Sharp performance by Boker Tree brand. (Cutlery) From the Saturday evening post, Nov. 7, 1953, p. 70. Appl. author: Harvey C. Stocking. © 7Nov53; KK92024.
- Sharp performance. Boker Tree brand. (Cutlery) From the Saturday evening post, Nov. 21, 1953, p. 130. Appl. author: Harvey C. Stocking. © 21Nov53; KK92023.
- BOLLER BEVERAGES, INC. ©.**
Boller creamy root beer. 5¢ off on this bottle. Label. Appl. author: John J. Zboyan. © 20Jul53; KK87796.
- BOND FOUNDRY AND MACHINE COMPANY ©.**
To make it fast and easy use the new Bond drum truck. (Hand truck) Sheet. © 20Jul53; KK88361.
- BONSIB, LOUIS WILLIAM (BILL), d.b.a. BILL BONSIB'S. SEE Bonsib's, Bill.**
- BONSIB'S, BILL.**
Bill Bonsib's, Denver. Take home delicious sandwiches and fountain drinks. Label. © Louis William (Bill) Bonsib, d.b.a. Bill Bonsib's; 31Jul53; KK89499.
- BORDEN COMPANY.**
Borden's big 4 on the good food line. (Dairy products) Pamphlet. Appl. author: George J. Kienzle. © The Borden Co.; 5Jun53; KK88265.
- Dutch chocolate drink. One quart liquid. Label. Appl. author: Vern Peterson. © The Borden Co.; 10Sep53; KK90978.
- It's new. It's delicious. It's Snow King. Borden's frozen dairy dessert. From Milwaukee journal, June 17, 1953, p. 12. Appl. author: Richard Einwalter. © The Borden Co., Ice Cream Division; 17Jun53; KK87007.
- The leading lady gives you a better show of profits. Season's biggest hit. Lady Borden ice cream. From Central pharmaceutical journal, July 1953, p. 37. Appl. author: James Hicks. © The Borden Co.; 5Jul53; KK88266.
- Like coming upon a meadow in a city street. Borden's rich milk. From Chicago tribune, July 24, 1953, p. 11. Appl. author: Dale Maxey. © The Borden Co.; 24Jul53; KK88268.
- Look who's helping sell beauty cream. (Ice cream) From Central pharmaceutical journal, May 1953, p. 33. Appl. author: James Hicks. © The Borden Co.; 5May53; KK87309.
- Mull-Soj; powdered hypoallergenic food, for infants, children, adults. Net weight one pound. Label. Appl. author: John Johnson. © The Borden Co.; 28Sep53; KK91168.
- Pasteurized creamed cottage cheese. Net weight 16 ounces. cElsie-head, daisy design. Label. Appl. author: Frank Gianninoto. © The Borden Co.; 20Oct52; KK88269.
- Silver Cow evaporated milk. Net wt. 1 1/2 ozs. Liq. meas. 1 3/4 ozs. Label. Appl. author: T. B. Kerr. © The Borden Co.; 15Sep50; KK90061.
- Silver Cow-Pearl brand evaporated milk. Net wt. 1 1/2 ozs. Liq. meas. 1 3/4 ozs. Label. Appl. author: T. B. Kerr. © The Borden Co.; 15Sep50; KK90059.
- Special sale for a limited time only ... Borden's ice cream, 3 pints 69¢. From the Tampa daily times, July 31, 1953, p. 3. Appl. author: Robert Emmett McCarthy. © The Borden Co.; 31Jul53; KK88267.
- Star brand sweetened condensed milk. Net wt. 1 1/2 ozs. Label. Appl. author: Thomas B. Kerr. © The Borden Co.; 25Aug53; KK90060.
- The story of good milk from the farm to your home. Folder. Appl. author: George J. Kienzle. © The Borden Co.; 16Sep53; KK90062.
- BOSTWICK, JAMES E., sole owner, AMERICANA ASSOCIATED. SEE Americana Associated.**
- BOTANY MILLS, INC. ©.**
The accent is on action. Botany revolving tie rack. From Men's wear, Sept. 12, 1952, p. 90. © 12Sep52; KK87541.
- B square end, by which we mean that the bottom of the tie ... From the Saturday evening post, Dec. 12, 1953, p. 44. © 9Dec53; KK92287.
- B, the hobby that grew into a multi-million dollar business. (Neckties) From the Saturday evening post, Oct. 17, 1953, p. 62. © 14Oct53; KK92253.
- B, the tie that travelled 7,665 days. From Look, Dec. 15, 1953, p. 8. © 1Dec53; KK92254.
- Botany brand Botanella shirts. From the Saturday evening post, Dec. 5, 1953, p. 127. © 2Dec53; KK92285.
- Botany brand certified fabrics for home sewing. Sewables, an exciting new idea for easy sewing. From McCall's pattern book, fall 1953, p. 4 of cover. © 10Aug53; KK88341.
- Botany brand 500, tailored by Daroff. Cameo sheen gabardines with the highest lustre ever loomed ... (Men's suits) From Esquire, Oct. 1953, p. 118. © 9Sep53; KK91642.
- Botany brand 500, tailored by Daroff. Luxury without limit in the finest of 2-ply, 100 % virgin worsteds ... (Men's suits) From Esquire, Dec. 1953, p. 25. © 6Nov53; KK91067.
- Botany brand 500, tailored by Daroff. Rich and handsome ... exclusive three-dimensional values. (Men's suits) From Holiday, Nov. 1953, p. 91. © 16Oct53; KK90546.
- Botany brand 500, tailored by Daroff. The blue suit that adds importance to your most important appearance ... From the Saturday evening post, Dec. 5, 1953, p. 91. © 2Dec53; KK92286.
- Botany brand 500, tailored by Daroff. Topcoats of unquestioned authority with exclusive three-dimensional values. From Esquire, Nov. 1953, p. 18. © 9Oct53; KK91643.
- Botany brand guaranteed slacks. From Esquire, Oct. 1953, p. 52. © 9Sep53; KK91644.
- The Botany Model of the Month Club. (Yarns) Folder.
v. 13, no. 7. © 1Jul53; KK87463.
v. 13, no. 8. © 1Aug53; KK88043.
v. 13, no. 9. © 1Sep53; KK88962.
v. 13, no. 10. © 10Oct53; KK89569.
- Make matchless fashions everytime, get matching color anytime with Botany brand No-Dye-Lot yarn. From Vogue knitting book, fall and winter 1953, p. 3 of cover. © 7Aug53; KK88342.
- She knows Botany. Jane Irwill brings you inspired new separates ... (Yarns & fabrics) From the New York times magazine, Aug. 23, 1953, p. 3. © 23Aug53; KK88733.
- She knows Botany. Kraeler too, knows Botany ... (Fabrics) From Charm, Sept. 1953, p. 113. © 22Aug53; KK88875.
- She knows Botany. Moordale too, knows the soft texture of Botany brushed plaid ... (Fabrics) From Mademoiselle, Sept. 1953, p. 94. © 1Sep53; KK88876.
- She knows Botany. William Bass too, finds Botany broadcloth ... From Town & country, Sept. 1953, p. 49. © 1Sep53; KK88734.
- Spin your own yarn of greater profits by selling Botany No-Dye-Lot yarns. From Notion & novelty review, Dec. 1953, p. 97. © 1Dec53; KK92150.
- BOTHE (WALTER E.) FOODS, INC. ©.**
Paulina's de luxe German Bavarian style potato salad. One pound. Label. Appl. author: H. S. Crocker Co., inc. © 1Jul53; KK87981.
- BOYER BROTHERS, INC. ©.**
Almond cocoanut [candy] Net wt. 1 3/4 ozs. Label. Appl. author: W. E. Boyer. © 16Dec53; KK92177.
- Mallo Cup. Double 10¢. Net weight 1 3/4 ozs. (Candy) Label. Appl. author: W. E. Boyer. © 30Sep53; KK92153.
- Mallo Cup. Net weight 7/8 ozs. (Candy) Label. Appl. author: W. E. Boyer. © 31Jul53; KK92155.
- Mallo Cup candy, new Jrs. Holiday box. Net weight 30 ozs. Label. Appl. author: W. E. Boyer. © 8Nov53; KK92176.
- Mallo Cup Juniors. Net weight 4 1/2 ozs. (Candy) Label. Appl. author: W. E. Boyer. © 8Oct53; KK90063.
- Peanut butter Mallo. 10¢. Net weight 1 3/4 ozs. (Candy) Label. Appl. author: W. E. Boyer. © 28Sep53; KK92154.
- BRADSHAW (R. D.) AND SONS ©.**
Utah gets the newest, happiest eating in years. Spunny Spread honey. From Deseret news and telegram, Salt Lake City, Oct. 1, 1953, p. F-5. Appl. author: J. Walter Thompson Co. © 10Oct53; KK89997.
- BRADY (W. H.) COMPANY ©.**
Brady self-sticking, card-mounted container markers and container marker inserts. Bulletin no. 140. Folder. Appl. author: John A. Pescheck. © 24Nov53; KK91238.

- Brady self-sticking dotted line aisle markers. Bulletin no. 141. Sheet. Appl. author: John A. Pescheck. © 16Nov53; KK91213.
- BRAMBIER, IRVING, d.b.a. ED-U-CARDS. SEE Ed-U-Cards.
- BRASS-CRAFT MANUFACTURING COMPANY, INC. ©
Speedway flexible water supply. Eliminates clumsy pipes ... Label. © 1Jul53; KK88680.
- BREAKSTONE BROTHERS, INC. ©
California style creamed cottage cheese pasteurized. 8 oz. net wt. Label. © 15Jun53; KK87910.
Creamed cottage cheese pasteurized. 1 lb. net wt. Label. © 13Apr53; KK88097.
Genuine yogurt. Half pint. (Cultured milk) Label. © 10Aug53; KK88307.
Skim milk cottage cheese. 8 oz. net wt. Label. © 6Jul53; KK87579.
Sour cream. Pasteurized. Homogenized. 1/2 pt. Label. © 1Jul53; KK87166.
Strawberry yogurt cultured milk. Half pint. Label. © 4Nov53; KK90515.
- BRESEE, FRED, JR., d.b.a. BALAB. SEE Balab.
- BRESNAN (JOHN) AND COMPANY. ©
Safe-T-Soap, the only soap with a safety factor, contains tuffalium. Label. Appl. author: John K. Bresnan. © 24Nov53; KK92221.
- BREWING CORPORATION OF AMERICA ©
Better than beer? Carling's Red Cap ale. c3 illus.; females. From Life, Nov. 2, 1953, p. 101. Appl. author: Benton & Bowles, inc. © 30Oct53; KK90702.
Better than beer? Carling's Red Cap Ale. c3 illus.; males. From Life, Oct. 5, 1953, p. 158. Appl. author: Benton & Bowles, inc. © 20Oct53; KK89740.
Better than beer? Carling's Red Cap ale. c3 illus.; males. From Life, Nov. 16, 1953, p. 156. Appl. author: Benton & Bowles, inc. © 13Nov53; KK91086.
The most cheery holiday gift for someone you'd love to please. A case of Carling's Red Cap ale. From Boston traveler, Dec. 16, 1953, p. 50. Appl. author: Benton & Bowles, inc. © 16Dec53; KK92182.
What a happy idea for a holiday gift. A case of Carling's Red Cap ale. From Boston traveler, Dec. 9, 1953, p. 64. Appl. author: Benton & Bowles, inc. © 9Dec53; KK91954.
- BRIGGS AND STRATTON CORPORATION ©
It's the modern world we live in. 4 cycle Briggs & Stratton gasoline engines. From Time, Oct. 12, 1953, p. 111. Appl. author: Howard Crum. © 8Oct53; KK90400.
It's the modern world we live in. 4 cycle gasoline engines. From Look, Nov. 17, 1953, p. 17. Appl. author: Howard Crum. © 3Nov53; KK91485.
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; KK87005.
- BRIGGS MANUFACTURING COMPANY ©
Briggs Beautyware in color. (Plumbing ware & bathroom fixtures) From
- the Saturday evening post, Sept. 12, 1953, p. 169. Appl. author: MacManus, John & Adams, inc. © 12Sep53; KK89961.
- Every Briggs Beautyware fixture is precision-engineered for outstanding performance. Briggs Beautyware plumbing fixtures are designed and built by experts. From NAHB correlator, Aug. 1953, p. 61-62. Appl. author: MacManus, John & Adams, inc. © 1Aug53; KK90009.
- Every Briggs Beautyware fixture is precision-engineered for outstanding performance. (Plumbing ware and bathroom fixtures) From Domestic engineering, June 1953, p. 55. Appl. author: MacManus, John & Adams, inc. © 1Jun53; KK88324.
- Everyone wants two bathrooms. Double fixture sales with two bathrooms of Briggs Beautyware. From Domestic engineering, May 1953, p. 147. Appl. author: MacManus, John & Adams, inc. © 1May53; KK88323.
- Get your share of two-bathroom profits with Briggs Beautyware. From Domestic engineering, July 1953, p. 145. Appl. author: MacManus, John & Adams, inc. © 1Jul53; KK90005.
- Give them what they want most in a new home, regardless of size. Low priced homes too, sell faster with two bathrooms of Briggs Beautyware. From NAHB correlator, July 1953, p. 93-96. Appl. author: MacManus, John & Adams, inc. © 1Jul53; KK90008.
- Install two bathrooms of Briggs Beautyware. From the Saturday evening post, July 18, 1953, p. 125. Appl. author: MacManus, John & Adams, inc. © 18Jul53; KK89960.
- It's practically sold when you show them two bathrooms of Briggs Beautyware in color. From Practical builder, Sept. 1953, p. 131. Appl. author: MacManus, John & Adams, inc. © 1Sep53; KK90007.
- It's profitable to sell, easy to install two bathrooms of Briggs Beautyware in color. From Domestic engineering, Sept. 1953, p. 135. Appl. author: MacManus, John & Adams, inc. © 1Sep53; KK90006.
- Low priced homes too, sell faster with two bathrooms of Briggs Beautyware. From American builder, July 1953, p. 105. Appl. author: MacManus, John & Adams, inc. © 1Jul53; KK90004.
- Make any home more valuable with two bathrooms of Briggs Beautyware. From Architectural record, July 1953, p. 49. Appl. author: MacManus, John & Adams, inc. © 1Jul53; KK90003.
- Progressive architects specify two bathrooms of Briggs Beautyware in color. From Architectural record, Sept. 1953, p. 319. Appl. author: MacManus, John & Adams, inc. © 1Sep53; KK90002.
- Take this tip from plumbing contractors who know their business. Briggs Beautyware. From House & home, Sept. 1953, p. 207. Appl. author: MacManus, John & Adams, inc. © 1Sep53; KK90001.
- Take this tip from plumbing contractors who know their business. Briggs Beautyware sells. From NAHB correlator, Sept. 1953, p. 67-68. Appl. author: MacManus, John & Adams, inc. © 1Sep53; KK90380.
- BRILL (H. C.) COMPANY, INC. ©
Sta-Soft. Multiple-action ingredient for yeast doughs to prolong
- freshness in breads, rolls and coffee cakes. Label. © 15May53; KK87783.
- BROADWAY DEPARTMENT STORE.
Mr. Twinkles says, Broadway scrip is the modern budget way to buy Christmas gifts. Merchandise scrip order. © Broadway-Hale Stores, inc., d.b.a. The Broadway Department Store; 2Nov53; KK90776.
- BROADWAY-HALE STORES, INC., d.b.a. THE BROADWAY DEPARTMENT STORE. SEE Broadway Department Store.
- BROMO-MINT COMPANY, d.b.a. KENNER PRODUCTS COMPANY. SEE Kenner Products Company.
- BROOKER SALES, INC. ©
Warehouse unloading sale. (Furniture and household appliances) From the Daily banner-news, Magnolia, Ark., Nov. 6, 1953, p. 1B. © 6Nov53; KK90680.
- BROWN, VIOLET DEE, 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 climber train set. (Junior typewriters, pianos, dolls & furniture) Appl. author: Sidney M. Brownstein. © 10Oct53; KK91144.
Jewelry Academy Christmas digest. Selections of 1953. Pamphlet. Appl. author: Sidney M. Brownstein. © 10Oct53; KK91526.
Seasonal fall 1953 dollar days, account openers & cash special catalog. (Glassware, hardware, kitchen utensils ...) Appl. author: Sidney M. Brownstein. © 24Jun53; KK87743.
7 pc. Highland Lasseie kitchen set free of extra cost with purchase of ... Folder. Appl. author: Sidney M. Brownstein. © 25Jun53; KK87744.
31 pc. English Fox Hunt matched beverage ensemble. (Glassware, jewelry, watches ...) Folder. Appl. author: Sidney M. Brownstein. © 16Jul53; KK87742.
- BROWN AND WILLIAMSON TOBACCO CORPORATION ©
Raleigh, king-size, tipped cigarettes. Label. © 3Jul53; KK87393.
- BROWN-FORMAN DISTILLERS CORPORATION ©
The gift incomparable, America's guest decanter now festively gift-boxed. Old Forester. From Holiday, Nov. 1, 1953, p. 25. Appl. author: Ruthrauff & Ryan, inc. © 1Nov53; KK91307.
There is nothing better in the market. A point worth remembering. Old Forester whiskey. From Life, May 11, 1953, p. 83. Appl. author: Ruthrauff & Ryan, inc. © 11May53; KK87469.
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 & Ryan, inc. © 1Sep53; KK91308.
Time again for a famous Old Forester mint julep. From Town & Country, July 1953, p. 2 of cover. Appl. author: Ruthrauff & Ryan, inc. © 1Jul53; KK88595.
- BROWNBERRY OVENS, INC. ©
Catherine Clark's Brownberry bread. Wt. 1 1/2 pounds. Label. © 20Apr53; KK90404.

- BROWNIE'S OF LOS ANGELES.**
Conversational appetizers. Yak-Yaks, deep fried tiny cocktail meat balls. Net weight 8 oz. Label. Appl. author: Morri Ousey. © Mandarin Food Products, inc., d.b.a. Brownie's of Los Angeles; 11Aug53; KK88237.
- Kay-Bee California abalone chowder.**
Net weight 15 1/2 oz. Label. Appl. author: Maurie Ousey. © Mandarin Food Products, inc., d.b.a. Brownie's of Los Angeles; 30Sep53; KK90517.
- Kay-Bee California minced abalone.**
Net weight 15 1/2 oz. Label. Appl. author: Maurie Ousey. © Mandarin Food Products, inc., d.b.a. Brownie's of Los Angeles; 30Sep53; KK90520.
- Kay-Bee chili con carne with beans.**
Contents 15 oz. avoird. Label. Appl. author: Maurie Ousey. © Mandarin Food Products, inc., d.b.a. Brownie's of Los Angeles; 3Nov53; KK90516.
- Kay-Bee chili con carne without beans.**
Contents 15 oz. avoird. Label. Appl. author: Maurie Ousey. © Mandarin Food Products, inc., d.b.a. Brownie's of Los Angeles; 3Nov53; KK90518.
- Kay-Bee western style barbecued beans.**
Contents 15 1/2 ozs. avoird. Label. Appl. author: Maurie Ousey. © Mandarin Food Products, inc., d.b.a. Brownie's of Los Angeles; 3Nov53; KK90519.
- BROWNING MANUFACTURING COMPANY ©.**
BP means better product, better price. Browning BP Sheaves. Supplement V136E-11-1-53. Sheet. Appl. author: Laurance LeWright Browning. © 1Nov53; KK90469.
- BROWN'S CREAMERY COMPANY ©.**
For the holidays, delicious, decorative, individual vanilla ice cream tarts with strawberry centers. 2 for 30¢. Poster. Appl. author: Russell Brown. © 24Nov53; KK91641.
- For your health's sake, try the new Brown's vitamin-mineral fortified skim milk. Poster. Appl. author: Melvin J. Brown. © 27Jun53; KK87055.
- BRUCE (E. L.) COMPANY ©.**
Always in style. Bruce hardwood floors. Folder. © 90ct53; KK89924.
- Are termites in your home? Terminix. Folder. Appl. author: Holton Rush. © 27Mar53; KK92171.
- Bruce block floors for distinctive rooms. Folder. © 90ct53; KK89925.
- Conservative property owners have spent many millions of dollars for Terminix Insulation ... Folder. Appl. author: Ellen C. Breeding. © 15Oct53; KK89976.
- Do you know whether termites are damaging your home? Terminix. Card. Appl. author: Holton Rush. © 30Mar53; KK92165.
- The history of Terminix. Over twenty-five years with the termite problem. Folder. Appl. author: Holton Rush. © 31Mar53; KK92162.
- How to have beautiful hardwood floors with the easiest of care. Bruce cleaning wax. Folder. Appl. author: Arthur Roberts. © 10ct53; KK89975.
- How to install Bruce laminated oak blocks. Folder. Appl. author: John Carlyle Fleming. © 27Jul53; KK87882.
- If you see flying ants near your home you may have termites. Terminix. Folder. Appl. author: Holton Rush. © 31Mar53; KK92166.
- Modern hardwood floors of Bruce blocks. Folder. © 90ct53; KK89923.
- More than a million owners have used Terminix inspection. Card. Appl. author: Holton Rush. © 30Mar53; KK92168.
- New, economical Terminix insured protection for termite-free homes. Card. Appl. author: Holton Rush. © 29May53; KK92169.
- Some of the ways termites enter buildings. Terminix. Card. Appl. author: Holton Rush. © 30Mar53; KK92164.
- Something new in oak floors. Bruce Ranch Plank floor. Traditional charm with a modern flair. Folder. © 90ct53; KK89927.
- Something new in oak floors. Bruce Ranch Plank floor. You can now have a distinctive hardwood floor at moderate cost. Folder. © 90ct53; KK89926.
- Stop termite damage before it happens. Terminix. Card. Appl. author: Holton Rush. © 30Mar53; KK92170.
- Termites. How to avoid costly termite damage. Terminix. Folder. Appl. author: Holton Rush. © 17Jun53; KK92167.
- A valuable free service for you. Terminix. Card. Appl. author: Holton Rush. © 30Mar53; KK92163.
- Yours for a lifetime. Bruce hardwood floors. Folder. © 90ct53; KK89922.
- BRUELHEIDE MONOGRAM COMPANY.**
Love birds. (Napkins) Label. © Roy J. Vernon, d.b.a. Bruelheide Monogram Co.; 20Feb53; KK89783.
- With this ring. (Napkins) Label. © Roy J. Vernon, d.b.a. Bruelheide Monogram Co.; 20Feb53; KK89784.
- 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 Mackay Co. © 26Jul53; KK90678.
- BUDD, EVERN ©.**
The carton form. (Forms for concrete and like materials) Sheet. © 17Aug53; KK88301.
- BULOVA WATCH COMPANY, INC. ©.**
Now in one mat service. Bulova newspaper mats for summer, fall and Christmas. Pamphlet. © 22Jun53; KK87032.
- BUNCH, JOHN LESTER ©.**
Oxalis Killer and Weed Control. Net contents 1 gallon. Label. © 15Sep53; KK89939.
- BUNTON, WILLIAM E., sole owner VORTON ART STUDIOS. SEE Vorton Art Studios.**
- BURGESS VIBRORAFTERS, INC. ©.**
How to use your new BVI electric belt sander. Model PS-2300. Folder. Appl. author: Carl L. Sorensen. © 10Jul53; KK87737.
- New BVI electric belt sander. Model PS-2300. Sheet. Appl. author: Carl L. Sorensen. © 10Jul53; KK87738.
- BURSTEIN-APPLEBEE COMPANY ©.**
Radio, television, electronics. Annual catalog number 541, 1954. 155 p. Appl. author: J. A. Burstein. © 1Sep53; KK89887.
- BURTON, STEPHEN H. ©.**
Tri-Tox, knock out, kills 3 ways. 1 pound net weight. (Insecticide for gardens and field crops) Label. © 1Apr35; KK87806.
- BUXTON, INC. ©.**
Anyone lose these keys? You'll get them back if they were in a Buxton Key-Tainer. (Leather goods) From the Saturday evening post, Sept. 19, 1953, p. 52. Appl. author: Doyle Dane Bernbach, inc. © 19Sep53; KK91479.
- The elegant look is the slim look. It's true of billfolds, too. The Statesman. From the Saturday evening post, Oct. 10, 1953. Appl. author: Doyle Dane Bernbach, inc. © 10Oct53; KK91480.
- Greenstuff, the richest color you can carry this fall. Lady Buxton. (Leather goods) From Harper's bazaar, Sept. 1, 1953. Appl. author: Doyle Dane Bernbach, inc. © 1Sep53; KK91482.
- Someone smart drives this car. Key-Tainer. (Leather goods) From the Saturday evening post, Nov. 28, 1953, p. 54. Appl. author: Doyle Dane Bernbach, inc. © 28Nov53; KK91481.
- Someone smart just came home. Key-Tainer. (Leather goods) From the Saturday evening post, Oct. 31, 1953, p. 64. Appl. author: Doyle Dane Bernbach, inc. © 31Oct53; KK91478.
- You get so much more out of a Buxton, because you can get so much more into it. (Leather goods) From Life, Nov. 13, 1953. Appl. author: Doyle Dane Bernbach, inc. © 13Nov53; KK91477.
- You give more, you get more, when it's a Buxton. For him, the Buxton Superfold ... (Leather goods) From the Saturday evening post, Dec. 12, 1953, p. 119. Appl. author: Doyle Dane Bernbach, inc. © 12Dec53; KK92233.
- You give more, you get more, when it's a Buxton. For him, the new Buxton Bill-Tainer ... (Leather goods) From Life, Dec. 7, 1953, p. 94-95. Appl. author: Doyle Dane Bernbach, inc. © 7Dec53; KK92234.

C

CBS-HYTRON, A DIVISION OF COLUMBIA BROADCASTING SYSTEM, INC. SEE Columbia Broadcasting System, inc.

C. O. D. SALES, INC. ©.

B-Sober tablets (counteracts alcoholic intoxication) Contains 12 tablets. (Drugs) Label. © 24Oct53; KK90971.

CAIRNS, HENRY W., d.b.a. ROX PRODUCTS COMPANY. SEE Rox Products Company.

CALBORN, JOHN JAY ©.

The joy of music lasts forever. (Music instruction service) Folder. © 11Aug53; KK88424.

CALCINATOR CORPORATION ©.

Get rid of garbage and trash forever, with Calcinator automatic home disposal unit. Poster. Appl. author: John W. Hebert. © 12May53; KK91958.

The new Calcinator automatic home disposal unit, rids you of garbage and trash problems forever. Folder. Appl. author: John W. Hebert. © 12May53; KK91959.

This is it, this is profit, this is Calcinator. (Automatic home disposal unit) Pamphlet. Appl. author: John W. Hebert. © 12May53; KK91960.

CALGON, INC. ©.

Instruction booklet for installation and use of the no. 2 Micromet feeder. (Water treatment feeder) © 22Jul53; KK87763.

Instruction booklet for installation and use of the no. 5, 10 & 15 Micromet feeders. (Water treatment feeders) Folder. © 8Jul53; KK87356.

Instruction booklet for installation and use of the no. x-3 Micromet Feeder. (Water treatment feeders) © 11Aug53; KK88254.

Ionic adsorption test for clays. Sheets. © 13Aug53; KK88236.

Orlene ... an organic complexing agent for sequestering polyvalent metal ions in solution. 2 p. © 5Oct53; KK89718.

Stop red water, rust corrosion, lime scale with Micromet and Micromet feeders. Folder. © 14Oct53; KK90288.

CALIFORNIA TEXAS OIL COMPANY, LTD.

Know and use these profitable service steps. Caltex circle service. Poster. © The California Texas Oil Co., ltd.; 13Aug53; KK89316.

CALIFORNIA WINE ASSOCIATION ©.

Eleven Cellars California chablis. Label. © 14Dec53; KK92149.

CALUMET AND HECLA, INC.

What's a wholesaler's salesman? (Tubing) Sheet. Appl. author: John Wells Dinley. © Wolverine Tube Division of Calumet & Hecla, inc.; 19Nov53; KK92273.

CAMPANA CORPORATION ©.

Sheer Magic liquid make-up beautifies the complexion ... Net cont. 1 fl. oz. Rose tan. Label. © 21Aug53; KK88608.

CANNON MILLS, INC. ©.

The best dressed beds wear Cannon percale sheets. From McCall's, July 1953, p. 15. Appl. author: Young & Rubicam, inc. © 24Jun53; KK90098.

Now beds almost make themselves with Cannon fitted sheets. From Better homes & gardens, Nov. 1953, p. 61. 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. 31. Appl. author: Young & Rubicam, inc. © 3May53; KK89196.

Sale, Cannon percale sheets. From the Washington star pictorial magazine, Washington, D. C., Apr. 26, 1953, p. 19. Appl. author: Young & Rubicam, inc. © 26Apr53; KK89195.

Use this Cannon page as a buying guide when you shop for sheets tomorrow. From Chicago tribune, Oct. 4, 1953, p. 38. Appl. author: Young & Rubicam, inc. © 4Oct53; KK92015.

Why are Cannon Duralite percales a better buy than heavy-duty muslin? John A. Klugherz. (Sheets) From Hotel management, Feb. 1953, p. 95. Appl. author: Young & Rubicam, inc. © 10Feb53; KK90099.

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CANTRELL AND COCHRANE CORPORATION ©.

Mother, for winter living ... soft drinks enriched with vitamin C. Super Coola. From Daily news, New York, Oct. 29, 1953. Appl. author: Ted Bates & Co. © 29Oct53; KK90592.

Super soft drinks launch precedent-breaking cold-weather advertising campaign ... Super Coola. Sheet. Appl. author: Ted Bates & Co. © 1Nov53; KK90595.

CANYON COMPANY ©.

Checknotes stationery. Pamphlet. Appl. author: Olive Ferris May. © 1Jul53; KK87613.

CAPPER LABORATORIES ©.

Improved concentrate, a vitamin, mineral [livestock] feed supplement. Label. Appl. author: Harold F. Capper. © 4Sep53; KK89965.

CAPPER PUBLICATIONS, INC. ©.

The farm & town unit. (Advertising space in magazines) Pamphlet. © 30Jun53; KK87043.

More sales ahead in Mid-America, because merchandise moves with every issue of Capper's Farmer. (Advertising space in magazine) Folder. © 26Aug53; KK91315.

Sales are showing in mid-America. (Advertising space in magazine) Folder. © 20Jul53; KK88145.

CAPS, CIELO, pseud. SEE Pyle, William Henry.

CARD BASEBALL COMPANY.

The hit of the season. Pla-Bal, it's real baseball. (Card game) Label. © Robert Tait, Jr., sole owner, Card Baseball Co.; 30Sep53; KK89500.

CARDINAL CLOTHES, INC. ©.

Ah, that Italian flavor. Jared-Stevens clothes ... with Biella cloth ... From Daily news record, New York City, Sept. 30, 1953, p. 11. © 30Sep53; KK89704.

Clothes with snob appeal. Jared-Stevens clothes. From the New York times magazine, Oct. 18, 1953, p. 4. © 18Oct53; KK90313.

CARHOFF COMPANY ©.

No-Pog chemically treated cleaning tissues for perfect visibility. Contents: 1000. Label. Appl. author: N. J. Carbis. © 15Sep53; KK89364.

CARLANDER, CARL GUSTAVE.

All the world's its stage. (Television) Sheet. © Carl G. Carlander; 11Jul53; KK89113.

CARLIN, ANN STIRN ©.

Instructions for multi-wrapping techniques on new contour hair curlers. Sheet. © 22Aug53; KK88330.

CARNATION COMPANY ©.

Easy new way to make soup taste better. Carnation evaporated milk from contented cows. From Life, Oct. 12, 1953, p. 97. Appl. author: A. Culver Boyd, Jr. © 12Oct53; KK89816.

New, easy, wonderful. 1-2-3 fudge sauce. (Evaporated milk) From Life, Sept. 7, 1953, p. 10. Appl. author: A. Culver Boyd, Jr. © 7Sep53; KK88684.

This way to the best pumpkin pie. Evaporated milk. From Life, Nov. 16, 1953, p. 193. Appl. author: A. Culver Boyd, Jr. © 16Nov53; KK91483.

CARPENTER STEEL COMPANY.

Service bulletin. Folder. Appl. author: George E. Brumbach. v. 3, no. 16. © The Carpenter Steel Co.; 18Dec53; KK92043.

CARR (AL) LUMBER COMPANY.

Let the house Doctor cure your home ills. He builds, he repairs ... From the Ponca City news, Ponca City, Okla., June 26, 1953, p. 7. © Alva U. Carr, d.b.a. Al Carr Lumber Co.; 6Jun53; KK87571.

CARR, ALVA U., d.b.a. AL CARR LUMBER COMPANY. SEE Carr (Al) Lumber Company.

CARTER, HAROLD H. ©.

Yours for real convertible driving pleasure. (Automobile top) 15 p. © 4Jun53 (in notice: 1951); KK90778.

CARTER (WILLIAM) COMPANY ©.

All aboard in Carter's. (Children's wear) From My baby, July 1953. Appl. author: Batten, Barton, Durstine & Osborn, inc. © 10Jun53; KK88550.

Hipity-hop to the barbershop.

(Children's wear) From My baby, Aug. 1953, p. 2 of cover. Appl. author: Batten, Barton, Durstine & Osborn, inc. © 10Jul53; KK88551.

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. © 25Jul53; KK88537.

- CARTER (WILLIAM) COMPANY ©. Cont'd.
Sundown in Toddertown. (Children's wear). From My baby, Sept. 1953, p. 2 of cover. Appl. author: Batten, Barton, Durstine & Osborn, inc. © 10Aug53; KK88536.
- CASE'S PORK PACK COMPANY, INC. ©.
Hickory smoked Case's pork shoulder butt. Label. Appl. author: W. Clifford Case. © 26Oct53; KK90312.
- CASGEL SERVICE ©.
Type calculator, a quick, simple method of copy-fitting. Card. © 11Aug53; KK88618.
- CASHMERE-WOOL, LTD. ©.
Certified and approved by United States Testing Co., inc. Cashmere-Wool, ltd. blanket. Label. © 28Oct53; KK90403.
Contains pure imported cashmere. Blanket. 72" x 90". Label. © 15Nov53; KK91622.
Contains pure imported cashmere baby blankets 36" x 50". Label. © 15Nov53; KK91621.
- CASELL (JOHN R.) COMPANY, INC. ©.
3 dimensional drafting [instruments] Instrumaster. Folder. Appl. author: John R. Cassell. © 6Nov53; KK91921.
- CASTRO DECORATORS, INC. ©.
And now in Danbury, Connecticut ... King-size ... Castro convertible sofa. From New York daily news, May 20, 1953, p. 37. © 20May53; KK87203.
Celebrating the opening of our Brooklyn showroom ... cWindsor; king size Castro convertible sofas ... From New York Sunday mirror, May 3, 1953, p. 14. © 3May53; KK88227.
Grand opening sale. Castro convertible sectionals. (Sofa-bed) From New York journal American, June 11, 1953, p. 7. © 11Jun53; KK87204.
Only at Castro ... Castro convertible loveseat. From New York Sunday news, July 19, 1953, p. 34. © 19Jul53; KK88229.
Only \$159 ... Day lounging Castro convertible king size sofa ... From New York Sunday news, Aug. 2, 1953, p. 43. © 2Aug53; KK88230.
Pride of ownership. Castro convertible king size Neo-classic sofa ... From Sunday mirror, New York, May 31, 1953, p. 16. © 31May53; KK87205.
Repeat of a sellout; lowest price ever. Castro convertible sofa with pre-built border mattress. cLawson; From Sunday news, New York, June 21, 1953, p. 34. © 21Jun53; KK87206.
Sale. Our best buy ever. Castro convertible luxurious, king size sofa ... From New York Sunday news, July 5, 1953, p. 26. © 5Jul53; KK88228.
- CASWELL, ETHEL ©.
Magic Touch reducing cream. 1 lb. 10 oz. Label. © 14Dec53; KK92018.
- CAVALIER PENCIL COMPANY.
Toss-up is a fascinating game, and built on a quality pencil. Sheet. © Commonwealth Cedar Co., inc., d.b.a. Cavalier Pencil Co.; 15Aug53; KK88772.
- CAYCE, GRANVILLE LIPSCOMB ©.
Wee Gotit. (Mill & industrial supplies) Sheet. © 15Jul53; KK91256.
- CAYTON, INC. ©.
Technique-color in washable, easy-to-hang Wall-Tex. (Wall fabric) Sheet. Appl. author: William D'Arcy Cayton. © 25Aug53; KK88566.
- CENTAUR PRODUCTIONS.
The great circus runaway. A Turn-a-Toy. Style no. 1063. Label. Appl. author: Wah Ming Chang. © Centaur Productions, a partnership consisting of Wah Chang, Norval Crutcher & Gene Warren; 15Mar53; KK89256.
Play-babies, a precious trio of pliable, playful pets. Perky, Punky, Pudgy. Style 880 & 881. Label. Appl. author: Wah Ming Chang. © Centaur Productions, a partnership consisting of Wah Chang, Norval Crutcher & Gene Warren; 15Mar53; KK88651.
A ribbon for Ducky. A Turn-a-Toy. Style no. 1075. [Duck, rabbit, pig] Label. Appl. author: Wah Ming Chang. © Centaur Productions, a partnership consisting of Wah Chang, Norval Crutcher & Gene Warren; 15Mar53; KK89254.
Teddy the tenderfoot. A Turn-a-Toy. Style no. 1048. [Bear, lion, elephant] Label. Appl. author: Wah Ming Chang. © Centaur Productions, a partnership consisting of Wah Chang, Norval Crutcher & Gene Warren; 15Mar53; KK89255.
- CENTRALAB DIVISION, GLOBE-UNION, INC.
SEE Globe-Union, inc.
- CENTRIFIX CORPORATION ©.
Centrifix low and high pressures receiver steam purifiers. Bulletin 166-B-1. Sheet. Appl. author: Charles Langdon Campbell. © 16Oct53; KK89977.
Centrifix type FR internal downflow purifier. Bulletin 175-B-1. Sheet. Appl. author: Charles Langdon Campbell. © 16Oct53; KK89978.
Centrifix type RA line purifier. Bulletin 220. Appl. author: Charles Langdon Campbell. © 27Jul53; KK87772.
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- CENTURY ELECTRIC COMPANY ©.
For compactness and economy ... Century Gearmotors. Folder. Appl. author: Anthony Neher. © 22Sep53; KK90221.
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Industrial magnetic trap. A non-electric magnetic separator, for the removal of tramp iron from liquids and slurries. Bulletin 120. Folder. Appl. author: Donald E. Stem. © 15Oct53; KK91897.
Industrial model GA-1 magnetic duct. For removal of tramp iron from gravity conveyed products. Bulletin 322. Sheet. Appl. author: Donald E. Stem. © 26Oct53; KK91896.
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- dry solids. Bulletin 223. Folder. Appl. author: Donald E. Stem. © 15Oct53; KK91895.
- CHAIKEN, HYMAN F. ©.
Bloodless surgery for the eradication of hypertrophic gingivitis. (Dental compressors) Folder. © 25Sep53; KK89409.
Tishu-Shields. Their use in the permanent rebasing of dentures in Situ. Folder. © 1Jul53; KK87096.
- CHAMBERLIN COMPANY OF AMERICA ©.
Storm windows for metal casements. Chamco insulate-windows. Folder. Appl. author: Gordon H. Bickley. © 15Oct53; KK91331.
- CHANG, WAH, NORVAL CRUTCHER, AND GENE WARREN, forming the partnership CENTAUR PRODUCTIONS. SEE Centaur Productions.
- CHAPMAN, ELWOOD NORMAN ©.
18 attitude cards for results, for laughs. Sheet. © 28Jul53; KK90249.
- CHAPMAN, H. A. ©.
New low cost Flang-Gee. (Bearing assembly) Sheet. © 21Sep53; KK89077.
- CHASE (J. L.) COMPANY ©.
Our gift to you, with your choice of these six most exquisite styles. (Furniture) Appl. author: Eugene B. Feingold. © 19Oct53; KK92303.
- CHASE-SHAWMUT COMPANY.
Another Shawmut first. Amp-traps. (Electrical current-limiting devices) From Electrical wholesaling, Sept. 1953, p. 141. Appl. author: Meissner & Culver, inc. © The Chase-Shawmut Co.; 1Sep53; KK89618.
- CHEF MILANI, INC. ©.
Kosher grape wine vinegar. Contents 1 pint. Label. Appl. author: Gerald P. Mertens. © 11Aug53; KK88284.
- CHESEBROUGH MANUFACTURING COMPANY ©.
Rusty and Dusty. (Vaseline hair tonic) Appl. author: McCann-Erickson, inc.
Attend the opening of a rare stamp exhibit in London. From Sunday news, New York, June 7, 1953. © 7Jun53; KK87448.
In Cairo ... From Cincinnati enquirer, July 5, 1953. © 5Jul53; KK87449.
In Paris ... From Sunday news, New York. © 9Aug53; KK89530.
In Ruritania ... From Sunday news, New York. © 1Nov53; KK92113.
Rusty and Dusty are having themselves a time at the circus ... From Sunday news, New York. © 11Oct53; KK92114.
Waiting for a subway train beneath the surface of Manhattan. From Sunday news, New York. © 13Sep53; KK89531.
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Tables of distinction. Form 1133. Pamphlet. Appl. author: L. Dale Wilson. © The Chicago Hardware Foundry Co.; 20Feb53; KK87573.
- CHICAGO SHOW PRINTING COMPANY.
Best tape we ever worked with. New Mystik brand Self-Stik, Thinflex masking tape. From Motor service, Sept. 1953, p. 136-137. © Mystik Adhesive Products; 15Sep53; KK89257.

Cut costs on insulating pipes. Mystik brand Self-Stik. Dri-pipe insulation. From Industrial maintenance, Nov. 1953, p. 6. Appl. author: George H. Hartman Co. © Mystik Adhesive Products; 1Nov53; KK90673.

Fix books better than new with Mystik brand Self-Stik, cloth tape. Display card. Appl. author: Robert J. Leander. © Chicago Show Printing Co., Mystik Adhesive Products Div.; 1Jun53; KK87461.

Here now, Mystik brand freezer tape; Self-Stik. Streamer. Appl. author: Robert J. Leander. © Chicago Show Printing Co., Mystik Adhesive Products Div.; 1Jun53; KK87354.

I can save you time and money. Mystik brand Self-Stik Thinflex masking tape. Sheet. Appl. author: Robert J. Leander. © Chicago Show Printing Co., Mystik Adhesive Products Div.; 1Jun53; KK87348.

Mystik brand masking tape. Makes painting, decorating, easy and fun. Display card. Appl. author: Robert J. Leander. © Chicago Show Printing Co., Mystik Adhesive Products Div.; 19Mar53; KK87460.

Mystik brand masking tape; Self-Stik adhesive, no water or glue. Streamer. Appl. author: Robert J. Leander. © Chicago Show Printing Co., Mystik Adhesive Products Div.; 1Jun53; KK87353.

Mystik brand pressure sensitive tapes for industry. Folder. Appl. author: Robert J. Leander. © Chicago Show Printing Co., Mystik Adhesive Products Div.; 1Jun53; KK87459.

Mystik brand tape; decorating, repairing; 13 beautiful colors. (Self-stik cloth) Poster. Appl. author: Robert J. Leander. © Chicago Show Printing Co., Mystik Adhesive Products Div.; 1May53; KK87458.

Mystik brand tape; Self-Stik cloth. Jobber price list no. 2223-J, deal D. Sheet. Appl. author: Robert J. Leander. © Chicago Show Printing Co.; Mystik Adhesive Products Div.; 1Apr53; KK87352.

Mystik brand tape; Self-Stik cloth. Jobber price list no. 2309-J, deal SM. Sheet. Appl. author: Robert J. Leander. © Chicago Show Printing Co., Mystik Adhesive Products Div.; 1Feb53; KK87351.

Mystik brand tape; Self-Stik paper. Jobber price list no. 2217-J, deal M. Sheet. Appl. author: Robert J. Leander. © Chicago Show Printing Co., Mystik Adhesive Products Div.; 1May53; KK87350.

Mystik brand tapes, Self-Stik. A roll of hands. From Time, Aug. 3, 1953, p. 68. Appl. author: George H. Hartman Co. © Mystik Adhesive Products; 30Jul53; KK88255.

New Flextron cuts packaging costs. Mystik brand Self-Stik. (Adhesive tape) From Time, Sept. 14, 1953, p. 122. Appl. author: George H. Hartman Co. © Mystik Adhesive Products; 10Sep53; KK89372.

New invaluable aid to teachers, in almost every phase of schoolwork. Mystik tape, the Self-Stik cloth adhesive tape in 13 beautiful colors. From the Instructor, Nov. 1953, p. 53-56. Appl. author: J. Walter Thompson Co. © Mystik Adhesive Products; 10Oct53; KK91056.

New Mystik brand Self-Stik Thinflex. Automotive jobber price list no. 500-J. Sheet. Appl. author: Robert J. Leander. © Chicago Show Printing Co., Mystik Adhesive Products Div.; 9Mar53 (in notice: 1952); KK87346.

New Mystik brand Self-Stik Thinflex. Automotive price list no. 500. Sheet. Appl. author: Robert J. Leander. © Chicago Show Printing Co., Mystik Adhesive Products Div.; 9Mar53 (in notice: 1952); KK87345.

Protects highly polished surfaces. Mystik brand Self-Stik. Protectomask. From Industrial bulletin, Nov. 1953, p. 20. Appl. author: George H. Hartman Co. © Mystik Adhesive Products; 5Nov53; KK90674.

The sellargest home tape ever invented. Mystik adhesive tape. Eye-catching self-seller display. From American druggist, Oct. 12, 1953, p. 21. Appl. author: J. Walter Thompson Co. © Mystik Adhesive Products; 12Oct53; KK91058.

The sellargest home tape ever invented. Mystik adhesive tape. Specially designed for supermarkets. From Chain store age, Oct. 1953, p. 110. Appl. author: J. Walter Thompson Co. © Mystik Adhesive Products; 20Sep53; KK91057.

Tarzan of the tapes. New Mystik brand Self-Stik Flextron. Saves time and money... Folder. Appl. author: Robert J. Leander. © Chicago Show Printing Co., Mystik Adhesive Products Div.; 1May53; KK87349.

To help you sell more Mystik tape from your new deal SM. Label. Appl. author: Robert J. Leander. © Chicago Show Printing Co.; Mystik Adhesive Products Div.; 1May53; KK87355.

To help you sell more Mystik tape from your new deal W. Label. Appl. author: Robert J. Leander. © Chicago Show Printing Co., Mystik Adhesive Products Div.; 1May53; KK87347.

What am I doing here? Santa Claus in the summer? (Advertising displays, banners, booklets) From Advertising age, July 27, 1953, p. 9. Appl. author: George H. Hartman Co. © Chicago Show Printing Co.; 27Jul53; KK87830.

Why put lace on tennis pants? (Advertising displays, banners, booklets) From Advertising age, July 6, 1953, p. 56. Appl. author: George H. Hartman Co. © Chicago Show Printing Co.; 6Jul53; KK87377.

You stop shoppers when we create your advertising at the point-of-sale. (Advertising displays, banners, booklets) From Advertising age, Sept. 14, 1953, p. 50. Appl. author: George H. Hartman Co. © Chicago Show Printing Co.; 14Sep53; KK89373.

Your product? I didn't see it. (Advertising displays, banners, booklets) From Advertising age, Nov. 2, 1953, p. 41. Appl. author: George H. Hartman Co. © Chicago Show Printing Co.; 2Nov53; KK90672.

CHRISTIAN, DONALD ©.
Paddle Pool Company. (Game) Label.
© 1Sep53; KK91861.

CHRISTOFFER, DONALD F. ©.
A practical base for mounting our Nu-way heavy duty cutting unit. (Rotary mower) Sheets. © 1Aug53; KK88429.

CHRISTY AND JONES MANUFACTURING COMPANY ©.
Christy & Jones tamper proof dice. Label. Appl. author: Bernard B. Jones. © 25Jul53; KK89456.

CHRYSLER CORPORATION ©.
That cap the nurse on duty wears... by Edgar A. Guest. (Automobiles) Appl. author: McCann-Erickson, inc. © 10Oct53; KK92112.

Tributes to some people we all like. (Automobiles) Appl. author: McCann-Erickson, inc. He's Mister Service in person. From the Gasoline retailer, Aug. 5, 1953, p. 16-17. © 5Aug53; KK89532.

The man who drives your taxicab. From Life, June 8, 1953, p. 2-3. © 5Jun53; KK87447.

Meet a mighty big wheel in your life. From Fleet owner, July 1953, p. 78-79. © 1Jul53; KK87442.

School bus. From the Nation's schools, Sept. 1953, p. 114-115. © 15Aug53; KK89533.

Waging peace is their career. From Marine corps gazette, Dec. 1953, p. 6-7. © 25Nov53; KK92110.

CINCINNATI RETAIL GROCERS AND MEAT DEALERS ASSOCIATION ©.
Family food center. Decalcomania. Appl. author: James M. Riffe. © 15Aug53; KK89690.

CIPCO CORPORATION ©.
Cipco builders hardware. Catalog 53. 80 p. © 30Sep53; KK90016.

CLAFF (M. B.) AND SONS, INC. ©.
Chlorophyll MagiCarpet. Goodyear welt work shoes. Label. © 17Nov52; KK89971.

Chlorophyll MagiCushion. Goodyear welt work shoes. Label. © 17Nov52; KK89972.

Fresco for foot pleasure. (Footwear) Label. © 15Oct52; KK89446.

The MagiCarpet work shoe. Label. © 17Nov52; KK89973.

The MagiCushion work shoe. Label. © 17Nov52; KK89974.

CLAIROL, INC. ©.
All the prettiest angels wear colors by Miss Clairol Hair Color Bath. From Modern beauty shop, Dec. 1953, p. 3. Appl. author: Robert W. Orr & Associates. © 25Nov53; KK92152.

It's like being born all over again, with beautiful hair. That's the miracle of Clairol Hairdeu. [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; KK92244.

It's like being born all over again, with beautiful hair. That's the miracle of Clairol Hairdeu. [Dark haired girl holding container to side of face] From Detroit news, Dec. 4, 1953, p. 26. Appl. author: Robert W. Orr & Associates, inc. © 4Dec53; KK92246.

It's like being born all over again, with beautiful hair. That's the miracle of Clairol Hairdeu. [Light haired girl holding container to side of face] From Detroit news, Nov. 20, 1953, p. 28. Appl. author: Robert W. Orr & Associates, inc. © 20Nov53; KK92245.

CLAIROL, INC. ©. Cont'd.

- It's like being born all over again, with beautiful hair. That's the miracle of Clairol Hairdew. [Light haired girl holding container to side of mouth] From Detroit news, Oct. 8, 1953, p. 45. Appl. author: Robert W. Orr & Associates, inc. © 80ct53; KK92243.
- It's like being born all over again, with beautiful hair. That's the miracle of Clairol's new Hairdew. From Detroit news, Aug. 14, 1953, p. 24. Appl. author: Robert W. Orr & Associates, inc. © 14Aug53; KK92242.
- Miss Clairol Hair Color Bath. Big September deal. From Modern beauty shop, Sept. 1953, p. 3. Appl. author: Robert W. Orr & Associates. © 25Aug53; KK92156.
- You know these beautiful women. Now here's the secret of their beautiful hair. Your TV screen ... Miss Clairol Hair Color Bath. From Sunday news, New York, Nov. 15, 1953, p. 15. Appl. author: Robert W. Orr & Associates, inc. © 29Nov53; KK92201.
- You know these beautiful women. Now here's the secret of their beautiful hair. You've seen this stunning blonde on your television screen. Miss Clairol Hair Color Bath. From Sunday news, New York, Nov. 15, 1953, p. 4. Appl. author: Robert W. Orr & Associates, inc. © 15Nov53; KK92200.

CLARK, CATHERINE.

Catherine Clark's Brownberry bread. SEE Brownberry Ovens, inc.

CLARK BROTHERS COMPANY, DIVISION OF DRESSER OPERATIONS, INC. SEE Dresser Operations, inc.

CLARK GRAVE VAULT COMPANY.

When you are the one to whom others look. From the Saturday evening post, Oct. 17, 1953, p. 124. Appl. author: Ronald S. West. © The Clark Grave Vault Co.; 170ct53; KK89968.

CLARKE, ROBERT E., d.b.a. OCEANUS LABORATORIES OF THE PACIFIC. SEE Oceanus Laboratories of the Pacific.

CLAYTON (A. C.) PRINTING COMPANY ©.

La Patti exclusives. Fine footwear. (Shoe carton wrap) Label. © 25Jun53; KK87538.

Patti-kins, by La Patti. (Shoe carton wrap) Label. © 30Aug53; KK89730.

CLEO BEAUTY PRODUCTS COMPANY ©.

Cleo [curlers] waves or sets hair 3 times faster, no unwinding. Only 25¢, card of 6. Label. © 1Jun53; KK91666.

New super-speed hair curlers. 40 curlers. Label. © 1Jun53; KK91839.

CLOROX CHEMICAL COMPANY ©.

Consumer confidence makes the sale, and Clorox makes more sales than any other product in its field. (Household bleach & disinfectant) From Progressive grocer, Nov. 1953, p. 112. Appl. author: Honig-Cooper Co. © 1Nov53; KK91063.

For extra whiteness, extra cleanliness, I always launder with Clorox. (Household bleach & disinfectant) From San Francisco call-bulletin, Aug. 27, 1953, p. 12. Appl. author: Honig-Cooper Co. © 27Aug53; KK89866.

I can't get linens really clean without Clorox. (Household bleach & disinfectant) From San Francisco call-bulletin, Nov. 12, 1953, p. 24. Appl. author: Honig-Cooper Co. © 12Nov53; KK92222.

I feel safer when my wash is Clorox-clean. (Household bleach & disinfectant) From San Francisco call-bulletin, June 25, 1953, p. 20. Appl. author: Honig-Cooper Company. © 25Jun53; KK87735.

I want real cleanliness. I use Clorox. (Household bleach & disinfectant) From San Francisco call-bulletin, Aug. 13, 1953, p. 23. Appl. author: Honig-Cooper Co. © 13Aug53; KK88461.

I've got two reasons for always laundering with Clorox. (Household bleach & disinfectant) From San Francisco call-bulletin, Sept. 10, 1953, p. 23. Appl. author: Honig-Cooper Co. © 10Sep53; KK89867.

Laboratory tests prove you get a cleaner wash with Clorox. (Household bleach & disinfectant) From San Francisco call-bulletin, July 16, 1953, p. 19. Appl. author: Honig-Cooper Company. © 16Jul53; KK87736.

Our Clorox clean linens look lovelier, and protect health too. (Household bleach & disinfectant) From San Francisco call-bulletin, Sept. 24, 1953, p. 23. Appl. author: Honig-Cooper Co. © 24Sep53; KK89868.

Superior performance makes Clorox 1st choice of America's housewives. (Household bleach & disinfectant) From Progressive grocer, Sept. 1953, p. 74. Appl. author: Honig-Cooper Co. © 1Sep53; KK90383.

There's no substitute for a Clorox-clean wash. (Household bleach & disinfectant) From San Francisco call-bulletin, Oct. 15, 1953, p. 26. Appl. author: Honig-Cooper Co. © 15Oct53; KK90382.

Why take chances? Clorox-clean linens help protect health. (Household bleach & disinfectant) From San Francisco call-bulletin, Oct. 29, 1953, p. 34. Appl. author: Honig-Cooper Co. © 29Oct53; KK91064.

You can't beat Clorox for washing summer whites. [Picnic scene] From San Francisco call-bulletin, July 30, 1953, p. 22. Appl. author: Honig-Cooper Co. © 30Jul53; KK88460.

CLOWN CONFECTIONS, INC. ©.

Clown stay fresh marshmallows. Candy N cake. Net wt. 10 oz. Label. © 1May53; KK88218.

Clown stay fresh marshmallows. Fudge-mallow cake. Net wt. 10 oz. Label. © 1May53; KK88217.

Clown stay fresh marshmallows. Marshmallow fudge bars. Fudge-mallow cake. Net wt. 10 oz. Label. © 1May53; KK88216.

Clown stay fresh marshmallows. Marshmallow golden cake. Net wt. 10 oz. Label. © 1May53; KK88219.

CLUB ALUMINUM PRODUCTS COMPANY ©.

Club Hammercraft, the name millions know. Waterless cookware. From Post exchange, Aug. 1953, p. 92. Appl. author: The Buchen Co. © 1Aug53; KK88458.

Excitingly new. Club Hammercraft hostess roaster. Sheet. Appl. author: June E. Hunter. © 9Jul53; KK87368.

The gift you'll enjoy giving or getting. Cara-set by Inland. (Glassware) From the Bride's magazine, autumn 1953, p. 193. Appl. author: The Buchen Co. © 15Jul53; KK88101.

Golden fried chicken ... good food is easy with Club Hammercraft waterless cookware. From Living for young homemakers, Oct. 1953, p. 52. Appl. author: The Buchen Co. © 20Sep53; KK89571.

Look what's cookin' for Christmas. The gift she'll enjoy all year-round. Club Hammercraft waterless cookware. From Housewares review, Nov. 1953, p. 20. Appl. author: The Buchen Co. © 25Oct53; KK91670.

More and more of your customers know about Club Hammercraft waterless cookware. From Housewares review, July 1953, p. 38-39. Appl. author: The Buchen Co. © 25Jun53; KK88099.

No. 1 on the gift parade, the new Inland Carafe coffee server with modern tripod coffee warmer. From Housewares review, Sept. 1953, p. 45. Appl. author: The Buchen Co. © 25Aug53; KK89570.

Our free gift to you. This beautiful 8 3/4 in. Club Aluminum fry pan ... Folder. Appl. author: Donald L. Drumtra. © Club Aluminum Products Co., t.a. Club Aluminum; 19Aug53; KK89798.

Pride of your kitchen. Club Hammercraft. (Waterless cookware) Sheet. Appl. author: June Hunter. © 8Sep53; KK89237.

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. © 15Oct53; KK90228.

Something for the girls, something for everyone in gift items by Inland. (Glassware) From Giftwares magazine, July 6, 1953, p. 51. Appl. author: The Buchen Co. © 10Jul53; KK88100.

This big chart on waterless cooking is yours for the asking. (Aluminum cookware) From What's new in home economics, Sept. 1953, p. 113. Appl. author: The Buchen Co. © 1Sep53; KK89226.

Waterless cooking. What, why, how. (Aluminum cookware) Folder. Appl. author: June E. Hunter. © 13Aug53; KK88459.

CLUTE, FOSTER L., d.b.a. DEALER SALES BUILDERS COMPANY. SEE Dealer Sales Builders Company.

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

COAST-TO-COAST STORES, CENTRAL ORGANIZATION, INC. ©.

Autumn furniture sale. Sheets. Appl. author: Irvin Rose. © 1Sep53; KK90026.

Bang up midsummer values in our 11 big departments. Independence sale. (Hardware, housewares, sporting goods and automotive supplies) Sheets. Appl. author: Irvin Rose. © 22Jun53; KK88144.

Harvest bargain festival. (Hardware, housewares, sporting goods & automotive supplies) Sheets. Appl. author: Irvin Rose. © 10Aug53; KK90027.

COCA-COLA COMPANY.

The adventures of Kit Carson starts Sept. 29th. [Kit Carson & Sierra Jack] (Soft drink) From Daily

- news, Sept. 28, 1953, p. 42. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 28Sep53; KK90247.
- Campus custom calls for Coke. cCollege girls (Soft drink) From American girl, Aug. 1953, p. 4 of cover. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 26Jul53; KK89415.
- Coke must have something. [Football stadium] (Soft drink) From Life, Sept. 14, 1953, p. 59. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 11Sep53; KK90243.
- Coke time. [Large circle, various activities inside] (Soft drink) From New York herald tribune, Oct. 25, 1953, p. 29. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 25Oct53; KK90418.
- Drink Coca-Cola. Alice Coachman. (Soft drink) From the Weekly review, Birmingham, Ala., July 3, 1953, p. 2. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 3Jul53; KK89427.
- Drink Coca-Cola. Football is a testing game. Marion Motley. (Soft drink) From the Louisiana weekly, Nov. 7, 1953, p. 3-B. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 7Nov53; KK91297.
- Drink Coca-Cola. Len Ford. (Soft drink) From the Louisiana weekly, Nov. 21, 1953, p. 3-B. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 21Nov53; KK91833.
- Drink Coca-Cola. Sure. [Girl in pigtailed] (Soft drink) Poster. © The Coca-Cola Co.; 1Nov53; KK91222.
- Follow the champions, have a Coke. Reece Goose Tatum. (Soft drink) From Ebony, Oct. 1953, p. 2 of cover. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 12Sep53; KK90241.
- For fun on the 4th, have plenty of Coke. [July 4th; teen-agers on picnic] (Soft drink) From Chicago daily tribune, July 2, 1953, p. 14. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 2Jul53; KK88009.
- For Thanksgiving, lots of Coke in the bottle, naturally. [Woman in kitchen holding 6-bottle carton] (Soft drink) From Daily mirror, New York, Nov. 19, 1953, p. 49. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 19Nov53; KK91834.
- For young America at play, pure, refreshing Coke. cTeenagers on porch playing records (Soft drink) From Parents magazine, Aug. 1953, p. 4 of cover. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 25Jul53; KK89416.
- Get extra Coke for Labor Day weekend. cBarbecue scene (Soft drink) From Watertown daily times, Sept. 2, 1953, p. 10. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 2Sep53; KK89419.
- Get extra Coke for Labor Day weekend. cBoy with hamburger (Soft drink) From Chicago daily tribune, Sept. 3, 1953, p. 10. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 3Sep53; KK89420.
- Halloween party time, with plenty of Coke in the bottle, naturally. [Halloween; pumpkin filled with Coke] (Soft drink) From Daily news, New York, Oct. 29, 1953, p. 22. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 29Oct53; KK91295.
- The hand of a hostess who cares. [Hand & bottle; family at table] (Soft drink) From the Sacramento bee, Oct. 7, 1953, p. 35. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 7Oct53; KK91292.
- Have plenty of Coke on Halloween, for parties, for treats. [Woman serving Coke to children in costumes] (Soft drink) From Chicago daily tribune, Oct. 29, 1953, p. 14. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 29Oct53; KK91294.
- Highest quality, lowest price. [Woman & groceries] (Soft drink) From Watertown daily times, Sept. 16, 1953, p. 14. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 16Sep53; KK90246.
- Home-grown fun has lots of flavor. [Fireplace scene; popcorn] (Soft drink) From Better living, Nov. 1953, p. 4 of cover. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 15Oct53; KK91830.
- It does make a difference. [Woman & tray of Cokes] (Soft drink) From the Sacramento bee, Oct. 21, 1953, p. 14. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 21Oct53; KK91293.
- Kit Carson on TV ridin' the range for Coke in the bottle, naturally. (Soft drink) From Daily mirror, New York, Oct. 20, 1953, p. 29. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 20Oct53; KK90427.
- LeRoy Satchel Paige, ageless pitching star of the St. Louis Browns, takes it easy with a frosty bottle of Coca-Cola. (Soft drink) From the Louisiana weekly, July 18, 1953, p. 8. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 18Jul53; KK88011.
- Lots of visiting's done over a Coke. cTwo men seated at window (Soft drink) From Farm and ranch, Sept. 1953, p. 49. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 10Aug53; KK89417.
- M. V. P. in the profit league. [Baseball players] (Soft drink) From Fountain & fast food, Oct. 1953, p. 2 of cover. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 30Sep53; KK90425.
- Make it a real meal, just add Coke. cHand holding bottle over plate of food (Soft drink) From State times, Baton Rouge, La., Aug. 12, 1953, p. 15A. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 12Aug53; KK89423.
- Make it a real meal, just add Coke. [Man at dinner table drinking Coke] (Soft drink) From New Orleans item, May 5, 1953, p. 6. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 5May53; KK88008.
- Make it a real meal, just add Coke. cMan seating woman at table (Soft drink) From the Times, Shreveport, La., Aug. 6, 1953, p. 7. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 6Aug53; KK89424.
- Make it a real meal, just add Coke. cWoman serving man Coke at table (Soft drink) From State times, Baton Rouge, La., Aug. 5, 1953, p. 9A. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 5Aug53; KK89425.
- Make it a real meal, just add Coke. cWoman setting glass-top table (Soft drink) From New Orleans item, June 16, 1953, p. 4. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 16Jun53; KK88020.
- Make it a real meal, just serve Coke. [Hand & bottle over plate of food] (Soft drink) From New Orleans item, Oct. 20, 1953, p. 6. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 20Oct53; KK90421.
- Make it a real meal, just serve Coke. [Man at dinner table drinking Coke] (Soft drink) From New Orleans item, Sept. 22, 1953, p. 4. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 22Sep53; KK90245.
- Make it a real meal, just serve Coke. [Woman handing man Coke at table] (Soft drink) From the Times-picayune, Nov. 5, 1953, p. 14. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 5Nov53; KK91296.
- Make it a real meal, just serve Coke. cWoman setting glass-top table (Soft drink) From the Times-picayune, New Orleans, Aug. 13, 1953, p. 49. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 13Aug53; KK89422.
- Make it easy on yourself. [Empty Coke bottles & caps] (Soft drink) From the Sacramento bee, Sept. 23, 1953, p. 26. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 23Sep53; KK90420.
- Midsummer magic. cBottles in refrigerator (Soft drink) From Better living, July 1953, p. 4 of cover. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 11Jun53; KK88015.
- Midsummer magic. cRefrigerator (Soft drink) Poster. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 1Jul53; KK87537.
- The pause that refreshes. [Santa Claus] (Soft drink) From Boys' life, Nov. 1953, p. 2 of cover. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 25Oct53; KK91831.
- The pause that refreshes. [Woman shopper at fountain] (Soft drink) From Newsweek, Oct. 5, 1953, p. 4 of cover. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 1Oct53; KK90424.
- The pause that refreshes. You'll see this custom so often. cRanch scene (Soft drink) From National geographic magazine, July 1953, p. 4 of cover. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 1Jul53; KK88016.
- A pause with ice-cold Coke, and the show goes on refreshed. Larry Steele. (Soft drink) From the Louisiana weekly, Aug. 1, 1953, p. 2. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 1Aug53; KK89426.
- People like Coke where they play. [Hand and bottle; spritz at cooler] (Soft drink) From American Recreation Society, May 1953, p. 4 of cover. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 1May53; KK88018.

