

CATALOG OF COPYRIGHT ENTRIES

Third Series

VOLUME 4, PART 11B, NUMBER 1

Commercial Prints and Labels

JANUARY-JUNE

1950



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CATALOG OF COPYRIGHT ENTRIES

Third Series

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THIRD SERIES

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MU Unpublished motion pictures other than photoplays.	
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PREFACE

THIS part of the *Catalog of Copyright Entries* contains a list of prints and labels published in connection with the sale or advertisement of articles of merchandise, which were registered in the Copyright Office in Class K under the symbol KK, from January 1, 1950, through June 30, 1950. Renewal registrations in this class made in this period are listed in Part 14A of the *Catalog*.

Arrangement.—This catalog consists of an alphabetical arrangement of complete entries under the name of the copyright claimant and of brief entries in the form of cross-references from joint claimants and from variant forms of names.

Bibliographic Data.—Each main entry includes 1) title; 2) statement of the nature of the article to which the print or label relates; 3) brief physical description of the item. Labels are designated by the term "label" and prints are described by use of the terms, "sheet," "card," etc.

Copyright Data.—The name of the copyright claimant is in every case the heading under which the main entry is made and the copyright symbol © is added to the heading to indicate this fact. The portion of the entry giving the rest of the facts of copyright registration begins with the copyright symbol © and consists of 1) the date of publication as given on the application and 2) the copyright registration number. The name of the claimant is repeated in this statement whenever it is necessary to record information given in the application which is not included in the heading.

The *Catalog of Copyright Entries* records the claimant in whose name a work is originally registered, and contains no record of subsequent changes of ownership. For information relating to transfer of rights, search in the assignment records of the Copyright Office will be undertaken upon request to the Register of Copyrights and upon payment of the statutory search fee.

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Organization of the Catalog.—This issue of the *Catalog* is part of Volume 4 of the Third Series. The parts are numbered according to the alphabetical sequence of classes as listed in section 5 of Title 17 of the United States Code. Letters are added to the part numbers to indicate subdivisions.

The classes of material principally contained in each part are listed, together with their respective symbols, under the title of the part in the Table of Organization which faces the title-page in this issue. In each case, the first letter of the symbol is that of the class under which registration is made; the second, if any, is a designation added by the Copyright Office for purposes of statistical analysis of registrations. Foreign works for which two copies have been deposited, under Section 215 of Title 17 of the United States Code, are distinguished by a zero immediately following the class symbol. The symbol R does not represent a class designated by the Copyright Act, but has been adopted by the Copyright Office to distinguish renewal copyright registrations. Some parts also contain registrations made under other symbols if the subject matter or type of material of these registrations is similar to that generally included in the part.

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The price of each individual number of the *Catalog* is given in the Table of Organization. The annual subscription rate for each part is twice the price of a single number, since all parts are issued semiannually. The complete *Catalog of Copyright Entries* may be secured on a subscription basis for \$20 a year.

Inquiries.—The Copyright Office welcomes inquiries, suggestions, and comments on the content and organization of the *Catalog*. Please address communications of this nature to the *Chief of the Cataloging Division, Copyright Office, Library of Congress, Washington 25, D. C.*

ABBREVIATIONS

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

a.k.a.	—also known as	p.	—page, pages
©	—copyright claimed by	pseud.	—pseudonym
ca.	—circa	pub.	—publisher, published, publishing
col.	—colored	t.a.	—trading as
d.b.a.	—doing business as	v., vol.	—volume, volumes
l.	—leaf, leaves		

COPYRIGHT REGISTRATIONS FOR COMMERCIAL PRINTS AND LABELS

January–June 1950

Commercial prints and labels 6, 864

The above figure shows the registrations for commercial prints and labels for January–June 1950, but does not necessarily represent the exact number of entries in this issue of the *Catalog*.

COMMERCIAL PRINTS AND LABELS

An alphabetical list of prints (i. e., advertisements) and labels used for articles of merchandise, registered during the period covered by this issue. Each registration is entered under the name of the copyright claimant. Cross-references from joint claimants and from variant forms of names are interfiled with the main entries.

A

AG SERVICE COMPANY ©.

The Hot Spark moth electrocutor works while I sleep - electrocutes corn borer moths and other flying insects. Folder. © 3May50; KK49761.

A.M.O.R.C. SEE Ancient and Mystical Order Rosae Crucis, inc.

A. P. W. PRODUCTS COMPANY, INC. ©.

Washroom conduct; an open letter to washroom users. (Towels, tissues, seat covers) Sheet. © 16Mar50; KK48134.

A-TREAT BOTTLING COMPANY ©.

A-Treat premium lemon soda. (Carbonated soft drinks) Label.
© John Egizio & Joseph Egizio, t.a. A-Treat Bottling Co.; 24May50; KK50680.

AATELL AND JONES, INC. ©.

Choose these two specialties of the Yorktowne ... Hotel Yorktowne, York, Pennsylvania. Sales dillies. (Place mat) Sheet. © 10Jan50; KK46448.

May we suggest a dry martini ... Village Coffee Shop, Palm Springs, California. Merchandising place mats. Sheet. © 10Jan50; KK46449.

A pleasant prelude ... The Bellevue-Stratford Coffee Shop, Remind-O-Mat. (Place mat) Sheet.
© 10Jan50; KK46450.

ABBOTT LABORATORIES ©.

Abocillin-DC. (Pharmaceutical) 3 folders.
© 25Mar50; KK48337.
© 3May50; KK49227.
© 22May50; KK50502.

Abocillina-S/A. Nueva - 600,000 U. en 1 cm. (Pharmaceuticals) Folder. © 3May50; KK49226.

El aparato respiratorio. (Pharmaceuticals) Folder. © 4Feb50; KK45978.

Aparato respiratorio, con corte sagital de la laringe y la nasofaringe. Aerocillin. (Pharmaceuticals) Folder. © 12Jun50; KK51054.

Arterias - estómago. (Pharmaceuticals) Folder. © 8May50; KK49470.

Cerebro. Motor, sensorial, visión, audición. (Pharmaceuticals) Folder. © 12Apr50; KK48475.

Esqueleto. Dayamin emulsión para niños. (Pharmaceuticals) Folder. © 12Jan50; KK45938.

Está bueno mezclado con los líquidos y alimentos de los niños. (Pharmaceuticals) Folder. © 16Nov49; KK44384.

He starts the day with firm resolve, but ... Desoxyn hydrochloride. (Pharmaceuticals) Folder.
© 2Jun50; KK50503.

Higado, vesicula biliar y estructuras adyacentes. Hydro-Bilein. (Pharmaceutical) Folder.
© 11Mar50; KK48338.

In any place or season a child's love of sweets can be turned to therapeutic advantage. Duozine Dulcet tablets. (Pharmaceutical) Folder. © 3Mar50; KK48339.

It's good mixed in infants' food or liquids, but as soon as they know what a spoon is for ... Vi-Daylin. (Pharmaceuticals) Folder.
© 3Jun50; KK50500.

Mr. Beef-and— takes his straight. Dayamin. (Pharmaceuticals) Folder. © 12Jan50; KK45940.

Penicillin inhalation therapy, B.A. (Pharmaceuticals) 2 folders.
© 18Jan50; KK45937.
© 15Feb50; KK46656.

Royal treat for citizens of make-believe. Vi-Daylin. (Pharmaceuticals) Folder. © 5May50; KK50505.

What every mother knows about pediatric strategy. Vi-Daylin. (Pharmaceuticals) Folder. © 3Jun50; KK50501.

What of the harvest? Or of the food she doesn't eat. Specify Dicaldimin. (Pharmaceutical) Folder.
© 3Mar50; KK48336.

When little patients get on their high horse. Dulcet penicillin. (Pharmaceuticals) Folder.
© 12Jan50; KK45939.

You'd need a special parking lot ... Nembutal. (Pharmaceuticals) Folder. © 5May50; KK50504.

ACADEMY ELECTRICAL PRODUCTS CORPORATION ©.

Academy - lifetime - original automatic plug. Label. © 7Sep49; KK46990.

ACCURATE PARTS, INC. ©.

The accurate starter drive story. (Starter drive) Folder. © The Accurate Parts, inc.; 22Dec49; KK45294.

How to do a clutch job. Supplied in the interest of better clutch performance. (Clutch machinery) Sheet. © 10Feb50; KK48243.

Starter drives. A complete exchange service. 13 p. (Catalog no. 26) © 27Mar50; KK47685.

Take a look into your clutch. (Clutch plates, parts, rebuilders, tools and sets) Poster.
© 22Sep49 (in notice: 1946); KK48580.

ACE BIOLOGICALS ©.

Cera-Lax; a water absorbing, bulk forming intestinal lubricant ... Label. © Lurnece A. & Gertrude R. Dunsworth, owners of Ace Biologicals; 4Nov49; KK50675.

ACE RACQUET SHOP ©.

We string for champions; Ace Racquet Shop. (Stringing of tennis, squash and badminton racquets) Label.
© Joseph A. Brodnicki, d.b.a. Ace Racquet Shop; 10Jun50; KK50673.

ACHESON COLLOIDS CORPORATION ©.

Dag colloidal graphite for metal-working operations. (Anti-friction coating for metals) Folder. (Bull. no. 426) © 30Dec49; KK44759.

ACME BREWERIES ©.

Acme, the light dry beer. Label.
© 24Mar50; KK47836.

ACME Brewing Company. SEE Bohemian Distributing Company.

ACROMARK COMPANY ©.

Acromark multi purpose engraving tool. Designed for continuous heavy duty operation, a precision tool ... Sheet. © Harold O. Bates, d.b.a. The Acromark Co.; 9Dec49; KK46484.

Acromark time stamps and Acromark gummed tape marking machine. Sheet.
© Harold O. Bates, d.b.a. The Acromark Co.; 9Dec49; KK46486.

Acroplac name plates and plastic signs at once! Stock, special, professional, desk signs, plaques. Sheet. © Harold O. Bates, d.b.a. The Acromark Co.; 9Dec49; KK46485.

Catalog no. 53. Dedicated to the people of this world who mark the products manufactured for the betterment of the human race. (Marking machines) Sheet. © Harold O. Bates, d.b.a. The Acromark Co.; 12Dec49 (in notice: 1950); KK46483.

Makers of marking and numbering machines engravers of metals and plastics. (Marking and numbering machines) Sheet. © Harold O. Bates, d.b.a. The Acromark Co.; 9Dec49; KK46482.

ADDRESSOGRAPH-MULTIGRAPH CORPORATION ©.

Be the leader. Multigraph production machines for business records. (Office equipment) Sheet.
© 1May50; KK49219.

The paperwork pirate plunders profits. (Addressographs and multigraphs) Sheet. © 25May50; KK50364.

ADOLPH'S FOOD PRODUCTS ©.

Original - Adolph's seasoned meat tenderizer - Vitazyme brand. (Seasoning) Label. © Lloyd E. Rigler & Lawrence E. Deutsch, d.b.a. Adolph's Food Products; 7Nov49; KK47259.

ADVANCE ALUMINUM CASTINGS CORPORATION ©.

A message of vital importance to every American family - Miracle Maid cook-ware. Folder. © 23Feb50; KK47558.

CATALOG OF COPYRIGHT ENTRIES

- ADVANCE ALUMINUM CASTINGS CORPORATION ©.
Cont'd.
- Minitmaid the magic cooker! (Cast aluminum pressure cooker) 64 p. © 21Dec49; KK45218.
- The use and care of Miracle Maid cook-ware. (Cast aluminum waterless cookware) 47 p. © 16Mar50; KK47674.
- ADVERTISERS' SERVICE DIVISION, INC. ©.
Enriched Tip-top is better bread. Card. © The Advertisers' Service Division, inc.; 25Dec49; KK48845.
- Stop, shop and save at Kinney's, your friendly shoe store. Card. © The Advertisers' Service Division, inc.; 25Dec49; KK48844.
- ADVERTISING and Sales Promotion Division. General Electric Company. SEE General Electric Company. Advertising and Sales Promotion Division.
- ADVERTISING INITIATIVE ©.
Eugene & Springfield valuable money-saving coupon pass book. (Merchant's booklet) Pamphlet. © Charles Edward Wolff, d.b.a. Advertising Initiative; 10Feb50; KK49564.
- AEOLIAN AMERICAN CORPORATION. Chickering and Sons Division ©.
Chickering pianos in grand and vertical styling. Pamphlet. (Form no. 340540) © 12May50; KK49640.
- AEROFIN CORPORATION ©.
Hot water booster coil. (Heating equipment) Pamphlet. (Bull. no. HWB-50) © 3Apr50; KK49554.
- AEROTEC CORPORATION ©.
Aerotec gas scrubbers. 11 p. (Cat. no. 501) © The Aerotec Corp.; 21Nov49; KK49443.
- AFFILIATED GAS EQUIPMENT, INC. Bryant Industrial Division ©.
Bryant air-ductors. Data sheet 5D-1. (Gas combustion accessory equipment) Folder. (ID-336) © 15Mar50; KK48184.
- Bryant balanced gas regulators, gas parts assemblies, "loaders", and gas-loks. Data sheet no. 15C-1a. (Gas combustion equipment) Folder. (ID-340) © 15Mar50; KK48183.
- AIR CONTROLS, INC. ©.
Rex-Airate, domestic, commercial, industrial ventilating fans. (Fans and equipment) 16 p. © 19May50; KK50711.
- AIR DEVICES, INC. ©.
Important facts about air filtration costs. (Air filters) Folder. © 12Dec49; KK45015.
- New Agitair type "CNO" exhausters; wind actuated. Folder. © 5Jun50; KK50809.
- AIR REDUCTION COMPANY, INC. ©.
Airco in the news. (Gases and apparatus for cutting and welding) v. 10, no. 1. © 12Apr50; KK50294.
- AIRCRAFT-MARINE PRODUCTS, INC. ©.
AMP Auto Ends - solderless terminals for automotive wiring. (Solderless electrical terminals) Folder. © 19Jan50; KK46500.
- AMP solderless terminals and connectors for the railroad industry. (Wiring devices and applying tools) 12 p. (Catalog section 97) © 30Dec49; KK44507.
- A-MP solderless terminals for every requirement! (Electrical wiring devices) 15 p. © 18May50; KK49922.
- AMP Wire Ends for low cost, reliable, everyday general service in electrical wiring! Folder. © 13Feb50; KK45976.
- Formula 22, automotive paint remover. Sheet. (Catalog section 74) © 22Mar50; KK47602.
- Precision engineering applied to the end of a wire. AMP. (Solderless electrical wiring devices) Poster. © 26May50; KK50290.
- AIROLLER COMPANY ©.
Improved heavy duty Airollers for cushion-soft boat handling. (Pneumatic rollers for moving boats) Folder. © The Airoller Co.; 8Jan50; KK47365.
- ALADDIN ROCK PRODUCTS ©.
Aladdin; decorative red volcanic cinders. Label. © 3Feb50; KK50451.
- ALCUS, Henry, d.b.a. Targetrays Unlimited. SEE Targetrays Unlimited.
- ALDENS, INC. ©.
Aldenbilt, the sports shop. (Sporting goods equipment) Sheet. © 3Jan50; KK50195.
- Aldenette, the cradle shop. (Infants' clothing, bedding and furnishings) Label. © 30Jun49; KK50133.
- Aldenette, the 1-to-6x-shop. (Children's wearing apparel) Sheet. © 10Jan50; KK50196.
- Aldenette, the 7-to-14 shop. (Children's wearing apparel) Sheet. © 10Jan50; KK50197.
- ALL-POWER MANUFACTURING COMPANY ©.
Decor mats and table warm mats; lots of other uses too! (Decorative table mats) Label. © 12Apr50; KK50553.
- Drip proof sink strainer. Label. (200 D.P.) © 16Sep49; KK46797.
- Dripless sink strainer. Sheet. (Cat. no. 100SS) © 16Sep48; KK47374.
- Dripless sink strainer, the new 100DX shatter proof "Dripless". Sheet. © 6Jul49 (in notice: 1948); KK46182.
- ALLEN, J. ZELLERS ©.
Basic airbrush technique. (Recordings) Label. © 1Sep49; KK46138.
- ALLEN, NORMAN L. ©.
Geo'gia cracker. Flashlight fire-crackers. (Fireworks) Label. © 15Dec49; KK45919.
- No-Mar gasoline door guard for Ford. Label. © 15Dec49; KK45530.
- Now! Protect and beautify the finish of your 1950 Nash cars with No-Mar. (Scuff plates and gasoline door guards) Sheet. © 3Dec49; KK45210.
- ALLEN (W. F.) COMPANY ©.
Allen's 1950 book of berries. (Strawberry plants) 31 p. © 27Dec49; KK47830.
- ALLEN RESEARCH ©.
Dig. (Waterless hand cleaner) Label. © 19Jan50; KK45473.
- ALMO PRODUCTS CORPORATION ©.
Believe me! Ironing is a pleasure with - Cord-a-way. (Ironing cord control) Label. © 5Apr49; KK47983.
- ALMOITE, BENITO Q. ©.
Plus bagoong (salmon livers) ... for Philippine use. Label. © 27Dec49; KK47014.
- ALTMAN (B.) AND COMPANY ©.
This season's basic dress is the simplest, straightest dress you've seen in a long time ... Sheet. © 29Jan50; KK45553.
- ALTES BREWING COMPANY ©.
And now try - ABC - Altes lager beer. Made in closed vats. [Man in pile of leaves with rake and glass of beer] Poster. © 22Sep49; KK44751.
- Father time. Always time for Altes Lager beer. Poster. (E-544) © 22Dec49; KK45497.
- It's brisk, it's clear. (Beer) 4 posters. © 22Jan50; KK45496. © 22Feb50; KK46598. © 22Apr50; KK49053. © 22Jun50; KK51148.
- ALTONE STUDIO ©.
Bisque flower molds. Floracraft. (Molds for ceramic flowers) Label. Apple blossom. © 14Feb50; KK46410.
- Daisy. © 27Dec49; KK44365.
- Dogwood. © 27Dec49; KK44361.
- Double rose. © 14Feb50; KK46412.
- Iris. © 14Feb50; KK46411.
- Jonquil. © 27Dec49; KK44362.
- Orchid. © 14Feb50; KK46408.
- Pansy. © 27Dec49; KK44364.
- Poppies. © 27Dec49; KK44360.
- Violets. © 27Dec49; KK44363.
- Water lily. © 14Feb50; KK46409.
- Wild rose. © 27Dec49; KK44366.
- ALUMATIC CORPORATION OF AMERICA ©.
Alumatic aluminum combination storm and screen windows. [From American home, May 1949] Sheet. © 1May49; KK46062.
- Alumatic - the only complete combination storm and screen window for your home! Alumatic are 'storming' America because they're best on every count! [From House and garden, May 1949] Sheet. © 1May49; KK46064.
- The only complete combination storm and screen window for your home! [From Better homes and gardens, May 1949] Sheet. © 1May49; KK46063.
- ALUMINUM AIR SEAL MANUFACTURING COMPANY ©.
Makes the weather behave. Anodized for permanence ... Trim-a-seal storm door. Folder. © The Aluminum Air Seal Manufacturing Co.; 20Mar50; KK48356.
- ALUMINUM BUILDING PRODUCTS, INC. ©.
Alums-life. (Paints & roofing products) Label. © 7Feb49; KK50258.
- ALUMINUM COOKING UTENSIL COMPANY ©.
After 50 years - still the first choice among women - Wear-Ever. (Aluminum cooking pan) Sheet. © The Aluminum Cooking Utensil Co.; 27Feb50; KK46681.
- Anyone can make coffee like this, John - you just need a Wear-ever coffeemaker. (Cooking utensils) Sheet. © The Aluminum Cooking Utensil Co.; 20Apr50; KK48472.
- Greatest advance in pressure cooker history. Sheet. © The Aluminum Cooking Utensil Co.; 20Mar50; KK47162.
- It's heavenly coffee, Mary - because it's made in a - Wear-ever coffeemaker. Sheet. © The Aluminum Cooking Utensil Co.; 14Feb50; KK46325.
- Wear-ever, the pie pan that makes golden brown crust a cinch! Sheet. © The Aluminum Cooking Utensil Co.; 20Sep49; KK50330.
- You mean you can make coffee like this, every time? Wear-ever. (Coffee pots) Sheet. © The Aluminum Cooking Utensil Co.; 28Feb50; KK46326.

COMMERCIAL PRINTS AND LABELS

ALVIN PRESS, INC. ©
Store cards. 1000 cards, \$10.00.
2000 cards, \$17.50. (Business cards) Label. © 13Jan50; KK44778.

AMBROSIA CHOCOLATE COMPANY ©
Blendo - coating for ice cream ... (Sweet chocolate and vegetable fat coating) Label. © 29Dec49; KK46748.
Fast-Coat brand sweet chocolate and vegetable fat (other than Cacao fat) coating. Label. © 6Jan50 (in notice: 1949); KK44964.
Frosty brand sweet chocolate and vegetable fat (other than Cacao fat) coating. Label. © 5Jan50 (in notice: 1949); KK44965.

AMERICAN AUTOMOBILE ASSOCIATION ©
New driver training aids. Piston - steering - differential - clutch - traffic board. A.A.A. (Working models for driver training courses) Folder. © 4Jan50; KK46317.

AMERICAN BAKERS ASSOCIATION ©
Bakers of America promotion for July! [Reproduction of sandwich ad; sandwich item display; Bakers' seal] Sheet. © 1Jun50; KK50926.
Bread helps turn Mr. Sluggish into Mr. Slugger. [Bread and butter; baseball player; food chart; Bakers' seal] Sheet. © 10May50; KK50925.
Eat more bread - get more energy. [Two illus. of girl with boys; bread in toaster; food chart; Bakers' seal] Sheet. © 19Apr50; KK50927.
Sugar on the toast means "sugar" in the till! [Type copy with seal of Association] (Bakery products) Sheet. © 5May50; KK50101.
Summer time is sandwich time! Bakers of America. (Rolls) Poster. © 19May50; KK49823.
Summertime is sandwich time! [Photo of magazine having "Eat more bread" ad] Sheet. © 5May50; KK49766.
Whoa there, lady! Be modern; buy it baked! [Girl baking pie; slice of apple pie on plate with piece of cheese] (Bakery products) Sheet. © 24May50; KK49874.
The world's busiest engine runs best on bread! [Little red headed boy playing] Sheet. © 28May50; KK50100.

AMERICAN BLOWER CORPORATION ©
American Blower Aeropel home ventilator, for kitchens, bathrooms, laundries and utility rooms. Folder. (Bull. 4714) © 20Apr50; KK49998.
So stifling hot you can hardly breathe? (Attic fan) Folder. © 25Jan50; KK47404.
This could be you; remember those hot summer nights? (Attic fan) Folder. © 25Jan50; KK47403.

AMERICAN BOSCH CORPORATION ©
American Bosch fuel injection equipment chart. Multi-plunger pump system type APE. Folder. © 2Mar48; KK46258.
American Bosch fuel injection pump type APE-A, 4 cylinder, flange mounted, governor flange. Folder. © 26Feb48; KK46257.
American Bosch fuel injection pump type APE-BB, 4 cylinder, base mounted. Fuel injection pump. Injection pump and fuel supply pump. Folder. © 26Feb48; KK46259.
American Bosch fuel injection pump type APE-EE, 6 cylinder, base mounted. Folder. © 26Feb48; KK46256.

American Bosch fuel injection pump type PLB-1A, single cylinder, flange mounted. Folder. © 18Oct49; KK46255.
American Bosch magneto type MJA 6 cylinder, base mounted. Folder. © 18Oct49; KK46254.

AMERICAN BRAKE SHOE COMPANY ©
ABK safety flooring; a permanent, abrasive, non-slip composition floor tile. Folder. © 24Feb50; KK47429.
How to stop a hot rocket...cold! (Braking systems, brake shoes) Sheet. © 27Apr50; KK49275.
This is one major way to cut the costs of wear. (Welding rods, electrodes and hardfacing) Folder. © 10Apr50; KK48929.
This spray gun levels microscopic mountains. (Paint spray gun) Sheet. © 22Mar50; KK47633.
This welding rod makes scrap heaps obsolete. (Steel castings, bearings, etc.) Sheet. © 23Feb50; KK46682.

AMERICAN BRAKE SHOE COMPANY. Kellogg Division ©
Anyone can paint easier, faster, better, with this portable paint sprayer. Folder. © 15Feb50; KK46321.
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Overwhelming! 40 million packages sold in a short time. Diced cream. (Ice cream) Sheet. © 15Dec49; KK44379.

ARLITE INDUSTRIES, INC. ©.

All new, anodized Arlite aluminum windows. (Combination windows) Folder. © 18Apr50; KK49010.

Install all new anodized Arlite aluminum combination windows. Folder. © 16Apr50; KK48930.

ARMCO STEEL CORPORATION ©.

Stainless steel machining chart. Poster. © 23Feb50; KK47834.

ARMOUR AND COMPANY ©.

Delicious problem-solvers! Budget a problem? Serve thrifty, all-meat Treet on spaghetti with tomato sauce ... (Canned meat products) Sheet. © 27Jan50; KK46009.

Dial soap stops odor before it starts! Sheets.

[Bacteria slides, bar of soap, and man showering] © 13Jan50; KK45446.