- COCA-COLA COMPANY. Cont'd.
- Plan your meals with Coke. cBarbecue (Soft drink) From Cosmopolitan, July 1953, p. 4 of cover. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 24Jun53; KK88017.
- Play better refreshed. cTennis players (Soft drink) Poster. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 1Aug53; KK88456.
- Portable cooler for picnics and parties. cTeen-agers on picnic (Soft drink) From Wilmington Sunday star, June 28, 1953, p. 10. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 28Jun53; KK68010.
- The purity and taste of Coca-Cola are not affected by unusual water conditions. cHand holding bottle of Coke (Soft drink) From the Chicago Heights star, June 26, 1953, p. 2. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 26Jun53; KK88019.
- Salesmen in print, for July. (Soft drink) From the Coca-Cola bottler, June 1953. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 20Jun53; KK88014.
- Salesmen in print, for August. (Soft drink) From the Coca-Cola bottler, July 1953. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 15Jul53; KK89413.
- Salesmen in print, for September. (Soft drink) From the Coca-Cola bottler, Aug. 1953. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 15Aug53; KK89414.
- Salesmen in print, for October. (Soft drink) From the Coca-Cola bottler, Sept. 1953. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 15Sep53; KK90242.
- Salesmen in print, for November. (Soft drink) From the Coca-Cola bottler, Oct. 1953. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 20Oct53; KK90426.
- Salesmen in print, for December. (Soft drink) From the Coca-Cola bottler, Nov. 1953, p. 34-35. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 20Nov53; KK91829.
- Salute to the CavOilecade. [Head of man holding bottle of Coke] (Soft drink) From the Port Arthur news, Oct. 14, 1953. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 14Oct53 (in notice: 1952); KK92076.
- School days are snack days, with plenty of Coke in the bottle. [Woman with cart; Coke display] From Daily mirror, Oct. 8, 1953, p. 31. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 8Oct53; KK90248.
- September is party time. (Soft drink) From Chicago daily tribune, Sept. 16, 1953, p. 10. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 16Sep53; KK90244.
- Shop for the real thing, shop for price, buy Coca-Cola. cWoman at check-out counter (Soft drink) From Watertown daily times, Aug. 20, 1953, p. 33. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 20Aug53; KK89421.
- Start your collection of miniature pennants. cCollege boy holding Wisconsin pennants (Soft drink) From Corry evening journal, Corry, Pa., Oct. 26, 1953, p. 5. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 26Oct53; KK90419.
- Take a good look at profit. Sell Coca-Cola. cBookkeeper perched on stools (Soft drink) From Vend, July 1953, p. 60. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 1Jul53; KK88012.
- Take enough home. [Woman shopper; 6 bottle carton] (Soft drink) Poster. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 1Sep53; KK88950.
- Thanksgiving reminder. The best of everything includes Coca-Cola. [Woman & groceries] (Soft drink) From Chicago daily tribune, Nov. 24, 1953, p. 16. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 24Nov53; KK91835.
- Thanksgiving, with lots of Coke in the bottle, naturally. [Woman with turkey, man with cokes, children at table] (Soft drink) From New York post, Nov. 23, 1953, p. 19. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 23Nov53; KK91832.
- There's nothing like giving folks what they want. cGroup around table eating (Soft drink) From Farm and ranch, July 1953, p. 25. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 10Jun53; KK88013.
- Win an Admiral refrigerator in this easy contest. See your dealer's display of Coke for your official entry blank. (Soft drink) From Chicago daily tribune, July 21, 1953, p. 13. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 21Jul53; KK89428.
- Work safely, refreshed. cHead of workman (Soft drink) From Newsweek, Oct. 19, 1953, p. 4 of cover. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 15Oct53; KK90423.
- You trust its quality. [Hands & glass] (Soft drink) Poster. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 1Oct53; KK90193.
- Your profit is his business. [Fountain salesman talking to druggist] (Soft drink) From Fountain & fast food, Nov. 1953, p. 2 of cover. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 30Oct53; KK91828.
- COFFMAN (R. G.) COMPANY, INC.
- Add charm and beauty to your doorway, with a screen door grille by Coffman. Form 131. (Ornamental iron) Folder. Appl. author: Frank Hermesdorf. © The R. G. Coffman Co., inc.; 1Jun53; KK89993.
- Adjustable screen door grille guards for any door. Form 114. Sheet. Appl. author: Frank Hermesdorf. © The R. G. Coffman Co., inc.; 1Sep53; KK90435.
- Advertising mats, Coffman ornamental iron. Form 127. Folder. Appl. author: Frank Hermesdorf. © The R. G. Coffman Co., inc.; 1Oct53; KK90132.
- Advertising mats, Coffman products. Form 127 H. (Ornamental iron) Sheet. Appl. author: Frank Hermesdorf. © The R. G. Coffman Co., inc.; 1Oct53; KK89994.
- Announcing Coffman's new design. No. 148 Universal Height porch post. Form 148. (Ornamental iron) Sheet. Appl. author: Frank Hermesdorf. © The R. G. Coffman Co., inc.; 1Aug53; KK89996.
- Coffman cast treillage. Form 122. (Ornamental iron) Pamphlet. Appl. author: Frank Hermesdorf. © The R. G. Coffman Co., inc.; 1Sep53; KK90440.
- Coffman grillettes, cast aluminum. Form 133. Sheet. Appl. author: Frank Hermesdorf. © The R. G. Coffman Co., inc.; 1Jul53; KK90815.
- Coffman hand-wrought iron table and chair legs, K-D. Form 132. Sheet. Appl. author: Frank Hermesdorf. © The R. G. Coffman Co., inc.; 1Jul53; KK90438.
- The Coffman sight level support. Form 128. (Ornamental iron) Sheet. Appl. author: Frank Hermesdorf. © The R. G. Coffman Co., inc.; 1Jan53; KK90437.
- Hand-wrought iron brackets for beauty and utility. Form 123. (Ornamental iron) Appl. author: Frank Hermesdorf. © The R. G. Coffman Co., inc.; 1Sep53; KK89995.
- Hand wrought ornamental iron. Form 100. Folder. Appl. author: Frank Hermesdorf. © The R. G. Coffman Co., inc.; 1Sep53; KK90439.
- Non-adjustable screen door grille guards in stock sizes. Form 120. Sheet. Appl. author: Frank Hermesdorf. © The R. G. Coffman Co., inc.; 1Jun53; KK90436.
- Stock length railings for porches & steps. Form 712. (Ornamental iron) Sheet. Appl. author: Frank Hermesdorf. © The R. G. Coffman Co., inc.; 1May53; KK90433.
- Universal height porch posts. Form 121. (Ornamental iron) Sheet. Appl. author: Frank Hermesdorf. © The R. G. Coffman Co., inc.; 1Oct53; KK90434.
- COHN, HERMAN, t.a. HERMAN COHN COMPANY, THE HOUSE OF PUZZY AND PUZZY AND SIZZY ENTERPRISES. SEE House of Puzzy.
- COHN (HERMAN) COMPANY. SEE House of Puzzy.
- COLE CHEMICAL COMPANY ©.
- Xanthinax, an aphrodisiac; tablets. (Pharmaceutical) Folder. Appl. author: Frederic Damrau. © 19Aug53; KK88282.
- COLE OF CALIFORNIA, INC. ©.
- Danger, curves ahead, warns Esther Williams. (Swimsuit) From Life, May 25, 1953, p. 50. Appl. author: Foote, Cone & Belding. © 22May53; KK87291.
- Man killer. Leopard-printed sueded cotton swimsuit. From Life, June 8, 1953, p. 129. Appl. author: Foote, Cone & Belding. © 5Jun53; KK86965.
- COLLIER (R. T.) CORPORATION ©.
- Mountain fresh drinking water in your own home. Tap Sprite. (Water filter) Label. © 16Oct53; KK90539.
- COLLINS, LORENA B. ©.
- The original Wearall scarf. Folder. © 20Jul53; KK87784.
- COLONIAL FURNITURE FRAME COMPANY, INC. ©.
- Guaranteed fine sofa and chair frames. Poster. © 15Jun53; KK87125.
- COLONIAL SUGARS COMPANY ©.
- Colonial sugar. Pure cane brown sugar. Net wt. 1 lb. Label. © 24Jul53; KK91005.

COLUMBIA BROADCASTING SYSTEM, INC.
How to be sure of quality radio and TV service, fair charges. From Life, Sept. 28, 1953, p. 106. Appl. author: Bennett, Walther & Menadier, inc. © CBS-Hytron, a division of Columbia Broadcasting System, inc.; 28Sep53; KK89582.

This tag assures you of quality radio and TV service. Fair charges. From Life, Nov. 16, 1953, p. 16. Appl. author: Bennett, Walther & Menadier, inc. © CBS-Hytron, a division of Columbia Broadcasting System, inc.; 13Nov53; KK90988.

This tag certifies quality radio and TV service. Fair charges. From Life, Oct. 19, 1953, p. 70. Appl. author: Bennett, Walther & Menadier, inc. © CBS-Hytron, a division of Columbia Broadcasting System, inc.; 16Oct53; KK90039.

COLUMBIA WAX COMPANY ©

Colco cleaner; concentrated. Label. Appl. authors: A. C. W. Bethel & James De Santis. © 16Mar53 (in notice: 1951); KK90537.

Colco Gym-Finish floor seal; heavy duty. Label. Appl. authors: A. C. W. Bethel & James De Santis. © 20Jan53 (in notice: 1952); KK90538.

Marbleous floor lotion. Label. Appl. authors: A. C. W. Bethel & James De Santis. © 20Mar53; KK88441.

Snug floor wax. Label. Appl. authors: A. C. W. Bethel & John A. Bozart. © 24Jun53; KK88440.

COLUMBIAN VISE AND MANUFACTURING COMPANY.

Columbian Gyro-Vise no. 72 1/2, the handy vise of 1,000 uses. Sheet. Appl. author: Arthur Cleland Palm. © The Columbian Vise & Mfg. Co.; 12Dec53; KK92208.

COLUMBUS SHOW CASE COMPANY.

Columbus cases. Salute to Hough Bakeries, inc. (Merchandise display cases) Folder. Appl. author: Jeremiah C. Montgomery. © The Columbus Show Case Co.; 25Nov53; KK92137.

COMMERCIAL SHEARING AND STAMPING COMPANY ©.

Commercial catalog H-7. Second printing. (Hydraulic equipment) 19 p. © on revision; The Commercial Shearing & Stamping Co.; 3Aug53; KK90970.

COMMONWEALTH CEDAR COMPANY, INC.,

d.b.a. CAVALIER PENCIL COMPANY. SEE Cavalier Pencil Company.

COMMUNITY LIFE MAGAZINE.

American family doctor. Community life magazine, health edition. Folder. © Luis Repland, d.b.a. Community Life Magazine; 15Oct53; KK90715.

CONGOLEUM-NAIRN, INC. ©.

Can you tell it from sculptured broadloom? Gold Seal floors and walls. From Farm journal, Oct. 1953. Appl. author: McCann-Erickson, inc. © 13Sep53; KK90263.

Cash in on the tremendous consumer demand ... Gold Seal floors and walls. From Hardware age, July 23, 1953, p. 340-341. Appl. author: McCann-Erickson, inc. © 23Jul53; KK89538.

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. © 5Sep53; KK89547.

Come see the exciting new developments in Jackstraw ... Gold Seal floors and walls. From National furniture review, June, 1953. Appl. author: McCann-Erickson, inc. © 1Jun53; KK89539.

Complete self-service tile department in 5 sq. ft. Gold Seal Tile-O-Matic. (Floor and wall coverings) From Retailing daily, Feb. 26, 1953, p. 24. Appl. author: McCann-Erickson, inc. © 26Feb53; KK87450.

Design magic for your floors. Jackstraw, in Gold Seal Nairn inlaid linoleum. Folder. © 28Jul53; KK87891.

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; KK87453.

Don't miss the Gold Seal booth number 36 at the Store Modernization Show. (Wall and floor covering) From Chain store age, May 1953, p. 22. Appl. author: McCann-Erickson, inc. © 7May53; KK87456.

Don't monkey around. Gold Seal floors and walls. From Retailing daily, Oct. 9, 1953, p. 15. Appl. author: McCann-Erickson, inc. © 9Oct53; KK92107.

5 reasons why the modern Hopeville School chose famous Gold Seal Nairn inlaid linoleum. From the Nation's schools, July 1953, p. 81. Appl. author: McCann-Erickson, inc. © 15Jun53; KK89542.

A floor as dignified as its setting. Gold Seal floors and walls. From Church property administration, July-Aug. 1953, p. 11. Appl. author: McCann-Erickson, inc. © 1Aug53; KK89554.

4 ways to do your kitchen with inlaid linoleum. Gold Seal floors and walls. From Life, Oct. 12, 1953. Appl. author: McCann-Erickson, inc. © 9Oct53; KK92085.

Free 20-page book. Which floor goes where. Gold Seal floors and walls. From Life, Sept. 28, 1953, p. 134. Appl. author: McCann-Erickson, inc. © 25Sep53; KK92091.

Garroway and Gold Seal Congowall make beautiful TV together on today. From Retailing daily, Nov. 9, 1953, p. 26. Appl. author: McCann-Erickson, inc. © 9Nov53; KK92097.

Get a bigger share ... Gold Seal Congowall. From American lumberman, May 18, 1953, p. 87. Appl. author: McCann-Erickson, inc. © 18May53; KK89536.

Gold Seal bulletin board cork. Gold Seal Nairn inlaid linoleum. From the Nation's schools. Appl. author: McCann-Erickson, inc. © 15Oct53; KK92106.

Here's a new and better floor for your motel. Ranchtile. Gold Seal floors and walls. From Architectural record, July 1953, p. 14. Appl. author: McCann-Erickson, inc. © 1Jul53; KK89541.

Here's why it pays to get Gold Seal Congoleum with the 8-coat thickness wear-layer. (Floor and wall covering) From Progressive farmer, June 1953. Appl. author: McCann-Erickson, inc. © 15May53; KK87445.

How Valley Hospital reduces hazard of anesthetic blasts. Gold Seal floors and walls. From the Modern hospital, July 1953, p. 133. Appl. author: McCann-Erickson, inc. © 1Jul53; KK89540.

If you kept a car in the classroom, it still couldn't hurt this great new resilient tile. Gold Seal Vinylbest. From the Nation's schools, Oct. 1953, p. 116-117. Appl. author: McCann-Erickson, inc. © 20Sep53; KK92094.

If you kept a car in the store, 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 great new, resilient tile. Gold Seal Vinylbest. From House beautiful. Appl. author: McCann-Erickson, inc. © 20Oct53; KK92090.

In first 45 days, sales of Gold Seal linoleum tile \$3,500. From Hardware age, Aug. 20, 1953, p. 105. Appl. author: McCann-Erickson, inc. © 20Aug53; KK89546.

It's time for Jackstraw, the Gold Seal Nairn inlaid linoleum ... From the American home, Sept. 1953, p. 19. Appl. author: McCann-Erickson, inc. © 25Aug53; KK89534.

Jackstraw in Gold Seal Congoleum to be promoted over 53 TV markets Oct. 14. From Retailing daily, Oct. 7, 1953, p. 24. Appl. author: McCann-Erickson, inc. © 7Oct53; KK92108.

The Jackstraw story ... Gold Seal floors and walls. From National furniture review, July 1953. Appl. author: McCann-Erickson, inc. © 1Jul53; KK89544.

Last call. Congowall month starts tomorrow. (Floor and wall covering) From Retailing daily, Apr. 30, 1953, p. 20. Appl. author: McCann-Erickson, inc. © 30Apr53; KK87455.

Lay the tile that's worth your while. Genuine inlaid linoleum tile. Gold Seal. From Life, Sept. 14, 1953. Appl. author: McCann-Erickson, inc. © 11Sep53; KK90264.

Life. Big Gold Seal Congowall show in November. From Retailing daily, Nov. 4, 1953, p. 26. Appl. author: McCann-Erickson, inc. © 4Nov53; KK92099.

Life out today, with a full color page on Gold Seal Congowall. From Retailing daily, Nov. 6, 1953, p. 15. Appl. author: McCann-Erickson, inc. © 6Nov53; KK92098.

Make an old room look new. Get just what you want in Gold Seal floors and walls. (Floor and wall coverings) From Life, June 1, 1953. Appl. author: McCann-Erickson, inc. © 29May53; KK87446.

New Gold Seal Vinylbest. Combines the finest features of other tiles. From Architectural record, Oct. 1953, p. 44-45. Appl. author: McCann-Erickson, inc. © 10Oct53; KK92092.

The nicest things happen when you choose Gold Seal Congowall. From Life, Nov. 9, 1953. Appl. author: McCann-Erickson, inc. © 5Nov53; KK92084.

No matter what they track in your kitchen, Gold Seal Congoleum has the 8-coat thickness wear-layer that can take it. (Floor and wall covering) From Progressive farmer, May 1953. Appl. author: McCann-Erickson, inc. © 15Apr53; KK87457.

Not one of these can mar the beauty of Gold Seal Vinyl inlays. From Sunset magazine. Appl. author: McCann-Erickson, inc. © 25Sep53; KK92086.

CONGOLEUM-NAIRN, INC. ©. Cont'd.

Now, lighter, lovelier colors that shrug off dirt. Bermuda Huea in Gold Seal Vinyltile. From Better homes & gardens, Nov. 1953, p. 163. Appl. author: McCann-Erickson, inc. © 25Oct53; KK92087.

Now, the textured look. Gold Seal floors and walls. From Farm journal, Nov. 1953. Appl. author: McCann-Erickson, inc. © 12Oct53; KK92089.

One day to go. Congowall month starts Friday. (Floor and wall covering) From Retailing daily, Apr. 29, 1953, p. 28. Appl. author: McCann-Erickson, inc. © 29Apr53; KK87454.

Patients appreciate the quiet, the comfort, the easy maintenance of Gold Seal Nairn inlaid linoleum. From the Modern hospital, Nov. 1953, p. 38. Appl. author: McCann-Erickson, inc. © 1Nov53; KK92101.

Province-Tone Gold Seal Congoleum to be promoted over 53 TV markets Oct. 22. From Retailing daily, Oct. 15, 1953, p. 28. Appl. author: McCann-Erickson, inc. © 15Oct53; KK92104.

Queen's Taste Gold Seal Congoleum to be promoted over 53 TV markets Oct. 16. From Retailing daily, Oct. 8, 1953, p. 16. Appl. author: McCann-Erickson, inc. © 8Oct53; KK92105.

The Ranchtile story, by G. A. O'Hare. (Linoleum floor covering) Pamphlet. © 22Jun53; KK87046.

Ready? Set? Go. Look at the wonders you can work with Gold Seal Congowall. (Floor and wall covering) From National furniture review, Apr. 1953. Appl. author: McCann-Erickson, inc. © 1Apr53; KK87452.

Ride to bigger profits on one great new resilient tile. Gold Seal Vinylbest. From Retailing daily, Sept. 29, 1953, p. 25. Appl. author: McCann-Erickson, inc. © 29Sep53; KK92095.

September 1s Jackstraw month. Gold Seal floors and walls. From Retailing daily, Aug. 19, 1953, p. 19. Appl. author: McCann-Erickson, inc. © 19Aug53; KK89549.

Sisal-Tax Gold Seal Congoleum to be promoted over 53 TV markets Oct. 20. From Retailing daily, Oct. 13, 1953, p. 32. Appl. author: McCann-Erickson, inc. © 13Oct53; KK92103.

Something big is coming your way from Congoleum-Nairn. Gold Seal floors and walls. From National furniture review, Dec. 1953, p. 2 of cover. Appl. author: McCann-Erickson, inc. © 1Dec53; KK92100.

Star salesman looks forward to month-long sales boom in Jackstraw. Gold Seal floors and walls. From Retailing daily, Aug. 31, 1953, p. 20. Appl. author: McCann-Erickson, inc. © 31Aug53; KK89552.

Starts Friday. Biggest advertising campaign ... Gold Seal floors and walls. From Retailing daily, Mar. 3, 1953, p. 14. Appl. author: McCann-Erickson, inc. © 3Mar53; KK87451.

Store manager is all set for Jackstraw month. Gold Seal floors and walls. From Retailing daily, Aug. 25, 1953, p. 21. Appl. author: McCann-Erickson, inc. © 27Aug53; KK89550.

Store owner is excited about Jackstraw for September. Gold Seal floors and walls. From Retailing daily, Aug. 24, 1953, p. 23. Appl. author: McCann-Erickson, inc. © 24Aug53; KK89551.

Two great names join to make September Jackstraw month. GE [and] Gold Seal. (Floor & wall coverings) From National furniture review, Aug. 1953. Appl. author: McCann-Erickson, inc. © 1Aug53; KK89545.

U-Do-It profits start here. Revolutionary new Gold Seal Tile-O-Matic. (Floor & wall tile) From Retailing daily, Feb. 19, 1953, p. 20. Appl. author: McCann-Erickson, inc. © 19Feb53; KK89537.

Up today in more than 5,000,000 homes with complete customer satisfaction. Gold Seal Congowall. From National furniture review, Nov. 1953, p. 2 of cover. Appl. author: McCann-Erickson, inc. © 1Nov53; KK92109.

What a floor, what a counter-top. Gold Seal VinylFloor and VinylTop. From Sunset magazine. Appl. author: McCann-Erickson, inc. © 25Oct53; KK92088.

Why have more than 5,000,000 people chosen Congowall? Gold Seal floors and walls. From Farm journal, Sept. 1953. Appl. author: McCann-Erickson, inc. © 16Aug53; KK89535.

Why the nicest things always happen when you tie in with Gold Seal floors and walls. From National furniture review, Sept. 1953. Appl. author: McCann-Erickson, inc. © 1Sep53; KK89548.

Why these stores chose Gold Seal floors. From Chain store age, July 1953, p. 12-13. Appl. author: McCann-Erickson, inc. © 25Jun53; KK89543.

You might as well try to run a dairy without milk, as try to run a floor covering store without Congoleum. From National furniture review, Oct. 1953, p. 2 of cover. Appl. author: McCann-Erickson, inc. © 10Oct53; KK92093.

CONGRESS CIGAR COMPANY, INC. ©.

Leave it to these popular girls to sell La Palina cigars for you. From United States tobacco journal, Oct. 26, 1953, p. 9. Appl. author: William H. Weintraub & Co., inc. © 26Oct53; KK90651.

CONRAD, ERNEST R. ©.

Bingo King bulletin. Revised bulletin no. 744A. A free service from the Bingo King Co., inc. (Game supplies) Folder. © 25Nov53; KK92029.

Bingo King bulletin. Revised bulletin no. 744C. Given as a special service feature of the Bingo King Co., inc. (Game supplies) Folder. © 13Nov53; KK92030.

Bingo King bulletin. Revised bulletin no. 760AC. Given as a special service feature of the Bingo King Co., inc. (Game supplies) Folder. © 18Dec53; KK92038.

The Bingo King Company, incorporated. (Game supplies) Letterhead. © 21May53; KK87637.

The Bingo King Company, inc. (Game supplies) Order form. © 22Jun53; KK87638.

Bingo King price list effective Dec. 1, 1952. (Game supplies) Sheet. © 5Jun53; KK87635.

The new no. 115 Little Joe portable electric blower. (Game supplies) Sheet. © 17Sep53; KK92028.

The new super deluxe Bingo King electric blower no. 102SDL. (Game supplies) Sheet. © 5Jun53; KK87636.

The new super deluxe Bingo King electric blower no. 102SDL and Bingo King electric flash board. (Game supplies) Sheet. © 28May53; KK87020.

Put a bigger zing in your bingo with Zingo. (Game supplies) Sheet. © 18Dec53; KK92039.

Serving the armed forces ... Bingo King price list, effective Dec. 1, 1953. No. 13. (Game supplies) Sheet. © 24Nov53; KK92031.

Serving the armed forces ... Order form [no.] 03. The Bingo King Company, inc. (Game supplies) Sheet. © 24Nov53; KK92027.

Serving the armed forces ... The new super deluxe Bingo King electric blower no. 102SDL. [Cage sheet] no. 702. (Game supplies) © 17Sep53; KK92026.

CONSOLIDATED PRODUCTS COMPANY ©.

40 Golden Acres by Roscoe Pollitt. Harvested your hog crop yet? Semi-Solid Emulsion. (Pig feed) Appl. author: Dancer-Fitzgerald-Sample, inc. © 19Sep53; KK89217.

40 Golden Acres by Roscoe Pollitt. Here's how we hit the early market. Semi-Solid Emulsion. (Pig feed) From Wallaces' farmer and Iowa homestead, July 1953, p. 51. Appl. author: Dancer-Fitzgerald-Sample, inc. © 18Jul53; KK87675.

40 Golden Acres by Roscoe Pollitt. Indian summer ... Semi-Solid Emulsion. (Pig feed) From Wallace's farmer and Iowa homestead, Oct. 19, 1953, p. 83. Appl. author: Dancer-Fitzgerald-Sample, inc. © 17Oct53; KK90200.

40 Golden Acres by Roscoe Pollitt. Triple State Fair attraction. Semi-Solid Emulsion. (Pig feed) Appl. author: Dancer-Fitzgerald-Sample, inc. © 15Aug53; KK88439.

40 Golden Acres by Roscoe Pollitt. When winter comes ... Semi-Solid Emulsion. (Pig feed) From Wallace's farmer and Iowa homestead, Nov. 21, 1953, p. 83. Appl. author: Dancer-Fitzgerald-Sample, inc. © 21Nov53; KK91434.

It's here, in the new self-feeding block. Semi-Solid E Emulsion with Hidrolex. (Animal feed) Folder. Appl. author: Dancer-Fitzgerald-Sample, inc. © 4Nov53; KK91109.

A new, all new Semi-Solid E Emulsion. 13 0/0 more eggs. (Animal feed) Sheet. Appl. author: Dancer-Fitzgerald-Sample, inc. © 16Oct53; KK90307.

A new, all new Semi-Solid E Emulsion. 3.1 lb. broilers in 66 days. (Animal feed) Sheet. Appl. author: Dancer-Fitzgerald-Sample, inc. © 26Oct53; KK90324.

New improved Sparx with Hidrolex. Speeds pigs through weaning. From Successful farming, Oct. 1953, p. 21. Appl. author: Dancer-Fitzgerald-Sample, inc. © 10Oct53; KK89736.

New improved Sparx with Hidrolex. Speeds pigs through weaning. From Wallaces' farmer and Iowa homestead, Sept. 5, 1953. Appl. author: Dancer-Fitzgerald-Sample, inc. © 5Sep53; KK89294.

Only Kaff-A has it; Hidrolex. The new miracle feed ingredient. Folder. Appl. author: Dancer-Fitzgerald-Sample, inc. © 21Aug53; KK88678.

Only Kaff-A has it; Hidrolex. The safe replacement for cow's milk. Folder. Appl. author: Dancer-Fitzgerald-Sample, inc. © 25Aug53; KK88677.

See the difference. Kaff-A with Hidrolex, 1/3 faster growth. (Animal feed) Sheet. Appl. author: Dancer-Fitzgerald-Sample, inc. © 8Oct53; KK90306.

CONTAINER CORPORATION OF AMERICA ©.

De Luxe black walnut ice cream. One pint liquid. Design 1403. Label. © 20Oct53; KK91783.

De Luxe chocolate ice cream. One pint liquid. Design 1403. Label. © 20Nov53; KK91787.

De Luxe New York cherry ice cream. One pint liquid. Design 1403. Label. © 21Sep53; KK91784.

De Luxe strawberry ice cream. One pint liquid. Design 1403. Label. © 20Nov53; KK91785.

De Luxe vanilla ice cream. One pint liquid. Design 1403. Label. © 29Jul53; KK91786.

CONTINENTAL CAN COMPANY, INC.

Season's greetings. [Merchandise wrapper with Christmas design] (Hams) Label. Appl. author: Joan Elizabeth Benoy. © Continental Can Co., inc. (in notice: Continental Can Co., inc., Shellmar-Betner Div.); 13Nov53; KK91908.

CONTINENTAL COPPER AND STEEL INDUSTRIES, INC.

Katfield building wire, power cable, cord & cord sets. Brochure. Appl. author: Hiram Asch. © 25Apr53; KK87130.

CONTINENTAL FOODS, INC. (S.A.) ©.

Continental, new, onion soup, a prepared soup mix. Sopa Continental, nueva, de cebolla. Net wt. 1 1/2 ozs. Label. © 25Aug53; KK89659.

Continental onion soup, a prepared soup mix. Sopa Continental de cebolla. Net wt. 1 1/2 oz. each package. Label. © 25Aug53; KK89660.

CONTINENTAL LABORATORIES.

Blue-Bottle Formula oral detergent stimulating cleanser. Net weight 6 oz. Label. © Horace W. Crouch, sole owner Continental Laboratories; 7Dec53; KK92280.

Learn the thrilling joy of that real clean, real good feeling. Blue Bottle Formula. (Oral detergent) Label. © Horace W. Crouch, sole owner Continental Laboratories; 7Dec53; KK92281.

CONTINENTAL OIL COMPANY ©.

And then came the oil that changed a nation's automobiles. Conoco super motor oil. From the Saturday evening post, Sept. 5, 1953, p. 58-59. Appl. author: Benton & Bowles, inc. © 2Sep53; KK89361.

Are all motor oils alike? Conoco super motor oil. From the Saturday evening post, Aug. 15, 1953, p. 88. Appl. author: Benton & Bowles, inc. © 12Aug53; KK88474.

Boost your car's power as much as 15 % with new Conoco super gasoline with TCP. From Arkansas gazette, Sept. 23, 1953, p. 5B. Appl. author: Benton & Bowles, inc. © 23Sep53; KK89381.

Continental Oil Company is happy to appoint Jordan-Morris Distributing Company as jobbers for Conoco super motor oil. From the Charlotte observer, July 15, 1953, p. 13-A. Appl. author: Benton & Bowles, inc. © 15Jul53; KK87679.

Friendliest stop on the highway. They really roll out the red carpet when you roll into a Conoco station. From Saturday evening post, June 20, 1953, p. 14-15. Appl. author: Benton & Bowles, inc. © 17Jun53; KK87171.

Good sign to go on. Conoco super motor oil. From the Saturday evening post, Oct. 10, 1953, p. 15. Appl. author: Benton & Bowles, inc. © 7Oct53; KK89743.

The greatest gasoline development in 31 years. New Conoco super gasoline with TCP. From Decatur herald, Decatur, Ill., Sept. 11, 1953, p. 23. Appl. author: Benton & Bowles, inc. © 11Sep53; KK89363.

The greatest gasoline development in 31 years. New Conoco super gasoline with TCP. From Joplin globe, Sept. 30, 1953, p. B. Appl. author: Benton & Bowles, inc. © 30Sep53; KK89744.

He went from beams to beans. Conoco. From the Western farm life, Aug. 1, 1953, p. 48. Appl. author: Benton & Bowles, inc. © 1Aug53; KK88473.

Here's the key to why jobbers go for Conoco. From National petroleum news, Oct. 14, 1953, p. 26-27. Appl. author: Benton & Bowles, inc. © 14Oct53; KK90217.

Here's why thousands of Colorado motorists are switching to new Conoco super gasoline with TCP. From the Denver post, Nov. 25, 1953, p. 12. Appl. author: Benton & Bowles, inc. © 25Nov53; KK91432.

How to go, where to go, with Touraide complete vacation guide. Folder. Appl. author: George Sisler. © 1Jul53; KK87313.

Millions of motorists have proved it ... New Conoco super gasoline with TCP. From the Denver post, Oct. 21, 1953, p. 43. Appl. author: Benton & Bowles, inc. © 21Oct53; KK90338.

Puts new life in your car. New Conoco super gasoline with TCP. From the Denver post, Oct. 14, 1953, p. 24. Appl. author: Benton & Bowles, inc. © 14Oct53; KK90339.

The sign of success for a jobber like you. Conoco. From National petroleum news, Aug. 5, 1953, p. 8-9. Appl. author: Benton & Bowles, inc. © 5Aug53; KK88475.

The tank truck. Nebraska farmer discovers how to farm more land at less cost. Conoco [motor oil] From the Western farm life, Oct. 1, 1953, p. 4 of cover. Appl. author: Benton & Bowles, inc. © 10Oct53; KK89742.

The tank truck. The greatest gasoline development in 31 years. New Conoco super gasoline with TCP. From the Western farm life, Nov. 1, 1953, p. 56. Appl. author: Benton & Bowles, inc. © 1Nov53; KK90639.

The tank truck. Where his drills go down 70,000 bushels of wheat come up. Conoco [motor oil] From the Western farm life, July 1, 1953, p. 40. Appl. author: Benton & Bowles, inc. © 1Jul53; KK87678.

The tank truck. You've got to plow 12 inches deep down by the Rio Grande. Conoco [motor oil] From the Western farm life, Sept. 1, 1953, p. 56. Appl. author: Benton & Bowles, inc. © 1Sep53; KK89362.

2 super salesmen Conoco jobbers can bank on. (Motor oil) From National petroleum news, Dec. 9, 1953, p. 36-37. Appl. author: Benton & Bowles, inc. © 9Dec53; KK92211.

We drove 'em twice around the world in 70 days, to prove that Conoco super motor oil helps cars eat less ... From the Saturday evening post, July 18, 1953, p. 107. Appl. author: Benton & Bowles, inc. © 15Jul53; KK87677.

Which engine will you drive this winter? Protect your car with Conoco super motor oil. From the

Saturday evening post, Nov. 14, 1953, p. 13. Appl. author: Benton & Bowles, inc. © 11Nov53; KK91080.

CONTOUR SALES, INC. ©.

The 20 minutes that rests you more than two hours' sleep. cMan reclining; Contour chair-lounge. From Esquire magazine, June 1, 1953, p. 20. Appl. author: Ruthrauff & Ryan, inc. © 1Jun53; KK88359.

The 20 minutes that rests you more than two hours' sleep. cWoman reclining; Contour chair-lounge. From Better homes & gardens, June 1, 1953, p. 35. Appl. author: Ruthrauff & Ryan, inc. © 1Jun53; KK87789.

COOK, PAUL E. ©.

King Scoopers Sav-A-Step shopping list. (Super market merchandise) Sheets. © 10Sep53; KK92074.

Your Safeway shopping list. (Super market merchandise) Sheets. © 20Sep53; KK92075.

COOK CHEMICAL COMPANY ©.

Push button Real-Kill bug killer. Contents 12 oz. net wt. Label. Appl. author: Ralph G. Martin. © 1Jul53; KK87689.

CORCORAN (JOSEPH F.) SHOE COMPANY, d.b.a. CROSSETT SHOE COMPANY. SEE Crossett Shoe Company.

CORCORAN, INC. ©.

A Corcoran exclusive deluxe sportsman's shoe. From Field & stream, Sept. 1953, p. 124. Appl. author: John A. Keary. © 24Aug53; KK88310.

Deluxe sportsman's shoe with exclusive gear gripper sole. From Sports afield, Oct. 1953, p. 108. Appl. author: John A. Keary. © 24Sep53; KK90336.

It's feet first with genuine Corcoran paratroop boots. From Argosy, Sept. 1953, p. 79. Appl. author: John A. Keary. © 20Aug53; KK88603.

Only from Corcoran, genuine paratroop boots. From Esquire, Nov. 1953, p. 161. Appl. author: John A. Keary. © 9Oct53; KK90729.

You have a thrill coming to you with genuine Corcoran paratroop boots. From Outdoor life, Sept. 1953, p. 6. Appl. author: John A. Keary. © 25Aug53; KK89360.

CORNWALL FIXTURE CORPORATION ©.

Cornwall slim fixture. Fleetline. (Fluorescent lighting) Sheet. Appl. author: Roland W. Tiemann. © 1Sep53; KK88893.

Cornwall slim fixture. Industrial. (Fluorescent lighting) Sheet. Appl. author: Roland W. Tiemann. © 1Sep53; KK88894.

CORO, INC. ©.

Americana simulated pearls with the famous Adjusta clasp, by Coro. [Endorsed by] Sally Forrest. From Mademoiselle, Nov. 1953, p. 49. Appl. author: Adolph Katz. © 1Nov53; KK90643.

Chambord by Coro. Corocraft. (Costume jewelry) From Harper's bazaar, Oct. 1953, p. 48. Appl. author: Adolph Katz. © 10Oct53; KK89773.

Excitingly beautiful as Paris by night, Vendome by Coro. Corocraft. (Costume jewelry) From Vogue, Oct. 1953, p. 75. Appl. author: Adolph Katz. © 10Oct53; KK89772.

CORO, INC. ©. Cont'd.

Her favorite jewelry, Corocraft of course. Laurel, by Coro. [Endorsed by] Barbara Britton. From Vogue, Nov. 1953, p. 28. Appl. author: Adolph Katz. © 1Nov53; KK90644.

Patrician by Coro. (Costume jewelry) From Glamour, Sept. 1953, p. 32. Appl. author: Adolph Katz. © 1Sep53; KK89249.

CORRULUX DIVISION, LIBBEY-OWENS-FORD GLASS COMPANY. SEE Libbey-Owens-Ford Glass Company.

COTTON CLUB BOTTLING COMPANY.

Quinine tonic water. 32 fl. oz. Label. © The Miller-Becker Co., d.b.a. Cotton Club Bottling Co.; 27Oct53; KK92080.

COTY, INC. ©

Be an angel, say it with fragrance. Cherub. (Toiletries) Appl. author: Franklin Bruck Advertising Corp. © 14Oct53; KK90286.

Be an angel, say it with fragrance. Drummer Boy. (Cosmetics) Appl. author: Franklin Bruck Advertising Corp. © 4Nov53; KK90663.

Be an angel, say it with fragrance. Golden Slipper [perfume] Appl. author: Franklin Bruck Advertising Corp. © 2Dec53; KK91647.

Be an angel, say it with fragrance. Golden Swans. (Cosmetics) Appl. author: Franklin Bruck Advertising Corp. © 18Nov53; KK91236.

Be an angel, say it with fragrance. L'Aimant; L'Origan; Muguet des bois; Emeraude. (Cosmetics & perfume) From Youngstown vindicator, Youngstown, Ohio, Dec. 6, 1953, p. B-5. Appl. author: Franklin Bruck Advertising Corp. © 6Dec53; KK91634.

Be an angel, say it with fragrance. Père Noël. (Cosmetics) From the Boston daily globe, Nov. 11, 1953, p. 12. Appl. author: Franklin Bruck Advertising Corp. © 11Nov53; KK91074.

Be an angel, say it with fragrance. Poodle. (Toiletries) Appl. author: Franklin Bruck Advertising Corp. © 21Oct53; KK90345.

Be an angel, say it with fragrance. Royal Peacock duo. (Toiletries) Appl. author: Franklin Bruck Advertising Corp. © 28Oct53; KK90703.

Be an angel, say it with fragrance. Solid cologne, Aimant. Appl. author: Franklin Bruck Advertising Corp. © 25Nov53; KK91626.

Be an angel, say it with fragrant gifts. (Cosmetics & perfume) From the American weekly, Dec. 6, 1953, p. 26. Appl. author: Franklin Bruck Advertising Corp. © 6Dec53; KK91469.

Does the color of your make-up fight with your true skin tones? From Harper's bazaar, July 1953, p. 101. Appl. author: Franklin Bruck Advertising Corp. © 5Jul53; KK87761.

A fine perfume actually gives you more beauty than any cosmetic. L'Aimant. Appl. author: Franklin Bruck Advertising Corp. © 12Dec53; KK91951.

5 hours of beauty in just 30 seconds. Apply cream powder in 1/2 a minute ... From Seventeen, Oct. 1953, p. 45. Appl. author: Franklin Bruck Advertising Corp. © 10Oct53; KK90524.

Get vitamins into your skin to end dry, sensitive, flaky condition. Coty Vitamin A-D complex-cream. From Boston Sunday herald. Appl. author: Franklin Bruck Advertising Corp. © 4Oct53; KK89812.

Help yourself to a fragrant lift. Coty bath essentials ... From Union sun journal, Lockport, N. Y., July 8, 1953, p. 3. Appl. author: Franklin Bruck Advertising Corp. © 8Jul53; KK87762.

If you're a mister who wants to be master, give her perfume by Coty. From Esquire, Jan. 1953, p. 33. Appl. author: Franklin Bruck Advertising Corp. © 4Dec53; KK91648.

New help for the dryest, most sensitive skin. Coty Vitamin A-D complex-cream. From Ladies' home journal, Feb. 1952, p. 35. Appl. author: Franklin Bruck Advertising Corp. © 1Feb52; KK92081.

New twistick. Solid cologne. From Lockport union-sun & journal, Lockport, N. Y., July 15, 1953. Appl. author: Franklin Bruck Advertising Corp. © 15Jul53; KK87870.

Nothing makes a woman feel more feminine. Paris Coty. (Toiletries) From the New Yorker. Appl. author: Franklin Bruck Advertising Corp. © 30ct53; KK89811.

Perfume stars; L'Origan, L'Aimant, Emeraude, Paris. From Ladies' home journal, Sept. 1953, p. 106. Appl. author: Franklin Bruck Advertising Corp. © 4Sep53; KK88723.

Perfume stars by Coty. Appl. author: Franklin Bruck Advertising Corp. © 5Aug53; KK88156.

Skin starved for vitamins? Coty Vitamin A-D complex-cream. From Pittsburgh press, Oct. 4, 1953. Appl. author: Franklin Bruck Advertising Corp. © 4Oct53; KK89813.

COUPLINGS COMPANY.

Brass fittings for copper tubing. Pamphlet. © The Couplings Co. Catalog PR 1953-E. June 1953. © 25Jun53; KK87252.

The correct fittings at the correct prices. (Brass fittings for copper tubing) © The Couplings Co. Catalog no. 1953-G. June 1953. 11 p. © 10Aug53; KK88835.

COURTESY MOTOR SALES, INC. ©.

The one and only original Courtesy lifetime guarantee on custom Courtesy conditioned cars by: Jim Moran. Folder. © 1Aug53; KK88215.

COWDEN, LEON W. ©.

Cowden red wriggler bait worms. Label. © 28Sep53; KK89560.

CRAFT PRODUCTS COMPANY.

Your most important raw material is water. If you have a water softener ... Zeo Treet. Sheet. © Anthony J. Napier, t.a. Craft Products Co.; 28Sep53; KK90252.

CRAMER-KRASSELT COMPANY.

Only gas gives you so much cooking satisfaction. Folder. © The Cramer-Krasselt Co.; 25Aug53; KK89105.

CRAWFORD MANUFACTURING COMPANY, INC. ©.

Crawford Shady-Nook awnings. Season 1954. 31 p. Appl. author: Harry Burn, Jr. © 29Dec53; KK92308.

Special prices. Eyelet type awnings. 1954 season. Folder. Appl. author: Harry Burn, Jr. © 29Dec53; KK92307.

CREATIVE COSMETIC COMPANY OF HOLLYWOOD ©.

Here is your answer to perfect haircoloring and bleach everytime. Shade Toner. Folder. Appl. author: Jerome Wilson Marrow. © 26Jun53; KK88040.

CRESCENT MANUFACTURING COMPANY ©.

Crescent Mapleine imitation maple flavor. Makes better syrup. From Parents magazine, June 1952, p. 115. Appl. author: Honig-Cooper Co. © 25May52; KK89366.

CRISAFI, VINCENT L., d.b.a. WESTERN BRANDS. SEE Western Brands.

CROSLEY DIVISION, AVCO MANUFACTURING CORPORATION. SEE Avco Manufacturing Corporation.

CROSS ENGINEERING COMPANY ©.

Cross standards of perforated steel. Stock list. Folder. Appl. author: Mildred C. Gill. © 31Aug53; KK90253.

CROSSETT SHOE COMPANY ©.

Business is fine, thank you. cStocks no. 750 and no. 850. (Men's shoes) From Boot and shoe recorder, Dec. 15, 1952, p. 4. Appl. author: John A. Keary. © 15Dec52; KK87547.

Crossett has it: the right style, the right value, the right price. Stock nos. 300 and 400. (Men's shoes) From Boot and shoe recorder, Aug. 15, 1952, p. 40. Appl. author: John A. Keary. © 15Aug52; KK87550.

Keep an eye on Crossett. Stock nos. 200 and 100. (Men's shoes) From Boot and shoe recorder, July 15, 1952, p. 17. Appl. author: John A. Keary. © 15Jul53; KK87549.

More for the money. As low as \$9.95. cStyles no. 650. (Men's shoes) From Boot and shoe recorder, Nov. 15, 1952, p. 161. Appl. author: John A. Keary. © 15Nov52; KK87548.

They're signs of the times. cStocks nos. 500 and 600. (Men's shoes) From Boot and shoe recorder, Sept. 15, 1952, p. 91. Appl. author: John A. Keary. © 15Sep52; KK87551.

Why does a customer cross the street? From Boot & shoe recorder, Aug. 15, 1953, p. 101. Appl. author: John A. Keary. © Joseph F. Corcoran Shoe Co., inc., d.b.a. Crossett Shoe Co.; 15Aug53; KK88309.

Wrap 'em up. The Crossett shoe. [Stock] nos. 870 and 902. (Men's shoes) From Boot and shoe recorder, Jan. 15, 1953, p. 97. Appl. author: John A. Keary. © 15Jan53; KK87552.

CROSSETTE, CY. ©.

Souvenir of Kansas, the wheat state. Label. © 23Jul53; KK87768.

CROUCH, HORACE W., sole owner CONTINENTAL LABORATORIES. SEE Continental Laboratories.

CROWN SOAP COMPANY ©.

For your health and protection, we have installed Immunol antiseptic powdered hand soap. Poster. Appl. author: Morris Yankner. © 10Aug53; KK88233.

Immunol, the best investment you make, is also the cheapest. It costs less than ordinary soap ... Sheet. Appl. author: Morris Yankner. © 15Jun53; KK87027.

CROWN ZELLERBACH CORPORATION ©.

Chicken a la king, stock no. 2. (Frozen food wrapper) Label. © 10ct53; KK90757.

For particular people like me and you, only facial quality Chiffon will do. (Toilet tissue) Sheet. © 1May53; KK87375.

Representation of beef steak or beefburger vignette. (Frozen food wrapper) Label. © 1Aug53; KK89337.

Representation of butter beef steak vignette. (Frozen food wrapper) Label. © 1Sep53; KK89352.

Representation of cut wax beans. (Frozen food wrapper) Label. © 1Jul53; KK88302.

Representation of rhubarb. (Frozen food wrapper) Label. © 1Jul53; KK87592.

Representation of shrimpburger vignette. (Frozen food wrapper) Label. © 1Sep53; KK89351.

Representation of wax beans. (Frozen food wrapper) Label. © 1Jul53; KK87929.

[Sliced yellow Crookneck squash vignette; stock no. 3] (Frozen food wrapper) Label. © 1Nov53; KK91816.

Stripped kale. cStock No. 13 (Frozen food wrapper) Label. © 1Oct53; KK91146.

We particular ladies like the facial tissue softness of Chiffon. (Toilet tissue) Sheet. © 1May53; KK89970.

CROYDEN MILLS, INC. ©.

Croyden House Chinese fried rice dinner. Net. wt. 4 ozs. Label. © 15Jul53; KK88836.

CRUTCHER, NORVAL, GENE WARREN, AND WAH CHANG, forming the partnership CENTAUR PRODUCTIONS. SEE Centaur Productions.

CUDAHY PACKING COMPANY.

New kind of cleanser turns golden

when wet. New Old Dutch cleanser. From Minneapolis tribune, Aug. 27, 1953. Appl. author: Young & Rubicam, inc. © 27Aug53; KK92002.

CULLIGAN, INC. ©.

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, Jr. © 26Nov53; KK91782.

Culligan soft water service. Preferred by millions of people everywhere. Folder. Appl. author: A. T. Franz. © 25Aug53; KK91436.

Culligan, the greatest name in water conditioning. From Good housekeeping, Nov. 1953, p. 265. Appl. author: A. T. Franz. © 20Oct53; KK91390.

For your Culligan soft water service. Cul soap. Card. Appl. author: A. T. Franz. © 26Aug53; KK91441.

Millions of people enjoy Culligan soft water on a service basis, or with a home-owned model. From Life, Sept. 21, 1953, p. 9. Appl. author: A. T. Franz. © 18Sep53; KK91442.

Now Cul soap contains albox. Card. Appl. author: A. T. Franz. © 26Aug53; KK91444.

Of course, it's a Culligan water softener. Folder. Appl. author: A. T. Franz. © 26Aug53; KK91435.

CUMMINS-CHICAGO CORPORATION ©.

Do-it Shop. A whole furniture factory in just 3 1/2 square feet. (Power tools) From the Saturday evening post, Sept. 19, 1953, p. 147. Appl. author: Robert C. Marley. © 19Sep53; KK89268.

Give him a Cummins Do-it Shop. New home workshop, a whole furniture factory in 3 1/2 sq. ft. (Tools) From the Saturday evening post, Nov. 28, 1953, p. 66. Appl. author: R. C. Marley. © 28Nov53; KK91350.

Santa Claus is Cummins, with fixmaster tool kits. From the Saturday evening post, Dec. 5, 1953, p. 58. Appl. author: Robert C. Marley. © 5Dec53; KK91533.

CURTIS (T. L.) ADVERTISING AGENCY ©.

Prine's toy pet family is yours for very little effort. Save your invoices from the following Prine services: laundry, dry cleaning ... Sheet. Appl. author: Thomas Leo Curtis. © 3Aug53; KK88157.

CUSTOM HYDROCRAFT ©.

Enjoy yourself, own a Sea Cat -16, the best twin hull [boat] with the 9 superior features. Sheet. Appl. author: Joseph John Szakacs. © 6Sep52; KK91385.

Sea Cat 8, 10, 12. Hydroplay 8, 10, 12. (Twin hull boats) Sheet. Appl. author: Joseph John Szakacs. © 29Jun53; KK92237.

The Sea Cat 16, seagoing catamaran. (16 ft. twin hull boat) Folder. Appl. author: Joseph John Szakacs. © 12Mar53; KK92236.

CYMA WATCH COMPANY, INC. ©.

Cyma two million shock test proves .. most effective watch protection ever invented. From the New York times magazine, Oct. 11, 1953, p. 6. Appl. author: Irving Berk Co., inc. © 11Oct53; KK90326.

D

DAIRY QUEEN NATIONAL TRADE ASSOCIATION, INC. ©.

Choose your flavor, malts and shakes. Dairy Queen tastes better. (Whole-milk and sweet-cream frozen food) From the Leavenworth times, Leavenworth, Kan., Apr. 17, 1953, p. 2. Appl. author: Kenneth D. Warren. © 17Apr53; KK87424.

Dairy Queen tastes better. Going out for a spin tonight? (Whole-milk and sweet-cream frozen food) From the Saturday evening post, Aug. 15, 1953, p. 87. Appl. author: Kenneth Warren. © 12Aug53; KK89455.

Dairy Queen tastes better. In cones, sundaes, malts and shakes. [Man's favorable facial expression theme] (Whole-milk and sweet-cream frozen food) From the Daily sentinel-tribune, Bowling Green, Ohio, Apr. 24, 1953, p. 14. Appl. author: Kenneth D. Warren. © 24Apr53; KK87428.

Dairy Queen tastes better. «Strawberry sundaes» (Whole milk and sweet cream frozen food) From the Saturday evening post, July 25, 1953, p. 98. Appl. author: Kenneth D. Warren. © 23Jul53; KK87795.

Hey kids. Show Mom that Dairy Queen tastes better. Free sundaes for Mom on Mother's Day, May 10th. (Whole-milk and sweet-cream frozen food) From Independence Sunday reporter, Independence, Kan., May 10, 1953, p. 5. Appl. author: Kenneth D. Warren. © 10May53; KK87438.

It's new. It's here. Genuine Dairy Queen. The cone with the curl on top. (Whole-milk and sweet-cream frozen food) From the Caldwell messenger, Caldwell, Kan., Apr. 20, 1953, p. 4. Appl. author: Kenneth D. Warren. © 20Apr53; KK87426.

It's the greatest treat on earth. Dairy Queen tastes better. (Whole-milk and sweet-cream frozen food) From Ringling Bros. and Barnum & Bailey circus magazine & program, 1953, p. 54. Appl. author: Kenneth D. Warren. © 1Apr53; KK87304.

June is Dairy Queen month. Dairy Queen tastes better. (Whole milk & sweet-cream frozen food) From Life magazine, June 15, 1953, p. 141. Appl. author: Kenneth Warren. © 12Jun53; KK87122.

Make yours a malt or shake. Dairy Queen tastes better. (Whole-milk & sweet-cream frozen food) From the Merrill daily herald, Merrill, Wis., Apr. 17, 1953, p. 3. Appl. author: Kenneth D. Warren. © 17Apr53; KK87425.

Make yours a malt or shake. East Sandusky at North Hayes. (Whole-milk and sweet-cream frozen food) From Bellefontaine examiner, Bellefontaine, Ohio, Apr. 24, 1953, p. 3. Appl. author: Kenneth D. Warren. © 24Apr53; KK87755.

Oh, happy day. Fresh-frozen strawberry sundaes are here. Dairy Queen of Athens. (Whole-milk and sweet-cream frozen food) From Athens banner herald, Athens, Ga., June 22, 1953, p. 6. Appl. author: Kenneth Warren. © 22Jun53; KK89449.

Oh, happy day. Fresh-frozen strawberry sundaes 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. © 5Jun53; KK89450.

The people's choice, chocolate sundaes. Bdwy. at Delaware. (Whole-milk and sweet-cream frozen food) From the Leavenworth times, Leavenworth, Kan., Apr. 24, 1953, p. 2. Appl. author: Kenneth D. Warren. © 24Apr53; KK87439.

The people's choice, chocolate sundaes. 5 Walnut St. (Whole-milk and sweet-cream frozen food) From Wilmington news-journal, Wilmington, Ohio, Apr. 30, 1953, p. 4. Appl. author: Kenneth D. Warren. © 30Apr53; KK87436.

The people's choice, chocolate sundaes. 1335 E. Second St. (Whole-milk and sweet-cream frozen food) From the Muscatine journal, Muscatine, Iowa, Apr. 17, 1953, p. 3. Appl. author: Kenneth D. Warren. © 17Apr53; KK87437.

The people's choice, chocolate sundaes. 2222 No. Broad St. (Whole-milk and sweet-cream frozen food) From Fremont guide & tribune, Fremont, Neb., Apr. 20, 1953, p. 10. Appl. author: Kenneth D. Warren. © 20Apr53; KK87432.

Serve it on shortcake and see why Dairy Queen tastes better. (Whole-milk and sweet-cream frozen food) From Ft. Dodge messenger & chronicle, Fort Dodge, Iowa, June 12, 1953, p. 12. Appl. author: Kenneth Warren. © 12Jun53; KK89452.

Special butter pecan sundaes. (Whole-milk and sweet-cream frozen food) From the Daily courier, Connellsville, Pa., Apr. 17, 1953, p. 13. Appl. author: Kenneth D. Warren. © 17Apr53; KK89448.

Special for Mother's Day. Butter-scotch sundaes. (Whole-milk and sweet-cream frozen food) From the Kenton news, Kenton, Ohio, May 8, 1953, p. 2. Appl. author: Kenneth D. Warren. © 8May53; KK89451.

Special fresh-frozen peach sundaes. (Whole-milk and sweet-cream frozen food) From Valdosta daily times, Valdosta, Ga., July 1, 1953, p. 7. Appl. author: Kenneth Warren. © 1Jul53; KK89454.

Step out for a strawberry sundaes. Dairy Queen store, 434 E. Wooster. (Whole-milk and sweet-cream frozen food) From the Daily sentinel-tribune, Bowling Green, Ohio, Apr. 21, 1953, p. 10. Appl. author: Kenneth D. Warren. © 21Apr53; KK87433.

Step out for a strawberry sundaes. 840 W. Lima St. in Kenton. (Whole-milk and sweet-cream frozen food) From the Kenton news, Kenton, Ohio, Apr. 24, 1953, p. 4. Appl. author: Kenneth D. Warren. © 24Apr53; KK87427.

Sweet, tropical treat, pineapple sundaes. Dairy Queen tastes better. (Whole-milk and sweet-cream frozen food) From the Delaware gazette, Delaware, Ohio, May 15, 1953, p. 5. Appl. author: Kenneth D. Warren. © 15May53; KK87429.

Take home a quart today. «Auto & carton» (Whole-milk & sweet-cream frozen food) From the Marion sentinel, Marion, Iowa, Apr. 16, 1953, p. 3. Appl. author: Kenneth D. Warren. © 16Apr53; KK87430.

Take home a quart today. 1004 W. Burlington. (Whole-milk and sweet-cream frozen food) From the Fairfield daily ledger, Fairfield, Iowa, Apr. 18, 1953, p. 2. Appl. author: Kenneth D. Warren. © 18Apr53; KK87440.

Take home a quart today. Try a butter-scotch Queenet. (Whole-milk and sweet-cream frozen food) From Marshalltown times-republican, Marshalltown, Iowa, Apr. 18, 1953, p. 6. Appl. author: Kenneth D. Warren. © 18Apr53; KK87431.

Take some home and you'll agree pie ala Dairy Queen tastes better. (Whole-milk and sweet-cream frozen food) From Ames daily tribune, Ames, Iowa, June 26, 1953, p. 3. Appl. author: Kenneth Warren. © 26Jun53; KK89453.

This coupon entitles you to 15¢ savings ... Try a big, bright cherry sundaes. (Whole-milk and sweet-cream frozen food) From the Monroeville spectator, Monroeville, Ohio, May 7, 1953, p. 5. Appl. author: Kenneth D. Warren. © 7May53; KK87434.

Triple-header today. Banana split. (Whole-milk and sweet-cream frozen food) From Athens banner-herald, Athens, Ga., Mar. 24, 1953, p. 11. Appl. author: Kenneth D. Warren. © 24Mar53; KK87435.

Try a big bright cherry sundaes. 1205 W. Hunter St. (Whole-milk & sweet-cream frozen food) From Daily news, Logan, Ohio, May 7, 1953, p. 11. Appl. author: Kenneth Warren. © 7May53; KK89907.

DAIRYMEN'S.

Island of Hawaii, Hawaiian Islands. «Applied color design for cottage cheese glass» Label. Appl. author: Fred Ichiro Tamura, employed by Dairymen's. © Dairymen's Association, Ltd., a.k.a. Dairymen's; 1Jul53; KK88345.

Island of Kahoolawe, Hawaiian Islands. «Applied color design for cottage cheese glass» Label. Appl. author: Fred Ichiro Tamura, employed by Dairymen's. © Dairymen's Association, Ltd., a.k.a. Dairymen's; 1Jul53; KK88346.

Island of Kauai, Hawaiian Islands. [Applied color design for cottage cheese glass] Label. Appl. author: Fred Ichiro Tamura, employed by Dairymen's. © Dairymen's Association, Ltd., a.k.a. Dairymen's; 1Jul53; KK88347.

Island of Lanai, Hawaiian Islands. «Applied color design for cottage cheese glass» Label. Appl. author: Fred Ichiro Tamura, employed by Dairymen's. © Dairymen's Association, Ltd., a.k.a. Dairymen's; 1Jul53; KK88351.

Island of Maui, Hawaiian Islands. «Applied color design for cottage cheese glass» Label. Appl. author: Fred Ichiro Tamura, employed by Dairymen's. © Dairymen's Association, Ltd., a.k.a. Dairymen's; 1Jul53; KK88348.

Island of Molokai, Hawaiian Islands. Applied color design for cottage cheese glass. Label. Appl. author: Fred Ichiro Tamura, employed by Dairymen's. © Dairymen's Association, Ltd., a.k.a. Dairymen's; 1Jul53; KK88352.

Island of Niuhau, Hawaiian Islands. Applied color design for cottage cheese glass. Label. Appl. author: Fred Ichiro Tamura, employed by Dairymen's. © Dairymen's Association, Ltd., a.k.a. Dairymen's; 1Jul53; KK88349.

Island of Oahu, Hawaiian Islands. Applied color design for cottage cheese glass. Label. Appl. author: Fred Ichiro Tamura, employed by Dairymen's. © Dairymen's Association, Ltd., a.k.a. Dairymen's; 1Jul53; KK88350.

DAIRYMEN'S ASSOCIATION, LTD., a.k.a. DAIRYMEN'S. SEE Dairymen's.

DAIRYMEN'S LEAGUE CO-OPERATIVE ASSOCIATION, INC. ©.

Dairylea chocolate flavored drink. Half pint liquid. Label. © 15Jun53; KK91263.

Dairylea Coronat. A deluxe ice cream. Vanilla. One pint liquid. Label. © 7Jul53; KK91258.

Dairylea grade A pasteurized milk. Label. © 5Oct53; KK91265.

Dairylea homogenized vitamin D milk. One quart liquid. Label. © 15Jun53; KK91259.

Dairylea oh boy chocolate milk. One third quart liquid. Label. © 15Jun53; KK91262.

Dairylea pasteurized chocolate milk. Lycopodium dairy. One half pint liquid. Label. © 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; KK91264.

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.

DALLAS IPON AND WIRE WORKS, INC. ©.

Child's play is big business for the building specialties dealer. Pre-Kut Add-A-Pla gymsets. From Building specialties & home improvement dealer, July 1953, p. 170. Appl. author: Phillip Carl Lindman. © 15Jul53; KK88162.

Layout form for columns. Pre-Kut ornamental iron. Sheet. Appl. author: Phillip Carl Lindman. © 24Nov53; KK91882.

Layout form for railing. Pre-Kut ornamental iron. Sheet. Appl. author: Phillip Carl Lindman. © 24Nov53; KK91881.

Now, the safest gym set ever offered. Bracket type Pre-Kut Add-A-Pla gym sets. Folder. Appl. author: Phillip Carl Lindman. © 7Dec53; KK91762.

Packaged patios at a pin-money price. Pre-Kut ornamental iron. From the Dallas morning news, July 2, 1953, p. 16. Appl. author: Phillip Carl Lindman. © 2Jul53; KK87289.

The perfect birthday gift for the youngsters on your list. Pre-Kut

Add-A-Pla gym sets. Swing unit ... From the Times herald, Dallas, July 28, 1953, p. 5. Appl. author: Phillip Carl Lindman. © 28Jul53; KK88025.

Pre-Kut ornamental iron. Sheets. Appl. author: Phillip Carl Lindman. © 14Sep53; KK89561.

Pre-Kut ornamental iron. Because of the slow and costly hand-forged process involved ... Folder. Appl. author: Phillip Carl Lindman. © 21Oct53; KK90194.

Pre-Kut ornamental iron. Stair installation instructions. Folder. Appl. author: Phillip Carl Lindman. © 17Dec53; KK92225.

See the gym set that puts safety first. Pre-Kut Add-A-Pla gym sets. Sheet. Appl. author: Phillip Carl Lindman. © 16Dec53; KK92224.

You can't beat these canopy & porch posts. Sheet. Appl. author: Phillip Carl Lindman. © 28Jul53; KK87831.

You can't build this frame with pipe for \$15.70. You can with Pre-Kut canopy frames. From the National canvas goods manufacturers review, July 1953, p. 51. Appl. author: Phillip Carl Lindman. © 1Jul53; KK87290.

DALTON, ARTHUR T. ©.

Easy lessons in relaxation. (Phonograph record) Label. © 1Nov53; KK91889.

DAN DEE PRETZEL AND POTATO CHIP COMPANY.

Dan Dee Hylo-ized potato chips. Net wt. 3 3/4 oz. Label. © The Dan Dee Pretzel & Potato Chip Co.; 17Aug53; KK88612.

Dan Dee Marcelled potato chips. Net wt. 5 1/2 oz. Label. © The Dan Dee Pretzel & Potato Chip Co.; 27Aug53; KK88613.

DANA (B. R.) COMPANY ©.

Spra odorless moth spray. Contents one gallon. Label. Appl. author: Bert Richardson Dana. © 18May53; KK87685.

DANA PERFUMES, INC. ©.

All over the world, Tabu is said to be the most distracting scent ever created. From Vogue, Sept. 1, 1951, p. 129. Appl. author: Ross Roy, inc. © 1Sep51; KK88585.
Tabu, the world's most alluring fragrance. From the Denver post, Oct. 25, 1953, p. 31. Appl. author: Nelson J. McMahon. © 25Oct53; KK90226.

DAPRATO STATUARY COMPANY.

Daprato art bulletin. Folder. Appl. author: Paul Rigali. © Daprato Statuary Co., parent firm of Daprato Studios.

235. © 15Jul53; KK88024.

236. © 15Aug53; KK88234.

237. © 15Sep53; KK89445.

238. © 1Oct53; KK91463.

239. © 1Dec53; KK91464.

DARE PRODUCTS, INC. ©.

Outboard motor shear pin chart, 1954. Sheets. Appl. author: Robert M. Wilson. © 2Nov53; KK90487.

DARLING (L. B.) COMPANY, INC. ©.

First time ever. Control-frozen ... Darling's-delicious juicy, real steak hamburgers. From Boston traveler, July 30, 1953, p. 19. Appl. author: John Jacobson. © 30Jul53; KK88727.

DARTMOUTH SKIS, INC. ©.

Black Magic base lakk. Contents 8 fl. ozs. (Lacquer) Label. © 11Apr53; KK91343.

DAVIDSON, CORYNE ©.

Coryne. (For wearing apparel and items pertaining thereto) Label. © 20Jul53; KK87712.

DAVIDSON, MILDRED E., AND GLADYS M. SEIFERT, comprising a partnership of THE SPEEDCODE COMPANY. SEE Speedcode Company.

DAVIS ELECTRONICS ©.

Assembly instructions for the Davis Super-Vision all-channel television antenna. Folder. Appl. author: Clark Collard. © 27Jul53; KK88220.

Instructions for stacking your Davis Super-Vision [television] antennas. Sheet. Appl. author: Jack Moore. © 25Sep53; KK91527.

New, improved Davis Super-Vision all-channel antenna. Folder. Appl. author: Clark Collard. © 28Mar53; KK88021.

New improved Davis Super-Vision VHF all-channel television antenna. Bulletin SV-7. Folder. Appl. author: Clark Collard. © 7Aug53; KK90775.

DAVIS SPECIALTIES, INC. ©.

Miracle fabrics need miracle finishing. It's yours only with the Davis Nev-R-Spot steam-conditioning liner plate. (Pressing machine plates) Folder. Appl. author: D. A. Freeman. © 20Jun53; KK80986.

Thousands of cleaners attracted millions of new volume ... (Liner plates, press plates & flexible hose for pressing machine) Folder. Appl. author: D. A. Freeman. © 14Oct53; KK90311.

DAY-BRITE LIGHTING, INC. ©.

The story behind the new Day-Brite Para-Louver. (Fluorescent lighting fixtures) Folder. Appl. author: Day-Brite Lighting, inc., employer for hire of L. J. Rozier. © 17Oct53; KK90479.

DAYTON RUBBER COMPANY.

For her, the gift of beauty. For him, the gift of sleep. Dayton Koolfoam air-conditioned pillows. From Good housekeeping, Dec. 1953, p. 179. Appl. author: Norman D. Waters & Associates, inc. © The Dayton Rubber Co.; 20Nov53; KK91049.

For him the rest of his life. Dayton Koolfoam air-conditioned pillows. From House beautiful, Aug. 1953, p. 119. Appl. author: Norman D. Waters & Associates, inc. © The Dayton Rubber Co.; 24Jul53; KK87824.

The gift nobody can resist. Don't be caught napping without Koolfoam pillows. From House beautiful, Dec. 1953, p. 12. Appl. author: Norman D. Waters & Associates, inc. © The Dayton Rubber Co.; 20Nov53; KK90979.

Koolfoam cushioning assures air-conditioned comfort. From House and garden, Nov. 1953, p. 44. Appl. author: Norman D. Waters & Associates, inc. © The Dayton Rubber Co.; 18Oct53; KK90040.

There's more than meets the eye. Comfort begins with Koolfoam cushioning. From Living for young homemakers, Oct. 1953, p. 4. Appl. author: Norman D. Waters & Associates, inc. © The Dayton Rubber Co.; 20Sep53; KK89347.

DAYTON RUBBER COMPANY. Cont'd.

There's more than meets the eye. Koolfoam air-conditioned pillows. From the Daily news record, Aug. 17, 1953, p. 34-35. Appl. author: Norman D. Waters & Associates, inc. © The Dayton Rubber Co.; 17Aug53; KK88417.

When day is done and shadowa fall, I dream of you. Koolfoam air-conditioned pillows. From Living for young homemakers, Sept. 1953, p. 7. Appl. author: Norman D. Waters & Associates, inc. © The Dayton Rubber Co.; 20Aug53; KK88425.

Yesterday is a long time ago. Dayton Koolfoam air-conditioned pillows. From Cosmopolitan, Aug. 1953, p. 13. Appl. author: Norman D. Waters & Associates, inc. © The Dayton Rubber Co.; 24Jul53; KK87823.

DEALER SALES BUILDERS COMPANY.

A color plan for the home of ... (Paint) Folder. © Foster L. Clute, d.b.a. Dealer Sales Builders Co.; 24Oct52; KK87597.

DEARBORN CHEMICAL COMPANY ©.

Dearborn formula 659. Bulletin no. 5008-B. (Water treatment) Folder. Appl. author: Robert R. Anderson. © 15Oct53; KK90808.

No-Ox-Id Filler Red C, for use in railway car construction and repair. Bulletin no. 3082. (Rust preventives) Sheet. Appl. author: Robert R. Anderson. © 15Jun53; KK90807.

DEARBORN STOVE COMPANY ©.

You can't put your dough in a better oven. Dearborn Beautyrange. From California farmer, Oct. 17, 1953, p. 408. Appl. author: Rogers & Smith Advertising. © 100ct53; KK90831.

DE-BELL CHEMICAL CORPORATION ©.

Atomic mosquito control. One gallon. Label. © 8Sep53; KK89128.

DEEFPREEZE APPLIANCE DIVISION, MOTOR PRODUCTS CORPORATION. SEE Motor Products Corporation.

DEHN AND COMPANY, INC. ©.

Honey Boy salmon dinner with macaroni & peas. Contents 15 oz. avoird. Label. Appl. author: Othello Michetti. © 10ct53; KK89962.

DE LASHMUTT (D. D.) COMPANY.

Jam Light fits every door jam. Label. © David D. De Lashmutt, d.b.a. D. D. De Lashmutt Co.; 26Aug53; KK88785.

DE LASHMUTT, DAVID D., d.b.a. D. D. DE LASHMUTT COMPANY. SEE De Lashmutt (D. D.) Company.

DE LAVAL STEAM TURBINE COMPANY ©.

De Laval CPO process pumps. Bull. 1125-B. Appl. author: Jess H. Cloud. © 5Jun53; KK88521.

DE MARTINI MACARONI COMPANY, INC.

High protein Martini spaghetti. Eat and keep thin. 1 lb. net weight. Label. Appl. author: Valentino Giatti. © The De Martini Macaroni Co., inc.; 15Sep53; KK89707.

DEMATTIA, EDWARD A. ©.

Dietone meals by Mine Host service. Folder. © 1May53; KK87572.

DEMERJIAN, DICK B. ©.

Demerjian skin balm. Label. © 12Sep53; KK91923.

DENISON, RICHARD JUNIOR ©.

New plastic coated fold up blocks. ABC. Educational, safe, harmless ... (Game) Sheet. © 20Jul53; KK87793.

DENVER WHOLESALE FLORISTS COMPANY.

Available now, for the first time. Morlife for cut flowers. (Flower food & preservative) From Florists' review, Sept. 24, 1953, p. 23. Appl. author: J. L. Reed Edgar. © The Denver Wholesale Florists Co.; 24Sep53; KK89665.

DERMAL RESEARCH SERVICE BUREAU ©.

Dermal research topics. Service bulletin no. 29. Dec. 1953. (Soap) Appl. author: Norman F. Allemeier. © 26Dec53; KK92210.

DEROSA (M.) INC. ©.

Why buy two, when one will do. Pope brand [food] Poster. Appl. author: Durand Advertising. © 1Nov53; KK90782.

DETROIT STEEL CORPORATION ©.

Reliance job-fitting service helps you maintain your supply-demand balance in sheet and strip. From Detroit purchaser, Sept. 1953, p. 32. Appl. author: Simons-Michelson Co. © 10Sep53; KK89007.

Steel plentiful or scarce, Reliance job-fitting service helps you balance your demand for sheet and strip. From Detroit purchaser, Aug. 1953, p. 13. Appl. author: Simons-Michelson Co. © 10Aug53; KK88277.

Thanks, we'll take care of it for you. From Steel magazine, Oct. 1953, p. 66. Appl. author: Simons-Michelson Co. © 26Oct53; KK90791.

Wonderful cooperation through the years. From Detroit purchaser, July 1953, p. 14. Appl. author: Simons-Michelson Company. © 10Jul53; KK87559.

Yes sir, Mr. purchasing agent, welcome to the driver's seat. From the Hoosier purchaser, Nov. 1953, p. 3. Appl. author: Simons-Michelson Co. © 1Nov53; KK91166.

DETRA FLAG COMPANY, INC. ©.

Beautiful, long wearing flags for schools & colleges. Folder. © 13Mar52; KK87816.

Dura-Lite nylon U. S. flags. Folder. © 13Mar52; KK87815.

Embroidered flags and banners for organizations. Folder. © 13Mar52; KK87814.

DEVOTIONAL ART GUILD ©.

Gift of a lifetime. Brayce-lette. A rosary to be worn like a bracelet. Folder. Appl. author: Betty H. Ryan. © 12Oct53; KK91674.

DIAMOND DOUGHNUTS.

Diamond doughnuts presents frozen X T C fried corn bread, in a variety of novel shapes. Sheet. © Herbert E. Meilstrup, d.b.a. Diamond Doughnuts; 28Dec53; KK92296.

Frozen Diamond doughnuts. Introduction ... Sheet. © Herbert E. Meilstrup, d.b.a. Diamond Doughnuts; 26Sep53; KK89394.

Frozen Diamond doughnuts, presents variety doughnuts in unique and novel shapes. Sheet. © Herbert E. Meilstrup, d.b.a. Diamond Doughnuts; 7Nov53; KK90735.

DIAMOND HOSIERY CORPORATION ©.

Fruit of the Loom fine nylons. Label. Appl. author: A. Phillip Goldsmith. © 18Sep53; KK90305.

DIAMOND MATCH COMPANY.

Independence matches, strike-anywhere. 3 boxes, household size. Label. © The Diamond Match Co.; 17Sep53; KK91143.

DICK BROTHERS BAKERY ©.

Dick Bros. Label. Appl. author: Rolf Wiprud. © 24Jul53; KK88177.

DICKINSON SIGN COMPANY.

Howdy folks. I'm Dick from Dickinson. Help celebrate my birthday today, Sept. 10, 1953. From the Dickinson press, Sept. 10, 1953, p. 8. © Ray Thomas, d.b.a. Dickinson Sign Co.; 10Sep53; KK91061.

DINISMAN, MAX AND MAX R. SLATER, composing the firm WASS FOOD PRODUCTS COMPANY. SEE Wass Food Products Company.

DIRECT LETTER SHOP, INC. ©.

Don't waste your time wishing ... Get a line on Ford tractor equipment ... Freddy Ford. Post card. Appl. author: Jack Cole Jetton. © 20Jul53; KK90986.

Look, here are the adventures of Freddy Ford. Freddy Ford and the Dearborn combine. (Farm equipment) Folder. Appl. author: Jack Cole Jetton. © 15Sep53; KK90987.

Look, here are the adventures of Freddy Ford. Freddy Ford and the Dearborn corn harvester. (Farm equipment) Folder. Appl. author: Jack Cole Jetton. © 10Oct53; KK90984.

Look, here are the adventures of Freddy Ford. Freddy Ford and the Dearborn cotton harvester. (Farm equipment) Folder. Appl. author: Jack Cole Jetton. © 15Aug53; KK90985.

Look, here are the adventures of Freddy Ford. Freddy Ford and the Forage harvester. (Farm equipment) Folder. Appl. author: Jack Cole Jetton. © 20Jul53; KK90983.

DISTRICT DISTILLERY, LTD. ©.

Bank on Scotland's special five pound blended Scotch whiskey. Label. Appl. author: Herve H. Goldner. © 5Jan53; KK88565.

DIXIE DAIRY PRODUCTS ASSOCIATION, INC. ©.

Stay in step with delicious Mell-O malt. 1 pint liq. (Milk shake drink) Label. Appl. author: George Axtell Smith. © 29Oct53; KK90973.

DIXIE HOME STORES, INC. ©.

Dixie Home homogenized peanut butter. Net wt. 1 lb. Label. © 10Dec53; KK92131.

DO-IT, INC. ©.

Do-It, the only complete stain removing kit. Sheet. Appl. authors: Leo Willard Wroten & Otis George Freiberg. © 8Oct53; KK90824.

DR. MCLEAN'S LABORATORIES ©.

Corn-Go. (Corn and callous remover) Label. Appl. author: Gordon D. McLean. © 27May53; KK87626.

DR. PEPPER COMPANY ©.

Instead of drinking the same old thing, wake up your taste with Dr. Pepper. [Beach scene] (Soft drink) From the Nashville Tennessean, July 19, 1953, comic section. Appl. author: Ruthrauff & Ryan, inc. © 19Jul53; KK88633.

Instead of drinking the same old thing, wake up your taste with Dr. Pepper. [Fireworks; full page] (Soft drink) From Pensacola 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 25, 1953, p. 4. Appl. author: Ruthrauff & Ryan, inc. © 25Jun53; KK87890.

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 Brenham bannerpress, Brenham, Tex., June 5, 1953, comic section. Appl. author: Ruthrauff & Ryan, inc. © 5Jun53; KK87887.

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; KK87790.

DR. PRESTE LABORATORY ©

Sani-Shu; Dr. Preste's shoe sterilizer. Label. Appl. author: George A. Preste. © 18Sep53; KK89564.

DOG HOUSE, INC.

Over 8 different ways to put on the dog. (Meat) Label. Appl. author: Rocco E. Marino. © The Dog House, inc.; 15May53; KK86991.

DOLCIN CORPORATION ©

Dolcin push the leader deal, expires Nov. 14, 1953. P.O. no. D-343. (Pharmaceutical) From American druggist, Oct. 12, 1953, p. 41. Appl. author: Victor van der Linde Co. © 12Oct53; KK90700.

Dolcin push the leader deals. (Pharmaceutical) From Drug topics, Aug. 10, 1953, p. 16. Appl. author: Victor van der Linde Company. © 10Aug53; KK88165.

Don't be a martyr to rheumatic and arthritic pains. (Pharmaceutical) From Christian herald, Oct. 1953, p. 79. Appl. author: Victor van der Linde Co. © 23Sep53; KK89328.

Rheumatic and arthritic pains. Thousands report relief thanks to Dolcin. (Pharmaceutical) From Christian herald, Nov. 1953, p. 117. Appl. author: Victor van der Linde Co. © 29Oct53; KK90553.

Safe, tested medication works fast to stop arthritis, rheumatism pains. Dolcin. (Pharmaceuticals) From Maine coast fisherman, Oct. 1953, p. 27. Appl. author: Victor van der Linde. © 6Oct53; KK89709.

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 Shields. © The Dolphin Co.; 9Dec53; KK91851.

DOMINION ELECTRIC CORPORATION ©

[Nameplate for french fryer] Label. © 6Feb53; KK87576.

DOMORE CHAIR COMPANY ©

4 out of 5 don't sit in a chair correctly. (Office chairs) Folder. Appl. author: Juhl Advertising Agency. © 25Mar53; KK87394.

From the files of Do/More... Folder. Appl. author: Juhl Advertising Agency. © 20Jun53; KK89493.

DONAHUE SALES CORPORATION ©

Covered for fall? Talon, the quality slide fastener. From Notion & novelty review, Sept. 1953, p. 10-11. Appl. author: McCann-Erickson, inc. © 25Aug53; KK89553.

Merriest tune in the business. The steady beat of these hot-selling Talon zippers. From Variety store merchandiser, Nov. 1953, p. 22-23. Appl. author: McCann-Erickson, inc. © 1Nov53; KK92082.

Sweetest sewing notions item in the business. The premium-profit, best-selling Talon zipper. From Notion & novelty review, Oct. 1953, p. 11. Appl. author: McCann-Erickson, inc. © 25Sep53; KK92096.

DONNAYÉ (CAMILLE) COMPANY ©

Camille Donnayé personalized cosmetics. Magic facial. Label. © 14Oct53; KK90406.

DORMAN, MARY HARRIS ©

The bartender's bank. (Gift item) Label. © 10Jun53; KK87869.

Yer own private pay-toilet bank. (Gift item) Label. © 10Jun53; KK87850.

You can't afford to be without it. Your own private lil' pay phone. (Gift item) Label. © 10Jun53; KK87849.

Your naughty word bank. Hang it up and save money. (Gift item) Label. © 10Jun53; KK87851.

DORMEYER CORPORATION.

Dormeyer automatic electric deep-fry cooker. Label. © Dormeyer Corp., t.a. Dormeyer; 23Jul53; KK90441.

DORR COMPANY.

Dorr equipment and methods for the modern coal cleaning plant. Bulletin no. 7100. Appl. author: Albert L. Morris. © The Dorr Co.; 17Jul53; KK87986.

The Dorrco white liquor polishing station. (Filters) Folder. Appl. author: Albert L. Morris. © The Dorr Co.; 10Aug53; KK88471.

FluoSolids roasting of zinc concentrates. Bulletin no. 7501. Folder. Appl. author: A. L. Morris. © The Dorr Co.; 7Sep53; KK89078.

DRAKE BAKERIES, INC. ©

Yankee do-nuts. Label. © 22Sep53; KK89732.

DREHER, ELLSWORTH B. ©

Why continue to use a 1903 model check book. Folder. © 24Jul53; KK87951.

DRESSER OPERATIONS, INC.

Another Clark exclusive in Canada's booming oil industry. Clark Centrifugals and Right Angles. (Compressors) From Petroleum refiner, Apr. 1953, p. 60-61. Appl. author: Harold Warner Co. © Clark Bros. Co., Division of Dresser Operations, inc.; 10Apr53; KK89278.

Are peak load demands cutting into your profits? Here's what one gas utility did about it. Clark Right Angles. (Compressors) From Gas age, Apr. 23, 1953, p. 32-33. Appl. author: Harold

Warner Co. © Clark Bros. Co., Division of Dresser Operations, inc.; 23Apr53; KK89272.

Based on experience. Modernization program at major auto plant calls for additional Clark air compressors. From Automotive industries, May 1, 1953, p. 97. Appl. author: Harold Warner Co. © Clark Bros. Co., Division of Dresser Operations, inc.; 1May53; KK89277.

Compressing 1.2 billion cu. ft. of gas, that's the job scores of Clark compressors are helping El Paso Natural Gas Co. with daily. From the Oil and gas journal, Apr. 27, 1953, p. 276-277. Appl. author: Harold Warner Co. © Clark Bros. Co., Division of Dresser Operations, inc.; 27Apr53; KK89273.

Efficiency to spare. Clark Centrifugal Pipeline compressors. From Gas, May 1953, p. 112-113. Appl. author: Harold Warner Co. © Clark Bros. Co., Division of Dresser Operations, inc.; 5May53; KK89279.

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, Mar. 2, 1953, p. 10-11. Appl. author: Harold Warner Co. © Clark Bros. Co., Division of Dresser Operations, inc.; 2Mar53; KK89274.

It's here. A revolutionary compressor development. The new Clark 2-Cycle Turbo-Charged Right Angle. From the Oil and gas journal, May 18, 1953, p. 136-137. Appl. author: Harold Warner Co. © Clark Bros. Co., Division of Dresser Operations, inc.; 18May53; KK89275.

Need to replace a compressor? Clark balanced/opposed compressors. From Plant engineering, Mar. 1953, p. 37. Appl. author: Harold Warner Co. © Clark Bros. Co., Division of Dresser Operations, inc.; 25Feb53; KK89276.

Pipeline testing completed weeks ahead with Clark Midget Angles. (Compressor machinery) From World oil, Aug. 15, 1953, p. 12-13. Appl. author: Harold Warner Co. © Clark Bros. Co., Division of Dresser Operations, inc.; 15Aug53; KK89271.

DRISKILL, DALLAS B.

Direction. SEE Rider, Edgar D.

Think and act in the right Direction. SEE Rider, Edgar D.

DROP FORGING ASSOCIATION ©

Drop forging topics. Problem parts supplement. Appl. author: The Lee Donnelley Co. June 1953. © 15Jun53; KK87098.

DRYCO CORPORATION ©

DrycoMatic gives you all these features... Be safe in hand-finishing... (Finishing equipment for drycleaning plants & laundries) Sheet. Appl. author: H. L. Davis. © 22Oct53; KK90310.

DU MONT (ALLEN B.) LABORATORIES,

INC. © Cathode-ray equipment. 15 p. Appl. author: Neil Uptegrove. © 17Dec52; KK91514.

Crank-operated camera dolly. Type 5365-A. (Transmitter equipment) Folder. Appl. author: Morris Koenigsburg. © 11Sep53; KK91512.

DU MONT (ALLEN B.) LABORATORIES, INC. ©

- Du Mont custom television. The 21-inch Hanover II. Sheet. Appl. author: Frederic C. Favre. © 8Dec52; KK91509.
- Du Mont custom television. The 21-inch Newbury II. Sheet. Appl. author: Frederic C. Favre. © 8Dec52; KK91507.
- Du Mont custom television. The 21-inch Somerset II. Sheet. Appl. author: Frederic C. Favre. © 8Dec52; KK91508.
- Du Mont deluxe television. Oxford. Folder. Appl. author: Joseph J. Roche. © 27Jan53; KK91493.
- Du Mont de luxe television. The 17-inch Chatham. Sheet. Appl. author: Frederic C. Favre. © 8Dec52; KK91502.
- Du Mont de luxe television. The 21-inch Lynwood. Sheet. Appl. author: Frederic C. Favre. © 8Dec52; KK91504.
- Du Mont de luxe television. The 21-inch Oxford. Sheet. Appl. author: Frederic C. Favre. © 8Dec52; KK91503.
- Du Mont de luxe television. The 21-inch Ridgewood 41. Sheet. Appl. author: Frederic C. Favre. © 8Dec52; KK91506.
- Du Mont de luxe television. The 21-inch Wakefield 41. 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 Dumonitor. Folder. Appl. author: Frederic C. Favre. © 24Dec52; KK91491.
- Du Mont television. Proof you can see, of extra quality for greater pleasure. CL-13. Folder. Appl. author: Frederic C. Favre. © 13Mar53; KK91492.
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Eat-All brand, flash frozen imperial salmonettes. 12 delicious bite-size imperial salmon croquettes. Net weight 6 ounces. Label. © The Eat-All Frozen Food Co., inc.; 15Sep53; KK91068.

Eat-All brand flash frozen selected fried oysters. 6 delicious oysters pre-fried. Net weight 6 ounces. Label. © The Eat-All Frozen Food Co., inc.; 15Sep53; KK91069.

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Tilda is the ever so great grandchild of Tilda the First ... (Doll) Label. © 10ct53; KK89870.

ECLIPSE SLEEP PRODUCTS, INC. ©.

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ECTRO, INC. ©.

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Never again need you wake up exhausted ... Pillows of Firestone Foamex have never been known to wear out. From Life, Aug. 25, 1952, p. 16. © 25Aug52; KK86993.

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Portion Pak breaded fish. Blue Water seafoods. Label. © 3Mar53; KK87401.

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An all new Fitzgibbons boiler for the smaller home. Catalog no. 7701. © 1Mar53; KK88790.

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One out of every five mattresses ... Saggy, the sleep robber ... (Wire insulators) Folder. © 15Apr53; KK90638.

FLOOD COMPANY.

Penetrol clear air drying oil stops rust, defies paint pirates. Folder. Appl. author: Earl Freeman Flood. © The Flood Co.; 1Aug53; KK88322.

Penetrol stops rust, reduces paint peeling. One U.S. pint. Label. Appl. author: Earl Freeman Flood. © The Flood Co.; 1Aug53; KK88488.

FLORIDA.

Liquor excise tax stamp; 27 1/8¢. © State of Fla.; 26Aug53; KK90511.

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Sensational buttons and bows scalloped Faille jumper. From Afro American, Sept. 12, 1953. Appl. author: Jack Danowitz. © 12Sep53; KK89747.

7th anniversary sale. Prices cut on our regular best-selling styles. (Clothing) 29 p. Appl. author: Jack Danowitz. © 28Aug53; KK89748.

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Gay modern cards. Beautifully hand colored for writing personal messages. Poster. © Florida Picture Greetings, solely owned by Mrs. Louise Goodrich; 21Oct53; KK91944.

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A gentle reminder. Folder. © John S. Samelson, d.b.a. Florists Reminder Service; 9Oct53; KK90303.

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Blue Moon parfum. (Perfume) Label. © 10Aug53; KK88675.
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The finest in furniture, fashioned by French & Heald. Folder. Appl. author: Cory Snow, inc. © 15Aug53; KK88412.
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Automatically in any kind or size of business ... figure-work is streamlined swiftly by the Friden. From the Wall Street journal, Sept. 10, 1953, p. 3. Appl. author: J. Walter Thompson Co. © 10Sep53; KK89983.
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H

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Movable shutters. Label. Appl. author: Paul Proper Heinley. © 2Nov51; KK91853.

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HEINN COMPANY.
Business reply card. The Heinn Company. (Loose-leaf binders) Appl. author: Paulson-Gerlach & Associates, inc. © The Heinn Co.; 28Sep53; KK89411.

Ready to help you win new business. A new line by Heinn, Milwaukee. (Office supplies) Folder. Appl. author: Paulson-Gerlach & Associates, inc. © The Heinn Co.; 13Jul53; KK87640.

A sales tip for you from the Heinn Company. New Heinn Speed-Lok brings you all loose-leaf advantages without rings. (Loose-leaf binders) Folder. Appl. author: Paulson-Gerlach & Associates, inc. © The Heinn Co.; 11Aug53; KK88173.

A sales tip for you ... Leaders in the building supply field join thousands of satisfied Heinn customers. (Loose-leaf binders) Folder. Appl. author: Paulson-Gerlach & Associates, inc. © The Heinn Co.; 14Sep53; KK89057.

A sales tip for you. Lift your sales volume with Heinn loose-leaf bind-

ers. Folder. Appl. author: Paulson-Gerlach & Associates, inc. © The Heinn Co.; 7Dec53; KK91623.

HEKMAN BISCUIT COMPANY, DIVISION UNITED BISCUIT COMPANY OF AMERICA. SEE United Biscuit Company of America.

HENDERIZE, INC. ©.
BAF fabric cleaner. Net weight 1 pound. Label. Appl. author: Ray D. Henderson. © 20Aug53; KK89241.

Keeps garbage cans kitchen sweet. Can Spray. 12 oz. net. Label. Appl. author: Ray D. Henderson. © 16Nov53; KK91888.

HENRY, EDITH.
Fashion at your feet. SEE Fashion Show Flats, inc.

HENRY ELECTRIC COMPANY ©.
A Henry phase converter. Sheet. Appl. author: Foehl & Beck Agency. © 10Aug53; KK88313.

HERCULES POWDER COMPANY ©.
LacQuotes, published in the interest of quality lacquers. Folder. Appl. author: Evelyn S. Reinhardt. Nov. 1953. © 2Nov53; KK90881.

News about Toxaphene in Mississippi. (Insecticide) Folder. Appl. author: Edwin H. Ginn. May 11, 1953. © 11May53; KK89064.
June 22, 1953. © 22Jun53; KK89065.
Aug. 14, 1953. © 14Aug53; KK89066.

News about Toxaphene in the Rio Grande valley. (Insecticide) Folder. Appl. author: Edwin H. Ginn. June 1, 1953. © 1Jun53; KK89063.

HERITAGE PRODUCTIONS CORPORATION ©.
Conquest by love. The voice and teachings of Mahatma Gandhi. (Phonograph records and jackets) Label. © 12May53; KK87628.

HERSHEY CHOCOLATE CORPORATION ©.
Educational chart to visualize clearly the complete process of manufacturing chocolate and cocoa. Appl. author: Sweeney Lithograph Co., inc. © 26Aug53; KK89389.

HERSHEY CREAMERY COMPANY ©.
Talinona Farms ice cream. Vanilla. One pint liquid. Label. © 15Oct53; KK91625.

HI-LO MARGIN MARKER COMPANY.
For exact margins. Hi-Lo margin marker. Folder. © Jon Aase, Kirsten Aase & Maurice Aase, d.b.a. Hi-Lo Margin Marker Co.; 24Nov52; KK87684.

HI-SALES AGENCY.
[Gear wheel] (Automobiles) Poster. © Hi-Sales Agency, Henry Dale & E. O. Dale, co-partners; 1May53; KK87054.

HICKOK. SEE Hickok Manufacturing Company.

HICKOK MANUFACTURING COMPANY ©.
The Hickok Ascot, aristocrat of miniature tie pins. From the Saturday evening post, Apr. 25, 1953. Appl. author: Kastor, Farrell, Chesley & Clifford. © Hickok Mfg. Co., a.k.a. Hickok; 25Apr53; KK89794.

Hickok gift of the month. Brush kit. From Quick, Apr. 20, 1953. Appl. author: Kastor, Farrell, Chesley & Clifford. © Hickok Mfg. Co., a.k.a. Hickok; 20Apr53; KK89793.

Hickok gift of the month. Neat look. (Tie pin & cuff links) From Quick, Mar. 16, 1953, p. 4 of cover. Appl. author: Kastor, Farrell,

Chesley & Clifford. © Hickok Mfg. Co., a.k.a. Hickok; 16Mar53; KK89795.

The Hickok Sierra, most popular belt in America. From Esquire, Mar. 1953, p. 90. Appl. author: Kastor, Farrell, Chesley & Clifford. © Hickok Mfg. Co., a.k.a. Hickok; 10Feb53; KK89792.

The new Hickok Bermuda, color-styled elastic belts to match your slacks. From Look, June 2, 1953, p. 89. Appl. author: Kastor, Farrell, Chesley & Clifford. © Hickok Mfg. Co., a.k.a. Hickok; 2Jun53; KK89790.

Now showing at fine stores everywhere. Hickok gift show. (Belts, wallets & jewelry) From Collier's, June 7, 1952, p. 36-37. Appl. author: Kastor, Farrell, Chesley and Clifford. © 7Jun52; KK87201.

Now, window shop here, from the most exciting collection of men's gifts ever assembled. Hickok Christmas gift show. (Belts, wallets & jewelry) From Collier's, Dec. 13, 1952, p. 34-35. Appl. author: Kastor, Farrell, Chesley and Clifford. © 13Dec52; KK87200.

See the greatest gift show on earth. Hickok gift show. (Belts, wallets & jewelry) From Collier's, June 20, 1953, p. 40-41. Appl. author: Kastor, Farrell, Chesley & Clifford. © Hickok Mfg. Co., a.k.a. Hickok; 20Jun53; KK89791.

LAS HIERBAS FOOD PRODUCTS ©.
Las Hierbas exotic herbs french dressing. Contents 6 fl. oz. Label. Appl. author: Frederick James Ridge. © 21Aug53; KK92051.

HIGH PRESSURE EQUIPMENT COMPANY.
HIP Afco taper seal stainless steel, all purpose valves and fittings. (Research equipment) Folder. © W. Derrick Johnston, d.b.a. High Pressure Equipment Co.; 26Oct53; KK90722.

HILL MANUFACTURING COMPANY.
Reflectorized, 2 layers of glass beads ... Sparkline ... traffic buttons. Blotter. Appl. author: Dwight L. Millar, Sr. © Hill Mfg. Co., Sparkline Division; 24Sep53; KK90190.

HILLS BROTHERS COFFEE, INC. ©.
A fall food feature. Adform 130. [Dealer signs] Sheet. © 10Oct53; KK91543.

A fall food feature. You can count on never-changing goodness. Adform 126. Poster. © 10Oct53; KK91546.

Free, at no extra cost, this new Hills Bros. coffee-guide. Adform 117. Poster. © 24Aug53; KK89755.

Free, at no extra cost, this new Hills Bros. coffee-guide. Adform 118. Poster. © 24Aug53; KK89759.

Free, at no extra cost, this new Hills Bros. coffee-guide. Adform 118. Poster. © 31Aug53; KK91537.

Free, at no extra cost this new Hills Bros. coffee-guide. Adform 121. Poster. © 24Aug53; KK89756.

Free coffee-guide inside at no extra cost. Adform 121. Poster. © 31Aug53; KK91540.

Free, this new Hills Bros. coffee-guide. Adform 117. Poster. © 31Aug53; KK91547.

Here's your free coffee-guide. Adform 119. Sheet. © 31Aug53; KK91539.

Here's your free coffee-guide. Adform 119. Streamer. © 24Aug53; KK89757.

HILLS BROTHERS COFFEE, INC. ©.
Cont'd.

- Here's your free Hills Bros. coffee-guide. Adform 120. Streamer. © 24Aug53; KK89758.
- Here's your free Hills Bros. coffee-guide, at no extra cost. Inside every can with special label. Adform 120. Sheet. © 31Aug53; KK91534.
- Hills Bros. announces an extraordinary new type of coffee promotion. Folder. © 24Aug53; KK89752.
- Hills Bros. announces an extra ordinary new type of coffee promotion. [Broadsides] Folder. © 31Aug53; KK91541.
- Hills Bros. coffee. Drip grind. 1 lb. net. Label. © 24Aug53; KK89760.
- Hills Bros. coffee. Fine grind. 1 lb. net. Label. © 24Aug53; KK89762.
- Hills Bros. coffee. Regular grind. 1 lb. net. Label. © 24Aug53; KK89761.
- The hottest promotion ever. Are you in on it? Card. © 24Aug53; KK89753.
- It's a new type coffee promotion. Greatest ever. Envelope. © 24Aug53; KK89754.
- The lid's off the hottest promotion ever. Are you in on it? [Follow-up card] © 31Aug53; KK91545.
- You can count on never-changing goodness. Adform 128. [Fall stack markers] Sheet. © 10ct53; KK91544.
- You can count on never-changing goodness. Adform 129. [Shelf-sign] © 10ct53; KK91542.
- HILLS-MCCANNA COMPANY ©.
Hills-McCanna Saunders patent diaphragm valves. Catalog V-53, June 1, 1953. Pamphlet. Appl. author: Walter E. Morton. © 15Jun53; KK87001.
- HILZENRAD, EDWARD E. ©.
Elon's fragrant Camomile hair rinse. A lovely natural highlight rinse for blondes and brunettes. 6 fluid ozs. Label. © 28Dec53; KK92247.
- Elon's fragrant Camomile hair rinse. Directions. Remove excess water ... Label. © 28Dec53; KK92248.
- HOAGUE-SPRAGUE CORPORATION ©.
The American Girl shoe. Genuine handsewn moccasins. (Shoe boxes) Label. © 6Aug53; KK88179.
- Dolly Dimples. D 131 AB. (Shoe boxes) Label. © 23Nov53; KK91357.
- Foot snugglers. Modern Youth. M 348 AB. (Shoe boxes) Label. © 17Nov53; KK91386.
- Hurd deluxe cushioned companions. H 166 AB. (Shoe boxes) Label. © 15Dec53; KK92218.
- Little guys and dolls, by C. and B. L 241 AB. (Shoe boxes) Label. © 12Nov53; KK90994.
- Maiden Maine Kittymoc; genuine hand sewn vamp. K 125 AB. (Shoe boxes) Label. © 12Nov53; KK90995.
- Pageants. (Shoe boxes) Label. © 17Aug53; KK88300.
- Peppy Pals. (Shoe boxes) Label. © 3Aug53; KK88161.
- Piedmont long wearing work shoes. (Shoe boxes) Label. © 14Sep53; KK89118.
- Quality Craft by Bellbro. Q 27 AB. (Shoe boxes) Label. © 19Nov53; KK91387.

School Life sturdy shoes, for the youth of today. S 621 AB. (Shoe boxes) Label. © 3Dec53; KK91836.

The Trojan shoe. (Shoe boxes) Label. © 22Dec53; KK92257.

HOBERT MANUFACTURING COMPANY.

- Hobart [commercial] dishwashers. Folder. © The Hobart Manufacturing Co.; 12May53; KK87422.
- King of them all. Hobart model 4052 power unit. (Meat chopper) From Chain store age, Nov. 1953, p. 66. © The Hobart Mfg. Co.; 30Oct53; KK91043.
- Modern food service demands the greater speed, efficiency, economy and dependability of Hobart ... dishwashing machines. Folder. © The Hobart Manufacturing Co.; 15Apr53; KK87423.
- Worlds ahead. Lower costs ... reported from Hobart-Dayton Project-O-Prepackaging scales. From Chain store age, Sept. 1953, p. 98. © The Hobart Mfg. Co.; 1Sep53; KK91115.

HOFFMAN, GEORGE WALTER, AND HAROLD SMITJAK, sole owners H AND S PRODUCTS. SEE H and S Products.

HOFFMAN BEVERAGE COMPANY ©.

- If your highballs suffer from tired bubbles, mix with Hoffman steady sparkle club soda. From the Bridgeport telegram, Bridgeport, Conn., Nov. 11, 1953, p. 32. Appl. author: Warwick & Legler, inc. © 11Nov53; KK91826.
- It's new, it's here. Hoffman frisky-flavor root beer. [Bottle & boy on left side] From Daily mirror, New York, July 10, 1953, p. 19. Appl. author: Warwick & Legler, inc. © 10Jul53; KK90321.
- It's new, it's here. Hoffman frisky-flavor root beer. [Bottle & boy on right side] From Daily news, New York, Aug. 14, 1953, p. 31. Appl. author: Warwick & Legler, inc. © 14Aug53; KK90319.
- It's the real thing. Only real ingredients in Hoffman extra pale dry ginger ale. From Middletown times herald, Dec. 9, 1953, p. 15. Appl. author: Warwick & Legler, inc. © 9Dec53; KK91825.
- No preservatives in Hoffman real fruit orange. From Trenton evening times, Aug. 26, 1953, p. 28. Appl. author: Warwick & Legler, inc. © 26Aug53; KK90323.
- Smart New Yorkers prefer gin-and-tonic, mixed with new Hoffman quinine water. It's double-dry. From the New Yorker, Aug. 29, 1953, p. 51. Appl. author: Warwick & Legler, inc. © 27Aug53; KK91827.

HOL-DEM FENCER COMPANY.

- Pasture rotation can increase your feed yield up to 50 o/o. Here's how. (Electric fence controllers) Folder. © Electric Service Systems, inc., d.b.a. Hol-Dem Fencer Co.; 2Jan53; KK91439.

HOLLAND, JACK C.

Tee Vee says ... SEE Servicemarks, inc.

HOLLAND (REGINALD H.) INC. ©.

- Dr. Saxe, it's nature's pattern. (Vitamin pills) Sheet. © 7Dec53; KK91630.
- A masterpiece of coordination, Dr. Holland. (Vitamin pills) Sheet. © 23Nov53; KK91231.
- There are still unknown worlds, Dr. Saxe. (Vitamin pills) Sheet. © 2Nov53; KK90465.

HOLLISTER, HARRY H. ©.

There's nothing to buy, nothing to sell. So hold 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. SEE Olin Manufacturing Company.

HOLLYMATIC CORPORATION ©.

- Have you tried our boneless veal chops? They're new, different, delicious. Streamer. © 11May53; KK87962.
- Have you tried our pork sausage patties? Tender & tasty. Streamer. © 11May53; KK87780.
- Have you tried our T-steaks? Tender & tasty. Streamer. © 11May53; KK87963.

HOLMES AND EDWARDS DIVISION, INTERNATIONAL SILVER COMPANY. SEE International Silver Company. Holmes and Edwards Division.

HOLSUM UNIFIED BAKERS ©.

- For beautiful teeth, new Holsum bread gives you 93 3/4 o/o of your daily requirement of vitamin D. From St. Petersburg times, May 21, 1953, p. 28. Appl. author: James C. Everds. © 21May53; KK91725.
- Holsum brown-n-serve french triplets. Label. Appl. author: Cesar Medina. © 11Sep53; KK89125.
- Look Holsum. Buy vitamin D white enriched bread. [Football player] Streamer. Appl. author: The W. E. Long Co. © 25Sep53; KK90224.
- Look Holsum. Buy vitamin D white enriched bread. [Housewife] Poster. Appl. author: The W. E. Long Co. © 25May53; KK88224.
- Look Holsum. Buy vitamin D white enriched bread. [Little boy] Streamer. Appl. author: The W. E. Long Co. © 25Apr53; KK88226.
- Look Holsum. Buy vitamin D white enriched bread. [Old couple] Streamer. Appl. author: The W. E. Long Co. © 25Jun53; KK88225.

HOME DECORATORS, INC. ©.

- When you're carried 'cross the threshold. Prestige, the loveliest of silver plate. From Mademoiselle, Nov. 1953, p. 52-53. Appl. author: Hicks & Greist, 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. Appl. author: Hicks & Greist, inc. © 7Jul53; KK87673.

HOME MODERNIZING ©.

- News service mats from Small homes guide and Home modernizing. Sheet. Appl. author: W. W. Wood. © 12Jun53; KK87629.

HOPP PRESS, INC.

- The new improved T-Grip, tamper-proof extrudo price tag moulding. Folder. © The Hopp Press, inc.; 15Sep53; KK89463.
- The new non-inflammable Hopp plastic Eye-Catcher. (Price markers) Folder. © The Hopp Press, inc.; 15Sep53; KK89462.

HOPPE (FRANK A.) INC. ©.

- Your gun needs Hoppe's no. 9. (Cleaning fluid) Folder. © 27Oct53; KK91095.

HORMEL (GEO. A.) AND COMPANY ©

Hormel good food. Rushed to you fresh by refrigerated truck. (Meat products) Label. Appl. author: Carson J. Morris. © 1Nov53; KK91346.

HOUSE OF IDEAS.

Bullseye business boosters. Issue no. 3. (Advertising cuts) Sheet. © Damon J. Swann, d.b.a. House of Ideas; 6Jul53; KK87275.

First in America ... another outstanding service to help you build traffic. (Advertising cuts) Sheet. © Damon J. Swann, d.b.a. House of Ideas; 29Aug53; KK89944.

Let's talk turkey. Bullseye business boosters [and] the world's best food ad headings, issue no. 6. (Advertising cuts) Sheets. © Damon J. Swann, d.b.a. House of Ideas; 30Oct53; KK91358.

This is Bullseye business boosters issue no. 4. (Advertising cuts) Sheet. © Damon J. Swann, d.b.a. House of Ideas; 11Aug53; KK88841.

This is Bullseye business boosters. Issue no. 5. (Advertising cuts) Sheet. © Damon J. Swann, d.b.a. House of Ideas; 29Aug53; KK89943.

The world's best food ad headings. Issue no. 3. (Advertising cuts) Sheet. © Damon J. Swann, d.b.a. House of Ideas; 6Jul53; KK87276.

Your Christmas package from House of Ideas. There is a Santa Claus, Mr. food retailer. (Advertising cuts) Sheets. © Damon J. Swann, d.b.a. House of Ideas; 13Nov53; KK91359.

HOUSE OF PUZZY.

Smile with Sizzy and Puzzy. It's time to save bank. Label. © Herman Cohn, t.s. Herman Cohn Co., The House of Puzzy, and Puzzy & Sizzy Enterprises (in notice: House of Puzzy); 2Nov53; KK90960.

HUDAK, JOHN V. ©.

The Wisepennys. Folks have more spare time these days. (Wall paneling & tile) From the Joliet herald-news, Dec. 2, 1951, p. 49. © 2Dec51; KK87058.

The Wisepennys. Imagine the inconsideration of some husbands. (Kitchen cabinets) From the Joliet herald-news, Nov. 25, 1951, p. 41. © 25Nov51; KK87056.

The Wisepennys. Many a Pa looks askance at his hard-earned money ... Storm sash. From the Joliet herald-news, Nov. 11, 1951, p. 45. © 11Nov51; KK87061.

The Wisepennys. Pa has the right thought in giving folks practical gifts ... National Lock cabinet hardware. From the Joliet herald-news, Dec. 9, 1951, p. 52. © 9Dec51; KK87059.

The Wisepennys say happy new year. (Millwork) From the Joliet herald-news, Dec. 30, 1951, p. 21. © 30Dec51; KK87060.

The Wisepennys. The Wisepenny family has hit upon a good plan all right. Pol-Dor accordion doors. From the Joliet herald-news, Nov. 18, 1951, p. 45. © 18Nov51; KK87057.

HUDEPOHL BREWING COMPANY ©.

Mm-m-m-boy, enjoy its golden smoothness. Only golden Hudepohl is 14-k. Appl. author: Ransal S. West. © 24Jul53; KK87925.

HUENUT, RICHARD ©.

How to give yourself the all new Richard Hudnut home permanent, with revolutionary beauty rinse neutralizer. Folder. © 30Sep53; KK90402.

How to give yourself the new Richard Hudnut double-quick double-safe home permanent. Sheet. © 30Jan53; KK87131.

How to use Richard Hudnut Light and Bright [hair lotion] Folder. © 1Dec53; KK91355.

If you want a smooth-top, soft-curl home permanent, Richard Hudnut of Fifth Avenue shows you how ... Folder. © 4Mar53; KK87142.

New Marvelous shampoo. Folder. © 11Mar53; KK87143.

HUDSON (H. D.) MANUFACTURING COMPANY ©.

Another Hudson profit-maker. 5-Spray nozzle sales-maker. No. SM15. Sheet. © 27Feb53; KK87298.

Compare and see why Hudson Worthmor tanks give you more for your money. Sheet. © 30Apr53; KK87274.

The easy, economical way to feed turkeys. Hudson all-steel range feeder. Form no. 490. Sheet. © 1Mar53; KK87330.

High sign to profits. Hudson No. 82 Dus-Quik. (Hand duster) Sheet. © 27Feb53; KK87297.

Hudson no. 82 Dus-Quik. (Duster) Label. © 1Mar53; KK87329.

Multiply poultry equipment sales and profits with no. SM5 Hudson poultry equipment sales-maker. Sheet. © 27Feb53; KK87299.

Sign of the best buy. New poultry equipment. Form no. 469. Folder. © 1Feb53; KK87328.

A sure-fire way to build sales. No. SM39 Hudson Trombone sales-maker. (Slide-type and hand sprayer) Sheet. © 27Feb53; KK87273.

To help you cut the cost of making milk. (Barn equipment) From Prairie farmer, Aug. 1, 1953, p. 22. © 1Aug53; KK88306.

HUDSON MOTOR CAR COMPANY ©.

Hudson instant action engines with super induction. Poster. Appl. author: Brooke, Smith, French & Dorrance, inc. © 3Sep53; KK88714.

Only Hudson offers you all these great power features. Poster. Appl. author: Brooke, Smith, French & Dorrance, inc. © 3Sep53; KK88713.

Presenting Hudson for 1954. 7 p. Appl. author: B S F & D. © 1Sep53; KK88481.

There's a 1954 all-new Hudson in every price field including the lowest. Poster. Appl. author: Brooke, Smith, French & Dorrance, inc. © 3Sep53; KK88715.

HUFFMAN MANUFACTURING COMPANY.

Huffy gas mowers. Sheet. Appl. author: Horace McKee Huffman, Jr. © The Huffman Mfg. Co.; 9Nov53; KK90647.

Try relaxed mowing Huffy Mower. Folder. Appl. author: Horace McKee Huffman, Jr. © The Huffman Mfg. Co.; 21Dec53; KK92206.

HUGHES AIRCRAFT COMPANY ©.

Why Hughes diodes have set a new

standard of reliability. From Electronics, Aug. 1953, p. 219. Appl. author: Foote, Cone & Belding. © 19Jul53; KK90045.

HUMPHRYES MANUFACTURING COMPANY.

Out of the rainbow into your home. (Plumbing fixtures) Folder. Appl. author: Wayne M. Carleton. © The Humphries Mfg. Co.; 10Oct53; KK91672.

HUNT, CLEMMA LUCILLE, AND NORMA MADGE LYON, d.b.a. LYON-HUNT. SEE Lyon-Hunt.

HUNT FOODS, INC. ©.

Deliciously yours. Hunt's tomato catsup. [Cold cuts] From Life, May 25, 1953. Appl. author: Young & Rubicam, inc. © 22May53; KK90856.

Deliciously yours. Hunt's tomato catsup. [Fish & cole slaw] From Life, Aug. 25, 1952. Appl. author: Young & Rubicam, inc. © 22Aug52; KK90855.

Deliciously yours. Hunt's tomato catsup. [French fries] From Life, May 11, 1953, p. 48. Appl. author: Young & Rubicam, inc. © 8May53; KK90859.

Deliciously yours. Hunt's tomato catsup. [French fries, scrambled egg & sausage] From the Denver post, Mar. 2, 1953, p. 3. Appl. author: Young & Rubicam, inc. © 2Mar52; KK91984.

Deliciously yours. Hunt's tomato catsup. [Grilled cheese & bacon sandwich] From Life, Sept. 14, 1953. Appl. author: Young & Rubicam, inc. © 11Sep53; KK90858.

Deliciously yours. Hunt's tomato catsup. [Hot dogs, potato chips, & olives] From the Saturday evening post, May 23, 1953, p. 132. Appl. author: Young & Rubicam, inc. © 20May53; KK90857.

Deliciously yours. Hunt's tomato catsup. cPickles, corn beef & cole slaw] From the Denver post, Apr. 6, 1952. Appl. author: Young & Rubicam, inc. © 6Apr52; KK91985.

Deliciously yours. Hunt's tomato catsup. [Roast pork & cheese sandwich] From Life, Sept. 8, 1952. Appl. author: Young & Rubicam, inc. © 5Sep52; KK90854.

Spiced right, priced right. Hunt's tomato catsup. From the American weekly (San Francisco examiner) Jan. 20, 1952, p. 27. Appl. author: Young & Rubicam, inc. © 20Jan52; KK91983.

HURON MILLING COMPANY ©.

Huron MSG Monosodium Glutamate. Net wt. 3 ozs. Label. Appl. author: Carton Development Laboratory, Container Corporation of America. © 15Jul53; KK87691.

HYDRAULIC ELECTRIC SERVICE ©.

Meter-tested clutch. Label. Appl. author: Arthur Epstein. © 27Aug53; KK89042.

HYGIENIC PRODUCTS COMPANY.

Mel'o all purpose cleaner and water softener. Net weight 1 lb. 6 oz. Label. Appl. author: Walter P. Lash. © The Hygienic Products Co.; 10Nov53; KK90649.

I

- ILG ELECTRIC VENTILATING COMPANY ©.
Price and data sheet. Centrifugal fans (blowers) Bulletin no. 837. 8 p. Appl. author: Clarence William Dexter, Jr. © 25Nov53; KK91353.
- ILLINOIS ZINC COMPANY ©.
Now available to the lithographic trade. Illinois Litho-Select zinc litho plates. (Printing plates) Folder. © 70Oct53; KK90171.
- IMPERIAL PEARL SYNDICATE, INC. ©.
Your new credit card, plus a gift of an Imperial cultured pearl. Folder. © 26Jul53; KK88235.
- INCLINATOR COMPANY OF AMERICA ©.
Two practical ways to stop climbing stairs forever. Elevette. (Home elevators) Pamphlet. Appl. author: Foltz-Wessinger, inc. © 18Aug53; KK88468.
- INDIA COSMETIC COMPANY.
The Racer, an excellent incense. Label. © Jamil Akhtar, d.b.a. India Cosmetic Co.; 6Jul53; KK88420.
- INDUSTRIAL LABORATORIES PUBLISHING COMPANY ©.
Editorial prospectus; advanced student edition. Industrial science and engineering. (Magazine) © 21Sep53; KK89497.
- INDUSTRIAL LAMP CORPORATION ©.
Outstanding lamp fashions for home and office, by ILC. Folder. Appl. author: Juhl Advertising Co. © 15Oct53; KK89988.
- INDUSTRIAL MINERAL FIBER INSTITUTE, INC. ©.
Hot or cold, it needs insulation. Cineignia: (Mineral wool) Label. © 1May53; KK88126.
- INDUSTRIAL TAPE CORPORATION ©.
Bondex hot iron tape. Mends fabrics the easy way. Flesh. 10¢. Label. © 1Feb46; KK91729.
Bondex hot iron tape. Mends fabrics the easy way. White. 10¢. Label. © 1May49; KK91728.
- INERTOL COMPANY, INC. ©.
Brush away these paint problems. Folder no. 575. Appl. author: Gustav W. Rupp. © 31Jul53; KK88783.
- INFANTS WEAR, INC. ©.
Dream baby infants wear. Label. Appl. author: Aaron Feldman. © 1Sep53; KK90826.
- INSULATION AND WIRES, INC. ©.
Aluma-Flux, non-corrosive flux for soldering aluminum. Net weight one pound. Label. Appl. author: Charles W. Bolan. © 5Jul53; KK88720.
It's here, non-corrosive soldering of any type aluminum alloy. Aluma-Flux soldering flux. Sheet. Appl. author: Charles W. Bolan. © 5Oct53; KK91338.
- INSULATION MANUFACTURERS CORPORATION ©.
Selector for Inmanco curve-formed and square-formed fibre wedges. 48 inch lengths, 250 ft. packages. Appl. author: Alfred Shirley Gray. © 18Sep53; KK90527.
- INTERCONTINENT COMMERCE COMPANY ©.
Smoky, the smoking locomotive ashtray. Poster. Appl. author: John H. Jacobson. © 3Aug53; KK87991.
- INTERCONTINENTAL MARKETING CORPORATION ©.
Baldinette II Unikit. (Camera) Sheet. Appl. author: William G. Seidenbaum & Co. © 1Sep53; KK89848.
- INTERNATIONAL BUSINESS MACHINES CORPORATION ©.
The IBM method of general accounting for electric, gas and water utilities. Folder. Appl. author: International Business Machines Corp., employer for hire of Einar Lawrence Kirkegaard. © 1Jun53; KK90072.
A low cost, high quality time recorder. IBM type 780. Folder. Appl. author: International Business Machines Corp., employer for hire of William F. Schilling. © 8Oct53; KK89897.
The new portable IBM electric card punch. Sheet. Appl. author: International Business Machines Corp., as employer for hire of James Cheston Constable. © 8Sep53; KK90616.
Piercing the unknown. (Motion picture) Folder. Appl. author: International Business Machines Corp., as employer for hire of James Cheston Constable. © 28Aug53; KK90617.
- INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY ©.
Arthur Godfrey says, for handy helps around the house, it's Kleenex tissue time. [Household use scene, centered around large box of Kleenex] From Life, Nov. 9, 1953, p. 136. Appl. author: Winifred S. Snyder. © 6Nov53; KK90887.
Arthur Godfrey says, for handy helps around the house, it's Kleenex tissue time. [Household use scenes] From Puck, the comic weekly (Chicago herald American), Nov. 8, 1953, p. 2. Appl. author: Winifred S. Snyder. © 8Nov53; KK92123.
Arthur Godfrey says, for handy helps around the house, it's Kleenex tissue time. [Shopping scene, centered around store display of Kleenex] From Everywoman's magazine, Nov. 1953, p. 72. Appl. author: Winifred S. Snyder. © 30Oct53; KK90888.
Arthur Godfrey says, get ready now ... ICP idea trading post. [Store promotion of Kleenex tissues] From Chain store age, Sept. 1953, p. 54. Appl. author: Winifred S. Snyder. © 28Aug53; KK90892.
Arthur Godfrey says, it's Kleenex tissue time. [Christmas scenes] From Puck, the comic weekly (Chicago herald American), Dec. 6, 1953, p. 2. Appl. author: Winifred S. Snyder. © 6Dec53; KK92122.
Arthur Godfrey says, it's Kleenex tissue time. [Halloween pirate scene] From Everywoman's magazine, Oct. 1953, p. 72. Appl. author: Winifred S. Snyder. © 30Sep53; KK90889.
Arthur Godfrey says, it's Kleenex tissue time. [Halloween scenes] From Puck, the comic weekly (Chicago Sunday American) Oct. 11, 1953, p. 7. Appl. author: Winifred S. Snyder. © 11Oct53; KK90884.
- Arthur Godfrey says ... It's Kleenex tissue time. Here's a new kind of in-store promotion opportunity ... From Chain store age, Sept. 1953, p. 112. Appl. author: Winifred S. Snyder. © 28Aug53; KK90885.
Arthur Godfrey says, it's Kleenex tissue time. [Holiday scene] From Look, Dec. 1, 1953, p. 25. Appl. author: Winifred S. Snyder. © 17Nov53; KK92129.
Arthur Godfrey says, it's Kleenex tissue time. [School day scene] From Life, Sept. 14, 1953, p. 124. Appl. author: Winifred S. Snyder. © 11Sep53; KK90800.
Arthur Godfrey says, it's Kleenex tissue time. [School scene] From Puck, the comic weekly (Chicago herald American), Aug. 30, 1953, p. 5. Appl. author: Winifred S. Snyder. © 30Aug53; KK92130.
Arthur Godfrey says, it's Kleenex tissue time. [Tubby with hod carrier] From Everywoman's magazine, Sept. 1953, p. 58. Appl. author: Winifred S. Snyder. © 27Aug53; KK90795.
Arthur Godfrey says, let Halloween fun remind you, it's Kleenex tissue time. [Halloween scene centered around large box of Kleenex] From Look, Oct. 6, 1953, p. 123. Appl. author: Winifred S. Snyder. © 22Sep53; KK90886.
- ICP idea trading post. Brooklyn druggist welcomes Arthur Godfrey. [Kleenex tissues store promotion] From Chain store age, Oct. 1953, p. 26-27. Appl. author: Winifred S. Snyder. © 10Oct53; KK90890.
ICP idea trading post. If you can't beat 'em, join 'em. (Kleenex tissues) From Chain store age, Nov. 1953, p. 36-37. Appl. author: Winifred S. Snyder. © 10Nov53; KK91154.
ICP idea trading post. Indianapolis supermarket maintains a 75-case display of Kleenex and Delsey [tissues] all year long. From Supermarket news, Oct. 19, 1953, p. 8-9. Appl. author: Winifred S. Snyder. © 19Oct53; KK91153.
ICP idea trading post. It's Kleenex tissue time all across the land. From Supermarket news, Nov. 16, 1953, p. 8-9. Appl. author: Winifred S. Snyder. © 16Nov53; KK91152.
ICP idea trading post. It's Kleenex tissue time all across the land. [Store promotion] From Progressive grocer, Nov. 1953, p. 16-17. Appl. author: Winifred S. Snyder. © 1Nov53; KK90891.
It's easy to figure, says Little Lulu. Kleenex, America's favorite tissue. [Blackboard scene] From Notion & novelty review, June 1953, p. 4 of cover. Appl. author: Winifred S. Snyder. © 25May53; KK90796.
Kleenex tissues, jumbo size. 1 square foot. Label. © 18Sep53; KK89101.
Little Lulu, and one to carry. Kleenex pocket pack tissues. Blackboard scene. From Everywoman's magazine, May 1953, p. 48. Appl. author: Winifred S. Snyder. © 30Apr53; KK90802.

- Little Lulu, by Marge. Only Kleenex tissues meets you halfway. cBaseball scene: From Better living, Sept. 1953, p. 75. Appl. author: Winifred S. Snyder. © 13Aug53; KK90797.
- Little Lulu, by Marge. Only Kleenex tissues meets you halfway. cManicure scene: From Everywoman's magazine, July 1953, p. 64. Appl. author: Winifred S. Snyder. © 25Jun53; KK90798.
- Little Lulu, by Marge. Only Kleenex tissues meets you halfway. cStair scene: From Everywoman's magazine, Apr. 1953, p. 74. Appl. author: Winifred S. Snyder. © 26Mar53; KK90801.
- Little Lulu says, vacation time calls for Kleenex in your car. Auto-Serv dispenser for Kleenex tissues. cCar scene: From Everywoman's magazine, June 1953, p. 66. Appl. author: Winifred S. Snyder. © 28May53; KK90799.
- More for your money with Kleenex. [Little Lulu standing on top of Kleenex box] (Tissues) From Puck, the comic weekly (Chicago herald American), Mar. 1, 1953, p. 3. Appl. author: Winifred S. Snyder. © 1Mar53; KK92127.
- Timely tips by Little Lulu. 5 helpful ways to save. Going away? Kleenex tissues. From Puck, the comic weekly (Chicago herald American), July 12, 1953, p. 7. Appl. author: Winifred S. Snyder. © 12Jul53; KK92124.
- Timely tips by Little Lulu. 5 helpful ways to save. Save iced tea from dilution. Kleenex tissues. From Puck, the comic weekly (Chicago herald American), June 7, 1953, p. 4. Appl. author: Winifred S. Snyder. © 7Jun53; KK92126.
- Timely tips by Little Lulu. 5 helpful ways to save. Sponge glazed tile walls ... Kleenex tissues. From Puck, the comic weekly (Chicago herald American), May 3, 1953, p. 2. Appl. author: Winifred S. Snyder. © 3May53; KK92125.
- Veldown table [paper] napkins. Luxurious soft and strong. A new Kleenex product. Label. © 21Sep53; KK90989.
- INTERNATIONAL HARVESTER COMPANY ©.**
Cool living show now at your International Harvester dealer's. cOne page advertisement of refrigerators and freezers: From Chicago Sunday tribune, Roto picture section, July 19, 1953, p. 16. Appl. author: Leo Burnett Co., inc. © 19Jul53; KK87875.
Cool living show now at your International Harvester dealer's. cTwo page advertisement of refrigerators and freezers: From This week (Chicago daily news), July 18, 1953, p. 16-17. Appl. author: Leo Burnett Co., inc. © 18Jul53; KK87876.
- INTERNATIONAL LATEX CORPORATION ©.**
Announcing gay new Playtex Happy cbaby's pants. P642. Folder. © 14Aug53; KK88247.
Announcing gay new Playtex Happy cbaby's pants. P644. Streamer. © 14Aug53; KK88246.
Baby's never had it so soft ... Playtex panties, the s-t-r-e-t-c-h-y waterproof latex panties that challenge comparison. From Parents magazine, baby care manual, 1952, p. 11. Appl. author: Charles Dallas Reach Co., inc. of New York. 15Aug52; KK87632.
- Bob Hope says give ... a gay new Playtex Happy [baby] pants wardrobe. P706. Streamer. © 29Oct53; KK90768.
- Control that calorie-middle ... Playtex girdles. From the Victoria advocate, Victoria, Texas, July 12, 1953, p. 2B. Appl. author: Foote, Cone & Belding. © 12Jul53; KK89000.
- Control that calorie-plumpness ... Playtex girdles. From the Great Bend daily tribune, Great Bend, Kansas, July 11, 1953, p. 8. Appl. author: Foote, Cone & Belding. © 11Jul53; KK89001.
- Control that calorie-spread ... Playtex girdles. From the Daily advance, Elizabeth City, N. C., July 11, 1953, p. 2. Appl. author: Foote, Cone & Belding. © 11Jul53; KK89005.
- Control that calorie-tummy ... Playtex girdles. From the Lock Haven express, Lock Haven, Pa., July 10, 1953, p. 11. Appl. author: Foote, Cone & Belding. © 10Jul53; KK89002.
- Control those calorie-bulges ... Playtex girdles. From the Boone news-republican, Boone, Iowa, July 11, 1953, p. 5. Appl. author: Foote, Cone & Belding. © 11Jul53; KK89003.
- Control those calorie curves with the new Playtex Magic-Controller. Sheet. G312 A. © 18Jun53; KK87227.
- Control those calorie-derrrière ... Playtex girdles. From Daily eagle, Claremont, N. H., July 10, 1953, p. 5. Appl. author: Foote, Cone & Belding. © 10Jul53; KK89004.
- Control those calorie-inches ... Playtex girdles. From Register-pajaronian, Watsonville, Calif., July 11, 1953, p. 3. Appl. author: Foote, Cone & Belding. © 11Jul53; KK89006.
- Dear Mother: Now that you have purchased Playtex Dryper pads and panties ... P612. (Baby needs) Folder. © 24Jul53; KK88251.
- Deep sleep tonight helps you shine tomorrow. We have the pillow just right for you ... Playtex. 5172. Sheet. © 14Aug53; KK88250.
- Diagrammatic sketch of Playtex infants wear window no. 6. P660. © 28Aug53; KK88584.
- Diagrammatic sketch of Playtex infants wear window no. 7. P661. © 28Aug53; KK88583.
- Exciting sale of Playtex girdles. P678. Sheet. © 25Sep53; KK91900.
- Exciting sale. 3 first quality models discontinued by Playtex. Playtex girdles ... P676. Streamer. © 25Sep53; KK89834.
- Figure magic. New Playtex Magic Controller. Mat no. G375. (Girdles) © 28Aug53; KK88576.
- Figure magic. New Playtex Magic Controller. Mat no. G377. (Girdles) © 28Aug53; KK88578.
- Fluff your old-fashioned pillow ... Sleep healthier, sleep better on a Playtex pillow. From the New York times magazine, Oct. 4, 1953, p. 2. Appl. author: Foote, Cone & Belding. © 4Oct53; KK90070.
- For most productive results from your Little Barber unit, follow these directions completely. Playtex home hair cutter. P675. Sticker. © 25Sep53; KK89831.
- For my first born, my first choice is Dryper, says Patrice Munsel. Only Flushaway Playtex Dryper keeps baby comfortable ... From the New York times magazine, July 26, 1953, p. 2. Appl. author: Chas. Dallas Reach Co., inc. © 26Jul53; KK89588.
- For the night after Christmas ... there's no gift like the gift of sleep, no gift like customized Playtex pillows. From Good house-keeping, Dec. 1953, p. 141. Appl. author: Foote, Cone & Belding. © 25Nov53; KK91199.
- For the nights after Christmas. Playtex customized pillows, the price-less personal gift of sleep. P691. Sheet. © 22Oct53; KK90291.
- For the nights after Christmas ... the priceless personal gift of sleep. Playtex [pillows] P685. Streamer. © 26Oct53; KK90669.
- From its boneless non-roll top ... there's not a girdle in the world like the amazing Playtex Magic-Controller. Sheet. G339A. © 18Jun53; KK87223.
- Gay new Playtex Happy cbaby's pants. Ad no. B151. Sheet. © 14Aug53; KK90764.
- Gay new Playtex Happy cbaby's pants. Ad no. B155. Sheet. © 14Aug53; KK90767.
- Happy, happy days ahead for baby, protected with Playtex powder and lotion ... MU8. Sheet. © 2Jan53; KK89429.
- Here's the \$100 gift that costs only \$2.95. Give the famous Playtex home hair cutter. cEndorsed by: James McParland. From Cosmopolitan, Dec. 1953, p. 39. Appl. author: Foote, Cone & Belding. © Precision Products Div., International Latex Corp.; 25Nov53; KK91613.
- Here's the Playtex hair cutter full page Life Christmas ad. Folder for department stores. © 16Oct53; KK90037.
- Here's the Playtex hair cutter full page Life Christmas ad. Folder for drug stores. © 16Oct53; KK90038.
- Hollywood stars and top fashion designers agree only a Playtex panty brief elims you ... cEndorsed by: René Jeanmaire and 3 others: From New York times magazine, May 24, 1953, p. 2. Appl. author: Foote, Cone & Belding. © 24May53; KK86975.
- How Stern Brothers obtained over a 1000 % increase in dollar volume on Playtex Dryper. P672. (Diapering garments) Pamphlet. © 20Oct53; KK89928.
- How to set up your adapter bin for the Playtex super-merchandiser. P701. Sheet. © 4Nov53; KK91859.
- How to set up your Playtex stork display. P652. (Baby needs) Sheet. © 2Sep53; KK89376.
- How to set up your PSS no. 5 unit to include Happy pants. P723. (Baby needs) Sheet. © 3Dec53; KK91903.
- I haven't been to a barber in a year. Playtex home hair cutter. cEndorsed by: James Gilligan. From Triple western, Jan. 1954, p. 3. Appl. author: Foote, Cone & Belding. © Precision Products Div., International Latex Corp.; 1Nov53; KK91614.
- Instructions for placement of Playtex merchandise in metal floor stand 4 (678) (Baby needs) Sheet. © 8Jul53; KK88034.

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Instructions for placement of Playtex merchandise (including Happy Pants) in metal floor stand 4 (678) P653. (Baby needs) Sheet. © 21Aug53; KK88599.

Introducing newest Playtex Magic-Controller fabric lined panty girdle with garters. Mat no. G355. © 18Jun53; KK87222.

Introducing newest Playtex Magic-Controller fabric lined panty girdle with garters. Folder. P625. © 18Jun53; KK87219.

Introducing newest Playtex Magic-Controller. Panty girdle ... Streamer. © 18Jun53; KK88190.

Introducing newest Playtex Magic-Controller panty girdle with garters. Mat no. G354. © 18Jun53; KK87226.

Instructions for applying new shelf strips. P718. (Baby needs) Sheet. © 6Nov53; KK91860.

Instructions for applying new strips on the PSS no. 4 wire rack. P722. (Baby needs) Sheet. © 3Dec53; KK91904.

It's a gift. Open before Christmas. Playtex pillow. P692. Pamphlet. © 20Oct53; KK89836.

It's here, newest Playtex Magic-Controller fabric lined panty girdle with garters. Mat no. G356. © 18Jun53; KK87221.

It's here, newest Playtex Magic-Controller fabric lined panty girdle with garters. Mat no. G357. © 18Jun53; KK87220.

It's here newest Playtex Magic-Controller panty girdle with garter. Mat no. G352. © 18Jun53; KK87224.

It's here newest Playtex Magic-Controller panty girdle with garters. Mat no. G353. © 18Jun53; KK87225.

Like magic, it gives you calorie-curve control. New Playtex Magic-Controller. Mat no. G379. (Girdles) © 28Aug53; KK88580.

Lowest prices ever. First quality Playtex pillows. Ad no. 5182. Sheet. © 29Oct53; KK90761.

Lowest prices ever. First quality Playtex pillows. Ad no. 5185. Sheet. © 29Oct53; KK90774.

Lowest prices ever. First quality Playtex pillows. Ad no. 5186. Sheet. © 29Oct53; KK90772.

Lowest prices ever. First quality Playtex pillows. P715. Streamer. © 29Oct53; KK90771.

Lowest prices ever. Imagine, a first quality Playtex pillow. P713. Reply card. © 29Oct53; KK90770.

Magic control for those calorie-curves. Introducing newest Playtex Magic Controller. (Girdles) From Life, Sept. 14, 1953, p. 23. Appl. author: Foote, Cone & Belding. © 11Sep53; KK89011.

Never before. First quality Playtex pillows. Ad no. 5183. Sheet. © 29Oct53; KK90763.

New Playtex Happy [baby] pants. Ad no. B153. Sheet. © 14Aug53; KK90765.

New Playtex Happy [baby] pants. Ad no. B154. Sheet. © 14Aug53; KK90766.

New Playtex Happy [baby] pants. P615. Counter card. © 14Aug53; KK88253.

New Playtex Happy [baby] pants. P646. Counter card. © 14Aug53; KK88252.

Now. A panty brief that does more than most girdles. New Playtex magic controller panty brief. cStroke modal in girdle, bra, and playclothes. From Glamour, July 1953, p. 3. Appl. author: Foote, Cone & Belding. © 22Jun53; KK86974.

Now, lowest prices ever on 1st quality Playtex pillows. P714. Sheet. © 29Oct53; KK90769.

Now, Playtex fabric lined girdles, with 4 adjustable garters. P682. Poster. © 25Sep53; KK91901.

Now, Playtex fabric lined girdles with 4 adjustable garters at a low, low \$5.95. P679. Streamer. © 25Sep53; KK89833.

Now, Playtex fabric lined girdles with 4 adjustable garters at a low, low \$5.95. P681. Folder. © 25Sep53; KK89832.

Now, you can comb yourself a complete haircut at home for only 3¢. Revolutionary Playtex home hair cutter. P658. Counter card. © 25Sep53; KK89837.

A \$100 gift for only \$2.95. Playtex home hair cutter. P696. Card. © 23Oct53; KK90290.

Painting's play the Playtex way. Sensational new Playtex living latex finish. P736. Folder. © 11Dec53; KK92226.

Playtex baby oil, powder, cream. Clip sheet. Mat no. MU-5. © 30Oct52; KK88031.

Playtex Dress-eez. Playtex baby lotion ... MU7. Sheet. © 2Jan53; KK89431.

Playtex Dryper. Clip sheet. Mat no. MU-4. (Baby needs) © 30Oct52; KK88032.

Playtex girdle window display no. 9. cP626. Sheet. © 26Jun53; KK86985.

Playtex mitts. Hand savers. Manicure savers. Card. P 618. 8Jul53; KK87388.

Playtex panties. Clip sheet. Mat no. MU-6. © 30Oct52; KK88035.

Playtex super-merchandiser product arrangement. P655. (Baby needs) Sheet. © 21Aug53; KK88600.

Playtex super-merchandiser product arrangement (including Happy pants) P710. (Baby needs) Sheet. © 5Nov53; KK91858.

Playtex, world's most modern pillow, presents 6 important reasons why your customers will choose Playtex Customized pillows. Sheet. P 614. © 30Jun53; KK87387.

Promotion plans for August 1953. cProduct calendar (Baby needs, girdles, pillows and hair cutters) Sheet. © 26Jun53; KK86984.

Promotion plans for September 1953. cProduct calendar (Baby needs, hair cutters, girdles) Sheet. © 10Jul53; KK88033.

Promotion plans for October 1953. [Product calendar] (Girdles, baby needs, pillows and hair cutters) Sheet. © 28Aug53; KK88582.

Promotion plans for November 1953. [Product calendar] (Girdles, hair cutters, baby needs, pillows) Sheet. © 20Oct53; KK89835.

Promotion plans for December 1953. [Product calendar] (Baby needs, pillows, girdles & hair cutters) Sheet. © 22Oct53; KK90289.

Save time, save money. Amazing new Playtex home hair cutter. Streamer. © 17Sep53; KK89375.

See how it gives you calorie curve control. Playtex Magic-Controller. Mat no. G380. (Girdles) © 28Aug53; KK88581.

Sensational sale. 3 first quality models discontinued by Playtex. Playtex girdles. P677. Poster. © 25Sep53; KK91902.

Sensational savings. First quality Playtex pillows. Ad no. 5181. Sheet. © 29Oct53; KK90762.

Sensational savings ... First quality Playtex pillows. Ad no. 5184. Sheet. © 29Oct53; KK90773.

Set up for Playtex self-service merchandiser including Happy Pants. Self-Serv no. 5. (Baby needs) Sheet. © 21Aug53; KK88601.

Sleep right to-night and sparkle tomorrow. Customized Playtex pillows. Sheet. © 14Aug53; KK88249.

Softer, safer change for baby. Day and night ... only Playtex Dryper keeps your baby neat and sweet ... B124. Sheet. © 2Jan53; KK89430.

Success story. New Playtex Magic-Controller gives you calorie-curve control ... Mat no. G374. (Girdles) © 28Aug53; KK88575.

Success story. New Playtex Magic-Controller gives you calorie-curve control ... Mat no. G376. (Girdles) © 28Aug53; KK88577.

Success story. The sensational popularity of the calorie-curve-control girdle. New Playtex Magic-Controller. From the New York times magazine, Nov. 1, 1953, p. 2. Appl. author: Foote, Cone & Belding. © 1Nov53; KK91200.

To glow tomorrow, you need sound sleep tonight. We have a customized Playtex pillow just right for you. Sheet. © 14Aug53; KK88248.

Today's top designers say that Playtex gives you calorie-curve control. [Endorsed by] Trigre [and others] (Girdles) From Fashions of the times (the New York times magazine) Sept. 13, 1953, p. 2. Appl. author: Foote, Cone & Belding. © 13Sep53; KK89211.

We save time, save money with Playtex home cutter, say the James Gilligans. From Cosmopolitan, Nov. 1953, p. 12. Appl. author: Foote, Cone & Belding. © Precision Products Div., International Latex Corp.; 23Oct53; KK91615.

Whether you're extra large or extra small, whether you like girdle, panty, or brief ... Playtex Magic-Controller. Mat no. G378. © 28Aug53; KK88579.

The world's most charming baby pants. New Playtex Happy Pants. Label. © 25Aug53; KK88522.

You too can comb yourself a haircut. We save time, save money with Playtex home hair cutter, say the James Gilligans. From Life, Sept. 21, 1953, p. 132. Appl. author: Foote, Cone & Belding. © Precision Products Division, International Latex Corp.; 18Sep53; KK91924.

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The boats; operating scale models for inboard or outboard motors. Label. Appl. author: Lewis Barnett. © 15May53; KK87577.

INTERNATIONAL NICKEL COMPANY, INC. ©.

He can't fill them yet ... Inco nickel. From Collier's, Oct. 2, 1953, p. 53. © The International Nickel Co., inc.; 25Sep53; KK89512. Here's one well that will never run dry. Inco nickel. From Collier's, Sept. 4, 1953, p. 49. © The International Nickel Co.; 28Aug53; KK89513.

No fishing, no swimming, no nothin', but sanitary engineers and your unseen friend can soon remedy that. Inco nickel. From Newsweek, June 1, 1953, p. 83. © 28May53; KK86972.

Oil makes your world go 'round; oil produced with the help of nickel. Inco nickel. From Newsweek, July 6, 1953, p. 35. © 2Jul53; KK87750.

The weld that saved the crop, with a friendly hand from nickel welding rod. Inco nickel. From Farm journal, Sept. 1953, p. 67. © The International Nickel Co., inc.; 10Aug53; KK89509.

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Great documents of human freedom. Calendar.

Aug. 1953. Emancipation proclamation. © 15Jul53; KK87570.

Sept. 1953. Woman's suffrage. © 20Aug53; KK88394.

Oct. 1953. The North Atlantic treaty. © 16Sep53; KK89055.

Nov. 1953. Charter of United Nations. © 19Oct53; KK90055.

Dec. 1953. Universal Declaration of Human Rights, U. N. © 17Nov53; KK90899.

Paper and printing in civilization. Calendar.

Jan. 1954. © 15Dec53 (in notice: 1954); KK92021.

INTERNATIONAL SILVER COMPANY.

Attractive Austin seniors select their favorite International Sterling patterns. Nancy Knickerbocker [and 4 others] From Seventeen, June 1953, p. 2. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 1Jun53; KK90117.

Baton Rouge seniors select their favorite International Sterling patterns. Molly Vine and 4 others. From Seventeen, Mar. 1953, p. 2. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 1Mar53; KK87513.

Blossom Time in International Sterling. Patricia Gass [and 4 others] From Seventeen, Aug. 1953, p. 2. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 1Aug53; KK90119.