[Bar of soap, doctor washing hands, girl taking bath] © 17Feb50; KK46603.

[Bars of soap, girl bathing, man showering, bacteria slides] © 12Mar50; KK48494.

[Doctor washing hands, bacteria slides, man bathing, and bar of soap] © 14Apr50; KK48604.

[Girl bathing and bar of soap] © 31Mar50; KK47872.

[Girl bathing, bars of soap, bacteria slides, man showering] © 10Mar50; KK47382.

[Girl bathing, couple dancing, bar of soap, and girl at wash basin] © 1Feb50; KK47570.

During the water shortage, it's more important than ever! Make the most of every bath -- use Dial deodorant soap. [Woman taking bath, bar of soap, doctor washing hands] Sheet. © 20Dec49; KK44969.

Good lean beef - prize pinto beans. [Illustrations of can of Armour chili con carne, and dishes thereof] Sheet. © 3Mar50; KK47074.

Here is the secret of youth for everything you wash by hand ... Chiffon pure white soap flakes. Sheets.

[Box of soap flakes, girl holding petticoat, couple washing dishes] © 2Feb50; KK47383.

[Chiffon box, woman and girl in bedroom, man and woman in kitchen] © 30Dec49; KK44748.

In her book - I'm not even a character! [Comic strip about boy-and-girl romance - also bacteria slides, and bar of Dial] (Deodorant soap) Sheet. © 16Apr50; KK49035.

Love's old sweet song went sour. [Comic strip about skier, also bacteria slides and bar of soap] Sheet. © 22Jan50; KK45907.

Never before a soap like Dial. [Girl showering, bar of soap, young man and woman, two small illustrations of women] Sheet. © 28Dec49; KK45445.

Never worry about perspiration odor again! Dial soap ... [Bar of Dial, crowds of people, bacteria slides] Sheet. © 28May50; KK50001.

Price reduced. Dial soap ... the soap that stops odor before it starts! [Bar of Dial, family group, bacteria slides] Sheet. © 14May50; KK50000.

Real sugar-cured ham - all ham! [Can of chopped ham and sandwich board; woman holding can] Sheet. © 16Jun50; KK50930.

So good ... so quick ... so many Armour pantry-shelf meals! [Display of canned food products] Sheet. © 19May50; KK49763.

So good - so quick - so many Armour pantry-shelf meals! [Shelf of canned meats] Sheet. © 28May50; KK50102.

Square dance, hah! I'm the square. [Comic strip concerning square dance; insets consisting of bar of soap and doctor explaining bacteria slides] (Deodorant soap) Sheet. © 12Feb50; KK46968.

ARMSTRONG (GORDON) COMPANY, INC. ©.

1173 repeat orders for 5100 Armstrong X-4 baby incubators are testimony of user satisfaction. (Hospital equipment) Sheet. © The Gordon Armstrong Co., inc.; 20Jan50; KK47597.

COMMERCIAL PRINTS AND LABELS

- Over 9000 Armstrong X-4 baby incubators now in use prove the acceptance of the Armstrong idea. (Hospital equipment) Sheet. © The Gordon Armstrong Co., inc.; 10Jan50; KK47598.
- Over 9000 incubators' worth of experience stands behind every Armstrong X-4 baby incubator. (Hospital equipment) Sheet. © The Gordon Armstrong Co.; inc.; 15Mar50; KK47170.
- This 10,000th Thermostat for an Armstrong X-4 may have more to do with your baby incubators than you think. (Hospital equipment) Sheet. © The Gordon Armstrong Co., inc.; 20Feb50; KK47171.
- ARMSTRONG (J.) AND COMPANY ©**
A presentation from J. Armstrong & Co. The Snow series, syndicated television commercials for brewers. Pamphlet. © 14Apr50; KK49840.
- ARMSTRONG, THOMAS M. ©**
Tom Armstrong's Sunny Vista orchards. (Apples) Label. © 11Mar50; KK47535.
- ARMSTRONG CORK COMPANY ©**
Armstrong's Quaker rugs made by the makers of Armstrong's linoleum. Poster. © 9Jun50; KK50363.
- Behind the scenes in a food market. (Industrial insulation) Poster. © 4Apr50; KK49489.
- How frozen orange juice is made. (Industrial insulation) Poster. © 4May50; KK49488.
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- ARNOLD BAKERS, INC. ©**
Arnold butter parkers. (Bread rolls) Label. © 1Jun50; KK50336.
- Arnold butter rolls; six twists, six rounds. Label. © 4Apr50; KK48427.
- Arnold buttermilk rye, small family loaf, net weight 10 oz. (Bread) Label. © 30Dec49; KK45758.
- Arnold home-brown rolls. 2 labels. © 1Mar50; KK47237.
© 1Jun50; KK50337.
- One dozen Arnold lemon cookies. Label. © 30Dec49; KK45757.
- One dozen Arnold molasses cookies. Label. © 30Dec49; KK45759.
- One dozen Arnold 100 o/o whole wheat cookies. Label. © 1Mar50; KK47238.
- ARNOLD PRINTING AND LABEL COMPANY ©**
Remove that morning grouch! Eat Florida grapefruit. Label. © 25Feb50; KK46776.
- ARNOLD PRODUCTS ©**
Bio-Bac - a quaternary ammonium salt. (Germicidal solution) Label. © Darwin Wesley Arnold, d.b.a. Arnold Products; 16Jul49; KK46645.
- Clor-Eau. Bleaching fluid - whitens clothes - disinfects - removes stains - deodorizes - cleans. Label. © Darwin Wesley Arnold, d.b.a. Arnold Products; 25Aug49; KK46644.
- ART COLOR PRESS ©**
"Thanks a million" for your patronage and friendship. [Return postal card] (Automotive service) Card. © 30Oct49; KK45783.
- ARTISTIC FOUNDATIONS, INC. ©**
Looks and feels like lingerie; molds like a girdle. Panteez by Flexees. Label. © 10Apr50; KK48921.
- ARTISTS and Writers Guild, inc. SEE Simon and Schuster, inc.**
De Campdown races [and] Clementine. KK46592.
- Deck the halls ... KK46595.
The fireside cook book ... KK48447.
The night before Christmas. KK46593.
Silent night ... KK46594.
Yankee doodle [and] Dixie. KK46590.
- ASEBESTOS MANUFACTURING COMPANY ©**
Don't go wham! Depend on AMCO safety rated brake lining. [From Jobber topic magazine, Nov. 1949] (Automotive products) Sheet. © 15Nov49; KK46287.
- Don't go wham! Depend on AMCO safety rated brake lining. [From Southern automotive journal] (Brake lining and AMCO automotive accessories) Sheet. © 8Feb50; KK46739.
- Easier to sell because they are safety rated. (Amco safety rated automotive products) Sheet. © 10Oct49; KK47451.
- Here's how to have "Miss Bumps" right on your desk! (Automotive products) Sheet. © 15Dec49; KK46286.
- ASEPTIC-THERMO INDICATOR COMPANY ©**
Instructions for recording retort test-chex data. (Cooking control tags) Pamphlet. © 23Jun50; KK50854.
- Instructions for using A.T.I. record Cook-Chex. (Cooking control tags) Pamphlet. © 23Jun50; KK50853.
- ASSOCIATED ADVERTISERS ©**
Streamline fashion ads. Style trends. (Advertising mats and pictures) Pamphlet. © 6Jan50; KK49144.
- Win \$15,000 in magnificent nationally famous television sets. (Retail television) Sheet. © 25Jan50; KK48280.
- ASSOCIATED FOLDING BOX COMPANY ©**
Cabin cruiser. [Cut-out from carton] (Pastry products) Label. © 15Dec49; KK46122.
- Ship. [Cut-out from carton] (Pastry products) Label. © 15Dec49; KK46120.
- Steamship. [Cut-out from carton] (Pastry products) Label. © 15Dec49; KK46123.
- Tug boat, blue. [Cut-out from carton] (Pastry products) Label. © 15Dec49; KK46124.
- Tug boat, red. [Cut-out from carton] (Pastry products) Label. © 15Dec49; KK46121.
- ASSOCIATED SPRING CORPORATION. Barnes-Gibson-Raymond Division ©**
Customary weights and measures. (Springs, wire forms, small stampings) Device. © 13Apr50; KK49585.
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Asthma - hay fever. Relief. (Pharmaceutical preparations) Folder. © 20Apr50; KK48618.
- Lady Mist. (Pharmaceuticals) Sheet. © 19Jun50; KK50634.
- ATLANTIC EXTRACT COMPANY, INC. ©**
Neecco, delicious 3 ways ... plain, with cream or ice cream. (Coffee soda) Label. © 15Mar50; KK48408.
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Atlas G-K sewer joint compound; the original and best bituminous jointing compound. Folder. (Bull. no. M20-1) © The Atlas Mineral Products Co. of Pa.; 20May50; KK50399.
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How Atlas tires are "triple-tested" for your protection. Sheet. © 4Jan50; KK47340.
- How Atlas tires prove themselves all over the world. Sheet. © 29Mar50; KK48292.
- How Atlas' 20th birthday can mean extra value for you. Atlas tires, batteries, accessories. Sheet. © 24May50; KK50003.
- What Atlas dealers' one-stop service offers you. (Automobile accessories) Sheet. © 1Mar50; KK47628.
- What the warranty on Atlas tires means to you. Sheet. © 1Feb50; KK47341.
- Why the warranty on Atlas tires is different. Sheet. © 26Apr50; KK49726.
- ATLAS-PACIFIC ENGINEERING COMPANY, INC. ©**
Atlas-Pacific ... Food processing machinery and equipment. 170 p. (Cat. no. 100) © 22Aug49; KK45963.
- ATRAX COMPANY ©**
Atrax carbide reamers ground from solid carbide. Sheet. (Bull. no. A-62R) © The Atrax Co.; 26Jan50; KK45765.
- Precision machine-ground Atrax carbide burs. Folder. (Bull. no. A-60R) © The Atrax Co.; 26Jan50; KK45766.
- AUDUBON WIRE CLOTH CORPORATION ©**
Audubon metalwove belts, catalog no. 60. (Wire conveyor belts) 64 p. © 6Jan50; KK46105.
- AUSTENAL LABORATORIES, INC. ©**
Prosthetic clinic; a demonstration in dental restorative technique. (Dental bridges, plates ...) Pamphlets. Series 3, no. 2. © 27Jan50; KK46433.
Series 3, no. 3. © 26May50; KK50697.
- AUTAUGA RESEEDING CRIMSON CLOVER ASSOCIATION ©**
Autauga reseeding crimson clover, grows in the winter. Queen of Southern crops. Folder. © 1Apr50; KK48686.
- AUTO SPECIALTIES MANUFACTURING COMPANY ©**
Every inch of every Ausco Hydraulic is heavy duty caliber. (Hydraulic automobile jack) Sheet. © 5Jan50 (in notice: 1949); KK46357.
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- The new Saf-Life bumper jack "stirs up" more jack business than any other jack! Sheet. © 5Dec49; KK46358.
- AUTOCLAVE ENGINEERS, INC. ©**
New Magne Dash high pressure autoclave. (Research equipment) 3 p. © 20Mar50; KK48448.
- New speed valve; operating pressures up to 6000 P.S.I. For fast assembly of high pressure set-ups. 3 p. © 19May50; KK50154.
- AVCO MANUFACTURING CORPORATION. Crosley Division ©**
Crosley radio service information. (Radio receiving sets and record changers) Pamphlets.
Bull. no. 401. © 30Dec49; KK44472.
Bull. no. 404. © 8Feb50; KK46087.
Bull. no. 407. © 10Apr50; KK49781.
- Crosley television service information. (Television receiving sets)
Bull. no. 398. © 5May50; KK49782.
Bull. no. 405. © 5Apr50; KK48133.
- AVON COSMETICS ©**
Gifts by Avon. Distinctive cosmetics and toiletries ... Sheet. © 20Oct49; KK47011.
- Gifts by Avon. You'll love to give these Avon gifts ... (Cosmetics) Sheet. © 4Nov49; KK47010.
- "I fell in love with Avon ... in Beverly Hills." Rosalind Russell. (Cosmetics) Sheet. © 20Aug49; KK47008.

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- "I fell in love with Avon's creams ... in Chicago." Mrs. Byron Harvey, jr. (Cosmetics) Sheet. © 20Sep49; KK47009.
- "I tried Avon's lipstick - it was perfect!" Loretta Young. (Cosmetics) Sheet. © 20Feb50; KK49417.
- "My home is always open to the Avon representative." Mrs. Ezio Pinza. (Cosmetics) Sheet. © 20Mar50; KK49418.
- "On the road or at home, I'm an Avon fan!" Joe DiMaggio. (Cosmetics) Sheet. © 20Apr50; KK49419.
- 64th anniversary. Avon. (Cosmetics) Sheet. © 20May50; KK49420.

B

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Bab-O, the grease-dissolving cleaner. Label. © 5Apr50; KK48154.
- BABEE-TENDA CORPORATION ©.**
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- But I only left baby alone for a minute! (Infant furniture) Sheet. © The Babee-Tenda Corp.; 20Jan50; KK45535.
- If you only had eyes in the back of your head. (Infant furniture) Sheet. © The Babee-Tenda Corp.; 20Feb50; KK46673.
- Isn't your baby's safety worth a penny post card? (Infant furniture) Sheet. © The Babee-Tenda Corp.; 1Apr50; KK49194.
- Look mom - no hands! Enough to frighten the life out of any mother! (Infant furniture) Sheet. © The Babee-Tenda Corp.; 20Dec49; KK45013.
- Mrs. America chooses Babee-Tenda .. to keep Baby Pat safe! (Infant furniture) Sheet. © The Babee-Tenda Corp.; 20Apr50; KK49007.
- Next time it may be the baby. When baby's pet doll falls ... (Infant furniture) Sheet. © The Babee-Tenda Corp.; 1Apr50; KK48567.
- One serious fall convinced me I needed a Babee-Tenda. (Infant furniture) Sheet. © The Babee-Tenda Corp.; 1Jun50; KK50210.
- Tumble-proof for feeding or play. (Infant furniture) Sheet. © The Babee-Tenda Corp.; 1Jun49 (in notice: 1948); KK47035.
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- Surge milking machine shell hangers. (Dairy farm equipment) Sheet. (Page 87, sec. 29) © 16May50; KK50531.
- The Surge strip film is one of the most powerful selling aids we have. (Dairy farm equipment) Sheet. (Page 77, sec. 27) © 8Jun50; KK50530.
- This is about the cuckoo bird. (Dairy farm equipment) Folder. © 15Dec49; KK46440.
- BABYHOOD INDUSTRIES, INC. ©.**
Fill out and mail this card today; for free details about Babyhood Wonda-Chair ... Card. © 1Apr50; KK50548.

- Your baby deserves the best and this is it. Babyhood Wonda-Chair. Folder. © 1Apr50; KK50547.
- BACHARACH INDUSTRIAL INSTRUMENT COMPANY ©.**
Combustion service record, high pressure gun-type burners. (Furnace testing instruments) Sheet. (Form F50-2) © 1May50; KK49190.
- BACHMANN BROTHERS, INC. ©.**
Plasticville, U. S. A. (Toy houses & other structural elements of plastic) Pamphlet. © 4Mar50 (in notice: 1949); KK49383.
- BAENSCH FOOD PRODUCTS COMPANY ©.**
Ma Baensch's MB brand potato salad. Old country style with bacon. Label. © 1Aug49; KK44841.
- BAFFIN, INC. ©.**
Baffin brand fancy white meat tuna. Label. © 10Mar50; KK47157.
- BAGLEY, WILLIAM CLARENCE ©.**
Travelboard. (Game) Label. © 22Dec49; KK45953.
- BAILEY, WARREN HEZEKIAH ©.**
Panther Creek mineral water. Label. © 20Nov49; KK44713.
- BAILEY, GREEN AND ELGER, INC. ©.**
The best traffic builder in years. B.G.E. Originales. (Buttons) Sheet. © 25Mar50; KK50113.
- Button magic! With B.G.E. Originales. Sheet. © 10May50; KK49501.
- Buttons - accessories to fashion, all Originales. Sheet. © 10Mar50; KK49502.
- Eye-catching Easter accessories. B.G.E. Originales. (Buttons) Sheet. © 25Feb50; KK50111.
- Smart buttons; all Originales. Sheet. © 15Feb50; KK49500.
- Vogue readers are button users! B.G.E. Originales. Sheet. © 25Jan50; KK50112.
- BAIN (GEORGE S.) COMPANY ©.**
Hic & Hic, five burp grenadine, aged in bagpipes. (Beverage; humorous miniature novelty) Label. © The George S. Bain Co., George Samuel Bain, sole owner; 12Mar50; KK47826.
- Lord Kilquart, a stinker since the Civil War, grenadine. (Beverage; humorous miniature novelty) Label. © The George S. Bain Co., George Samuel Bain, sole owner; 12Mar50; KK47827.
- Old Thunderbelch. (Beverage; humorous miniature novelty) Label. © The George S. Bain Co., George Samuel Bain, sole owner; 12Mar50; KK47824.
- Snappy as a two-way stretch, Three Fannies grenadine. (Beverage; humorous miniature novelty) Label. © The George S. Bain Co., George Samuel Bain, sole owner; 12Mar50; KK47828.
- White Nag; a secret blend of shredded racing forms and mashed daily-double tickets. (Beverage) Label. © The George S. Bain Co., George Samuel Bain, sole owner; 12Mar50; KK47825.
- BAKER, JOHN D. ©.**
Use Old Water Mill basscat pocket baits. (Fishing lures) Sheet. © 21Jan50; KK46468.
- BAKER, W.A., d.b.a. W. A. Baker Laboratories. SEE Baker (W.A.) Laboratories.**
- BAKER (W.A.) LABORATORIES ©.**
Dozine snoozers. (Sedative tablets) Label. © W. A. Baker, d.b.a. W. A. Baker Laboratories; 15Dec49; KK46364.

- BAKER PERKINS, INC. ©.**
Baker Perkins mixing and kneading equipment for chemical process industries. 56 p. © 1Jun50; KK50366.
- Baker Perkins Ter Meer centrifugals. (Chemical mixing equipment) Folder. © 1Dec49; KK49329.
- BAKERS ASSOCIATES, INC. ©.**
Peter Wheat news. (Bakers goods) Folders.
Oct. 1949. © 10Oct49; KK45449.
Nov. 1949. © 10Nov49; KK45448.
Dec. 1949. © 10Dec49; KK45450.
- BALDWIN LOCOMOTIVE WORKS ©.**
Baldwin Sonntag fatigue machine, model SF-4. (Furnace control) Sheet. (Bull. 313) © The Baldwin Locomotive Works; 24Apr50; KK48832.
- Sonntag 60,000 pounds (30,000 kg.) capacity universal testing machine-Model 60-H. Folder. (Bull. no. 310) © The Baldwin Locomotive Works; 9May50; KK49141.
- Testing topics. (Testing equipment) Pamphlets. © The Baldwin Locomotive Works.
Jan.-Mar. 1950. © 17Feb50; KK46362.
- BALDWIN PAPER COMPANY, INC. ©.**
Baldwin official price list, as of April 1, 1950. (Paper) 39 p. © 5Apr50; KK48526.
- BALL BROTHERS COMPANY ©.**
Don't say home canning, say dome canning! Use Ball dome lids. (Fruit jars, caps, lids and rubbers) Sheet. © 1Jun50; KK50075.
- I'm canning more since I discovered Ball dome lids. (Jars, caps, lids and rubbers) Sheet. © 1Jun50; KK49796.
- My secret for easy, sure home canning is Ball dome lids. (Fruit jars, caps, lids and rubbers) Sheet. © 1Jun50; KK50073.
- BALTIMORE SPICE COMPANY ©.**
Old Bay - sea food seasoning. Label. © 6Feb50; KK45923.
- BANDERET, EMILE ©.**
Foot long hot dog. (Sandwiches, ice cream, frozen custard and other food products) Sheet. © 15Feb50; KK47684.
- BANKER (R. C.) AND COMPANY ©.**
Appreciation sale. (Furniture) Sheet. © 27Apr50; KK50536.
- 5-point credit protection bond. (Insurance) Sheet. © 28Feb50; KK47156.
- For today's home! (Furniture) Pamphlet. © 25May50; KK50242.
- Quality furniture is the best investment. Pamphlet. © 11May50; KK49255.
- Special springtime values. Make your rooms a-bloom with new comfort, new beauty at real savings! (Home furnishings) Folder. © 14Feb50; KK46206.
- A thrilling offer especially for you! (Cavitt-Shaw festive dish) Folder. © 10Mar50; KK47750.
- BANKERS LIFE AND CASUALTY COMPANY ©.**
Now we pay you from \$8.10 to \$150.35 just to stay healthy. An invitation. (Insurance) Folder. © 10Nov49; KK44811.
- You are invited to join a selected group of your forward-looking friends ... (White Cross plan) Folder. © 10Nov49; KK44845.
- BAR MART, INC. ©.**
The Bar Mart, inc. Here's your Tippler! (Gadgets, gimmicks, glassware & bar accessories) Envelope. © The Bar Mart, inc.; 15Dec49; KK47317.

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Betty Barker time teacher. (Candy)
Label. © 18Apr50; KK49062.

BARKER FURNACE COMPANY ©.
Don't junk a good furnace, convert
it to fully automatic gas heat.
(Heating supplies) Sheet.
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BARNES AND ZIMMERMANN, INC. ©.
Vacuumized BZ Cedar Hill brand pure
red cherry preserves. Label.
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pineapple and apple preserves.
Label. © 15Nov49; KK44496.

BARRY (R. G.) CORPORATION ©.
King Barry - Angel Treads - men's
washable scuffs. (Footwear) La-
bel. © 23Sep48; KK47261.

BARTOL, LOUISE ©.
Good eating in a nut shell. [Over-
size English walnut] (Card file)
Label. © 23Mar50; KK48076.

BARTON'S BONBONNIÈRE, INC. ©.
Barton's. Coffee loves. (Candies)
Label. © 15Jan50; KK45941.

Coffee Loves, a new confection to
delight coffee lovers. Label.
© 15Jan50; KK45729.

Happy Purim, one pound net. (Confec-
tionery) Label. © 15Jan50;
KK45728.

Happy Purim, Shalach Manot. (Con-
fectionery) Label. © 15Jan50;
KK45733.

Love n' Kisses. (Confectionery) La-
bel. © 8Mar50; KK47754.

Television varieties. (Confectionery)
Label. © 24May50; KK49924.

BASIC FOODS SALES CORPORATION ©.
Frost-o-fast; sweet goods icing for-
mula. Sheet. (P-42/16) © 7Jun50;
KK50333.

Frost-O-Fast bun icing formula.
(Cake icing) Sheet. © 23Feb50;
KK46772.

BASTIAN-BLESSING COMPANY ©.
Visual layout kit. (Miniature soda
fountain models) Poster. © The
Bastian-Blessing Co.; 3Jan50;
KK49517.

**BATES, Harold O., d.b.a. The Acromark
Company. SEE Acromark Company.**

BATHE, CHARLES G. ©.
Barbecue Willy. Bathe's hickory
smoked potato chips. Sheet.
© 2Jun50; KK51057.

**BATHURST, Thomas T., d.b.a. Kleen-All
Manufacturing Company. SEE Kleen-All
Manufacturing Company.**

BAUMANN, LUDWIG ©.
Easter, 1950. (Clothing & jewelry)
Pamphlet. © 10Mar50; KK47450.
[Ludwig Baumann catalog] Summer ed.
(Furniture, carpet, housewares,
clothing, etc.) Pamphlet.
© 12May50; KK49142.

BAUMANN (LUDWIG) AND COMPANY ©.
Private sale! Preferred customers
only! (Furniture, carpet, &
housewares) Folder. © 13Jan50;
KK45607.

BAUR (O.P.) CONFECTIONERY COMPANY ©.
Betty Lee chocolates. (Candies)
Label. © The O. P. Baur Confec-
tionery Co. (in notice: O. P. Baur
Co.); 13Jul49; KK45052.

Dinner mints. (Candies) Label.
© The O. P. Baur Confectionery Co.;
9Sep49; KK45051.

Everything good. (Candies) Label.
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Barnacle Bill. (Bird made of shells
and driftwood) Sheet. © Everett
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BEARD (GLEN A.) POPCORN COMPANY ©.
Popcorn. Label. © 2May50; KK50277.

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Mulliken Corporation. SEE Pettibone
Mulliken Corporation. Beardsley and
Piper Division.**

BEATRICE FOODS COMPANY ©.
Beatrice Cooke, author of "Mealtime
adventures," gives you her prize
recipe, creme of asparagus soup.
[Bowl of soup, Meadow Gold milk and
butter, La Choy noodles] (Food
products) Sheet. © 31Mar50;
KK48464.

Beatrice Cooke, author of "Mealtime
adventures," gives you her prize
recipe, Meadow Gold bride's cake!
[Beatrice Cooke, bride and cake,
Meadow Gold milk, butter, and eggs]
(Food products) Sheet. © 25May50;
KK50295.

Mealtime adventures, by Beatrice
Cooke. (Food products) Sheet.
Dec. © 30Nov49; KK44342.

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Feb. © 27Jan50; KK46141.

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May. © 28Apr50; KK49038.