Delighted Detroit teens select their favorite International Sterling patterns. Judy Crawford [and 5 others] From Seventeen, Nov. 1953, p. 2. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 1Nov53; KK91989.

Do your Christmas shopping here. Holmes & Edwards sterling inlaid silverplate. From McCall's, Dec. 1953, p. 4 of cover. Appl. author: Cunningham & Walsh, inc. © The International Silver Co., Holmes & Edwards Division; 25Nov53; KK91766.

1847 Rogers Bros. presents new Heritage, the newest, most timeless pattern of all. (Silverware) From McCall's, Oct. 1953, p. 9. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 23Sep53; KK91990.

Enduring beauty in the modern mood. Sterling by International. From New Yorker, June 6, 1953, p. 13. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 4Jun53; KK90115.

Exquisite sterling to treasure always. From McCall's, Nov. 1953, p. 17. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 21Oct53; KK91994.

Fashion-wise Madison teens choose their favorite International Sterling patterns. Dinny Dean [and 3 others] From American girl, June 1953, p. 2 of cover. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 25May53; KK90104.

For the love of a lifetime, choose International Sterling. From Bride's magazine, summer 1953, p. 26-27. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 15Apr53; KK87510.

Heritage, a new pattern by 1847 Rogers Bros. From Farm journal, June 1953, p. 106. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 18May53; KK90129.

How to cash in on this Christmas ad. Holmes & Edwards silverplate. From National jeweler, Nov. 1953, cover. Appl. author: Cunningham & Walsh, inc. © The International Silver Co., Holmes & Edwards Division; 11Nov53; KK91333.

How to make \$6.36 extra profit. Holmes & Edwards silverplate. From National jeweler, Oct. 1953, cover. Appl. author: Cunningham & Walsh, inc. © International Silver Co., Holmes & Edwards Division; 13Oct53; KK90174.

It all began with a teaspoon. Margaret Fleisher and 5 others. From Seventeen, May 1953, p. 2. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 1May53; KK87509.

Joan of Arc. Fine sterling silver in a rich French provincial design. From the New Yorker, May 9, 1953, p. 3. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 7May53; KK87511.

Joan of Arc in International Sterling, a favorite with teens across the country. Helen Riddick [and 4 others] From Seventeen, July 1953, p. 2. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 1Jul53; KK90118.

Matchless new beauty in today's most modern flatware. From Holiday, May 1953. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 17Apr53; KK89172.

Only International offers this new idea in sterling design. Silver Rhythm with the balanced place setting. From House beautiful, Oct. 1953, p. 33. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 18Sep53; KK91992.

Prelude, America's best-loved sterling pattern. From the New Yorker, Mar. 14, 1953. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 12Mar53; KK87512.

Presenting a new pattern with the balanced place setting. Silver Rhythm [silverware] From Harper's bazaar, Oct. 1953, p. 62. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 1Oct53; KK91993.

Presenting the most thrilling new sterling idea in a decade. Silver Rhythm in International Sterling. From McCall's, Oct. 1953, p. 120. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 23Sep53; KK91991.

A revolutionary plan to bring you pre-sold customers. Holmes & Edwards sterling inlaid silverplate. From National jeweler, Sept. 1953,

cover. Appl. author: Cunningham & Walsh. © International Silver Co., Holmes & Edwards Division; 11Sep53; KK89218.

Royal Danish; superb sterling ... From New Yorker, Feb. 14, 1953. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 12Feb53; KK89173.

Salad service special. Holmes & Edwards silverplate. From National jeweler, Aug. 1953, p. 4 of cover. Appl. author: Cunningham & Walsh, inc. © International Silver Co., Holmes & Edwards Division; 10Aug53; KK89219.

Silver Rhythm in International Sterling. A thrilling new pattern ... From Seventeen, Oct. 1953, p. 2. Appl. author: Young & Rubicam, inc. © 1Oct53; KK90860.

Stainless by International. Lovely to look at. (Silverware) From Sunset, Nov. 1953, p. 213. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 25Oct53; KK91987.

Stainless by International. The finest flatware of its kind ever crafted. From Holiday, Oct. 1953, p. 114. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 17Sep53; KK91988.

Stainless by International. Today's most modern flatware. From Sunset, Oct. 1953, p. 113. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 25Sep53; KK91986.

Teens from the Philadelphia area select their favorite International Sterling patterns. Barbara Blake [and 4 others] From Seventeen, Sept. 1953, p. 2. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 1Sep53; KK90130.

This letter to us is an invitation to you ... Holmes & Edwards collection chest. From Jewelers' circular-keystone, June 1953, p. 2 of cover. Appl. author: Cunningham & Walsh, inc. © International Silver Co., Holmes & Edwards Div.; 13Jun53; KK87364.

Want an extra salesman in your store? From Jewelers' circular-keystone, July 1953, p. 2 of cover. Appl. author: Cunningham & Walsh, inc. © International Silver Co., Holmes & Edwards Div.; 13Jul53; KK87363.

You'll net more Silverplate sales in less time, when you say Holmes & Edwards is different ... From National jeweler, July 1953, cover. Appl. author: Cunningham & Walsh, inc. © International Silver Co., Holmes & Edwards Div.; 10Jul53; KK87619.

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Chapped lips are unsanitary, uncomfortable, unattractive and unnecessary. Use Lip-Ivo, the soothing lip balm ... From Fargo forum, Fargo, N. D., Oct. 15, 1953, p. 8. Appl. author: Ivan Hill. © 15Oct53; KK90759.

J

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Handicrafts from Old Mexico. Folder.
Appl. author: Emilio N. Jacaman.
© 10Oct53; KK90711.
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Want to make a motor sweet and low?
Jack & Heintz does it. (Precision
machinery) From Electrical
manufacturing, Aug. 1953, p. 171.
Appl. author: Edward J. Martin.
© 1Aug53; KK88824.
- What Jack & Heintz is doing about
adolescent products. (Precision
machinery) From Business week,
Aug. 15, 1953, p. 71. Appl.
author: Edward J. Martin.
© 15Aug53; KK88825.
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generators for jets. (Precision
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Nov. 23, 1953, p. 54-55. Appl.
author: Edward J. Martin.
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handcuffed engineers. (Precision
machinery) From U. S. news &
world report, Oct. 2, 1953, p. 55.
Appl. author: Edward J. Martin.
© 28Sep53; KK90706.
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high altitude inverters. From
Aviation week, Sept. 7, 1953, p.
50-51. Appl. author: Edward J.
Martin. © 4Sep53; KK89123.
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mid-air refueling. (Precision
machinery) From Aviation week,
July 6, 1953, p. 48-49. Appl.
author: Edward J. Martin.
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special designs. (Precision ma-
chinery) From U. S. news, July 17,
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J. Martin. © 13Jul53; KK87620.
- JACOBEL, HERBERT AND GORDON E. KAYE,
d.b.a. KAYE-JACOBEL ASSOCIATES. SEE
Kaye-Jacobel Associates.
- JACOBS (IRVIN) AND COMPANY ©.
This I. J. mortgage bought a
\$75,000 building. From Chicago
daily tribune, July 7, 1953, p. 5.
Appl. author: Stubbs & Montgomery,
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cushion) Label. © 10Oct53;
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our telephoto lenses. Sheet.
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Even dried egg yolks vanish in this
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From Life, June 15, 1953, p. 150.
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author: Gerald Jotkowsky.
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12 fluid ozs. Label. © 3Jun53;
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What do you know about jewelry?
Complete series of 11 [advertis-
ing] mats. Folder. Appl.
author: Sidney M. Brownstein.
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- JOANNA WESTERN MILLS COMPANY ©.
Captures the mood of modern living.
Rambler house group, a refreshing
new drapery group. From Living
for young homemakers, Sept. 1953,
p. 78. Appl. author: George H.
Hartman Co. © 20Aug53; KK88761.
- JOHNSON, B. B. ©.
The kitchen thimble. (Plastic
thumb protector) Label. © 30Jun51;
KK87383.
- JOHNSON (S. C.) AND SON, INC. ©.
From the ceiling to the floor ...
(Kitchen wax & floor polish) From
Better living, Oct. 1953, p. 56-
57. Appl. author: Needham, Louis &
Brorby, inc. © 17Sep53; KK89505.
- JOHNSON (SAM) AND SON'S FISHERIES,
INC. ©.
For you, new price list. Winter sea-
son, 1953-54. Our 56th season.
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- Skipper Sam's guaranteed fish.
New price list, fall season 1953.
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- Skipper Sam's guaranteed fresh fish.
New price list, winter season,
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Polishampoo for cars. Polishes as
it cleans. Contents 8 ounces.
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Johnston. © 21Aug53; KK88444.
- JOHNSTON, JAMES WILLIAM ©.
A Christmas gift for the family.
Pappys Penthouse parrakeets are
guaranteed to talk. From States-
ville daily record, Dec. 4, 1953,
p. 10. © 4Dec53; KK91525.
- JOHNSTON, W. DERRICK, d.b.a. HIGH PRES-
SURE EQUIPMENT COMPANY. SEE High
Pressure Equipment Company.
- JOLLY DEE INDUSTRIES ©.
Nan's gift shop. Book ends, motto
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Sheet. Appl. author: William
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Juilliard corduroy. A rival for fall's
own array of color ... (Clothing)
From Seventeen, Aug. 1953, p. 27.
Appl. author: Gotham Advertising
Co., inc. © 1Aug53; KK87818.
- Juilliard corduroy. For you social
lions ... (Clothing) From Seven-
teen, July 1953, p. 25. Appl.
author: Gotham Advertising Company,
inc. © 1Jul53; KK87040.
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ful ... (Clothing) From the New
York times magazine, Aug. 30, 1953,
p. 16. Appl. author: Gotham Adver-
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KK89090.
- Juilliard corduroy. Juilliard
achieves the woven look ...
(Clothing) From Vogue pattern
book, Aug.-Sept. 1953, p. 3. Appl.
author: Gotham Advertising Co.,
inc. © 28Aug53; KK88816.
- Juilliard corduroy. Juilliard brings
to corduroy the nubby, textured
look ... (Clothing) From the New
York times magazine, Aug. 16, 1953,
p. 26. Appl. author: Gotham Adver-
tising Co., inc. © 16Aug53;
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- Juilliard corduroy. So young, so
fair, so fun-to-wear ... (Cloth-
ing) From Simplicity pattern
book, fall-winter 1953, p. 16.
Appl. author: Gotham Advertising
Co., inc. © 15Aug53; KK88366.
- Juilliard velvacad. Laze in the
luxury of velvacad ... (Clothing)
From Glamour, Aug. 1953, p. 36.
Appl. author: Gotham Advertising
Co., inc. © 22Jul53; KK87660.
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be sophisticated ... (Clothing)
From Vogue magazine, Aug. 1, 1953,
p. 13. Appl. author: Gotham Ad-
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KK88815.
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sion of fashion's new age of ele-
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author: Gotham Advertising Co.,
inc. © 10Oct53; KK89958.
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p. 36. Appl. author: Gotham Adver-
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KK88814.
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seam for fall. (Clothing) From
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Gotham Advertising Co., inc.
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Alora ... (Clothing) From Made-
moiselle magazine, Aug. 1953, p.
50. Appl. author: Gotham Adver-
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- Juilliard woolens. Juilliard crepe
Julia ... (Clothing) From the New
Yorker, Sept. 12, 1953, p. 18.
Appl. author: Gotham Advertising
Co., inc. © 10Sep53; KK89092.
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magnificent new master fabric
... (Clothing) From Charm, Aug.
1953, p. 2. Appl. author:
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very own this fall. (Clothing)
From Vogue pattern book, Oct.-Nov.,
1953, p. 75. Appl. author: Gotham
Advertising Co., inc. © 8Sep53;
KK89959.

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Juilliard's supple, chiffon-weight
worsted flannel ... (Clothing)
From Mademoiselle magazine, Sept.
1953, p. 18. Appl. author: Gotham
Advertising Co., inc. © 29Aug53;
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Juilliard woolens. Plansteen, Juil-
liard's famed polished worsted
gabardine. (Clothing) From
Glamour, Aug. 1953, p. 21.
Appl. author: Gotham Advertising
Co., inc. © 22Jul53; KK87661.

Juilliard woolens. Plaza tweed ...
(Clothing) From Charm, Sept.

1953, p. 81. Appl. author: Gotham
Advertising Co., inc. © 22Aug53;
KK88491.

Juilliard woolens. Seam your impor-
tant-occasion coat in lightly
curled Juilliard Akola ... From
McCall's pattern book, fall 1953,
p. 5. Appl. author: Gotham Adver-
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KK88818.

Juilliard woolens. Takara,
Juilliard's luxury costume suit-
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bazaar, Sept. 1953, p. 33. Appl.
author: Gotham Advertising Co.,
inc. © 1Sep53; KK88813.

Juilliard woolens. To seam your best,
begin with a quality fabric.
(Clothing) From McCall's pattern
book, winter 1953-54, p. 1. Appl.
author: Gotham Advertising Co.,
inc. © 10Oct53; KK89957.

Juilliard woolens. Two Juilliard tex-
tures are better than one ...
(Clothing) From the New Yorker,
Sept. 5, 1953, p. 7. Appl. author:
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This is the beautiful new Weavever PresClik pen. From Life, Aug. 31, 1953, p. 8. © 28Aug53; KK88969.
You're looking at the famous Weavever Pennant fountain pen. From the Saturday evening post, Sept. 12, 1953, p. 181. © 9Sep53; KK89097.

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All meat pork sausage. Net wt. one lb. Label. © The E. Kahn's Sons Co.; 15Oct53; KK91804.
All meat wieners. Net wt. 1 lb. Label. © The E. Kahn's Sons Co.; 11May53; KK91805.
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American Beauty sliced bacon. Net weight 1 pound. Label. © The E. Kahn's Sons Co.; 5Oct53; KK91618.
Peek-A-Vue all meat dainty link pork sausage. Net wt. 1 lb. Label. © The E. Kahn's Sons Co.; 15Oct53; KK91806.
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As Kaiser enters its dramatic new expansion program, Kaiser's 730,000th car rolls off the line. From the Philadelphia inquirer, July 7, 1953. Appl. author: William H. Weintraub & Co., inc. © 7Jul53; KK87265.
Henry J wins in mobilgas economy run. 28.2 m.p.g. Appl. author: William H. Weintraub & Co., inc. © 1May53; KK86951.
Hottest profit team. (Automobile) From National automobile dealers association, July 1953, p. 3 of cover. Appl. author: William H. Weintraub & Co., inc. © 25Jun53; KK87754.
Join the hottest profit team in 25 years. From Automotive news, June 22, 1953, p. 20-21. Appl. author: William H. Weintraub & Co., inc. © 22Jun53; KK87177.
Just bought my 4th Kaiser. E. U. Sherman. (Automobiles) From Saturday evening post, July 25, 1953, p. 14-15. Appl. author: William H. Weintraub & Co., inc. © 22Jul53; KK87767.
Kaiser, world's safest, most beautiful car. Henry J, world's smartest, thriftiest car. From VFW magazine, July 1953, p. 4. Appl. author: William H. Weintraub & Co., inc. © 25Jun53; KK87178.
Kaiser's 730,000th car rolls off the line. From Life, Aug. 10, 1953, p. 84-85. Appl. author: William H. Weintraub & Co., inc. © 6Aug53; KK88316.

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; KK88472.

Lowell Thomas sells for Kaiser-Frazer 5 nights a week. (Automobiles) From Automotive news, June 29, 1953, p. 7. Appl. author: William H. Weintraub & Co., inc. © 29Jun53; KK87359.
New '53 Henry J now \$1399. Appl. author: William H. Weintraub & Co., inc. © 27May53; KK87179.
Prices lowered. New '53 Henry J, now cut hundred of dollars under the lowest-priced field. Appl. author: William H. Weintraub & Co., inc. © 29Jun53; KK87167.
You can save up to \$600 a year owning this new '53 Henry J. (Automobiles) From American weekly, Aug. 8, 1953, p. 15. Appl. author: William H. Weintraub & Co., inc. © 8Aug53; KK88315.

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In fifth-wheel test, Kaiser with Hydra-Matic gives record mileage. (Automobiles) Appl. author: William H. Weintraub & Co., inc. © 14Sep53; KK89052.
Kaiser Willys. Announcing the great new combination in motoring ... From the New York times, July 30, 1953, p. 10. Appl. author: William H. Weintraub & Co., inc. © 30Jul53; KK88244.
Look at a Kaiser this way. You'll see why it's America's best all-around value ... From Life, Sept. 7, 1953, p. 44-45. Appl. author: William H. Weintraub & Co., inc. © 3Sep53; KK88967.
Meet Kaiser's million miler. He's Louis Prante, who has driven 929,000 miles ... (Automobiles) Appl. author: William H. Weintraub & Co., inc. © 14Oct53; KK90284.
225,000 miles in my Kaiser, and still going strong, says W. C. Gordon of Tallassee, Alabama. Appl. author: William H. Weintraub & Co., inc. © 26Oct53; KK90754.

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Frame it yourself with a Framit kit. From American artist magazine, v. 17, no. 8, p. 68. Appl. author: Sol M. Saperstein. © 20Oct53; KK91724.

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Now you can grow thousands of flowers without planting one seed ... Airwrap. (Fertilizer) From the Hartford times, June 12, 1953, p. 17. © 12Jun53; KK87803.

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appetite, can't sleep well? (Dietary supplement) From the St. Louis argus, Dec. 11, 1953, p. 15. Appl. author: Nathan Cherrick. © 11Dec53; KK92295.

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3-D Tri Tac Toe; a peg game. Label. © Gordon E. Kaye & Herbert Jacobel, d.b.a. Kaye-Jacobel Associates; 14Oct53; KK91132.

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Diamond Lil Tommies. (Clothing) From Seventeen, Aug. 1953, p. 69. Appl. author: Rosemary B. Meyer. © 24Jul53; KK88569.

For you from those wonderful, wonderful Tommies. (Clothing) Folder. Appl. author: Rosemary B. Meyer. © 10Oct53; KK89622.

Highland Fling Tommieset; brilliant gingham coat ... From Seventeen, Aug. 1953, p. 67. Appl. author: Rosemary B. Meyer. © 24Jul53; KK88571.

Highland Fling Tommieset, Golden Glow Tommieset, Candlelight Tommieset ... (Pajamas) From Glamour, Nov. 1953, p. 21-24. Appl. author: Rosemary B. Meyer. © 25Oct53; KK90666.

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How to play Galloping dominoes and Casino dice with playing layout. (Game) Folder. Appl. authors: Arnold Keiler and Nathan Keiler. © 5Aug53; KK88119.

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- Mechanical Roulette. (Games) Label. Appl. authors: Arnold Keiler and Nathan Keiler. © 5Aug53; KK88261.
- KELLOGG PARK.**
Liberty Building Company announces another great first. It's revolutionary new trade-sell plan for non-veterans & veterans. From Los Angeles times, June 26, 1953, p. 2. © Liberty Building Co., d.b.a. Kellogg Park; 28Jun53; KK87593.
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Greetings. (Nuts) Label. © 25Nov53; KK91657.
The world-over pack. Kemp's nuts. 4 oz. net. Label. © 18Sep53; KK89377.
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Lucky Louie. It's just like magic when you remember. (Ad-mats) Sheets. © 1Jul53; KK88110.
An owl doesn't have to give a hoot. (Animal acts, series no. 3, nos. 32-52; 1-18. Ad-mats) Sheets. © 1Jul53; KK88111.
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Kennatrack clue to trailer quality. (Sliding door hardware) Folder. Appl. author: Juhl Advertising Agency. © 25Mar53; KK87395.
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Announcing the 26th annual State of Maine edition, June 30th, 1951. Award of merit. (Newspapers) From Maine market mirror, May 1951, insert. © 21May51; KK88270.
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Let's swap ideas. cMan mixing inks (Printing papers) From American printer, June 1953, p. 48-49. Appl. author: Harvey Clements. © 25May53; KK86977.
Let's swap ideas. cMan running printing press (Printing papers) From American printer, Aug. 1953, p. 44-45. Appl. author: Harvey Clements. © 25Jul53; KK88696.
Let's swap ideas. cMan tearing papers From American printer, Oct. 1953, p. 124-125. Appl. author: Harvey Clements. © 25Sep53; KK89880.
Let's swap ideas. cOperator folding paper From American printer, Nov. 1953, p. 44-45. Appl. author: Harvey Clements. © 25Oct53; KK91160.
Let's swap ideas. cStock of paper boxes From American printer, Sept. 1953, p. 56-57. Appl. author: Harvey Clements. © 25Aug53; KK89293.
Let's swap ideas. cTwo men handling paper on skids (Printing papers) From American printer, July 1953, p. 48-49. Appl. author: Harvey Clements. © 25Jun53; KK87479.
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Dandricide; anti-dandruff rinse. Contents: 4 fl. oz. Label. © 28Nov52; KK89027.
Dandricide; anti-dandruff rinse. Contents: 1/2 gallon. Label. © 24Jun53; KK89029.
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Alfred Tayer Mahan, 1840-1914. (Books, the image of America, by Earl Schenck Miers and Paul M. Angle, no. 5) From Publishers' weekly, June 6, 1953, p. 2423. © 6Jun53; KK88828.
Harriet Beecher Stowe, 1811-1896. (Books, the image of America, by Earl Schenck Miers and Paul M. Angle, no. 10) From Publishers' weekly, Nov. 7, 1953, p. 1959. © 7Nov53; KK91000.
John C. Frémont, 1813-1890. (Books, the image of America, by Earl Schenck Miers and Paul M. Angle, no. 6) From Publishers' weekly, July 4, 1953, p. 69. © 4Jul53; KK87101.
John Caldwell Calhoun, 1782-1850. (Books, the image of America, by Earl Schenck Miers and Paul M. Angle, no. 8) From Publishers' weekly, Sept. 5, 1953, p. 883. © 5Sep53; KK88726.
Lincoln [and] Douglas. (Books, the image of America, by Earl Schenck Miers and Paul M. Angle, no. 9) From Publishers' weekly, Oct. 3, 1953, p. 1515. © 30Oct53; KK89715.
Ralph Waldo Emerson, 1803-1882. (Books, the image of America by Earl Schenck Miers and Paul M. Angle, no. 7) From Publishers' weekly, Aug. 1953, p. 513. © 1Aug53; KK87879.
Timothy Shay Arthur, 1809-1885. (Books, the image of America, by Earl Schenck Miers and Paul M. Angle, no. 11) From Publishers' weekly, Dec. 5, 1953, p. 2271. © 5Dec53; KK91528.
- KISER, ARTHUR J. ©.**
Dr. Kiser's arthritis treatment. (Medicine) Label. © 25Nov53; KK91356.
- KITCHENS OF SARA LEE, INC. ©.**
No wonder we have to bake so many Sara Lee all butter coffee cakes. From Food mart news, Oct. 1, 1953, p. 5. Appl. author: Ivan Hill. © 10Oct53; KK89774.
- KITCH'N-HANDY PRODUCTS.**
Enjoy kitchen ease with Kitch'n Handy ideas. (Cabinet attachments) Folder. © Washington Steel Products, inc., d.b.a: Kitch'n-Handy Products; 15Jul53; KK90689.
- KITCH'N-HANDY PRODUCTS. SEE ALSO** Washington Steel Products, inc.
- KNELL, BOYD ©.**
Progress, success, happiness. The good things of life. Education leads upward to life's opportunities. (Bread) Folder. © 8Jun53; KK87034.
- KOEHLER, EDITH LIVELY, AND LOUIS FREDERICK KOEHLER, sole owners ALFALFA FOOD COMPANY. SEE Alfalfa Food Company.**
- KOEHLER, LOUIS FREDERICK, AND EDITH LIVELY KOEHLER, sole owners ALFALFA FOOD COMPANY. SEE Alfalfa Food Company.**
- KOKENES, STEVE G., ARTHUR H. LALOS, AND ROBERT L. MANDRIS, sole owners, ARGUS ASSOCIATES, INC. SEE Argus Associates, inc.**
- KONO, ALEXANDER, BLANCHE KONO, AND FLORENCE KONO SMITH, d.b.a. THE KONO MANUFACTURING COMPANY. SEE Kono Manufacturing Company.**
- KONO, BLANCHE, ALEXANDER KONO, AND FLORENCE KONO SMITH, d.b.a. THE KONO MANUFACTURING COMPANY. SEE Kono Manufacturing Company.**
- KONO MANUFACTURING COMPANY.**
Latest addition to fall fashion [spectacle] frames. Blanchette. From the Eye, ear, nose & throat monthly, Nov. 1953, p. 624. © Alexander Kono, Blanche Kono & Florence Kono Smith, d.b.a. The Kono Mfg. Co.; 1Nov53; KK90789.
- KORFUND COMPANY, INC.**
Isolate vibration on a cushion of cork. Armstrong's Vibracork. Sheet. Appl. author: Joachim I. Weindling. © The Korfund Co., inc.; 8Jul53; KK90282.
Vibration control for compressors. Sheet. Appl. author: Samuel L. Perlow. © The Korfund Co., inc.; 15Nov53; KK91426.
Vibration control for concrete foundations. Sheet. Appl. author: Joachim I. Weindling. © The Korfund Co., inc.; 15Nov53; KK91428.
Vibration control for engines. Sheet. Appl. author: Joachim I. Weindling. © The Korfund Co., inc.; 15Nov53; KK91427.
Vibration control for machine tools. Sheet. Appl. author: Joachim I. Weindling. © The Korfund Co., inc.; 23Sep53; KK90283.
- KRESGE, JOHN E., t.a. KRESGE FARM FOOD PACKERS. SEE Kresge Farm Food Packers.**

KRESGE FARM FOOD PACKERS.
Wos-Wit, Pennsylvania Dutch brand
chow chow. Contents 12 ozs.
Label. © John E. Kresge, t.a.
Kresge Farm Food Packers; 70ct53;
KK89691.

KRIEDEL, MORTON, AND LELAND S.
MCCLELLAND, d.b.a. M AND K ADVER-
TISING. SEE M and K Advertising.

KRUEGER (G.) BREWING COMPANY ©.
Krueger extra light, dry beer. Con-
tents 12 fl. oz. Label. Appl.
author: Heinz M. Glaeske.
© 150ct53; KK92270.

Krueger extra light, dry beer.
Contents 12 fl. oz. Label.

Appl. author: Heinz M. Glaeske.
© 300ct52; KK87944.

KUNKEL, BERNARD A. ©.
Marilyke modest dress. (Feminine
wearing apparel) © 2Jul53;
KK87957.

L

- L. L. M.
Scorpion Lil. (Plastic reproduction of a scorpion) Label. © Lauren L. Maxam, d.b.a. L. L. M.; 16Feb53; KK89562.
- LACHMAN (I.) AND SONS COMPANY ©.
The secrets of diamonds. 18 p. Appl. author: Raymond Lachman. © 1Sep53; KK90968.
- LA FRANCE PRODUCTIONS ©.
1953-1954 photographic Maskit & XMaskit. Film negative masks for making photo greeting cards ... Folder. Appl. author: Rene Joseph La France. © 19Aug53; KK88325.
- LALOS, ARTHUR H., STEVE G. KOKENES, AND ROBERT L. MANDRIS, sole owners, ARGUS ASSOCIATES, INC. SEE Argus Associates, inc.
- LANOTTE CHEMICAL PRODUCTS COMPANY ©.
LaMotte soil teskit color chart. Card. © 30Jun53; KK87038.
- LAMPKIN LABORATORIES, INC. ©.
Deviation calibrations for the micrometer frequency meter. 6 p. Appl. author: Guy Forest Lampkin. © 14Dec53; KK92223.
- LANDERS, FRARY AND CLARK ©.
Home for Christmas, a Universal tradition. (Home appliances) From Look, Dec. 15, 1953, p. 16-17. Appl. author: Goold and Tierney, inc. © 1Dec53; KK91628.
- On America's smartest tables. Universal Coffeematic. From the Saturday evening post, Sept. 19, 1953, p. 167. Appl. author: Goold & Tierney, inc. © 16Sep53; KK89236.
- LANE COMPANY.
Ann Blyth agrees, every girl needs a Lane [cedar chest] in her life. Happy birthday darling, our engagement, merry Christmas, wedding. From Modern screen, Nov. 1953, p. 30. Appl. author: Young & Rubicam, inc. © Lane Co. (in notice: The Lane Co., inc.); 9Oct53; KK91996.
- Ann Blyth agrees, every girl needs a Lane [cedar chest] in her life. Happy birthday darling, our engagement, shower, wedding. From Seventeen, Oct. 1953, p. 29. Appl. author: Young & Rubicam, inc. © Lane Co. (in notice: The Lane Co., inc.); 10Oct53; KK92000.
- Ann Blyth agrees, she'll know how much you love her, if you give her a Lane [cedar chest] From Life, Oct. 19, 1953, p. 4. Appl. author: Young & Rubicam, inc. © Lane Co. (in notice: The Lane Co., inc.); 16Oct53; KK91997.
- Ann Blyth agrees, there's no lovelier Christmas gift than a Lane [cedar chest] From Look, Dec. 1, 1953, p. 2 of cover. Appl. author: Young & Rubicam, inc. © Lane Co. (in notice: The Lane Co., inc.); 17Nov53; KK91999.
- Ask for the Christmas gift that magically gathers gifts. A Lane cedar chest. From Seventeen, Dec. 1953, p. 16. Appl. author: Young & Rubicam, inc. © Lane Co. (in notice: The Lane Co., inc.); 1Dec53; KK91998.
- Ask for the Christmas gift that makes dreams come true. A Lane cedar chest. From Seventeen, Nov. 1953, p. 29. Appl. author: Young & Rubicam, inc. © Lane Co. (in notice: The Lane Co., inc.); 1Nov53; 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.; 1Apr53; KK90139.
- 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; KK90122.
- For the one you love most ... a Lane cedar chest. From Life, May 18, 1953, p. 68-69. Appl. author: Young & Rubicam, inc. © The Lane Co.; 15May53; KK89174.
- From someone who loves you ... a Lane cedar chest. From Seventeen, May 1953, p. 26-27. Appl. author: Young & Rubicam, inc. © The Lane Co.; 1May53; KK89175.
- The gift the girl you live for longs for. Lane cedar chests. From Life, Aug. 3, 1953, p. 2 of cover. Appl. author: Young & Rubicam, inc. © The Lane Co.; 31Jul53; KK90123.
- Hint 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.; 1Sep53; KK90157.
- Look, so many ways to say I love you with a Lane cedar chest. From Life, Sept. 14, 1953, p. 163. Appl. author: Young & Rubicam, inc. © The Lane Co.; 11Sep53; KK90158.
- On the day you become engaged. Lane cedar chests. From Seventeen, Mar. 1953, p. 17. Appl. author: Young & Rubicam, inc. © The Lane Co.; 1Mar53; KK90128.
- The perfect Christmas gift for the one you love. A Lane cedar chest. From Life, Nov. 30, 1953, p. 10-11. Appl. author: Young & Rubicam, inc. © Lane Co. (in notice: The Lane Co., inc.); 27Nov53; KK91995.
- 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 Look, Nov. 17, 1953, p. 86. Appl. author: Young & Rubicam, inc. © Lane Co. (in notice: The Lane Co., inc.); 3Nov53; KK92006.
- The Valentine gift that gathers more gifts. A Lane cedar chest. From Seventeen, Jan. 1953, p. 3 of cover. Appl. author: Young & Rubicam, inc. © The Lane Co.; 1Jan53; KK87535.
- 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.; 6Mar53; KK90138.
- Why not start today on your someday plans? Lane cedar chests. From Seventeen, Aug. 1953, p. 17. Appl. author: Young & Rubicam, inc. © The Lane Co.; 1Aug53; KK90148.
- LANG (C. C.) AND SON, INC. ©.
Look at this double feature in 3D ... freshest kosher pickles in town. From the Times herald, Washington, July 2, 1953, p. 10. Appl. author: H. W. Buddemeier Co. © 2Jul53; KK87943.
- LANHAM, DONALD ©.
Indian neckerchief slide. Label. © 15Jun53; KK89369.
- LA PEARL, ROY, JR. ©.
The new sensational Sok-O-Ball. (Novelty toy) Folder. © 11Dec53; KK91779.
- Sok-O-Ball. (Novelty toy) Sheet. © Roy La Pearl, Jr.; 5Oct53; KK89692.
- LARRE LABORATORIES, INC. ©.
Doc Hokus Pokus. These days are gone. (Diaphragm) Pamphlet. Appl. author: O. L. Schmitt. © 10Aug53; KK88285.
- LA VIVE COMPANY ©.
La Vive, a precious lotion, for a precious few. Folder. Appl. author: Emanuel A. Piller. © 15Sep53; KK90530.
- LAWN-O-MATIC, INC. ©.
Introducing the Lawncruiser by Lawn-O-Matic. (Lawnmower) Sheet. Appl. author: John T. Leffler. © 20Aug53; KK89721.
- LAY (NAT) INC. ©.
Layfletch, the unit arrow fletching. 9/32 & 5/16 shaft size. 1 dozen. Label. © 18Jun53; KK88437.
- LAZY-U BARBECUE CORPORATION.
The Lazy-U barbecue. Pamphlet. Appl. author: Arthur James Hood. © The Lazy-U Barbecue Corp.; 15Aug53; KK89252.
- LEADER CARDS, INC.
Winstead weddings. (Paper stock for business cards & social announcements) Label. © Leader Cards, inc., Robert C. Wilke, Pres.; 12Jun53; KK87199.
- 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; KK87015.
- LEBOW BROTHERS, INC. ©.
Summer luxury by Lebow clothes. Comosilk, the most exciting addition to a man's summer wardrobe ... From Town & country, May 1952, p. 16-B. Appl. author: Henry J. Kaufman & Associates. © 1May52; KK87581.
- LEDERER, FREDERICK E., AND BENJAMIN M. LEVIN, JR., d.b.a. FREEZER QUEEN PRODUCTS COMPANY. SEE Freezer Queen Products Company.

- LEE (H. D.) COMPANY.
America works and plays in Lee. Farm family lives in America's most modern work clothes. From Farm journal, Oct. 1953, p. 28. Appl. author: William L. Spencer. © The H. D. Lee Co.; 14Sep53; KK89309.
- America works and plays in Lee. Hand-some work clothes do double duty. From Thrilling publications, Nov. 1953, p. 43. Appl. author: William L. Spencer. © The H. D. Lee Co.; 1Sep53; KK89107.
- America works and plays in Lee. Like most railroad men ... (Work clothes) From Locomotive engineers journal, Sept. 1953, p. 641. Appl. author: William L. Spencer. © The H. D. Lee Co.; 1Sep53; KK90475.
- America works and plays in Lee. Steel foreman and his family ... (Work clothes) From Life, Sept. 14, 1953, p. 197. Appl. author: William L. Spencer. © The H. D. Lee Co.; 11Sep53; KK89109.
- Back to school in Lee Riders. Authentic western cowboy pants and jackets. From Life, Aug. 17, 1953, p. 70. Appl. author: John H. Jackson, Jr. © The H. D. Lee Co.; 14Aug53; KK88242.
- Back to school in Lee Riders or Lee boys' overalls. From National 4-H news, Aug. 1953, p. 8. Appl. author: John J. Jackson, Jr. © The H. D. Lee Co.; 1Aug53; KK88072.
- Back to school in Lee Riders or Lee boys' overalls (just like dad's). From the Progressive farmer, Aug. 1953, p. 31. Appl. author: John H. Jackson, Jr. © The H. D. Lee Co.; 1Aug53; KK88147.
- Both your boys, grown-up or growing, they're both boys at heart ... (Pants, shirts and overalls) From Ladies' home journal, Sept. 1953, p. 124. Appl. author: William L. Spencer. © The H. D. Lee Co.; 30Aug53; KK88487.
- Change from Lee to Lee. At work and after work ... (Work clothes) From the Progressive farmer, Nov. 1953, p. 10. Appl. author: William L. Spencer. © The H. D. Lee Co.; 15Oct53; KK90410.
- Change from Lee to Lee. At work and after work ... (Work clothes, shirt & pants) From Farm and ranch, Nov. 1953, p. 39. Appl. author: William L. Spencer. © The H. D. Lee Co.; 10Oct53; KK90736.
- Clothing that makes work easier. Famous Lee overalls are made for comfortable action ... From Life, Oct. 26, 1953, p. 162. Appl. author: William L. Spencer. © The H. D. Lee Co.; 23Oct53; KK90411.
- For vacation, school, or anywhere. Lee riders or Lee boys' overalls. From the National future farmer, summer 1953, p. 43. Appl. author: John H. Jackson, Jr. © The H. D. Lee Co.; 1Jul53; KK87726.
- Good place to shop, Christmas time or any time. [5 models in store window] (Overalls, matched shirts & pants, cowboy pants & jackets) From Locomotive engineers journal, Dec. 1953, p. 4 of cover. Appl. author: William L. Spencer. © The H. D. Lee Co.; 1Dec53; KK92142.
- Good place to shop, Christmas time or any time. [4 models in store window] (Overalls, matched shirt & pants, cowboy pants) From Triple western, Jan. 1954, p. 25. Appl. author: W. L. Spencer. © The H. D. Lee Co.; 1Nov53; KK91938.
- Good place to shop, Christmas time or any time. [4 models in store window] (Work clothes, cowboy pants, matched shirts & pants) From the Progressive farmer, Dec. 1953, p. 10. Appl. author: W. L. Spencer. © The H. D. Lee Co.; 15Nov53; KK91484.
- Good place to shop, Christmas time or any time. [3 models in store window] (Overalls, matched shirt & pants, cowboy pants) From Argosy, Dec. 1953, p. 59. Appl. author: W. L. Spencer. © The H. D. Lee Co.; 20Nov53; KK91940.
- Good place to shop, Christmas time or any time. [3 models in store window] (Work clothes, cowboy pants, matched shirts & pants) From Life, Nov. 30, 1953, p. 132. Appl. author: W. L. Spencer. © The H. D. Lee Co.; 27Nov53; KK91445.
- Idea for Christmas. Lee clothes for every member of the family. (Cowboy pants) From Life, Dec. 7, 1953, p. 200. Appl. author: W. L. Spencer. © The H. D. Lee Co.; 4Dec53; KK91939.
- Leaders, champs, scouts everywhere pick the best. Lee Riders. Cowboy pants with the true western fit. From Boys' life, Nov. 1953, p. 68. Appl. author: William L. Spencer. © The H. D. Lee Co.; 25Oct53; KK90477.
- Miracle fabric developed 22 years ago for famous Lee work clothes. From Life, Nov. 9, 1953, p. 164. Appl. author: Arthur J. Gillespie. © The H. D. Lee Co.; 6Nov53; KK90910.
- Proved store-wide volume builder. America's most complete, highest quality work clothes line. From Daily news record, Oct. 9, 1953, p. 37. Appl. author: Arthur J. Gillespie. © The H. D. Lee Co.; 9Oct53; KK90222.
- So handsome. Good looks may not win the game for him ... (Shirt, pants, blue jeans) From Ladies' home journal, Nov. 1953, p. 196. Appl. author: William L. Spencer. © The H. D. Lee Co.; 28Oct53; KK90732.
- So important. Dressed just like the gang. Lee Riders. (Cowboy pants) From Ladies' home journal, Oct. 1953, p. 172. Appl. author: William L. Spencer. © The H. D. Lee Co.; 30Sep53; KK90052.
- Tex is a big 'un. Lee Riders. (Cowboy pants & jackets) From Farm and ranch, Oct. 1953, p. 32. © The H. D. Lee Co.; 10Sep53; KK89508.
- They look right because Lee Riders are genuine western cowboy pants ... From Boys' life, Oct. 1953, p. 36. Appl. author: William L. Spencer. © The H. D. Lee Co.; 25Sep53; KK89779.
- They look right, because Lee Riders are genuine western cowboy pants. Future Farmers of America attending the national convention. From the National Future Farmer, fall 1953, p. 39. Appl. author: William L. Spencer. © The H. D. Lee Co.; 10Oct53; KK89969.
- What kind of a job do you have? (Work clothes & cowboy pants) From Life, Oct. 12, 1953, p. 16. Appl. author: William L. Spencer. © The H. D. Lee Co.; 9Oct53; KK90476.
- LEHN AND FINK PRODUCTS CORPORATION ©.
Tussy Medicare anti-blemish set works wonders to help hide and heal blemishes. Folder. Appl. author: Tussy Cosmetiques. © 1Jul53; KK88430.
- LEIPOLD, JOHN W. ©.
Night and day safety visor. Poster. © 14Aug53; KK88208.
- LEKAS (NICHOLAS) CORPORATION ©.
Lekas best Feta-Crema. Net weight 1 lb. when packed. (Cheese) Label. Appl. author: Nicholas Lekas. © 4Aug53; KK88476.
- LEMERT ENGINEERING COMPANY, INC. ©.
Airflex hand riveter with rotating impact. Bulletin 85A. Appl. author: Jones & Taylor and Associates. © 3Aug53; KK87987.
- LENIZ TOOL MANUFACTURING COMPANY, INC. ©.
Tite-Em-Tite with thimble screw-drivers. Poster. Appl. author: Joe A. Leniz. © 1Jul53; KK88826.
- LENZ, ELLIS CHRISTIAN ©.
Rustproofing Glenzoil for bright metals. 3 fl. ozs. (Oil compound) Label. © 26Mar53; KK88622.
- LEPAGE (F. R.) BAKERY, INC. ©.
Country Kitchen white bread. Weight 1 lb. Label. Appl. author: Regis LePage. © 10Feb53; KK88490.
- LERMAN, LEONARD S., t.a. TEDCAR PRODUCTS COMPANY. SEE Tedcar Products Company.
- LEVER BROTHERS COMPANY ©.
Don't take morning mouth to work with you. Chlorodent toothpaste. [Woman in center holding newspaper] From New York world-telegram, June 9, 1953, p. 16. Appl. author: J. Walter Thompson Company. © 9Jun53; KK87137.
- Don't take morning mouth to work with you. Chlorodent toothpaste. [Woman in center with hand to right ear] From New York world-telegram, June 23, 1953, p. 14. Appl. author: J. Walter Thompson Company. © 23Jun53; KK87138.
- LEVERENTZ, PAUL W., sole owner KARL DISTRIBUTING COMPANY. SEE Karl Distributing Company.
- LEVIN, BENJAMIN M., JR., AND FREDERICK E. LEDERER, d.b.a. FREEZER QUEEN PRODUCTS COMPANY. SEE Freezer Queen Products Company.
- LEVINE, JACOB L. ©.
Pencil pointer weather barometer. c5-in-1 Blotter. © 28Sep53; KK89401.
- LEVINE, LEONARD, d.b.a. LIVING LETTERS. SEE Living Letters.
- LEVITT, D. J. ©.
Announcing a new credit unit ... A friendly, helpful loan and finance service. Sheet. © 23Jul53; KK87715.
- LEVY (HENRY S.) AND SONS, INC. ©.
Mouth-watering Levy's real Jewish rye [bread] with or without seeds. From the New York times, Nov. 9, 1953, p. 8. Appl. author: Doyle Dane Bernbach, inc. © 9Nov53; KK90654.
- Mouth-watering. Levy's real Jewish rye (with or without seeds) (Bread) From the New York times, Nov. 16, 1953, p. 53. Appl. author: Doyle Dane Bernbach, inc. © 16Nov53; KK90997.
- Mouth-watering. Levy's real Jewish rye (with or without seeds) (Bread) From the New York times, Nov. 24, 1953, p. 14. Appl. author: Doyle Dane Bernbach, inc. © 24Nov53; KK91172.

LEWAL INDUSTRIES, INC. ©
Amazing new Instant-Dip cleans silver
in seconds. From Chicago daily
tribune, Jan. 15, 1953, p. 10.
Appl. author: L. C. Gumbinner Ad-
vertising Agency. © 15Jan53;
KK87995.

No rubbing, just dip and rinse.
Amazing Instant-Dip cleans
silver in seconds. From the
Saturday evening post, Feb. 14,
1953, p. 128. Appl. author:
L. C. Gumbinner Advertising
Agency. © 11Feb53; KK87996.

LEWIS, firm.

Lewis precision litho ruling and
stripping attachment. Folder.
© William Ervin Lewis, d.b.a.
Lewis; 24Jul53; KK88975.

LEWIS, WILLIAM ERVIN, d.b.a. LEWIS.
SEE Lewis, firm.

LEWYT CORPORATION ©

Now, Lewyt makes even old rugs look
like new, with automatic 4-way
rug cleaning. (Vacuum cleaner)
From Life, Nov. 9, 1953, p. 7.
Appl. author: Hicks & Greist, inc.
© 6Nov53; KK91041.

Officially endorsed. New 1954 Lewyt,
the no-dust-bag-to-empty vacuum
cleaner. From the Saturday evening
post, Sept. 19, 1953, p. 142.
Appl. author: Hicks & Greist, inc.
© 16Sep53; KK89410.

Only the amazing new 1954 Lewyt, the
no dust bag to empty vacuum clean-
er, gives you automatic 4-way rug
cleaning. From the Saturday eve-
ning post, Dec. 12, 1953, p. 56.
Appl. author: Hicks & Greist, inc.
© 9Dec53; KK91909.

LIBBEY GLASS, division of OWENS-ILLI-
NOIS GLASS COMPANY. SEE Owens-Illi-
nois Glass Company.

LIBBY, MCNEILL AND LIBBY ©

Frozen diced potatoes for hash brown-
ing. Net weight 12 oz. Label.
© 28Aug53; KK89106.

Frozen fresh all green asparagus cut
spears. Net weight 10 oz. Label.
© 24Jun53; KK89963.

Frozen fresh black-eye peas. Net
weight 10 oz. Label. © 9Jun53;
KK89818.

Frozen fresh chopped broccoli. Net
weight 10 oz. Label. © 10Nov53;
KK91450.

Frozen fresh chopped turnip greens.
Net weight 12 ozs. Label.
© 26Nov51; KK89461.

Frozen fresh concentrate for limeade.
Makes 1 quart. Net 6 fl. oz. La-
bel. © 16Nov53; KK91671.

Frozen fresh golden sweet cream style
corn. Net weight 10 oz. Label.
© 9Nov53; KK91075.

Frozen fresh Hawaiian pineapple
chunks in syrup. Net 10 oz. La-
bel. © 2Apr53; KK90635.

Frozen fresh melon balls. Cantaloupe
and honeydew in light sirup. Net
weight 10 1/2 oz. Label.
© 8Sep53; KK90633.

Frozen fresh melon balls. Cantaloupe
and honeydew in light sirup. Net
weight 12 oz. Label. © 22Jul53;
KK88026.

Frozen fresh red raspberries in
syrup. Net 10 oz. Label.
© 28Jul53; KK89817.

Frozen fresh sliced strawberries
with sugar. Net 10 oz. Label.
© 1Jun53; KK90363.

Frozen fresh sliced yellow freestone
peaches in sugar sirup. Net weight
10 oz. Label. © 16Oct53; KK90786.

Frozen fruit cocktail in extra
heavy syrup. Net 10 oz. Label.
© 27Oct53; KK90667.

LIBBEY-OWENS-FORD GLASS COMPANY.

Corrulux shatterproof. (Plastic
building panel) Sheet. Appl. au-
thor: Robert N. Aylin. © Corrulux
Division, Libbey-Owens-Ford Glass
Co.; 6Nov53; KK90683.

Corrulux sidelights in metal build-
ings. (Plastic building panels)
Sheet. Appl. author: Robert N.
Aylin. © Corrulux Division,
Libbey-Owens-Ford Glass Co.;
6Nov53; KK91073.

Corrulux skylights. (Plastic build-
ing panels) Sheet. Appl. author:
Robert N. Aylin. © Corrulux Divi-
sion, Libbey-Owens-Ford Glass Co.;
6Nov53; KK90681.

How to build a woven Corrulux room
partition. (Plastic panel) Sheet.
Appl. author: Robert N. Aylin.
© Corrulux Division, Libbey-Owens-
Ford Glass Co.; 6Nov53; KK90685.

How to work wonders with Corrulux.
(Plastic building panel) Sheet.
Appl. author: Robert N. Aylin.
© Corrulux Division, Libbey-Owens-
Ford Glass Co.; 6Nov53; KK90682.

Shatterproof Corrulux, the trans-
lucent structural panel of un-
equalled quality. (Plastic build-
ing panel) Folder. Appl. author:
Robert N. Aylin. © Corrulux Divi-
sion, Libbey-Owens-Ford Glass Co.;
15Oct53; KK90712.

Woven Corrulux, shatterproof, trans-
lucent [plastic] panels, the new,
decorative miracle. Folder. Appl.
author: Robert N. Aylin. © Corru-
lux Division, Libbey-Owens-Ford
Glass Co.; 6Nov53; KK90684.

LIBERTY BUILDING COMPANY, d.b.a.
KELLOGG PARK. SEE Kellogg Park.

LIBERTY ORCHARDS COMPANY.

Aplets and Cotlets. Camp fire girls.
The unique fruit-nut confections
of the far west. Net weight 13
ounces. Label. © Liberty Orchards
Co., a firm composed of M. S. Bala-
ban, R. D. Odabashian & Elizabeth
Taylor; 13Nov53; KK91147.

LIEBENOW, JULIUS GUSTAV ©

Miehles converted to cutters & creas-
ers. (Printing machinery) Folder.
© 13Jul53; KK87756.

LIEBEMANN BREWERIES, INC. ©

The biggest jury in the world gives
its verdict every day. Rheingold
extra dry is beer as beer should
taste. From New York post, July
28, 1953, p. 15. Appl. author:
Foote, Cone & Belding. © 28Jul53;
KK90589.

Brew it like Rheingold. cExecutive
seated at desk, older man standing
before him; hunting print in back-
ground. From New York post, Aug.
24, 1953, p. 11. Appl. author:
Foote, Cone & Belding. © 24Aug53;
KK90585.

Brew it like Rheingold. [Man seated
at desk, talking to executive, por-
trait in background] From the New
York times, June 9, 1953, p. 54C.
Appl. author: Foote, Cone & Beld-
ing. © 9Jun53; KK90573.

In 1951 it was more than 2 to 1 ...
Now Rheingold extra dry leads all
other beers put together by more
than 4 to 1. From New York journal
American, July 16, 1953, p. 34.
Appl. author: Foote, Cone & Beld-
ing. © 16Jul53; KK91202.

It's Miss Rheingold election time.
[Man's & woman's hand taking bal-
lots from box] From Connecticut
beverage journal blue book, Sept.
1953, p. 127. Appl. author:
Foote, Cone & Belding. © 1Sep53;
KK89210.

It's Miss Rheingold election time.
[Miss Rheingold 1953 on yacht]
From Connecticut beverage journal
blue book, Aug. 1953, p. 121.
Appl. author: Foote, Cone & Beld-
ing. © 1Aug53; KK89012.

July was an extra dry month, in more
ways than one. Rheingold extra dry
lager beer. [Clock with weather
forecast] From the New York times,
Aug. 7, 1953, p. 34C. Appl. au-
thor: Foote, Cone & Belding.
© 7Aug53; KK90574.

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. au-
thor: Foote, Cone & Belding.
© 1Jul53; KK89013.

My beer is Rheingold, the dry beer,
says Dick Powell. From Cue, June
6, 1953, p. 40. Appl. author:
Foote, Cone & Belding. © 4Jun53;
KK88764.

My beer is Rheingold, the dry beer,
says Hoagy Carmichael. From New
York post, June 22, 1953, p. 27.
Appl. author: Foote, Cone & Beld-
ing. © 22Jun53; KK90575.

My beer is Rheingold, the dry beer,
says Irene Dunne. From Cue, July
11, 1953, p. 3. Appl. author:
Foote, Cone & Belding. © 9Jul53;
KK90803.

My beer is Rheingold, the dry beer,
says Joanne Dru. From Daily mir-
ror, New York, Aug. 10, 1953, p. 9.
Appl. author: Foote, Cone & Beld-
ing. © 10Aug53; KK90583.

My beer is Rheingold, the dry beer,
says John Payne. From New York
world-telegram and sun, Sept. 28,
1953, p. 32. Appl. author: Foote,
Cone & Belding. © 28Sep53;
KK91151.

My beer is Rheingold, the dry beer,
says Mary Austin, Miss Rheingold
1953. [Cruiser scene; man inside
looking out] From New York journal
American, July 18, 1953, comic sec-
tion. Appl. author: Foote, Cone &
Belding. © 18Jul53; KK91157.

My beer is Rheingold, the dry beer,
says Mary Austin, Miss Rheingold
1953. [Cruiser scene, Mary Austin
with 4 people] From New York jour-
nal American, Aug. 3, 1953, p. 12.
Appl. author: Foote, Cone & Beld-
ing. © 3Aug53; KK91150.

My beer is Rheingold, the dry beer,
says Mary Austin, Miss Rheingold
1953. [Garden scene] From New
York post, June 1, 1953, p. 33.
Appl. author: Foote, Cone & Beld-
ing. © 1Jun53; KK90584.

My beer is Rheingold, the dry beer,
says Mary Austin, Miss Rheingold
1953. [Mary Austin with bears]
From Cue, June 27, 1953, p. 4 of
cover. Appl. author: Foote, Cone
& Belding. © 25Jun53; KK87556.

My beer is Rheingold, the dry beer,
says Mary Austin, Miss Rheingold
1953. [Mary Austin with French
poodles] From Sunday mirror, New
York, June 7, 1953, p. 24. Appl.
author: Foote, Cone & Belding.
© 7Jun53; KK90580.

LIEBMANN BREWERIES, INC. © Cont'd.

My beer is Rheingold, the dry beer, says Mary Austin, Miss Rheingold 1953. [Mary Austin with guitar] From New York post, June 21, 1953, comic section. Appl. author: Foote, Cone & Belding. © 21Jun53; KK90588.

My beer is Rheingold, the dry beer, says Mary Austin, Miss Rheingold 1953. [Mary Austin with retrievers] From Sunday mirror, New York, Aug. 23, 1953, magazine section. Appl. author: Foote, Cone & Belding. © 23Aug53; KK90590.

My beer is Rheingold, the dry beer, says Mary Austin, Miss Rheingold 1953. [Mary Austin with retrievers] From the New York times, Sept. 7, 1953, p. 30. Appl. author: Foote, Cone & Belding. © 7Sep53; KK91158.

My beer is Rheingold, the dry beer, says Mary Austin, Miss Rheingold 1953. [Miss Rheingold with bears] From Sunday mirror magazine, June 21, 1953, p. 20. Appl. author: Foote, Cone & Belding. © 21Jun53; KK91156.

My beer is Rheingold, the dry beer, says Mary Austin, Miss Rheingold 1953. [Miss Rheingold with bears; lounge scene] From New York post, July 6, 1953, p. 13. Appl. author: Foote, Cone & Belding. © 6Jul53; KK90582.

My beer is Rheingold, the dry beer, says Mary Austin, Miss Rheingold 1953. [Western scene] From Daily mirror, New York, Aug. 17, 1953, p. 9. Appl. author: Foote, Cone & Belding. © 17Aug53; KK90579.

My beer is Rheingold, the dry beer, says Nanette Fabray. From Daily mirror, New York, June 29, 1953, p. 11. Appl. author: Foote, Cone & Belding. © 29Jun53; KK90578.

My beer is Rheingold, the dry beer, says Rhonda Fleming. From New York world-telegram and sun, Sept. 21, 1953, p. 14. Appl. author: Foote, Cone & Belding. © 21Sep53; KK91163.

My beer is Rheingold, the dry beer, says Robert Cummings. From New York post, July 13, 1953, p. 17. Appl. author: Foote, Cone & Belding. © 13Jul53; KK90577.

My beer is Rheingold, the dry beer, says Ruth Hussey. From Daily mirror, New York, July 20, 1953, p. 11. Appl. author: Foote, Cone & Belding. © 20Jul53; KK90581.

My beer is Rheingold, the dry beer, says Wanda Hendrix. From Daily mirror, New York, June 15, 1953, p. 9. Appl. author: Foote, Cone & Belding. © 15Jun53; KK90587.

My beer is Rheingold, the dry beer, says Wendell Corey. From the New York times, Aug. 28, 1953, p. 36. Appl. author: Foote, Cone & Belding. © 28Aug53; KK90586.

Our beer is Rheingold, the dry beer, say Mr. and Mrs. Glenn Ford. From the New York times, June 5, 1953, p. 46. Appl. author: Foote, Cone & Belding. © 5Jun53; KK90576.

We cannot compete with Mr. Webster. Rheingold extra dry lager beer. From New York world-telegram and sun, Sept. 14, 1953, p. 34. Appl. author: Foote, Cone & Belding. © 14Sep53; KK91161.

We're aiming at your customers. Douglas Fairbanks, Jr. presents ... [Miss Rheingold 1953 on duck hunt] From Connecticut beverage journal

blue book, Nov. 1953, p. 151. Appl. author: Foote, Cone & Belding. © 1Nov53; KK91159.

Who will be Miss Rheingold 1954? From New York journal American, Aug. 15, 1953, comic section. Appl. author: Foote, Cone & Belding. © 15Aug53; KK91198.

Who will be Miss Rheingold 1954? From Sunday mirror magazine, Sept. 13, 1953, p. 12-13. Appl. author: Foote, Cone & Belding. © 13Sep53; KK91162.

Your selling season is 12 months long. [Miss Rheingold 1953 with pumpkin] From Connecticut beverage journal blue book, Oct. 1953, p. 163. Appl. author: Foote, Cone & Belding. © 10Oct53; KK90069.

LIEBOWITZ, BENJAMIN ©

Endsdown instruction manual for dress shirt collars (fused and soft) Pamphlet. © 17Sep53; KK91039.

LIFE RESEARCH CORPORATION ©

Complete balanced meals. Wey Rite, the scientific, safe, effective reducing food. Net contents 18 ounces. Label. © 21Jul53; KK88457.

Now read about this new reducing and weight control method. Wey-Rite. Folder. © 15Aug53; KK89557.

LIGGETT AND MYERS TOBACCO COMPANY ©

Chesterfield sure sold me ... Jack Webb. From Vend, Aug. 1953, p. 54. Appl. author: Cunningham & Walsh, inc. © 3Aug53; KK88374.

Choice of young America. College scene: Chesterfield cigarettes. Appl. author: Cunningham & Walsh, inc. © 19Sep53; KK89594.

Choice of young America. College scene: Chesterfield cigarettes. From Tan, Oct. 1953, p. 4 of cover. Appl. author: Cunningham & Walsh, inc. © 15Sep53; KK89979.

Choice of young America for the fifth straight year. Chesterfield cigarettes. Appl. author: Cunningham & Walsh, inc. © 19Oct53; KK91311.

Choice of young America. Rosella Lawrence. Chesterfield cigarettes. Appl. author: Cunningham & Walsh, inc. © 15Jul53; KK87623.

From Hollywood to Broadway, smokers by the thousands now changing to Chesterfield. Deborah Kerr. Appl. author: Cunningham & Walsh, inc. © 9Nov53; KK91916.

I find new L & M filters just what the doctor ordered. Helen Hayes. From New York times, Oct. 26, 1953. Appl. author: Cunningham & Walsh, inc. © 26Oct53; KK90414.

Like I tell you on Dragnet ... Jack Webb. Chesterfield cigarettes. From New York times, Oct. 26, 1953. Appl. author: Cunningham & Walsh, inc. © 26Oct53; KK90413.

Low in nicotine, highest in quality. Ben Hogan. Chesterfield cigarettes. From the Sporting news, Sept. 9, 1953. Appl. author: Cunningham & Walsh, inc. © 9Sep53; KK89119.

Low in nicotine, highest in quality. Monte Irvin. Chesterfield. Appl. author: Cunningham & Walsh, inc. © 20Oct53; KK91310.

Low in nicotine, highest in quality. Robin Roberts. Chesterfield cigarettes. From the Sporting news, Aug. 26, 1953, p. 4 of cover. Appl. author: Cunningham & Walsh, inc. © 26Aug53; KK88592.

Low in nicotine, highest in quality. Stan Musial. Chesterfield ciga-

rettes. From the Sporting news, Sept. 2, 1953. Appl. author: Cunningham & Walsh, inc. © 2Sep53; KK88730.

Maurice Evans says, L & M filters are just what the doctor ordered. From Daily news, New York, Nov. 9, 1953, p. 37. Appl. author: Cunningham & Walsh, inc. © 9Nov53; KK91299.

Only our Chesterfields give you proof of low nicotine, highest quality, a proven record with smokers. Arthur Godfrey. From True confessions, Jan. 1954, p. 4 of cover. Appl. author: Cunningham & Walsh, inc. © 15Nov53; KK91759.

The record I'm most proud of, Chesterfield's proven record with smokers. Perry Como. Appl. author: Cunningham & Walsh, inc. © 17Nov53; KK91312.

Rosalind Russell says, L & M filters are just what the doctor ordered. From the New York times, Nov. 2, 1953. Appl. author: Cunningham & Walsh, inc. © 2Nov53; KK91300.

Smokers by the thousands now changing to Chesterfield. Arthur Godfrey. From New York world telegram, Oct. 19, 1953. Appl. author: Cunningham & Walsh, inc. © 19Oct53; KK90415.

Smokers by the thousands now changing to Chesterfield. [Christmas ad] From Ebony, Dec. 1953. Appl. author: Cunningham & Walsh, inc. © 10Nov53; KK91298.

Smokers by the thousands now changing to Chesterfield ... [Hands] 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. Helen O'Connell. From Daily news, New York, Oct. 5, 1953, p. 31. Appl. author: Cunningham & Walsh, inc. © 5Oct53; KK89980.

Smokers by the thousands now changing to Chesterfield. Yogi Berra. From the Sporting news, Sept. 30, 1953. Appl. author: Cunningham & Walsh, inc. © 30Sep53; KK89981.

This Christmas send an armful of Chesterfields. Arthur Godfrey. From the American legion magazine, Sept. 1953, p. 4 of cover. Appl. author: Cunningham & Walsh, inc. © 1Sep53; KK88591.

To all smokers of filter tips. Just what the doctor ordered. L & M filters. From New York herald tribune, Nov. 23, 1953. Appl. author: Cunningham & Walsh, inc. © 23Nov53; KK91760.

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; KK90205.

To all smokers of filter tips, this is it. The right length, the right size. L & M filters. From Daily news, New York, Oct. 19, 1953, p. 31. Appl. author: Cunningham & Walsh, inc. © 19Oct53; KK90412.

Years ahead of them all. Ben Hogan. Chesterfield cigarettes. From the Sporting news, July 22, 1953, p. 4 of cover. Appl. author: Cunningham & Walsh, inc. © 22Jul53; KK87794.

Years ahead of them all. Chesterfield cigarettes. Regular and king-size packages. Appl. author: Cunningham & Walsh, inc. © 25Jul53; KK88508.

- Years ahead of them all. Eddie Mathews, leading home run hitter ... Chesterfield cigarettes. From the Sporting news, Aug. 19, 1953. Appl. author: Cunningham & Walsh, inc. © 19Aug53; KK88509.
- Years ahead of them all. Eddie Mathews, sensational 3rd baseman ... Chesterfield cigarettes. From the Sporting news, July 15, 1953, p. 1. Appl. author: Cunningham & Walsh, inc. © 15Jul53; KK87622.
- Years ahead of them all. Paul Douglas. Chesterfield cigarettes. From the Sporting news, Aug. 5, 1953. Appl. author: Cunningham & Walsh, inc. © 5Aug53; KK88170.
- Years ahead of them all. Phil Rizzuto. Chesterfield cigarettes. From the Sporting news, Aug. 12, 1953. Appl. author: Cunningham & Walsh, inc. © 12Aug53; KK88510.
- Years ahead of them all. Vera Francis. Chesterfield cigarettes. From Tan, Nov. 1953, p. 4 of cover. Appl. author: Cunningham & Walsh, inc. © 15Oct53; KK90204.
- LILY-TULIP CUP CORPORATION ©.**
Leaf design plate 2. (Paper plate) © 16Mar53; KK87928.
Leaf design, plate 3. (Paper plates) Label. © 3Jun53; KK87656.
Lily big drink container, no. 16. 725. Brock's Ice Cream Bar. 42260. [Plaid design] (Paper cups and food containers) © 22Mar52; KK87930.
Lily cold drink cup. cLeaf design with alternating double and single concentric circles; (Paper cups and containers) Label. © 30Jan53; KK87655.
Lily cups. cSno-ball design; (Paper cups and containers) Label. © 21Apr53; KK87654.
Snowflake design, no. 5-5. (Paper cups and food containers) Label. © 16Feb53; KK89260.
- LINICK, MINNIE, d.b.a. MACCO INDUSTRIES.** SEE Macco Industries.
- LIPPINCOTT (J. B.) COMPANY ©.**
Study guide for clinical nursing. Card. Appl. author: Ellie W. Bacon. © 28May53; KK86978.
- LIPTON (THOMAS J.) INC. ©.**
48 Lipton tea bags. Net wt. 3 3/4 ozs. cRed, yellow, white, blue cartons; Label. © 9Sep53; KK88863.
48 Lipton tea bags. The brisk tea. Net wt. 3 3/4 ozs. cRed, yellow, white, black cartons; Label. © 5Oct53; KK90043.
Lipton chicken noodle soup; a prepared soup mix. 3 packages. Net weight 2 1/8 oz. each. Label. © 1Nov52; KK68167.
Lipton chicken noodle soup; a prepared soup mix. 2 1/8 ounces net wt. Label. © 1Nov52; KK88168.
Lipton cream style celery soup. Code no. P64-83. Label. © 7Oct53; KK90041.
Lipton cream style celery soup. Net wt. 1 5/8 oz. Code [no.] P-64. Label. © 7Oct53; KK90042.
Lipton french style onion soup. Code no. 63-73. Label. © 17Aug53; KK88694.
Lipton noodle soup; a prepared soup mix. 3 packages. Net weight 2 1/8 oz. each. Label. © 1Sep51 (in notice: 1950); KK88169.
Lipton onion soup. Makes 4 to 6 servings. cCode no. 63. Label. © 28Jul53; KK87822.
Lipton tea. 1/2 pound net weight. Label. © Thomas J. Lipton, inc.; 23Sep53; KK89696.
Lipton tea. Save 10¢ on regular price of this package. 1/2 pound net weight. Label. © 17Sep53; KK89647.
Lipton tomato vegetable soup with noodles. Contains 3 packages. Net wt. 2 oz. each. [Code no.] 62-43. Label. © 13Aug53; KK88692.
Lipton tomato vegetable soup with noodles. Net wt. 2 oz. [Code no.] P-62. Label. © 13Aug53; KK88693.
100 Lipton tea bags. Net wt. 8 ozs. Label. © 15Sep53; KK89648.
16 Lipton tea bags. Net wt. 1 1/4 ozs. Label. © 2Sep53; KK88862.
- LISTO PENCIL CORPORATION ©.**
Cut pricing time with Listo, the marking pencil that writes on everything. From Chain store age, Mar. 1953, p. 181. Appl. author: Robert P. Hoffman. © 28Feb53; KK87029.
- LIVING LETTERS.**
Living letters. (Greeting card leaflets) Sheet. Appl. authors: Herman Fishman & Maurice Lebanon Gimbel. © Leonard Levine, d.b.a. Living Letters; 2Apr53; KK88778.
- LOCAL TRADEMARKS, INC. ©.**
Bill Ding. Turn the dial and you'll see, I've a message on T.V. (Mat) Sheet. © 10Dec53; KK92048.
Bill Ding's business is building business. Dress up your newspaper ads ... Bill Ding spots. Sheet. © 14Aug53; KK88289.
Fuel Kids introductory ads. (Mat) Sheet. © 10Dec53; KK92050.
Little Plumber introductory ads. (Mat) Sheet. © 10Dec53; KK92049.
Little Plumber. Your name, address, phone number. (Decal) Label. © 4Aug53; KK88166.
Local Trademarks promotes National newspaper week. (Advertising mats) Folder. © 27Aug53; KK89321.
Teaser ads, reminder ads, opening ad. Get Bill Ding off to a hard selling campaign. (Mats) Sheet. © 2Nov53; KK90829.
- LODGE AND SHIPLEY COMPANY.**
Lodge & Shipley Copymatic lathes. 15 p. Appl. author: Samuel Schindler. © The Lodge & Shipley Co.; 1Aug53; KK88769.
The new Lodge & Shipley Dual Tracer lathes. Folder. Appl. author: Samuel Schindler. © The Lodge & Shipley Co.; 1Aug53; KK88768.
- LOGUE, 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; KK88036.
- LOMA PLASTICS, INC.**
Another classic beauty houseware. (Plastic silverware tray) Label. Appl. author: Louis H. Barnett. © 10Feb53; KK89706.
Catch all tray; houseware. (Plastic silverware tray) Label. Appl. author: Louis H. Barnett. © 15Mar53; KK89705.
- LONG (W. E.) COMPANY.**
Be Holsum, look Holsum, buy Holsum. Enjoy your favorite foods with added Holsum flavor. Here is bread ... From Marion leader-tribune, Marion, Ind., Dec. 11, 1951, p. 9. Appl. author: W. L. Goodman. © The W. E. Long Co.; 11Dec51; KK89712.
Be Holsum, look Holsum, buy Holsum. Get the most for your money in bread ... From the Shreveport times, Nov. 16, 1951, p. 4. Appl. author: W. L. Goodman. © The W. E. Long Co.; 16Nov51; KK89714.
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. L. Goodman. © The W. E. Long Co.; 4Dec51; KK89711.
Loss control starts with cost control. (Accounting system) Pamphlet. © The W. E. Long Co.; 8Sep53; KK88729.
Surprise your family with new flavor. Be Holsum, look Holsum, buy Holsum. (Bread) From Olney daily mail, Olney, Ill., May 31, 1951, p. 7. Appl. author: W. L. Goodman. © The W. E. Long Co.; 31May51; KK89713.
- LORD-TABER COMPANY, INC. ©.**
Farm-A-Larm multi-circuit automatic fire detection system. Sheet. Appl. author: Huguenin Co. © 1Jun53; KK88049.
New Hom-A-Larm automatic fire detection system, especially designed for residence property. Sheet. Appl. author: Huguenin Co. © 1Jun53; KK88050.
- LORILLARD (P.) COMPANY ©.**
Which 1 of the country's leading 27 cigarettes should you smoke? Kent cigarettes. From Life, June 15, 1953, p. 110-111. Appl. author: Young & Rubicam, inc. © 12Jun53; KK89157.
- LOS ANGELES SOAP COMPANY ©.**
Double trouble from detergents. We're the McNeill twins, Gregory and Darlene. White King soap. From American weekly (Los Angeles examiner) Sept. 20, 1953, p. 26. Appl. author: Raymond R. Morgan. © 20Sep53; KK89457.
Hollie Shultz is one of thousands of women who say, I prefer White King's real soapsuds over no-rinse chemicals. Scotch cleanser. From the American weekly magazine (Los Angeles examiner) Aug 23, 1953, p. 10. Appl. author: Raymond R. Morgan. © 23Aug53; KK88436.
I battle ranch dirt with my automatic. White King water softener [and] soap. Lois Kleck. From the American weekly (Los Angeles examiner), Dec. 13, 1953, p. 8. Appl. author: Raymond R. Morgan. © 13Dec53; KK92144.
I love White King soap. From American weekly (Los Angeles examiner) Nov. 15, 1953, p. 18. Appl. title: The bride. Appl. author: Raymond R. Morgan. © 15Nov53; KK91081.
White King fine facial soap. Label. © 15Dec53; KK92216.
White King foam action cleanser. Net wt. 1 1/4 oz. Label. © 7Dec53; KK92217.
White King hard water soap. Cocoa almond. Label. © 9Oct53; KK90513.

- LOS ANGELES SOAP COMPANY ©. Cont'd.
White King hard water soap. Cocoa lemon. Label. © 90Oct53; KK90512.
White King soap offers you a bigger-better bulb bargain. Yours, a rain-bow ranunculus garden. From the American weekly (Los Angeles examiner) Oct. 18, 1953, p. 19. Appl. author: Raymond R. Morgan. © 180Oct53; KK90535.
- LOS MORALES FOOD PRODUCTS ©.
Los Morales spanish red chile sauce. Contents 15 oz. avoir. Label. Appl. author: Frederick James Ridge. © 15Jun53; KK92052.
- LOWE (JOE) CORPORATION ©.
Fresher Freez deluxe baked goods by Jo-Lo. Label. Appl. author: Richard H. Cross. © 270Oct53; KK90493.
- LUCKOFF AND WAYBURN, INC. ©.
De luxe jewelry ad-mat service. July 1953. © 26Jun53; KK87002.
Aug. 1953. © 17Jul53; KK87747.
Sept. 1953. © 18Aug53; KK88743.
Oct. 1953. © 25Sep53; KK89649.
Nov. 1953. © 22Oct53; KK90785.
Dec. 1953. © 24Nov53; KK91468.
- LUCKY CALENDAR COMPANY, INC.
Here is your Acme lucky calendar. (General food products) Appl. author: M. J. Cassidy, Jr. © The Lucky Calendar Co., inc.; 1Sep53; KK89110.
- LUCKY LAGER BREWING COMPANY ©.
It's Lucky when you live in the United States. From Caliente herald, Sept. 24, 1953, p. 4. Appl. author: Robert Footman. © 24Sep53; KK91314.
It's Lucky when you live in the U. S. A. From Northern Yavapai record, Sept. 11, 1953, p. 2. Appl. author: Robert Footman. © 11Sep53; KK91313.
- LUDFORD FRUIT PRODUCTS, INC. ©.
Hollywood old fashioned keg type root beer. Contents one full quart. Label. © 25Aug53; KK91065.
Win a new \$300 Westinghouse laundromat in the White King soap \$72,000 washing machine contest. From American weekly magazine (Los Angeles examiner) July 26, 1953, p. 18. Appl. author: Raymond R. Morgan. © 26Jul53; KK87880.

- LUKENS STEEL COMPANY ©.
Equip for new profits. The motion picture story of the benefits of clad steel equipment. Folder. © 13May53; KK87974.
The factory that folded in a week. Folder. © 11Sep53; KK89511.
A guide for your use of the new sales film on clad steel equipment. Equip for new profits. 10 p. © 14May53; KK88299.
Heads at your fingertips. Lukens current head stock list. Lukens stock heads at your fingertips. © 1Jun53; KK88296.
Heads or tales? Heads in stock and ready to ship. Folder. © 3Aug53; KK88297.
How to get a head in a hurry. Lukens current head stock list. Folder. © 27Aug53; KK88489.
Lukens alloy steel plate extras. Pamphlet. © 1Jun53; KK87912.
Lukens carbon steel plate extras. Pamphlet. © 11May53; KK87913.
Lukens clad steel price differentials. Pamphlet. © 1Jun53; KK87914.
Lukens current head stock list. Heads ready for immediate shipment to you. © 1Jul53; KK88298.
Lukens current head stock list. Heads ready for immediate shipment to you. For your convenience ... Folder. © 2Nov53; KK90602.
Lukens stock heads at your fingertips. 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 showroom arrangement kit. Sheet. © 8May53; KK87979.
Not a one shot proposition. Lukenweld rolls boost production on first order. (Drier rolls) Folder. © 17Apr53; KK87973.
A poor head for business. Sheet. © 22May53; KK87977.
Repeat performance. Lukenweld driers give fifty percent more production per roll. Folder. © 20Jul53; KK88295.
Repeat that please? Lukenweld rolls net a 25 o/o production increase

- on first order. (Drier rolls) Folder. © 27Mar53; KK87972.
The vice president who was infallible. Folder. © 11Sep53; KK89510.
Weld strength calculator. © 18May53; KK87978.
- LUMA-RIM CORPORATION ©.
All the wheels go for Luma-Rim 'cause it makes the nicest trim. (Reflective wheel trim) Appl. author: Robert S. Coombs. © 1Jun53; KK88042.
Make your car look nice and trim. Dress it up with Luma-Rim. (Safety devices) Appl. author: Robert S. Coombs. © 10Oct53; KK92212.
Protect your child with See-A-Bike safety device. Sheet. Appl. author: Robert S. Coombs. © 10Oct53; KK92213.
- LUMBER DEALERS SERVICE COMPANY, INC. ©.
Listen every weekday morning ... to Pat Dunn, the singing lumberman ... buy with confidence. From the Ottawa herald, Ottawa, Kan., Sept. 21, 1953, p. 4. Appl. author: Gardner Reames. © 21Sep53; KK89703.
- LYON, NORMA MADGE, AND CLEMMA LUCILLE HUNT, d.b.a. LYON-HUNT. SEE Lyon-Hunt.
- LYON-HUNT.
Sea Drift stationery. Label. © Norma Madge Lyon and Clemma Lucille Hunt, d.b.a. Lyon-Hunt; 4Aug53; KK88263.
- LYON METAL PRODUCTS, INC. ©.
Beautiful kitchens by Lyon. (Kitchen cabinets) Pamphlet. Appl. author: David Kenneth Powelson. © 1Jul53; KK88130.
- LYONS, ELSIE JUNE.
Burpette; mother's shoulder protector. Sheet. © Mrs. E. S. Lyons; 23Oct53; KK90220.
- LYSEN, KERMIT V., sole owner THE LYSEN COMPANY. SEE Lysen Company.
- LYSEN COMPANY.
The Ly-Co car-top carrier. (Automobile accessory) Sheet. © Kermit V. Lysen, sole owner, The Lysen Co.; 15Sep53; KK90555.

M

- M AND K ADVERTISING.**
Jewelry service. Pamphlet.
© Leland S. McClelland & Morton
Kriedel, d.b.a. M & K Adv.;
13Jul53; KK88784.
Prices are low. 301-360. Calendar.
© Leland S. McClelland & Morton
Kriedel, d.b.a. M & K Advertising;
27Oct53; KK91780.
- M AND R DIETETIC LABORATORIES, INC. ©**
All Springfield cheers the amazing
new dairy miracle. Instant Pream.
From Illinois State register,
Springfield, Ill., Oct. 22, 1953,
p. 37. Appl. author: Benton &
Bowles, inc. © 22Oct53; KK90701.
Amazing new dairy miracle; instant
Pream. From San Francisco call-
bulletin, Aug. 13, 1953, p. 17.
Appl. author: Benton & Bowles, inc.
© 13Aug53; KK88877.
Decatur acclaims biggest new dairy
discovery. Instant Pream. From
the Decatur review, Nov. 20, 1953,
p. 20. Appl. author: Benton &
Bowles, inc. © 20Nov53; KK91937.
Have you discovered instant Pream?
(Dairy product) From San Francisco
call-bulletin, Aug. 20, 1953, p.
22. Appl. author: Benton & Bowles,
inc. © 20Aug53; KK88878.
Hurry, redeem your Pream coupon.
(Dairy product) From Des Moines
tribune, Oct. 1, 1953, p. 39.
Appl. author: Benton & Bowles, inc.
© 1Oct53; KK89741.
Hurry, redeem your Pream coupon now.
(Dairy product) From the Lima
news, Oct. 28, 1953, p. 17. Appl.
author: Benton & Bowles, inc.
© 28Oct53; KK90482.
Hurry shoppers of Decatur and Macon
county, redeem your Pream coupon
now. (Dairy product) From De-
catur herald review, Oct. 29, 1953,
p. 17. Appl. author: Benton & Bow-
les, inc. © 29Oct53; KK91118.
It's coming to you tomorrow. Free
full-size can of Pream. (Dairy
product) From Lima news, Oct. 21,
1953, p. 8. Appl. author: Benton
& Bowles. © 21Oct53; KK90318.
Springfield applauds amazing new
dairy miracle. Instant Pream. From
Illinois State register, Spring-
field, Ill., Oct. 29, 1953, p. 38.
Appl. author: Benton & Bowles.
© 29Oct53; KK90604.
Today the mailman has a present for
you. Free full-size can of Pream.
(Dairy product) From Lima news,
Oct. 20, 1953, p. 13. Appl. au-
thor: Benton & Bowles. © 20Oct53;
KK90317.
Try Pream at half price. 15¢ off on
this amazing new dairy miracle.
From Des Moines tribune, Sept. 30,
1953, p. 3. Appl. author: Benton
& Bowles, inc. © 30Sep53; KK89745.
Whatever you use to cream your coffee
now, you'll prefer instant Pream.
(Dairy product) From San Francisco
call-bulletin, Sept. 24, 1953, p.
24. Appl. author: Benton & Bowles,
inc. © 24Sep53; KK89380.
- M AND R LABORATORIES ©**
Checks and balances in infant nutri-
tion. 1. cCode no. 3120226.18.
(Pharmaceuticals) Folder. Appl.
author: William Douglas McAdams,
inc. © 1Sep53; KK88660.
- Checks and balances in infant nutri-
tion. 3. cCode no. 3120226.20.
(Pharmaceuticals) Folder. Appl.
author: William Douglas McAdams,
inc. © 8Oct53; KK90977.
Milk measure 1953, 2 1/2 quarts in a
gallon. In contrast the price
of Similac has stayed put.
(Pharmaceuticals) Folder. Appl.
author: William Douglas McAdams,
inc. © 4Aug53; KK88044.
The milk of mammals. 9. Chimpanzee
milk. [Code no.] 2110228.20.
(Pharmaceuticals) Sheet. Appl.
author: William Douglas McAdams,
inc. © 21Sep53; KK89270.
Physiologic specificity and optimal
nutrition for the newborn of the
species. [Code no.] 350311.02.
(Pharmaceuticals) Folder. Appl.
author: William Douglas McAdams,
inc. © 10Dec53; KK91891.
What is a fluid ounce of prevention
worth? Similac powder. [Code no.]
3125237.07. (Pharmaceuticals)
Folder. Appl. author: William
Douglas McAdams, inc. © 21Sep53;
KK89269.
When maternal anxiety distorts the
image. 5. Skin too hairy. [Code
no.] 3110-228.18. (Pharmaceuti-
cals) Sheet. Appl. author: Wil-
liam Douglas McAdams, inc.
© 1Sep53; KK88659.
When maternal anxiety distorts the
image. 6. Baby's first sneeze.
[Code no.] 3110228.19. (Pharma-
ceuticals) Sheet. Appl. author:
William Douglas McAdams, inc.
© 1Sep53; KK88661.
- MCCLELLAND, LELAND S., AND MORTON
KRIEDEL, d.b.a. M AND K ADVERTISING.**
SEE M and K Advertising.
- MACCO INDUSTRIES.**
Instant Macco black. Keeps stoves
beautiful. 8 fluid oz. Label.
© Minnie Linick, d.b.a. Macco In-
dustries; 6Jun53; KK87129.
- MCCORMICK AND COMPANY, INC. ©**
Orchid Hy-gro, a specially com-
pounded food for orchids. Net
weight 1 lb. Label. © 11Sep53;
KK89460.
- MACDONALD (PAUL) COMPANY, INC. ©**
Enjoy a night out, go to the movies.
Lavista theatre, Sonora, Texas.
MacDonald's pocket size Mighty
Mite. Card. Appl. author: Paul
MacDonald. © 1May53; KK87999.
- MCDONALD AND ARNESON ©**
Telescopic emergency light. Model K.
Folder. © 1Jul53; KK90596.
- MCDONNELL, JAMES J. ©**
Need a life preserver? (Plastic
laminated articles) Sheet.
© 12Oct53; KK89873.
- MCDUGALL, KARL M. ©**
When words fail have it photo-
graphed. (Ad mats) Sheet.
© 15Apr53; KK88312.
- MCDUGALL, LTD. ©**
McDougall Golfer, the ball that re-
turns to you. Label. © 31Jul53;
KK88627.
- MCELROY MANUFACTURING CORPORATION ©**
McElroy telecommunications. Pam-
phlet. © 29Jun53; KK87641.
- MCGOWN (PEARL K.) INC. ©**
Color plans. (Hooked rug patterns
with instructions) Sheets. Appl.
author: Pearl K. McGown.
© 15Oct53; KK91848.
Dear Hookcraftsman. (Hooked rug pat-
terns with instructions) Sheet.
Appl. author: Pearl K. McGown.
Apr. 15, 1953. © 15Apr53;
KK88326.
May 15, 1953. © 15May53; KK88327.
June 15, 1953. © 15Jun53;
KK88328.
Sept. 15, 1953. © 15Sep53;
KK91847.
Oct. 15, 1953. © 15Oct53; KK91844.
Nov. 15, 1953. © 15Nov53; KK91846.
[no.] 3. © 1Sep53; KK91845.
- MCGRAW ELECTRIC COMPANY.**
Because its forever. Hint for these
helpers you know will last. cBrides
(Toaster, roaster oven, knife
sharpener) From Modern bride, sum-
mer 1953, p. 76. Appl. author:
Edward J. Grabow. © McGraw Elec-
tric Co., Toastmaster Products
Division; 3Apr53; KK86968.
Cool comfort at its budget best.
Manning-Bowman 10" oscillating fan.
From Collier's, June 6, 1953, p.
61. Appl. author: Frederick J.
Wachter. © McGraw Electric Co.,
Manning-Bowman Division; 6Jun53;
KK89808.
Double duty table beauty. Manning-
Bowman combination grill. From
Collier's, Apr. 11, 1953, p. 64.
Appl. author: Frederick J. Wach-
ter. © McGraw Electric Co., Mann-
ing-Bowman Division; 11Apr53;
KK89805.
Everyone sleeps better with Tropic-
Aire electric bed coverings and
for every reason. T63B-6. Pam-
phlet. Appl. author: D. E.
Roettger. © McGraw Electric Co.;
Tropic-Aire, inc.; 15Jul53;
KK87877.
Finest new toaster display ever
offered. New Toastmaster super de
luxe toaster. From Electrical
merchandising, Aug. 1953, p. 139.
Appl. author: Frederick J. Wachter.
© Toastmaster Products Division,
McGraw Electric Co.; 1Aug53;
KK89838.
Full-scale cooking in any little
corner. Everhot rangette. From
Collier's, May 30, 1953, p. 69.
Appl. author: Frederick J. Wachter.
© Tropic-Aire, inc., subsidiary of
McGraw Electric Co.; 22May53;
KK88410.
Helpmates to happier homemaking.
Hint for them ... Toastmaster
super de luxe toaster ... From
Brides magazine, Aug. 1953, p.
72-73. Appl. author: Frederick
J. Wachter. © McGraw Electric Co.,
Toastmaster, Tropic-Aire, Everhot
& Manning-Bowman; 15Apr53;
KK89842.
Helps you relax and feel wonderful.
Manning-Bowman vibrator. From
Collier's, May 23, 1953, p. 86.
Appl. author: Frederick J. Wachter.
© McGraw Electric Co., Manning-Bow-
man Division; 23May53; KK89807.
Helps you serve patients faster, cuts
time 1/3. Toastmaster roll and food
warmers ... From Journal of Ameri-
can Dietetic Association, Oct. 1953,
p. 977. Appl. author: Edward J.
Grabow. © Toastmaster Products
Div., McGraw Electric Co.; 10Oct53;
KK91770.

MCGRAW ELECTRIC COMPANY. Cont'd.

Hot food's ready any time. Roll and food warmers. From Food service, June 1953, p. 27. Appl. author: Frederick J. Wachter. © McGraw Electric Co., Toastmaster Products Division; 1Jun53; KK88402.

Introducing the most distinctly different toaster in the world. New Toastmaster super de luxe. From the Saturday evening post, May 9, 1953, p. 14-15. Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 9May53; KK91778.

Keep counter-favorites like these oven-fresh, on-the-spot. Hamburgers ... Toastmaster roll and food warmers. From Fountain & fast food, Aug. 1953, p. 57. Appl. author: Edward J. Grabow. © Toastmaster Products Division, McGraw Electric Co.; 30Jul53; KK89840.

Keeps foods hot and oven-fresh for hours. Makes toast a best-seller. Feature waffles for steady top profit. From Food service, May 1953, p. 4-5. Appl. author: Edward J. Grabow. © McGraw Electric Co., Toastmaster Products Division; 1May53; KK86971.

Keeps foods hot and oven-fresh for hours. Roll and food warmers. Toasters and waffle bakers. From Restaurant equipment dealer, June 1953, p. 6-7. Appl. author: Frederick J. Wachter. © McGraw Electric Co., Toastmaster Products Division; 25May53; KK88408.

Look inside. See what McGraw Electric is doing to pep up your gift sales. (Home appliances) From Electric dealer, Oct. 1953, p. 37-41. Appl. authors: Frederick J. Wachter & Edward J. Grabow. © Toastmaster, Tropic-Aire, Everhot & Manning-Bowman, McGraw Electric Co.; 10Oct53; KK91768.

Low-cost slumber luxury with the new Tropic-Aire electric sheet. Sheet. Appl. author: Frederick J. Wachter. © Tropic-Aire, inc., subsidiary of McGraw Electric Co.; 22May53; KK87611.

Makes all these sandwiches taste better, sell better. Automatic bun toasters. From Institutions, July 1953, p. 123. Appl. author: Frederick J. Wachter. © McGraw Electric Co., Toastmaster Products Division; 1Jul53; KK88409.

Manning-Bowman heating pads, for wonderful warmth and luxurious comfort. Form M63B-75. Leaflet. Appl. author: D. E. Roettger. © Manning-Bowman Division, subsidiary of McGraw Electric Co.; 10Jul53; KK87740.

Manning-Bowman heating pads. 4 new styles. Form M63-20. Sheet. Appl. author: D. E. Roettger. © Manning-Bowman Division, subsidiary of McGraw Electric Co.; 10Jul53; KK87739.

Marketed with the retailer in mind. New Tropic-Aire electric sheets. Sheet. Appl. author: Frederick J. Wachter. © Tropic-Aire, inc., subsidiary of McGraw Electric Co.; 22May53; KK87610.

Most advertising help ever, from McGraw Electric. With this push, they all sell. (Home appliances) From Electrical dealer, Sept. 1953, p. 32-33. Appl. author: Frederick J. Wachter. © Toastmaster, Tropic-Aire, Everhot & Manning-Bowman, McGraw Electric Co.; 1Sep53; KK91772.

Most complete line of electric bed-coverings in the industry. From Electrical merchandising, July 1953, p. 24-25. Appl. author: Frederick J. Wachter. © Tropic-Aire, inc., subsidiary of McGraw Electric Co.; 1Jul53; KK88411.

New Everhot roaster oven. Form T 53-100. Sheet. Appl. author: D. E. Roettger. © Tropic-Aire, inc., subsidiary of McGraw Electric Co.; 10Jul53; KK87741.

The new Manning-Bowman knife sharpener. Form M 43A-100. Sheet. Appl. author: D. E. Roettger. © Manning-Bowman Div., McGraw Electric Co.; 10Jul53; KK87693.

The new Manning-Bowman vibrator for health and beauty. Form M 43-100. Sheet. Appl. author: D. E. Roettger. © Manning-Bowman Div., McGraw Electric Co.; 10Jul53; KK87694.

New safe way to sharpen knives. Manning-Bowman knife sharpener. From Collier's, May 9, 1953, p. 72. Appl. author: Frederick J. Wachter. © McGraw Electric Co., Manning-Bowman Division; 9May53; KK89806.

New Toastmaster super de luxe toaster. Takes the bread right out of your fingers. From House & garden, Oct. 1953, p. 225. Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 18Sep53; KK91773.

Newest, most modern toaster there is. From House & garden, July 1953, p. 113. Appl. author: Frederick J. Wachter. © McGraw Electric Co., Toastmaster Products Division; 18Jun53; KK88407.

Pennington's of Cincinnati says, We could never meet rush-hour peaks without our Toastmaster roll & food warmers. Mr. Restaurant equipment salesman ... From Restaurant equipment dealer, Aug. 1953, p. 6-7. Appl. author: Edward J. Grabow. © Toastmaster Products Division, McGraw Electric Co.; 25Jul53; KK89843.

Pennington's of Cincinnati says, We could never meet rush-hour peaks without our Toastmaster roll & food warmers. Pennington's fine foods in ... From Food service, July 1953, p. 4-5. Appl. author: Edward J. Grabow. © Toastmaster Products Division, McGraw Electric Co.; 1Jul53; KK89844.

Plenty of toasting capacity and every slice perfect. Automatic pop-up toasters. From Modern hospital, June 1953, p. 121. Appl. author: Frederick J. Wachter. © McGraw Electric Co., Toastmaster Products Division; 1Jun53; KK88405.

Speed, 250 slices per hour. Savings, it watches itself. From Restaurant equipment dealer, May 1953, p. 5. Appl. author: Edward J. Grabow. © McGraw Electric Co., Toastmaster Products Division; 25Apr53; KK86970.

Speeds perfect toast that builds counter business. Automatic pop-up toasters. From Hotel management, June 1953, p. 105. Appl. author: Frederick J. Wachter. © McGraw Electric Co., Toastmaster Products Division; 10Jun53; KK88403.

Takes the bread right out of your fingers. New Toastmaster super de luxe toaster. From the Saturday evening post, Sept. 19, 1953, p. 162. Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 19Sep53; KK89839.

Takes the bread right out of your fingers. New Toastmaster super de luxe toaster. [Illustrations in black & white] From House & garden, Nov. 1953, p. 261. Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 18Oct53; KK91774.

Takes the bread right out of your fingers. New Toastmaster super de luxe toaster. [Illustrations with green background] From the Saturday evening post, Sept. 19, 1953, p. 162. Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 19Sep53; KK91776.

Takes the bread right out of your fingers. New Toastmaster super de luxe toaster. [Illustrations with red background] From the Saturday evening post, Oct. 17, 1953, p. 153. Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 17Oct53; KK91775.

3 quick ways to keep cool. Manning-Bowman fans. From Collier's, July 4, 1953, p. 6. Appl. author: Frederick J. Wachter. © McGraw Electric Co., Manning-Bowman Division; 4Jul53; KK89809.

Toastmaster products help the fabulous Alsiers please guests with service beyond the expected. From American restaurant, Sept. 1953, p. 104-105. Appl. author: Edward J. Grabow. © Toastmaster Products Division, McGraw Electric Co.; 10Sep53; KK91777.

Toastmaster products help the fabulous Alsiers please guests with service beyond the expected. Mr. Restaurant Equipment Salesman ... From Restaurant equipment dealer, Oct. 1953, p. 146-147. Appl. author: Edward J. Grabow. © Toastmaster Products Div., McGraw Electric Co.; 25Sep53; KK91771.

Toastmaster toast is profitable toast, perfect every time. Toastmaster automatic pop-up toasters. From Food service, Aug. 1953, p. 35. Appl. author: Edward J. Grabow. © Toastmaster Products Division, McGraw Electric Co.; 1Aug53; KK89841.

Toastmaster toasters give Carter's Drive-In sandwiches an appetite appeal, that helps us average 3000 checks daily. From American restaurant, Nov. 1953, p. 70-71. Appl. author: Edward J. Grabow. © Toastmaster Products Division, McGraw Electric Co.; 10Nov53; KK91767.

Today's newest, most distinctly different toaster. From House & garden, June 1953, p. 151. Appl. author: Frederick J. Wachter. © McGraw Electric Co., Toastmaster Products Division; 18May53; KK88406.

Tropic-Aire offers you the most complete line of electric bedcoverings. Folder. Appl. author: Frederick J. Wachter. © Tropic-Aire, inc., subsidiary of McGraw Electric Co.; 22May53; KK87612.

Waffles never tasted better ... Manning-Bowman waffle baker. From Collier's, Mar. 28, 1953, p. 80. Appl. author: Frederick J. Wachter. © McGraw Electric Co., Manning-Bowman Division; 20Mar53; KK89804.

What an easy way to speed service. Helps you meet rush-hour peaks. From Institutions, Nov. 1953, p. 194. Appl. author: Edward J. Grabow. © Toastmaster Products Div., McGraw Electric Co.; 1Nov53; KK91769.

World's most distinctly different toaster ... Here's the newest, the very latest in toasters. From the Saturday evening post, June 13, 1953, p. 167. Appl. author: Frederick J. Wachter. © 10Jun53; KK88404.

World's most distinctly different toaster ... Now toastmaking is absolutely effortless. From House beautiful, May 1953, p. 126. Appl. author: Frederick J. Wachter. © 29Apr53; KK86969.

MCCELVEY (ALFRED D.) COMPANY ©
Seaforth; spiced shave lotion. Label. © 10Sep53; KK89908.
Seaforth; spiced shave lotion, men's cologne. Label. © 10Sep53; KK89877.

MCKESSON AND ROBBINS, INC. ©
How to keep your child sun safe, sun happy. Tartan suntan lotion. Folder. © 16Oct53; KK90733.
Play safe in the sun with Tartan suntan lotion. Folder. © 26Oct53; KK90734.

MCNAIR'S YIELD-TESTED SEED COMPANY, INC. ©
Table Joy hybrid sweet corn seed. 8 ounces net weight. Label. Appl. author: Erasmus Hervey Evans. © 14Aug53; KK88515.

MCNEIL, NEIL F. ©
Add new beauty and interior comfort to your home, with filtered-light, no-glare Sun Shade awnings. Folder. Appl. author: Ashby Starr. © 23Oct53; KK91873.

MCPARTLAND (T. C.) COMPANY ©
Buy the parts you like best, says Clara the cut-up. (Poultry) From Manchester herald, Manchester, Conn., Sept. 3, 1953, p. 7. © 3Sep53; KK88873.

MAESTRALES, PETER K. ©
We love it. Maestrales Brothers Greek salad dressing. Contents 8 fl. oz. Label. © 4Nov53; KK90756.

MAONE-PULSE CORPORATION ©
New intermittent recorder. Sheet. © 10Sep53; KK90809.

MAHONEY, JOHN D. AND GEORGE CLIFFORD GOODBAND, d.b.a. PRIZE COMPANY. SEE Prize Company.

MAID-EASY CLEANSING PRODUCTS CORPORATION ©
M-E cleaner, the oxygen cleaner. Contents 14 oz. Label. © 7Jul53; KK87175.
M-E Spark machine dishwashing powder. Label. © 31Jan53; KK87176.
Sanitized washing and cleaning made easy with Maid-Easy multi-cleaner. Label. © 10Jun53; KK87174.

MAIDENFORM BRASSIERE COMPANY, INC. ©
I dreamed I rode a roller coaster in my Maidenform bra. From Ladies' home journal, Aug. 1953, p. 92. Appl. author: William H. Weintraub & Co., inc. © 20Jul53; KK8713.
I dreamed I rode in a gondola in my Maidenform bra. From Glamour, Sept. 1953, p. 28. Appl. author: William H. Weintraub & Co., inc. © 22Aug53; KK88485.
I dreamed I was a fireman in my Maidenform bra. From McCall's, Sept. 1953, p. 10. Appl. author: William H. Weintraub & Co., inc. © 21Aug53; KK88886.
I dreamed I was saved in half in my Maidenform bra. From Ladies' home journal, Oct. 1953, p. 156-

157. Appl. author: William H. Weintraub & Co., inc. © 25Sep53; KK89827.

I dreamed I went on a tiger hunt in my Maidenform bra. From Mademoiselle, July 1953, p. 6. Appl. author: William H. Weintraub & Co., inc. © 24Jun53; KK87753.

I dreamed I went square-dancing in my Maidenform bra. From Glamour, Oct. 1953, p. 44. Appl. author: William H. Weintraub & Co., inc. © 25Sep53; KK90068.

MAINE SARDINE INDUSTRY ©
Sardines from Maine. From What's new in home economics, Sept. 1953, p. 277. Appl. author: Harvey & Howe, inc. © 9Sep53; KK89650.
Sardines from Maine help make meals nutritionally adequate ... From What's new in home economics, Oct. 1953, p. 27. Appl. author: Harvey and Howe, inc. © 6Oct53; KK90281.
Sardines from Maine make meals interesting. Folder. Appl. author: Harvey and Howe, inc. © 17Sep53; KK89664.

MAINTENANCE ENGINEERING COMPANY ©
A \$'s worth saves \$'s. Meco Surface Seal black magic for bituminous paving. Sheet. Appl. author: Joseph P. Tyrrell. © 9Sep53; KK88718.

Don't wait 'til the fire strikes. Protect your wood block floors now. Meco 73. Sheet. Appl. author: J. P. Tyrrell. © 28Sep53; KK89563.

MAJESTIC MANUFACTURING COMPANY ©
Therma Loop automatic electric water heaters. Folder. Appl. author: Warner, Schulenburg, Todd & Associates, inc. © 31Aug53; KK90085.

MALTEX COMPANY ©
Maypo oat cereal; quick cooking, won't lump. Net wt. 1 lb. 4 oz. Label. © 30Jun53; KK87327.

MALT-O-MEAL COMPANY ©
Enriched wheat cereal. Magic muffins. Label. Appl. author: John S. Campbell. © 15Sep53; KK89737.

MANCHESTER HOSIERY MILLS.
Insure her happiness this Christmas and long after. Ironwear hosiery. Sheet. © Manchester Hosiery Mills, a co-partnership consisting of Melvin J. Gordon, N. G. Stone & S. Z. Gordon; 16Oct53; KK90716.

Maggi Byrne wears and recommends Ironwear Insured nylons. Sheet. © Manchester Hosiery Mills, a co-partnership consisting of Melvin J. Gordon, N. G. Stone & S. Z. Gordon; 20Oct53; KK90812.

A new hosiery buying plan. Lady Hampshire's Lucky Seven Hosiery Club. Sheet. © Manchester Hosiery Mills, a co-partnership consisting of Melvin J. Gordon, N. G. Stone & S. Z. Gordon; 15Oct53; KK90216.
Now, for the first time ... luxury sheer 60 gauge Ironwear nylons insured ... Sheet. © Manchester Hosiery Mills, a co-partnership consisting of Melvin J. Gordon, N. G. Stone & S. Z. Gordon; 10Aug53; KK88948.

You just can't miss with this double barrel salvo. Ironwear insured 51 gauge all-purpose sheers ... Folder. © Manchester Hosiery Mills, a co-partnership consisting of Melvin J. Gordon, N. G. Stone, & S. Z. Gordon; 13Aug53; KK88947.

MANDABACH (PAUL J.) INC. ©
Electrical muscle stimulation. What

it is, it's application. Paust electronic stimulator. Folder. Appl. author: Paul J. Mandabach, Sr. © 23Nov53; KK91221.

MANDARIN FOOD PRODUCTS, INC., d.b.a. BROWNIE'S OF LOS ANGELES. SEE Brownie's of Los Angeles.

MANDRIS, ROBERT L., ARTHUR H. LALOS, AND STEVE G. KOKENES, sole owners, ARGUS ASSOCIATES, INC. SEE Argus Associates, inc.

MANGINI, NORMAN J., d.b.a. N. J. M. WINE COMPANY. SEE N. J. M. Wine Company.

MANHATTAN SHIRT COMPANY ©
Array for dad. Men's apparel displayed on drums. From the Saturday evening post, June 13, 1953, p. 148. Appl. author: Thomas Powers. © 10Jun53; KK86953.

The fall American look. The Stetson is part of the man. From Time, Oct. 19, 1953, p. 66. Appl. author: Norris Konheim. © The Manhattan Shirt Co.; 15Oct53; KK91683.

Ladies, this collar outwears the shirt. This is Manhattan's Span ... From Good housekeeping, Oct. 1953, p. 295. Appl. author: Norris Konheim. © 21Sep53; KK90019.

Now, the first worsted jersey that's truly washable. From Time, Nov. 9, 1953, p. 54. Appl. author: Norris Konheim. © The Manhattan Shirt Co.; 5Nov53; KK91684.

Oxford is no longer a one-collar style shirt. From the Saturday evening post, Sept. 5, 1953, p. 83. Appl. author: Norris Konheim. © 2Sep53; KK90025.

Presenting the Indian summer shirt. From Time, Sept. 28, 1953, p. 24. Appl. author: Norris Konheim. © 24Sep53; KK90020.

Smart buy. Meet the Manhattan Span ... From Good housekeeping, Nov. 1953, p. 291. Appl. author: Norris Konheim. © The Manhattan Shirt Co.; 20Oct53; KK91692.

Smart new texture in sportshirts. Harvest weave. From the Saturday evening post, Oct. 17, 1953, p. 147. Appl. author: Norris Konheim. © The Manhattan Shirt Co.; 14Oct53; 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 Co.; 30Sep53; KK91689.

MANITOWOC EQUIPMENT WORKS ©
Nothing like it anywhere. The wonderful new Manitowoc 2-Zone. (Refrigerator-freezer) Folder. Appl. author: Bert S. Gittins. © 22Dec53; KK92207.

MANN EDGE TOOL COMPANY ©
Rapid Ax; America's finest utility edge-tool. (Sheaths, pocket knives, packaging of axes) Label. © 27Oct53; KK91167.

MANNING-BOWMAN DIVISION, MCGRAW ELECTRIC COMPANY. SEE McGraw Electric Company.

MANZIANO, GRACE AND VINCENT ROSSI, d.b.a. G. AND R. ENTERPRISE. SEE G. and R. Enterprise.

MAPRIL, INC. ©
Style and set. New home permanent. Directions. Folder. © 13Mar53; KK87141.

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 Marcal lunch bags. A must for school
 and work lunches. 50 bags. Label.
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 Add life to your years, and years to
 your life, with the Marie contour
 chair. From Pasadena star-news,
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 The chair that puts the sweet in
 home sweet home. (Contour chair)
 From Los Angeles times, July 26,
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 Enjoy life with this new relaxing
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 Evenings take on new enchantment
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 Facts of the relaxing miracle, found
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 From Los Angeles examiner, May
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 Look at it from every angle. A
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 ... From the Indianapolis star,
 Aug. 30, 1953, p. 26. © 30Aug53;
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 Memos for men. Trade that cave-in
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 May 15, 1953, p. 8. © 15May53;
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 Now look closely at these new
 features. Your Marie designer
 chair is the only chair to have
 them. True relaxation. From
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- True relaxation. From Pasadena
 star-news, July 22, 1953, p. A-16.
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 (Contour chair) From Los Angeles
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 tour Chair-Lounge. From Los
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 chair. (Contour chair) From
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 Glendale news-press, Glendale,
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 33 cents a day. (Contour chair)
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 Company.
- MARIETTA COMPANY.
 The original plastic mask. Sheet.
 © M. T. Marietta, d.b.a. The
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- MARIETTA METAL PRODUCTS CORPORATION ©
 Magic-Heat base radiation. Sheet.
 Appl. author: John Hancock.
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 ditioner. Folder. Appl. author:
 John Hancock. © 27Aug53; KK88637.
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 heating unit. Folder. Appl. au-
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- MARINE PRODUCTS COMPANY ©
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 of the dining table. Card. Appl.
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- MARION ELECTRICAL INSTRUMENT COMPANY ©
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 author: Meissner & Culver, inc.
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- MARLIN-ROCKWELL CORPORATION ©
 Ball bearing selection calculator.
 For use with M-R-C catalog no. 30.
 © 18May53 (in notice: 1952);
 KK91946.
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 Revell American firefighters. Authen-
 tic kit, all plastic, easy to build.
 Label. Appl. author: Marcel Jovine.
 © 30Nov53; KK91817.
- MARSAC PRODUCTS.
 Mario's meat tenderizer. Contents:
 4 oz. avd. Label. © Mario J.
 Saccomanno, d.b.a. Marsac
 Products; 18Sep53; KK89587.
- MARSAN, EDWARD PAUL ©
 Single service Saf-T pouches for the
 colostomy patient. (Surgical ap-
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- MARSH, DAVID M. ©
 Crafts for all. (Leather work hobby
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- MARSHALL, SAMUEL E., d.b.a. THE SAMSON
 COMPANY. SEE Samson Company.
- MARSHALL BRASS COMPANY ©
 New Chrome-Flex lavatory and closet
 supplies. Folder. Appl. author:
 Cyril O. Kusel, Jr. © 15Jun53;
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 nishings & other merchandise)
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 18, 1953, p. 13-15. © 18Sep53;
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 (Christmas decorations) From
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 Face. How to shop for the holidays.
 From Chicago daily tribune, Nov.
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 1953, p. 17. © 8Dec53; KK91926.
 Face. Toy lands of make-believe.
 (Toys & other merchandise) From
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 Face. You too, can take a new view.
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 13, 1953, p. 13-15. © 13Aug53;
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- MARTIN, LOUIS EARL ©
 The Catalina kit. Water skii [sic]
 kit knocked down. Sheet.
 © 3Aug53; KK88232.
- MARTIN'S LEATHER PRODUCTS.
 Compartment for change, tokens and
 registration. Genuine cowhide &
 calf. Poster. © Martin Alberts,
 d.b.a. Martin's Leather Products;
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- MARVELLA PEARLS, INC. ©
 The soft, warm inner glow that's
 yours with Marvella simulated
 pearls. Sheet. Appl. author:
 Harvey A. Robbins. © 12Sep53;
 KK88953.
- MARZETTI (T.) COMPANY ©
 Famous salad dressings. For America's
 best-dressed salads. Label. Appl.
 author: Gansey R. Johnston.
 © 10Dec53; KK92138.
 For America's best-dressed salads.
 Label. Appl. author: Gansey R.
 Johnston. © 10Dec53; KK92139.
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 and slaw, for America's best-
 dressed salads. From the Waukegan
 news-sun, Nov. 19, 1953, p. 32.
 Appl. author: Matthew B. McCormick.
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 How to add sparkle and convenience to
 your bathroom, kitchen, closet.
 SEE AutoFire Company.

MASON-NEILAN REGULATOR COMPANY ©.

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MASTER PRODUCTS COMPANY ©.

Announcing the Master Sunday-Bulletin Club. (Church bulletin covers) Folder. Appl. author: Bruce Milliette Stephen. © The Master Sunday Bulletin Club, a subsidiary of Master Products Co.; 31Aug53; KK89017.

Free to you. More than 800 easy-to-trace drawings. (Office supplies) Pamphlet. Appl. author: Bruce Milliette Stephen. © 29May53; KK88276.

Have you received your free copy of Jim Leland's new miniature anthology of quotations? (Office supplies) Pamphlet. Appl. author: Bruce Milliette Stephen. © 24Jul53; KK88275.

Here's why Master stencils save you as much as 35 %/o. (Office supplies) Folder. Appl. author: Bruce Milliette Stephen. © 9Oct53; KK90618.

Here's your 1953 fall Master catalog. (Office supplies) Appl. author: Lee E. Fischer. © 14Aug53; KK88274.

This miniature anthology of quotations, free to you. (Office supplies) Folder. Appl. author: Bruce Milliette Stephen. © 26Jun53; KK88273.

THE MASTER SUNDAY BULLETIN CLUB, A SUBSIDIARY OF MASTER PRODUCTS COMPANY. SEE Master Products Company.

MASTERPIECE RINGS ©.

Gift rings for men and women. Folder. Appl. author: Hyman A. Massover. © 1Aug53 (in notice: 1952); KK88773.

Masterpiece diamond rings. Folder. Appl. author: Hyman A. Massover. © 1Aug53; KK88656.

Masterpiece gems styled by Jeanette. Masterpiece solid gold cuff links. Sheet. Appl. author: Hyman A. Massover. © 1Aug53; KK88657.

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MATHEWS (M. T.) PUBLISHING COMPANY ©.

3D picture puzzle. It's amazing. 2 puzzles and stereo glasses inside. Label. © 24Aug53; KK88506.

3D picture puzzle. No. 102. Label. © 15Oct53; KK89999.

3D picture puzzle. No. 103. Label. © 15Oct53; KK90000.

MAXAM, LAUREN L., d.b.a. L. L. M. SEE L. L. M.

MAXWELL'S, INC., d.b.a. GIVA-WAY FILM SERVICE. SEE Giva-Way Film Service.

MAY, CONNA G. ©.

May advertising. (Sales & goodwill letters, mailing cards, toys, clothing, books) Sheet. © 29Sep53; KK90257.

MAYERS COMPANY, INC.

52 smashing ad layouts per year. For markets using the new Bargain Betty mat service. Appl. author: Henry Mayers. © The Mayers Co., inc.; 1Nov53; KK92181.

MEDART (FRED) PRODUCTS, INC. ©.

Medart scoreboards for basketball and football. Folder. Appl. author: Charles W. Bolan. © 26May53; KK88728.

Pond-Medart twisting belt. (Athletic equipment) Folder. Appl. author: Charles W. Bolan. © 18Jul53; KK91440.

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MEHMERT, JOSEPH W. ©.

American big game trophy target ... no. 37. New Trenton targets. © 10Oct53; KK90295.

50 foot squirrel target ... no. 28. New Trenton targets. © 5Mar53; KK88662.

Kentucky windage target ... no. 31. New Trenton targets. © 1Jun53; KK88668.

Kentucky windage target ... no. 35. New Trenton targets. © 10Oct53; KK90296.

100 yard fox target ... no. 34. New Trenton targets. © 4Jun53; KK88665.

75 yard cottontail target ... no. 29. New Trenton targets. © 5Jun53; KK88664.

Turkey shoot target ... no. 14. New Trenton targets. © 3Jun53; KK88667.

Turkey shoot target ... no. 15. New Trenton targets. © 2Jun53; KK88666.

Woodchuck-groundhog target ... no. 17. New Trenton targets. © 2Jan52; KK88663.

MEILSTRUP, HERBERT E., d.b.a. DIAMOND DOUGHNUTS. SEE Diamond Doughnuts.

MELLEN (FLOYD F.) ADVERTISING AGENCY ©. Enter Paramount 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-B. © 8Nov53; KK90827.

MELROSE DISTILLERS, INC. ©.

It's coming, the first and only king-size rare decanter. From Buffalo evening news, Sept. 8, 1953, p. 34. Appl. author: Peck Advertising Agency, inc. © 8Sep53; KK90758.

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It's coming, the first and only king-size rare decanter. From the Baltimore news-post, Sept. 7, 1953, p. 9. Appl. author: Peck Advertising Agency, inc. © 7Sep53; KK89998.

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MENARD SALES COMPANY ©.

Karnival de-lux wax cream. Combination car cleaner and liquid wax. Net contents 16 ozs. Label. Appl. author: Herbert M. Halpern. © 21Dec53; KK92220.

MENSH, SIDNEY Z., t.a. SIDNEY Z. MENSCH AND COMPANY. SEE Mensch (Sidney Z.) and Company.

MENSCH (SIDNEY Z.) AND COMPANY.

Presenting tomorrow for the first time ... the gallery of homes. (Real estate advertising) © Sidney Z. Mensch, t.a. Sidney Z. Mensch & Co.; 29Sep53; KK90051.

MERCHANDISE SELECTORS, INC. ©.

All purpose electrified 4 in 1 table. No. A-20. Sheet. Appl. author: M. Robbin. © 18Aug53; KK89062.

Burnzit all metal disposal unit. No. A25. Sheet. Appl. author: M. Robbin. © 18Aug53; KK89061.

Chain drive convertible for girls and boys. G-15. Sheet. Appl. author: Meyer Robbin. © 16Nov53; KK91352.

53 piece set Cannon sheets & towels, with tablecloth & 8 napkins. No. E-3. Sheet. Appl. author: Meyer Robbin. © 21Jul53; KK88081.

Mothproofed, 100 % wool comforters. No. E-5. Sheet. Appl. author: M. Robbin. © 18Aug53; KK89060.

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2 for the price of 1. Twin Planter lamps. No. A-19. Sheet. Appl. author: Meyer Robbin. © 1Jul53; KK88080.

MERCK AND COMPANY, INC. ©.

Better health around the corner. The druggist, your friend in sickness and in health. (Drugs) Sheet. © 28Jul52; KK87961.

MERMOD-JACCARD-KING.

All of the finest designs in sterling are at Jaccard's. From St.

- MERMOD-JACCARD-KING. Cont'd.
Louis globe-democrat, Dec. 13,
1953, p. 10D. © Mermod Jaccard
King Jewelry Co., d.b.a. Mermod-
Jaccard-King or Jaccard's;
13Dec53; KK92297.
- MERMOD JACCARD KING JEWELRY COMPANY,
d.b.a. MERMOD-JACCARD-KING OR
JACCARD'S. SEE Mermod-Jaccard-
King.
- MERRIAM (G. AND C.) COMPANY ©.
The circle and monogram Webster's
dictionaries; Folder.
Sept. 1953. © 24Aug53; KK89444.
Oct. 1953. © 7Oct53; KK89920.
- METALAB EQUIPMENT CORPORATION ©.
Exclusive Plan-A-Lab with sectional
laboratory equipment. A kit for
simplified modular planning [with
template guide rule and graph
sheets] Folder. © 10Oct53;
KK92279.
- METALLIZING ENGINEERING COMPANY, INC. ©.
Metco type 4E acetylene gas flow
meter chart. Poster. © 1Nov53;
KK91803.
Metco type Y, acetylene gas flow
meter chart. Chart 103. Poster.
© 1Nov53; KK91681.
- METRO-OVERLAND MANUFACTURING COMPANY ©.
Ace Perma-Lube; stoop oil pumping ...
Contents: 16 fluid oz. Label.
Appl. author: Dorothy Tucker Mas-
ters. © 2Feb53; KK89370.
- MEYER, ERNEST M., sole owner, NATURAMA
CREATIONS. SEE Naturama Creations.
- MICHIGAN NATIONAL BANK ©.
Banking that is building Michigan
as it is building this community.
Battle Creek board. From the
Battle Creek enquirer and news,
July 12, 1953, p. 12. Appl. au-
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KK88448.
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Flint board. From the Flint jour-
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Banking that is building Michigan
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1953. Appl. author: The Buchen
Co. © 12Jul53; KK88451.
Banking that is building Michigan
as it is building this community.
Lansing board. From State jour-
nal, July 12, 1953, p. 48. Appl.
author: The Buchen Co.; 12Jul53;
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Banking that is building Michigan
as it is building this community.
Marshall board. From the Evening
chronicle, July 15, 1953, p. 5.
Appl. author: The Buchen Co.
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Banking that is building Michigan
as it is building this community.
Port Huron board. From Port
Huron times-herald, July 12, 1953,
p. 2. Appl. author: The Buchen
Co. © 12Jul53; KK88449.
Banking that is building Michigan
as it is building this community.
Saginaw board. From the Saginaw
news, July 12, 1953, p. 38. Appl.
author: The Buchen Co. © 12Jul53;
KK88450.
- MID-CO PHOTO SERVICE ©.
Mid-Co handbook snapshots. (Photo-
graphic prints & service) Folder.
Appl. author: Charles H. Knorr, Jr.
& Olive M. Knorr. © 12Nov53;
KK91091.
Photographic material, please hurry.
Label. Appl. authors: Charles H.
Knorr, Jr. & Olive M. Knorr.
© 12Nov53; KK91090.
- MIDWEST ART PUBLISHERS, INC. ©.
Handi-Seal self dispensing tape
kit. Contents 540 in. Label.
Appl. author: Milton K. Harring-
ton. © 15Jul53; KK88028.
- MIDWEST BISCUIT COMPANY ©.
Midwest Vista-Pak macaroons. Net wt.
14 oz. Label. Appl. author: The
Dobeckmun Co. © 11Nov53; KK90675.
Midwest Vista-Pak pure chocolate
bon bons. 16 cookies. Label.
Appl. author: The Dobeckmun Co.
© 11Nov53; KK90676.
Vista-Pak thin saltine crackers.
Net wt. one pound. Label. Appl.
author: Sutherland Paper Co.
© 11Nov53; KK90677.
- MIDWEST-TIMMERMANN COMPANY ©.
The DuMont Tele-Twins are we, with
news about DuMont TV. From Sioux
City Sunday journal, Mar. 1, 1953,
p. 2. Appl. author: Kenneth
Warren. © 1Mar53; KK89471.
The DuMont Tele-Twins are whispering
the secret they know about TV.
DuMont television. From Sioux
City Sunday journal, Mar. 29, 1953,
p. 23. Appl. author: Kenneth
Warren. © 29Mar53; KK89469.
The DuMont Twins bring you a
double-value point of view.
DuMont television. From Sioux
City Sunday journal, Feb. 15,
1953, p. 10. Appl. author:
Kenneth Warren. © 15Feb53;
KK89468.
What are these two trademarks all
about the DuMont Tele-Twins
point out? DuMont television.
From Sioux City Sunday journal,
Mar. 15, 1953, p. 10. Appl.
author: Kenneth Warren.
© 15Mar53; KK89470.
- MIERS, EARL SCHENCK.
Alfred Thayer Mahan, 1840-1914.
SEE Kingsport Press, inc.
Harriet Beecher Stowe, 1811-1896.
SEE Kingsport Press, inc.
John C. Frémont, 1813-1890. SEE
Kingsport Press, inc.
John Caldwell Calhoun, 1782-1850.
SEE Kingsport Press, inc.
Lincoln [and] Douglas. SEE Kinge-
port Press, inc.
Ralph Waldo Emerson, 1803-1882. SEE
Kingsport Press, inc.
Timothy Shay Arthur, 1809-1885.
SEE Kingsport Press, inc.
- MILES, DOROTHY D. ©.
Sun'n sand western wear. (Squaw
dresses) Label. © 25Sep53;
KK89412.
- MILKY WAY PRODUCTS COMPANY ©.
Milky Way beach and shower cap.
One ... cap. Label. © 7Jan49;
KK87306.
Milky Way cap with chin strap. For
beach, bath, and shower. One ...
cap. Label. © 23Mar48; KK87305.
Presenting a special Christmas pro-
motion ... Milky Way baby pants.
MW674. Sheet. © 28Sep53; KK90314.
- MILLER, BURTON R., AND GERALD J.
GOLDEN, d.b.a. TILE CRAFT. SEE
Tile Craft.
- MILLER (H. LISCOMB) AND SON ©.
Here's new money, big money, with
new magic action Tyre-Wyte. (Tire
cleaner) Sheet. Appl. author:
John Stuart Miller. © 1Aug53;
KK90962.
It's here, another new. It's Scum-
Scram, the new easy oven cleaning
cream ... Sheet. Appl. author:
John Stuart Miller. © 1Aug53;
KK90961.
- MILLER, HOLRICK JAMES, sole owner
PROVIDENCE HEARING BUREAU. SEE
Providence Hearing Bureau.
- MILLER (MARTIN) COMPANY.
Better remind Mr. Jones that Christ-
mas isn't as far off as he thinks.
cMemo pad; © Martin Miller, d.b.a.
The Martin Miller Co.; 15Jun53;
KK87969.
Mr. Corwin, avoid the rush. cPost
office; Sheet. © Martin Miller,
d.b.a. The Martin Miller Co.;
15Jun53; KK87970.
Mr. Dawson, better gifts preferred.
cTicker tape; Sheet. © Martin
Miller, d.b.a. The Martin Miller
Co.; 15Jun53; KK87971.
Why gifts? Goodwill can only be
earned. cFile; © Martin Miller,
d.b.a. The Martin Miller Co.;
15Jun53; KK87968.
- MILLER, RICHARD G.
Tackle tub. Sheet. © R. G. Miller;
16Nov53; KK91212.
- MILLER, firm. ©.
Hey kids, it ticks and runs. Toy
watch just like a real watch. La-
bel. Appl. author: Deanne Weiss.
© 18May53; KK88683.
- MILLER-BECKER COMPANY, d.b.a. COTTON
CLUB BOTTLING COMPANY. SEE Cotton
Club Bottling Company.
- MILLER HIGH LIFE GRAIN COMPANY ©.
High Life dried brewers grain. 50
lbs. net. Label. © 4May53;
KK87695.
- MILLER OFFSET AND LETTERPRESS ©.
Your individual horoscope, 5¢. Select
your horoscope by the date of your
birthday. Sheet. Appl. author:
Joseph E. Miller. © 26Mar53;
KK91802.
Your monthly horoscope, 10¢.
Select your individual horoscope
by the date of your birthday.
Card. Appl. author: Joseph E.
Miller. © 24Jul53; KK88171.
- MILPRINT, INC. ©.
Hunter wieners. Poster. © 25Nov53;
KK92172.
- MILSTER, CHARLES A. ©.
Big Top appliance show. Sheet.
© 17Sep53; KK90075.
- MINERALS, INC. ©.
Miracle minerals; natural medicine.
Label. Appl. author: James P.
Gillmore. © 15Aug53; KK88974.
- MINIATURE PRECISION BEARINGS, INC. ©.
Miniature ball bearings. 1953-1954.
ed. 20 p. Appl. author: Horace
Durham Gilbert. © 1Aug53; KK90018.
- MINNEAPOLIS HOUSE FURNISHING COMPANY ©.
Thank you, Minneapolis. Our exclusive
auction certificate sale. From
Minneapolis morning tribune.
© 22Sep53; KK91133.
- MINNESOTA MINING AND MANUFACTURING
COMPANY ©.
Gift wrap tricks of professional

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Northwest pedigreed papers always make good printing better. [Mountie & horse. 1954 calendar] © The Northwest Paper Co.; 28Nov53; KK92117.

Northwest pedigreed papers always make good printing better. cMountie checking passenger lists Folder. © The Northwest Paper Co.; 15Oct53; KK91956.

Northwest pedigreed papers always make good printing better. [Mountie greeting Indians] From Paper, film and foil converter, Nov. 1953, p. 32-33. © The Northwest Paper Co.; 2Nov53; KK90679.

Northwest pedigreed papers always make good printing better. cMountie on horse, Indian boy; From American paper converter, July 1953, p. 24-25. © The Northwest Paper Co.; 1Jul53; KK87253.

Northwest pedigreed papers always make good printing better. [Mountie watching square dance] From Paper, film and foil converter, Sept. 1953, p. 44-45. © The Northwest Paper Co.; 3Sep53; KK89079.

NU-WAY FEATURES ©.

Jig-Square, the latest most fascinating double puzzle game. Folder. Appl. author: Gregor Melikov, Jr. © 6Jul53; KK88006.

O AND V PRODUCTS, INC. ©
Complete kit to dip your own caramel covered apples. Label. © 27Aug53; KK89621.

OCEANUS LABORATORIES OF THE PACIFIC.
A natural fluorinated sea water magnesium dentifrice. Net wt. 3 oz. Label. © Robert E. Clarke, d.b.a. Oceanus Laboratories of the Pacific; 27Jul53; KK87874.

O-CEDAR CORPORATION ©.
V action O-Cedar 88 sponge mop refill. Label. Appl. author: Robert E. Smith. © 1Sep53; KK89514.

ODABASHIAN, R. D., M. S. BALABAN AND ELIZABETH TAYLOR, composing the firm LIBERTY ORCHARDS COMPANY. SEE Liberty Orchards Company.

OGDEN PRINTING COMPANY, INC. ©.
The Robe, in the modern miracle of cinema scope. (Motion picture souvenir book) Pamphlet. Appl. author: Harry A. Gerson. © 13Aug53; KK88507.

OHIO OIL COMPANY.
But even if you never need it. Marathon Cat gasoline. From the Wayne dispatch, Wayne, Mich., Nov. 25, 1953. Appl. author: Randal S. West. © The Ohio Oil Co.; 25Nov53; KK91230.

But handle it with care. Marathon Cat gasoline. From the Wayne dispatch, Wayne, Mich., Nov. 11, 1953. Appl. author: Randal S. West. © The Ohio Oil Co.; 11Nov53; KK91381.

But hold it down. Marathon Cat gasoline. From the Wayne dispatch, Wayne, Mich., Oct. 7, 1953, p. 12. Appl. author: Randal S. West. © The Ohio Oil Co.; 5Oct53; KK89881.

But not for showing off. Marathon Cat gasoline. From Livingston County press, Howell, Mich., Nov. 4, 1953. Appl. author: Randal S. West. © The Ohio Oil Co.; 4Nov53; KK91761.

But only when you need it. Marathon Cat gasoline. Appl. author: Randal West. © The Ohio Oil Co.; 28Oct53; KK90788.

But use it wisely. Marathon Cat gasoline. Appl. author: Randal S. West. © The Ohio Oil Co.; 28Sep53; KK90449.

But you have to be the boss. Marathon Cat gasoline. Appl. author: Randal S. West. © The Ohio Oil Co.; 18Nov53; KK91227.

Hey kids, get this swell, scary Halloween cat mask. Free at your Marathon Station ... (Gasoline) From the Wayne dispatch, Wayne, Mich., Oct. 21, 1953. Appl. author: Randal S. West. © The Ohio Oil Co.; 21Oct53; KK90325.

OHREBACH'S, INC. ©.
Any man can balance his books, if his woman shops for children's clothes at Ohrbach's. From Los Angeles times, Aug. 30, 1953, p. 17. Appl. author: Doyle Dane Bernbach, inc. © 30Aug53; KK89517.

Don't throw your money away. (Clothing) From the New York times, Oct. 18, 1953, p. 53. Appl. author: Doyle Dane Bernbach, inc. © 18Oct53; KK90067.

Drop everything and run to Ohrbach's great annual bargain-party. (Clothing) From Sunday news, Newark, N. J., Sept. 20, 1953, p. 16-17. Appl. author: Doyle Dane Bernbach, inc. © 20Sep53; KK89521.

For the buys of your life take your dollar to Ohrbach's. (Clothing) From Los Angeles times, Sept. 2, 1953, p. 12. Appl. author: Doyle Dane Bernbach, inc. © 2Sep53; KK89518.

Free yourself from high prices. (Clothing) From the New York times, Nov. 1, 1953, p. 57. Appl. author: Doyle Dane Bernbach, inc. © 1Nov53; KK90474.

Get ready for great surprises, history-making values, record-breaking low prices. (Clothing) From Los Angeles times, Nov. 29, 1953, p. 12-13. Appl. author: Doyle Dane Bernbach, inc. © 29Nov53; KK92229.

If half of you wants high fashion ... you can get together at Ohrbach's. (Clothing) From the New York times, Oct. 25, 1953, p. 53. Appl. author: Doyle Dane Bernbach, inc. © 25Oct53; KK90292.

If you can't afford to make a mistake, get your coat at Ohrbach's. From the New York times, Oct. 11, 1953, p. 53. Appl. author: Doyle Dane Bernbach, inc. © 11Oct53; KK89802.

I'm a downtown shopper. I won't move from this spot for six more days. (Clothing) From Los Angeles times, Nov. 24, 1953, p. 9. Appl. author: Doyle Dane Bernbach, inc. © 24Nov53; KK92228.

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, Nov. 25, 1953, p. 7. Appl. author: Doyle Dane Bernbach, inc. © 25Nov53; KK92227.

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 amazing buys 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 Ohrbach'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, p. 53. 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; KK92230.

Thanks, Los Angeles. We promise you we won't sit on our laurels. (Clothing) From Los Angeles times, Dec. 2, 1953, p. 15. Appl. author: Doyle Dane Bernbach, inc. © 2Dec53; KK92232.

Two ways to get a bargain. (Clothing) From Los Angeles times, Dec. 3, 1953, p. 16-17. Appl. author: Doyle Dane Bernbach, inc. © 3Dec53; KK92231.

We warn you, you're going to be kissed when you give a gift from Ohrbach's. (Clothing) From Los Angeles times, Dec. 13, 1953, p. 28. Appl. author: Doyle Dane Bernbach, inc. © 13Dec53; KK92301.

The wife told me to drop in at Ohrbach's during my lunch hour. (Clothing) From Daily mirror, New York, Dec. 11, 1953, p. 15. Appl. author: Doyle Dane Bernbach, inc. © 11Dec53; KK92235.

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; KK89522.

You'll feel so fresh and new in a new dress from Ohrbach's. From Los Angeles times, Sept. 20, 1953, p. 17. Appl. author: Doyle Dane Bernbach, inc. © 20Sep53; KK89516.

OLD ADAMS DISTILLERY.
Give, drink, enjoy. Old Adams Kentucky straight bourbon. Flavor proofed. From Jefferson City post tribune, Nov. 24, 1953, p. 13. © R. O. Stenzel, d.b.a. Old Adams Distillery; 24Nov53; KK92203.

Now you can enjoy flavor proofed Kentucky straight bourbon whiskey. Poster. © R. O. Stenzel & Co., d.b.a. Old Adams Distillery; 9Nov53; KK91345.

The story of Old Adams Kentucky straight bourbon. The one and only flavor proofed whiskey. Folder. © R. O. Stenzel & Co., d.b.a. Old Adams Distillery; 17Dec53; KK92204.

This whiskey is 6 years old. Here it is, flavor proofed for your customers. Kentucky straight bourbon. Card. © R. O. Stenzel & Co., d.b.a. Old Adams Distillery; 7Nov53; KK91344.

OLD SOUTH INDUSTRIES ©.
Old South bake 'n serve corn bread muffins. Net wt. 8 ounces. Label. Appl. author: Milprint, inc. © 27Nov53; KK91814.

O'LEARY (LYDIA) INC. ©.
Color guide; Lydia O'Leary Covermark and Spotstik. (Cosmetic preparation) Folder. Appl. author: Lydia O'Leary. © 3Jun53; KK87680.

OLIN MANUFACTURING COMPANY.
Cornnuts, the ideal nibble. 24-5 cent bags. (Toasted corn kernels) Label. © Albert F. Holloway, d.b.a. Olin Manufacturing Co.; 14Jul53; KK87892.

The ideal nibble 5¢. Cornnuts, toasted corn. Net wt. 1 oz. or over. Label. © Albert F. Holloway, d.b.a. Olin Manufacturing Co.; 14Jul53; KK87910.

OLIVER UNITED FILTERS, INC. ©.
Oliver Centriflone impeller type liquid cyclone. Bulletin no. 800. Folder. Appl. author: Carlson W. Crumb. © 15Aug53; KK89339.

Olivite acid handling pump. Bulletin no. 308-R2. Folder. Appl. author: Carlson W. Crumb. © 30Sep53; KK90882.

- OLSEN, JOHN J. ©
Fool's gold. Also called iron Pyrite.
Label. © 22Nov53; KK91879.
- OLSON RADIO WAREHOUSE, INC. ©
You can make big money in the recording business. (Radio parts & equipment) 39 p. © 25Jun52; KK90028.
- OLSON RUG COMPANY ©
Send us your old rugs, carpets and clothing, and get beautiful reversible Olson broadloom rugs. From Royal neighbor, Sept. 1953. Appl. author: Arthur W. Prussing. © 30Aug53; KK90350.
Send your old rugs, clothing to Olson, get beautiful new rugs. From Woman's day, Oct. 1953. Appl. author: Arthur W. Prussing. © 24Sep53; KK90349.
- ONEIDA, LTD. ©
All this, and serving pieces too, only \$59.75. 1881 Rogers. (Silverware) From Life, Oct. 5, 1953, p. 2 of cover. Appl. author: J. Walter Thompson Co. © 20Oct53; KK90209.
Announcing the exquisite new pattern, Reigning Beauty. (Silverware) From Life, May 25, 1953, p. 2 of cover. Appl. author: J. Walter Thompson Company. © 22May53; KK87135.
The perfect setting for you; the new Enchantment. (Silverware) From Life, June 1, 1953, p. 36. Appl. author: J. Walter Thompson Company. © 29May53; KK87134.
The perfect setting for you; the romantic Plantation. 1881 Rogers. (Silverware) From Life, Oct. 26, 1953, p. 122. Appl. author: J. Walter Thompson Co. © 23Oct53; KK90877.
Silver means something special to a girl. Heirloom Sterling. From Mademoiselle, Oct. 1953, p. 43. Appl. author: J. Walter Thompson Co. © 29Sep53; KK90214.
This is one of the missing pieces, in our exciting Community picture puzzle contest. (Silverplated flatware) Direct mail circular. © 9Nov53; KK91083.
You've learned a new language. Heirloom Sterling [silverware] From Harper's bazaar, Sept. 1953, p. 245. Appl. author: J. Walter Thompson Co. © 1Sep53; KK90211.
- ORGANIDE COMPANY.
Organide, an iodine preparation. 2 fl. ozs. Label. © Organide Co., William P. Smith, sole owner; 27Aug53; KK88965.
Organide nutritional (food) iodine. A dietary adjunct. Contents 2 fl. ozs. Label. © Organide Co., William P. Smith, sole owner; 27Aug53; KK88966.
- O'ROURKE DIAMOND COMPANY ©
ORDCO guaranteed diamond dental instruments. Folder. Appl. author: Frank O'Rourke. © 6Apr53; KK87389.
- ORR, ANNE ©
Sampler cards for young fingers; no. 5390. Label. © 2Jul53; KK89008.
- ORTON, EDGAR J. ©
Hairlure with oil. A superb hair and scalp germicide. Contents 8 fl. oz. Label. © 6May51; KK90640.
- OSTER (JOHN) MANUFACTURING COMPANY ©
Be gift-wise 3 ways. Give Osterizer original liquefier-blender ... knife sharpener ... portable food mixer. From the Saturday evening post, Oct. 31, 1953, p. 133. Appl. author: Howard Crum. © 28Oct53; KK91486.
Be kitchen-wise 3 ways. Osterizer liquefier-blender, knife sharpener, portable food mixer. From the Saturday evening post, Oct. 3, 1953, p. 147. Appl. author: Howard Crum. © 30Sep53; KK89573.
Delight the bride; give the Osterizer ... From House beautiful's guide for the bride, Oct. 1953, p. 50. Appl. author: Howard Crum. © 10Oct53; KK91490.
For the season's smartest hostess. Osterizer original liquefier-blender, the new modern meal maker. From the New Yorker, Oct. 10, 1953, p. 93. Appl. author: Howard Crum. © 8Oct53; KK90399.
Gift with a thousand rewards. The Osterizer original liquefier-blender. From Better homes & gardens, Dec. 1953, p. 119. Appl. author: Howard Crum. © 10Nov53; KK91489.
Give yourself new beauty ... with Oster electric appliances. From Family circle magazine, Oct. 1953, p. 201. Appl. author: Howard Crum. © 24Sep53; KK89578.
Hold it, here's the answer for D. E. D. Oster Stim-U-Lax Junior. (Massage) From Esquire, Nov. 1953, p. 135. Appl. author: Howard Crum. © 6Oct53; KK90395.
How to be a gift expert without leaving your desk. Give Osterizer liquefier-blender, Oster knife sharpener, Oster Stim-U-Lax Junior. From Fortune, Oct. 1953, p. 240. Appl. author: Howard Crum. © 25Sep53; KK90394.
It's easy to rise and 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; KK90397.
Kitchen trio speeds food preparation. Osterizer. (Meal maker, portable food mixer, knife sharpener) From What's new in home economics, Nov. 1953, p. 116. Appl. author: Howard Crum. © 1Nov53; KK90396.
Look, these wife savers bring new ease, new speed to your kitchen. Osterizer. (Mixer, knife sharpener, hair dryer) From the Saturday evening post, June 27, 1953, p. 68. Appl. author: William Juhre. © 24Jun53; KK87904.
Make all her days holidays. Give an Osterizer original liquefier-blender, new modern meal maker. From the New Yorker, Nov. 7, 1953, p. 129. Appl. author: Howard Crum. © 7Nov53; KK91487.
Make it easier, faster, better, with the Osterizer original liquefier-blender. From House beautiful, Oct. 1953, p. 43. Appl. author: Howard Crum. © 18Sep53; KK91488.
Make your sales bells ring with these Oster stars. (Electrical appliances) From Electrical merchandising, Oct. 1953, p. 59. Appl. author: Howard Crum. © 10Oct53; KK90398.
Now. An exciting new product. The Oster Massagett. From Hardware retailer, June 1953, p. 95. Appl. author Richard Einwalter. © 5May53; KK87003.
Set your sales for truly big volume. Raycine Deluxe electric home hair cutting set. From Electrical mer-
- chandising, Sept. 1953, p. 230. Appl. author: Howard Crum. © 1Sep53; KK89577.
- OUR OWN HARDWARE COMPANY ©
Linola, for linoleum and all blond wood interior surfaces. One quart. (Varnish) Label. © 24Oct52; KK88087.
Supermix floor enamel. Buff FE 27. One quart U.S. measure. Label. © 31Mar53; KK88102.
Supermix house paint. Outside white. FHOW. One quart U.S. measure. Label. © 31Mar53; KK88107.
Supermix one coat flat finish. Honey yellow. FFO 1. One quart U.S. measure. Label. © 31Mar53; KK88105.
Supermix (one coat) 4 hour enamel. Red. FX 20. One quart U.S. measure. Label. © 31Mar53; KK88103.
Supermix Plasti-Film varnish. One quart U. S. measure. Label. © 31Mar53; KK88725.
Supermix satin finish (interior gloss). White. FGW. One quart U.S. measure. Label. © 31Mar53; KK88104.
Supermix; supreme one coat house paint. One quart U.S. measure. Label. © Our Own Hardware Co. (in notice: Our Hardware Co.); 31Mar53; KK89111.
Supermix; truck, tractor & implement enamel. Deep blue. FW53. One quart U. S. measure. Label. © 5Sep51; KK90959.
Supermix, truck, tractor & implement enamel. Green. FW 42. One quart U.S. measure. Label. © 31Mar53; KK88106.
- OVERHEAD DOOR CORPORATION ©
Adaptable. You can use the Overhead Door in any building you design. From the Magazine of building, Sept. 1953, p. 4 of cover. Appl. author: Applegate Advertising Agency. © 15Sep53; KK90276.
Effective use of the Overhead Door speeds production. (Garage doors) From Architectural forum, July 1953, p. 4 of cover. Appl. author: Applegate Advertising Agency. © 15Jul53; KK87983.
The most beautiful garage door, and the best engineered. From the Saturday evening post, July 11, 1953, p. 109. Appl. author: Applegate Advertising Agency. © 8Jul53; KK88647.
The Overhead Door. Commercial and industrial doors. Folder. Appl. author: Applegate Advertising Agency. © 25Sep53; KK90275.
The Overhead Door for modern farm buildings. Folder. Appl. author: Applegate Advertising Agency. © 25Sep53; KK90277.
The perfect door for that extra room. From the Saturday evening post, Sept. 26, 1953, p. 158. Appl. author: Applegate Advertising Agency. © 23Sep53; KK90278.
Permanently protected against weather. From Architectural forum, Aug. 1953, p. 4 of cover. Appl. author: Applegate Advertising Agency. © 15Aug53; KK88649.
So easy to open. You're wise to choose the Overhead Door. From American builder, Aug. 1953, p. 147. Appl. author: Applegate Advertising Agency. © 1Aug53; KK88650.