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Rainbo is good bread - wheat. Label.
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Melaire Distributing Company.**

BECTON, DICKINSON AND COMPANY ©.
The B-D Yale aneroid manometer; jewel-
ed bearing. (Diagnostic instrument)
Folder. © 29Nov49; KK46108.

Supported in style. Introducing Ace
elastic hosiery. Pamphlet.
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Treat your legs better with full-
footed Ace elastic hosiery. Pam-
phlet. (F80-4-50) © 25Apr50;
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Beech-Nut clove chewing gum. Label.
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Beech-Nut Mello fruit chewing gum.
Label. © 15Mar50; KK47462.

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Beech-Nut spearmint gum. Label.
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BELGRADE SHOE COMPANY ©.
Moxees, handsewn favorites, by Bel-
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Above all else - a Young Cosmopolitan favorite, the classic topcoat. (Misses' coats) Sheet. © 6Jan50; KK46032.

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The beauty of jersey lies in the way its lines can be manipulated ... (Women's dresses) Sheet. © 11Jan50; KK46030.

Bellodgia by Caron. Pinafore dresses. Nylon crepe ... (Misses' perfume, tot's dresses, lingerie) Sheet. © 14Dec49; KK46466.

Best's gabardines for Lilliputian Bazaar cowboys. (Boys' cowboy outfit) Sheet. © 1Feb50; KK47093.

Best's new teen separates are pastel corduroy. A smart fashion that fits her teen budget as well as her pretty, young figure ... (Girls' corduroy outfits) Sheet. © 20Jan50; KK46523.

Best's own Best-Flex. Good shoes at thrifty prices, especially constructed to keep normal feet healthy. (Children's shoes) Sheet. © 22Jan50; KK46527.

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Best's small wonder. (Girls' snow-suit) Sheet. © 12Dec49; KK44657.

Bib-front batiste blouses. Lovely beneath a suit jacket - even prettier as fifty percent of a skirt-and-blouse partnership. (Misses' blouses) Sheet. © 25Jan50; KK46531.

Big spring fashion: the small, neat hat. For instance these youthfully casual felts ... (Women's hats & young misses) Sheet. © 22Jan50; KK46526.

Blink-ins, baby's new nylon over-sleeper. Wonderful idea - a two-piece garment of fluffy knitted nylon ... (Infants' sleeping outfits) Sheet. © 15Jan50; KK46025.

Blink-ins, baby's new Over-Sleepers. Warm gloves make fine gifts. (Children's sleepers and misses' gloves) Sheet. © 7Dec49; KK44430.

Boxed beauty - Elizabeth Arden kits to put beneath her Christmas tree. (Misses' cosmetic kits) Sheet. © 15Dec49; KK44888.

Cashmere - wonderfully soft and warm, welcome for college or life in the country. (Misses' sweater set) Sheet. © 4Dec49; KK46248.

A Christmas gift that's different? Consider the perfect fragrance flask, scent safe. (Misses' jewelry) Sheet. © 27Nov49; KK43985.

Christmas gift wrappings add to her holiday pleasure. Rayon, processed to resemble ermine. (Misses' evening wraps) Sheet. © 8Dec49; KK44426.

Christmas is wonderful when little girls look like this in the Lilliputian Bazaar's handmade, low-priced beauties. (Toddlers' dresses) Sheet. © 29Nov49; KK44442.

Christmas pinafore - white organdy, lavishly embroidered, for the adorable pinafore ... (Girls' dresses) Sheet. © 11Dec49; KK46250.

Christmas robe of printed, quilted silk; teal, coffee or red background; deeply roll-collared, with one handy pocket. (Misses' robe) Sheet. © 16Dec49; KK46252.

Christmas sale, special purchase-- girls' warm dresses. Sheet. © 9Dec49; KK44631.

Christmas value - Best's warm, wool robe - perfect gift for boys ... (Boys' robe) Sheet. © 7Dec49; KK46249.

Clever Christmas tactics: the gift of a celebrated Mary Chess fragrance. Seven familiar scents: White Lilac, Tapestry, Strategy, Yram, Carnation, Violet and Gardenia. (Perfume) Sheet. © 7Dec49; KK44427.

Comfortable over suits, attractive over winter dresses, youthfully styled wool coats ... Sheet. © 28Oct49; KK44558.

Composed traveler. Or perfect stay-at-home - our navy or brown rayon sheer with white-striped rayon collar ... (Misses' dresses) Sheet. © 25Jan50; KK46530.

Corduroy suit or separates. Wear jacket and skirt in the same color - (Misses' corduroy separates) Sheet. © 4Jan50; KK46040.

Corduroy suit or separates, as you wish - the classic jacket and skirt in a new color quartet. (Misses' corduroy separates) Sheet. © 15Jan50; KK46543.

Corduroys. Give the wonderful overalls, jackets and-so-forth to every child you know. Gift accessories to make her holiday wardrobe complete. (Children's outfits, misses' accessories) Sheet. © 5Dec49; KK44432.

Correct answer; a smart handbag and for everyday purposes, she prefers calf ... Very, very choice just for Best's ... they are marvels of dressmaker ... (Misses' bag & girls' dresses) Sheet. © 15Dec49; KK44891.

Crisp charmer. Hint of spring for Young Cosmopolitans. (Misses' dress) Sheet. © 28Dec49; KK46042.

Dancing till dawn: goal of every Young Cosmopolitan ... Christmas special: girls' party dress. Gift slips: a woman never has too many ... (Misses' gowns, slips, girls' dresses) Sheet. © 16Dec49; KK44896.

Divine; D'Orsay's heavenly fragrance. Sheet. © 13Dec49; KK44641.

Dolly rides again - when it's Christmas in the nursery - real furniture too for children's dining and play. (Children's toys) Sheet. © 4Dec49; KK44419.

Doubled in brass - shining gilt buttons and rayon velvet trim on a 3/4-inch wool coat ... (Misses' coats) Sheet. © 1Nov49; KK44562.

Down to the sea in pleats. New cotton swim suits with rayon jersey beneath the skirts ... (Misses' swim suits) Sheet. © 26Jan50; KK46535.

Draped delight - a pencil silhouette ... (Misses' dresses) Sheet. © 23Dec49; KK46243.

Dream stuff - an exquisite lace-trimmed gown and matching boudoir coat ... Sweaters and slacks - very choice indeed. (Misses' lingerie and separates) Sheet. © 15Dec49; KK44890.

Election day, special purchase handbags. Sheet. © 7Nov49; KK45752.

Elizabeth Ames purse atomizer. She can have perfume wherever she goes ... Sheet. © 11Dec49; KK44639.

Even sweaters and slacks take on new glamour for the Christmas holidays and they're wonderful gift ideas. (Misses' blouses, slacks and slippers) Sheet. © 1Dec49; KK44436.

Evening stars - for late Christmas shoppers - dinner bags of black crystal pleated rayon crepe ... (Misses' handbags) Sheet. © 23Dec49; KK46232.

Extra welcome white nylon crepe slip. Trimmed with nylon net or nylon lace ... Sheet. © 15Dec49; KK44892.

Fabric of fashion; our own C-1 wool gabardine. (Misses' suit) Sheet. © 4Feb50; KK47099.

Famous among resort attractions are beautiful clothes from Best's. For every occasion to suit every pocketbook ... (Misses' resort wear) Sheet. © 8Jan50; KK46034.

Fashion plus utility: maternity suit. Off to slumberland, via the Lilliputian Bazaar - a well constructed crib ... a new sleeping garment ... (Misses' suit, infants' clothes and crib) Sheet. © 31Oct49; KK44561.

Fashion sings the navy blues - sheer wool, spiced with white, for farewell to winter ... (Misses' dresses) Sheet. © 24Jan50; KK46529.

A fashion story that's short and sweet. The shortie coat has made itself indispensable in a complete wardrobe. (Misses' short coat) Sheet. © 18Jan50; KK46043.

A fashionable accessory: the box bag - designed by Wesley, and approved by women who like a smart handbag, with lots of room ... (Misses' handbags) Sheet. © 26Oct49; KK44566.

Favorite gift in Christmas colors - reversible. Sunny side up, it's bright wool plaid - a real coat - complete with hood and a smart flared back. Sheet. © 5Dec49; KK44415.

Feminine adaptation of glen plaid. The crisp wool fabric so popular in men's suits ... (Misses' suits) Sheet. © 13Jan50; KK46022.

Fine feathers - a graceful arc of feathers set in the notch of a carved brim. (Misses' hats) Sheet. © 3Nov49; KK44570.

Fine for your place in the sun - camisole-topped cotton pinafore ... (Misses' sun dresses) Sheet. © 29Dec49; KK46239.

First, a new suit - star of a spring wardrobe ... Jonathan Logan fashions are just right for Young Cosmopolitans. Just right because they're young and gay ... (Misses' suits and dresses) Sheet. © 29Jan50; KK46540.

Fitting tribute - to good taste at a thrifty price - wool gabardine, cut with an eye to the future ... (Misses' suits) Sheet. © 27Oct49; KK44565.

COMMERCIAL PRINTS AND LABELS

- Flattery for a Young Cosmopolitan - a fitted coat with a touch of fur or rayon velvet ... A superb Forstmann woolen fitted or full silhouette ... total: fashion value. Specialists to boys. It's new - it's a 3-piece set of overcoat, warm overalls and cap ... (Misses' and children's clothes) Sheet. © 28Oct49; KK44557.
- The flowers that bloom in the spring appear first on your new felt hat with charming results ... (Misses' hats) Sheet. © 4Jan50; KK46242.
- For a Christmas full of fragrance ... Helena Rubinstein. (Perfumes and cologne) Sheet. © 11Dec49; KK44635.
- For a first Christmas - pram bag. Kick-proof wrappings for cold weather outings ... (Infants' pram bag) Sheet. © 5Dec49; KK44901.
- For choosy Santas and your outdoor boy. (Boys' outfit) Sheet. © 12Dec49; KK44656.
- For Christmas and the future: New Horizons by Giro. (Perfume and cologne) Sheet. © 12Dec49; KK44652.
- For Miss 7 to 14 - wool skirt - frothy blouse. (Children's skirts and blouses) Sheet. © 21Dec49; KK46244.
- For the boys on your list - choice gifts in variety, priced to please. (Boys' clothes) Sheet. © 21Dec49; KK46228.
- For the young men on your list - the things he buys for himself... Christmas gloves - new wool-and-leather water repellent cottons ... (Men's clothes, girls' gloves) Sheet. © 21Dec49; KK46229.
- For value-packed giving wool skirt, frothy blouse. (Girls' skirt and blouse) Sheet. © 12Dec49; KK44654.
- French Kislav gloves. A nylon blouse ... Sheet. © 8Dec49; KK44648.
- Gift accessories. Winter white for Christmas. (Accessories and misses' dress) Sheet. © 14Dec49; KK44644.
- A gift of stockings. You'll know you've chosen wisely if you give her Sapphire Sheers. White nylon crepe slip with embroidered nylon daisies. Lucien Lelong's Cachet, a fragrance straight from France. (Misses' stockings, slips and perfume) Sheet. © 8Dec49; KK44425.
- The gingham dog and the calico cat ... on Christmas morning. (Children's toys) Sheet. © 15Dec49; KK44645.
- The gingham dog and the calico cat side by side on the table sat saying: we're wonderful last minute gifts. (Children's toys) Sheet. © 23Dec49; KK46234.
- Girls' new cottons with a first-robin look and Best's sensible prices. (Girls' cotton dresses) Sheet. © 20Jan50; KK46522.
- Give her a nylon blouse. She'll wear it with suits, with slacks, ... (Misses' blouses) Sheet. © 14Dec49; KK44905.
- Go South, young woman. The finest silk shantung, the loveliest colors. Sheet. © 1Dec49; KK44435.
- A good calf'skin handbag and there's no worry about the right size. (Misses' handbags) Sheet. © 1Dec49; KK44440.
- Good sport. Our cotton poplin jacket, water-repellent, with a zip-in lining of alpaca pile ... (Misses' jacket) Sheet. © 25Nov49; KK44906.
- Gray flannel. A Young Cosmopolitan's best bet ... (Misses' suit) Sheet. © 29Jan50; KK47096.
- Guerlain's, L'Heure Bleue, romantic.. inspired..memorable. (Perfume) Sheet. © 11Dec49; KK44634.
- Handsewn lambskin mittens or gloves. The warmest things at hand ... (Misses' gloves) Sheet. © 1Dec49; KK44439.
- Heading south and planning to wear ... Shirtmaker. (Misses' dress) Sheet. © 8Dec49; KK44647.
- Hearts go 'round and 'round on a pin-afore valentine. (Girls' dress) Sheet. © 31Jan50; KK47095.
- High fashion: pink linen on navy gabardine. It's beautifully tailored wool with all the answers ... (Girls' suits) Sheet. © 26Jan50; KK46534.
- His first tuxedo. The thrill that comes once in a lifetime ... (Young boys' tuxedo) Sheet. © 28Nov49; KK44443.
- Holiday dress of silk paper taffeta. The crisp fabric that is so very flattering ... Sheet. © 12Dec49; KK44887.
- Holiday gems by Lucien Lelong - satin finished gold-toned metal compacts ... Holiday dress of silk paper taffeta - the crisp fabric that is so very flattering ... For globe-trotter, collegian or stay-at-home gift pajamas. (Misses' compacts, dresses, and lingerie) Sheet. © 16Dec49; KK46225.
- Home for the holidays and all the holiday fun and what better present can she think of than "the most beautiful dance dress in the world. For the young men on your list - the things he buys for himself ... (Misses' gowns and men's clothes) Sheet. © 18Dec49; KK46224.
- Home for the holidays and completely at ease in slacks and an off-the-shoulder sweater with ribbed cuff. (Misses' sweater, slacks and belt) Sheet. © 18Dec49; KK46245.
- Hook 'n twist the perfect pinafore. (Women's pinafores) Sheet. © 11Jan50; KK46031.
- Ideal for Christmas: Nada gloves. Lanvin's Arpege - a stirring fragrance, memorable, exciting, delightful ... (Misses' gloves, perfume) Sheet. © 15Dec49; KK44889.
- If, despite her years, she seems younger than springtime, she'll like the fresh fragrance of Blue Grass by Elizabeth Arden. (Perfume and cologne) 2 sheets. © 12Dec49; KK44653. © 4Dec49; KK44420.
- If her hints are for a new perfume make it one of Caron's - With Pleasure; Or et Noir; La Fete des Roses. Sheet. © 4Dec49; KK44418.
- If it bears the label Shirtmaker - it's the finest example of what a tailored dress should be that we know ... (Misses' dresses) Sheet. © 8Jan50; KK46033.
- If it bears the label Shirtmaker - it's the finest example of what a tailored dress should be ... When you select our Nada bag - you have a Best exclusive headed for success. (Women's dresses and handbag) Sheet. © 22Jan50; KK46528.
- If you're playing Santa Claus to a Young Cosmopolitan ... a dress for her dancing moods. Snow suit special ... of wind and water repellent cotton poplin. Christmas sale ... girls' warm dresses. (Misses' gowns, girls' snow suits and dresses) Sheet. © 2Dec49; KK44423.
- It's a joyful Christmas when she finds French Kislav gloves among her gifts. Sheet. © 14Dec49; KK44643.
- It's a wise Young Cosmopolitan who spends her Christmas money on a white-accented bolero suit. (Misses' suits) Sheet. © 27Dec49; KK46237.
- It's fun to have one smart outfit after another; it's easy and economical with Best's famous separates. (Misses' casual clothes) Sheet. © 15Jan50; KK46027.
- June-in-January felts brightened with berries and early-blooming flowers. (Misses' hats) Sheet. © 12Jan50; KK46021. © 19Jan50; KK46520.
- Just dreamin' - a pretty nightgown is certain to be one of her favorite Christmas gifts ... (Misses' lingerie) Sheet. © 21Dec49; KK46230.
- Knit and neat and a seasoned traveler, wool chenille in one or two-piece styles. (Misses' knit dresses) Sheet. © 6Jan50; KK46036.
- Light and shadow. Winter pastels. Bedjacket ... (Misses' bag, bed-jackets and dress) Sheet. © 9Dec49; KK44632.
- The Liliputian Bazaar has so many pretty ways to keep baby snug. Wool jersey success dresses - just the thing for cold weather. (Misses' dresses and infants' wrappers) Sheet. © 3Nov49; KK44567.
- Lipstick bouquet. A bouquet ... which holds a quartet of lipsticks in the most popular Revlon shades. Sheet. © 1Dec49; KK44437.
- Lovely lingerie, a charming hostess gown ... Camel hair. Snow suit. (Misses' lingerie, coat and girls' snowsuit) Sheet. © 11Dec49; KK44633.
- Lovely lingerie, a charming hostess gown; Our Nada bag suits every lady; Intoxication by D'Orsay. (Misses' lingerie, bags, perfume) Sheet. © 4Dec49; KK44417.
- Low-priced classic hand-smocked only 5.95. (Tots' dresses) Sheet. © 28Nov49; KK44444.
- Make your Christmas greeting a Lin-Bren Carryall and know you've chosen well. Sheet. © 11Dec49; KK44649.
- Maternity print; buttons on the bodice and sleeves. (Misses' dress) Sheet. © 3Feb50; KK47092.
- Merry Christmas from you to you: buy yourself a new hat. (Misses' hats) Sheet. © 20Dec49; KK46227.
- More of those wonderful Corduroy jackets. (Boys' clothes) Sheet. © 2Dec49; KK44424.
- Nada - our own gray flannels. Special value - imported kid gloves. White? Of course. (Misses' suits and gloves) Sheet. © 29Jan50; KK46542.
- Nada - our own gray flannels. The classic jacket and kick-pleat skirt ... A new print is low-priced and pure silk. (Women's suits & girls' dresses) Sheet. © 20Jan50; KK46521.
- Nada robe - quilted for that cozy feeling, in flower-sprigged white, pink, blue or yellow rayon ... (Misses' Nada robe) Sheet. © 9Dec49; KK46251.
- New exclusives - old favorites - Best's Christmas mittens - the exclusive lambskins you love ... Give Best's exclusive success - name umbrella - sturdy nylon ... (Misses' & children's umbrellas & mittens) Sheet. © 6Dec49; KK44903.

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New for teens - a boxy jacket, a pleated skirt and the first- robin look of checks and navy blue. (Girls' suit) Sheet. © 27Jan50; KK46538.

New, low prices for the Lilliputian Bazaar's snow suits. A classic item: Shirtmaker - the exclusive-with Best's tailored dress ... First choice in lingerie: Nylon crepe. (Misses' dress, slp and children's snowsuits) Sheet. © 2Nov49; KK44571.

New Year's resolution: at least one dress that's crisp and gay. (Misses' dresses) Sheet. © 1Jan50; KK46240.

North Pole jacket - rough, ready and warm. Party dress - a teen's first choice ... rayon taffeta with sparkling buttons and a Peter Pan collar. (Boys' jacket & girls' dresses) Sheet. © 16Dec49; KK44894.

Now is the perfect time for distinguished country clothes ... (Misses' casual clothes) Sheet. © 30Oct49; KK44650.

Nylon crepe - lingerie at its most practical, because it wears and washes so well. Jeweled compact by Elizabeth Arden - a slim gold-washed compact with a great cluster of simulated rhinestones ... (Misses' slips and compacts) Sheet. © 30Oct49; KK44560.

Nylon crepe lingerie is always a preferred Christmas gift item ... (Misses' lingerie) Sheet. © 30Nov49; KK44898.

Of and for the sunny South. Crisp Irish linen, softened with insertions of crocheted Irish-type lace at neckline ... (Misses' dress) Sheet. © 15Dec49; KK44893.

The one item every woman can use, and one she'd welcome as a Christmas gift: a warm, attractive robe ... (Misses' robes) Sheet. © 2Nov49; KK44573.

One of the little things that counts so in fashion: a crisp new blouse. (Women's blouses) Sheet. © 11Jan50; KK46029.

An open and shut case. Sheer navy wool, with a reflection of Paris ... (Misses' dresses) Sheet. © 2Nov49; KK44574.

Our famous suit of C-1 wool gabardine. (Misses' suit) Sheet. © 11Jan50; KK47097.

Our marvelous Stormy Weather coat - coffee-color cotton gabardine ... A touch of sun reflected in our famous Sapphire sheers "the nylons everyone loves" ... (Misses' coats and stockings) Sheet. © 2Jan50; KK46241.

Our marvelous Stormy Weather coat - coffee-color cotton gabardine ... New, low price for the popular reversible. (Misses' coat and girls' reversible) Sheet. © 6Nov49; KK44581.

Party dress a teen's first choice. Smart - priced low - for teens who know their fashions. (Girls' dresses) Sheet. © 4Jan50; KK46039.

Party fashions. Black velveteen cords accent the newest of shoulder lines and a snug waist. The crisp rayon taffeta is red ... (Young girls' dress) Sheet. © 2Dec49; KK44422.

Party special. It's as pretty a dress as we've seen ... (Girls' dresses) Sheet. © 16Nov49; KK44910.

Perfectly tailored camel hair coat - a coat that's never out of style. Enhance "21" made by Lily of France ... it curbs your curves in comfort. (Misses' coat and girdles) Sheet. © 3Nov49; KK44568.

Photographic prints..new Glentex silk squares at 3.95 make delightful Christmas gifts. (Misses' scarves) Sheet. © 11Dec49; KK44636.

Plain with checks or checks with plain - a fashion formula that works both ways in smart gray woolen. Specialists to boys and girls - the inside story of Best's outdoor clothes. (Misses' suits and children's clothes) Sheet. © 6Nov49; KK44579.

Pretty pleats - nylon tricot gown, permanently pleated ... (Misses' nightgown) Sheet. © 14Dec49; KK46247.

Production-line efficiency with the Lilliputian Bazaar's bathtime essentials. (Children's accessories) Sheet. © 4Jan50; KK46041.

Proof that beauty comes in boxes; Elizabeth Arden kits to put beneath her Christmas tree. (Cosmetics) Sheet. © 11Dec49; KK44904.

Racing to success - leather jacket. Skating, skiing, sliding, your Christmas gift goes along. (Boys' leather jacket) Sheet. © 5Dec49; KK44902.

Rayon foulard. Tie-patterned print, to strike a cheery note beneath winter wraps ... (Misses' dress) Sheet. © 25Jan50; KK46532.

The rustle of silk paper taffeta - advance notice of spring. Here they are the new Lilliputian Bazaar corduroys. (Misses' dresses & children's outfits) Sheet. © 29Jan50; KK46541.

Sale for presents-to-yourself or for Christmas gifts more of our capeskin, mocha suede or doeskin-finished lambskin gloves. (Misses' gloves) Sheet. © 3Nov49; KK44569.

School days, parties and Best's good shoes. Our concern is with fit, fashion and quality at proper prices. Sheet. © 27Oct49; KK44554.

See and talk to Best's Lilliputian Santa - only 3 inches tall, real, alive, exclusive - the gingham dog and the calico cat ... on Christmas morning. (Children's toys) Sheet. © 20Dec49; KK46226.

She'll love finding a nylon tricot gown beneath her Christmas tree. New-exclusive-lambskin gift mittens. Christmas gift wrap: camel hair. (Misses' lingerie, coat and children's mittens) Sheet. © 1Dec49; KK44438.

A short dress, but a merry one for holiday parties. Best's own Best-Flex - good shoes at thrifty prices, especially constructed to keep normal feet healthy. (Misses' dresses and children's shoes) Sheet. © 28Dec49; KK46238.

Simplicity is the fashion for graduation. Her dress is as young and fresh as her eager, smiling face... (Girls' dresses) Sheet. © 13Jan50; KK46023.

Slim as a reed. Newest silhouette of the season. (Misses' suit) Sheet. © 31Jan50; KK47094.

Slim silhouette. The newest trend of fashion ... (Misses' dress) Sheet. © 20Nov49; KK44911.

South wind. Pleasant contrast to northern gales ... (Misses' coat) Sheet. © 13Dec49; KK44651.

Southern Delight; truly our most beautiful Shirtmaker ... (Misses' dress) Sheet. © 14Dec49; KK44642.

Southern exposure. Soft-toned matelasse pique, the dress carved to attract the most sun. (Misses' dress) Sheet. © 7Dec49; KK44429.

Southward, Ho! In our imported linen Shirtmaker whose crisp good looks will add much pleasure to your stay. (Misses' dress) Sheet. © 6Dec49; KK44431.

Special purchase - alligator handbags. The wonderful fabrics, the rich colors, the silhouettes ... reserved for "don't dress" evenings ... (Misses' handbags and dresses) Sheet. © 30Oct49; KK44559.

Special purchase - 1260 Lilliputian Bazaar cotton dresses. French Kislav doeskin-finished lambskin synonym for glove perfection. (Girls' dresses and misses' gloves) Sheet. © 26Oct49; KK44563.

Special purchase. 780 boys' wool sweaters. Sheet. © 9Dec49; KK45467.

Special value. Read the specifications and you'll wonder how we do it! (Girls' snowsuit) Sheet. © 13Nov49; KK44908.

Special value nursery group from the famous Lilliputian Bazaar - crib and wardrobe. (Infants' furniture) Sheet. © 8Jan50; KK46035.