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.

The strongest garage door built. From Better homes & gardens, Aug. 1953, p. 111. Appl. author: Applegate Ad-

vertising Agency. © 24Jul53; KK87729.

The strongest garage door built. From the Saturday evening post, Aug. 22, 1953, p. 72. Appl. author: Applegate Advertising Agency. © 19Aug53; KK88648.

A weathertight door, yet easy to open. From the Saturday evening post, Oct. 31, 1953, p. 170. Appl. author: Applegate Advertising Agency. © 28Oct53; KK91351.

Wood doors are best for home garages. From American builder, July 1953, p. 162. Appl. author: Applegate Advertising Agency. © 1Jul53; KK87728.

OWENS-ILLINOIS GLASS COMPANY.

Curio hostess sets, by Libbey Glass. From House beautiful, Nov. 1953, p. 82. Appl. author: J. Walter Thompson Co. © Libbey Glass, Division of Owens-Illinois Glass Co.; 20Oct53 (in notice: 1952); KK90880.

P

- P & G SUPPLY COMPANY, INC. ©
Supplement no. 289, P & G faucet
adapters. Folder. © 28Sep53;
KK89400.
- PABST BREWING COMPANY ©
Announcing the appointment of the
Foster Company as Pabst Blue
Ribbon distributors in Woodland.
From Woodland daily democrat,
Woodland, Calif., Sept. 10, 1953,
p. 9. Appl. author: Warwick &
Legler, inc. © 10Sep53; KK89485.
- Be sure. Why guess when you can
know? Pabst exzyme digester.
(Cleaning agent) From Cleaning
and laundry world, Sept. 1953,
p. 54. Appl. author: Warwick &
Legler, inc. © 10Sep53; KK89486.
- Believe it or not, 210 garments di-
gested with one pound of Exzyme ...
J. B. Gieger. (Cleaning agent)
From Texas laundry & cleaning jour-
nal, July 1953, p. 43. Appl. au-
thor: Warwick & Legler, inc.
© 20Jul53; KK88976.
- Brewing our finest beer in 109 years.
Pabst Blue Ribbon. From the Brew-
ers digest, Apr. 1953, p. 16.
Appl. author: Warwick & Legler,
inc. © 15Apr53; KK88709.
- Celebrating 20 years of Hoosier
progress. Pabst Blue Ribbon. From
Indiana beverage life, Aug. 1953,
p. 3. Appl. author: Warwick &
Legler, inc. © 15Aug53; KK89208.
- The finest hotels in Texas are proud
to serve Pabst Blue Ribbon.
Smo-o-o-theat beer in all of Texas.
From Texas hotel review, May 1953,
p. 14. Appl. author: Warwick &
Legler, inc. © 20May53; KK88711.
- From the Atlantic to the Pacific.
Pabst Blue Ribbon. From Life,
Nov. 23, 1953, p. 50-51. Appl.
author: Warwick & Legler, inc.
© 19Nov53; KK91530.
- From the Atlantic to the Pacific,
Pabst leads again. Pabst Blue
Ribbon. From Los Angeles times,
Nov. 16, 1953, p. 12. Appl. au-
thor: Warwick & Legler, inc.
© 16Nov53; KK92059.
- Here's a man who loves smooth
beer ... Pabst Blue Ribbon.
Smoothest beer in the U. S. A.
From Chicago daily tribune,
Aug. 28, 1953, p. 19. Appl.
author: Warwick & Legler, inc.
© 28Aug53; KK89482.
- Hot-as-a-firecracker. Pabst Blue
Ribbon sales makers for hot summer
profits. From Chain store age,
July 1953, p. 284. Appl. author:
Warwick & Legler, inc. © 30Jun53;
KK89204.
- Hot-as-a-firecracker. Pabst Blue
Ribbon sales makers for hot summer
profits. From Texas food merchant,
Aug. 1953, p. 9. Appl. author:
Warwick & Legler, inc. © 25Jul53;
KK88977.
- I made a perfect pig of myself,
thanks to Pabst feed supplements.
From Feedstuffs, Oct. 3, 1953, p.
21. Appl. author: Warwick & Leg-
ler, inc. © 30Oct53; KK90320.
- If you're looking for a desizer
that assures speed, safety ...
desize with Exsize-T. (Textile
finishing agent) From Technical
manual and year book of the Ameri-
can Assn. of Textile Chemists &
Colorists, 1953. Appl. author:
Warwick & Legler, inc. © 15Aug53;
KK89487.
- 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. 8-D.
Appl. author: Warwick & Legler,
inc. © 4Sep53; KK92061.
- Keep beer cold 6 to 8 hours ...
Pabst Blue Ribbon beer cooler.
From Memphis press scimitar, July
9, 1953, p. 14. Appl. author:
Warwick & Legler, inc. © 9Jul53;
KK89201.
- More people in America call for Pabst
Blue Ribbon than ever before. From
the Server, July 13, 1953, p. 9.
Appl. author: Warwick & Legler,
inc. © 13Jul53; KK88710.
- Now enjoy Pabst Blue Ribbon,
smo-o-o-theat beer in all Alaska.
[Camping scene] From Fairbanks
daily news-miner, Fairbanks,
Alaska, Aug. 6, 1953, p. 4. Appl.
author: Warwick & Legler, inc.
© 6Aug53; KK89243.
- Now enjoy Pabst Blue Ribbon,
smo-o-o-theat beer in all Alaska.
[Log cabin scene] From Fairbanks
daily news-miner, Fairbanks,
Alaska, July 30, 1953, p. 11.
Appl. author: Warwick & Legler,
inc. © 30Jul53; KK89245.
- Now enjoy Pabst Blue Ribbon,
smo-o-o-theat beer in all Alaska.
[Two men conversing] From Fair-
banks daily news-miner, Fairbanks,
Alaska, July 23, 1953, p. 9. Appl.
author: Warwick & Legler, inc.
© 23Jul53; KK89244.
- Our best salesmen can't talk. Put
your faith in Pabst ... feed sup-
plements. From Feedstuffs, Oct.
24, 1953, p. 43. Appl. author:
Warwick & Legler, inc. © 24Oct53;
KK90347.
- Pabst Blue Ribbon invites your cus-
tomers to the friendliest place in
town. [Tavern scene] From Club
management, Oct. 1953, p. 25.
Appl. author: Warwick & Legler,
inc. © 10Oct53; KK90092.
- Pabst Blue Ribbon, smoothest beer in
the U. S. A. [Barbecue scene]
From Chicago sun-times, Sept. 4,
1953, p. 15. Appl. author: Warwick
& Legler, inc. © 4Sep53; KK89202.
- Pabst Blue Ribbon, smoothest beer in
the U. S. A. [Bartender scene]
From Chicago sun-times, Aug. 31,
1953, p. 15. Appl. author: Warwick
& Legler, inc. © 31Aug53; KK89203.
- Pabst Blue Ribbon, smoothest beer
in the U. S. A. [Woman reading
on chaise lounge] From Chicago
daily tribune, Sept. 25, 1953,
p. 18. Appl. author: Warwick &
Legler, inc. © 25Sep53; KK90093.
- Pabst Blue Ribbon; smoothest beer
when you bowl up a thirst. From
Bowling news, Oct. 24, 1953, p. 3.
Appl. author: Warwick & Legler,
inc. © 24Oct53; KK91044.
- The Pabst Pavilion is waiting for
you at the Wisconsin State Fair.
Pabst Blue Ribbon. From the Mil-
waukee journal, Aug. 23, 1953, p.
17. Appl. author: Warwick & Leg-
ler, inc. © 23Aug53; KK90090.
- Smo-o-o-theat beer in all of Texas.
Pabst Blue Ribbon. [Convention
scene] From the Fraternal Order
of Eagles, May 21, 1953, p. 23.
Appl. author: Warwick & Legler,
inc. © 21May53; KK90091.
- Smo-o-o-theat beer in all of Texas.
Pabst Blue Ribbon. [Cowboy and
cowgirl theme] Design no. 69.
Poster. Appl. author: Warwick &
Ledger, inc. © 1Jul53; KK87261.
- Smoothest beer in all of Texas. Pabst
Blue Ribbon. [Cowboy on horseback,
watching cattle] From the Houston
post, Aug. 28, 1953, p. 10. Appl.
author: Warwick & Legler, inc.
© 28Aug53; KK89206.
- Smoothest beer in all of Texas. Pabst
Blue Ribbon. [Picnic scene] From
the Dallas morning news, Aug. 21,
1953, p. 10. Appl. author: Warwick
& Legler, inc. © 21Aug53; KK89207.
- Smoothest beer in all of Texas.
Pabst Blue Ribbon. [Steer's
head] From the Houston post,
Sept. 18, 1953, p. 10. Appl.
author: Warwick & Legler, inc.
© 18Sep53; KK89479.
- Thanks for being patient. Pabst Blue
Ribbon. From Newark star ledger,
June 19, 1953, p. 5. Appl. author:
Warwick & Legler, inc. © 19Jun53;
KK89205.
- Try this smo-o-o-ther tasting Pabst
Blue Ribbon. A special treat
when company comes. From Miami
daily news, May 14, 1953, p. 1.
Appl. author: Warwick & Legler,
inc. © 14May53; KK89481.
- Try this smo-o-o-ther tasting Pabst
Blue Ribbon. Give your picnics
and parties ... From Miami daily
news, Apr. 16, 1953, p. 20.
Appl. author: Warwick & Legler,
inc. © 16Apr53; KK89477.
- Try this smo-o-o-ther tasting
Pabst Blue Ribbon. How to make
your friends feel at home.
From Miami daily news, Apr. 10,
1953, p. 16. Appl. author:
Warwick & Legler, inc. © 10Apr53;
KK89483.
- Try this smo-o-o-ther tasting Pabst
Blue Ribbon. Keep refreshed ...
From Miami daily news, May 7,
1953, p. 1. Appl. author:
Warwick & Legler, inc. © 7May53;
KK89480.
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For rapid clinical improvement in viral infections; Chloromycetin. (Pharmaceuticals) Folder. © 23Mar53; KK88736.

For shorter duration and fewer sequelae in pertussis; Chloromycetin. (Pharmaceuticals) Folder. © 14Apr53; KK88737.

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Throughout the hay fever season, Benadryl Emplets assure your patients symptom-free sleep. (Pharmaceuticals) Folder. © 9Jul53; KK90391.

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PARKER, ANNIE KATE ©.

Mrs. A. K. Parker's pile salve. Contents 7/8 oz. Label. © 6Jul53; KK87378.

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PARKER BROTHERS, INC. ©.

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Yes, you can save 1 hour in every 3 ... by using the Payroll Auditor. (Payroll figuring book) Folder. © 21Jul53; KK87644.

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PENGUIN ICE CREAM COMPANY, INC. ©.

Penguin ice cream. Vanilla. One pint liquid. Label. © 1May51; KK90189.

PENICK AND FORD, LTD., INC. ©.

My-T-Fine instant pudding and pie filling. Butterscotch flavor. Net wt. 3 3/4 oz. Label. © 31Jul53; KK88125.

My-T-Fine instant pudding and pie filling. Chocolate flavor. Net wt. 4 oz. Label. © 31Jul53; KK88502.

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WM35 brake bonding adhesive. One U.S. gallon. Label. Appl. author: Sydney G. Tilden, Jr. © The Permafuse Corp.; 6Jul53; KK88477.

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Many ways to beautify interiors with Perma-Stone. (Cement facing) Folder. Appl. author: J. E. Bateson. © 25Sep53; KK89646.

Modernizing magic with Perma-Stone. (Stone facing) Folder. Appl. author: J. E. Bateson. © 1Aug53; KK88199.

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The retailer's profit potential in the expanding tape market. (Magnetic recording tape) Folder. © 10Oct53; KK89671.

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Permutit neutralizing filter inhibits corrosion, caused by low ph waters, removes dirt. Models OCN 20-28. Sheet. © The Permutit Co.; 23Nov53; KK91535.

Permutit neutralizing filter inhibits corrosion, caused by low ph waters, removes dirt. Models NFD-12-15. Sheet. © The Permutit Co.; 23Nov53; KK91536.

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Another Pfizer first, now the newest in broad-spectrum antibiotic therapy. Terramycin intramuscular. (Pharmaceutical) Sheet. Appl. author: William Douglas McAdams, inc. © 28Aug53; KK88918.

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Bonamine, brand of parachloramine HCl. (Pharmaceutical) Card. Appl. author: William Douglas McAdams, inc. © 30Nov53; KK91409.

Broad-spectrum action by continuous intravenous drip. Terramycin intravenous. Unique compatibility unmatched ... (Pharmaceutical) Blotter. Appl. author: William Douglas McAdams, inc. © 28Aug53; KK88932.

A broad-spectrum antibiotic of choice, Terramycin against the common summer infections. (Pharmaceutical) Folder. Appl. author: William Douglas McAdams, inc. © 28Aug53; KK88945.

Cesarian section, retained placenta, pyometra. Terramycin tablets, scored. (Pharmaceutical) Card. Appl. author: William Douglas McAdams, inc. © 28Aug53; KK88928.

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Consider Combiotic P-S veterinary. (Pharmaceutical) Folder. Appl. author: William Douglas McAdams, inc. © 24Nov53; KK91180.

Crystalline Terramycin tablets, sugar coated. (Pharmaceutical) Folder. Appl. author: William Douglas McAdams, inc. © 28Aug53; KK88926.

Dear Pharmacist: Here is a preview of what's coming from Pfizer laboratories ... Pfizer Syntex steroid hormone products. (Pharmaceutical) Card. Appl. author: William Douglas McAdams. © 24Nov53; KK91183.

Diogyn-E; brand of ethinyl estradiol tablets. (Pharmaceutical) File card. Appl. author: William Douglas McAdams, inc. © 24Nov53; KK91189.

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Do you have a patient with brucellosis? Terramycin. (Pharmaceutical) Card. Appl. author: William Douglas McAdams, inc. © 28Aug53; KK88942.

The doctor's newest first choice for infants and small children, Terramycin pediatric drops. (Pharmaceutical) Sheet. Appl. author: William Douglas McAdams, inc. © 28Aug53; KK88944.

Effective adjunct to your recommended procedures. New broad-spectrum antibiotic, Terramycin. (Pharmaceutical) Card. Appl. author: William Douglas McAdams, inc. © 28Aug53; KK88933.

Estrogens, androgens, progesterone, and specialty products for specific and combined steroid hormone therapy. (Pharmaceutical) Blotter. Appl. author: William Douglas McAdams, inc. © 24Nov53; KK91187.

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The first compound effective against motion sickness in a single daily dose. New Bonamine. (Pharmaceutical) Blotter. Appl. author: William Douglas McAdams, inc. © 30Nov53; KK91410.

For common infections. For example, streptococcal tonsillitis is cured rapidly ... Steraject. (Pharmaceutical) Card. Appl. author: William Douglas McAdams, inc. © 28Aug53; KK88940.

For infants and small children. Terramycin pediatric drops. (Pharmaceutical) Calculator. Appl. author: William Douglas McAdams, inc. © 30Nov53; KK91414.

For topical therapy of eye infections, Terramycin is available in two convenient forms. (Pharmaceutical) Card. Appl. author: William Douglas McAdams, inc. © 28Aug53; KK88917.

Gentlemen: Please send me a bottle of Terramycin capsules. (Pharmaceutical) Card. Appl. author: William Douglas McAdams, inc. © 28Aug53; KK88927.

- Gentlemen: Please send me a full-size bottle of Terramycin pediatric drops. (Pharmaceutical) Card. Appl. author: William Douglas McAdams, inc. © 28Aug53; KK88931.
- Gentlemen: Please send me one bottle each of Terramycin oral suspension, Terramycin tablets. (Pharmaceutical) Reply card. Appl. author: William Douglas McAdams, inc. © 24Nov53; KK91182.
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It's new, it's blue, it's magic. Procter & Gamble's new washday detergent Cheer. From Texas news, San Antonio, Feb. 26, 1953. Appl. author: Young & Rubicam, inc. © 26Feb53; KK89153.

It's new, it's blue, it's washday magic. Procter & Gamble's new blue Cheer. From Farm & ranch, Sept. 1953, p. 52. Appl. author: Young & Rubicam, inc. © The Procter & Gamble Co.; 10Aug53; KK90152.

It's new, it's magic, it's Procter & Gamble's amazing new blue Cheer. (Detergent) From New York herald tribune, Jan. 22, 1953. Appl. author: Young & Rubicam, inc. © The Procter & Gamble Co.; 22Jan53; KK89159.

It's true. In the last six months, more women have changed to new blue Cheer than to any other washday detergent. From Farm journal, Oct. 1953, p. 4 of cover. Appl. author: Young & Rubicam, inc. © The Procter & Gamble Co.; 14Sep53; KK92013.

It's true. Millions, yes millions of women are changing to this magically different suds. New blue Cheer. From Jacksonville times union, Jacksonville, Fla., Aug. 2, 1953, comic section. Appl. author: Young & Rubicam, inc. © The Procter & Gamble Co.; 2Aug53; KK92014.

Kosher and Parve for Passover. Cheer, the blue magic suds. From New York post, Mar. 23, 1953, p. 5. Appl. author: Young & Rubicam, inc. © The Procter & Gamble Co.; 23Mar53; KK89145.

Lana home permanent by Lit. Label. © The Procter & Gamble Co.; 17Aug53; KK88597.

New, easier than neutralizer waves. Hours faster than no-neutralizers. New Pert, the Liquifix (permanent) wave. From Dayton daily news, Sept. 27, 1953, p. 19. Appl. author: Benton & Bowles, inc. © 27Sep53; KK89458.

New, easier than neutralizer waves. New Pert, the Liquifix (permanent) wave. From Dayton daily news, Sept. 13, 1953, p. 11. Appl. author: Benton & Bowles, inc. © The Procter & Gamble Co.; 13Sep53; KK89046.

New, easier than neutralizer waves. New Pert, the Liquifix (permanent) wave. From the Columbus Sunday dispatch magazine, Oct. 11, 1953, p. 14. Appl. author: Benton & Bowles, inc. © 11Oct53; KK90182.

New, first and only suds of its kind. Procter & Gamble's amazing new blue Cheer. From Binghamton press, Binghamton, N. Y., Mar. 8, 1953. Appl. author: Young & Rubicam, inc. © The Procter & Gamble Co.; 8Mar53; KK89160.

New, first washday detergent of its kind. Procter & Gamble's new blue Cheer. From Farm and ranch, July 1953, p. 2 of cover. Appl. author: Young & Rubicam, inc. © The Procter & Gamble Co.; 10Jun53; KK90169.

New magic washday detergent. Procter & Gamble's new blue Cheer. From Miami herald, Miami, Fla., Mar. 18, 1953. Appl. author: Young & Rubicam, inc. © The Procter & Gamble Co.; 18Mar53; KK89143.

New, magically different suds discovery. Procter & Gamble's amazing new blue Cheer. [Half length view of woman in upper illus.] From San Antonio light, Feb. 10, 1953, p. 6. Appl. author: Young & Rubicam, inc. © The Procter & Gamble Co.; 10Feb53; KK89152.

New, magically different suds discovery. Procter & Gamble's amazing new blue Cheer. [Head of woman in upper illus.] From New York times, Mar. 22, 1953, p. 45. Appl. author: Young & Rubicam, inc. © The Procter & Gamble Co.; 22Mar53; KK89151.

New. Procter & Gamble's blue Cheer. First and only washday detergent of its kind. From Farm & ranch, June 1953, p. 32. Appl. author: Young & Rubicam, inc. © The Procter & Gamble Co.; 10May53; KK87521.

Newest shortening discovery. Fluffo beats all for all baking. From the Sunday news leader, Springfield, Mo., Sept. 27, 1953, comic section. Appl. author: The Biow Co. © The Procter & Gamble Co.; 27Sep53; KK90839.

Newest shortening discovery. Fluffo beats all for all baking. From the Sunday news-press, St. Joseph, Mo., Sept. 6, 1953, comic section. Appl. author: The Biow Co., inc. © The Procter & Gamble Co.; 6Sep53; KK89076.

Newest shortening discovery. Fluffo beats all for all baking. From the Sunday telegram, Elmira, N. Y., Oct. 18, 1953, comic section. Appl. author: The Biow Co., inc. © The Procter & Gamble Co.; 18Oct53; KK90646.

Newest shortening discovery. Fluffo beats all for all baking. From the Sunday telegram, Elmira, N. Y., Nov. 29, 1953, comic section. Appl. author: The Biow Co., inc. © The Procter & Gamble Co.; 29Nov53; KK91809.

Newest shortening discovery. Fluffo beats all for all frying. From Sunday news leader, Springfield, Mo., Oct. 11, 1953, comic section. Appl. author: The Biow Co., inc. © The Procter & Gamble Co.; 11Oct53; KK90840.

Newest shortening discovery. Fluffo beats all for all frying. From the Kansas City star, Sept. 13, 1953, comic section. Appl. author: The Biow Co., inc. © The Procter & Gamble Co.; 13Sep53; KK89623.

Newest shortening discovery. Fluffo beats all for all frying. From the Sunday telegram, Elmira, N. Y., Oct. 25, 1953, comic section. Appl. author: The Biow Co., inc. © The Procter & Gamble Co.; 25Oct53; KK90645.

Newest shortening discovery. Fluffo beats all for all frying. From the Sunday telegram, Elmira, N. Y., Nov. 8, 1953, comic section. Appl. author: The Biow Co., inc. © The Procter & Gamble Co.; 8Nov53; KK91819.

Nothing you can buy beats new blue Cheer for dishes. In the laundry ... (Detergent) From Taunton gazette, Taunton, Mass., July 8, 1953. Appl. author: Young & Rubicam, inc. © The Procter & Gamble Co.; 8Jul53; KK90867.

Nothing you can buy beats new blue Cheer for dishes. Yes you know, new blue Cheer guarantees the cleanest, whitest washes possible. (Detergent) From Taunton gazette, Taunton, Mass., July 15, 1953, p. 5. Appl. author: Young & Rubicam, inc. © The Procter & Gamble Co.; 15Jul53; KK90866.

Nothing you can buy beats new blue Cheer for dishes. You've discovered new blue Cheer for the cleanest, whitest washes possible. (Detergent) From Taunton gazette, Taunton, Mass., July 1, 1953. Appl. author: Young & Rubicam, inc. © The Procter & Gamble Co.; 1Jul53; KK90868.

Party Curl home permanent by Lilt. Label. © The Procter & Gamble Co.; 31Jul53; KK88596.

See how Spic and Span gets linoleum cleaner, twice as fast, twice as easy as soaps or detergents. From Erie dispatch, Erie, Pa., Nov. 8, 1953, comic section. Appl. author: The Biow Co., inc. © The Procter & Gamble Co.; 8Nov53; KK91092.

See how Spic and Span gets linoleum cleaner, twice as fast, twice as easy as soaps or detergents. From Jamestown post journal, Jamestown, N. Y., Oct. 22, 1953, p. 29. Appl. author: The Biow Co., inc. © The Procter & Gamble Co.; 22Oct53; KK90725.

So new, so magically different. New blue Cheer. From New Bedford standard times, New Bedford, Mass., July 15, 1953. Appl. author: Young & Rubicam, inc. © The Procter & Gamble Co.; 15Jul53; KK92004.

Spic and Span cleans my linoleum cleaner, twice as fast, twice as easy as soaps or detergents. I used to rinse, rinse, rinse ... From Saginaw news, Saginaw, Mich., Oct. 11, 1953, p. 19. Appl. author: The Biow Co., inc. © The Procter & Gamble Co.; 11Oct53; KK90727.

Spic and Span cleans my linoleum cleaner, twice as fast, twice as easy as soaps or detergents. No rinsing, no mopping dry ... From Canton, Ohio repository, Oct. 11, 1953, comic section. Appl. author: The Biow Co., inc. © The Procter & Gamble Co.; 11Oct53; KK90726.

Spic and Span cleans walls, woodwork, linoleum cleaner twice as fast, twice as easy as soaps or detergents. From Saginaw, Michigan news, Sept. 27, 1953, p. 19. Appl. author: The Biow Co., inc. © The Procter & Gamble Co.; 27Sep53; KK89465.

Watch Spic and Span clean linoleum cleaner. From Jamestown post journal, Jamestown, N. Y., Sept. 10, 1953, p. 24. Appl. author: The Biow Co., inc. © The Procter & Gamble Co.; 10Sep53; KK89053.

Watch Spic and Span clean linoleum cleaner, twice as fast, twice as easy as soaps or detergents can. From Journal gazette, Fort Wayne, Ind., Oct. 25, 1953, comic section. Appl. author: The Biow Co., inc. © The Procter & Gamble Co.; 25Oct53; KK91093.

What was the name of that new blue stuff? Cheer, the blue-magic wash-day suds. (Detergent) From Life, Apr. 20, 1953, p. 35. Appl. author: Young & Rubicam, inc. © The Procter & Gamble Co.; 17Apr53; KK87518.

PROPORTIONEERS, INC. ©.

Automatic synchronization with Synchro-Master, ends excess vibration and engine beat. Folder. Appl. author: Robert H. Glanville. © 6Nov53; KK90641.

PROSPERITY COMPANY, INC.

Advance release. (Laundry machinery) 5 p. Appl. author: Syracuse Advertising. © The Prosperity Co., inc.; 28Sep53; KK90177.

Customers specifically ask for Duo-Matic washing. (Laundry machinery) From Laundry-matic age, Sept. 1953, p. 2 of cover. Appl. author: Syracuse Advertising. © The Prosperity Co., inc.; 15Sep53; KK90178.

Flawless in basic conception, unprecedented in mechanical excellence. (Laundry machinery) From the National cleaner & dyer, Oct. 1953, p. 25. Appl. author: Syracuse Advertising. © The Prosperity Co., inc.; 10Oct53; KK90180.

How do you wash your hands? (Laundry machinery) Folder. Appl. author: Syracuse Advertising Agency. © The Prosperity Co., inc.; 20Jul53; KK88022.

Meet Mr. Formatrol. (Laundry machinery). From Industrial launderer, summer 1953, p. 24. Appl. author: Syracuse Advertising Agency. © The Prosperity Co., inc.; 29Jun53; KK87412.

No experienced help problem here. (Laundry machinery) From Cleaning and laundry world, Sept. 1953, p. 65. Appl. author: Syracuse Advertising. © The Prosperity Co., inc.; 15Sep53; KK90830.

Now, a successful operation right in your own plant. (Laundry machinery) From Southern garment manufacturer, Oct. 1953, p. 4 of cover. Appl. author: Syracuse Advertising Agency. © The Prosperity Co., inc.; 20Oct53; KK91462.

Pennies per pound renew soiled garments in your own plant. (Laundry machinery) Folder. Appl. author: Syracuse Advertising Agency. © The Prosperity Co., inc.; 5Jul53; KK87411.

The Prosperity clarification unit. (Laundry machinery) Folder. Appl. author: Syracuse Advertising. © The Prosperity Co., inc.; 5Oct53; KK90179.

Prosperity digest, July 1953. (Laundry machinery) Appl. author: Syracuse Adv. Agency. © The Prosperity Co., inc.; 26Jun53; KK87196.

Sport shirt business is big in Texas. Here's your solution to sport shirt laundering and finishing. From Texas laundry and cleaning journal, June 1953, p. 29. Appl. author: Syracuse Adv. Agency. © The Prosperity Co., inc.; 25Jun53; KK87195.

Sport shirts and how to finish them. (Laundry machinery) From American laundry digest, Nov. 1953, p. 48-49. Appl. author: Syracuse Advertising. © The Prosperity Co., inc.; 15Nov53; KK91456.

PROVIDENCE HEARING BUREAU.

Quality hearing aids. Batteries, cords, repairs for all hearing aids. Cards & blotter. © Providence Hearing Bureau, Holrick James Miller, sole owner; 15Sep53; KK90822.

PURTO RICO DISTILLING COMPANY ©.

From the tropics comes the Coonga, made with Ronrico. Best rum, bar none. Folder. © 29Sep53; KK89930

Newest drink sensation with tonic or cola. Ronrico purple label rum. Poster. © 15Aug53; KK88687.

Now Ronrico quality at a saving. From Bar-restaurant, July 1953, p. 27. © 14Jul53; KK88524.

PUREX CORPORATION, LTD. ©.

About the new Purex dry bleach, a chlorine bleach in safe, dry form. Folder. © 26Oct53; KK90668.

Controlled-action bleach deodorizes, disinfects, safe for fast colors. Net contents: one quart. Label. © 13Oct53; KK90218.

Important notice, out of stock means out of pocket. (Bleach) From Food field reporter, Sept. 7, 1953, p. 44. Appl. author: Foote, Cone & Belding. © 4Sep53; KK89488.

Labels from Purex liquid laundry bleach now worth money. From Atlanta daily world, Nov. 5, 1953, p. 8. Appl. author: Foote, Cone & Belding. © 5Nov53; KK92173.

Liquid bleach in dry form. Purex dry form. Net weight 12 ounces. Label. © 3Nov53; KK90510.

New liquid bleach in safe dry form. From Good housekeeping, Aug. 1953, p. 155. Appl. author: Foote, Cone & Belding. © 20Jul53; KK87924.

New liquid bleach in safe dry form. From Good housekeeping, Sept. 1953, p. 19. Appl. author: Foote, Cone & Belding. © 20Aug53; KK89733.

New liquid bleach in safe dry form. From Life, July 13, 1953, p. 108. Appl. author: Foote, Cone & Belding. © 10Jul53; KK87483.

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.

New, revolutionary, liquid bleach in safe dry form. Amazing new Purex dry bleach ... From Life, May 25, 1953, p. 70-71. Appl. author: Foote, Cone & Belding. © 22May53; KK88616.

New, revolutionary, liquid bleach in safe dry form. From What's new in home economics, June 1953, p. 29. Appl. author: Foote, Cone & Belding. © 1Jun53; KK87310.

Now, at last. Liquid bleach in safe dry form. From Good housekeeping, June 1953, p. 151. Appl. author: Foote, Cone & Belding. © 20May53; KK88614.

Save 10¢ on revolutionary new Purex dry bleach. From the Dakota farmer, Sept. 5, 1953, p. 32. Appl. author: Foote, Cone & Belding. © 5Sep53; KK89024.

Teach this easier way to sanitize the home, with new, revolutionary chlorine bleach in safe dry form. From What's new in home economics, Nov. 1953, p. 117. Appl. author: Foote, Cone & Belding. © 1Nov53; KK91340.

300 % more sales potential per foot. \$24 of Purex dry bleach ... From Chain store age, June 1953, p. 137. Appl. author: Foote, Cone & Belding. © 30May53; KK88615.

PURITAN COMPANY, INC. ©.

Millions of gallons of safe driving brake fluid ... The story of Puritan brake fluid. Folder. Appl. author: Alexander Beach. © 7Aug53; KK88364.

PURITAN CORDAGE MILLS ©.
Planet clothes line. 50 ft. Label.
© 22Nov53; KK92077.

PURSLEY, WALTER LANGFORD ©.
Plant identification and growing in-
structions. (Potted plants) La-
bel. © 8Sep53; KK88874.

PUZZY AND SIZZY ENTERPRISES. SEE
House of Puzzy.

PYLE, WILLIAM HENRY ©.
Blue-Chip sales promotion plan cby:
Cielo Caps [pseud.] (Bottle cap)
Sheet. © 2Jun53; KK88193.

PYRAMID LIFE INSURANCE COMPANY ©.
Let Pyramid help pay your hospital
and doctor bills. From the Owens-
boro, Ky., messenger, Oct. 6, 1953,
p. 5. Appl. author: Weiss and
Geller, inc. © 28Sep53; KK90459.

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; KK90458.

PYRAMID RUBBER COMPANY.
Why babies nurse better with modern
Evenflo. America's most popular
nursing. (Nipples) Folder. Appl.
author: John Beaufort Barrett.
© The Pyramid Rubber Co.; 1Jul53;
KK87544.

PYRO DISPLAY COMPANY ©.
Autoflare emergency light. Label.
Appl. author: Edward M. Kolisek.
© 10Oct53; KK90219.

Q

QUAKER OATS COMPANY.

Aren't you the bright-eyed one.
Puss 'n Boots coat foods From
Woman's home companion, Apr. 1951.
Appl. author: Lynn Baker, inc.
© Coast Fisheries Div. of the Qua-
ker 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-
thor: Lynn Baker, inc. © Coast
Fisheries Div. of the Quaker Oats
Co.; 15Sep52; KK87872.

QUALITY BAKERS OF AMERICA COOPERATIVE,
INC. ©.

The bread for rosy cheeks ... Now,
Stroehmann's Sunbeam, fortified
with 3 great food extras.
© 24Nov53; KK91795.

Every week Blue Ribbon families get
... Schmidt's Blue Ribbon milk
bonus bread. cChildren © 12Nov53;
KK92258.

Extra health, extra pep, extra good.
3 great food extras in Stroeh-
mann's Sunbeam [bread. Woman,
boy & girl] From Harrisburg news,
Harrisburg, Pa., Nov. 20, 1953.
© 20Nov53; KK92290.

Free milk bonus in Blue Ribbon bread.
Schmidt's milk bonus. [Woman]
© 22Oct53; KK92260.

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 ropes From
Altoona mirror, Altoona, Pa., Nov.
23, 1953. © 23Nov53; KK92291.

Get your milk bonus in Blue Ribbon
bread. Schmidt's Blue Ribbon milk
bonus. cPurse © 5Nov53; KK92261.

Hecht's Sunbeam enriched bread. King
size pullman. From Bristol herald
courier, Dec. 4, 1953, p. 28.
© 4Dec53; KK92183.

Help your family to better eating,
better health. Now 3 great food
extras. Stroehmann's Sunbeam en-
riched bread. [Little girl]
From the Era, Bradford, Pa., Dec.
8, 1953, p. 2. © 8Dec53; KK92293.

Help your family to better eating,
better health. Now 3 great food
extras in Stroehmann's Sunbeam
[bread. Little girl] From New
era, Lancaster, Pa., Dec. 8, 1953,
p. 4. © 8Dec53; KK92292.

Important news for Stroehmann's Sun-
beam [bread] families. Now ... 3
great food extras for your family.
[3 slices of bread] From Harris-
burg news, Harrisburg, Pa., Nov.
12, 1953. © 12Nov53; KK92288.

Mothers, you and your family need
this finer bread. Now reach for
Stroehmann's Sunbeam, fortified
with 3 great food extras.
© 17Nov53; KK91794.

Now have 'em reach for Stroehmann's
Sunbeam [bread] 3 great food ex-
tras. [Boy on skates] From
Harrisburg news, Harrisburg, Pa.,
Nov. 16, 1953. © 16Nov53;
KK92289.

Now reach for Stroehmann's Sunbeam
[bread] fortified with 3 great
food extras. © 17Nov53; KK91797.

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; KK92294.

Stay on the beam, eat energy-packed
Sunbeam enriched bread. Dan Dailey.
Streamer. © 1Dec53; KK91391.

Stay on the beam, eat energy-packed
Sunbeam enriched bread. Debbie
Reynolds. Streamer. © 1Nov53;
KK90461.

Stay on the beam, eat energy-packed
Sunbeam enriched bread. Esther
Williams. Streamer. © 1Jul53;
KK88858.

Stay on the beam, eat energy-packed
Sunbeam enriched bread. Jeanne
Crain. Streamer. © 1Sep53;
KK88860.

Stay on the beam, eat energy-packed
Sunbeam enriched bread. [June
Haver; girl dancing] Streamer.
© 1Aug53; KK88859.

3 great food extras in Stroehmann's
Sunbeam. [Little girl holding
bread] From Olean times herald,
Nov. 10, 1953, p. 13. © 10Nov53;
KK91800.

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-
mann's Sunbeam enriched bread.
[Miss Sunny] © 1Dec53; KK91799.

Yes, it's better baked. Stroehmann's
Sunbeam enriched bread. Dale Rob-
ertson. Streamer. © 1Jun53;
KK88857.

You get much moo-re non fat milk
nourishment and flavor in Blue
Ribbon bread. Schmidt's milk bonus.
[Cow] © 29Oct53; KK92259.

R

R.O.W. SALES COMPANY ©

High-Lite gliding removable windows. Label. Appl. author: Gordon W. Love. © 4Sep53; KK88955.

Removable wood windows. Label. Appl. author: Gordon W. Love. © 4Sep53; KK88957.

Sure-Lok awning wood windows. Label. Appl. author: Gordon W. Love. © 4Sep53; KK88956.

R W L WINE COMPANY ©

The champion of wines. Card. Appl. author: Emery Advertising Corp. © 18Aug53; KK88283.

The new RWL has a twang to it. Poster. Appl. author: Emery Advertising Corp. © 1Sep53; KK89323.

Today's RWL is the wine with a twang. Steamer. Appl. author: Emery Advertising Corp. © 29Sep53; KK89459.

What extra good wine has a twang to it? From the Baltimore Afro American, Oct. 6, 1953, p. 18. Appl. author: Emery Advertising Corp. © 60Oct53; KK89931.

What extra good wine has a twang to it? From Washington Afro American, Washington, D. C., Oct. 6, 1953, p. 17. © 60Oct53; KK89934.

RAGAN EXTERMINATORS.

Ragan exterminators. Envelope. Appl. author: Brown & Bigelow. © Julius R. & Margaret E. Ragan, d.b.a. Ragan Exterminators; 22Oct53; KK91141.

RAGAN, JULIUS R. AND MARGARET E.

RAGAN, d.b.a. RAGAN EXTERMINATORS. SEE Ragan Exterminators.

RAGAN, MARGARET E. AND JULIUS R.

RAGAN, d.b.a. RAGAN EXTERMINATORS. SEE Ragan Exterminators.

RAINRITE SPRINKLER COMPANY ©

How to properly install your Rainrite underground lawn sprinkler system. Sheet. © 27Aug53; KK91271.

The new, low cost Rainrite underground lawn sprinkler system. Folder. © 27Aug53; KK91272.

RAMAR ENTERPRISES.

Guardin' owl. This design symbolizes the combined human and animal spirit ... (Bird repellent for gardens) Sheet. © Margaret Englander & Raymond F. Welsh, d.b.a. Ramar Enterprises; 20Oct53; KK91524.

RAMSEY CORPORATION ©

Another exclusive important way you profit all-ways with Ramco. Ramco no gap spiro-seal ... Quickest seating every time. Piston rings. From Motor age magazine, July 1953, p. 3 of cover. Appl. author: Van Auken, Ragland & Stevens. © 5Jul53; KK87817.

Another important exclusive way you profit all-ways with Ramco all purpose no gap Spiro-Seal. (Automotive piston rings) From Southern automotive journal, Aug. 1953, p. 4 of cover. Appl. author: Van Auken, Ragland & Stevens. © 8Aug53; KK89103.

Another proof, you profit all-ways with Ramco. Ramco 3-up parts cleaner. Folder. Appl. author: Van Auken, Ragland & Stevens. © 50Oct53; KK90547.

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 Auken, Ragland & Stevens. © 50Oct53; KK91266.

Double life principle. Ramco piston rings. From Motor age magazine, Sept. 1953, p. 3 of cover. Appl. author: Van Auken, Ragland & Stevens. © 5Sep53; KK89751.

Ramco jobbers can be confident that whatever the future may hold in new piston ring design ... From Jobber topics magazine, Aug. 1953, p. S 8-9. Appl. author: Van Auken, Ragland & Stevens. © 15Aug53; KK89104.

Ramco 3-up parts cleaner. Sheet. Appl. author: Van Auken, Ragland & Stevens. © 50Oct53; KK90548.

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 Auken, Ragland & Stevens. © 5Nov53; KK91457.

The three important things to remember about Ramco ... (Automotive piston rings) From Jobber topics magazine, Sept. 1953, p. 112-113. Appl. author: Van Auken, Ragland & Stevens. © 15Sep53; KK89750.

What is the primary purpose of inner rings? Ramco. From Jobber topics, Oct. 1953, p. 108-109. Appl. author: Van Auken, Ragland & Stevens. © 15Oct53; KK91267.

Years ahead in engineering firsts, for over 32 years. Ramco piston rings, piston expanders, 3-up parts cleaner. From Motor magazine, Nov. 1953, p. 128-129. Appl. author: Van Auken, Ragland & Stevens. © 15Nov53; KK91884.

You are all-ways years ahead with Ramco. (Automotive piston rings) From Jobber topics magazine, Nov. 1953, p. 237-240. Appl. author: Van Auken, Ragland & Stevens. © 15Nov53; KK91883.

Your big profit difference is Ramco no gap Spiro-Seal. It bridges the gap. (Automotive piston rings) From Motor magazine, May 1953, p. 75. Appl. author: Van Auken, Ragland & Stevens. © 15May53; KK87198.

RANDOM ABRASIVE COMPANY ©

Random-Lap and Random Thin-Stix. Sheet. Appl. author: Harold Hedstrom. © 50Oct53; KK91887.

RAPP-RAMSEY COMPANY.

Dex; miracle protective rinse for all nylons. Label. Appl. author: Buchanan-Thomas Advertising Co. © The Rapp-Ramsey Co.; 1Sep53; KK88868.

Dexol safety bleach. Net wt. 30 oz. Label. Appl. author: Buchanan-Thomas Advertising Co. © The Rapp-Ramsey Co.; 1Aug53; KK88867.

Dexol safety bleach. Net wt. 12 oz. Label. Appl. author: Buchanan-Thomas Advertising Co. © The Rapp-Ramsey Co.; 1Aug53; KK88870.

Fast; approved for all automatic washers ... Net wt. 24 oz. (Cleaning compound) Label. Appl. author: Buchanan-Thomas Advertising Co. © The Rapp-Ramsey Co.; 1Sep53; KK89043.

New improved Shina Dish really does save your hands. Net wt. 13 oz. (Dish washing compound) Label. Appl. author: Buchanan-Thomas Advertising Co. © The Rapp-Ramsey Co.; 1Jun53; KK88871.

Perfex super cleaner. Net wt. 10 oz. Label. Appl. author: Buchanan-Thomas Advertising Co. © The Rapp-Ramsey Co.; 5Jan53; KK88869.

Perfex super cleaner. Net wt. 31 oz. Label. Appl. author: Buchanan-Thomas Advertising Co. © The Rapp-Ramsey Co.; 1Aug53; KK88872.

RATNER, ALLAN ©

Inventor and developer of useful products. (Novelty Fitz-U finger ring) Sheet. © 27Oct53; KK90698.

RAUMIUM BALNEOLOGICAL LABORATORIES.

Raumium mineral bath. Net weight 6 ounces. Label. © Raumium Balneological Laboratories, Richard M. Rauner, proprietor; 23Oct53; KK90491.

RAUNER, RICHARD M., PROPRIETOR, RAUMIUM BALNEOLOGICAL LABORATORIES. SEE Raumium Balneological Laboratories.

RAYMOND'S, INC. ©

Alias Incognito, a famous brand in disguise. Delight Mom with gift-gay nylon tricot slips ... From the Boston Sunday globe, p. 37. © 3May53; KK87024.

RAY-O-LITE CORPORATION OF AMERICA ©

The most exciting advancement in the history of awnings. Appl. author: Charles F. O'Neill, Jr. © 18Sep53; KK90836.

Unbreakable plastic ... the most exciting advancement in the history of awnings. Appl. author: J. Howard Allison. © 12Aug53; KK90302.

RAY'S BRAND PRODUCTS ©

Delicious chilli con carne with beans. Net weight 1 lb. 4 oz. Label. Appl. authors: Edward R. DeFrates & Helen DeFrates. © 26Oct53; KK91750.

RAYTHEON MANUFACTURING COMPANY ©

Raytheon TV service saver 21T8 chassis manual. Pamphlet. Appl. author: Kenneth C. Kleidon. © 31Jul53; KK88149.

Service saver. (Television sets) Sheet. Appl. author: Kenneth C. Kleidon. © Raytheon Manufacturing Co., Television & Radio Div.; 21Aug53; KK88865.

TV owner's guide and service saver. Pamphlet. Appl. author: Kenneth C. Kleidon. © 21Jul53; KK88155.

TV owner's service saver. Pamphlet. Appl. author: Kenneth C. Kleidon. © 27Jul53; KK88148.

REACH (A. J.), WRIGHT AND DITSON ©

1953-1954 fall and winter catalogs (Sports equipment) © 23Jun53; KK86989.

REARDON COMPANY.

Bondex heavy duty sealer. Folder. © The Reardon Co.; 1Dec52; KK90358.

Colors available in Dramex interior wall finish, twelve colors and white. Folder. © The Reardon Co.; 1Aug53; KK90360.

Dramex decorator's handbook gives you new walls for old without re-plastering. Folder. © The Reardon Co.; 1Aug53; KK90361.

Quick Plug, stops active leaks instantly in masonry surfaces. Folder. © The Reardon Co.; 1Jun53; KK90357.

Use Chex wall size & sealer. Folder. © The Reardon Co.; 1Jun53; KK90355.

Venostone primer sealer, the safest sealer for cement floors and walls. Folder. © The Reardon Co.; 1Jun53; KK90356.

What you can do about porous masonry wall surfaces. Bondex heavy duty sealer. Folder. © The Reardon Co.; 1Jun53; KK90359.

RECORD CLOTHES ©

The Hollyback, amazing one piece sensational back with revolutionary center vent. From Daily news record, Oct. 7, 1953, p. 12-13. © 7Oct53; KK89966.

How to reach a Record low in alteration costs. From Men's wear, Aug. 7, 1953, p. 5. © 7Aug53; KK88673.

Record gives your store a better play. Whether you are now selling high style clothing ... From Esquire's apparel arts, July 1, 1953, p. 5. © 1Jul53; KK87686.

RED FARM STUDIO.

Barbecue notes. Twenty recipe notes, twenty envelopes. Label. © Red Farm Studio, inc., d.b.a. Red Farm Studio; 15Apr53; KK90287.

New England recipe notes. Twenty recipe notes, twenty envelopes. Label. © Red Farm Studio, inc., d.b.a. Red Farm Studio; 30Jun52; KK89701.

Scandinavian cookie notes. Twenty recipe notes, twenty envelopes. Label. © Red Farm Studio, inc., d.b.a. Red Farm Studio; 20Jan52; KK89702.

RED FARM STUDIO, INC., d.b.a. RED FARM STUDIO. SEE Red Farm Studio.

RED TOP BREWING COMPANY ©

Redtop party cans. 6 colorful party cans. Label. © 29Jun53; KK88492.

REDDI-WIP, INC. ©

Be a talked-about holiday hostess, with Sally Neely's Reddi-Wip desserts. (Whipping cream) From the Erie daily times, Erie, Pa., Dec. 18, 1952, p. 40. Appl. author: Ruthrauff & Ryan, inc. © 18Dec52; KK88593.

Clip this coupon. 10¢ off on a quart of your favorite chocolate milk ... when you buy a can of Reddi-Wip. (Whipping cream) From the La Crosse tribune, July 16, 1953, p. 24. Appl. author: Ruthrauff & Ryan, inc. © 16Jul53; KK88635.

The fresh, real cream that goes into Reddi-Wip, glorifies your pies at the touch of a finger tip. Get Reddi-Wip today from your friendly grocer or milkman. From Akron beacon journal, Nov. 3, 1953, p. 27. Appl. author: Ruthrauff & Ryan, inc. © 3Nov53; KK91465.

The fresh, real cream that goes into Reddi-Wip, glorifies your pies at the touch of a finger tip. Only Reddi-Wip gives you all these features. From the Cleveland press, Nov. 3, 1953, p. 30. Appl. author: Ruthrauff & Ryan, inc. © 3Nov53; KK91466.

I buy cream an amazing new way. It's Reddi-Wip and look what it does. Glorifies gelatins ... From

Parade, Sept. 20, 1953, p. 19. Appl. author: Ruthrauff & Ryan, inc. © 20Sep53; KK89667.

I buy cream an amazing new way. It's Reddi-Wip and look what it does. Sensational on strawberries ... From Life, Sept. 14, 1953, p. 129. Appl. author: Ruthrauff & Ryan, inc. © 14Sep53; KK89666.

I buy fresh cream an amazing new way. It's Reddi-Wip and look what it does. Make puddings real party treats ... From the Gary post-tribune, Gary, Ind., Sept. 17, 1953, p. 7. Appl. author: Ruthrauff & Ryan, inc. © 17Sep53; KK89668.

It's time to make strawberries twice as exciting with Reddi-wip. They're here again. (Whipping cream) From Life, May 25, 1953, p. 112. Appl. author: Ruthrauff & Ryan, inc. © 25May53; KK87464.

It's time to make strawberries twice as exciting with Reddi-wip. Think of someone you really want to please ... (Whipping cream) From the Hartford times, May 14, 1953, p. 37. Appl. author: Ruthrauff & Ryan, inc. © 14May53; KK87466.

It's time to make strawberries twice as exciting with Reddi-Wip. (Whipping cream) From Des Moines tribune, May 14, 1953, p. 35. Appl. author: Ruthrauff & Ryan, inc. © 14May53; KK87888.

It's time to make strawberries twice as exciting with Reddi-Wip. (Whipping cream) From the Evening star, Washington, Apr. 23, 1953, p. 10. Appl. author: Ruthrauff & Ryan, inc. © 23Apr53; KK87787.

Make Christmas desserts just wonderful with Reddi-Wip. (Whipping cream) From the Erie daily times, Erie, Pa., Dec. 4, 1952, p. 36. Appl. author: Ruthrauff & Ryan, inc. © 4Dec52; KK88594.

New low price on real cream Reddi-Wip. (Whipping cream) From Boston daily record, May 15, 1953, p. 38. Appl. author: Ruthrauff & Ryan, inc. © 15May53; KK87791.

Now, new low price on real cream Reddi-Wip. (Whipping cream) From Boston traveler, May 14, 1953, p. 28. Appl. author: Ruthrauff & Ryan, inc. © 14May53; KK87788.

Put Reddi-Wip on your shopping list today. Glorify week-end desserts the easy way. (Whipping cream) From Minneapolis morning tribune, Oct. 23, 1953, p. 4. Appl. author: Ruthrauff & Ryan, inc. © 23Oct53; KK91467.

Reddi-Wip is the amazing new way to buy cream. Look what it does for puddings. (Whipping cream) From the American family, Oct. 1, 1953, p. 34. Appl. author: Ruthrauff & Ryan, inc. © 1Oct53; KK91379.

Special offer. This coupon saves you 10¢. Guaranteed to carry its dairy freshness right to your table. (Whipping cream) From the Detroit news, Oct. 29, 1953, p. 48. Appl. author: Ruthrauff & Ryan, inc. © 29Oct53; KK91378.

Special offer. This coupon saves you 10¢. Guaranteed to carry its pure freshness right to your table. (Whipping cream) From the Atlanta journal, Sept. 24, 1953, p. 62. Appl. author: Ruthrauff & Ryan, inc. © 24Sep53; KK91377.

Strawberries are red, Reddi-Wip is white, takes only a minute for shortcake tonight. (Whipping cream) From the Detroit news,

June 4, 1953, p. 47. Appl. author: Ruthrauff & Ryan, inc. © 4Jun53; KK87889.

They'll love you for always serving gelatin with Reddi-wip. (Whipping cream) From the Evening star, Washington, Apr. 9, 1953, p. A-8. Appl. author: Ruthrauff & Ryan, inc. © 9Apr53; KK87467.

They'll love you for always serving gelatin and Reddi-wip. (Whipping cream) From the South Bend tribune, South Bend, Ind., Apr. 16, 1953, p. 18. Appl. author: Ruthrauff & Ryan, inc. © 16Apr53; KK87465.

They'll love you for always serving jelly powders and Reddi-Wip. Easy to put big smiles ... (Whipping cream) From the Quelp daily mercury, Apr. 16, 1953, p. 20. Appl. author: Ruthrauff & Ryan, inc. © 16Apr53; KK88634.

They'll love you for always serving jelly powders with Reddi-Wip. No wonder they think ... (Whipping cream) From the Hamilton spectator, Apr. 16, 1953, p. 30. Appl. author: Ruthrauff & Ryan, inc. © 16Apr53; KK88632.

This collar saves you 5¢ on a container of genuine Reddi-Wip. (Whipping cream) From Long Island daily press, Apr. 9, 1953, p. 40. Appl. author: Ruthrauff & Ryan, inc. © 9Apr53; KK89466.

REDI-PEELED POTATO CORPORATION ©

Finest selected baking potato. (Individual potato wrapper) Label. Appl. author: Milprint, inc. © 9Dec52; KK92133.

REGAL AMBER BREWING COMPANY ©

Folks said I was crazy ... Regal Pale. From the San Francisco news, Oct. 20, 1953, p. 8. Appl. author: David Bascom. © 20Oct53; KK90236.

They laughed when we flew to Milwaukee. Regal Pale, one of America's 2 great beers. From the Bakersfield Californian, Oct. 21, 1953, p. 37. Appl. author: David F. Bascom. © 21Oct53; KK90408.

REGISTER, JAMES. ©

The Golden oil. Golden light pecan oil. Folder. © 16Nov53; KK91382.

REID (PATRICIA) COSMETICS ©

Patricia Reid rapid dry nail polish. Card. Appl. author: Hepworth Advertising Co. © 30Oct53; KK90478.

REINHART, ARTHUR L., d.b.a. REINHART'S SOUTHERN KITCHENS. SEE Reinhart's Southern Kitchens.

REINHART'S SOUTHERN KITCHENS.

Manhattans bourbon cherries. One pound. (Candy) Label. © Arthur L. Reinhart, d.b.a. Reinhart's Southern Kitchens; 15Sep52; KK90664.

REPCO, INC. ©

Confidential net prices, 1953. Amer-glas air filters. Folders. Appl. author: Antoinette Carmela Tria. © 1Mar53; KK87097.

REPLAND, LUIS, d.b.a. COMMUNITY LIFE MAGAZINE. SEE Community Life Magazine.

REPUBLIC MOLDING CORPORATION ©

The newest thing in covered utility pails. Sheet. Appl. author: Leo Wolf. © 21Aug53; KK88891.

REPUBLIC MOLDING CORPORATION ©.

- Cont'd.
 Republic Freezettes are nationally advertised. (Food containers) Folder. Appl. author: Leo Wolf. © 25Jun53; KK88889.
 Republic, the greatest name in plastics ... Freezettes. (Food containers) Sheet. Appl. author: Leo Wolf. © 21Aug53; KK88890.
 Republic, the greatest name in plastic housewares again leads with four new products. Sheet. Appl. author: Leo Wolf. © 9Jul53; KK87900.

REPUBLIC STEEL CORPORATION. BERGER MANUFACTURING DIVISION ©.

- All about John Dough and how he sold Republic Steel kitchens. Form KSP-198. Pamphlet. Appl. author: Meldrum and Fewsmith, inc. © 8May53; KK87158.
 Dealer planning guide. Republic Steel kitchens. Form KSP-188. Leaflet. Appl. author: Meldrum and Fewsmith, inc. © 25Apr53; KK87160.
 Free kitchen planning service ... Republic Steel kitchen ... Form KAD-182. Pamphlet. Appl. author: Meldrum and Fewsmith, inc. © 1Jun53; KK88839.
 Is yours a problem kitchen? ... Republic Steel kitchens ... Form KAD-182. Pamphlet. Appl. author: Meldrum and Fewsmith, inc. © 1Jun53; KK88838.
 Republic Steel kitchens, the new, big quality name in steel kitchens. Form KSP-214. Pamphlet. Appl. author: Meldrum and Fewsmith, inc. © 22May53; KK87159.
 12 reasons why you should buy Republic Steel kitchens sinks. Form KAD-182. Pamphlet. Appl. author: Meldrum and Fewsmith, inc. © 1Jun53; KK88837.

RES-Q COMPANY OF LOS ANGELES, CALIFORNIA.

- Res-Q, a universal antidote for accidental poisoning. Net contents 1/2 oz. Label. Appl. author: Marvin S. Averbook. © The Res-Q Co. of Los Angeles, California; 25Jul53; KK88428.

RETREADERS AND VULCANIZERS SUPPLY COMPANY ©.

- R and V supplies. Fastest service to tire repair man. Label. Appl. author: Jess Rousey Allen. © 2Jan53; KK89112.

REVERE ELECTRIC MANUFACTURING COMPANY ©.

- Revere porcelain enamel eliptor floodlights. Bulletin no. 149-D. Appl. author: R. J. Skala Co. © 27Aug53; KK88698.
 Revere street lighting luminaires. The Endoval. Folder. Appl. author: R. J. Skala Co. © 24Aug53; KK88700.
 Revere street lighting luminaires. The Star Lux. Folder. Appl. author: R. J. Skala Co. © 20Aug53; KK88699.

REVLON PRODUCTS CORPORATION ©.

- New, no-streak makeup gives perfect finish in 5 seconds. Revlon's Love-Pat [face powder] From Modern screen, Oct. 1953, p. 2 of cover. Appl. author: William H. Weintraub & Co., inc. © 11Sep53; KK91110.

REYNOLDS METALS COMPANY ©.

- Do-it-yourself aluminum. \$.69. Label. Appl. author: Alvin C. Kintner. © 15Oct53; KK91893.

RHEEM MANUFACTURING COMPANY ©.

- Rheem automatic storage water heaters. Your profit-leader in the LP-gas market. From Butane-propane catalog, 1953, p. 182. Appl. author: Campbell-Ewald Co., inc. © 31Mar53; KK87045.
 Rheem gas-fired warm-air furnaces. Your best bet in LP-gas heating sales. From Butane-propane catalog, 1953, p. 203. Appl. author: Campbell-Ewald Co., inc. © 31Mar53; KK87044.
 Rheemcote poster drums help Sherwin-Williams cover the earth. (Plumbing & heating products) From Chemical week, Aug. 1, 1953, p. 15. Appl. author: Campbell-Ewald Co., inc. © 1Aug53; KK90691.
 Tips on selling furnaces. Remember, nothing's too good for mother. (Plumbing & heating products) From Sheet metal worker, Nov. 1953, p. 27. Appl. author: Campbell-Ewald Co., inc. © 7Nov53; KK92199.
 Tips on selling furnaces. Remember, you never know what women may want. (Plumbing & heating products) From LP-Gas, Sept. 1953, p. 21. Appl. author: Campbell-Ewald Co., inc. © 25Aug53; KK88604.
 Tips on selling homes. Remember, house buyers are fussy budgets. (Plumbing and heating products) From Practical builder, July 1953, p. 233. Appl. author: Campbell-Ewald Co., inc. © 1Jul53; KK87278.
 Tips on selling homes. Remember, mothers are worry-warts. (Plumbing & heating products) From House & home, Oct. 1953, p. 67. Appl. author: Campbell-Ewald Co., inc. © 1Oct53; KK90692.
 Tips on selling water heaters. Remember, a man is the world's worst skeptic. (Plumbing & heating products) From LP-Gas, Sept. 1953, p. 83. Appl. author: Campbell-Ewald Co., inc. © 25Aug53; KK88605.

RICE, GRANTLAND. SEE Eastern Corporation.

RICHARDSON (THOMAS D.) COMPANY ©.

- How to plan and give parties with personality. (Packaged confections) 48 p. Appl. author: Amber-son Associates (Rosanne Ambersen) © 20Aug53; KK89803.

RICHFIELD FOODS COMPANY.

- Lassie Jane brand syrup. Net volume 1 pt. 8 fl. ozs. Label. © Robinson Syrup Co., d.b.a. Richfield Foods; 29Oct53; KK92132.

RICHTER ARTCRAFT COMPANY ©.

- Zulu Babu, goddess of fertility. (Primitive figure) Label. Appl. author: William Lewis Breyfogle. © 11Dec53; KK92202.

RIDER, EDGAR D.

- Direction; a game of skill for young and old. Label. © Dallas B. Driskill & Edgar D. Rider; 16Nov53; KK92072.
 Think and act in the right Direction. (Game) Sheet. © Edgar D. Rider & Dallas B. Driskill; 7Jul53; KK87277.

RILEY, CARLOS ALBERT ©.

- Leave computation charts. Label. © 10Aug53; KK89102.

RINEHART AND COMPANY ©.

- Sell more by knowing the answers. Wool as an apparel fiber. From Daily news record, New York, Sept. 15, 1953, p. 7. Appl. author: Monroe F. Dreher, inc. © 15Sep53; KK91678.

RIPON FOODS, INC. ©.

- A big guy with a little job. Rippin' good cookies. Appl. author: Paulson-Gerlach & Associates, inc. © 29Oct53; KK90377.

- Keeper of a precious key. (Cookies) Appl. author: Paulson-Gerlach & Associates, inc. © 15Oct53; KK90529.

- Kitchen for a million women. Right here is where a million women do their baking ... From Milwaukee Journal, Oct. 8, 1953, p. 4. Appl. author: Paulson-Gerlach & Associates, inc. © 8Oct53; KK89734.

- Who ever heard of a glass truck? But how can we keep the cookies even fresher? From the Milwaukee Journal, Oct. 22, 1953. Appl. author: Paulson-Gerlach & Associates, inc. © 22Oct53; KK90223.

RIPON KNITTING WORKS ©.

- After school, after play, into Ripons. (Slipper socks) From Parents' magazine & family home guide, Sept. 1953, p. 155. Appl. author: The Buchen Co. © 25Aug53; KK89099.

- Back to school on happy feet. Slip-on Ripons. (Slipper socks) From This week magazine, Aug. 23, 1953, p. 18. Appl. author: The Buchen Co. © 23Aug53; KK89298.

- Klondike boot socks by Ripon. From Field & stream, Sept. 1953, p. 16. Appl. author: The Buchen Co. © 24Aug53; KK89100.

- Let's get gay for Christmas. Ripons [slipper socks] for happy feet. From the Saturday evening post, Nov. 21, 1953, p. 149. Appl. author: The Buchen Co. © 18Nov53; KK91339.

RIVA, CHARLES P., JR., AND JANE G. RIVA, composing the firm RIVA DISTRIBUTING COMPANY. SEE Riva Distributing Company.

RIVA, JANE G., AND CHARLES P. RIVA, JR., composing the firm RIVA DISTRIBUTING COMPANY. SEE Riva Distributing Company.

RIVA DISTRIBUTING COMPANY.

- Concentrated instant lemon beverage base & food flavoring. Net contents 4 fl. oz. Label. Appl. author: Stecher-Traug Lithograph Corp. © Riva Distributing Co., a firm composed of Charles P. Riva, Jr. & Jane G. Riva; 30Apr52; KK90187.

- Pride of California instant lemon beverage base & food flavoring. Net contents: 4 fl. oz. Label. Appl. author: California Litho Plate Co. © Riva Distributing Co., a firm composed of Charles P. Riva, Jr. & Jane G. Riva; 4Aug49; KK90188.

ROBBIN PRODUCTS ©.

- All purpose, heavy duty portable-electric compressor painting & power sprayers. Prom. no. 242. Sheet. Appl. author: Meyer Robbin. © 17Mar53; KK87239.

- Automatic electric coffeemaker. Free, 4 java hottles. Promotion no. 244. Sheet. Appl. author: Meyer Robbin. © 1Jun53; KK87238.

- Automatic electric coffeemaker. Promotion no. 255. Sheet. Appl. author: M. Robbin. © 1Sep53; KK89282.

- Beacons 49th birthday celebration sale. New improved twist loop deep pile rugs. Promotion no. 519. Sheet. Appl. author: Meyer Robbin. © 15Jun53; KK87231.

- Burnzit all metal disposal unit. Promotion no. 152. Sheet. Appl. author: Meyer Robbin. © 8Apr53; KK87243.
- Castelli juvenile all steel table & 2 chairs. Flash camera outfit ... Ad mat no. 826-C. Sheet. Appl. author: Meyer Robbin. © 21Sep53; KK91866.
- Chain drive tractor, made by Castelli. For girls and boys. Junior miss hostess sets ... Promotion no. 810-C. Sheet. Appl. author: Meyer Robbin. © 14Oct53; KK91868.
- Chain drive tractor, for girls and boys. Promotion no. 810. Sheet. Appl. author: Meyer Robbin. © 11Aug53; KK91869.
- 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 offered, lady's Ruff & Tuff Rist-Mate watch. No. 629. Sheet. Appl. author: M. Robbin. © 1Sep53; KK89291.
- 5 day factory home-demonstration. Complete home barber set, deluxe electric hair clipper, new type professional shears, barber comb. Promotion no. 246. Sheet. Appl. author: Meyer Robbin. © 22Jun53; KK87236.
- For the look of a full carat. 14 diamond cluster earrings. Promotion no. 658. Sheet. Appl. author: Meyer Robbin. © 21Sep53; KK91865.
- 4 Beacon blankets. 4 for the price of 3. Promotion no. 518. Sheet. Appl. author: Meyer Robbin. © 3Jun53; KK87232.
- 4 in 1 hammock, stand, pillow & table. Siesta ensemble. Prom. no. 149. Sheet. Appl. author: Meyer Robbin. © 17Mar53; KK87228.
- Free 10 day watch trial. Original Rist-Mate, Ruff & Tuff watch with Paper-Mate pen. No. 628. Sheet. Appl. author: M. Robbin. © 1Sep53; KK89285.
- Free 10 day watch trial. Original Rist-Mate, Ruff & Tuff watches with Paper-Mate pen. Prom. no. 622. Sheet. Appl. author: M. Robbin. © 24Aug53; KK89280.
- Half carat diamorama diamond sale. 10 diamond Span-O-Life ensemble. Promotion no. 634. Sheet. Appl. author: M. Robbin. © 1Sep53; KK89289.
- Hand set rhinestone 17 jewel Ristmate watches. Promotion no. 621. Sheet. Appl. author: Meyer Robbin. © 21Sep53; KK91871.
- Just 100 [child's] giant all steel wagons; [child's] table & 2 chairs. Promotion no. 814-C. Sheet. Appl. author: M. Robbin. © 1Sep53; KK89290.
- Lady's Ruff & Tuff Rist-Mate 17 jewel watch. Free rain hood & shoulder cape. Prom no. 619. Sheet. Appl. author: Meyer Robbin. © 8Apr53; KK87229.
- Matched dinnerware ensemble. Tahitian. Promotion no. 419. Sheet. Appl. author: Meyer Robbin. © 3Jun53; KK87244.
- Mirrored knick knack shadow box, including 5.95 matching wall brackets. Prom. no. 156. Sheet. Appl. author: Meyer Robbin. © 15Jun53; KK87240.
- Now, your children can have a real record player. Melotone all electric-acoustic phonograph. No. 819-C. Sheet. Appl. author: M. Robbin. © 1Sep53; KK89288.
- Ornamental golden jubilee electric coach clock. Promotion no. 248. Sheet. Appl. author: M. Robbin. © 24Aug53; KK89283.
- Ristmate Twinners. 17 jewel watches. Promotion no. 620. Sheet. Appl. author: Meyer Robbin. © 1Oct53; KK91863.
- Similar tractors never before sold for less than \$29.95. No. 810. (Child's tractor) Sheet. Appl. author: Meyer Robbin. © 7Jul53; KK88084.
- Solid colored sheets & pillow cases. Priced at less than white. Promotion no. 521. Sheet. Appl. author: Meyer Robbin. © 1Jun53; KK87230.
- Sophisticated Sue, rooted saran hair doll, and Jimmy brother doll included. Prom. no. 815. Sheet. Appl. author: M. Robbin. © 1Sep53; KK89286.
- \$20 savings, Capri colored dinnerware. Promotion no. 418. Sheet. Appl. author: Meyer Robbin. © 1May53; KK87233.
- 20 pc. stainless steel set. No. 311. (Kitchen utensils) Sheet. Appl. author: Meyer Robbin. © 1Jul53; KK88083.
- 2 all wool Warmwaite blankets. Promotion no. 52 D. Sheet. Appl. author: M. Robbin. © 1Sep53; KK89281.
- 2 for 1 play 'n' serve table; reversible dubl-top combination table top. Prom. no. 153. Sheet. Appl. author: Meyer Robbin. © 1Jun53; KK87242.
- 2 for the price of 1, Electre-steel Servacart & all steel stool. Promotion no. 158. Sheet. Appl. author: M. Robbin. © 11Aug53; KK89284.
- 2 great names combine to offer you 2 value sensations. Cannon 6 sheets, 6 pillow cases & towel set, and 4 Beacon blankets. Promotion no. 908. Sheet. Appl. author: M. Robbin. © 1Sep53; KK89287.
- Waterless deluxe triple thick aluminum cookware. Promotion no. 307-A. Sheet. Appl. author: Meyer Robbin. © 18May53; KK87235.
- Waterless triple thick aluminum cookware stainless steel kitchen set. Promotion no. 310. Sheet. Appl. author: Meyer Robbin. © 18May53; KK87234.
- 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.
- Whirl-A-Heet electric forced air heater. Promotion no. 254. Sheet. Appl. author: Meyer Robbin. © 14Oct53; KK91864.
- Your choice, either doll or holster set, our gift to you free with any purchase of \$19.95 or more. Mat no. 824. Sheet. Appl. author: Meyer Robbin. © 16Oct53; KK91867.
- You've seen picture light advertised for \$8.95, now get 2 electric picture lights by famous artists, \$8.95 for any pair. Promotion no. 154. Sheet. Appl. author: Meyer Robbin. © 15Jun53; KK87241.
- wt. 12 ozs. Label. Appl. authors: George H. Robertson and Robert T. Ramsey. © 1May53; KK89447.
- ROBERTS COMPANY.
How to select and keep your carpet as you'd like it. Pamphlet. Appl. author: Neale Advertising Associates. © The Roberts Co.; 21Sep53; KK89056.
- ROBINSON, ULYSSES GRANT ©.
Important information. Knowledge of how to cook and eat Al-Fal-Fay seed and vitamin health food. Folder. © 17Jul53; KK88127.
Knowledge of how to cook and eat. Rev. Doctor Robinson's Al-Fal-Fay seed and vitamin health food. Pamphlet. © U. G. Robinson; 22Jun53; KK87941.
- ROBINSON SYRUP COMPANY, d.b.a. RICHFIELD FOODS. SEE Richfield Foods Company.
- ROCK OF AGES CORPORATION ©.
Before the need arises. (Monuments) Pamphlet. © 20Aug53; KK88337.
Family monuments to memories. Pamphlet. © 20Aug53; KK88338.
Monuments for those of Christian faith. Folder. © 20Aug53; KK88340.
Your tribute is forever beautiful in a Rock of Ages marker. (Monuments) Folder. © 20Aug53; KK88339.
- ROCKWELL, NORMAN.
All the fun without the cob. SEE Green Giant Company.
Tender memories for dinner tonight. SEE Green Giant Company.
- RODDENBERRY (W. B.) COMPANY, INC., d.b.a. RODDENBERRY BROTHERS. SEE Roddenberry Brothers.
- RODDENBERRY BROTHERS.
Game Cock syrup. New volume 1 qt. 13 fl. ozs. Label. © W. B. Roddenberry Co., inc., d.b.a. Roddenberry Bros.; 7Jul53; KK88140.
- RODRIGUEZ, JOSÉ RAMÓN ©.
Una manera sana, moral y economica de evitar el exceso de hijos. (Plastic work of technical character) Sheet. © 13Aug53; KK88133.
- ROGER MANUFACTURING COMPANY ©.
Roger No-Sting tether-ball. Sheet. Appl. author: Albert Joseph Roger. © 17Jul53; KK88189.
- ROGERS (ROY) ENTERPRISES ©.
1954 Roy Rogers program for profit, designed with you the retailer in mind. (Character licensed merchandise) 16 p. Appl. author: Elliott V. Bogert. © 10Nov53; KK91857.
- ROLL DIPPERS, INC. ©.
Telling ten million housewives how to Roldip ice cream. Sheet. Appl. author: Sterling Beeson. © 11Sep53; KK89507.
- ROLLOFF, ALVIN A. ©.
The Betty Back Saver. (Supporting stand for basket) Sheet. © 7Aug53; KK88829.
- ROMANOV, VASILII ©.
Prince Vasilii Romanov vodka. Label. Appl. author: Tony Sotomayor. © 18Jun53; KK88303.
- ROOT-LOWELL CORPORATION ©.
Catalog 53. (Sprayers & dusters) © 30Apr53; KK87406.
- ROBERSON AND RAMSEY PRODUCE COMPANY ©.
Gold Crown brand fancy tomatoes. Net

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Shorty Shopper; the market bag.
(Retail merchandise) Folder.
© 5Sep53; KK88880.
- ROSITA PRODUCTS COMPANY, INC. ©
Enjoy genuine Mexican food at home.
Rosarita Mexican dinners. Folder.
Appl. author: R. G. Scarborough,
Jr. © 17Sep53; KK89329.
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. © 16Sep53;
KK89330.
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Save this card, and remove a tire
when you need a washer for your
hose. Appl. author: John H. Ross,
Jr. © 8Jul53; KK87727.
- ROSS PRODUCTS, INC. ©
Za Za, the snake charmer, with magic
flute. (Toy) Label. © 15Jul53;
KK89579.
- ROSSI, PELLEGRINO A., t.a. ROSSI LEATH-
ER PRODUCTS COMPANY. SEE Rossi
Leather Products Company.
- ROSSI, VINCENT AND GRACE MANZIANO,
d.b.a. G. AND R. ENTERPRISE. SEE
G. and R. Enterprise.
- ROSSI LEATHER PRODUCTS COMPANY.
Western Rodeo. Genuine leather hol-
ster. Label. © Pellegrino A.
Rossi, t.a. Rossi Leather Products
Co.; 22Sep53; KK89624.
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New 888, the revolutionary sock de-
sign. From Life, Dec. 3, 1951, p.
181. Appl. author: George Gugliel-
mone. © 3Dec51; KK89651.
- ROX PRODUCTS COMPANY.
Magazines, newspapers, radio and
television, are used to tell the
world about Rox masonry paint.
Sheet. Appl. author: Clark & Bo-
bertz Agency. © Henry W. Cairns,
d.b.a. Rox Products Co.; 9Nov53;
KK90634.
- ROYAL TYPEWRITER COMPANY, INC. ©
Votre nouvelle Royal portative.
Instruction book A-826-AC-6/53-F.
© 16Jun53; KK87804.
Votre nouvelle Royal portative.
Instruction book for use in
Canada; A-842-AC-6/53-CF.
© 16Jun53; KK87805.
- RUBBER MANUFACTURERS ASSOCIATION, INC.
Winning the battle for more tire
mileage on passenger cars. Pam-
phlet. Appl. author: R. L. Baum-
gardner. © The Rubber Manu-
facturers Assn., inc.; 8Jul53;
KK87609.
- RUBINSTEIN (HELENA) INC. ©
Helena Rubinstein announces new
Hair Spray. From the Detroit
news, June 28, 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; KK89311.
Helena Rubinstein announces Stay-
Long, the longest lasting lipstick
in the world ... From Cleveland
plain dealer, May 13, 1953, p. 12.
© 13May53; KK89312.
Helena Rubinstein announces 3
easy-to-use perfume deodorants
that work. From the Detroit free
press, June 14, 1953, p. 9.
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Helena Rubinstein's new Contour-Lift
Film, lifts and tightens facial
contours. (Cosmetics) From Har-
per's bazaar, May 1953, p. 61.
© 1May53; KK88518.
How to be a summer siren, by Helena
Rubinstein. (Cosmetics) From
Charm, June 1953, p. 46.
© 22May53; KK89039.
Just arrived from Paris. Helena
Rubinstein's skin serum. (Cos-
metics) From Park Avenue social
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35. (Cosmetics) From Park Avenue
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New way to hide your age. Helena
Rubinstein's Contour-Lift Film ...
(Cosmetics) From Park Avenue so-
cial review, May 1953, p. 13.
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Now, save up to 50 o/o on Helena
Rubinstein's beauty pairs. Buy
one, get both. (Cosmetics) From
the Philadelphia inquirer, Aug. 9,
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Stay-Long, the world's longest-last-
ing lipstick ... From Park Avenue
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Why TV actresses love Milk-Tone.
(Cosmetics) From Seventeen,
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- RUDOFKER'S (S.) SONS, INC. ©
The magic of after six, by Rudofker.
Tony Martin. (Men's formal wear)
From Esquire's apparel arts, Oct.
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Wermen. © 10Oct53; KK91726.
- RUPPERT (JACOB) BREWERY, INC. ©
Delicious Ruppert is always brewery-
fresh. From the Portsmouth star,
Sept. 9, 1953, p. 18. Appl. au-
thor: The Biow Co., inc. © 9Sep53;
KK89089.
Thanks Norfolk, for switching to
Ruppert, for staying with Ruppert.
From the Norfolk ledger dispatch,
Norfolk, Va., Sept. 3, 1953, p. 22.
Appl. author: The Biow Co., inc.
© 3Sep53; KK89095.
- RUPPERT KNICKERBOCKER BEER AND RUPPERT
ALE.
Best you ever tasted. That's why
it's Vermont's no. 1 beer. From
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Biow Co., inc. © Ruppert Knicker-
bocker Beer & Ruppert Ale, Jacob
Ruppert; 28May53; KK87031.
Coming to Miami? From the Miami
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Appl. author: The Biow Co., inc.
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Ruppert Ale, Jacob Ruppert;
29Jul53; KK88738.
Help wanted (from you). We'd like
to ask a favor. From Daily news,
Aug. 5, 1953, p. 44. Appl. au-
thor: The Biow Co., inc.
© Ruppert Knickerbocker Beer and
Ruppert Ale, Jacob Ruppert;
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Old-world formula, new-world flavor.
Make friends with Ruppiner dark
beer. From the Jewish ledger, Nov.
5, 1953, p. 9. Appl. author: The
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bocker Beer & Ruppert Ale, Jacob
Ruppert; 5Nov53; KK90909.
The showdown is right in your glass.
No matter what beer you buy ...
From the Daily news, New York, July
9, 1953, p. 64. Appl. author: The
Biow Co., inc. © Ruppert Knicker-
bocker Beer & Ruppert Ale, Jacob
Ruppert; 9Jul53; KK87674.
The showdown is right in your glass.
No matter what beer ... From the
New York news, July 16, 1953, p.
43. Appl. author: The Biow Co.,
inc. © Ruppert Knickerbocker Beer
and Ruppert Ale, Jacob Ruppert;
16Jul53; KK87487.
There's far more enjoyment in this
less filling beer. From New York
Amsterdam news, Sept. 12, 1953, p.
7. Appl. author: The Biow Co.,
inc. © Ruppert Knickerbocker Beer
& Ruppert Ale, Jacob Ruppert;
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Wanted, a 25-hour clock. From the
Daily news, New York, Aug. 11,
1953, p. 15. Appl. author: The
Biow Co., inc. © Ruppert Knicker-
bocker Beer & Ruppert Ale, Jacob
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You get more enjoyment in this less
filling beer. From New York
Amsterdam news, Sept. 19, 1953, p.
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- RUST, FRED W., JR.
Schuss Puss cskin cream; SEE
Pollard, Harry G., Jr.
- RUSTIC ARTS ©
Here is the venison steaks I promised
you. (Mailing novelty) Label.
Appl. author: Henry R. Ebsch.
© 1Sep53; KK89320.

S

- SKF INDUSTRIES, INC. ©
Another SKF first. Now an SKF improvement ... SKF ball and roller bearings. From Business week, Oct. 17, 1953, p. 66. Appl. author: Andrew J. Lyons. © 17Oct53; KK90456.
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- S. O. S. COMPANY.
No, no, don't throw it away, S. O. S. will save it. (Steel wool cleanser) From McCall's, Oct. 1952, p. 117. Appl. author: Robbins Milbank. © The S. O. S. Co.; 21Sep52; KK87633.
- S. O. S. magic scouring pads. Cleans and shines aluminum. Four handy oval pads. Label. © The S. O. S. Co.; 3Spr53; KK91941.
- S. O. S. magic scouring pads. Cleans and shines aluminum. Ten handy oval pads. Label. © The S. O. S. Co.; 3Apr53; KK91942.
- SACCOMANNO, MARIO J., d.b.a. MARSAC PRODUCTS. SEE Marsac Products.
- SACROILIAC BLOCK COMPANY ©
Don't let backache spoil your driving comfort. (Body supports in form of blocks) Folder. © 25Mar53; KK87023.
- SADDLE-LOCK, INC. ©
Now, clasp cuspid teeth, yet avoid unsightly labial arms. (Partial dentures) Folder. Appl. author: Jack Gelfand. © 1Sep53; KK89506.
- SAFETY NAIL DRIVER CORPORATION ©
Safe-T-Matic nail driver cuts your work 50 % to 80 %/o. Sheet. Appl. author: William A. Cather, III. © 29Sep53; KK89933.
- SAFTEE NO-FLAME HEATER COMPANY ©
The Saftee No-Flame heater. The only charcoal grill you can transport safely in your auto just as you do a suit case. Folder. Appl. author: Claude O. Fields. © 23Nov53; KK91651.
- SAILORS, WILLIAM E. ©
Flyset wood dough. (Plastic wood) Label. © 25Sep53; KK90015.
- ST. CHARLES MANUFACTURING COMPANY ©
Distinctively yours. A St. Charles kitchen, custom built of steel. Folder. Appl. author: The Cramer-Krasselt Co. © 20Oct53; KK90173.
- ST. MARYS WOOLEN MANUFACTURING COMPANY ©
The champion of the world. (All wool blankets) From Holiday, Oct. 1953, p. 96. Appl. author: Gibbons-O'Neill, inc. © 16Sep53; KK89331.
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Salerno Hawaiian Cremes. Net weight 12 ounces. (Cookies) Label. Appl. author: Arno Juntunen. © 5Aug53; KK88163.
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- Salerno macaroon cremes. Net weight 11 1/2 oz. Label. Appl. author: Arno Juntunen. © 14Jul53; KK87366.
- Salerno oatmeal cookies. Net weight 12 ounces. Label. Appl. author: Arno Juntunen. © 28Aug53; KK89130.
- Salerno raisin cookies. Net weight 12 ounces. Label. Appl. author: Arno Juntunen. © 4Sep53; KK89132.
- SALZMAN, HARRY ©
The Dumont holiday calendar. (Radio, TV, wallets & similar articles) © 1Jun53; KK90261.
- SAMBERG, BEN.
Sophisticated party songs. SEE Specialty Sales.
- SAMELSON, JOHN S., d.b.a. FLORISTS REMINDER SERVICE. SEE Florists Reminder Service.
- SAMSON COMPANY.
Scalex, a revolutionary method for the safe removal of scale from sterilizers, autoclaves, stills ... Label. © Samuel E. Marshall, d.b.a. The SamSon Co.; 11Jul52; KK88669.
- SAN-EQUIP, INC. ©
Distribution boxes. (Septic systems) Sheet. Appl. author: Warren Keeler Vieth. © 10Dec52; KK87280.
- Master septic tanks. Sheet. Appl. author: Warren Keeler Vieth. © 10Dec52; KK87282.
- No. 1050 master septic tank. Sheet. Appl. author: Robert E. Fellows. © 11Jun51; KK87279.
- Senior septic tanks. Sheet. Appl. author: Warren Keeler Vieth. © 10Dec52; KK87283.
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The Christmas bell tree. The latest Bells of Sarna display. Sheet. Appl. author: S. S. Sarna. © 1Jul53; KK88231.
- SAROBEN COMPANY.
Saroben, for relief of discomforts due to arthritis, rheumatism, neuritis. Label. © The Saroben Co.; 19Oct53; KK91841.
- SAWYER BISCUIT COMPANY, DIVISION UNITED BISCUIT COMPANY OF AMERICA.
SEE United Biscuit Company of America.
- SCHAAF SAUSAGE COMPANY ©.
Most delicious wieners you ever ate. From the Milwaukee journal. Appl. author: Arthur Meyerhoff & Co. © 9Jul53; KK88281.
- SCHAFFNER MANUFACTURING COMPANY, INC. ©
Buff 'n Polish calculator. Card. © 29Jun53; KK88954.
- Catalog [no.] 54. (Polishing, buffing & similar articles) 20 p. © 30Jun53; KK88964.
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The key is locked inside. From Liquor stores, May 1953, p. 49. Appl. author: Batten, Barton, Durstine & Osborn, inc. © 1May53; KK87959.
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- Whiskey has its fortune told. From the New Yorker, Sept. 12, 1953, p. 79. Appl. author: Batten, Barton, Durstine & Osborn, inc. © 10Sep53; KK91552.
- SCHENLEY DISTILLERS, INC. SEE ALSO Ancient Age Distilling Company.
- SCHENLEY DISTRIBUTORS, INC. ©
Enjoyed round the world, Sir John Schenley. (Whiskey) From Holiday, Aug. 1953, p. 23. Appl. author: Tessie M. Krause. © 15Jul53; KK88549.
- A famous whiskey in a fabulous decanter. Presenting for your holiday pleasure ... From Collier's, Oct. 16, 1953, p. 58-59. Appl. author: Batten, Barton, Durstine & Osborn, inc. © 20Oct53; KK91554.
- A hand-made job. Stock up now, production is limited. From Beverage retailer weekly, Oct. 26, 1953, p. 3. Appl. author: Batten, Barton, Durstine & Osborn, inc. © 26Oct53; KK91555.
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- 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. © 12Jun53; KK91228.
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SCHENLEY DISTRIBUTORS, INC. ©
Cont'd.

Taste today's Schenley. (Whiskey)
From Life, June 8, 1953, p. 3 of
cover. Appl. author: Batten,
Barton, Durstine & Osborn, inc.
© 5Jun53; KK87958.

Wherever you see this sign, S marks
the spot for super values. (Whis-
key) From Waterbury republican,
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28. Appl. author: Lawrence Balen-
stein. © 26Jun53; KK91226.

SCHENLEY LABORATORIES, INC. ©

A few pages from the lives of Mr.
and Mrs. Tenseman. Sedamyl. Code
[no.] 900. (Pharmaceuticals)
Self-mailer. Appl. author: Paul
Klemtner & Co., inc. © 28Oct53;
KK90609.

Heavy-handed hypnotic action is not
always required; Sombulex. Code
[no.] 895. (Pharmaceuticals)
Folder. Appl. author: Paul Klemt-
ner & Co., inc. © 12Sep53;
KK90607.

How to tip the scales; Ediol,
Euphased. Code no. 817. (Phar-
maceuticals) Folder. Appl. au-
thor: Paul Klemtner & Co., inc.
© 18Jul53; KK90608.

Sombulex, an unusual barbiturate.
Code no. 897. (Pharmaceuticals)
Card. Appl. author: Paul Klemtner
& Co., inc. © 21May53; KK90611.

Sombulex, an unusual barbiturate.
Code [no.] 1000. (Pharmaceuticals)
Card. Appl. author: Paul Klemtner
& Co., inc. © 12Sep53; KK90610.

Titralac antacid tablets. Code [no.]
892. (Pharmaceuticals) Label.
Appl. author: Paul Klemtner & Co.,
inc. © 18Apr53; KK90615.

Titralac, as continuously acceptable
as a mint ... Code [no.] 884.
(Pharmaceuticals) Folder. Appl.
author: Paul Klemtner & Co., inc.
© 24Apr53; KK90612.

Titralac, as continuously acceptable
as a peppermint stick. Code [no.]
883. (Pharmaceuticals) Folder.
Appl. author: Paul Klemtner & Co.,
inc. © 24Apr53; KK90614.

Titralac, as continuously acceptable
as peaches and cream. Code [no.]
885. (Pharmaceuticals) Folder.
Appl. author: Paul Klemtner & Co.,
inc. © 24Apr53; KK90613.

When the emotional account is over-
drawn; Euphased. Code no. 869.
(Pharmaceuticals) Self-mailer.
Appl. author: Paul Klemtner & Co.,
inc. © 6Aug53; KK90606.

SCHLING (MAX) SEEDSMEN, INC. ©

Brighten your home ... fresh lily
of the valley all winter long.
(Flower bulbs) Folder. Appl.
author: Fairfax, inc. © 1Sep53;
KK88745.

Fun for the entire family. Gifts that
give happier living for all the
family. (Flowers, garden supplies,
housewares, toys) 19 p. Appl. au-
thor: Fairfax, inc. © 1Sep53;
KK88744.

SCHLITZ (JOS.) BREWING COMPANY ©

Add an extra month to summer sell-
ing, because October is National
Schlitz month. From the Indiana
food merchant, Sept. 1953, p. 16.
© 10Sep53; KK89625.

First in sales for more than 6
straight years. Year after
year millions of beer lovers
everywhere have tasted Schlitz
... From Wisconsin beverage
journal, June 1953, p. 7.
© 1Jun53; KK87662.

If you like beer you'll love
Schlitz. cBoat scene: From the
Milwaukee journal, July 1,
1953, p. 17. © 1Jul53; KK87664.

If you like beer, you'll love Schlitz.
[Camping scene] © 7Oct53; KK91030.

If you like beer, you'll love
Schlitz. cDance scene: From
Collier's, July 11, 1953, p. 23.
© 11Jul53; KK87671.

If you like beer, you'll love Schlitz.
[Fireplace scene] © 28Oct53;
KK91031.

If you like beer, you'll love Schlitz.
[Fireside scene] © 20Oct53;
KK91032.

If you like beer, you'll love
Schlitz. cFishing scene: From
the Milwaukee sentinel, July 8,
1953, p. 2 - part 2. © 8Jul53;
KK87669.

If you like beer, you'll love Schlitz.
[House-painting scene] © 21Oct53;
KK91037.

If you like beer, you'll love
Schlitz. [Hunting scene] From
Sports afield, Nov. 1953, p. 3 of
cover. © 1Nov53; KK91033.

If you like beer, you'll love
Schlitz. [Menu scene] © 12Sep53;
KK89632.

If you like beer, you'll love
Schlitz. [Pheasant scene]
© 18Sep53; KK89626.

If you like beer, you'll love Schlitz.
cPicnic scene: Form 5116. Poster.
© 20Jul53; KK88995.

If you like beer, you'll love
Schlitz. cPicnic scene: From
Ebony, Aug. 1953, p. 14. © 1Jul53;
KK87665.

If you like beer, you'll love Schlitz.
[Pool scene] © 28Oct53; KK91038.

If you like beer you'll love Schlitz.
cRaking scene: Form 5118. Poster.
© 20Sep53; KK89634.

If you like beer, you'll love
Schlitz. [Rarebit scene] From
Sports afield, Sept. 1953, p. 2
of cover. © 1Sep53; KK88755.

If you like beer you'll love Schlitz.
cShopping scene: Form 5117-domes-
tic. Poster. © 20Aug53; KK89635.

If you like beer, you'll love
Schlitz. [Swimming pool scene]
From Milwaukee journal, June 24,
1953. © 24Jun53; KK88756.

If you like beer, you'll love Schlitz.
cSwimming pool scene: Poster.
© 20Jun53; KK87672.

If you like beer, you'll love Schlitz.
[Table scene] © 22Oct53; KK91034.

If you like beer, you'll love Schlitz.
cTerrace scene: © 11Aug53; KK88758.

If you like beer, you'll love Schlitz.
[Terrace scene] © 14Oct53;
KK91036.

If you like profits, you'll love
Schlitz. Year after year more peo-
ple prefer and buy Schlitz ...
From Chain store age, July 1953,
p. 58. © 1Jul53; KK88754.

If you like profits, you'll love
Schlitz. Year after year more
people prefer to buy Schlitz ...
From Yankee food merchant, July
6, 1953, p. 7. © 6Jul53; KK87668.

It's good to be mislead. Now that
Schlitz is again available every-
where ... From Birmingham post-
herald, Sept. 2, 1953. © 2Sep53;
KK89627.

No menu is complete without Schlitz.
From Club management, July
1953, p. 31. © 1Jul53; KK87666.

Now you can get Schlitz again.
© 29Jul53; KK88757.

Tonight on TV, Schlitz Playhouse of
Stars. Ann Harding stars in Miracle
in the night. From the New York
times, Aug. 14, 1953. © 14Aug53;
KK88752.

Tonight on TV, Schlitz Playhouse of
Stars. Ann Sheridan stars in the
Prize. © 20Oct53; KK91029.

Tonight on TV, Schlitz Playhouse of
Stars. Broderick Crawford stars in
Desert tragedy. From the New York
times, Sept. 25, 1953. © 25Sep53;
KK89631.

Tonight on TV, Schlitz Playhouse of
Stars. Eddie Bracken stars in
Simplon express. From the New York
times, Aug. 7, 1953. © 7Aug53;
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Tonight on TV, Schlitz Playhouse of
Stars. Edmond O'Brien stars in
Lineman's luck. © 6Nov53; KK91035.

Tonight on TV, Schlitz Playhouse of
Stars. Edmond O'Brien stars in
the Long shot. © 9Oct53; KK91028.

Tonight on TV, Schlitz Playhouse of
Stars. Edward Arnold stars in Lost
and found. From the New York
times, Sept. 11, 1953. © 11Sep53;
KK89633.

Tonight on TV, Schlitz Playhouse of
Stars. Joanne Dru stars in Richard
and the lion. From the New York
times, July 3, 1953, p. 15.
© 3Jul53; KK87667.

Tonight on TV, Schlitz Playhouse of
Stars. John Barrymore, Jr. stars
in Boomerang. From the New York
times, Sept. 18, 1953. © 18Sep53;
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Tonight on TV, Schlitz Playhouse of
Stars. Margaret Hayes and John New-
land star in the Perfect secretary.
From the New York times, Sept. 4,
1953. © 4Sep53; KK89629.

Tonight on TV, Schlitz Playhouse of
Stars. Mark Stevens stars in the
Knave of hearts. From the New
York times, July 24, 1953.
© 24Jul53; KK88749.

Tonight on TV, Schlitz Playhouse of
Stars. Merle Oberon stars in the
Journey. From the New York times,
July 17, 1953. © 17Jul53; KK88748.

Tonight on TV, Schlitz Playhouse of
Stars. Pat O'Brien stars in Second
sight. © 23Oct53; KK91026.

Tonight on TV, Schlitz Playhouse of
Stars. Patricia Medina stars in
Two lives have I. From the New
York times. © 29Aug53; KK89630.

Tonight on TV, Schlitz Playhouse of
Stars. Robert Stack stars in Storm
warning. From the New York times,
July 10, 1953, p. 15 - section L.
© 10Jul53; KK87670.

Tonight on TV, Schlitz Playhouse of
Stars. Ronald Reagan stars in the
Doctor goes home. From the New
York times, July 31, 1953.
© 31Jul53; KK88750.

Tonight on TV, Schlitz Playhouse of
Stars. Sir Cedric Hardwicke stars
in, In the pincers. © 16Oct53;
KK91027.

Tonight on TV, Schlitz Playhouse of
Stars. Skip Homeier stars in the
Ledge. From the New York times,
June 26, 1953, p. 26. © 26Jun53;
KK87663.

Tonight on TV, Schlitz Playhouse of
Stars. Skip Homeier stars in the
Soil. © 30Oct53; KK91025.

Tonight on TV, Schlitz Playhouse of
Stars. Vincent Price stars in
Sheilah. From the New York times,
Aug. 21, 1953. © 21Aug53; KK88751.

- SCHMITT, GEORGE.**
Rheinessen Liebfraumilch. (Wine)
Label. © George & Karl Ludwig
Schmitt; 27Jun53; KK88741.
- SCHMITT, KARL LUDWIG.** SEE Schmitt,
George.
- SCHOENEMAN (J.) INC. ©.**
Any ice today? Icy-Frost Calcutta
Cords. (Men's clothing) Folder.
Appl. author: Charles Cahn.
© 8Sep53; KK89851.
Feel like a cool million. Rain or
shine, Will-O-Wisp can take it.
(Men's clothing) Folder. Appl.
author: Charles Cahn. © 8Sep53;
KK89850.
Fit for a king and for you. Imported
Coronado. (Men's clothing) Fold-
er. Appl. author: Charles Cahn.
© 8Sep53; KK89116.
For an important you, we present with
pride, Kingridge pure worsted
suits. (Men's clothing) Folder.
Appl. author: Charles Cahn.
© 8Sep53; KK89854.
Glaciers in Will-O-Wisp Dacron/worst-
ed. (Men's clothing) From Daily
news record, Sept. 1, 1953, p. 6-7.
Appl. author: Charles Cahn.
© 1Sep53; KK88731.
The great mixer, 'round the clock
suit. This summer, Lin-O-Weve.
(Men's clothing) Folder. Appl.
author: Charles Cahn. © 8Sep53;
KK89853.
Kingridge Custom fabric. New-
paper mats for fall 1953.
(Men's clothing) Appl. author:
Charles Cahn. © 7Aug53; KK88192.
Monofils in imported Coronado with
Turkish kid mohair. (Men's cloth-
ing) From Daily news record, Sept.
2, 1953, p. 4-5. Appl. author:
Charles Cahn. © 2Sep53; KK88732.
Only Schoeneman has it. D'Aqua.
(Men's clothing) Sheet. Appl.
author: Charles Cahn. © 15Oct53;
KK90032.
3 reasons for 3 seasons. Tipperary
men's suits. Folder. Appl. au-
thor: Charles Cahn. © 8Sep53;
KK89849.
You can be king. Imported Coronado.
(Men's clothing) Folder. Appl.
author: Charles Cahn. © 8Sep53;
KK89117.
Well seasoned. Aerzone, three-season
pure worsted suit. (Men's clothing)
Folder. Appl. author: Charles
Cahn. © 8Sep53; KK89852.
- SCHOLL MANUFACTURING COMPANY, INC.**
Arch insert shoes. Folder. Appl.
author: William Mathias Scholl.
© The Scholl Mfg. Co., inc.;
15Aug53; KK90273.
New. Phenomenal walking pleasure.
Dr. Scholl's Foam-Ease Foot Comfort
remedies. (Latex foam rubber reme-
dies) Folder. Appl. author: Wil-
liam Mathias Scholl. © The Scholl
Mfg. Co., inc.; 15Jun53; KK86979.
A new you for fall. Dr. Scholl's
foot comfort shoes. Folder.
Appl. author: William Mathias
Scholl. © The Scholl Mfg. Co.,
inc.; 15Aug53; KK90272.
Walk on pillows. Relieve tired, ten-
der feet ... Dr. Scholl's Air-Pillo
insoles. Sheet. Appl. author:
William Mathias Scholl. © The
Scholl Mfg. Co., inc.; 12Aug53;
KK88482.
Youthful footwear at its best. Dr.
Scholl's shoes for children.
Sheet. Appl. author: William
Mathias Scholl. © The Scholl Mfg.
Co., inc.; 15Aug53; KK90274.
- SCHOOLEY, ARTHUR B., d.b.a. DUSTEX.**
SEE Dustex.
- SCHUCHARDT, FRANCIS WOLFGANG ©.**
Shop 'n gas. This coupon is redeem-
able for one gallon of gasoline
when presented in units of five
one gallon coupons. © 2Nov53;
KK92238.
- SCHULTZ COMPANY ©.**
Instant Shine Magic renews leather
instantly. Label. Appl. author:
A. Y. Schultz. © 1Aug53; KK88951.
Now, Instant Shine Magic renews any
leather article regardless of color
instantly out of 1 bottle. From
Good housekeeping, Oct. 1953, p.
240. Appl. author: A. Y. Schultz.
© 21Sep53; KK89442.
- SCHULZE AND BURCH BISCUIT COMPANY ©.**
Flavor-Kist new honey frosted graham.
Net weight 3/4 pound. (Crackers)
Label. Appl. author: Charles Akers.
© 5Oct53; KK91755.
- SCHUTT, FRANKLIN L. ©.**
Long John shorts. (Men's under-
shorts) Label. © 16Jun53;
KK87852.
- SCHWARTZ, MARTIN R., d.b.a. SCHWARTZ
PICKLE COMPANY.** SEE Schwartz Pickle
Company.
- SCHWARTZ PICKLE COMPANY.**
Pickle barrel, home made kosher dill
pickles. Contents 32 oz. Label.
© Martin R. Schwartz, d.b.a.
Schwartz Pickle Co.; 1Aug53;
KK90531.
- SCOTTEDEL, INC. ©.**
How to win friends and keep them.
Use Scotdel loan tokens and borrow
tokens. (Advertising feed mixers)
Card. Appl. author: William Scott
Carson, Jr. © 1Apr53; KK87014.
- SCOUT-TEX, INC. ©.**
Scout-Tex vat-dyed knitted seer-
suckers in seer-thal, a knitted
seersucker by Alamac. From
New York times magazine, May 4,
1953, p. 39. © 4May52; KK87630.
- SCULLY SIGNAL COMPANY ©.**
Amazing automatic throttle regula-
tor for fuel oil truck pumping.
Sheet. Appl. author: Carl Augus-
tine Goddard. © 2Sep53; KK89652.
- SEACREST FINE FOODS, INC. ©.**
Aunt Karolyn's original, delicious
pea soup with bacon. Cont. 6 ozs.
Label. Appl. author: Gustav
Jokisch. © 1Nov53; KK90605.
- SEAMLEX COMPANY, INC. ©.**
Installation of Seamlex rotaries.
Sheet. Appl. author: Franz
Jacobson. © 25Apr53; KK88290.
- SEARLE (G. D.) AND COMPANY ©.**
Iodochlorol brand of chloriodized
oil. (Pharmaceutical) Folder.
© 27Jul53; KK87825.
Pro-Banthine bromide brand of
Propanteline bromide. (Pharma-
ceutical product) Folder.
© 25Jun53; KK86988.
- SEASIDE OIL COMPANY ©.**
January 21st to February 19th,
Aquarius. Horoscope for September
1953, by Carroll Righter. (Pe-
troleum products) Folder. Appl.
author: H. C. Brown. © 1Sep53;
KK90452.
May 21st to June 21st, Gemini. Horo-
scope for August 1953, by Carroll
Righter. (Petroleum products)
Folder. Appl. author: H. C. Brown.
© 1Aug53; KK90451.
- SECURITY INSURANCE COMPANY ©.**
Agency sales bulletin, for the rep-
resentatives of the Security Insur-
ance Company of New Haven. Company
associations serving you and your
clients. Pamphlet. Appl. author:
Wilson, Haight, Welch and Grover,
inc. © 1Jul53; KK87631.
Agency sales bulletin, for the rep-
resentatives of the Security Insur-
ance Company of New Haven. Other
people's valuable papers and ac-
counts ... Pamphlet. Appl.
author: Wilson, Haight, Welch,
& Grover, inc. © 10Oct53; KK89672.
- SECURITY MILLS, INC. ©.**
How to modernize your farm store.
12 p. Appl. author: E. A. McLean.
© 10Nov53; KK90642.
- SECURITY NATIONAL LIFE INSURANCE COM-
PANY ©.**
Human protection. (Insurance poli-
cies, file folders, envelope mark-
ings & advertising material) Card.
© 15Sep53; KK89638.
- SEEMAN BROTHERS, INC. ©.**
Having trouble with your nylons?
Nylast. From Better living, Nov.
1953, p. 82. Appl. author: Wil-
liam H. Weintraub & Co., inc.
© 20Sep53; KK90636.
Soaping weakens nylons. Nylast
strengthens them. From New York
world-telegram and sun, Sept. 28,
1953. Appl. author: William H.
Weintraub & Co., inc. © 28Sep53;
KK89828.
- SEIBERLING RUBBER COMPANY ©.**
Tire care is serious business. 12 p.
Appl. author: Meldrum & Fewsmith,
inc. © 21Oct53; KK90335.
- SEIFERT, GLADYS M., AND MILDRED E.
DAVIDSON,** comprising a partnership
of THE SPEEDCODE COMPANY. SEE
Speedcode Company.
- SEINSHEIMER (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. Seinsheimer Co.;
9Jul53; KK89371.
- SELDIN COAT COMPANY, INC. ©.**
Air-Nap; 100% virgin wool.
Label. © 1May53; KK88674.
- SELECT PRODUCTS, INC. ©.**
The new sensational Port-O-Fold,
safety folding high-chair. The
talk of the baby world. Folder.
Appl. author: Dougherty Adver-
tising Agency. © 20Jun53;
KK89814.
Port-O-Fold safety folding high-
chair. Sheet. Appl. author:
Dougherty Advertising Agency.
© 15Apr53; KK87018.
- SERVEL, INC. ©.**
Now. A deluxe 3/4 hp. electric air
conditioner at 1/2 hp. price. The
stunning new Servel. From Time,
June 29, 1953, p. 41. Appl. author:
Hicks & Greist, inc. © 25Jun53;
KK86967.
Now Servel offers you a choice of
gas or electric, and with the
world's only automatic ice-cube
convenience. (Refrigerator)
From Life, July 27, 1953, p. 109.
Appl. author: Hicks & Greist, inc.
© 24Jul53; KK88007.
Servel, world's only refrigerator
that makes a continuous supply
of ice cubes without trays auto-
matically. From Life, June 19,
1953, p. 88. Appl. author:
Hicks & Greist, inc. © 19Jun53;
KK86950.

SERVICE INDUSTRIES ©.

Ferox; rust remover compound. Net wt. 8 grams. Label. Appl. author: R. M. Hibbs. © 15Oct53; KK90779.

SERVICE SPECIALTIES ©.

Are you looking for a brand-new item to sell? Here it is, the Push-Pull tie keeper. Sheet. Appl. author: Charles D. Adams. © 10Feb53; KK87935.

The Push-Pull tie keeper. Sheet. Appl. author: Charles D. Adams. © 10Feb53; KK87936.

SERVICEMARKS, INC. ©.

Tee Vee says: TV is here to stay, so why not buy your set today. Mangum electric service. From the Raleigh times, June 25, 1953, p. 2. Appl. authors: Servicemarks, inc. & Jack C. Holland. © 25Jun53; KK92159.

Tee Vee says: The TV sets we sell are fine, they incorporate modern design. Mangum electric service. From the Raleigh times, June 30, 1953, p. 2. Appl. authors: Servicemarks, inc. & Jack C. Holland. © 30Jun53; KK92160.

Tee Vee says: We invite you to see our TV display, we strive to please in every way. Mangum electric service. From the Raleigh times, June 22, 1953, p. 2. Appl. authors: Servicemarks, inc. & Jack C. Holland. © 22Jun53; KK92158.

Tee Vee says: You will have many hours of relaxation, with a TV tuned to your favorite station. Mangum electric service. From the Raleigh times, June 17, 1953, p. 6. Appl. authors: Servicemarks, inc. & Jack C. Holland. © 17Jun53; KK92157.

SEVEN-UP COMPANY.

The all-family drink. All the kinfolk to greet ... (Soft drink) From the Saturday evening post, Aug. 15, 1953, p. 85. Appl. author: J. Walter Thompson Co. © The Seven-Up Co.; 12Aug53; KK88812.

The all-family drink. Looks like your skipper orders nothing but the best ... (Soft drink) From the Saturday evening post, June 27, 1953, p. 5. Appl. author: J. Walter Thompson Co. © The Seven-Up Co.; 24Jun53; KK87339.

Fresh up with Seven-Up. Bobby did some fancy kickin'. (Soft drink) From the Comic weekly (Chicago American), Nov. 1, 1953, p. 3. Appl. author: J. Walter Thompson Co. © The Seven-Up Co.; 1Nov53; KK92065.

Fresh up with Seven-Up. Call up Gramps ... (Soft drink) From the Comic weekly (Chicago American), Aug. 2, 1953, p. 2. Appl. author: J. Walter Thompson Co. © The Seven-Up Co.; 2Aug53; KK88807.

Fresh up with Seven-Up. Flick the dial for thrills and action. (Soft drink) From the Comic weekly (Chicago American), Oct. 4, 1953, p. 7. Appl. author: J. Walter Thompson Co. © The Seven-Up Co.; 4Oct53; KK90233.

Fresh up with Seven-Up. Here's a plot for happy autumn evenings ... From Life, Oct. 26, 1953, p. 101. Appl. author: J. Walter Thompson Co. © The Seven-Up Co.; 23Oct53; KK92069.

Fresh up with Seven-Up. Let's have a picnic ... (Soft drink) From Puck (Chicago American), July 5, 1953, p. 2. Appl. author: J. Walter Thompson Co. © The Seven-Up Co.; 5Jul53; KK87337.

Fresh up with Seven-Up. Vacation's over ... (Soft drink) From the Comic weekly (Chicago American), Sept. 6, 1953, p. 2. Appl. author: J. Walter Thompson Co. © The Seven-Up Co.; 6Sep53; KK88806.

Fresh up with Seven-Up. When it's hot and you're a-steamin' ... (Soft drink) From Puck (Chicago American), June 7, 1953, p. 2. Appl. author: J. Walter Thompson Co. © The Seven-Up Co.; 7Jun53; KK87336.

Fresh up with Seven-Up. With the pyramids built ... (Soft drink) From the Saturday evening post, Sept. 12, 1953, p. 146. Appl. author: J. Walter Thompson Co. © The Seven-Up Co.; 9Sep53; KK89723.

Great days coming, the time is nigh to double and triple the family supply. (Soft drink) From Ladies' home journal, Dec. 1953, p. 5. Appl. author: J. Walter Thompson Co. © The Seven-Up Co.; 25Nov53; KK92068.

Now is the season of all the year, when doorbells jingle and company's here. (Soft drink) From Look, Nov. 17, 1953, p. 64-65. Appl. author: J. Walter Thompson Co. © The Seven-Up Co.; 3Nov53; KK92066.

So good, so cool, so quick ... Enjoy a 7-Up float. (Soft drink) From the Saturday evening post, July 18, 1953, p. 90. Appl. author: J. Walter Thompson Co. © The Seven-Up Co.; 15Jul53; KK88811.

So good, so cool, so quick, it's summer's super-treat. Enjoy a 7-Up float. (Soft drink) From Life, June 22, 1953, center spread. Appl. author: J. Walter Thompson Co. © The Seven-Up Co.; 19Jun53; KK87338.

You like it, it likes you. The all-family (soft) drink. (Kids' football scene) From Life, Nov. 23, 1953, p. 108. Appl. author: J. Walter Thompson Co. © The Seven-Up Co.; 20Nov53; KK92067.

SHADE, RALPH A., d.b.a. ADVANCED AUTOMOTIVE PRODUCTS COMPANY. SEE Advanced Automotive Products Company.

SHAW, CLARENCE F. ©.

Don't send the wrong case of eggs to your customer; use our symbols, shown below, as flags. Sheet. © 19Sep52; KK90967.

SHAW, G. GORDON, AND ALBERT O. KIESOW, d.b.a. STIK-NO-MOR COMPANY. SEE Stik-No-Mor Company.

SHELDON ELECTRIC COMPANY DIVISION, ALLIED ELECTRIC PRODUCTS, INC. SEE Allied Electric Products, inc. Sheldon Electric Company Division.

SHELTON TACK COMPANY ©.

Cushioned head, easy on thumbs. Plas-T-Cap thumb tacks with tack lifter. 50 tacks 10¢. Label. © 15Oct53; KK92136.

SHELL OIL COMPANY ©.

How to cool a paper worker. (Lubricants) From the Saturday evening post, Aug. 22, 1953, p. 2. Appl. author: J. Walter Thompson Co. © 19Aug53; KK90210.

Joe Magarac plays pat-a-cake with white hot steel. (Lubricants) From the Saturday evening post, Sept. 19, 1953, p. 2. Appl. author: J. Walter Thompson Co. © 16Sep53; KK90212.

Shell Oil Company announces the greatest gasoline development in

51 years. From the New York times, May 11, 1953, p. 14. Appl. author: J. Walter Thompson Company. © 11May53; KK87136.

They laundered their linens in fire. The Greeks, 2,000 years ago ... (Lubricants) From the Saturday evening post, May 30, 1953, p. 2. Appl. author: J. Walter Thompson Company. © 27May53; KK87133.

SHELLMAR-BETNER DIVISION, CONTINENTAL CAN COMPANY, INC. SEE Continental Can Company, inc.

SHELTON, JAMES RALPH ©.

Giraffe, the original Long Neck cigarettes. Label. © 9Oct53; KK89771.

SHERMAN (NAT) COMPANY ©.

First fashion touch in cigarettes. Havana. From the New York times magazine, Sept. 27, 1953, p. 65. Appl. author: Willsted & Shacter. © 27Sep53; KK90621.

SHERWIN-WILLIAMS COMPANY ©.

You'll be money ahead when you discover there is a difference in house paints. [Brush resting on paint can] From Popular science, May 1953, p. 238. Appl. author: Kenneth E. Moore. © 1May53; KK87988.

You'll be money ahead when you discover there is a difference in house paints. (Man on patio, opening paint cans) From Better homes and gardens, June 1953, p. 171. Appl. author: Kenneth E. Moore. © 22May53; KK87316.

SHIELD CHEMICAL CORPORATION ©.

Lustrous Newshield quick-drying interior floor sealer. Label. Appl. author: Seymour George Mantel. © 15Jun53; KK87792.

SHOAF, ELIZABETH S., AND ROBERT L.

SHOAF, composing the partnership, AMERICAN WHOLESALE COMPANY. SEE American Wholesale Company.

SHOAF, ROBERT L., AND ELIZABETH S.

SHOAF, composing the partnership, AMERICAN WHOLESALE COMPANY. SEE American Wholesale Company.

SHOP-CRAFT SHUTTERS ©.

Announcing Shop Craft shutter kit for assembling your own movable interior shutters. Folder. Appl. author: Paul Proper Heinley. © 31Mar52; KK87083.

Kit instructions for assembling and finishing your own movable shutters. Folder. Appl. author: Paul Proper Heinley. © 27Sep52; KK91854.

Movable shutter kit estimate - order sheet. Appl. author: Paul Proper Heinley. © 13Nov52; KK87086.

Movable shutter kit estimate - order sheet. (Triplicate form) Appl. author: Paul Proper Heinley. © 30Jun52; KK87085.

Movable shutter kit fill in for free estimate. Sheet. Appl. author: Paul Proper Heinley. © 19May52; KK87075.

Shutter kit partially assembled panel price list. Sheet. Appl. author: Paul Proper Heinley. © 19May52; KK87084.

Shutter kit price list for completely assembled shutter panels; effective October 1, 1952. Folder. Appl. author: Paul Proper Heinley. © 31Oct52; KK87082.

SHORE, EMANUEL J. ©.

The beginning of beauty. (Electrolysis treatments) Pamphlet. © 26Jun53; KK89597.

SHOW-HOUSE.

Make your home a show-house, too. (Home products) From the Saturday evening post, Sept. 12, 1953, p. 106-107. © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 12Sep53; 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 Life, Aug. 10, 1953, p. 99. Appl. author: Young & Rubicam, inc. © The Simmons Co.; 7Aug53; KK90165.

The pay-off is in the last three feet. (Mattress) From Bedding merchant, Mar. 1953, p. 16-17. Appl. author: Young & Rubicam, inc. © 15Mar53; KK87520.

A report to the doctors of America on this question about mattresses. How firm is the right firmness? From Journal of A.M.A., Apr. 18, 1953, p. 18. Appl. author: Young & Rubicam, inc. © 16Apr53; KK87525.

She wanted the best mattress, she wanted the best bargain. Both sleep on Beautyrest ... (Mattress) From the Saturday evening post, Sept. 19, 1953, p. 111. Appl. author: Young & Rubicam, inc. © The Simmons Co.; 16Sep53; KK90167.

Simmons announces National Add-A-Bedroom Week. (Hide-A-Bed) From the Saturday evening post, Mar. 14, 1953, p. 86-87. Appl. author: Young & Rubicam, inc. © The Simmons Co.; 11Mar53; KK87523.

Simmons beauty on the outside. Simmons comfort on the inside. Yours only in a Hide-A-Bed sofa. From McCall's, Nov. 1953, p. 75. Appl. author: Young & Rubicam, inc. © 21Oct53; KK91961.

2 great ideas for brides in 1953. 1. Make your living room ... (Hide-A-Bed) From Bride's magazine, summer 1953, p. 10-11. Appl. author: Young & Rubicam, inc. © The Simmons Co.; 15Apr53; KK87522.

Why the heiress and the shopper both sleep on Beautyrest. Only Simmons makes Beautyrest. (Mattress) From Living for young homemakers, May 1953, p. 37. Appl. author: Young & Rubicam, inc. © The Simmons Co.; 20Apr53; KK87524.

World's smartest sofa hides the world's most comfortable bed. Hide-A-Bed. From Life, Sept. 14, 1953, p. 60-61. Appl. author: Young & Rubicam, inc. © The Simmons Co.; 11Sep53; KK90166.

SIMPLEX VALVE AND METER COMPANY ©.

Simplex type AV combination air release and air inlet valve. Bulletin 1203. Folder. Appl. author: Richard Allen McQuade. 30Jun53; KK87470.

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. © 1Jun53; KK90464.

SINGER FURNITURE MANUFACTURING COMPANY ©.

The George Burns-Gracie Allen show ...

See our Burns & Allen group. From Furniture world, Oct. 15, 1953, p. 67. Appl. author: Sterling Advertising Agency. © 15Oct53; KK90724.

SINGER MANUFACTURING COMPANY.

Now you see the machines, now you don't. The new Singer combination sewing and cutting table. From What's new in home economics, Apr. 1953, p. 76. © The Singer Mfg. Co.; 1Apr53; KK87561.

Only the new Slant needle Singer gives you so many exciting features to make sewing easier. From Woman's home companion, Apr. 1953, p. 17. © The Singer Mfg. Co.; 20Mar53; KK87560.

Operators' instructions for threading Singer class 246 sewing machines. Form no. 20407 rev. 1053. Sheet. © The Singer Mfg. Co.; 2Nov53; KK90897.

Outstanding quality ... Singer equipment for attaching slide fasteners. Form no. 1179 MT (853) Folder. © The Singer Mfg. Co.; 2Sep53; KK89020.

Singer class 47w machines, for stitching leather. Form no. 1226 MT (753) Folder. © The Singer Manufacturing Co.; 17Jul53; KK87965.

Singer class 51w and 52w machines, for leather work. Form no. 1054 MT (653) Folder. © The Singer Manufacturing Co.; 17Jul53; KK87966.

Singer class 51w and 52w machines, for use on textiles. Form no. 1247 MT (653) Sheet. © The Singer Manufacturing Co.; 17Jul53; KK87967.

Singer class 55 heavy duty machines, for making bags, for basting and padding clothing. Form no. 1049 MT (1153) Sheet. © The Singer Mfg. Co.; 27Nov53; KK91608.

Singer class 105 machines for general one or two needle stitching. Form no. 1208 MT (853) Folder. © The Singer Mfg. Co.; 2Sep53; KK89018.

Singer class 107 cylinder bed machines. Single thread chainstitch. Form no. 1048 MT (1153) Sheet. © The Singer Mfg. Co.; 27Nov53; KK91611.

Singer class 107w zigzag machine. Form no. 1249 MT (553) Leaflet. © The Singer Manufacturing Co.; 16Jun53; KK86981.

Singer class 110w machines. Form 1219 MT (653) Folder. © The Singer Manufacturing Co.; 23Jun53; KK87011.

Singer class 136w machines. Form 1223 MT (653) Folder. © The Singer Manufacturing Co.; 23Jun53; KK87010.

Singer class 149 multiple needle machines. Form no. 1050 MT (853) Sheet. © The Singer Mfg. Co.; 2Sep53; KK89019.

Singer class 151w single-needle lock-stitch machines. Form 1229 MT (1153) Folder. © The Singer Mfg. Co.; 2Dec53; KK91617.

Singer driving equipment, designed to keep production lines flowing smoothly. Form no. 1240 MT (1053) Folder. © The Singer Mfg. Co.; 27Nov53; KK91610.

Singer electric transmitters. Series 52, 53. Form no. 1253 MT (953) Folder. © The Singer Mfg. Co.; 9Oct53; KK90082.

Singer machines 31-37 and 31-63. Form no. 1203 MT (653) Folder. © The Singer Manufacturing Co.; 16Jun53; KK86980.

Singer machines 47w62 and 47w63, for a wide range of textile operations. Form no. 1246 MT (653) Sheet. © The Singer Manufacturing Co.; 17Jul53; KK87964.

Singer machines 402w100, 402w101. High-speed single-needle lock-stitching on light and medium weight fabrics. Form 1051 MT (1053) Folder. © The Singer Mfg. Co.; 2Dec53; KK91616.

Singer [sewing] machines 402w100, 402w101. Form no. 1051 MT (953) Folder. © The Singer Mfg. Co.; 15Sep53; KK89787.

Singer work handling equipment, designed to provide manufacturers with the best equipment for the production line. Form no. 1258 MT (1053) Folder. © The Singer Mfg. Co.; 27Nov53; KK91612.

Your operations will be more flexible with Singer complete individual industrial units. Form no. 1259 MT (1153) Folder. © The Singer Mfg. Co.; 27Nov53; KK91609.

SKANEATELES HANDICRAFTERS, INC. ©.

Train for train, track and blocks. Set no. 1-3. (Toys) Label. Appl. author: Marshal H. Larrabee. © 11Aug41; KK87642.

Train, track and blocks. A combination of building blocks and trains of cars with wooden tracks. (Toys) Pamphlet. Appl. author: Marshal H. Larrabee. © 11Aug41; KK87643.

SKYWAY LUGGAGE COMPANY ©.

Co-eds with inside information choose Skyway. From Mademoiselle, Aug. 1952, p. 114. Appl. author: Don Allen & Associates. © 29Jul52; KK91843.

SLATER, MAX R. AND MAX DINISMAN, composing the firm WASS FOOD PRODUCTS COMPANY. SEE Wass Food Products Company.

SMITH, FLORENCE KONO, ALEXANDER KONO, AND BLANCHE KONO, d.b.a. THE KONO MANUFACTURING COMPANY. SEE Kono Manufacturing Company.

SMITH, LEONARD C., d.b.a. AQUA-MATIC PRODUCTS COMPANY. SEE Aqua-Matic Products Company.

SMITH (ROBERT) MANUFACTURING COMPANY, INC. ©. Wool wash. Net wt. 5 oz. Label. Appl. author: Robert Smith. © 1Apr53; KK87041.

SMITH, WILLIAM P., sole owner ORGANIDE COMPANY. SEE Organide Company.

SMTJAK, HAROLD, AND GEORGE WALTER HOFFMAN, sole owners H AND S PRODUCTS. SEE H and S Products.

SOLAR AIRCRAFT COMPANY ©.

Aircraft generator sets driven with the Solar Mars gas turbine engine. Folder. © 14May53; KK87263.

New. Type 202 Solar flux. The new clear-view flux that lets you see what you are doing. Folder. © 24Jul53; KK87905.

Solar Flux used on the underside of the seam, produces faster, better welds. 15 p. © 9Sep53; KK89098.

Solar semi-automatic butt welding machines. Folder. © 30Jul53; KK87980.

Unique new stainless alloy products for the oil and chemical industries. Pamphlet. © 14May53; KK87255.

SOLAR AIR-FLO, INC. ©

Engineered all-weather windows for commercial, residential, and institutional building. [Catalog] Pamphlet. Appl. author: Juhl Advertising Agency. © 15Sep53; KK89992.

SOLTER, LLOYD C. ©

3 D base coating, 55 gallons. Label. © 10Jul53; KK87758.

SOUND BOOK PRESS SOCIETY, INC. ©

Musical sound books for young listeners. MSB 78011. (Recordings) Label. © 1Aug53; KK88781.

Musical sound books for young listeners. MSB 78033. (Recordings) Label. © 1Aug53; KK88780.

Musical sound books for young listeners. MSB 78042. (Recordings) Label. © 1Aug53; KK88782.

A recorded library of music to remember. MSB 78206. Label. © 1Aug53; KK88779.

SOUTH BEND LATHE WORKS ©

Books and films on machine shop practice. Three dimensional shop planning. Bulletin 5329CD. Folder. © 12Oct53; KK90561.

Factory stock and shipping schedule for October 1953. Self-mailer. (Lathes & drill presses) © 1Oct53; KK90354.

Here are 165 reasons why you should use South Bend machine tools. Bulletin 5321C. Folder. © 24Sep53; KK90559.

Save money with South Bend 9-inch lathes. Bulletin 5331 D. Folder. © 14Oct53; KK90560.

South Bend pedestal grinder, for better, faster, easier grinding. Catalog 5328. Folder. © 8Dec53; KK91907.

SOUTHERN CALIFORNIA MUFFLER COMPANY.

Are exhaust headers only a gag? ... Belond Equa-Flow ... From Motor trend, Feb. 1953. © Southern California Muffler Co., a partnership composed of Jesse Seymour Belond, Ruth M. Belond & Robert W. Hedman; 1Feb53; KK90958.

Belond Equa-Flow exhaust systems. Stock number E. Label. © Southern California Muffler Co., a partnership composed of Jesse Seymour Belond, Ruth M. Belond & Robert W. Hedman; 1Jun53; KK90945.

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Belond Equa-Flow exhaust systems. Stock number E 22. Label.

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Belond Equa-Flow exhaust systems. Stock number E 31D-1M. Label. © Southern California Muffler Co., a partnership composed of Jesse Seymour Belond, Ruth M. Belond & Robert W. Hedman; 1Jun53; KK90950.

Belond equipment has helped build our success, declares George A. Haddad, Jr. The original Belond Equa-Flow exhaust system. From Automotive service digest, May 1953, p. 58. © Southern California Muffler Co., a partnership composed of Jesse Seymour Belond, Ruth M. Belond & Robert W. Hedman; 1May53; KK90926.

Eliminate back pressure, go faster. Belond Equa-Flow exhaust system. From Mechanix illustrated, Aug. 1953, p. 18. © Southern California Muffler Co., a partnership composed of Jesse Seymour Belond, Ruth M. Belond & Robert W. Hedman; 5Jul53; KK90929.

The '53 Dodge, new AAA record holder. We take your Dodge Red Ram V-8 and add plus power. The original Belond Equa-Flow exhaust system. From Hot rod magazine, Sept. 1953, p. 5. © Southern California Muffler Co.; a partnership composed of Jesse Seymour Belond, Ruth M. Belond & Robert W. Hedman; 14Aug53; KK90933.

5 reasons why thousands buy Belond Equa-Flow exhaust systems. Folder. © Southern California Muffler Co., a partnership composed of Jesse Seymour Belond, Ruth M. Belond & Robert W. Hedman; 15Jan53; KK90919.

Here is proof of what Belond Equa-Flow can do. (Automobile exhaust system) From Cars, Oct. 1953, p. 2. © Southern California Muffler Co., a partnership composed of Jesse Seymour Belond, Ruth M. Belond & Robert W. Hedman; 1Sep53; KK90928.

How to get more power with less operating cost for your car. The original Belond Equa-Flow exhaust system. Folder. © Southern California Muffler Co., a partnership composed of Jesse Seymour Belond, Ruth M. Belond & Robert W. Hedman; 1May53; KK90918.

In the most gruelling test of all, they always depend on exhaust headers for power performance. Belond Equa-Flow exhaust systems. From Motor trend, June 1953, p. 84. © Southern California Muffler Co., a partnership composed of Jesse Seymour Belond, Ruth M. Belond & Robert W. Hedman; 24May53; KK90932.

Lincolns have what it takes. We take what Lincolns have and add more power. The original Belond Equa-Flow exhaust system. From Motor trend, Aug. 1953, p. 92. © Southern California Muffler Co., a partnership composed of Jesse Seymour Belond, Ruth M. Belond & Robert W. Hedman; 24Jul53; KK90931.

Nearly 35 % of our business is on Belond equipment, says Edgar H. Stone. The original Belond Equa-Flow exhaust system. From Automotive service digest, June 1953, p. 54. © Southern California Muf-

fler Co., a partnership composed of Jesse Seymour Belond, Ruth M. Belond & Robert W. Hedman; 1Jun53; KK90925.

Now, 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, Ruth M. Belond & Robert W. Hedman; 1Sep53; KK90957.

Our parts business has increased 20 % since we started to sell the Belond line, reports Roy Leslie. Belond Equa-Flow exhaust systems. From Automotive service digest, Apr. 1953, p. 64. © Southern California Muffler Co., a partnership composed of Jesse Seymour Belond, Ruth M. Belond & Robert W. Hedman; 1Apr53; KK90927.

Remember when ... A big-time plus performance product. The original Belond Equa-Flow exhaust system. From Jobber topics, June 1953, p. 393. © Southern California Muffler Co.; a partnership composed of Jesse Seymour Belond, Ruth M. Belond & Robert W. Hedman; 1Jun53; KK90921.

Remember when ... Belond Equa-Flow exhaust systems build big volume, plus profits. From Jobber topics, Apr. 1953, p. 417. © Southern California Muffler Co., a partnership composed of Jesse Seymour Belond, Ruth M. Belond & Robert W. Hedman; 1Apr53; KK90923.

Remember when? Increasing popularity, increasing profits every month. The original Belond Equa-Flow exhaust system. From Jobber topics, July 1953, p. 343. © Southern California Muffler Co., a partnership composed of Jesse Seymour Belond, Ruth M. Belond & Robert W. Hedman; 1Jul53; KK90920.

Remember when? The original Belond Equa-Flow exhaust system can do a big-volume job for you. From Jobber topics, May 1953, p. 439. © Southern California Muffler Co., a partnership composed of Jesse Seymour Belond, Ruth M. Belond & Robert W. Hedman; 1May53; KK90922.

There is no substitute for quality. That's our company motto, that's why we carry the Belond line. The original Belond Equa-Flow exhaust system. From Automotive service digest, July 1953, p. 72. © Southern California Muffler Co., a partnership composed of Jesse Seymour Belond, Ruth M. Belond & Robert W. Hedman; 1Jul53; KK90924.

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Pricing guide 2, section A. Sectional cafeteria counters. Seconomy catalog S-53. 11 p. Appl. author: Southern Equipment Co., employer for hire of Clifford C. Towns. © 1Mar53; KK89953.
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- Pricing guide 2, section C. Kitchen & counter equipment. Seconomy catalog S-53. 15 p. Appl. author: Southern Equipment Co., employer for hire of Clifford C. Towne. © 1Mar53; KK89952.
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Fishn's fun. "9". Sheet. Appl. author: A. L. Mathers. © 5Oct53; KK91240.
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Fast delivery on license plates & decals. Sheet. Appl. author: R. O. Burbridge. © 10Sep53; KK91721.
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- SPAN-A-FORM CORPORATION ©**
Span-A-Form saves labor ... (Concrete foundation & curb forms) Sheet. Appl. author: Raymond C. Lewis. © 21Oct53; KK90362.
- SPARKLINE DIVISION, HILL MANUFACTURING COMPANY.** SEE Hill Manufacturing Company.
- SPECIALTY SALES ©**
Sophisticated party songs. Vocals by Paul Wynn pseud. of Ben Samberg (Phonograph record albums) Label. © 25Aug53; KK90719.
- SPEEDKODE COMPANY.**
Heart-to-heart talk with Speedy. (Code book for the fresh fruit and vegetable industry) From the Packer, Kansas City, Mo., Aug. 29, 1953. Appl. author: Al Dempster. © The Speedkode Co., a partnership comprised of Gladys M. Seifert & Mildred E. Davidson; 29Aug53; KK89390.
- SPEIRS (CARR) CORPORATION ©**
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- SPENCER, INC. ©**
Let's talk about your figure. (Foundations & brassieres) 15 p. Appl. author: Frances Grace Miller. © 1Feb53; KK89858.
Spencer exciting, new figure fashions, custom-created for you. (Foundations & brassieres) Folder. Appl. author: Frances Grace Miller. © 15Jul53; KK89857.
What you should know about the inflexible pad in your Spencer. (Foundations & brassieres) Folder. Appl. author: Frances Grace Miller. © 15Jun53; KK89855.
- What you should know about your Blithe Spirit bra. Folder. Appl. author: Frances Grace Miller. © 15Jan53; KK89856.
- You can have a lovelier figure. (Foundations & brassieres) 15 p. Appl. author: Frances G. Miller. © 15Jul53; KK88970.
- SPRINGS COTTON MILLS.**
Now Springs takes the lead in plicésés. (Fabric) From Southern garment manufacturer, July 27, 1953, p. 29. Appl. author: Ellington & Co., inc. © The Springs Cotton Mills; 20Jul53; KK88670.
The perfect pair. The best combination of uniform twills. (Fabric) From Southern garment manufacturer, July 27, 1953, p. 28. Appl. author: Ellington Advertising, inc. © The Springs Cotton Mills; 20Jul53; KK88671.
Sleep like a ballerina, but avoid her bouquet. Springmaid fabrics. (Pajamas and sheets) From Promenade magazine (the Savoy-Plaza), Aug. 1953, p. 3 of cover. Appl. author: Ellington & Co., inc. © The Springs Cotton Mills; 1Aug53; KK88419.
- SPYRE, JOHN K. ©**
Mol-No-Mor. Prevents mole damage to lawns, gardens, golf courses, parks & farms. (Rodenticide) 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; KK88865.
- SQUIRE-COGSWELL COMPANY ©**
Sav-A-Hose. Hose maintenance kit. Label. © 11May53; KK88682.
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Check Squirt sales and you'll switch to Squirt too. (Soft drink) From Mid-Continental bottler, May 1953, p. 43. © The Squirt Co.; 1May53; KK88444.
I switched to Squirt, says Bill Sarna. (Soft drink) From Wisconsin beverage journal, June 1953, p. 18. © The Squirt Co.; 2Jun53; KK87269.
I switched to Squirt, says Esther Jones. (Soft drink) From Bottling industry, Oct. 13, 1953, p. 8. © The Squirt Co.; 13Oct53; KK91758.
I switched to Squirt, says Harold Cook. (Soft drink) From the American bottler, Aug. 1953, p. 87. © The Squirt Co.; 4Aug53; KK89242.
If sweet soft drinks leave you thirsty, switch to Squirt ... cBasketball scene: From Life, June 1, 1953, p. 34. © The Squirt Co.; 1Jun53; KK88443.
If sweet soft drinks leave you thirsty, switch to Squirt. cBasketball scene: From Look, June 16, 1953, p. 56. © The Squirt Co.; 2Jun53; KK87268.
If sweet soft drinks leave you thirsty, switch to Squirt. cGarage scene: From Look, June 2, 1953, p. 24. © The Squirt Co.; 19May53; KK87267.
If sweet soft drinks leave you thirsty, switch to Squirt ... [Golf club locker room scene] From Look, July 14, 1953, p. 18. © The Squirt Co.; 30Jun53; KK88445.

SQUIRT COMPANY. Cont'd.

If sweet soft drinks leave you thirsty, switch to Squirt ... [Grass cutting scene] From Life, June 15, 1953, p. 76. © The Squirt Co.; 15Jun53; KK88442.

If sweet soft drinks leave you thirsty, switch to Squirt. cGrass cutting scenes From Look, June 30, 1953, p. 52. © The Squirt Co.; 16Jun53; KK87260.

If sweet soft drinks leave you thirsty, switch to Squirt ... [Tennis court scene] From Look, July 28, 1953, p. 78. © The Squirt Co.; 14Jul53; KK88446.

Squirt makes a drink smo-o-o-th, says Robert Wombacher. (Soft drink) From Wisconsin beverage journal, Oct. 1953, p. 20. © The Squirt Co.; 30Sep53; KK91756.

Squirt makes a smooth drink really smo-o-o-th, says George Hale. (Non-alcoholic beverages) From Patterson's California beverage gazetteer, Sept. 1953, p. 33. © The Squirt Co.; 31Aug53; KK89596.

Squirt makes a smooth drink really smo-o-o-th, says George Hale. (Soft drink) From Wisconsin beverage journal, Aug. 1953, p. 13. © The Squirt Co.; 7Aug53; KK91757.

Squirt sales promotions outstanding, says Oscar Weiss. (Soft drink) From the American bottler, Apr. 1953, p. 4. © The Squirt Co.; 28Apr53; KK87270.

STAGG DISTILLING COMPANY.

Proud is the word for Old Stagg. From the New London evening day, May 8, 1953, p. 16. Appl. author: Grey Advertising Agency, inc. © The Stagg Distilling Co.; 8May53; KK88607.

Proud is the word for Old Stagg. From the San Diego union, San Diego, Calif., Oct. 27, 1953, p. A-19. Appl. author: Grey Advertising Agency, inc. © The Stagg Distilling Co.; 27Oct53; KK91455.

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Smart hair styles you can do, with Sta-Rite cushion tip bobby pins. Folder. Appl. author: G. Noel Bolinger. © 23Nov53; KK91224.

STALEY (A. E.) MANUFACTURING COMPANY ©.

What the Staley system of handling liquid sweeteners can do for you. Sweetose corn syrup. Pamphlet. © 10Jun53; KK87334.

STALEY MILLING COMPANY ©.

Dr. Pig sodium fluoride mixture pellets. 50 lbs. net. (Pig feed) Label. Appl. author: Bozell and Jacobs. © 30Dec52; KK90628.

The eggs are coming, when you feed Pullet Atoms. 50 lbs. net. (Poultry feed) Label. Appl. author: Bozell and Jacobs. © 1Jun53; KK90627.