Special value snow suit. From one of our regular manufacturers to keep the girls both warm and smart. (Children's snow suit) Sheet. © 13Jan50; KK46024.

Specialists to boys. Gifts in great variety priced to please. Fixin's for cowboy clothes. Sheet. © 2Dec49; KK44421.

Specialists to boys. Give a winner--the perfect snow suit. Sheet. © 8Dec49; KK44630.

Specialists to boys. Slated for high score in the popular poll - Best's snow suits. One is reversible; the other is our pile-lined success ... Sheet. © 28Oct49; KK44556.

Specialists to preps and college men. Best's mid-year outfitting looks toward spring. (Men's suits) Sheet. © 26Jan50; KK46536.

Specialists to young men. Tweed with a special price appeal. Teens corner fitted coats really go to town. (Men's suits and teens' coats) Sheet. © 4Nov49; KK44578.

Specialists to young men and preps home for the holidays - to Best's for his dinner clothes. Christmas party carryall. Sporting gesture - a fine Christmas gift for the girl who skis ... (Boys' and men's suits, misses' carryalls and jackets) Sheet. © 19Dec49; KK46223.

Spring blossom colors for Best's new corduroy separates. Smart fashion for teens and girls ... (Girls' corduroy separates) Sheet. © 27Jan50; KK46539.

Sporting gesture for the girl who skis - Lilliputian Bazaar, headquarters for thrifty Santas - Lanvin's Arpege, a stirring fragrance. (Misses' jacket, infants' clothes and furniture, perfume) Sheet. © 4Dec49; KK44416.

Stormy weather. The Lilliputian Bazaar's exclusive snow suit ... (Children's snowsuit) Sheet. © 11Nov49; KK44907.

Straws in the January wind. The new forward look of hats ... (Misses' hats) Sheet. © 25Jan50; KK46533.

COMMERCIAL PRINTS AND LABELS

Teen glamor for holiday parties when dreams come true ... (Teen's dress) Sheet. © 23Nov49; KK44897.

There's time left to buy her winter gloves for the family chauffeur... (Misses' and men's gloves) Sheet. © 23Dec49; KK46233.

They're nylon crepe ... Gift accessories. (Misses' lingerie and accessories) Sheet. © 9Dec49; KK44637.

Tiny, tidy and so convenient - Rex Carry-alls in genuine leathers appropriate for day or evening... (Misses' cosmetic kits) Sheet. © 6Nov49; KK44580.

Toilet water by Mary Chess. Baby has a travel crib. Sheet. © 13Dec49; KK44640.

Travel tip: one coat over everything. Warnerette with the famous Sta-up top. (Misses' coat and girdle and bra) Sheet. © 12Jan50; KK46020.

Tuck your Christmas card in a Revlon manicure kit. Sheet. © 11Dec49; KK44638.

Warm and essential. One of the fastest sellers at the famous Lilliputian Bazaar - North's Star's beautiful blanket ... (Infants' blankets) Sheet. © 8Jan50; KK46028.

Warm and pretty tiny rosebuds on soft rayon crepe - warmly quilted and beautifully lined ... (Girls' robes) Sheet. © 2Dec49; KK44900.

Warm and woolly. Smart, for Christmas gifts and just keeping baby snug. (Infants' bag and rug) Sheet. © 27Nov49; KK44899.

Warm gloves - fine choice - capeskin-finished lambskin ... (Misses' gloves) Sheet. © 16Dec49; KK44895.

Warm gloves - fine choice for last minute shoppers. Capeskin-finished lambskin, not too bulky for everyday wear ... (Women's gloves) Sheet. © 23Dec49; KK46236.

The warmer, the better winter gloves for the family chauffeur ... Evening stars - dinner bags of black crystal pleated rayon crepe ... (Gloves, misses' bags) Sheet. © 22Dec49; KK46231.

When dreams come true, they're Best's formal fashions. Teen-size, glamorous and young - we've priced them so she may have the bunny wrap as well. (Teen's evening gowns and jackets) Sheet. © 27Oct49; KK44553.

When one so small needs so much - dash to the Lilliputian Bazaar. (Infants' layette and bassinet) 2 sheets. © 15Jan50; KK46026. © 22Jan50; KK46525.

Wind up your Christmas shopping with gifts of stockings. (Misses' stockings) Sheet. © 23Dec49; KK46235.

Winning team; shirt, slacks. (Boys' outfit) Sheet. © 12Dec49; KK44655.

Winter wedding and wedding finery. (Misses' bridal gown) Sheet. © 5Dec49; KK44433.

With the fringe on top: wool tweed suit. Smart buy for a Young Cosmopolitan ... (Misses' suits) Sheet. © 1Nov49; KK44575.

Wonderful values from Best's collection of girls' coat fashions. Let her choose her favorite - fitted or full. Corduroy and plaid - it's the perfect combination of corduroy topper ... (Girls' clothes) Sheet. © 28Oct49; KK44555.

Wonderful values from Best's collection of girls' coat fashions ... The coat that's warmly lined is the one that's warmly approved ... (Girls' coats and misses' coats) Sheet. © 4Nov49; KK44576.

Wool - an accustomed traveler. The two-piece knit dress, at home on land or sea ... (Misses' dresses) Sheet. © 20Jan50; KK46524.

Wool gabardine. Perfect all-season or between-season suit ... (Women's suits) Sheet. © 11Jan50; KK46044.

Wool gabardine. The fabric that's always a suit favorite ... (Misses' dress) Sheet. © 16Nov49; KK44909.

Worsted jersey - winter's high-fashion woolen is done for girls with Best's famous simplicity and good taste. Cloche and a bonnet - you've a hat wardrobe... (Girl's outfit and misses' hats) Sheet. © 27Oct49; KK44564.

Woven stripes. One of Best's regular low prices for the fresh, new cotton dress ... (Girls' dress) Sheet. © 18Jan50; KK46519.

Yippee ... he's a Christmas cowboy. Corduroys as tough as he is ... (Boy's outfit) 2 sheets. © 5Dec49; KK44434. © 16Dec49; KK46246.

A Young Cosmopolitan likes gray flannel. Likes it best when it's a suit, trim and neat ... (Misses' suits) Sheet. © 6Jan50; KK46037.

Younger than springtime - rayon satin and net dance dress. (Misses' gown) Sheet. © 2Nov49; KK44572.

Younger than springtime suits for Young Cosmopolitans... (Misses' clothes) Sheet. © 27Jan50; KK46537.

Youth is our specialty ... Nada gloves. Wool robes. (Children's clothes, robes, Misses' gloves) Sheet. © 11Dec49; KK44658.

Zip ... zip ... and they're snug in Best's gift snow suits. Christmas luxury: a slip lavished with lace. (Children's snowsuits and misses' slips) Sheet. © 30Nov49; KK44441.

Zip ... zip ... and they're snug in Best's gift snow suits. Sweaters of imported cashmere all full-fashioned, in just the right colors. (Children's outfits, misses' sweaters) Sheet. © 7Dec49; KK44428.

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Beat the pump - win free gasoline, It's easy! It's fun! (Gasoline) Sheet. © 15Dec49; KK45348.

How many gallons of gasoline will your car hold? (Gasoline) Card. © 15Dec49; KK45101.

Play fill 'er up - the West's latest game. (Gasoline) Sheet. © 15Dec49; KK45337.

We beat the pump and they "fill 'er up" free! (Gasoline) Poster. © 15Dec49; KK45506.

BETTY LOU FOODS ©
Wafflettes, a criss-cross potato chip. Label. © 6Feb50; KK46847.

BIGGERS, GEORGE S. ©
Biggers, the bee man. Honey direct from Biggers Bee Farms, 5 lbs. Label. © 6Jan50; KK45175.

BIGGERSTAFF, Paul, d.b.a. Southwest Hydra-Matic Rebuilders. SEE Southwest Hydra-Matic Rebuilders.

BILL-E-COMPANY ©
Kentucky Wildcats 1950 football. [Schedule] (Ice cream) Coin. © 10Apr50; KK48104.

BILLY'S BUTTER BRETZELS ©
Billy's butter Bretzels. (Baked goods) Label. © William R. Edmondson, d.b.a. Billy's Butter Bretzels; 2Jan50 (in notice: 1949); KK45575.

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Amazart, the new "right-from-the-tube" decorating paint. (Art medium) Sheet. © 1Jan50 (in notice: 1949); KK48913.

Artista tempera for lettering. (Tempera show card colors) Sheet. © 1Feb50; KK48916.

Decorating gift wrapping paper with Frescol. (Artista Frescol colors) Sheet. © 1Nov49; KK48915.

Merry Christmas and a happy New Year. (Crayons, chalk, paints) Sheet. © 1Dec49; KK48914.

BIRCH-LADD COMPANY ©
Metrelite - metal treating material - for use in fuels and lubricants. Label. © 3Feb50; KK46333.

BIRD AND SON, INC. ©
House of Pierre, hand crafted shoes. Label. © 26Jan50; KK47578.

BIRDS Eye Snider Division. General Foods Corporation. SEE General Foods Corporation. Birds Eye Snider Division.

BIRTWISTLE, Frank E., d.b.a. Del Monte Laboratories. SEE Del Monte Laboratories.

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Bishop Bag-O-teer. Combined bagger, invoice desk and bag storage rack. (Laundry equipment) Sheet. © 26May50; KK50013.

bishop presents Moto-Rack the new, faster way to roll bagged work to delivery. (Production equipment for laundries and dry cleaning plants) Sheet. © 18Jan50; KK45382.

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Jubilee red cherry ice cream. Sheet. © Howard W. Black, d.b.a. Howard Black Cherry Co.; 4Dec49; KK44408.

Sweet Native cherries. Price list. Folder. © Howard W. Black, d.b.a. Howard Black Cherry Co.; 20Aug49; KK44409.

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BLACKSTONE CORPORATION ©
True value show of the year! (Wringer washers) Sheet. © 1May50; KK49111.

BLADES, JOHN G. W. ©
New creation to beautify your home. This is not a venetian blind. (Printed window shade) Sheet. © 10Mar50; KK48589.

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All summer long, your Blatz business is going to get hotter, and hotter, and hotter... (Beer) Sheet. © 1Apr50; KK49683.

Blatz beer promotion in '50 tops 'em all - says Ed "Archie" Gardner ... Sheet. © 1Feb50; KK46661.

Blatz bock beer, 2 labels. © 1Feb50; KK45850, KK46930.

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- Blatz, Milwaukee's first bottled beer. [Large body label, neck foil band, and intermediate body label] Label. © 20Mar50; KK48924.
- Blatz "on the air" right now with Duffy's Tavern top ranking radio "natural". (Beer) Sheet. © 10Oct49; KK46128.
- "I lived in Milwaukee, I ought to know - Blatz is Milwaukee's finest beer!" says Uta Hagen. Sheet. © 15Apr50; KK49104.
- I'm from Milwaukee, I ought to know; Blatz is Milwaukee's finest beer says Myron Fohr. Sheet. © 15May50; KK50820.
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- Operating instructions - for all twin urns. (Coffee urns) Sheet. © 15Mar50; KK47976.
- Operating instructions - for coffee urn batteries. Sheet. © 17Jan49; KK47978.
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BOBES, CHARLES A. ©.
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Acme wins 6 to 4 over higher-priced beers in 6465 masked-bottle taste tests! Sheet. © Acme Brewing Co., Bohemian Distributing Co.; 20Oct49; KK48692.

It's light! It's dry! 6 to 4 you'll choose Acme beer! [Waiter with two beer bottles] Sheet. © Bohemian Distributing Co. (In notice: Acme Brewing Co., Bohemian Distributing Co.); 16Feb50; KK47616.

It's 6 to 4 you'll prefer Acme! Proved by 6465 taste tests against higher-priced beers! Sheet. © Bohemian Distributing Co. (Acme Brewing Co.); 15Dec49; KK44344.

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Elemental Dog Food Company.
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BOLIN, HENRY J. ©.
Seal-Air. (Casement window for air-conditioner) Sheet. © 21Apr50; KK48766.

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New! Improved Bond swivel caster. (Truck caster) Sheet. (3-A series, leaflet R-61) © 19Jan50; KK45475.

BONDS, N. S. ©.
Bonds produce; fresh fruits and vegetables. Label. © 2Jan50; KK46109.

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Is this security? Safe, snug and secure ... (Book) Sheet. © 20Jan49 (in notice: 1950); KK45760.

BOOTH FISHERIES CORPORATION ©.
Fresh pure concentrated Florida orange juice, quick frozen; 6 fl. oz. Label. © 15Feb50; KK46849.

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Bop-eyes. Twist 'em, switch 'em, turn 'em. (Comic eyeglasses) Label. © 10Apr50; KK48802.

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And I say, men are worse naggers than women! (Dairy products) Sheet. © The Borden Co.; 10Dec49; KK47666.

Aren't husbands really more possessive than wives? (Dairy products) Sheet. © The Borden Co.; 20Dec49; KK47668.

Aren't men really more extravagant than women? (Dairy products) Sheet. © The Borden Co.; 22Nov49; KK47669.

But aren't men just as vain as women? (Dairy products) Sheet. © The Borden Co.; 12Nov49; KK47671.

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Here's a holiday party where the hostess has a good time, too! (Condensed milk, mince meat, instant mix and instant coffee) Sheet. © The Borden Co.; 5Nov49; KK47673.

I gladly give you my 4 secrets for gay holiday hospitality. (Condensed milk, mince meat, instant mix and instant coffee) Sheet. © The Borden Co.; 3Dec49; KK47667.

What's wrong with marriage as a career? (Dairy products) Sheet. © The Borden Co.; 27Feb50; KK47664.

Why do men lose their tempers quicker than women? (Instant coffee and cottage cheese) Sheet. © The Borden Co.; 14Mar50; KK47662.

Why do so many men give up dancing after marriage? (Dairy products) Sheet. © 24Oct49; KK47670.

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Lopez's cream of coconut. Label. © 10Oct49; KK44552.

BOSTON Drinking Cup Company Division.
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Please put used razor blades in this cup - safety first. (Paper cup) Label. © 2Jul46; KK45901.

BOSTON Gear Works, Division the Murray Company of Texas, inc. SEE Murray Company of Texas, inc. Boston Gear Works Division.

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Home schedule; Braves and Red Sox for 1950. [Baseball; blotter] (Calendars, blotters) Card. © Boston Printing Co., Nathan R. Krock, owner; 18Mar50; KK50774.

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And the only bait I used was Botany brand beach trunks. Sheet. © 7Jun50; KK50526.

Be good to fathers; our choice is Botany brand. (Sportswear) Sheet. © 17May50; KK49695.

'Botany' brand fabrics. Botany salutes spring with a blithe young combination. (Fabrics) Sheet. © 22Jan50; KK46265.

'Botany' brand fabrics. Botany weaves a spring fashion story with classic, clear-finished Marchan. Sheet. © 29Jan50; KK46565.

'Botany' brand fabrics. Botany's fashion story for spring is woven around lovely textures in rich and glowing fabrics of superfine virgin wool. Sheet. © 1Feb50; KK46264.

"Botany" brand fabrics. Botany's flicker red, in fashion-preferred shortie coats! Sheet. © 19Feb50; KK46775.

Botany brand fabrics. Replaine, aristocrat of spring's fine worsteds ... Sheet. © 1Mar50; KK48404.

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Botany brand fabrics Replaine - miles on miles of feather-soft virgin wool yarns are woven into every yard of this aristocrat ... (Fabrics) Sheet. © 1Jan50; KK45887.

Botany brand 500 gabardine in new spring colors to make you look better and feel better. (Men's suits) Sheet. © 7Apr50; KK48433.

Botany brand no-dye-lot yarns make knitting simpler, safer, smarter. Sheet. © 10Jan50; KK45756.

Botany brand - no-dye-lot yarns - simpler - smarter - safer. Sheet. © 30Jan50; KK46465.

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"Botany" brand 2-2-22 tailored by Master Clothes in the fabric that Mother knows best. (Boys' clothing) Sheet. © 1Apr50; KK49388.

The Botany Model of the Month Club. (Yarns) 6 folders.
v. 10, no. 1. © 29Dec49; KK44833.
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v. 10, no. 3. © 1Mar50; KK46939.
v. 10, no. 4. © 1Apr50; KK47863.
v. 10, no. 5. © 1May50; KK49387.
v. 10, no. 6. © 1Jun50; KK50818.

Colorful - entertaining - educational - Botany's double feature sound film. (Wool fabrics and products) Sheet. © 1Feb50; KK46564.

Easter starts happy holidays. Happy holidays start with Botany brand. (Shirts, socks, sweaters and slacks) Sheet. © 15Mar50; KK48434.

Enjoy the one and only men's clothing with these two advantages to you "Botany" brand 500. Tailored by Daroff. Sheet. © 12Feb50; KK46198.

Even in the tightest spot you can relax in Botany brand slacks. (Men's clothing) Sheet. © 31Mar50; KK48366.

Feminine intuition? Fashion appreciation? Fabric sense? Call it what you will but remember ladies prefer their men in "Botany" brand 500. Tailored by Daroff. (Men's suits) Sheet. © 9Feb50; KK46197.

Have you learned the secret of curing neckwear hangover? Botany brand - wrinkle-proof ties. 3 sheets.
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© 2Jun50; KK50259.

Have you learned the secret of curing neckwear hangover. The facts are in the fabric ... (Neckties) Sheet. © 4Jun50; KK50527.

Hey Dad - your "Botany" brand socks are showing! Sheet. © 7Dec49; KK48570.

Is her million dollar beauty secret worth 74¢ to you? Skin-beautifying "Botany" brand lanolin lotion now at special introductory low-price offer! Sheet. © 4Mar50; KK47686.

Look what your smart needle can do with Botany brand certified fabrics for home sewing. Sheet. © 27Dec49; KK45755.

Mother "Botany" brand; put them all together. They spell what mother wants for her boy! (Boys' clothing) Sheet. © 19Mar50; KK47761.

The new spring horizon shades in Botany brand certified fabrics for home sewing. Sheet. © 15Feb50; KK46810.

The one and only topcoat that gives you these two advantages, Botany brand 500. Sheet. © 3Mar50; KK48405.

Only "Botany" brand 500 summer wosteds can give you this lightweight elegance and kindly touch! (Men's suits) Sheet. © 3May50; KK49156.

Rally 'round the colors, the new colors, in the fabric that's the soul of the suit. Botany brand 500. Sheet. © 28Mar50; KK48411.

She'll look up to you when you wear "Botany" brand slacks. Sheet. © 10May50; KK49294.

She's a girl after my own heart - since I switched to "Botany" brand 100 o/o virgin wool sport shirts. Sheet. © 19Jan50; KK45886.

Spring beauties that stay new and fresh if you know the secret of curing neckwear hangover. (Neckties) Sheet. © 26Mar50; KK47898.

There's a 3 ring circus going on at "Botany" brand corners. (Neckwear, sportswear, beachwear, men's clothing and boys' apparel) Sheet. © 10Feb50; KK46492.

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Golden Rub. (Pharmaceutical) Label. © 7Mar50; KK46997.

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Can you set it and forget it? [Thermostat] (Oil) Card. (OHH1A) © 1Feb50; KK46159.
Is heating your problem too? [Primitive] (Oil) Card. (OHH09A) © 1Feb50; KK46160.

Mr. Jones, here's the latest in home heating. [Victorian room scene on letterhead] (Oil) Sheet. (OHH06A) © 1Feb50; KK46156.

Mr. Jones; set it and forget it! [Wall thermostat on letterhead] (Oil) Sheet. (OHH07A) © 1Feb50; KK46157.

Mr. Jones, you're lucky; you can have Mobilheat! [Primitive family on letterhead about wood fire] (Oil) Sheet. (OHH05A) © 1Feb50; KK46155.

Mr. Jones forecast: snow. [Weather-vane on letterhead] (Oil) Sheet. (OHH04A) © 1Feb50; KK46154.

Reference book of Dun & Bradstreet, inc. Every line in the book means a business opportunity. Sheet. © 15Jun50; KK50890.

Snow is springtime? [Weathervane] (Printed advertising material) Folder. © 1Feb50; KK46332.

Something old, something new. [Victorian] (Oil) Card. (OHH10A) © 1Feb50; KK46161.

We all like to be remembered. [Post office scene at Christmas on letterhead] (Oil) Sheet. (OHH17) © 1Feb50; KK46158.

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Bowers sure fire lighter. (Pyrophoric lighters) Label. © 20Apr50; KK48664.
No fuelin' - it's filled. (Pyrophoric lighters) Sheet. © 20Apr50; KK48663.

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The original Flamingo brand fruit mixer, rich in vitamin "C". Label. © Lester W. Boyes & Son (Richard Lee Boyes); 15Jul49; KK50827.

BOYES, Richard Lee. SEE Boyes (Lester W.) and Son.

BRADEN BROTHERS, INC. ©
Christmas savings plan. (Rules, regulations, signature card and check) Sheet. © 23Dec49; KK45114.

BRADFORD (JAN) AND ASSOCIATES STUDIO ©
A modern Mother Goose tip from Babyland. [Peach] (Direct mail advertising folder) © 26Mar50; KK47566.

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Cross-section of a type-ets heat-exchanger. Folder. (Bull. no. 5001) © 15Mar50; KK47475.
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A new oil refinery, Bakersfield, California. Pamphlet. (Bull. 150) © 20Apr50; KK48978.

BRAUN, CHARLES R. ©
Snow White kitchen. Delicious foods pleasantly served. (Prepared foods) Folder. © 31Dec49; KK45899.

BRAZIL NUT ASSOCIATION ©
Brazil nut butter cream has strong eye and taste appeal. Use this versatile topping to build bigger-than-ever cake sales. (Food) Sheet. © 6Feb50; KK46205.
New brazil nut confection will boost your spring sales. (Food) Sheet. © 20Jan50; KK45890.

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Dainty Sticks; pure candy, a treat for young and old. Label. © 8Apr50; KK48152.

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Beautiful hair Breck shampoo, for dry hair. [Box] Label. © 20Mar50; KK48234.
Beautiful hair Breck shampoo, for dry hair. [Sticker] Label. © 20Mar50; KK48237.
Beautiful hair Breck shampoo, for normal hair. [Box] Label. © 20Mar50; KK48233.
Beautiful hair Breck shampoo, for normal hair. [Sticker] Label. © 20Mar50; KK48238.
Beautiful hair Breck shampoo, for oily hair. [Box] Label. © 20Mar50; KK48235.
Beautiful hair Breck shampoo, for oily hair. [Sticker] Label. © 20Mar50; KK48236.

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At last! A tight permanent seal between sink and counter top with Briggs Perm-O-Seal. (Plumbing ware and bathroom fixtures) Sheet. © 1Sep49; KK44461.
Briggs Beautyware in color, the biggest sales builder in the plumbing business today! (Bathroom fixtures) Sheet. © 1Feb50; KK48385.
Color for your new bathroom by Briggs. (Bathroom fixtures) Folder. © 20Jan50; KK46955.
4 more ways to make sales and win customers today! Briggs Beautyware in color ... (Plumbing fixtures) Sheet. © 1May50; KK50008.
Look! Mr. and Mrs. Progressive Farmer ... here's the one modern bath that has everything both of you want! (Plumbing fixtures) Sheet. © 1May50; KK50009.
6 questions to ask - before you build a new bath (or remodel an old one) ... (Plumbing ware and bathroom fixtures) Sheet. © 1Apr50; KK48654.
Twice as many people want colored fixtures as white! (Plumbing ware and bathroom fixtures) Sheet. © 1Apr50; KK48655.
You build 'em ... Briggs Beautyware in color sells 'em! (Bathroom fixtures) Sheet. © 1Feb50; KK48386.
Your public wants color. Briggs Beautyware gives them color at the lowest price in history! (Bathroom fixtures) Sheet. © 1Mar50; KK48387.

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- Carvers' aid for roasts and fowl.
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Hostess wire slicer. Kenberry prod-
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CHARLES, Edwin Esler, d.b.a. Crest Oil Company. SEE Crest Oil Company.

CHARMA BRASSIERE COMPANY, INC. ©
 If it's Charma, it's news! Charma strapless; not just another strapless. (Brassieres) Sheet. © 8Dec47; KK49951.

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 Beautiful Chatham blanket colors. (Blankets) Sheet. © 21Sep49; KK50397.

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 L'Chayim, 100 o/o pure sweet grape wine - use the top for the toast. Sheet. © Schenley Industries, Inc., d.b.a. L'Chayim Kosher Wine Co.; 4Mar50; KK48633.

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 The Chemico, high temperature acid concentrator. Folder. (Chemico bull. S-112) © 20Feb50; KK47236.
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 Chemico; world wide engineering services for the production of synthetic fertilizers and heavy chemicals. Folder. (Chemico bull. no. G-101) © 18Apr50; KK49658.

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 Powder Soot-Ex. Soot destroyer, saves fuel, saves heat, saves expense. Label. © 23May49; KK50824.

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CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED ©
 Rusty and Dusty. (Hair tonic) Sheets.
 Gosh, you mean these hills are full of diamonds? © 5Mar50; KK48498.
 Help! Rusty, Dusty! Dad's been hurt! © 12Feb50; KK47344.
 I put it right here ... beside the Vaseline hair tonic bottle! © 7May50; KK49728.
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CHESTERMAN-LEELAND COMPANY ©
 Chesterman surgical appliances. 60 p. (Cat. no. 90) © 30Oct49; KK41462.