Egnog laying mash. 50 lbs. net. (Poultry feed) Label. Appl. author: Bozell and Jacobs. © 2Jan52; KK91680.

Staley broiler Atoms. 50 lbs. net. (Poultry feed) Label. Appl. author: Bozell and Jacobs. © 30Dec52; KK90630.

Staley feeds. 16 carrot Bunny Brunch. 50 lbs. net. (Rabbit feed) Label. Appl. author: Bozell and Jacobs. © 29Sep52; KK90623.

Staley grower Atoms. 25 lbs. net. (Poultry feed) Label. Appl. author: Bozell and Jacobs. © 1Apr52; KK90629.

Staley hatching egg Atoms. 50 lbs. net. (Poultry feed) Label. Appl. author: Bozell and Jacobs. © 14Mar53; KK90625.

Staley Hog Uncles. Complete hog feed with antibiotics. 50 lbs. net. Label. © 2Jan53; KK90624.

Staley new sugar rich Pro-Lass hog supplement Pellets. 50 lbs. net. (Feed) Label. Appl. author: Bozell and Jacobs. © 1Jul53; KK90622.

Staley 32 o/o poultry concentrate. 50 lbs. net. (Feed) Label. Appl. author: Bozell and Jacobs. © 11Oct52; KK90631.

Staley turkey Atoms. 50 lbs. net. (Poultry feed) Label. Appl. author: Bozell and Jacobs. © 5Jan53; KK90626.

STANDARD OIL COMPANY (INDIANA) ©.

Chicago car owners tell me ... New Standard premium does what no other gasoline will do. From Chicago daily tribune, Nov. 13, 1953, p. 3. Appl. author: McCann-Erickson, inc. © 13Nov53; KK90792.

STANDARD-THOMSON CORPORATION ©.

A Dual Arm Roto Operator specifically engineered for modern panel window ventilators. Sheet. © 3Mar53; KK87294.

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All purpose cream. Stanhome. Net weight 8 oz. Label. © 18Sep53; KK89764.

Dental plate cleaner. Stanhome. Net wt. 4 oz. Label. © 19Aug53; KK88287.

Germ-Trol. Disinfectant, deodorant, germicide. Net contents: one pint. Stanhome. Label. © 18Sep53; KK89766.

Grandmother would have been flabbergasted at a party like this. Stanhome. (Household cleaning products) From Better homes and gardens, Nov. 1953, p. 188. © 28Oct53; KK91425.

How to use the Stanley ads to help you book, sell, prospect. Pamphlet. © 19Nov53; KK91275.

New dental plate brush. Stanhome. Label. © 6Oct53; KK90184.

New squeeze mop to sponge your floors clean. Stanhome. Label. © 6Oct53; KK90186.

Outdoors or indoors, it's always fun to shop at Stanley hostess parties. (Household cleaning products) © 26Jun53; KK86952.

Stanley Home Products presents these household and personal grooming aids. Stanhome. Pamphlet. © 30Sep53; KK89767.

This emblem worn proudly by your friendly Stanley dealer ... Stanhome. (Household cleaning products) From Ladies' home journal, Nov. 1953, p. 191. © 28Oct53; KK91424.

Travel brush. Stanhome. Label. © 6Oct53; KK90185.

You can window shop, too, at a Stanley hostess party. Stanhome. (Household cleaning products) From Ladies' home journal, Oct. 1953, p. 20. © 29Sep53; KK89765.

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Questions often asked about the Paint is Our Business advertising campaign. Pamphlet. © 16Mar53; KK88470.

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Quality eggs. One dozen, large. Label. © 7Aug53; KK90183.

STEEN, WILLIAM ©.

Styles of the season, custom made Simpson clothes. 29 p. © 10Jul53; KK89041.

STENZEL (R. O.) AND COMPANY, d.b.a. OLD ADAMS DISTILLERY. SEE Old Adams Distillery.

STERLING MANUFACTURING COMPANY ©.

Light a fire under sales. (Broiler grill) Label. Appl. author: Wm. C. Ramsey. © 8May53; KK87026.

STERN BROTHERS ©.

New era in mink, exclusively at Stern's ... (Fur pieces) From the New York times, Aug. 2, 1953, p. 8. © 2Aug53; KK88238.

Very precious natural ranch mink adorns our most elegant coats during August sale. From the New York herald tribune, Aug. 2, 1953, p. 6. © 2Aug53; KK88239.

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Deep freeze food packages. Label. © G. Gordon Shaw and Albert O. Klesow, a co-partnership, d.b.a. Stik-No-Mor Co.; 1Apr53; KK88029.

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It pays to brand your poultry. Sheet. Appl. author: John B. Bettl. © 15Aug53; KK88160.

STONE, N. G., MELVIN J. GORDON, AND S. Z. GORDON, FORMING THE CO-PARTNERSHIP MANCHESTER HOSIERY MILLS. SEE Manchester Hosiery Mills.

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What you should know about storm windows. Rand Thermo-Tite. Folder. © 5Oct53; KK90834.

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The charged system produces uniform results after repeated use. (Dry cleaning soap) From American dry cleaner, Nov. 1952. Appl. author: Paul V. Warren. © 4Nov52; KK87603.

Chlorinated units are easily converted to the two-bath 3 o/o super soap method. From National cleaner & dyer, Sept. 1952. Appl. author: Paul V. Warren. © 21Aug52; KK87600.

Dry cleaning efficiency now measured and controlled by electrical conductivity, by Paul Warren. (Soap) From Cleaning & laundry world, Jan. 1953. Appl. author: Paul V. Warren. © 8Feb53; KK87606.

Extractor-rinse makes the two-bath process practical in plants equipped with separate extractors.

- (Dry cleaning) From American dry cleaner, Feb. 1953. Appl. author: Paul V. Warren. © 15Feb53; KK87607.
- The extractor rinse permits the use of the two-bath method while awaiting installations ... by Paul V. Warren. Bulletin 5359. (Dry cleaning) From National cleaner & dyer, Dec. 1952. Appl. author: Paul V. Warren. © 13Nov52; KK87604.
- 5 important milestones in the history of drycleaning. (Soap) From the National cleaner & dyer, Mar. 1953. Appl. author: Paul V. Warren. © 27Feb53; KK87608.
- 43 times as much soap. From National cleaner & dyer, July 1952. Appl. author: Paul V. Warren. © 30Jul52; KK87598.
- New conversion system for above-ground plants. Small petroleum plants may now enjoy ... (Dry cleaning soap) From National cleaner & dyer, Feb. 1953. Appl. author: Paul V. Warren. © 20Jan53; KK87605.
- One year ago, thousands of cleaners changed. (Strong soap testing kit) Card. Appl. author: Paul V. Warren. © 12Aug52; KK88109.
- Simplified spotting chart. From National cleaner & dyer, Sept. 1952. Appl. author: Paul V. Warren. © 17Sep52; KK87602.
- Two-bath method brings near elimination of wet cleaning. (Dry cleaning soap) From American dry cleaner, Sept. 1952. Appl. author: Paul V. Warren. © 26Aug52; KK87601.
- Water, the curse of distillation, by Paul Warren. Bulletin 5353. From National cleaner & dyer, Aug. 1952. © 18Aug52; KK87599.
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Save time, save money, save work, build good will. (Reminders) Folder. © 10Oct53; KK89642.
- STOWARD, INC. ©.**
Dick Tracy black light magic kit for amateur detectives. (Toy) Label. Appl. author: Curtis Whitman Griffith. © 1Sep53; KK89121.
- STRUNK EQUIPMENT COMPANY ©.**
Strunk chain saws, new for 1954. Sheet. Appl. author: Foltz-Wessinger, inc. © 20Oct53; KK90225.
- STUDEBAKER CORPORATION.**
Exciting new 1953 Studebaker receives Fashion Academy award. (Motor cars) From Life, Aug. 17, 1953, p. 79. Appl. author: John Hayes Kelly. © The Studebaker Corporation; 13Aug53; KK88175.
- Excitingly different. Studebaker's European look. (Motor cars) From the Saturday evening post, Oct. 3, 1953, p. 59. Appl. author: John Hayes Kelly. © The Studebaker Corp.; 30Sep53; KK89581.
- Get a Studebaker truck and cut your costs plenty. From Country gentleman, Aug. 1953, p. 33. Appl. author: John Hayes Kelly. © The Studebaker Corp.; 29Jul53; KK87819.
- A husky Studebaker truck makes a gallon of gas go a long way. From the Saturday evening post, Sept. 26, 1953, p. 115. Appl. author: John Hayes Kelly. © The Studebaker Corp.; 23Sep53; KK89305.
- Own a far-advanced Studebaker; excitingly new. (Passenger cars) From Farm journal, Oct. 1953, p. 2 of cover. Appl. author: John Hayes Kelly. © The Studebaker Corp.; 15Sep53; KK89050.
- Save dollar after dollar with a Studebaker truck. From Country gentleman, Oct. 1953, p. 47. Appl. author: John Hayes Kelly. © The Studebaker Corp.; 30Sep53; KK89580.
- A sleek Studebaker truck saves gas amazingly. From Newsweek, July 20, 1953, p. 59. Appl. author: John Hayes Kelly. © The Studebaker Corp.; 16Jul53; KK87415.
- Strikingly original. Exclusively Studebaker. Drive it proudly, the new American car with the European look. From Collier's, Sept. 4, 1953, p. 2 of cover. Appl. author: John Hayes Kelly. © The Studebaker Corp.; 21Aug53; KK88305.
- 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; KK90534.
- SUNDIAL SHOE COMPANY ©.**
Start them off in the right shoes. From Life, Oct. 26, 1953, p. 19. Appl. author: Hoag and Provandie, inc. © 26Oct53; KK90285.
- Sundial shoes, comfort-crafted to fit your footprint. From Life, Sept. 14, 1953, p. 143. Appl. author: Hoag & Provandie, inc. © 14Sep53; KK89120.
- Sundial shoes, comfort-crafted to fit your footprint. From Life, Nov. 30, 1953, p. 68. Appl. author: Hoag and Provandie, inc. © 30Nov53; KK91237.
- Sundial shoes, comfort-crafted to fit your footprint. From Life, Dec. 14, 1953, p. 79. Appl. author: Hoag & Provandie, inc. © 14Dec53; KK91808.
- Sundial shoes, first in fit with extra wear. From Life, Aug. 24, 1953, p. 95. Appl. author: Hoag & Provandie, inc. © 24Aug53; KK88620.
- Sundial shoes lay a world of fashion at your feet. From Life, Oct. 5, 1953, p. 118. Appl. author: Hoag & Provandie, inc. © 5Oct53; KK89727.
- SUNSET OIL COMPANY ©.**
A. D. Now, test the gasoline made for automatic drive. Golden Eagle. (Two whirling discs) From Los Angeles times, Sept. 24, 1953, p. 37. Appl. authors: George Hawkins and others. © 24Sep53; KK89443.
- SUNWAY FRUIT PRODUCTS, INC. ©.**
Freshie soft drink base. Orange. Label. © 27May53; KK87123.
- SUPER MARKET INSTITUTE, INC. ©.**
Advertising-promotion service. Prepared with the cooperation of McCall's magazine. Pamphlet. Appl. author: McMahon & Morse. Aug. 1953. © 25Jun53; KK86959. Sept. 1953. © 31Jul53; KK87992. Oct. 1953. © 11Sep53; KK88861. Nov. 1953. © 8Oct53; KK89763. Dec. 1953. © 11Nov53; KK90793. Jan. 1954. © 14Dec53; KK92198.
- SUPERIOR PRODUCTS, INC. ©.**
Superior Crown automatic fire extinguisher, king of the automatics. Folder. Appl. author: Ronald C. Riepe. © 20Nov53; KK91273.
- SUPRA-VITE SALES INTERNATIONAL, INC. ©.**
Learn the truth. (Vitamin & food supplement preparations) Folder. © 20Jan53 (in notice: 1952); KK90401.
- SUTHERLAND PAPER COMPANY ©.**
Your shirt sir. Formfit shirt protection. Label. Appl. author: Clifton T. Wilson. © 8Jul53; KK88262.
- SWANN, DAMON J., d.b.a. HOUSE OF IDEAS.**
SEE House of Ideas.
- SWANSON (C. A.) AND SONS ©.**
Brown and serve turkey pie. Quick frozen. Net wt. 8 oz. Label. Appl. author: Richard E. Machamer. © 5Sep53; KK89310.
- SWISS FEDERATION OF WATCH MANUFACTURERS ©.**
How many minutes to Christmas? [Man, boy & girl opening presents] From Life, Nov. 16, 1953, p. 157. Appl. author: Foote, Cone & Belding. © 13Nov53; KK92128.
- Men are smarter than women think. [Three women & one man having tea] From Life, Oct. 26, 1953, p. 105. Appl. author: Foote, Cone & Belding. © 23Oct53; KK90266.
- Once, perhaps twice in a lifetime ... [Young couple on terrace wearing formals] From Look, July 28, 1953, p. 37. Appl. author: Foote, Cone & Belding. © 14Jul53; KK90192.
- What makes it tick? (N. Rockwell painting of young boy watching old jeweler repairing watch) From Life, Sept. 7, 1953, p. 111. Appl. author: Foote, Cone & Belding. © 4Sep53; KK89440.
- Which is more fun, giving or getting? [Christmas scene] From Life, Nov. 30, 1953, p. 153. Appl. author: Foote, Cone & Belding. © 27Nov53; KK91197.
- SYKES HERNIA CONTROL SERVICE, INC. ©.**
Forward strides in hernia control. Pamphlet. Appl. author: Griffith-McCarthy, inc. © 10Jul53; KK88286.
- SYLVAN SWEETS COMPANY ©.**
Lucky Smile king size candy cigarettes. Captain Lucky Club. Get membership card and flash cloth emblem. Label. © 2Nov53; KK90823.

T

TAIT, ROBERT, JR., sole owner CARD
BASEBALL COMPANY. SEE Card Baseball
Company.

TALON EDUCATIONAL SERVICE ©.

The belt purse, made with a 9 inch
Seam-thin Talon zipper. (Zipper
design no. 1097) Folder.
© 15Sep53; KK89033.

The dog and fish pillow, made with
two 16 inch Seam-thin Talon zip-
pers. (Zipper design no. 1045)
Folder. © 5Nov53; KK90597.

The doll house, made with four 7
inch skirt placket Talon zippers.
(Zipper design no. 1098) Folder.
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The duck and rooster pillow, made
with two 18 inch Seam-thin Talon
zippers. (Zipper design no. 1046)
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The leather bag, made with a 12 inch
handbag Talon zipper. (Zipper de-
sign no. 1093 BL) Folder.
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The orange peel hat, made with a 30
inch Seam-thin Talon zipper.
(Zipper design no. 1040) Folder.
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The ribbon wallet, made with a 4 inch
Seam-thin Talon zipper. (Zipper
design no. 1096) Folder.
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The sweetheart bag, made with a 14
inch handbag Talon zipper. (Zipper
design no. 1070) Folder.
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The train case, made with a 20 inch
Seam-thin Talon zipper ... (Zipper
design no. 1094) Folder.
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The travel trio, made with one 12
inch dress placket Talon zipper ...
(Zipper design no. 1084) Folder.
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The zippered gloves, made with two
5 inch Seam-thin Talon zippers.
(Zipper design no. 1099) Folder.
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TALON, INC. ©.

Talon; the quality zipper. (Shipping
slide fasteners) Label. Appl. au-
thor: James M. Atwell. © 1Jun53;
KK89872.

TASTY BAKING COMPANY ©.

Tastykake for quick kicks. Design
no. 158. Poster. © 15Oct53;
KK90047.

Tastykake- her favoritea. cSmall
girl with doll; Design no. 157.
Poster. © 15Sep53; KK89490.

TAYLOR, ELIZABETH, M. S. BALABAN AND

R. D. ODABASHIAN, composing the firm
LIBERTY ORCHARDS COMPANY. SEE
Liberty Orchards Company.

TAYLOR (THOMAS) AND SONS ©.

Ageless shoes that appeal to all
ages. Shugor fitted. (Shoe goring)
From Boot and shoe recorder, Oct.
15, 1953, p. 42. Appl. 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;
KK88211.

The easiest thing on earth to sell
a man is comfort. Shugor. (Shoe
goring) From Boot & shoe record-
er, July 15, 1953, p. 38. Appl.
author: Ralph A. Parker. © 15Jul53;
KK88210.

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; KK88001.

Leather-covered Shugor triumphantly
entwines the masculine market.
(Shoe goring) From Shoe and
leather reporter, June 6, 1953,
cover. Appl. author: Ralph A.
Parker. © 6Jun53; KK88002.

New thoughts in elastic laces by
Shugor. From Boot and shoe re-
corder, June 15, 1953, p. 36.
Appl. author: Ralph A. Parker.
© 15Jun53; KK87173.

Old favorites take on new comfort
with Shugor. (Shoe goring)
From Leather & shoes, July 18,
1953, p. 4 of cover. Appl. au-
thor: Ralph A. Parker. © 18Jul53;
KK88209.

Talk-A-Bouts, the genuine, hand-sewn,
hand-lasted dress moccasins of dis-
tinction ... Shugor. (Shoe gores)
From Boot and shoe recorder, Nov.
15, 1953, p. 90. Appl. author:
Ralph A. Parker. © 15Nov53;
KK91239.

TAYLOR PROVISION COMPANY.

Taylor all beef roll. 6 ozs. net wt.
Label. © The Taylor Provision Co.;
4Dec53; KK91905.

Taylor pork roll. 6 ozs. net wt.
Label. © The Taylor Provision
Co.; 30Jun53; KK90460.

TAYLOR WINE COMPANY.

Serve Taylor's New York State wines
and champagnes. Poster. Appl.
author: Moser & Cotins, inc.
© The Taylor Wine Co.; 23Oct53;
KK90470.

TEDCAR PRODUCTS COMPANY.

Safe drivers drive safe cars. The
Plasti-Carlog. (Laminated plastic
sheets) Card. © Leonard S. Lerman,
t.a. Tedcar Products Co.; 28Sep53;
KK90533.

TELEVISION AND RADIO DIVISION, RAYTHEON

MANUFACTURING COMPANY. SEE Raytheon
Manufacturing Company. Television
and Radio Division.

10 AND 20 LIBRARY.

Sale and exchange of pocket-size
books. Label. © Daniel A. Palmer,
d.b.a. The 10 & 20 Library; 1Sep53;
KK92073.

TENNESSEE. STATE GAME AND FISH COM-
MISSION ©.

Reelfoot Lake. [Trout seals] La-
bel. Appl. author: J. B. Betti.
© 25Jun53; KK88362.

TERRELL MOTHPROOF INSTITUTE ©.

Kills moths, carpet beetles, and
other insects. Aerosol clothes
closet spray unit. Contents 12 oz.
Label. Appl. author: Ray Terrell.
© 17Aug53; KK91062.

TESTED PRODUCTS COMPANY ©.

Hi Q tested lubricant. 8 ounces \$1.

Label. Appl. author: Walter Han-
son. © 15Nov53; KK92271.

TEXAS COMPANY.

Be safe, get PT anti-freeze, it's
permanent type ... From the Bay
City times, Sept. 22, 1953, p. 11.
© The Texas Co.; 22Sep53; KK89436.

The best motor oil is made, not
born. Havoline. From the New
York times, July 21, 1953, p.
10. © The Texas Co.; 21Jul53;
KK87782.

Do it now, play safe all winter, get
PT anti-freeze at your Texaco deal-
er. From the Bay City times, Sept.
17, 1953, p. 17. © The Texas Co.;
17Sep53; KK89435.

Forecast: freezing weather. Texaco PT
anti-freeze. From the La Crosse
tribune, La Crosse, Wis., Sept. 22,
1953, p. 5. © The Texas Co.;
22Sep53; KK89906.

Freezing weather ahead. Be safe all
winter, PT is permanent type anti-
freeze. From the Bay City times,
Bay City, Mich., Oct. 1, 1953, p.
16. © The Texas Co.; 1Oct53;
KK89786.

A friendly reminder ... Have your
Texaco dealer put Texaco PT anti-
freeze in your car's radiator now.
Sheet. © The Texas Co.; 15Jun53;
KK87564.

A great product, backed by a great
campaign. Texaco PT anti-freeze.
From Chilton's motor age, July 1953,
p. 2. © The Texas Co.; 15Jul53;
KK87562.

Here's another great Texaco product
to make sales jump. (Anti-freeze)
From Implement & tractor, July 4,
1953, p. 7. © The Texas Co.;
4Jul53; KK87325.

Here's something to help PT sales
stream in. (Anti-freeze) Streamer
and posters. © The Texas Co.;
1May53; KK88278.

It's a nice feeling. Texaco PT anti-
freeze. Card. © The Texas Co.;
15Jun53; KK87565.

Meet Pete the panda, your new PT
salesman. Texaco anti-freeze. La-
bel. © The Texas Co.; 1Jun53;
KK87563.

1953 radiator protection chart. Tex-
aco PT anti-freeze. © The Texas
Co.; 1Jul53; KK87566.

Play safe, do it now, get PT anti-
freeze at your Texaco dealer.
From the Bay City times, Sept. 24,
1953, p. 3. © The Texas Co.;
24Sep53; KK89437.

Play safe, do it now, get Texaco PT
anti-freeze now. From the Saturday
evening post, Oct. 10, 1953, p. 62.
© The Texas Co.; 7Oct53; KK89785.

TEXIZE 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 pine oil disinfectant. One
pint. Label. Appl. author:
Roland L. Baum. © 2Jan53; KK92035.

TEXLINE PAINT MANUFACTURING COMPANY ©.
Ideal protective coating for utmost permanence and beauty. Tex-Cote paints. Label. Appl. author: William R. DeMuth. © 10Jun53; KK88241.

TEXTO PRODUCTS CORPORATION ©.
Now you can make your own white walls. The White Wall Wonder kit. (Colloidal white rubber) From Life, Aug. 25, 1952, p. 4. Appl. author: Gershuny Associates, inc. © 25Aug52; KK88462.

THEOFILOS, JOHN P. ©.
Here is a new toy musical instrument named Strike a Tune, with new puppets that dance to its tune. Label. © 21Oct53; KK90468.

THEOFILS, JOHN P. ©.
Here is a very simple toy musical instrument, named Strike a Tune Phonoform and Balloophone. Sheet. © 27May53; KK90083.

THIESEN, PHIL E. ©.
Shur Guide. (Guide for toilet ball) Label. © 9Jul53; KK88427.

THOMA, ARNOLD A. AND GERALD F. THOMA,
forming the partnership THOMA REFRESHMENT COMPANY. SEE Thoma Refreshment Company.

THOMA, GERALD F. AND ARNOLD A. THOMA,
forming the partnership THOMA REFRESHMENT COMPANY. SEE Thoma Refreshment Company.

THOMA REFRESHMENT COMPANY.
Big Sis sandwiches. Sheet. © Thoma Refreshment Co., a partnership composed of Gerald F. Thoma & Arnold A. Thoma; 20Oct53; KK90966.

THOMAS'.
Suggestions for proper care of your hair and scalp. Folder. Appl. author: Charles R. Swinehart. © The Thomas'; 15Jun53; KK87307.

THOMAS, DALE D., d.b.a. GLACIER FROZEN FOOD MANUFACTURING COMPANY. SEE Glacier Frozen Food Manufacturing Company.

THOMAS, ROY M.
Richfield lubrication. Form book. © Roy M. Thomas & Robert R. Ellison (in notice: Thomas & Ellison); 13Sep53; KK91661.

THOMAS AND ELLISON. SEE Thomas, Roy M.

THOMAS TEXTILE COMPANY, INC. ©.
Can Can panties. Label. © 5Aug53; KK88805.

THOMSON INDUSTRIES, INC. ©.
Bearing application evaluation chart. Folder. © 6Nov53; KK90648.

THOR CORPORATION ©.
Oven here, top units there or anywhere. You decide where they go with the new Thor built-in electric range. From Woman's day, Aug. 1953, p. 59. Appl. author: Henri, Hurst & McDonald, inc. © 29Jul53; KK87878.
Oven here, top units there ... you decide where they go, with the new Thor built-in electric range. From Better homes and gardens, July 1953, p. 117. Appl. author: Henri, Hurst & McDonald, inc. © 24Jun53; KK87028.

TICONIUM ©.
All American loses teeth. (Dental alloy) Folder. Appl. author: A. J. Griffin. © 4Oct53; KK90485.

Famous model in a slump. (Dental alloy) Folder. Appl. author: A. J. Griffin. © 4Sep53; KK89441.

Introducing dental Dan the clean tooth man. Folder. Appl. author: A. J. Griffin. © 4Nov53; KK91754.

You are invited to a wedding. She'll never be a bride unless ... (Dental alloy) Folder. Appl. author: A. J. Griffin. © 4Jun53; KK87104.

TILE CRAFT.
Home tile decorating kit. Label. © Gerald J. Golden & Burton R. Miller, d.b.a. Tile Craft; 15Apr53; KK86963.

Paint-It-Yourself. Tile Craft home decorating kit. Label. © Gerald J. Golden & Burton R. Miller, d.b.a. Tile Craft; 14May53; KK86964.

TILTON, FRANCIS M., d.b.a. GRANDAD'S TOY SHOP. SEE Grandad's Toy Shop.

TIME, INC. ©.
Air, the earth's uncommon possession. Life. (Magazine) From the New York times, June 4, 1953, p. 18. Appl. author: Young & Rubicam, inc. © 4Jun53; KK89176.

Images of a magic city. Two unusual portfolios of color pictures of New York in this and next week's Life. (Magazine) From the New York times, Sept. 14, 1953, p. 11. Appl. author: Young & Rubicam, inc. © 14Sep53; KK91963.

In this week's issue is a new novel ... written especially for Life by James A. Michener. (Magazine) From New York times, July 2, 1953, p. 50 C. Appl. author: Young & Rubicam, inc. © 2Jul53; KK89155.

It was a week when everything happened. Life. (Magazine) From New York times, June 25, 1953, p. 66 C. Appl. author: Young & Rubicam, inc. © 25Jun53; KK89156.

New Life research gives audience data on four leading media. (Magazine) From New York times, June 15, 1953, p. 13. Appl. author: Young & Rubicam, inc. © 15Jun53; KK89154.

Somebody's got to be first. House & home ... [Bathroom basin] (Magazine) From Advertising age, July 27, 1953, p. 53. © 27Jul53; KK88141.

Somebody's got to be first. House & home ... cClosets (Magazine) From Advertising age, Aug. 10, 1953, p. 8. © 10Aug53; KK88483.

Somebody's got to be first. House & home ... [Refrigerator] (Magazine) From Advertising age, July 13, 1953, p. 16. © 13Jul53; KK88143.

Somebody's got to be first. House & home ... cStoves (Magazine) Sheet. © 15Jun53; KK87326.

Somebody's got to be first. House & home ... [Window] (Magazine) From Advertising age, June 29, 1953, p. 25. © 29Jun53; KK88142.

The strange and terrible pioneers of the world we live in. Life. (Magazine) From New York times, Sept. 3, 1953, p. 12-13. Appl. author: Young & Rubicam, inc. © 3Sep53; KK90143.

What makes him baseball's greatest catcher? Life. (Magazine) From Brooklyn eagle, June 4, 1953, p. 22. Appl. author: Young & Rubicam, inc. © 4Jun53; KK89177.

TIMELY CLOTHES, INC. ©.
Balanced tailoring makes Timely clothes look better longer. From Esquire, May 1952, p. 100. Appl. author: L. C. Gumbinner Advertising Agency. © 10Apr52; KK88486.

TIMKEN ROLLER BEARING COMPANY ©.
Atlantic Coast Line becomes the biggest roller freight railroad with order for 2,000 more cars on Timken bearings. From Business week, June 6, 1953. Appl. author: Batten, Barton, Durstine & Osborn, inc. © The Timken Roller Bearing Co.; 6Jun53; KK87188.

How buying one hole saves drilling two holes. Timken fine alloy steel. From Business week, Aug. 1, 1953. Appl. author: Batten, Barton, Durstine & Osborn, inc. © The Timken Roller Bearing Co.; 1Aug53; KK88373.

How does Hiawatha run so fast? Tapered roller bearings. From the Saturday evening post, Sept. 19, 1953. Appl. author: Batten, Barton, Durstine & Osborn, inc. © The Timken Roller Bearing Co.; 19Sep53; KK89590.

How the Lark got its wings. Tapered roller bearings. From the Saturday evening post, Aug. 22, 1953, p. 46. Appl. author: Batten, Barton, Durstine & Osborn, inc. © The Timken Roller Bearing Co.; 22Aug53; KK89589.

Keeping America on the go, with Timken tapered roller bearings. This eagle's fast, even for Texas, but roller freight will match it. From the Saturday evening post, Nov. 28, 1953. Appl. author: Batten, Barton, Durstine & Osborn, inc. © The Timken Roller Bearing Co.; 28Nov53; KK91443.

Keeping America on the go, with Timken tapered roller bearings. You get all this with your new car, instead of a tool kit. From Business week, Oct. 10, 1953. Appl. author: Batten, Barton, Durstine & Osborn, inc. © The Timken Roller Bearing Co.; 10Oct53; KK91123.

Steel that keeps a gas turbine from blowing its top. (Fine alloy steel & seamless tubes) From Business week, Oct. 24, 1953. Appl. author: Batten, Barton, Durstine & Osborn, inc. © The Timken Roller Bearing Co.; 24Oct53; KK91122.

Steel that keeps 253 teeth from losing their bite. (Fine alloy steel & seamless tubes) From Business week, Sept. 26, 1953. Appl. author: Batten, Barton, Durstine & Osborn, inc. © The Timken Roller Bearing Co.; 26Sep53; KK91121.

Steel that makes the fishing better in oil wells. Timken fine alloy steel. From Business week, June 20, 1953. Appl. author: Batten, Barton, Durstine & Osborn, inc. © The Timken Roller Bearing Co.; 20Jun53; KK87186.

We put the get-up-&-go in the New England States. From the Saturday evening post, July 25, 1953. Appl. author: Batten, Barton, Durstine & Osborn, inc. © The Timken Roller Bearing Co.; 25Jul53; KK88372.

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 concern of its kind in America. Every day is sale day at Tires, incorporated. From Sunday mirror, June 14, 1953, p. 57. © 14Jun53; KK88075.

Tires incorporated, the only concern of its kind in America. Tires dealer prices. From Daily mirror, Sept. 17, 1953, p. 46. © 17Sep53; KK89129.

TRANSOGRAM 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; KK87371.

Score-A-Word. (Game) Label. Appl. author: Robert Fisher. © 5Feb53; KK87374.

Score-A-Word cross word game. Label. Appl. author: Robert Fisher. © 5Feb53; KK87373.

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); KK87370.

TRAVENOL LABORATORIES, INC. ©.

For effective control of hay fever, other allergies and dermatoses. Piromen (pseudomonas polysaccharide) Self-mailer. Appl. author: Reincke, Meyer & Finn, inc. © 5Jun53; KK89358.

For effective control, Piromen c2nd leucocytosis self-mailer. Appl. author: Reincke, Meyer & Finn, inc. © 15Jan53; KK89402.

For effective control, Piromen c3rd 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. author: Reincke, Meyer & Finn, inc. © 15Jun52; KK89357.

A successful new therapeutic agent for hay fever, other allergies, dermatoses. Piromen (dispersion of desacchromin) [Outside cover shows calendar] Self-mailer. Appl. author: 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 COMPANY ©.

Master Made superior quality. Gallon U.S. measure. Label. © 1Sep53; KK89044.

Old Dutch process. Label. © Tri-State Paint Manufacturing Co.; 10Oct53; KK89695.

TRIXY CORPORATION.

For a lovelier you. (Lingerie) 14 p. Appl. author: Eleanor Jensen. © The Trixy Corp.; 8Apr53; KK90089.

TROPIC-AIRE, INC., subsidiary of MCGRAW ELECTRIC COMPANY. SEE McGraw Electric Company. Tropic-Aire, inc.

TRU-LIFE MEMENTO, INC. ©.

This certificate properly endorsed and countersigned, entitles the bearer to one Tru Me doll. Label. © 15Jul53; KK88645.

TRUE TEMPER CORPORATION ©.

It's coming, your free tool-up time kit. (Fishing tackle, garden & farm tools) From New England hardware, Nov. 1953, p. 12. Appl. author: John F. Davis. © 1Nov53; KK91129.

TULLY, JAMES ROBERT, d.b.a. WOOD PRESERVA-PRODUCTS. SEE Wood Preserva-Products.

U

ULRICH PRODUCTS CORPORATION ©.

Cut your trench to finish grade with four motor grader passes. Dommor road widener. Folder. Appl. author: Boze Livengood. © 9Jul53; KK87785.

ULTRA-LUBE COMPANY.

Ultra-Lube oil stabilizer, the key to perfect lubrication. Contents 1 pt. Label. © Ultra-Lube Co., Harold H. Wigen, sole owner; 25Jun53; KK89383.

UNDERWOOD CORPORATION ©.

Again, Underwood salutes the secretaries of America. All eyes are on you ... (Typewriters) Sheet. © 9Jun53; KK87707.

It has big advantages for the small business. Underwood Sundstrand model E accounting machine. Sheet. © 14Apr53; KK89883.

Take your dealer's advice on ribbons, on carbon paper, ask for Underwood Corporation supplies. Sheet. © 1Sep53; KK89882.

When customers ask your advice on ribbons, on carbon paper, offer distinctive service. Sheet. © 2Jun53; KK88623.

You're invited. Before you buy any typewriter, be sure to try the new Underwood electric. Sheet. © 28May53; KK88484.

UNGER, JOSEPH ©.

Revlon's let's pretend make-up kit. Pictorial booklet. © 27Sep53; KK90780.

UNION SPECIAL MACHINE COMPANY ©.

The new 61400 lockstitch. Bulletin no. 258. (Sewing machine) Folder. Appl. author: Arthur James Feigel. © 5Aug53; KK89717.

UNION STEEL CHEST CORPORATION ©.

Union Watertite tackle boxes for 1954. Pamphlet. Appl. author: Francis M. Robinson. © 9Aug53; KK88122.

UNION WIRE ROPE CORPORATION ©.

Rope dope, v. 4, nos. 1D-4D. © 22Jul53; KK88355-88358.

UNIQUE BALANCE COMPANY, INC. ©.

Instructions for installing type D Unique sash balances. Sheet. © 18Dec53; KK92185.

UNISTRUT PRODUCTS COMPANY ©.

Ideas on building your own racks, shelves, tables ... with Unistrut adjustable metal framing. Folder. Appl. title: Do it yourself. Appl. author: Edwin A. Nickel. © 19Oct53; KK92147.

Only the Unistrut framing system has this positive clamping action at all points of connection. Bulletin no. N-1. Folder. Appl. author: Edwin A. Nickel. © 17Apr53; KK92148.

UNITED BISCUIT COMPANY OF AMERICA.

Hekman's club crackers, in 3 individually wrapped packages. Weight 16 ozs. Label. Appl. author: Sarah Taylor Leavitt. © United Biscuit Co. of America (in notice: Hekman Biscuit Co., Division United Biscuit Co. of America); 3Aug53; KK91669.

Milk chocolate Tulip cookies, by Sawyer. 24 count. Label. Appl. author: K. F. MacLellan. © United Biscuit Co. of America (in notice: Sawyer Biscuit Co., Division United Biscuit Co. of America); 30Nov53; KK91668.

UNITED FEATURE SYNDICATE, INC. ©.

Li'l Abner by Al Capp. Halp. When ah took this job o'baby-sittin' ... Cream of Wheat. From Farm journal, Jan. 1954, p. 69. Appl. author: Alfred G. Caplin. © 15Dec53; KK91952.

Li'l Abner by Al Capp. Oh happy Sadie Hawkins day. Cream of Wheat. (Wheat breakfast food) From the Saturday evening post, Sept. 12, 1953, p. 68. Appl. author: Alfred G. Caplin. © 9Sep53; KK89775.

Li'l Abner by Al Capp. Strunk chain saws. From Life, Oct. 19, 1953. © 19Oct53; KK91131.

Li'l Abner by Al Capp. We is ahead. Get a quick start with hot Cream of Wheat. From the Saturday evening post, Aug. 15, 1953, p. 65. Appl. author: Alfred G. Caplin. © 12Aug53; KK89263.

UNITED LABORATORIES, INC. ©.

ULI job-proven Mastic cold-applied asphalt flooring. For industrial and institutional use. Folder. Appl. author: Robert L. Meyer. © 1May53; KK87132.

U. S. DEVELOPMENT CORPORATION ©.

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The Business of farming. Blueprints for building. (Building materials) Folder. Farm home for fine living. No. 5. © 9Jul53; KK88987. Home for easier living. No. 3. © 15Apr53; KK88991. Home with built-in comfort. No. 1. © 9Jan53; KK88989. One man mechanized poultry house. No. 4. © 28May53; KK88992. Stock or storage shed. No. 2. © 3Mar53; KK88990. Directions for application; USG Shingle-Backer. (Siding) Sheet. © 27Aug53; KK88979. Don't let bad weather blow your top. Grip-Lock shingles. Folder. © 25May53; KK88978.

Extra protection where it counts. USG thick butt asphalt shingles. Folder. © 8Jul53; KK88980.

Know how isn't enough. (Roofing) Folder. © 29Apr53; KK89225.

The magic cloak that beautifies as it protects. USG insulating siding. Folder. © 8Jul53; KK88981.

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House for a busy future. No. 1. © 6Feb53; KK88983.

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House of warm welcome. No. 5. © 24Jul53; KK88988.

House that looks ahead. No. 3. © 5May53; KK88985.

Service that's more than lip service. (Roofing) Folder. © 29Apr53; KK89224.

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Motif, one coat satin rubber wall finish. 2204 May green. Gallon U.S. measure. Appl. author: Joseph K. Barry. © 15Jan53; KK87820.

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Flash and fire points. (Lubricants) Sheet. © National Tube Division, United States Steel Corp.; 4Nov53; KK91520.

Graphite abrasion tester. (Lubricant) Sheet. © National Tube Div., United States Steel Corp.; 1Jul53; KK87575.

Internal combustion engine detergent oil. Requirement number 140. Sheet. © National Tube Division, United States Steel Corp.; 2Dec53; KK91529.

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Roll neck grease. Requirement number 340. (Lubricants) Sheet. © National Tube Division, United States Steel Corp.; 4Nov53; KK91523.

UNITED WESTERN LABORATORIES, INC. ©.
Like sleeping in a pine forest.
Biopharm nasal balm. Net weight 1 oz. av. Label. Appl. author: Emmett Powers. © 3Jan53; KK92299.

Make your mirror smile, by using Ureba beauty pack. Net weight,

3/4 ounce av. (Cosmetic) Label.
Appl. author: Emmett Powers.
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The popular facial. Joon yeast and pack. Net weight 1/2 ounce av. Label. Appl. author: Emmett Powers.
© 14Sep53; KK90817.

Ureba Colorado carnation sachet.
Label. Appl. author: Emmett Powers. © 7Oct53; KK90816.

Ureba concentrated eggized shampoo.
Label. Appl. author: Emmett Powers. © 9Mar53; KK92300.

UPTON, GEORGE HERMAN ©.
A treat from New England. Delicious candies with enchanting traditional flavors. 2 lbs. net wt. Label.

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Business cards for Ford dealers. (New & used automobiles) Folder.
Appl. authors: J. R. Utley & G. W. Utley. © 12Oct53; KK90065.

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Valjer S.S.60A motor purge. (Automotive engine solvent) Folder.
Appl. author: Jeremiah G. Valente.
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Jubilee pet food. Net wt. 15 oz.
Label. Appl. author: E. J. Ryan.
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- White Star bite size tuna. Contents 6 1/2 ozs. cGreen background with red bars, mermaid and picture of "Hoppy" Label. Appl. author: Clarence Bessing. © 8Jul53; KK87410.
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A modern sponge cake made with Vanlite. (Emulsifier) Folder.
© 1Jul53; KK87312.
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- VAN IKE ENTERPRISES.
The Van Ike Waterwell planters. Self watering. (Plant growing containers) Sheet. © Malcome Van Ike, d.b.a. Van Ike Enterprises;
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Hale Indian River Groves. [Brochure illustrations] (Citrus fruits, jellies, candies, pecans) Folder. © 50Oct53; KK91284.

Maas Brothers, Central Florida's largest department store. [Brochure illustrations] (Citrus fruits, jellies, candies, pecans) Folder. © 6Aug53; KK91285.

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Sue-Linda deluxe, the best in Indian River fruit. Pioneer Groves. [Brochure illustrations] (Citrus fruits, jellies, candy, pecans) Folder. © 30Oct53; KK91281.

Tree ripened fruit from the famous Indian River. Skelly's Groves. [Brochure illustrations] (Citrus fruits, jellies, candy, pecans) Folder. © 9Sep53; KK91287.

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New Visirecord accounting procedure for the best in accounting service. Folder. © 15Jul53; KK88113.

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VITARINE COMPANY, INC.

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VOORHIES, GEORGE EVERETT ©. Toy of the Month Club. Label. © 16Oct53; KK90053.

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First teeth first. Dr. West's Miracle-Tuft. (Toothbrush) From Parents' magazine, June 1953, p. 4. Appl. author: J. Walter Thompson Company. © 25May53; KK87341.

How to answer his why's on toothbrushing. Dr. West's Miracle-Tuft. From Parents' magazine, Dec. 1953, p. 4. Appl. author: J. Walter Thompson Co. © 25Nov53; KK92071.

It fits, it cleans inside, outside, in between. Dr. West's Miracle-Tuft. (Toothbrush) From the Saturday evening post, Sept. 19, 1953, p. 180. Appl. author: J. Walter Thompson Co. © 16Sep53; KK89725.

Make a real party of your child's introduction to toothbrushing. Dr. West's Miracle-Tuft. From Parents' magazine, Oct. 1953, p. 4. Appl. author: J. Walter Thompson Co. © 25Sep53; KK89726.

Try this simple plan to encourage your child to brush her teeth. Dr. West's Miracle-Tuft. From Parents' magazine, Nov. 1953, p. 4. Appl. author: J. Walter Thompson Co. © 24Oct53; KK92070.

When your child asks: Why do I have to brush my teeth? Dr. West's Miracle-Tuft. (Toothbrush) From Parents' magazine, July 1953, p. 4. Appl. author: J. Walter Thompson Company. © 25Jun53; KK87340.

Why does decay usually strike your child's chewing teeth first? Dr. West's Miracle-Tuft. (Toothbrush) From Parents' magazine, Aug. 1953, p. 4. Appl. author: J. Walter Thompson Co. © 25Jul53; KK89296.

WEEKS SEED COMPANY, INC. ©.

Completely processed, Ar-Coated. Poison, do not feed. Label. Appl. author: Glenn R. Mackenzie. © 50Oct53; KK91278.

WEIL-MCLAIN COMPANY ©.

Plan for the best in heating when you plan your home. Weil-McLain radiant hot water heating. (Boilers and radiators) 16 p. Appl. author: Donald L. Paus. © 2Apr53; KK88455.

WEINER (WILLIAM) AND ASSOCIATES ©.

Prize payoff. Win a beautiful imported Singer SM 1500 sports car ... (Traffic building service) Label. Appl. author: William Weiner. © 1Sep53; KK91135.

WEINTRAUB BROTHERS AND COMPANY ©.

Salute. (Uniforms) Folder. July, 1953. © 10Jul53; KK88117. Aug. 1953. © 31Jul53; KK88321. Sept. 1953. © 9Sep53; KK89694. Oct. 1953. © 30Sep53; KK91111. Nov. 1953. © 3Nov53; KK91645.

WEISBERG, MILLARD ©.

A sick cow is no bargain at any price. Vaccinate with Anchor before disease-killers strike. (Veterinary supplies) From New Mexico stockman magazine, July 1953, p. 31. © 15Jul53; KK88360.

WEISS (ALBERT) AND COMPANY ©.

Biarritz, dazzling wheels of fortune. (Rhinestone jewelry) From Vogue, Dec. 1953, p. 157. © 1Dec53; KK92033.

Jewels by Albert Weiss. Angle dangle clip-back earrings ... From Vogue, Nov. 1, 1953, p. 183. Appl. author: Ted Gravenson (Ben Sackheim, inc.) © 1Nov53; KK90699.

WELCH GRAPE JUICE COMPANY, INC.

Pure Concord grape juice; frozen concentrate. Contents 6 fl. oz. Label. © The Welch Grape Juice Co., inc.; 22May53; KK88704.

WELCKER CORPORATION.

Water conditioning galvanic cell complex ion dispenser cid. Card. Appl. author: Clyde J. Welcker. © The Welcker Corp.; 1Aug53; KK88037.

Water conditioning with the complex (chemical) ion dispenser CID. Folder. Appl. author: Clyde J. Welcker. © The Welcker Corp.; 14Nov53; KK91002.

WELSH, RAYMOND F., AND MARGARET ENGLANDER, d.b.a. RAMAR ENTERPRISES. SEE Ramar Enterprises.

WEMBLEY, INC. ©.

Flight o' fabrics. This year all neckwear fashions begin with fabric. From Men's wear, Feb. 6, 1953. © 6Feb53; KK91362.

Icy tones. (Men's ties) From Men's wear, Feb. 6, 1953, p. 21. © 6Feb53; KK91361.

Nature's miracle fabric. Pre-sold. Nor-East Non-Crush solids come in six shades. (Men's ties) From Men's wear, Oct. 23, 1953, p. 15. © 23Oct53; KK91368.

Nor-East Non-Crush solids come in five shades. (Men's ties) From Men's wear, Oct. 9, 1953, p. 14. Appl. author: Grey Advertising Agency, inc. © 9Oct53; KK91369.

Not a wrinkle. Nor-East Non-Crush ties. From Men's wear, Feb. 6, 1953. © 6Feb53; KK91169.

Oooh la la, Paris ties for pa pa. From Vogue, Oct. 1, 1953, p. 81. Appl. author: Grey Advertising Agency, inc. © 1Oct53; KK91367.

Silver, white, black, gold, in Wembley's new woven fabrics. (Men's ties) From Men's wear, Oct. 9, 1953, p. 9. © 9Oct53; KK91364.

Smart bows for smart birds. Snap on a Wembley bow-tie. From Esquire, June 1953, p. 145. Appl. author: Grey Advertising Agency, inc. © 8May53; KK91365.

Time for Wembley's newest university shapes and fabrics. (Men's ties) From Men's wear, Sept. 25, 1953, p. 33. © 25Sep53; KK91366.

Wembley American game birds. (Men's ties) From Men's wear, Oct. 23, 1953, p. 50. Appl. author: Grey Advertising Agency, inc. © 23Oct53; KK91365.

WESCO WATERPAINTS, INC. ©.

Paint with rubber for washable walls. Top Flite synthetic rubber paint. Folder. Appl. author: Randall Cook. © 30Mar51 (in notice: 1950); KK91856.

WESSON OIL AND SNOWDRIFT SALES COMPANY ©.

This is the new non-drip, easy-to-pour poriscope spout. Sheet. © 1Nov53; KK91103.

WEST COAST GROWERS AND PACKERS, INC. ©.

Cinderella seedless raisins. Net weight 15 ounces. Label. © 16Aug53; KK91220.

WESTEN, HENRIK ©.

Use our time payment plan and buy complete Crown and Speed Graphic outfits. (Photographic equipment) From Photography, Nov. 1953, p. 20-21. Appl. author: Elmer W. Ayer. © 1Nov53; KK90088.

WESTERN BRANDS.

Royal Princess hosiery. Label. © Vincent L. Crisafi, d.b.a. Western Brands; 31May53; KK90279.

WESTERN CONDENSING COMPANY ©.

Now, Pelleted pig fare, sow's milk replacement. Peebles'. Folder. Appl. author: Lyle Abbott. © 20Aug53; KK89576.

WESTERN PRINTING AND LITHOGRAPHING COMPANY ©.

Dell comics are good comics. Poster. © 20Oct53; KK91936. Dell comics are good comics. Sheet. © 20Oct53; KK91934. Dell comics are good comics. Streamer. © 20Oct53; KK91935.

WESTERN WATERPROOFING COMPANY ©.

Spraycrete. Folder. Appl. author: John K. Bagby. © 17Dec53; KK92209.

WESTGATE-CALIFORNIA TUNA PACKING COMPANY ©.

California brand light meat tuna flakes. Contents 12 oz. avoird. Label. Appl. author: George Mertens. © 30Jun53; KK92079.

WESTINGHOUSE ELECTRIC CORPORATION.

Wonderful time. Folder. Appl. author: Fuller & Smith & Ross, inc. © Westinghouse Electric Corp., Electronic Tubes Div.; 14Sep53; KK89115.

WHISTLER (S. B.) AND SONS, INC. ©.

Whistler adjustable perforating dies for perforating materials up to and including 1/8" mild steel. Catalog no. 53. 40 p. Appl. author: H. Earl Close. © 50Oct53; KK89697.

Whistler heavy duty adjustable perforating dies for perforating materials up to and including 1/4" thick mild steel. Catalog no. 53HD. 24 p. Appl. author: H. Earl Close. © 50Oct53; KK89698.

Whistler magnetic perforating dies for perforating materials up to and including 1/4" thick mild steel. Catalog no. M-53. 19 p. Appl. author: H. Earl Close. © 22Sep53; KK89267.

- Whistler 10 hole magnetic perforating die. M12-14 complete introductory unit ... Folder. Appl. author: H. Earl Close. © 10Oct53; KK89643.
- WHITEHALL PHARMACAL COMPANY** ©
New super-white toothpaste makes teeth white again. Kolynos. From This week (Cleveland plain dealer) Oct. 11, 1953, p. 25. Appl. author: Walter Green. © 11Oct53; KK90195.
- WHITLAM (J. C.) MANUFACTURING COMPANY.**
Black Flash flashing cement compound. One gallon. Label. © J. C. Whitlam, d.b.a. J. C. Whitlam Manufacturing Co.; 18Jun53; KK87197.
- WHITLEY TRAVEL AGENCY, INC.** ©
Royal Hawaiian tour. (Transportation tickets) Folder. Appl. author: Harold F. Cramer. © 1Aug53; KK88724.
Take this fascinating 50-day vacation to South America with our limited party of wonderful people. (Transportation tickets) Sheet. Appl. author: Harold F. Cramer. © 22Jun53; KK88304.
- WHITMAN (STEPHEN F.) AND SON, INC.** ©
The finest box of chocolates in the world. Whitman's Sampler. From the Saturday evening post, Oct. 24, 1953. Appl. author: Ward Wheelock Co. © 24Oct53; KK90308.
- He remembered, why don't you? Ann Blyth. (Confectionery) From the Saturday evening post, July 25, 1953, p. 14. Appl. author: Ward Wheelock Co. © 25Jul53; KK88653.
- Here's how I remember, why don't you? Burt Lancaster. (Confectionery) From the Saturday evening post, Aug. 22, 1953, p. 14. Appl. author: Ward Wheelock Co. © 22Aug53; KK88652.
- Here's how I remember, why don't you? Douglas Fairbanks. (Confectionery) From the Saturday evening post, May 30, 1953. Appl. author: Ward Wheelock Co. © 30May53; KK88654.
- One name, one quality, many assortments, all Whitman's. (Confectionery) From the Saturday evening post, Sept. 19, 1953, p. 16. Appl. author: Ward Wheelock Co. © 19Sep53; KK90309.
- WIGEN, HAROLD H., sole owner, ULTRA-LUBE COMPANY.** SEE Ultra-Lube Company.
- WILCO COMPANY** ©
Sure Fire starting fluid for diesel and gasoline engines. Net contents 1 U. S. pint. Label. © 8Jul53; KK87400.
- WILCO PRODUCE COMPANY** ©
Golden Ram brand selected melons. Label. Appl. author: Geo. A. Riediger. © 5Jul53; KK89392.
Silver Buck brand selected melons. Label. Appl. author: Geo. A. Riediger. © 5Jul53; KK89391.
- WILDMAN (A. J.) AND SON** ©
240 Tat-oo; 10¢. Case A. (Decalcomanias) Label. Appl. author: Abraham J. Wildman. © 20Jan53; KK89986.
- WILLIAMSON-DICKIE MANUFACTURING COMPANY** ©
Washable men's zipper jacket by Dickies. Label. © 3Aug53; KK88146.
- WILLYS MOTORS, INC.** ©
Did you ever see a dream driving? Aero Willys. (Automobiles) From Look, Oct. 20, 1953, p. 18. Appl. author: Ewell & Thurber Associates. © 20Oct53; KK90262.
This my wife would never understand. Aero Willys. (Automobiles) From Life, Oct. 12, 1953, p. 12. Appl. author: Ewell & Thurber Associates. © 9Oct53; KK90255.
This my wife would never understand. Aero Willys. (Automobiles) From the Saturday evening post, Nov. 28, 1953, p. 2. Appl. author: Ewell & Thurber Associates. © 25Nov53; KK91177.
You see, she had a tough little brother. Aero Willys. (Automobiles) From Life, Nov. 23, 1953, p. 13. Appl. author: Ewell & Thurber Associates. © 20Nov53; KK90982.
You see, she had a tough little brother. Aero Willys. (Automobiles) From Look, Dec. 1, 1953, p. 12. Appl. author: Ewell & Thurber Associates. © 17Nov53; KK91040.
You see, she had a tough little brother. Aero Willys. (Automobiles) From the Saturday evening post, Oct. 24, 1953, p. 155. Appl. author: Ewell & Thurber Associates. © 21Oct53; KK90227.
- WILSHIRE BEDDING COMPANY, INC.** ©
Actually, yes, actually billions of latex bubbles float you off to sleep. (Mattresses) Sheet. Appl. author: Mortimer W. Mears. © 9Dec53; KK91955.
A new 528 coil combination by Wilshire. So finely made that it carries a 10 year manufacturer's warranty. (Mattresses) Sheet. Appl. author: Mortimer W. Mears. © 16Nov53; KK91059.
- WILSON (THOMAS C.) INC.** ©
New Wilson model PGX cleaner outperforms ordinary types 10 to 1. (Tube cleaners) Sheet. Appl. author: Jess H. Cloud. © 11Jun53; KK87414.
- WINN AND LOVETT GROCERY COMPANY** ©
Superbrand ice cream. Contents one pint liquid. (Label) Appl. author: Clifton T. Wilson. © 29Jul53; KK88949.
- WISE (WILLIAM H.) AND COMPANY, INC.** ©
Brand new, de-luxe super-powered all-electric power saw. Does hours of accurate sawing in minutes. Sheet. Appl. author: Roy Hubbard. © 25Nov53; KK91662.
- WISS (J.) AND SONS COMPANY** ©
Gifts to make with Wiss pinking shears. Pattern no. 102. Appl. author: Ellington & Co., inc. © 10May53; KK91334.
How to make a felt lounging jacket with Wiss pinking shears. Pattern. Appl. author: Ellington & Co., inc. © 10Aug53; KK88178.
How to make a holiday tablecloth, jingle bell beanie, and felt pouch bag with Wiss pinking shears. Pattern no. 104. Appl. author: Ellington & Co., inc. © 20Oct53; KK89815.
How to make a jewelry case, gypay scarf, and charm vest with Wiss pinking shears. Pattern no. 103. Appl. author: Ellington & Co., inc. © 23Oct53; KK89432.
- How to make a turtle cushion, appliqued pocket, and farm belt with Wiss pinking shears; pattern no. 101. Appl. author: Ellington & Co., inc. © 1Sep53; KK88628.
Patterns for felt appliques. (Pinking shears) Appl. author: Ellington & Co., inc. © 25Sep53; KK89746.
The Wiss pinker fashions sorrento cap. Pattern no. 106. (Pinking shears) Appl. author: Ellington & Co., inc. © 2Dec53; KK91532.
- WISSMAN, 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. Folder. Appl. author: Michael S. Wolfson. © 29Jul52; KK87950.
- WOLVERINE BRASS WORKS** ©
Catalog No. 77 p. © 24Aug53; KK89253.
- WOLVERINE TUBE DIVISION OF CALUMET AND HECLA, INC.** SEE Calumet and Hecla, inc.
- WOLVERTON, O. A.** ©
Burn-Rite oil burner chemical cleaner. More heat. Folder. © 1Jan53; KK91134.
- WOMAN'S DAY, INC.** ©
She's got to go out to get Woman's day, the A & P magazine. From the New Yorker, Dec. 5, 1953, p. 66-67. © 5Dec53; KK91393.
She's got to go out to get Woman's day, the A & P magazine. From the New Yorker, Jan. 2, 1954, p. 40-41. © 2Jan54; KK92306.
- WOOD, LEIGHTON A.** ©
A quick and easy way to count and fit copy. (Typography) Card. © 15Jul53; KK87486.
- WOOD PRESERVA-PRODUCTS.**
Preserva-Life, a smooth, powerful industrial wood preservative compound for treating poles, posts & timbers, etc. Label. Appl. author: Warren D. Wolfenden. © James Robert Tully, d.b.a. Wood Preserva-Products; 24Jul53; KK88073.
- WOOL BUREAU, INC.**
You always look better in wool. From the New York times magazine, Sept. 27, 1953, p. 25. Appl. author: Monroe F. Dreher, inc. © The Wool Bureau; 27Sep53; KK91677.
Your customers know, you always look better in wool. From Esquire's apparel arts, Sept. 1953, p. 117. Appl. author: Monroe F. Dreher, inc. © The Wool Bureau, inc.; 25Aug53; KK90911.
- WORTHINGTON CORPORATION** ©
Horizontal duplex plunger power pumps, type KUF. Folder. © 12Aug53; KK88256.
Horizontal duplex steam pump and receiver sets, type VG. Folder. © 11Aug53; KK88257.
This can help prevent this. Worthington Vertical Turbine fire pumps. Bulletin W-450-B42. © 6Jul53; KK87704.
Worthington maintenance of way, equipment for railroads. Bulletin H-1200-B41A. (Machinery) © 7Jul53; KK87703.

WORUMBO MANUFACTURING COMPANY ©.

Wonderful Worumbo. F for fleece, flannel and fabulous ... (Wool fabric) Sheet. © 14Aug53; KK88466.

Wonderful Worumbo. Say Vicuna, and you sum up all that is desirable in luxury [wool] fabrics. From Harper's bazaar, Nov. 1953, p. 33. © 1Nov53; KK90728.

Wonderful Worumbo. Sumptuous, this plush fleece. (Wool fabric) Sheet. © 17Sep53; KK89051.

Wonderful Worumbo. The fleece of this fall. (Wool fabric)

© 28Sep53; KK89418.

Wonderful Worumbo woolen. Plush and perfect. Sheet. © 3Sep53; KK88676.

WRIGHT AND MCGILL COMPANY ©.

Choose from three popular Fre-Line Wright & McGill [fishing] reel models. Circ. 53C10. Sheet. Appl. author: Stanley M. Wright. © 30Oct53; KK91453.

Genuine Wright & McGill Eagle Claw [fish] hooks. Label. Appl. author: Stanley M. Wright. © 6Nov53 (in notice: 1938); KK91127.

Quick hooking Fast Grip fish hooks. Label. Appl. author: Stanley M. Wright. © 10Oct53; KK90329.

WULFERT COMPANY ©.

Fencing specialists and allied products. Wulco fencing. Folder. Appl. author: Ray Wulfert. © 16Jul53; KK88198.

WURTZ, WILLIAM J., d.b.a. BILL'S DINER. SEE Bill's Diner.

WYNN, PAUL, pseud. SEE Samberg, Ben.

Y

YBF CORPORATION ©

Hi folks, meet Paddy Pro-Cap, insurance man extraordinary. (Grease fittings) Folder. Appl. author: William F. Flanagan. © 11Aug53; KK89653.

Hi folks, meet Paddy Pro-Cap, newest helpful serviceman. (Grease fittings) Display card. Appl. author: William F. Flanagan. © 13Apr53; KK89654.

YARNALL-WARING COMPANY ©

Yarway steam trap selector. Folder. Appl. author: Walter W. Michener. © 12Oct53; KK90035.

YORK, PA. CHAMBER OF COMMERCE ©

York's community sale\$ days. (Miscellaneous merchandise) Poster. Appl. author: Frederick J. Brueggeman. © 14Aug53; KK88331.

YOUNG, LA VERNE ©

It's new. The all-purpose pattern system of dressmaking. Folder. Appl. author: Howard C. Young. © 12Oct53; KK90562.

YOUNG (RICHARD) COMPANY ©

Genuine Rycotan glove, upper leather. Label. © 24May52; KK89921.

YOUNG (W. T.) FOODS, INC. ©

Big Top peanut butter. Label. Appl. author: Norbert F. Mott. © 7Dec53; KK92045.

YOUNG RADIATOR COMPANY ©

Heating coils by Young. Catalog no. 4553. © 2Jul53; KK87039.

YOUNGS RUBBER CORPORATION ©

Mr. Druggist: Do you know who manufactures the prophylactics you sell? Pamphlet. Appl. author: John C. MacFarlane. © 3Dec53; KK91389.

Z

ZALE JEWELRY COMPANY ©

New and better 17 jewel Baylor water and dust protected Sportsman ... (Watches) From the Daily times herald, Aug. 5, 1953, p. 12. © 5Aug53; KK88098.

ZENITH RADIO CORPORATION ©

The big difference in clock radios is the radio itself. From Better homes & gardens, Oct. 1953, p. 228. Appl. author: Young & Rubicam, inc. © 25Sep53; KK90871.

Caruso sounds like Caruso, and Melchior sounds like Melchior. High fidelity simply means true reproduction of sound. Zenith Cobra-Matic record player. From Variety, Oct. 14, 1953, p. 67. Appl. author: Young & Rubicam, inc. © 14Oct53; KK91964.

Caruso sounds like Caruso, and Melchior sounds like Melchior. You cannot have true high fidelity in any phonograph that does not have variable speed and stroboscope speed control ... From Town hall, Oct. 26, 1953, p. 3. Appl. author: Young & Rubicam, inc. © 26Oct53; KK91965.

Caruso sounds like Caruso, and Melchior sounds like Melchior. Zenith Cobra-Matic record player with stroboscope. Zenith Cobra tone arm ... From Chicago symphony orchestra, Oct. 15, 1953, p. 24. Appl. author: Young & Rubicam, inc. © 15Oct53; KK91966.

A child can tune Zenith TV. From Newark evening news, Newark, N. J., Mar. 10, 1953, p. 44. Appl. author: Young & Rubicam, inc. © 10Mar53; KK88498.

Complete high fidelity system is yours, in seven selling combinations. From Sight & sound exposition program, Sept. 1, 1953, p. 18. Appl. author: Young & Rubicam, inc. © 1Sep53; KK91968.

Feature the 5 fabulous firsts in new 1954 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; KK90159.

5 fabulous TV firsts, yours only in the new 1954 Zenith. From Bangor news, Bangor, Me., Aug. 22, 1953. Appl. author: Young & Rubicam, inc. © 22Aug53; KK90872.

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; KK87530.

Hidden values make the big difference in table radios. From Country gentleman, Nov. 1953. Appl. author: Young & Rubicam, inc. © 28Oct53; KK91969.

How a radio shortened Arctic night and made your world smaller. The leader of the international set ... From Coronet, July 1953, p. 165-170. Appl. author: Young & Rubicam, inc. © 24Jun53; KK90155.

It's beautiful front-window furniture. It out-demonstrates any TV line in America. From Retailing daily, June 22, 1953, p. 59. Appl. author: Young & Rubicam, inc. © 22Jun53; KK90161.

June is the month of gifts. From Retailing daily, May 25, 1953, p. 55. Appl. author: Young & Rubicam, inc. © 25May53; KK89141.

Keep your seat. Lazy Bones remote control lets you change TV channels without leaving your easy chair. From TV guide, July 24, 1953, p. 7. Appl. author: Young & Rubicam, inc. © 22Jul53; KK90156.

Let Zenith TV's magic silver fingers do the TV tuning for you. From Courier-news, Plainfield, N. J., Mar. 25, 1953, p. 19. Appl. author: Young & Rubicam, inc. © 25Mar53; KK89137.

Let's face it, fingers weren't meant for pin-point TV tuning. With Zenith TV, on knob, one click ... From Beacon, Wichita, Kan., Mar. 8, 1953, p. AA15. Appl. author: Young & Rubicam, inc. © 8Mar53; KK87534.

Lock in perfect pictures with one knob. Zenith TV brings you the exclusive Turret tuner ... From Express, Easton, Pa., Apr. 16, 1953. Appl. author: Young & Rubicam, inc. © 16Apr53; KK87532.

The most sale-able line ever built by Zenith, world leader in portable radios. From Western appliances & television, May 1953, p. 25. Appl. author: Young & Rubicam, inc. © 25Apr53; KK87528.

A new clock radio with a host of helping hands. From the Saturday evening post, Mar. 21, 1953, p. 71. Appl. author: Young & Rubicam, inc. © 18Mar53; KK90162.

New 1954 Zenith TV, made to make you discontented with anything less. From Townsfolk, Aug. 15, 1953, p. 2 of cover. Appl. author: Young & Rubicam, inc. © 1Aug53; KK90146.

New 1954 Zenith TV with 5 fabulous firsts. Exclusively yours to demonstrate and sell in the new Zenith leadership line. From Retailing daily, June 17, 1953, p. 86-87. Appl. author: Young & Rubicam, inc. © 17Jun53; KK90142.

New 1954 Zenith TV with spectacular Zenith Cinébeam picture tube. From Electrical merchandising, Aug. 1953, p. 8-9. Appl. author: Young & Rubicam, inc. © 1Aug53; KK90136.

New 1954 Zenith TV with Super-K chassis. From Courier journal, Louisville, Ky., July 8, 1953, p. 11. Appl. author: Young & Rubicam, inc. © 8Jul53; KK90103.

New 1954 Zenith TV with Super-K chassis, powered to bring TV within the fringe. From Mill Valley record, Mill Valley,

- ZENITH RADIO CORPORATION ©. Cont'd.
- Calif., July 28, 1953, p. 5. Appl. author: Young & Rubicam, inc. © 28Jul53; KK90153.
- New 1954 Zenith TV. Your choice of TV's 2 best ways of tuning, UHF and VHF. From State Journal, Madison, Wis., June 22, 1953, p. 8. Appl. author: Young & Rubicam, inc. © 22Jun53; KK89140.
- New. Play your records at exact recorded speed. Zenith Cobra-Matic record player with stroboscope. From Variety, Sept. 23, 1953, p. 41. Appl. author: Young & Rubicam, inc. © 23Sep53; KK90874.
- New, the mightiest handful of radio made today. From the Saturday evening post, Feb. 7, 1953, p. 68. Appl. author: Young & Rubicam, inc. © 4Feb53; KK90163.
- New thrills from all your records. Zenith Malabar radio-phonograph with the Cobra-Matic ... From Look, Feb. 24, 1953, p. 7. Appl. author: Young & Rubicam, inc. © 10Feb53; KK89134.
- New Zenith chairside radio phonograph. Featuring the amazing Cobra-Matic record player with stroboscope, plus superb FM-AM radio. From Theatre arts, Nov. 1953. Appl. author: Young & Rubicam, inc. © 26Oct53; KK91971.
- The newest notes from Zenith, world leader in portable radios. From the Saturday evening post, May 23, 1953. Appl. author: Young & Rubicam, inc. © 20May53; KK90120.
- No other television manufacturer can make this statement. Every Zenith TV set ... has built-in provision for UHF reception. From Enterprise, Beaumont, Tex., Mar. 25, 1953, p. 9. Appl. author: Young & Rubicam, inc. © 25Mar53; KK89710.
- Now Zenith gives you two smashing shots at the extra profitable big ticket, TV. From Electrical dealer, Oct. 1953, p. 12. Appl. author: Young & Rubicam, inc. © 10Oct53; KK90876.
- Now Zenith lets you see how your records should sound. (Phonograph) From Look, Sept. 22, 1953, p. 50-51. Appl. author: Young & Rubicam, inc. © 8Sep53; KK90870.
- Of course it has its imitators. What really great product hasn't? The Zenith super Trans-Oceanic ... From Newsweek, Nov. 9, 1953, p. 7. Appl. author: Young & Rubicam, inc. © 5Nov53; KK91977.
- On Zenith TV a child can change stations with one knob. Zenith's silver fingers within the set do the actual tuning. From Townsfolk, Apr. 15, 1953, p. 2 of cover. Appl. author: Young & Rubicam, inc. © 1Apr53; KK87527.
- Once again, Zenith makes music history. To the famous Cobra-Matic record player ... From Saturday review, Oct. 10, 1953, p. 71. Appl. author: Young & Rubicam, inc. © 7Oct53; KK91967.
- Only Zenith radio-phonographs and TV combinations have it ... Cobra-Matic record player with new stroboscope. From Record retailing, Oct. 1953, p. 55. Appl. author: Young & Rubicam, inc. © 10Oct53; KK91975.
- Picture window of the world. Your new 1953 Zenith quality TV ... From the Evening star, Washington, D. C., Jan. 20, 1953, p. 18. Appl. author: Young & Rubicam, inc. © 20Jan53; KK89136.
- The point of pride in your living room. Four superb examples of Zenith artistry in new 1954 television receivers. From Townsfolk, Sept. 15, 1953, p. 2 of cover. Appl. author: Young & Rubicam, inc. © 1Sep53; KK90875.
- Profits come fast with Zenith. The name radio that out-sells all others. From the Jewelers' circular-keystone, Oct. 1953, p. 69. Appl. author: Young & Rubicam, inc. © 10Oct53; KK91974.
- See your Zenith dealer now. Zenith's big round-up of quality radio values. From Newark Sunday news, Newark, N. J., May 24, 1953, p. 19. Appl. author: Young & Rubicam, inc. © 24May53; KK89138.
- Sell the radio that has no equal. From Sporting goods products, June 1953, p. 5. Appl. author: Young & Rubicam, inc. © 15Jun53; KK89142.
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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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