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CHICAGO CARTON COMPANY ©
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CHICAGO PRICE TAG MANUFACTURING COMPANY ©
 # lb. [Price tag with rubber greens border] (Foodstuffs) Label. © 10Dec49; KK48584.

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 King Chub - revolutionary new - gill action lures. (Fishing tackle) Sheet. © 15Dec49; KK46455.

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 Superb Chico tournament top. (Yos and tops) Label. © 15Feb50; KK48634.

CHIGOUNIS (T. A.) COFFEE AND TEA COMPANY ©
 Aristocrat tea. Label. © 8Mar49; KK49965.

CHILCOTT Laboratories Division of Maltine Company. SEE Maltine Company. Chilcote Laboratories Division.

CHILD MASTER INDUSTRIES ©
 Here's why baby is safer in this exciting new bed. The Crib Master. (Child's bed or crib) Folder. © 18Jan50; KK46571.

CHILES, THOMAS B. ©
 Bush Chiles' Hush Puppies. (Food product) Label. © 12May50; KK51030.

CHINCHILLA RANCH OF IOWA, INC. ©
 An analysis of the chinchilla industry or how you could make money by buying chinchillas. Pamphlet. © The Chinchilla Ranch of Iowa, Inc.; 1Dec49; KK44661.

CHIPPEWA TRADING POST ©
 Wabigon - Anishinabha. This bag is made of the finest chrome tanned buckskin ... (Buckskin bags and garments) Label. © Sidney S. Lanham & Leta C. Lanham, d.b.a. Chippewa Trading Post; 3Jan49; KK47918.

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 Controlling your salesman's daily work. (Bookkeeping supplies for salesman) Folder. © Collin Chisholm (in notice: Collin Chisholm, Chisholm Systems); 30Jul49; KK44809.

CHISHOLM Systems. SEE Chisholm, Collin.

CHIVERS, ALGERNON LEE ©
 Attention - all candy manufacturers and jobbers - Pan O' Peanuts, Pan O' Almonds, etc. (Candy) Sheet. © 22Dec49; KK46435.
 Knde-kak. Notice to all candy manufacturers and jobbers ... (Candy and confections) Sheet. © 27Dec49; KK45456.

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 The Choo-Choo, hamburgers on wheels. Label. © The Choo-Choo, Hamburgers on Wheels, Ltd.; 24Feb50; KK47443.

CHOREMASTER Division. Lodge and Shipley Company. SEE Lodge and Shipley Company. Choremaster Division.

CHRISTENSEN, R. J. ©
 Min-Ral, salts. 16 minerals (Mineral compound) Label. © 15Nov49; KK44317.

CHRISTENSEN, R. J., d.b.a. Christensen (R. J.) and Company. SEE Christensen (R. J.) and Company.

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 Vit-Ral; 9 vitamins. (Mineral compound) Label. © R. J. Christensen, d.b.a. R. J. Christensen & Co.; 30Mar50; KK50190.

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 For more safe stops, let us reline your brakes with MoPar Cyclebond brake lining. Poster. (D-13273) © 31Mar50; KK48476.
 MoPar micronic oil filters and filter elements. Bigger capacity! Faster filtering for Plymouth, Dodge, De Soto and Chrysler passenger cars and Dodge "job-rated" trucks. Folder. (D-13234) © 28Dec49; KK45296.
 Procedure for appearance reconditioning used vehicles. (MoPar vehicle reconditioning materials) Sheet. (D-13106) © 29Nov49; KK45104.

CHURCH AND DWIGHT COMPANY, INC. ©
 Baking soda - basic in the household. 11 p. © 31Jan50; KK46516.

Baking soda aids good grooming and good grooming is first aid to charm. (Baking soda) Folder. © 31Jan50; KK46515.

Brighten your home with baking soda. For fine cleaning in the household, that handy kitchen product, baking soda ... Folder. © 31Jan50; KK46517.

Cakes you will brag about. They really are more tender, more moist and more delicious ... (Baking soda) Folder. © 31Jan50; KK46514.

Hot breads like mother used to make. Or maybe they date back before mother's time ... (Baking soda) Folder. © 31Jan50; KK46518.

CIA, Clemente Jacques y. SEE Jacques y Cia, Clemente.

CIANCIO, SILVIO J. ©
 They're new, they're smart, they catch fish. (Fishing lures) Folder. © 11Apr50; KK50550.

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 Cigarette thrift coupon. (Cigarettes) Sheet. © 23Nov49; KK46964.

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 Canedy-Otto Cincinnati royal radial drill. (Metal working machine tools) Folder. © 28Apr50; KK50576.

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 Chill and shake before using. Tru orange juice. Label. © 1Nov49; KK48400.

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Flower fresh! Holsum, thin-sliced sandwich bread. Label. © 28Mar50; KK47770.

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Eterna metal, abrasive resistant, economical. (Heat treated metal alloy) Sheet. © 1Jun49; KK49129.

CLAMPETT, ROBERT EMERSON ©
Time for Beany. (Bread) Label. © 9Feb50; KK50957.

CLARK, FRANCES ELIZABETH VINSON ©
Fraction fun. (Game of cards) Label. © 14Feb50; KK46422.

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CLARK GRAVE VAULT COMPANY ©
Peace of mind comes gently, by many paths ... (Grave vaults) Sheet. © The Clark Grave Vault Co.; 11Mar50; KK47269.

The peace of mind you seek. (Grave vault) Sheet. © The Clark Grave Vault Co.; 14Jan50; KK44976.

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Fashion Lane beautiful shoes. (Shoes) Label. © 21Feb50; KK45624.

Mabley & Carew, Carew Tower, Cincinnati; fine footwear. (Shoes) Label. © 9Jun50; KK50806.

Marott's. It pays to buy shoes at a shoe store. (Men's shoes) Label. © 10Nov49; KK45466.

CLEMENTO, Minnie, Louise DeGeorge and Marie Oziminski, sole owners DeGeorge Beauty Salon. SEE DeGeorge Beauty Salon.

CLENZ COMPANY ©
Clenz cleans, bleaches, disinfects, deodorizes. (Sodium hypochlorite solution) Label. © 1Dec49; KK44934.

CLEVELAND ELECTRIC ILLUMINATING COMPANY ©
For a cleaner kitchen cook with electricity. I thank my stars that I'm cooking the electric way ... (Electric ranges) Sheet. © 3Jan50; KK45342.

Now have the finest water-heating service in the world. (Electric water heaters) Sheet. © The Cleveland Electric Illuminating Co.; 10Apr50; KK48769.

Question: Can you tell a lady's age by the way she cooks? Answer: Not when she cooks electrically! (Electric stoves) Sheet. © The Cleveland Electric Illuminating Co.; 17May50; KK49873.

Question: Do electric ranges cost more than other automatic ranges? Answer: No, you pay less for an electric range! Sheet. © The Cleveland Electric Illuminating Co.; 10Mar50; KK47263.

Question: Does electricity save you money? Answer: Yes ... electricity saves you much more than it costs! (Electrical appliances) Sheet. © The Cleveland Electric Illuminating Co.; 19May50; KK49829.

Question: How can you eat better for less, starting now? Answer: Get an electric food freezer! Sheet. © The Cleveland Electric Illuminating Co.; 1May50; KK49212.

Question: How much does it cost to use a sight-saving lamp? Answer: Less than 2¢ a night! Sheet. © The Cleveland Electric Illuminating Co.; 2Feb50; KK45980.

Question: What is a sight-saving lamp? Answer: The greatest thing in home lighting! (Electric lamps) Sheet. © The Cleveland Electric Illuminating Co.; 16Jan50; KK45341.

Question: What's the cleanest way for you to cook? Answer: Use a modern electric range! Sheet. © The Cleveland Electric Illuminating Co.; 2Mar50; KK47207.

Question: What's the easiest way for you to cook? Answer: Use a 1950 electric range! Sheet. © The Cleveland Electric Illuminating Co.; 19Jun50; KK50899.

Question: Why should you have an electric range this summer? Answer: Because it's the coolest way to cook! Sheet. © The Cleveland Electric Illuminating Co.; 12Jun50; KK50718.

Question: Will an electric food freezer save you money? Answer: Yes, up to \$250 a year! Sheet. © The Cleveland Electric Illuminating Co.; 3Apr50; KK48179.

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The new - 1950 - scuff-proof Roadmaster. (Bicycles) Sheet. © The Cleveland Welding Co.; 15Mar50; KK47268.

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Spin, the complete detergent, for your automatic washer. Label. © The Climalene Co.; 1Apr50; KK48080.

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Double feature; you get 2 big extras in Clorox. (Household bleach and disinfectant) Sheet. © 19Apr50; KK48869.

Extra! Extra! Read about 2 big extras in Clorox! [From San Francisco call-bulletin, June 15, 1950, p. 8F] (Household bleach and disinfectant) Sheet. © 15Jun50; KK50858.

Extra! Extra! Read about 2 big extras in Clorox! [From Woman's home companion, July, 1950, p. 16] (Household bleach and disinfectant) Sheet. © 19Jun50; KK50857.

Here's a "floor plan" that's good for any home. (Household bleach and disinfectant) Sheet. © 14Mar50; KK47321.

How to avoid a dingy, musty wash - even when you dry indoors! You get these 2 big extras with Clorox ... [From San Francisco Call-Bulletin, Dec. 16, 1949, p. 10] (Household bleach and disinfectant) Sheet. © 16Dec49; KK44381.

How to avoid a dingy, musty wash... even when you dry indoors! You get these 2 big extras with Clorox ... [From Woman's Home Companion, Jan. 1950, p. 124] (Household bleach and disinfectant) Sheet. © 18Dec49; KK44382.

How to conserve costly linens 2 ways every time you launder! [From Woman's home companion, Mar. 1950] (Household bleach and disinfectant) Sheet. © 18Feb50; KK46801.

I'm drawing your attention to these 2 big extras in Clorox! (Household bleach and disinfectant) Sheet. © 27Apr50; KK49250.

Inside U.S.A. these 2 big extras make Clorox first! (Household bleach and disinfectant) Sheet. © 13Apr50; KK48853.

Things to remember. You get these 2 big extras in Clorox! (Household bleach and disinfectant) Sheet. © 19May50; KK50445.

Things to remember. You get these 2 big extras in Clorox! 1. Gentler bleaching action. 2. Greater disinfecting efficiency. Sheet. © 18May50; KK49833.

You get 2 big extras in Clorox! (Household bleach and disinfectant) Sheet. © 30Mar50; KK48180.

Your bathroom may look clean - yet harbor dangerous germs! (Household bleach and disinfectant) Sheet. © 18Jan50; KK45671.

CLOUD, G. Carey, d.b.a. Cloucrest Creations. SEE Cloucrest Creations.

CLOUDEST CREATIONS ©
Minute movies; instructions. (Advertising novelty) Card. © C. Carey Cloud, d.b.a. Cloucrest Creations; 26May50; KK51120.

CLOVERLY PLASTICS, INC. ©
Gibbs House plastic draperies, a new concept in drapery fabrics. Folder. © 18Apr50; KK49656.

Gibbs House plastic ensembles, a new concept in ensemble fabrics. (Bedspreads) Sheet. © 24Apr50; KK49657.

CLUB ALUMINUM PRODUCTS COMPANY ©
Club Aluminum Hammercraft waterless cookware. Wonderful to own - an inspired gift! Sheet. © 4Apr50; KK49355.

Club's best value in years! Save \$4.96 on this new 7-piece thrift set of famous Club Aluminum. (Cookware) 3 sheets. © 26Feb50; KK47636. © 27Feb50; KK46802. © 26Mar50; KK47637.

Hope for it - hint for it - ask for it - speak out, brides, for Club! (Molded aluminum cookware) Sheet. © 15Feb50; KK46805.

Looks like silver - cooks like magic - lasts a lifetime! (Molded aluminum cookware) Sheet.

Start your set \$8.95. © 25Mar50; KK47929.

Start your set - \$3.45 - Hammercraft waterless cookware. © 20Jan50; KK46719.

Start your set with Club's 1 1/2-quart covered saucepan. © 1Mar50; KK47635.

Start your set with Club's 15-inch oval roaster. © 25Mar50; KK49098.

Start your set with this Club 10-in. handled griddle. © 31Jan50; KK45925.

Start your set with this Club 10-in. open fry pan. © 25Jan50; KK46196.

A special gift - for you, for your friends. Club - coffee dispensers. Sheet. © 25Jan50; KK46663.

Wonderful, Stanley hostess gifts of Club aluminum ... (Molded aluminum cookware) Folder. © 1May50; KK49120.

COAST FISHING COMPANY ©

Four foods rate high in nutrients cats need - which food insures every nutrient at every feeding? Your cat gets more real nourishment from Puss'n Boots! (Cat food) Sheet. © 13Jan50; KK46300.

Four women bought food at the store for their cats; which one took home the most real nourishment? (Cat food) Sheet. © 22Feb50; KK47120.

A gentle disposition is a sign of good nutrition. Puss 'N Boots is a complete all-in-one diet that cats love. Sheet. © 29Dec49; KK44378.

A healthy appetite is a sign of good nutrition. Puss 'n Boots. (Cat food) Sheet. © 23Jun50; KK50901.

COMMERCIAL PRINTS AND LABELS

- Inseparable pals. (Cat food) Sheet. © 20Feb50; KK47119.
- Inseparable pals; a friendly disposition is a sign of good nutrition. (Cat food) Sheet. © 1Apr50; KK50849.
- It's time for his Puss 'n Boots. (Cat food) Sheet. © 23Mar50; KK47118.
- Luxuriant, silky fur is a sign of good nutrition. Puss 'N Boots supplies in proper balance all the essential nutrients your cat ... (Cat food) Sheet. © 20Dec49; KK44377.
- ... playful pep is a sign of good nutrition. Puss 'n Boots. (Cat food) Sheet. © 28Apr50; KK50902.
- Smart as a whip. Keen alertness is a sign of good nutrition. (Cat food) Sheet. © 20Apr50; KK50848.
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Mr. Prince says: "Say it with Cobbs golden gift fruit" from the sun-drenched heart of Florida. 15 p. © 23Sep49; KK44915.
- COCA-COLA COMPANY ©.**
And a refreshing pause helps you get there, too. [Travel scene; cooler] (Soft drink) Sheet. © The Coca-Cola Co.; 7Dec49; KK48722.
- April posters invite drivers to enjoy refreshment with Coca-Cola. (Soft drink) Folder. © The Coca-Cola Co.; 15Mar50; KK49569.
- Around the corner from anywhere. [Weathervane, trademark and bottle] (Soft drink) Sheet. © The Coca-Cola Co.; 18Nov49; KK48717.
- Carton of six puts hospitality in hand. [Hand & carton] (Soft drink) Sheet. © The Coca-Cola Co.; 11Oct49; KK49427.
- Coke burns; but Coke refreshes. [Factory scene; girl drinking] (Soft drink) Sheet. © The Coca-Cola Co.; 1Feb50; KK47249.
- Coke in a shovel is a chore; but, Coke in the hand is a pleasure. [Mother handing shovel to son; boy and girl holding bottled drinks] (Soft drink) Sheet. © The Coca-Cola Co.; 1Jan50; KK47250.
- Coke is Coca-Cola; Coca-Cola is Coke and nothing else. [Trade-mark ad] (Soft drink) Sheet. © The Coca-Cola Co.; 25Nov49; KK47253.
- Coke leads the profit parade. [Drum & circle] (Soft drink) Sheet. © The Coca-Cola Co.; 1Mar50; KK49422.
- Day after day at the University Store ... [University of Georgia] (Soft drink) Sheet. © The Coca-Cola Co.; 28Oct49; KK48715.
- Drive refreshed; Coca-Cola. [Girl at wheel; green background] (Soft drink) Poster. © The Coca-Cola Co.; 1Apr50; KK49055.
- Drive refreshed; Coca-Cola. [Girl driver in car by silhouette] (Soft drink) Poster. © The Coca-Cola Co.; 1Apr50; KK49054.
- A friendly host to travelers. [Two girl travelers] (Soft drink) Sheet. © The Coca-Cola Co.; 4Jan50; KK49580.
- Gaebler's Black and Gold Inn at Columbia, Missouri. [University of Missouri] (Soft drink) Sheet. © The Coca-Cola Co.; 18Nov49; KK49429.
- Georgia Tech College Inn, Atlanta, Georgia. (Soft drink) Sheet. © The Coca-Cola Co.; 2Dec49; KK49430.
- Globe is a world map but "Globe" is a newspaper. (Soft drink) Sheet. © The Coca-Cola Co.; 28Feb50; KK49423.
- Haga sus compras; reanimado. [Woman and clerk at grocery counter; large cooler] (Soft drink) Sheet. © The Coca-Cola Co.; 24Mar50; KK50162.
- Haga sus compras ... reanimada. [Woman shopper - material] (Soft drink) Sheet. © 3Feb50; KK49574.
- Have a Coke - play refreshed. [Girl skier; silhouette with bottle to lips] (Soft drink) Sheet. © The Coca-Cola Co.; 5Dec49; KK48721.
- He travels best who travels refreshed. [Santa Claus drinking from bottle] (Soft drink) Sheet. © The Coca-Cola Co.; 21Dec49; KK48724.
- Hospitality. [Girl with 6-bottle carton, candle and roses] (Soft drink) Poster. © The Coca-Cola Co.; 1Mar50; KK48462.
- Hospitality. [Man with case resting on shoulder] (Soft drink) Poster. © The Coca-Cola Co.; 1Mar50; KK48461.
- Hospitality and Coke go hand-in-hand. [Two women with cartons] (Soft drink) Sheet. © The Coca-Cola Co.; 27Oct49; KK49428.
- Hospitality that all America understands. [Fireplace scene] (Soft drink) Sheet. © The Coca-Cola Co.; 9Dec49; KK49433.
- Host of the highways. [Sprite - cooler - highways] (Soft drink) Sheet. © The Coca-Cola Co.; 30Mar50; KK49424.
- Host of the highways. [Woman motorist] (Soft drink) Sheet. © The Coca-Cola Co.; 13Mar50; KK49426.
- In Fayetteville, Arkansas, there is always ... [University of Arkansas] (Soft drink) Sheet. © The Coca-Cola Co.; 17Feb50; KK49571.
- In Los Angeles, there is always a friendly gathering ... at Ted Owen's. [Group at snack bar] (Soft drink) Sheet. © The Coca-Cola Co.; 10Feb50; KK50166.
- In New Haven, George and Harry's ... [Yale] (Soft drink) Sheet. © The Coca-Cola Co.; 13Jan50 (in notice: 1949); KK49011.
- It's a hit! Coca-Cola. [Emblem framed by movie film strips] (Soft drink) Sheet. © The Coca-Cola Co.; 7Jan50; KK47246.
- January posters help sell Coca-Cola on the job. (Soft drink) Sheet. © The Coca-Cola Co.; 15Dec49; KK48671.
- Keynote to profit. [Musical note] (Soft drink) Sheet. © The Coca-Cola Co.; 10Feb50; KK47245.
- March posters sell Coke to take home. (Soft drink) Sheet. © The Coca-Cola Co.; 15Feb50; KK48673.
- Meeting the gang to discuss a quiz ... [University of Colorado] (Soft drink) Sheet. © The Coca-Cola Co.; 9Dec49; KK48723.
- Meeting the gang to discuss a quiz ... [University of Kansas] (Soft drink) Sheet. © The Coca-Cola Co.; 11Nov49; KK48716.
- Le mejor amiga en su trabajo. [Woman office worker holding bottle of Coke] (Soft drink) Sheet. © The Coca-Cola Co.; 3Mar50; KK50165.
- Newspaper advertisements help build take-home sales. (Soft drink) Sheet. © The Coca-Cola Co.; 15Jan50; KK48672.
- Newspaper advertising reminds people that Coca-Cola is always refreshing. [From the Coca-Cola bottler, Apr. 1950, center spread] (Soft drink) Sheet. © The Coca-Cola Co.; 15Apr50; KK50167.
- Patchwork quilt, wedding ring design; serving Coca-Cola serves hospitality. (Soft drink) Sheet. © The Coca-Cola Co.; 20Jan50; KK47247.
- La pausa que refresca. [Man in easy chair, and big bottle] (Soft drink) Sheet. © The Coca-Cola Co.; 20Jan50; KK48666.
- A pause for a Coke is a shopper's bargain. [Bottle, scales & cooler] (Soft drink) Sheet. © The Coca-Cola Co.; 27Dec49; KK49431.
- The pause that refreshes. [Man and big bottle] (Soft drink) Sheet. © The Coca-Cola Co.; 25Jan50; KK49576.
- Play refreshed. [Girl on roller skates before silhouette of girl drinking glass of Coke] (Soft drink) Poster. © The Coca-Cola Co.; 1May50; KK50394.
- Play refreshed. [Girl with roller skates over shoulder drinking glass of Coke] (Soft drink) Poster. © The Coca-Cola Co.; 1May50; KK50393.
- Prelude to profits; drink Coca-Cola. [Violin and bull fiddle] (Soft drink) Sheet. © The Coca-Cola Co.; 1Nov49; KK47254.
- Quality costs so little - buy Coke by the carton. [Carton and cash register] (Soft drink) Sheet. © The Coca-Cola Co.; 2Dec49; KK48720.
- Refresh - add zest to the hour. [Edgar Bergen and Charlie McCarthy] Sheet. © The Coca-Cola Co.; 30Sep49; KK44077.
- Refresh - add zest to the hour. [Girl typist, and silhouette with bottle to lips] (Soft drink) Sheet. © The Coca-Cola Co.; 18Jan50; KK48668.
- Refresh ... add zest to the hour. [Hostess] (Soft drink) Sheet. © The Coca-Cola Co.; 1Feb50; KK49575.
- Refresh - add zest to the hour. [Man and wife looking at fabrics] (Soft drink) Sheet. © The Coca-Cola Co.; 22Nov49; KK48718.
- Refresh ... add zest to the hour. [Man bowler] (Soft drink) Sheet. © The Coca-Cola Co.; 12Jan50; KK49579.
- Refresh - add zest to the hour. [Teen-agers and television] (Soft drink) Sheet. © The Coca-Cola Co.; 28Oct49; KK48714.
- Refresh; add zest to the hour. [Two couples watching television] (Soft drink) Sheet. © The Coca-Cola Co.; 1Mar50; KK47255.
- Refresh ... add zest to the hour. [Women shoppers] (Soft drink) Sheet. © The Coca-Cola Co.; 18Jan50; KK49578.
- Refreshment...real refreshment. [Photographer at fountain] (Soft drink) Sheet. © The Coca-Cola Co.; 14Mar50; KK49425.
- Score new profits; Coca-Cola. [Violin superimposed over musical score] (Soft drink) Sheet. © The Coca-Cola Co.; 1Jan50; KK47252.
- La sed busca calidad. [Hand taking bottle from cooler, three figures by smaller cooler] (Soft drink) Sheet. © The Coca-Cola Co.; 13Jan50; KK48669.

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La sed busca calida. [Two women and man at table] (Soft drink) Sheet. © The Coca-Cola Co.; 24Feb50; KK49570.

Shop refreshed. [Girl at fountain drinking Coke; hatbox before her] (Soft drink) Poster. © The Coca-Cola Co.; 1Feb50; KK47197.

Shop refreshed. [Woman carrying hatbox as silhouette drinks Coke in background] (Soft drink) Poster. © The Coca-Cola Co.; 1Feb50; KK47196.

Siempre anticipada por las viajeras. [Mother and daughter at airport; plane in background] (Soft drink) Sheet. © The Coca-Cola Co.; 10Mar50; KK50164.

Siempre anticipada por las viajeras. [Two girl travelers; large bottle cooler] (Soft drink) Sheet. © The Coca-Cola Co.; 6Jan50; KK48670.

Siempre anticipada por los viajeros. [Bus depot] (Soft drink) Sheet. © The Coca-Cola Co.; 17Feb50; KK49572.

Star is a celestial body but Star is a local newspaper. (Soft drink) Sheet. © The Coca-Cola Co.; 28Mar50; KK49421.

Supplementary advertisements for 1950. [Proof book] (Soft drink) Pamphlet. © The Coca-Cola Co.; 1Jan50; KK48674.

Think of Coca-Cola when you think of hospitality. [Grocery clerk putting carton into self-service cart] (Soft drink) Sheet. © The Coca-Cola Co.; 1Dec49; KK48719.

Thirst knows no season. [Four seasons] (Soft drink) Sheet. © The Coca-Cola Co.; 5Jan50; KK47251.

Thirst knows no season. [Four seasons, bottle and trade mark] (Soft drink) Sheet. © The Coca-Cola Co.; 30Dec49; KK48725.

Thirst, too, seeks quality. [Hand taking bottle from cooler] (Soft drink) Sheet. © The Coca-Cola Co.; 24Jan50; KK49577.

Trabaje; reanimado en oficinas y talleres reanimese con Coca-Cola. [Two men factory workers] (Soft drink) Sheet. © The Coca-Cola Co.; 17Mar50; KK50163.

Travel refreshed. [Sprite, Santa and reindeers] (Soft drink) Poster. © The Coca-Cola Co.; 1Dec49; KK45001.

Viaje ... reanimado. [Car and filling station] (Soft drink) © The Coca-Cola Co.; 10Feb50; KK49573.

Viaje - reanimado. [Man in service station by greasing rack] (Soft drink) Sheet. © The Coca-Cola Co.; 27Jan50; KK48667.

What to do with a nickel when thirst arrives. [Boy looking at coin] (Soft drink) Sheet. © The Coca-Cola Co.; 29Dec49; KK49581.

Work refreshed. [Man worker with coils on left shoulder, green background] (Soft drink) Poster. © The Coca-Cola Co.; 1Jan50; KK46307.

Work refreshed. [Telephone lineman, silhouette in background] (Soft drink) Poster. © The Coca-Cola Co.; 1Jan50; KK46306.

Your host of the airwaves. [Edgar Bergen, Charlie McCarthy. From National geographic magazine, Feb. 1950] (Soft drink) Sheet. © The Coca-Cola Co.; 1Feb50; KK47248.

Your host of the airwaves. [Edgar Bergen, Charlie McCarthy. From The Atlanta constitution, Feb. 22, 1950, p. 26] (Soft drink) Sheet. © The Coca-Cola Co.; 22Feb50; KK49432.

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Cast designs in porch posts - railings - valances - brackets. (Ornamental iron) Sheet. © The R. G. Coffman Co., inc.; 31Mar50; KK49165.

Coffman's original cast craft. House signs - numerals - letters. (Ornamental iron) Sheet. © The R. G. Coffman Co., inc.; 31Mar50; KK49164.

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Coffman's Universal-height porch posts of hand-wrought iron and cast design. (Ornamental iron) Sheet. © 15Jan50; KK45898.

Illustrating typical stoop conditions and railing requirements! (Ornamental iron) Sheet. (Form no. 115-650) © The R. G. Coffman Co., inc.; 15Jun50; KK50997.

Ornamental iron, by Coffman. Screen door grille guards. Deck and wall railings ... Folder. © The R. G. Coffman Co., inc.; 1Feb50; KK46982.

"Seven by twelve" - Coffman's standardized wrought iron stock step railings and straight rail sections. (Ornamental iron) Sheet. © The R. G. Coffman Co., inc.; 1Mar50; KK48565.

Stock railings for entrance and stoop. (Ornamental iron) Sheet. © The R. G. Coffman Co., inc.; 31Mar50; KK49163.

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Have a heart. (Sun dress) Sheet. © 12May50; KK50076.

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Here's the hottest number in beachwear. The Esther Williams. (Swimsuit) Sheet. © 18Jan50; KK46372.

The islanders knew a thing or two. [From Harper's Bazaar, May, 1950, p. 28] (Swim suit and dress) Sheet. © 1May50; KK49262.

The islanders knew a thing or two. [From Life, May 1, 1950, p.119] (Swim suit and dress) Sheet. © 28Apr50; KK49261.

Like it on Esther? You'll love it on you! (Swimsuit) Sheet. © 5May50; KK50071.

No swimsuit can do more for you! Velvet swimsuits ... Sheet. © 19May50; KK50084.

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Once upon a time. (Swim and sun suits) Sheet. © 20Apr50; KK49146.

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She's her prettiest in a Cole. (Child's combination dress, pantie & petticoat) Sheet. © 20Mar50; KK48044.

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To children's wear buyers... (Children's wear) Sheet. © 12Apr50; KK49263.

We'd hate to see you in a fix like this! (Swimsuit) Sheet. © 21Dec49; KK45215.

You won't be alone for long! Now for the first time anywhere ... (Swimsuit) Sheet. © 1Apr50; KK48519.

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The scientific method of controlling sterilization. Folder. © Andrew Forrest Buckley & Jennie Coleman Buckley, d.b.s. Coleman Controls; 12May50; KK49688.

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College-Town sportswear, Boston. (Garments and clothing) Label. © 15Mar50; KK47219.

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Fine sofa and chair frames. 67 p. (Catalog 1950) © 9Dec49; KK45035.

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Home-Tone interior gloss finish, white. (Paints) Label. (1198) © 6Jun50; KK50689.

Home-Tone, semi-gloss finish, white. (Paints) Label. (1199) © 6Jun50; KK50690.

Home-Tone, Vel-Ve-Ta flat finish, oil base, white. (Paints) Label. (1196) © 6Jun50; KK50691.

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This handy family palette solves your house painting problems. (Water color palette) Card. © 7Feb50; KK46704.

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- South Pacific [and] Kiss me Kate. (Phonograph records) Label. © 20Feb50; KK49750.
- Square dances, calls by Lawrence Loy with Wilbur Waite's Pokeberry Promenaders. (Phonograph records) Label. (Vol. 2) © 14Nov49; KK47421.
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Craig-Martin ammoniated tooth paste; carton. Label. © 13Jan50; KK46113.
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COMFY MANUFACTURING COMPANY ©.
Metropolis; a distinctive, derring new slip cover creation. Folder. © 19May50; KK49961.

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Commander's formula for thicker hair. (Formula for hair, scalp and skin) Label. © John Terry Commander, d.b.a. Commander Co.; 30Dec49; KK45485.

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All Commander doors cable lift; lowest prices, prompt shipment, highest quality. (Sectional overhead doors) Folder. © The Commander Door, inc.; 15Feb50; KK47224.

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Flasmacillin crystalline procaine penicillin G in peanut oil with 2 o/o aluminum monostearate in the RD disposable syringe. (Antibiotic) Sheet. © 21Dec49; KK48555.

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Auto-Dryaire dehydrators for applications requiring clean dry air in low volume. Folder. (Cat. no. 112) © 16Jun50; KK50885.

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COMPRE, INC. ©.
Qu'est-ce que c'est? 24 perfume fragrances of intriguing mystery. (Perfume) Sheet. © 1Nov49; KK45305.

CONCO ENGINEERING WORKS ©.
Conco Red - lights the conversion gas burner. First - shut main gas valve ... (Heating equipment) Sheet. © 15Jan50; KK46473.

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How much are you paying for an echo? House & garden. (Magazine) Sheet. © The Condé Nast Publications, inc.; 1Nov49; KK49759.

Preview of the largest cocktail table in the world. (Magazine) Sheet. © The Condé Nast Publications, inc.; 10Oct49; KK47624.

CONGOLEUM-NAIRN, INC. ©.
Announcing! A new way to safeguard your floor covering investment! Sheet. © 20Mar50; KK47626.

Coming up - the biggest, boomingest, busiest spring selling season in floor and wall covering you've ever been handed. (Wall and floor covering) Sheet. © 1Jan50; KK46610.

Congoleum-Nairn announces: The year's biggest news in floor and wall covering advertising! 1001 newspapers in 826 cities will carry sales making ads like these! (Congo floor and wall coverings) Sheet. © 15Aug49; KK46277.

Congoleum-Nairn, inc. announces in addition to its expanded national magazine and newspaper program of event selling ... (Wall and floor covering) Sheet. © 9Jan50; KK46611.

How the big spring selling season can mean bigger business for you on the biggest selling wall-covering of its kind in America - Congowall. (Congo floor and wall coverings) Sheet. © 26Apr49; KK46276.

An important message to every linoleum dealer in America. (Wall and floor covering) Sheet. © 1Mar50; KK47869.

Join the parade to bigger profits, with the Congoleum carnival. (Floor covering) Sheet. © 3Apr50; KK48288.

Just 23 days to get ready! Starts September 14th - the greatest local level advertising ever run on America's fastest growing wall covering - Congowall. (Congo wall coverings) Sheet. © 22Aug49; KK46275.

Modern magic for your walls! Enduring - tile-like Congowall. (Printed felt base wall covering) Poster. © 1Feb50; KK46757.

Modern magic for America's walls - enduring tile-like Congowall. (Wall covering) Sheet. © 24Feb50; KK46602.

New floor covering patterns on parade in the Gold Seal Congoleum carnival. Sheet. © 10Apr50; KK49729.

Now! A new way to safeguard your floor covering investment ... doubly certified! Sheet. © 19Apr50; KK48756.

On Feb. 25th Congoleum-Nairn, inc. launches its spectacular 1950 program of event selling. (Wall and floor covering) Sheet. © 23Jan50; KK46608.

Only 18 days to go! Great new local level advertising for America's oldest name in linoleum - Nairn linoleum. Sheet. © 29Aug49; KK45645.

So completely new! So completely different. It's just received this U.S. patent! Congoleum-Nairn's Gold Seal rug rack. (Wall covering) Sheet. © 5Dec49; KK46609.

There's a "new look" in enamel surface rug display. Congoleum-Nairn introduces completely new Gold Seal rug rack, greater part of cost absorbed by manufacturer. (Floor coverings) Sheet. © 17Oct49; KK46274.

Transform your walls for good and all with ... Congowall. (Wall covering) Sheet. © 25Apr50; KK49020.

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Instant Relief; a triple acting toothache remedy. Label. © 15Jun50; KK50998.

CONRAD, ERNEST R. ©.
The Bingo King. Automatic bingo board. Tops ... How you can get your Bingo Kings without cost to you. (Game supplies) Folder. © 12Jul49; KK44823.

The Bingo King Company, Littleton, Colorado, U. S. A. How we cleared over \$350.00 for the community center building fund ... (Game supplies) Folder. © 11Mar49; KK44824.

The Kings - plus our bulletin service - make your parties successful. (Game supplies) Sheet. © 22Dec49; KK44826.

Now--our famous bingo bulletins for you--free!! (Game supplies) Folder. © 6Jan50; KK44606.

Please your audience with the Bingo King all metal blower with Ping Pong balls and automatic master board. (Game supplies) Sheet. © 14Jan49; KK44828.

This is the "tops" of all hand operated Bingo cages. (Game supplies) Sheet. © 14Jan49; KK44827.

We posed this photo just to show you two big facts. (Game supplies) Sheet. © 26Jul49; KK44825.

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Here are 40 golden acres - on "the Semi-Solid system" of raising hogs. (Animal feed) 47 p. © 15Feb50 (in notice: 1949); KK46721.

CONSOLIDATED WATER POWER AND PAPER COMPANY ©.
Consolidated enamel paper; Flash Gloss. (Coated book paper) Label. © 10Apr50; KK48894.

Consolidated enamel paper; grade, weight, date. (Coated book paper) Label. © 10Apr50; KK48898.

Consolidated enamel paper. Sample of ... (Coated book paper) Label. © 10Apr50; KK48897.

Consolidated enamel paper; unwind in this direction. (Coated book paper) Label. © 10Apr50; KK48895.

Consolidated Water Power and Paper Company. Contents; merchandise fourth class. (Coated book paper) Label. © 10Apr50; KK48896.

The Hoover Company swept away outmoded ideas about printing paper ... (Coated book papers) Sheet. © 5Nov49; KK48428.

COMMERCIAL PRINTS AND LABELS

CONSTRUCTIVE DEVICE COMPANY ☉

Codeco A.W.P.A. creosote. (Industrial materials, tools, equipment and supplies) Label. ☉ 1Feb46; KK45343.

CONSTRUCTION SURVEY COOPERATIVE ☉

Surveyors, designers & constructors scales. (Device) sheet. ☉ 15Nov49; KK45748.

CONSULTANTS' LABORATORIES ☉

Sodeene; osmotic bath. (Medicated bath powder) Label. ☉ H. Hall Marshall, d.b.a. Consultants' Laboratories; 15Apr50; KK49397.

CONTAINER CORPORATION OF AMERICA ☉

Ideal ice cream, chocolate. (Ice cream carton) Label. (Design no. 2209) ☉ 19Jun50; KK50726.

Litchfield ice cream - vanilla. Label. (2207) ☉ 17Feb50; KK48798.

CONTEST FEATURE SERVICE ☉

Albers famous-name us contest. (Groceries) Pamphlet. ☉ 14Nov49; KK46169.

CONTINENTAL COFFEE COMPANY ☉

More coffee flavor. This coffee tastes so fresh! Sheet. ☉ 10Mar50; KK48161.

CONTINENTAL FOODS, INC. ☉

Lipton chicken noodle soup. (Prepared soup mix) Label. (404-10C-40) ☉ 6Jun50; KK50465.

Lipton Frostee dessert mix. Label. (35-C) ☉ 1May50 (in notice: 1948); KK51151.

Lipton noodle soup; a prepared soup mix. Label. (23-V) ☉ 13Sep48 (in notice: 1947); KK51150.

Lipton tomato vegetable soup mix with noodles. Label. (21-W) ☉ 22Jun49 (in notice: 1948); KK51149.

Lipton tomato vegetable soup with noodles. (Prepared soup mix) Label. (0-209-9C-40) ☉ 16Jun50; KK50466.

CONTINENTAL OIL COMPANY ☉

Black magic against sharks. Conoco - Nth motor oil. Sheet. ☉ 7Dec49; KK46464.

50,000 miles, no wear! The most amazing motor oil story ever told! Conoco. Pamphlet. (3-1-50 WBS 7541) ☉ 1Mar50; KK50649.

The secret of the South Pole swimmers. (Motor oil) Sheet. ☉ 5Oct49; KK47115.

CONTINENTAL PRODUCTS, INC. ☉

Continental stores - holiday gift bargains for a merry Xmas. (Household appliances and toys) 31 p. (Catalog R-514) ☉ 10Nov49; KK4832.

CONTINENTAL STEEL CORPORATION ☉

Continental 1950 farm and livestock record book. (Iron and steel articles) 60 p. ☉ 20Dec49; KK45077.

CONTINENTAL STUDIOS, INC. ☉

Continental's famous baby club plan. (Photographs) Card. ☉ 15Mar50; KK48439.

Continental's famous baby club plan and memory album. (Photographs) Folder. ☉ 15Mar50; KK48398.

CONVERTED RICE, INC. ☉

Uncle Ben's instant long grain rice. Heat and eat! Label. ☉ 7Dec49; KK47020.

COOKE, Beatrice. SEE Beatrice Foods Company.

COOLERATOR COMPANY ☉

Evolution - and now revolution in refrigeration. (Electric refrigerators and freezers) Sheet. ☉ The Coolerator Co.; 11Jan50; KK46765.

Nation's homemakers get easier, faster, better meals by just pushing a button. Coolerator. (Home appliances) ☉ The Coolerator Co.; 24May50; KK50273.

New kitchen convenience offered homemakers by left and right hand Coolerator refrigerators. Sheet. ☉ The Coolerator Co.; 17May50; KK50272.

COPELAND, LAURENCE HARL ☉

National Lettering Service, Photography Unlimited, inc. "Art is successful interpretation." (Photo-lettering styles) 12 p. ☉ 7Nov49; KK4314.

COPELAND, Poli Rumsey. SEE Rumsey-Copeland, Poli.

COPELEY (BILL) BUICK COMPANY ☉

Bill Copley Buick Company - guarantee. Guarantee void if this sticker is removed. (Used cars) Label. ☉ 1Jun49; KK4839.

Bill Copley's used card guarantee. To avoid any misunderstanding as to the guaranty on the above used car ... Label. ☉ 1Jun49; KK44838.

CORAL WAY ORNAMENTAL IRON SHOP ☉

Screen door grilles by Fenneriron. Folder. ☉ 11Apr50; KK48155.

CORCORAN, INC. ☉

Accept no substitutes. (Paratroop boots) 4 sheets. ☉ 1Mar50; KK47274. ☉ 1Apr50; KK48083. ☉ 1May50; KK49527; KK50007.

Genuine to the last stitch. Corcoran paratroop boots. Sheet. ☉ 1May50; KK50365.

Is perfect comfort for you worth a postage stamp? (Paratroop boot) 3 sheets.

☉ 1Mar50; KK47768.
☉ 1Apr50; KK48082.
☉ 1May50; KK49692.

It costs so little more to enjoy perfect Paratroop comfort. 2 sheets.

☉ 1Apr50; KK48086.
☉ 1May50; KK49522.

It has everything that a paratroop boot should have. 2 sheets.

☉ 1Apr50; KK48079.
☉ 1May50; KK49940.

These are the boots I wear. (Paratroop boots) 5 sheets.

☉ 1Mar50; KK47764; KK48091.
☉ 1Apr50; KK48983; KK48987.
☉ 1May50; KK49693.

This label tells you it's a genuine paratroop boot. 2 sheets.

☉ 1Mar50; KK47767.
☉ 1Apr50; KK49245.

Your feet will notice the difference. (Paratroop boots) 3 sheets.

☉ 1Mar50; KK47763.
☉ 1Apr50; KK48090.
☉ 1May50; KK49520.

CORNEB BEEF RILEY'S ☉

Corneb Beef Riley's, always good. Sheet. (Meat products) ☉ Corneb Beef Riley's, firm of Tom Riley; Cleveland Riley & Ann Riley; 12Jan50; KK48107.

CORNELL SUSPENDER COMPANY, INC. ☉

Boots "n" Saddles braces, made for sturdy wear, for ages up to 14. (Suspenders) Counter display card. ☉ 15Dec49 (in notice: 1950); KK48403.

CORNELL-DUBILIER ELECTRIC CORPORATION ☉

Royal Tiger Polykane capacitors. Folder. (Bull. no. RT 349) ☉ 20Mar50; KK47322.

CORO, INC. ☉

Key-to-my-heart by Coro. (Costume jewelry) Sheet. ☉ 1Mar50; KK48084.

Lovely as springtime ... Coro jewelry. Sheet. ☉ 1Apr50; KK48212.

The perfect jewel of a gift - Bowknot - Trio Tricks ... (Costume jewelry) Sheet. ☉ 1May50; KK48932.

Shimmering jewels by Coro. (Costume jewelry) Sheet. ☉ 26Feb50; KK46945.

Tailored classics, so fashion-right ... (Costume jewelry) Sheet. ☉ 1Mar50; KK48573.

CORSON, HARRIET ☉

The Golden Thistle. A favor frae the Scots! (Short bread wafers) Label. ☉ Harriet Corson (in notice; Harriet the Baker); 19Dec49; KK48364.

CORY CORPORATION ☉

Husbands! Here's how to help your wife with the dishes and like it! Get her a Cory Mattic-maid. (Electric dish washer) Sheet. ☉ The Cory Corp.; 30Mar50; KK48330.

Look - Cory, the only glass coffee brewer guaranteed against breakage of any kind! Sheet. ☉ The Cory Corp.; 25Mar50; KK48279.

Now! A pot that never needs watching, the new Cory automatic coffee brewer. Sheet. ☉ 3May50; KK49109.

Think a lot of your wife? Surprise her with the new miracle Cory Mattic-maid electric dishwasher. Sheet. ☉ The Cory Corp.; 22Apr50; KK48621.

Your gift stands out when it's the new Cory automatic coffee brewer, the pot that never needs watching! Sheet. ☉ 3Jun50; KK50035.

CORY CORPORATION. Fresh'nd-Aire Division ☉

Cool off with a Fresh'nd-Aire. (Air circulators) Sheet. ☉ 19Jun50; KK51152.

COSMETICS, INC. ☉

As one of our most valued customers, we would like to present you this \$2.50 gift - a free lipstick - in a beautiful gold colored case. Card. ☉ 2Sep48; KK44836.

COTTAGE HERB FARM SHOP ☉

Seasoning greetings for the Christmas turkey. [Santa holding sack of herbs] [Poultry seasoning] Card. ☉ Beulah S. Southwell, d.b.a. Cottage Herb Farm Shop; 2Nov49; KK47199.

COTY, INC. ☉

Compact and clever! Inside these new golden glamour-compacts is a slick beauty idea - Loosprest powder! (Cosmetics) Sheet. ☉ 9Jan50; KK44853.

Coty - creations well displayed are more than half sold! (Toiletries) Sheet. ☉ 20Feb50; KK46679.

Gaily wrapped gifts. For last minute shoppers, festive Coty gifts wrapped for Christmas giving at no extra cost. (Toiletries) Sheet. ☉ 16Dec49; KK44502.

Gentlemen prefer - Coty. (Toilet watter) Sheet. ☉ 13Feb50; KK46430.

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COTY, INC. ©. Cont'd.

How to keep refreshed and exquisitely fragrant on hottest summer days! (Toiletries) Sheet. © 5Jun50; KK50747.

Most exciting beauty idea since the lipstick! (Toiletries) Sheet. © 1Apr50; KK47691.

Revolutionary new deodorant powder gives fragrant all-over body protection! Shakti. (Toiletries) Sheet. © 1Jul50; KK51063.

Wherever you go - keep fragrant! (Toilet water) Sheet. © 13Feb50; KK46429.

Your color chart for spring! They're here, the light, gay colors ... (Toiletries) Sheet. © 10Mar50; KK46665.

COUPLINGS, INC. ©.

Knebar (Barcus) self-aligning flexible gear coupling. 19 p. (Cat. no. 3) © 21Feb50; KK50543.

COURY, LOUIS G. ©.

Vita-Pep Stimulator Co., incorporated. Vigourget health unit. (Body massager) Folder. © 21Jan50; KK46686.

COWAN ASSOCIATES ©.

U.S. Maid - California sardines. Label. © 20Dec49; KK46195.

CRACKER JACK COMPANY ©.

White Angelus marshmallows. Label. © The Cracker Jack Co.; 16Dec49; KK45211.

White recipe marshmallows. Label. © The Cracker Jack Co.; 16Dec49; KK45209.

CRAFTMASTER, INC. ©.

He and she mattress. Label. © 19May50; KK50496.

His and hers mattress. Label. © 19May50; KK50497.

Mr. and Mrs. mattress. (Mattresses and box springs) Label. © 12May50; KK49509.

Mister and Missus mattress. (Mattresses and box springs) Label. © 12May50; KK49510.

CRAFTOOL COMPANY ©.

Doodle page of the month. (Commercial prints) Sheets. 9. © 24Feb50; KK48547. 10. © 23Mar50; KK48546.

CRAKER, ROBERT JUDSON ©.

Valberti. Serve over cracked ice. (Liqueur) Label. © 20Mar50; KK48281.

CRAWFORD MANUFACTURING COMPANY, INC. ©.

Crawford Shady-Nook awning and porch accessory. Newspaper advertising mat service. Pamphlet. © 30Mar50; KK48208.

CREAMLAND DAIRIES, INC. ©.

"Creamy" chocolate covered ice cream bar. Label. © 23Feb50; KK46622.

Jumbo Creamland nickel bar. (Chocolate covered ice milk bar) Label. © 23Feb50; KK46763.

CREMER, Garvin, d.b.a. The Wisconsin Cheeseman. SEE Wisconsin Cheeseman.

CREOLE DELICACIES, INC. ©.

Fraise de la Louisiane; pure strawberry preserves. Label. © Sarah Spato d.b.a. Creole Delicacies, inc.; 15Apr46; KK49448.

CREST OIL COMPANY ©.

Premiums for you. Crest Oil Company premium savings program. (Gasoline) 31 p. © Edwin Esler Charles, d.b.a. Crest Oil Co.; 9Feb50; KK48685.

CRESTA BLANCA WINE COMPANY ©.

Discreet mixer; dry, sweet vermouth. Sheet. © 27Oct49; KK44338.

Distinguished choice..generous gift. Sparkling wine Cresta Blanca California champagne. Sheet. © 1Dec49; KK44334.

Gold medal winner. Triple cream California sherry. (Wine) Sheet. © 24Nov49; KK44331.

Memorable, richly aged, nicely dry, sparkling wine. Cresta Blanca California champagne. Sheet. © 10Nov49; KK44337.

Most distinguished, in taste, in bouquet. Cresta Blanca souvenir wines. Sheet. © 3Nov49; KK44336.

Prince of burgundies, robust, mature. Cresta Blanca souvenir wines. Sheet. © 17Nov49; KK44335.

Traditional, rich, smooth, Cresta Blanca port ruby. (Wine) Sheet. © 28Oct49; KK44332.

CROOK ADVERTISING AGENCY ©.

Add*vertising, April 1950. (Advertising service) Sheet. © 7Apr50; KK48029.

CROSLEY Division. AVCO Manufacturing Company. SEE AVCO Manufacturing Company. Crosley Division.

CROSPAX, INC. ©.

Advertising aids. Available free of charge to help you sell the Holy Year pin. Sheet. © 3Feb50; KK45660.

Wear the Holy Year pin bearing the personal coat of arms of His Holiness, Pope Pius XII. Card. © 31Jan50; KK45659.

Wear the Holy Year pin! Proclaim your support of all that Holy Year represents. Poster. © 1Feb50; KK45661.

CROTON WATCH COMPANY, INC. ©.

In one second flat, you can adjust this amazing watch ... Sheet. © 13Mar50; KK47304.

CROUCH AND FITZGERALD, INC. ©.

Celebrating our 111th anniversary; savings, 20 o/o to 40 o/o. Luggage, leather goods, handbags, trunks. Sheet. © 1Jan50; KK44482.

CROWN CAN COMPANY ©.

Crown Can catalog. General line cans. (Metal containers for industry) 62 p. © 31Dec49; KK44968.

CRUMP (B. T.) COMPANY, INC. ©.

Master-made Crump hassocks. Folder. © 12May50; KK49697.

CRYSTAL PURE CANDY COMPANY ©.

Crystal Pure's new Sellelevision window package, designed to sell-on-sight ... (Candy package) Folder. © 15Jan50; KK48576.

CUBWAY ©.

Save - Cubway currency - save. Cash coupons. (Drugs, drug sundries) Sheet. © 23Jan50 (in notice: 1949); KK48541.

CUDAHY PACKING COMPANY ©.

Activated Seismotite gives famous Old Dutch cleanser twice the speed of the average of all other leading cleansers. 3 sheets. © The Cudahy Packing Co. © 24Feb50; KK47655. © 20Mar50; KK49296. © 16Apr50; KK48516.

After all, the taste tells. Sweet, fresh, delicious Delrich. (Margarine) Sheet. © The Cudahy Packing Co.; 4May50; KK50407.

All meat - Cudahy Puritan franks. Sheet. © The Cudahy Packing Co.; 11May50; KK49982.

Cudahy - roast, beef hash. I've found it - I love it - You'll love it too! (Canned hash) Sheet. © The Cudahy Packing Co.; 27Feb50; KK47267.

Deliciously different, for dinner, lunch and breakfast. Cudahy roast beef hash. Sheet. © The Cudahy Packing Co.; 20Apr50; KK49197.

Delrich always adds finer taste to all fine foods! (Delrich margarine) Sheet. © The Cudahy Packing Co.; 31Jan50; KK47561.

Enjoy the fresh sweet taste of Delrich; after all the taste tells. (Margarine) Sheet. © The Cudahy Packing Co.; 2Jun50; KK50446.

Enjoy the fresh, sweet taste of Delrich. Now in golden yellow quarters. (Margarine) Sheet. © 2May50; KK49786.

Enjoy the sweet, fresh taste of Delrich. (Margarine) Sheet. © The Delrich Packing Co.; 9Mar50; KK48210.

Extra juicy Cudahy Puritan franks. Sheet. © The Cudahy Packing Co.; 5May50; KK50031.

The fresh sweet taste of Delrich has made it America's new favorite! (Margarine) Sheet. © The Cudahy Packing Co.; 25Apr50; KK49785.

Happy New Year from Cudahy. (Cudahy products) Sheet. © The Cudahy Packing Co.; 31Dec49; KK47653.

I sell 'em all for you. (Cudahy Puritan ham) Sheet. © The Cudahy Packing Co.; 27Feb50; KK47654.

New, leaner, tastier pork sausage. Delites. Sheet. © The Cudahy Packing Co.; 25May50; KK50488.

Oh boy! Cudahy Puritan franks. (Frankfurters) Sheet. © The Cudahy Packing Co.; 20Apr50; KK49812.

Only Delrich cookies could taste so good! (Delrich margarine) Sheet. © The Cudahy Packing Co.; 29Nov49; KK45212.

Sing a song of profits with this quartet! (Cudahy canned meats) Sheet. © 28Dec49 (in notice: 1950); KK45762.

Spread with Delrich - luscious blueberry muffins - no wonder they taste so good! (Delrich margarine) Sheet. © The Cudahy Packing Co.; 29Dec49 (in notice: 1950); KK45213.

Taste old fashioned spice flavor ... Puritan pure pork sausage. [Lettering against black background, man pointing to package] Sheet. © The Cudahy Packing Co.; 30Mar50; KK49188.

Taste old fashioned spice flavor ... Puritan pure pork sausage. [Lettering against white background, pig shown above package] Sheet. © The Cudahy Packing Co.; 9Mar50; KK49189.

Taste old fashioned spice flavor in the sizzling brown patties. Puritan Cudahy pure pork sausage. Sheet. © The Cudahy Packing Co.; 23Mar50; KK49811.

That glorious taste of Delrich protected 3 ways! (Margarine) 2 sheets. © The Cudahy Packing Co. © 28Mar50; KK47838. © 29Apr50; KK49297.

3 Cudahy bacons newly packaged for self-service! Sheet. © The Cudahy Packing Co.; 30Apr50; KK50408.

COMMERCIAL PRINTS AND LABELS

You'll enjoy Delrich. (Margarine) Sheet. © The Cudahy Packing Co.; 11May50; KK50976.

CULLIGAN ZEOLITE COMPANY ©.

Cul is made for your soft water! (Washing and cleaning compound) Card. © 27Jan50; KK45591.

Cul - washes - cleans. Culligan's new all-purpose sudsation. Label. © 14Feb50 (in notice: 1949); KK47526.

The dramatic new Cul-matic water softener with push-button control. Folder. © 12May50; KK50189.

Here's your hook! Profit with the dramatic new Cul-matic! (Equipment for softening, treating and filtering water) Folder. © 18Nov49; KK45118.

I'll try Cul on your money-back offer! (Washing and cleaning compound) Sheet. © 27Jan50; KK45589.

Important price reductions! All prices F.O.B. Northbrook, Ill., effective Jan. 23, 1950. (Soft water service units) Folder. © 20Jan50; KK45590.

Important price reductions! All prices F.O.B. San Bernardino, Cal., effective Jan. 23, 1950. (Soft water service units) Folder. © 20Jan50; KK45592.

Installation instructions, Culligan domestic water softeners. Card. © 5May50; KK49838.

It's streamlined! Hitch your commercial business to a streamlined star! (Equipment for softening, treating and filtering water) Folder. © 2Dec49; KK45117.

Join the millions who save with Culligan soft water service. (Equipment for softening, treating and conditioning water) Sheet. © 17Mar50; KK48635.

Mr. Culligan dealer: I want Cul for my soft water! (Washing and cleaning compound) Card. © 27Jan50; KK45587.

Save up to \$100 a year with soft water. (Equipment for softening, treating and conditioning water) Sheet. © 20Apr50; KK49058.

See our ad in today's Life. (Equipment for softening, treating and conditioning water) Sheet. © 16Mar50; KK49059.

Stop these raids on your customers! (Equipment for softening, treating and filtering water) Folder. © 9Dec49; KK45119.

Washes! Cul cleans! Deodorizes! (Washing and cleaning compound) Card. © 27Jan50; KK45588.

CURE, ESTELLE J. ©.

Cure's bindless straps for double chins and wrinkles. Label. © 5May50; KK49247.

CURRAN AND JOYCE COMPANY ©.

Curran & Joyce Co. ginger ale. Folder. © 22May50; KK49964.

CURTISS CANDY COMPANY ©.

Free with purchase of Bireley's beverages and Chum. [Animal cut-outs] (Non-alcoholic beverages) Sheet. © The Curtiss Candy Co.; 6Dec49; KK45470.

CUSTOM DOOR ©.

It's new! Custom door. Custom door presents the combination screen and storm door of distinction. (Folder) © 1Jan50; KK47516.

CUSTOM UPHOLSTERING AND CARPET COMPANY, INC. ©.

Custom Upholstering Co. manufacturers of fine living room furniture. 34 p. © Custom Upholstering & Carpet Co., inc. (in notice: Custom Upholstering Co., inc.); 10Oct49; KK50893.

D

DAHLBERG MACHINERY COMPANY, INC. ©.

Dahlberg's slick rail fittings. (Fittings for garment hanger track) Folder. (Catalog no. 4) © 16Mar50; KK48543.

DAIRY PRODUCTS ADVERTISING ©.

Ice cream cones. (Ice cream) Poster. (2284) © 1Jan50; KK48761.

DAIRY QUEEN NATIONAL TRADE ASSOCIATION, INC. ©.

Dairy Queen, the cone with the curl on top. (Ice milk) Label. © 27Mar50; KK48452.

Dairy Queen, National Trade Association, inc.; Dairy Queen for the united tastes of America. (Ice milk) Sheet. © 10Apr50; KK48157.

It's new! It's here! Genuine Dairy Queen. (Whole-milk and sweet-cream frozen food) Sheet. © 20Apr50; KK49650.

Love at first bite: Dairy Queen. (Whole milk and sweet cream frozen food) Sheet. © 17May50; KK49807.

Now open; when you see the sign Dairy Queen, it's time to stop. (Frozen whole-milk and sweet-cream) Sheet. © 1Apr50; KK49649.

Something new in refreshment, the cone with the curl on top. A fresh, whole-milk 'n sweet-cream food. Sheet. © 19Apr50; KK50517.

Something new in refreshment, the cone with the curl on top. Enjoy tempting Dairy Queen sundaes ... Sheet. © 20Apr50; KK50516.

Something new under the sun; genuine Dairy Queen "the cone with the curl on top". (Frozen whole-milk and sweet cream) Sheet. © 19Apr50; KK48737.

DAITCH AND DUBIN DAIRY STORES, INC. ©.

Howdy, neighbor. [Cow in standing posture, farmhouse and barn in background] (Dairy products and groceries) Sheet. © 11May50; KK49214.

DALE DANCE STUDIOS, INC. ©.

Revolutionary new Dale Video method, making dance lesson history. Sheet. © 28Feb50; KK47044.

DALIN, DAVID ©.

Sun Rod heat exchangers. Label. © 21Apr50; KK51138.

DALY, MERRITT AND SULLIVAN, INC. ©.

Desomatic model DOR-38. The DOR-38 will maintain the following relative humidities ... (Dehumidifier) Sheet. © 20Jan50; KK48813.

With the new Desomatic air dryer, in goes the humidity, out comes clean, pure dry air. Sheet. © 1Apr50; KK48812.

DANA PERFUMES, INC. ©.

Voodoo, perfume of the night. A completely new fragrance by Dana. Sheet. © 1Dec49; KK50199.

DANIELS, C. R. ©.

Airborne troop seat. Engineering and installation data. 10 p. © 21Feb50; KK48006.

DANN (HERBERT) ASSOCIATES, INC. ©.

Largest independent exporters of all makes of new, heavy diesel crawler tractors ... (Earth moving equipment) (Tractors, road-building and earth-moving equipment) Sheet. © 30Dec49; KK45463.

DANVERS SHOE COMPANY ©.

The Chico line. (Shoes) Label. © 7Apr50; KK48145.

DAPRATO STATUARY COMPANY ©.

Decoration by Daprato. (Works of art) Folder. (Daprato Art Bull. no. 215) © 15Dec49; KK45137.

Studios of Daprato. (Works of art) Folder. (Daprato art bull. no. 216) © 15May50; KK50714.

DASHCO MANUFACTURING COMPANY ©.

Nimble nurser. Baby's hired hand. (Adjustable nursing bottle support) Label. © Michael Davis, Eric S. Shaw & Howard Coluse, d.b.a. Dashco Manufacturing Co.; 8Feb50; KK46323.

DAVIS, Michael, Eric S. Shaw and Howard Coluse, d.b.a. Dashco Manufacturing Co. SEE Dashco Manufacturing Co.

DAVIS, WELLS L. ©.

Sine template. (Plastic template for drawing sine curves) Envelope. © 29Mar50; KK48577.

DAVIS SPECIALTIES, INC. ©.

A combination that pays off in customers and cash! (Press plates and flexible hose for pressing machines) Sheet. © 13Mar50; KK47615.

Press finishing is the best finishing. Presses finish better if equipped with Davis fabric-renewing plates. For all-day performance of presses every day install Davis Uniflex Leak-Prufd hose now! (Press plates and flexible hose for pressing machines) Sheet. © 11Jan50; KK46623.

DAVISON CHEMICAL CORPORATION ©.

Davco granulated 20 o/o superphosphate always drills freely, non-caking, easiest to handle! Folder. © The Davison Chemical Corp.; 31Jan50; KK45821.

Davison silica gel - 8-20 mesh.

Grade code 07. (Dehydrating agent) Sheet. © The Davison Chemical Corp.; 10Feb50; KK45964.

The farmer is a chemist. (Chemicals) Sheet. © The Davison Chemical Corp.; 1May50; KK49149.

Foreshadowing the future. Progress through chemistry ... (Chemicals) Sheet. © The Davison Chemical Corp.; 1Dec49; KK44467.

A reasonable conclusion. (Industrial chemicals) Sheet. © The Davison Chemical Corp.; 1Feb50; KK45673.

With DAL; more, and more powerful gasoline for you. (Chemicals) Sheet. © The Davison Chemical Corp.; 1Jun50; KK50353.

DAY-BRITE LIGHTING, INC. ©.

Day-Brite Boxco louvered troffers - flange and snap-in type for two and three 40-watt fluorescent lamps. (Fluorescent lighting fixtures) Sheet. (Section 20, sheet 7) © 23Jan50; KK46496.

Day-Brite Flexoline-2 for two 40-watt fluorescent lamps. (Fluorescent lighting fixtures) Sheet. (Section 10, sheet 22) © 8Jun50; KK50463.

Day-Brite Flexoline-2 for two 75-watt slimline lamps. (Fluorescent lighting fixtures) Sheet. (Section 10, sheet 23) © 8Jun50; KK50462.

Day-Brite Flexoline-4 for four 40-watt fluorescent lamps. (Fluorescent lighting fixtures) Sheet. (Section 10, sheet 24) © 8Jun50; KK50461.

Day-Brite Flexoline-4 for four 75-watt slimline lamps. (Fluorescent lighting fixtures) Sheet. (Section 10, sheet 25) © 8Jun50; KK50460.

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DAY-BRITE LIGHTING, INC. ©. Cont'd.

- Day-Brite Viz-Aid 2 40-watt standard finish for two 40-watt fluorescent lamps. (Fluorescent lighting fixtures) Sheet. (Section 10, sheet 1) © 23Jan50; KK46495.
- Day-Brite Viz-Aid 4 40-watt standard finish - single units and continuous fixtures. (Fluorescent lighting fixtures) Sheet. (Section 10, sheet 3) © 23Jan50; KK46494.
- Design with Plexoline. (Fluorescent lighting fixtures) Poster. © 22May50; KK50039.
- Plexoline-4 accent units; Day-Brite catalog. (Fluorescent lighting fixtures) Sheet. (Section 10, sheet 27) © 17May50; KK50038.
- Plexoline-2 accent units; Day-Brite catalog. (Fluorescent lighting fixtures) Sheet. (Section 10, sheet 26) © 17May50; KK50037.

DAY'S (MRS.) IDEAL BABY SHOE COMPANY, INC. ©.

- For an ideal baby. (Infant's and children's footwear) Label. © 18May50; KK50959.
- Ideal Cozy-Mocs. (Infants' and children's footwear) Label. © 18May50; KK50960.
- The Ideal Creed. The shoe of the baby determines the foot of the adult. Label. © 31Mar50; KK48232.

DAZOR MANUFACTURING CORPORATION ©.

- Air-cooled incandescent Dazor floating lamps. (Fixture with incandescent reflector) Folder. (Form 646) © 21Apr50; KK48956.
- Authorized distributor cost sheets, effective May 1, 1950.
- Dazor floating fixtures. Folder. (Form 761) © 21Apr50; KK48940.
- Parts catalog, Dazor floating fixtures. Pamphlet. (Form 784) © 19May50; KK49704.
- Dealer cost sheets, effective May 1, 1950.
- Dazor floating fixtures. Folder. (Form 751) © 21Apr50; KK48955.
- Parts catalog, Dazor floating fixtures. Pamphlet. (Form 783) © 19May50; KK49703.
- Industrial user price list, effective May 1, 1950. Pamphlets.
- Dazor floating arm for microphones. (Form 725) © 21Apr50; KK48950.
- Dazor floating fixtures. (Form 782) © 19May50; KK49702.
- Dazor floating lamps, 14-watt ... direct current. (Form 722) © 21Apr50; KK48944.
- Dazor floating lamps, 15-watt ... alternating current. (Form 721) © 21Apr50; KK48942.
- Dazor floating lamps, incandescent. (Form 723) © 21Apr50; KK48946.
- Dazor floating lamps, medical and surgical. (Form 726) © 21Apr50; KK48952.
- Dazor floating magnifier with fluorescent lighting. (Form 724) © 21Apr50; KK48948.
- Dazor floating ultra-violet lamp. (Form 727) © 21Apr50; KK48954.
- Retail price list, effective May 1, 1950.
- Dazor floating arm for microphones. Folder. (Form 705) © 21Apr50; KK48949.
- Dazor floating lamps, 14-watt ... direct current. Folder. (Form 702) © 21Apr50; KK48943.
- Dazor floating lamps, 15-watt ... alternating current. Folder. (Form 701) © 21Apr50; KK48941.
- Dazor floating lamps, incandescent. Folder. (Form 703) © 21Apr50; KK48945.
- Dazor floating lamps, medical and surgical. Folder. (Form 706) © 21Apr50; KK48951.

- Dazor floating magnifier with fluorescent lighting. Folder. (Form 704) © 21Apr50; KK48947.
- Dazor floating ultraviolet lamp. Folder. (Form 707) © 21Apr50; KK48953.
- Parts catalog, Dazor floating fixtures. Pamphlet. (Form 781) © 19May50; KK49701.

DEANE STUDIOS ©.

- Hand-smock, dress-kit. (Child's dress) Label. © 1Mar50; KK50539.

DEARBORN MOTORS CORPORATION ©.

- Dearborn farm equipment; put your seed to bed in good seed beds ... Sheet. © 1Mar50; KK48114.
- Farm profits start right here. Get proof that the Ford tractor and Dearborn ground-breaking tools pay bigger returns. Sheet. © 15Dec49; KK44359.
- First time since the war! The famous Peoria grain drill is back! (Tractor and farm equipment) Sheet. © 15Feb50; KK48485.
- For bigger crops ahead, use this cultivator behind! (Tractor & farm equipment) Sheet. © 25Feb50; KK47114.
- For faster, cleaner crop gathering. Dearborn-Wood Bros. combine for all combinable crops. (Farm machinery) Sheet. © 30Mar50; KK49770.
- Good farming starts with good plowing - Ford tractor plows. Sheet. © 19Jan50; KK46423.
- How a little steel adds acres to a farm! Ford tractor [and] Dearborn farm equipment. Sheet. © 1May50; KK50065.
- More fruit from your labors. How the Ford tractor speeds orchard work! (Farm equipment) Sheet. © 18Feb50; KK48116.
- Now - 29 important improvements - Ford tractor. (Farm machinery) Sheet. © 22Feb50; KK46714.
- Preferred prospects for the Dearborn-Wood Bros. combine. Folder. (AD-5547) © 17Apr50; KK49384.
- 3 point magic in cultivation. When a farmer spends half a day bolting a cultivator onto his tractor he loses just that much production. (Dearborn Motors farm equipment and Ford tractors) Sheet. © 17Dec49; KK44451.
- Used equipment merchandising for Dearborn dealers and salesmen. (Farm equipment) 15 p. © 16Jan50; KK47355.
- We ask - Why didn't somebody think of this before? (Ford tractor and Dearborn farm equipment) Sheet. © 25Jan50; KK46353.
- Your town is your opportunity. (Farm equipment) 16 p. © 16Jan50; KK47354.

DEFIANCE BLEACHERY ©.

- Defiance for that sterling hand in your organdy. (Process of permanently finishing organdy) Sheet. © 13Dec49; KK45044.
- Defiance for that sterling hand, lustre and transparency in your organdy. (Process of permanently finishing organdy) Sheet. © 9Dec49; KK45041.
- Defiance for that sterling lustre in your organdy. (Process of permanently finishing organdy) Sheet. © 8Dec49; KK45042.
- Defiance for that subtle transparency. (Process of permanently finishing organdy) Sheet. © 9Dec49; KK45040.
- In organdy, permanent is as defiance does. Rely on the Defiance "Heberlein process" - the permanent finish... (Process of permanently finishing organdy) Sheet. © 12Dec49; KK45043.

DEGEORGE, Louise, Minnie Clemento and Marie Oziminski, sole owners DeGeorge Beauty Salon. SEE DeGeorge Beauty Salon.

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- It is our privilege to have selected you ... (Permanent wave lotion) Card. © Louise DeGeorge, Minnie Clemento & Marie Oziminski, sole owners of the DeGeorge Beauty Salon; 28Aug49; KK46163.

DE JARNETTE, MAJOR BERTRAND ©.

- The De Jarnette Pronators. (Instrument to measure medial pronation of the human ankle) Label. © 13May50; KK50807.

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- Best bet for bottlers. (Non-carbonated soft drink) Sheet. © The Delaware Punch Co. of America; 7Feb50; KK49160.
- Bottler's delight. (Non-carbonated soft drink) Sheet. © The Delaware Punch Co. of America; 2May50; KK49159.
- For parties and home festivities - Delaware Punch is a popular favorite. (Non-carbonated soft drink) Sheet. © The Delaware Punch Co. of America; 15Jan50; KK49210.
- The franchise with a punch. (Non-carbonated soft drink) Sheet. © The Delaware Punch Co. of America; 7Mar50; KK49162.
- Popularly acclaimed! (Non-carbonated soft drink) Sheet. © The Delaware Punch Co. of America; 10Jan50; KK49158.
- Proven popularity. (Non-carbonated soft drink) Sheet. © The Delaware Punch Co. of America; 4Apr50; KK49161.
- Season's greetings. May we wish for you a merry Christmas and a happy new franchise ... (Non-carbonated soft drink) Sheet. © The Delaware Punch Company of America; 15Dec49; KK45046.
- Some desirable territories still open - for franchise information. [Bottle on a pillow] (Non-carbonated soft drink) Sheet. © The Delaware Punch Co. of America; 15May50; KK49524.
- A sterling opportunity awaits the bottler ... (Non-carbonated soft drink) Sheet. © The Delaware Punch Co. of America; 15Mar50; KK49209.

DELERY, GEORGE VINCENT ©.

- The checker board ensemble. (Checker boards) 9 p. © 15Jan50; KK46071.
- Checker board ensemble. The outstanding game of all time. Sheet. © 15Nov49; KK45324.

DEL MONTE LABORATORIES ©.

- D. M. L. formula for professional use containing minerals in solution in ocean sea water. Label. © Frank E. Birtwhistle, d.b.a. Del Monte Laboratories; 6Dec49; KK50452.

DELONG HOOK AND EYE COMPANY ©.

- New DeLong diaper pins. Easy to pin, glide through material, won't rust or tarnish. Label. © The DeLong Hook & Eye Co.; 12May50; KK49717.

DEMPSEY, Lulu, d.b.a. HMD Candies. SEE HMD Candies, inc.

DENSLAW, OTIS L. ©.

- Free! A beautiful portrait from life sitting. (Photograph) Label. © 10May50; KK50709.
- Look! A beautiful portrait from life sitting. (Photograph) Label. © 10May50; KK50708.

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Como auxilia a cataplasma penso antiphlogistine. (Medical products) Folder. © The Denver Chemical Manufacturing Co., Inc.; 29Dec49; KK45459.

DEODORIZED ORDER OF THE SKUNK ©.
You and the Stinkers. (Gummed stickers, tee shirts, etc.) 11 p.
© The Deodorized Order of the Skunk; 15Jan49; KK48505.

DEPARTMENT of Oregon, American Legion Auxiliary. SEE American Legion Auxiliary. Department of Oregon.

DERMAL RESEARCH SERVICE BUREAU ©.
Dermal research topics. Service bulletins 14-17.
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DETREX CORPORATION ©.
Detrex alkali cleaners, for every cleaning application. Pamphlet. © 28Feb50; KK48524.
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Detrex degreasers, washers & processing equipment. Folder. © 10Mar50; KK48690.

DETROIT STEEL CORPORATION ©.
Handsome is as handsome does. In steel, "intrinsic quality" ... [From Detroit purchaser, June 1950, p. 6] (Steel) Sheet. © 10Jun50; KK50414.
Reliance job-fitted service - what it means to you. (Steel) Sheet. © 10Feb50; KK46588.
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DETTRA FLAG COMPANY, INC. ©.
U. S. flag. Bull-Dog bunting; extra strength ... (Flag) Label. © 13Feb50; KK46581.

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DEWHIRST MUSIC GAME COMPANY ©.
Chinese Checker Note. The new popular game for everybody young and old ... (Music game) Label. © 20Dec49; KK44326.
Peg-A-Note. Peg-A-Note for me to match, make a mistake for me to catch ... (Music game) Label. © 20Dec49; KK44325.
Write-A-Note. One Write-A-Note, another Write-A-Note ... (Music game) Label. © 20Dec49; KK44324.

DEXTER (FRED) AND STAFF ©.
At last! Somebody's invented a diaper that will not bow baby's legs; No-Fol. Label. © 17May50; KK50549.

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New stainless steel trim; Dieterich Karvisor. (Automotive accessories) Sheet. (Form 110) © 23Feb50; KK48762.

Sure fire sales with the Dieterich story. (Automobile accessory) Pamphlet. (F116) © 4Apr50; KK48763.

DIETZEN'S BAKERIES, INC. ©.
Dietzen's "Quik Bake" rolls. Label. © 19Dec49; KK44322.

DILLE (ROBERT C.) AND ASSOCIATES, INC. ©.
Your slipping sales show. (Sales manuals) Folder. © 3Jan50; KK45378.

DISNEY (WALT) PRODUCTIONS ©.
From Walt Disney's Donald Duck: Donald's singing lesson [and] Pluto the pup. A Little Golden Record. Label. (D6) © 23Aug49; KK46596.
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Tiny movie stories; 12 story books, 200 color pictures by Walt Disney. (Books) Label. © 20Jan50; KK47075.
Walt Disney's Donald Duck writing paper. Label. (2052) © 15Nov49; KK45309.

DIXIE CUP COMPANY ©.
The Mixie Dixie. Your drink is mixed in this cup ... (Paper cup) Label. © 27Dec49; KK44488.

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Hey kids! Save new Dr. Pepper caps, says John Wayne. (Fruit flavored drink) Sheet. © 11Jun50; KK50405.
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Crispy, kept airtight; Soggy, left in the open. (Popcorn) Sheet. © Mary Dodge, d.b.a. Mary Dodge Confections; 6Dec49; KK46112.

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Blondes prefer gentle-ones! Gentle tissues, that is! Sheet. © 24Jan50; KK45909.
For the lass with the delicate skin. If you can't use just any tissue - you can use Doeskin. Sheet. © 17Jan50; KK45286.
How to be an angel! Pamper your family with Doeskin tissues. (Tissues) Sheet. © 26Jan50; KK46222.
I know a beauty trick or two! For thorough cleansing: Remove every smitch of cream and make-up with Doeskin tissues. Sheet. © 5Jan50; KK45455.
I'm cubbin' down wid sumpin. Poor deer! Take a Doeskin! Each downy-soft tissue take up every droplet double-quick. (Tissues) Sheet. © 2Feb50; KK46189.
I'm singing in the rain! What's a deluge to a Doeskin! Downy soft Doeskin tissues are the fastest-absorbing you ever sneezed into. Sheet. © 19Jan50; KK45320.

Is beauty only skin-deep? Then pamper your skin with Doeskin tissues. Sheet. © 12Jan50; KK45454.

It's never too wet for me! Bless Doeskin - the absorbing-est tissue you ever sneezed into! Sheet. © 3Jan50; KK45453.
I've got the drizzles. Quick, reach for the Doeskin tissues, dear. Sheet. © 7Feb50; KK46190.
Lady be good to yourself! Treat yourself to luxurious Doeskin. (Tissues) Sheet. © 31Jan50; KK46221.
Like dancing cheek-to-cheek! That's how soft Doeskin is next to your skin! (Tissues) Sheet. © 10Jan50; KK45452.
Takes off everything, my dear! Countess Lydia Grey, Doeskin tissues. Sheet. © 14Feb50; KK46781.

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Allergic rhinitis and hay fever. Rhinalgan ... (Medicinal) Folder. © 5May50; KK49831.
Chronic nasal and sinus infections. Rhinalgan ... (Medicinal) Folder. © 20Apr50; KK49832.
An innovation in common cold nasal therapy. Rhinalgan. (Medicinal) Folder. © 15Mar50; KK47936.
New - nasal decongestant. Without circulatory or respiratory effect. Rhinalgan. (Medicinal) Folder. © 22Mar50; KK47941.
New! Physician's sample is on its way. Rhinalgan. (Medicinal) Folder. © 14Feb50; KK47937.
Nose, throat and ear. The nose and throat in Otitis Media. Auralgan and Otosmosan. (Medicinals) Folder. © 21Nov49; KK44881.
Real comfort of free breathing in allergic rhinitis and hay fever. An innovation! Rhinalgan. (Medicinal) Folder. © 26May50; KK49825.
Safe nasal therapy - in pediatrics. Rhinalgan. (Medicinal) © 30Mar50; KK47942.
Therapy in Otitis. Auralgan and Otosmosan. (Medicinals) Folder. © 13Dec49; KK44880.

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Additional uses of liquid rectal medication. Rectalgan. Folder. © 8Mar50; KK47935.
Improved ano-rectal medication - liquid ... Rectalgan. Folder. © 25May50; KK49830.
Lymphatic, arterial, venous and nerve supply of the ano-rectum. (Medicinal) Folder. © 17Apr50; KK48473.

DOLCIN CORPORATION ©.
Chained with pain of arthritis rheumatism? [From Chicago daily tribune, Apr. 12, 1950, p. 23, pt. 1] (Pharmaceutical) Sheet. © 12Apr50; KK49412.
Chained with pain of arthritis rheumatism? [From The Detroit times, Apr. 20, 1950, p. C23] (Pharmaceutical) Sheet. © 20Apr50; KK49411.
If you suffer crippling pains of rheumatism arthritis... (Pharmaceutical) Sheet. © 7Apr50; KK49413.
An important message for every man and woman in St. Louis who suffers crippling pains and tortures of arthritis, rheumatism... (Pharmaceutical) Sheet. © 2Apr50; KK49414.

DOLE REFRIGERATING COMPANY ©.
Dole Ice-Cel cuts the cost of air conditioning. (Refrigerant storage unit) Folder. (Catalog 23, section 8-B) © 1Jan50; KK47822.

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Bronco Bill. (Pin-up pictures) Folder. © The Dolly Toy Co.; 25Feb50; KK48544.
Cowboy and Indian pin-ups. (Decorative wall plaque) Label. © The Dolly Toy Co.; 25Feb50; KK48545.

DOMORE CHAIR COMPANY, INC. ©
Do more for your health. (Posture chairs) Pamphlet. (Form no. D150) © 6Jun50; KK50489.

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How to select the correct slide fastener. Label. © 22Mar50; KK47702.
Talon. How to apply Talon slide fasteners in a trouser fly. Label. © 22Mar50; KK48348.

DONLON, Betty A., d.b.a. Donlon Company. SEE Donlon Company.

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Betty Donlon's frozen early California style pink beans & cheese, 1 lb. Label. © Betty A. Donlon, d.b.a. Donlon Co.; 20Dec49; KK45841.

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How long since the last check was made on your water softener equipment? Card. © 15Nov49; KK46577.
If you want the most capacity for the least money, then ... (Water conditioning equipment) Card. © 15Nov49; KK46575.

One of us expects to be in your vicinity soon ... (Water conditioning equipment) Card. © 15Nov49; KK46574.

We are still interested in your Permutit equipment ... (Water conditioning equipment) Card. © 15Nov49; KK46573.

We'd like to discuss your water problem with you. (Water conditioning equipment) Card. © 15Nov49; KK46576.

DOUGLAS FIR PLYWOOD ASSOCIATION ©
Better farm buildings with exterior plywood. 27 p. © 20Mar50; KK47839.

DOUR, ALICE ©
It's just a matter of figures..figure it out for yourself! That ideal figure you once had ... (Gyroducting apparatus) Folder. © 15Dec49; KK44328.

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Lorraine mayonnaise dressing; 1 gallon. Label. © 10Apr50; KK48123.
Lorraine special dressing; 1 gallon. Label. © 10Apr50; KK48124.

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"Strongheart" cat food. Label. © 22Apr50; KK50562.

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Clogged drain? Quick, lady - use Drano! Sheet. © The Drackett Co.; 14Dec49; KK45253.

Drain stopped up with hair? Drano. (Drain cleaner) 2 sheets. © The Drackett Co. © 15Feb50; KK49560. © 17Mar50; KK50962.

Drain won't drain? Clear it with Drano. Sheet. © The Drackett Co.; 15Mar50; KK50963.

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Here's why they changed back to Windex spray! (Glass cleaner) 2 sheets. © The Drackett Co. © 30Oct49; KK45252. © 29Mar50; KK50961.

If you could slice your sink drain in half you'd see this muck ... (Drano) Sheet. © The Drackett Co.; 18Nov49; KK45254.

If you could turn your sink upside down... Drano. (Chemical drain cleaner) Sheet. © The Drackett Co.; 17Feb50; KK49561.

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DRAYSON, Dudley D. SEE Cass Clinton W.

DREW (E. F.) AND COMPANY, INC. ©
Drew's Drisyn dissolvent. (Drycleaning detergent) Sheet. © 15Jun49; KK44468.

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This is your decorama. (Furniture) Pamphlet. © 24Mar50; KK49362.

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Drilsaw - any shape hole with one tool. Sheet. © H. Seymour Frank, d.b.a. Drilsaw Co.; 31Mar50; KK49339.

DRITZ (JOHN) AND SONS ©
Automatic darning and miniature loom; Dritz automatic darning. Label. © 25Aug49; KK48175.

Dritz automatic darning instruction sheet. Label. © 25Aug49; KK48792.

Dritz awl (stiletto) for eyeletting, punching holes in fabrics, leather or plastics. Card. © 10May50; KK49799.

Dritz beeswax, strengthens thread for sewing buttons. Label. © 22Dec49; KK48960.

Dritz button-maker kit; economy model. 2 labels. © 30Aug49; KK48170; KK48623.

Dritz interfacing of Armo, the wonder fabric for dresses. Assures a crisp finish to sheerest fabrics. Label. © 16May50; KK49793.

Dritz nylon elastic thread of Paralastic. Label. © 18May50; KK49801.

Dritz nylon elastic thread of Paralastic. Stronger for shirr-stitching. Folder. © 18May50; KK49800.

Dritz shoulder strap cushions. Label. (695) © 29Jul49; KK48890.

For a perfect application - Dritz - easy to attach at home. Dritz Dainty Dot snappers kit with hand press. (Sewing aid) Label. (667) © 25Aug49; KK47943.

For a perfect application - easy to attach at home. Instructions for Dainty Dot snappers kit. (Sewing aid) Label. © 25Aug49; KK47946.

How to use Dritz cutting board. For complete accuracy in cutting ... Label. © 5Jan50 (in notice: 1949); KK48975.

Instruction sheet; 3-in-1 economy model, Dritz button-maker kit. Sheet. © 30Aug49; KK48169.

DRUG LABORATORIES, INC. ©
Hey Doc, what's good for "hurry-worry" stomach? (Antacid tablets) Card. © 3Dec49; KK45162.

Medical science now brings you the first completely effective relief for "hurry-worry" stomach; Amitone. (Antacid tablets) Sheet. © 16Jan50 (in notice: 1949); KK45780.

Quick lunch, rush-rush, excitement! No wonder everybody's got "hurry-worry" stomach! (Antacid tablets) Card. © 3Dec49; KK45161.

This is your personal package of Amitone, that wonderful new antacid relief ... (Antacid tablets) Label. © 20Dec49; KK45159.

Yes, we have Amitone for "hurry-worry" stomach! (Antacid tablets) Poster. © 9Dec49; KK45160.

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Now you can offer factory method baked finish with Dry Quick add-a-panel paint baking equipment. Folder. © 19Jun50; KK51055.

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Stay-put pencil magnet. Label. © 30Nov49; KK46078.

DRYBURGH AND SONS, INC. ©
Tutch-up brand Air-o-foam upholstery and rug cleaner. (Detergent) Label. © 10Apr50; KK49333.

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Dryco's revolutionary new "Velvet Grip" speed-spray. (Drycleaning equipment) Sheet. © 11Mar50; KK47614.

Finish shoulders better - 3 times faster. (Dry cleaning equipment) Sheet. © 3Feb50; KK45872.

It's proved! Over 2,000 Dryco Spraying units are in successful plant operation today! (Dry cleaning equipment) Sheet. © 19Jan50; KK45379.

Keep this record for just one week. Spotter's count. Dryco Spraying units. (Dry cleaning equipment) Sheet. © 23Dec49 (in notice: 1950); KK44784.

With either Dryco unit; you, too, can get these results ... (Drycleaning equipment) Folder. © 7Mar50; KK47613.

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DU BOIS, Jesse E., t.a. Du Bois Creations. SEE Du Bois Creations.

DU BOIS CREATIONS ©
Little one. Keep your baby's bottle at the natural nursing angle with the new Tilt-Rite adjustable bottle holder. Sheet. © Jesse E. Du Bois, t.a. Du Bois Creations; 14Jul49; KK44321.

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Pairsome hosiery. Label. © 11Apr50; KK48553.

Twinset hosiery. Label. © 11Apr50; KK48552.

DUFFELL, Richard S., Jr., d.b.a. House of Richard. SEE House of Richard.

DUGAS AND COMPANY ©
The best drain tile in the world is made on the Ace. (Drain tile machines) Pamphlet. © 28Mar50; KK49334.

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Now, a full 28-inch lawn sweeper for only \$37.50. Folder. © 7Apr49; KK49336.

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Now you can spray away ugly crabgrass and protect the beauty of your lawn. (Chemical crabgrass killer) Sheet. © 25May50; KK50369.

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Waffl Snak, a brand new treat that's good to eat, with sausage, hot dog, ice cream, everything. (Waffle cones) Poster. © Frederick M. Duhig, d. b. a. F. M. Duhig Manufacturing Co.; 22Nov49; KK44700.

DUHIG, Frederick M., d.b.a. F. M. Duhig Manufacturing Company. SEE Duhig (F. M.) Manufacturing Company.

DU MONT (ALLEN B.) LABORATORIES, INC.

Another Du Mont first! Color television for industry. (TA-164A industrial television system) Sheet. © 1Mar50; KK48612.

Another Du Mont first! The new Du Mont-Holmes superspeed projector. Sheet. © 1Apr50; KK48611.

Another successful start with Du Mont. KPFO-TV, Phoenix, Arizona. Du Mont - first with the finest in television. (Transmitting equipment) Sheet. © 30Jan50; KK45579.

Du Mont believes that radio and television will best serve the public interest ... (Television receivers) Sheet. © 31Jan50; KK47697.

Du Mont color television equipment for industry. Pamphlet. © 6Mar50; KK47163.

Du Mont daytime television sells! (Television receivers) 2 sheets. © 8Feb50; KK47108. © 1May50; KK49192.

Du Mont Dealergram. (Television receivers) 4 folders.

Dec. 1949. © 23Dec49; KK45155.
Jan. 1950. © 23Feb49; KK47694.
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The Du Mont Fairfield with life-size screen. (Television receivers) 2 folders. © 26Oct49; KK44371; KK44388.

Du Mont industrial cathode-ray tubes. © 10Feb50; KK47489.

Du Mont leads the industry in electronic research. (Television receivers) Sheet. © 23Feb50; KK47860.

Du Mont leads the industry with precision tuning. (Television receivers) Sheet. © 13Jan50 (in notice: 1949); KK47700.

Du Mont leads the industry, with quality control. (Television receivers) Sheet. © 23Feb50; KK47130.

Du Mont oscillography .. the outstanding heritage of another great performer. (Type 294 oscillograph) Sheet. © 1Apr50; KK48610.

Du Mont the acknowledged authority in all phases of television. Everywhere you look in television you find Du Mont. Sheet. © 29Nov49; KK44597.

Du Mont's 30 extra values. (Television receivers) Sheet. © 23Feb50; KK47107.

In buying a television receiver, your ultimate decision is this ... Sheet. © 25Feb50; KK47128.

Industrial endurance with research quality - cathode-ray oscillographs. Sheet. © 8Dec49; KK45580.

Many of my customers say: "If I had only paid a little more for a better set!" (Television receivers) Sheet. © 23Feb50; KK47314.

New Du Mont features at the I.R.E. show. Oscillography throughout the spectrum. (Oscillographs) Sheet. © 10Mar50; KK47486.

Now Du Mont offers the highly-versatile cathode-ray oscillograph type 248-A. Sheet. © 1Jan50; KK45505.

Once upon a time...there was a little princess who was very good ... (Television receiver) Sheet. © 1Dec49; KK44385.

One Du Mont picture is worth 10,000 words. Du Mont - first with the finest in television. (Television receivers) Sheet. © 22Jan50; KK47696.

Operating handbook. The Du Mont Manchu Teleset. (Television receivers) Pamphlet. (RA-106) © 8Apr49; KK44808.

Picture of the successful T-V serviceman; Du Mont Teletrons. Sheet. © 20Feb50; KK48741.

The picture's worth 1000 words - Du Mont Teletrons. (Television fixtures) Sheet. © 4Jan50; KK46689.

Quality production made finer. (Teletrons) Sheet. © 1Apr50; KK48609.

Quality - you can see - Du Mont Teletrons. (Television fixtures) Sheet. © 21Dec49; KK46690.

The story of television is the story of Du Mont. Du Mont has been in television since 1931. (Television receivers) Sheet. © 30Jan50; KK47701.

The T-V picture-signal analyzed. Du Mont type 280-A cathode-ray oscillograph. Sheet. © 3Jan50; KK45504.

This Du Mont Teleset was made specially for you. (Television receiver) Sheet. © 17Nov49; KK44372.

The Wellington by Du Mont. A complete home entertainment instrument which gives you superb, big-screen television. [Black and white envelope stuffer] Folder. © 9Dec49; KK44588.

The Wellington by Du Mont. A complete home entertainment instrument which gives you superb, big-screen television ... [Colored brochure] Folder. © 9Dec49; KK44370.

Why to buy Du Mont. Every prospective television buyer feels that he is making an important investment, and properly so. 25 p. © 2Dec49; KK44373.

You'll be glad you waited for a Du Mont. If your dealer tells you it may be three or four weeks ... (Television receivers) Sheet. © 1Dec49; KK44387.

You'll be glad you waited for a Du Mont. The reason Du Monts are hard to get is that so many other people feel, as you do, that Du Mont is the best receiver made. (Television receivers) Sheet. © 12Dec49; KK44589.

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New improved formula ... Expello insect killer. Label. © 13Feb50; KK48261.

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DUNHAM (C.A.) COMPANY

Now the benefits of differential heating are available in every installation regardless of size! Dunham Vari-Vac differential heating ... (Heating systems) Sheet. © 1Aug48; KK46269.

DUNN, EMMA

Reading the Bible aloud. [Paper disc] (Phonograph records) Label. © 15Feb50; KK49852.

Reading the Bible aloud; album. (Phonograph records) Label. © 15Feb50; KK49853.

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Announcing the first truly practical way to get perfect color harmony every time! Sheet. © 17Mar50; KK47645.

Color Suited toner for use in Color Suited paints. Label. © 21Mar50; KK49528.

Dunne color suited paints. Folder. © 7Feb50; KK47644.

Here's how to get perfect color harmony every time. (Paints) Folder. © 14Apr50; KK48905.

DUNSWORTH, Gertrude R. and Lurnece A., owners of Ace Biologicals. SEE Ace Biologicals.

DUNSWORTH, Lurnece A. and Gertrude R., owners of Ace Biologicals. SEE Ace Biologicals.

DUO-THERM Division. Motor Wheel Corporation. SEE Motor Wheel Corporation. Duo-Therm Division.

DU PONT (E. I.) DE NEMOURS AND COMPANY

Selling slants. (Zerone, Zerex antifreeze) Folder. Mar. 1950. © 31Mar50; KK50768. May 1950. © 1Jun50; KK50767.

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Consumers net prices - effective February 15th, 1950 - the Gibraltar series of booths. (Restaurant booths) Folder. © 15Feb50; KK46401.

Consumers net prices ... the Duro-economy chairs. (Chrome chairs) 8 p. (Price list C, no. 11) © 15Feb50; KK46402.

New style end or occasional tables. Sheet. © 15Feb50; KK46405.

No. 798-chair padded seat ... (Chrome chairs) Sheet. © 15Feb50; KK46404.

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DURO-TEST CORPORATION

Candelite by Duro-Test; the new fluorescent color sensation! (Fluorescent lamps) Sheet. © 15Jan50; KK51109.

Cut the number of replacement calls. (Incandescent traffic signal lamps) Sheet. © 1Feb50; KK51104.

Duro-Test announces a new all-weather Hi-Lite, 300 W mogul base. (Incandescent hard glass lamp) Sheet. © 31Mar50; KK51107.

A new Sportlite for your ball park or stadium. (Incandescent, weather-resistant lamps) Sheet. © 1Dec49; KK51105.

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Only Gibson electric ranges give you all the top sales features! (Refrigerators and ranges) 2 sheets. © 1Feb50; KK46766; KK48252.

People stand in line to see and use the new Gibson refrigerator. Touch-a-tap cold water! Sheet. © 1Mar50; KK48250.

Start the satisfaction! Get your Gibson - get everything! (Electric refrigerators and ranges) Sheet. © 24Aug49; KK45186.

What makes a woman buy? Women told Gibson here's a proven fact ... (Electrical refrigerators) Sheet. © 1Sep49; KK45736.

What makes a woman buy? Women told Gibson with this result ... (Electrical refrigerators) Sheet. © 1Aug49; KK45739.

What will Gibson have in '50? New, never-seen-before features to build traffic and sell! (Electric refrigerators and ranges) Sheet. © 1Oct49; KK45192.

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Davis "super" micrometer stub boring tools - the answer to economical, dependable precision boring. (Metal cutting tools) Folder. © 27May49; KK47519.

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Gilbert electric eye. (Electrical toy) Label. © The A. C. Gilbert Co.; 21Jun49; KK44448.

Gilbert electric eye. Explore the mysteries of electronics with this fascinating, easy-to-use electrical marvel. (Electrical toy) Label. © The A.C. Gilbert Co.; 21Jun49; KK44449.

How to make 'em book; junior Erector. (Construction toy) Folder. © The A. C. Gilbert Co.; 1Aug49; KK45844.

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- No. 4 Junior Erector. Simple to build, fast to make. (Construction toy) Label. © The A.C. Gilbert Co.; 12Aug49; KK44450.
- No. 10 Junior Erector. Simple to build. (Construction toy) Label. © The A.C. Gilbert Co.; 22Aug49; KK44447.
- No. 10 1/2 Erector amusement park set. (Construction toy) Label. © The A.C. Gilbert Co.; 8Sep49; KK44445.

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- Tops 'em all! New! Spectacular! Gilbarco Sell-a-vision pump. (Gasoline pump) Sheet. © 26Apr50; KK49727.

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- Be first with sensational new Gilbarco Sell-A-vision. (Gasoline pump) Sheet. © 24May50; KK50004.
- Gilbarco announces the Sell-A-Vision pump; it's new! It's revolutionary! (Service station equipment) Sheet. © 29Mar50; KK48757.

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- Gill's Brush Kleen. (Cleaner and preserver for hands and paint brushes) Label. © 10Sep49; KK49101.

GILL, RICHARD C.

- d-Tubocurarine chloride. Technical bulletin. Apr. 3, 1950. Pamphlet. © Richard C. Gill and George Isaac Dundas; 3Apr50; KK49063.

GILLET TACKLE COMPANY ©.

- Fisherman. (Fishing tackle) Sheet. © 22Jun49; KK45078.

GILLETTE SAFETY RAZOR COMPANY ©.

- Again Gillette broadcasts the triple crown to make you important money. (Razor products) Sheet. © 1Apr50; KK49029.

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Handy, easy-shaving Gillette razors outsell all others nearly 3 to 1. Sheet. © 7Jun50; KK50422.

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Roland LaStarza vs. Cesar Brion. © 25Nov49; KK44739.

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Steve Belloise vs. Tuzo Portu-guez. © 6Jan50; KK47392.

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- A finer blend from old Kentucky. Whiskey) 4 sheets.
- [Bottle, barrels in perspective; label turned to left] © 11Apr50; KK49012.
- [Bottle with label turned to center] © 14Mar50; KK49014.
- [Bottle of whiskey and card against background of whiskey kegs] © 31Jan50; KK46736.
- [Bottle of whiskey throwing shadow on end of large keg] © 14Feb50; KK46737.
- First class favorite. Kentucky Tav-ern. (Whiskey) Sheet. © 30Apr50; KK50639.
- For gifts of good cheer it's Glenmore this year! Again the Glenmore jug and the new Drum package. [Christ-mas gifts] (Whiskey) Sheet. © 16Dec49; KK45403.
- Gifts of good taste at no extra charge. [Kentucky Tavern gift packages] (Whiskey) Sheet. © 19Nov49; KK45400.
- Glenmore, - from old Kentucky - the best buy of the better bourbons. [Three poses of bearded man, drapes, glasses and bottle of whiskey] (Whiskey) Sheet. © 3Feb50; KK46733.
- Glenmore's unchanging quality makes it Kentucky's finest. [Row of bottles in perspective] (Whiskey) Sheet. © 10Mar50; KK49016.
- Kentucky Tavern always means - top value. (Whiskey) Sheet. © The Glenmore Distilleries Co., inc.; 19May50; KK50638.
- Let's give Old Thompson a hand! [Bridge game scene] (Whiskey) Sheet. © 10Oct49; KK45402.
- More than a million barrels experi-ence ... [Colonels riding on O. & E. Railroad] (Whiskey) Sheet. © 7Apr50; KK49015.
- The perennial favorite. [Tulip] (Whiskey) Sheet. © 20Mar50; KK49013.
- Pleasure is our business - Kentucky Tavern. [Business equipment filled with ingredients for drinks] (Whiskey) Sheet. © 1Jan50; KK46734.
- Pleasure - sure as shootin' - Kentucky Tavern. [Duck hunting theme] (Whiskey) Sheet. © 1Nov49; KK45401.
- Top quality all the time - Kentucky Tavern. [Illustration emphasizing time in connection with whiskey] (Whiskey) Sheet. © 19Jan50; KK46735.
- What to open at close of day - Old Thompson. [Hotel room scene with porter delivering drinks] (Whiskey) Sheet. © 25Oct49; KK45399.
- The word is getting around - it's Kentucky's finest - Glenmore. [Map of Kentucky, three poses of bearded man, and bottle of whiskey] (Whiskey) Sheet. © 30Dec49; KK46732.

COMMERCIAL PRINTS AND LABELS

Yes sir, Old Thompson now has more aged whiskey for the same price. [Two customers and dealer] Sheet. © 8Nov49; KK48644.

Your best stock in bonds. Kentucky Tavern. (Whiskey) Sheet. © The Glenmore Distilleries Co., inc.; 28Feb50; KK50640.

GLIDDEN COMPANY ©.
Bring spring into your home in January. New wonder paint makes winter painting practical. (Spred Satin) Sheet. © The Glidden Co.; 20Jan50; KK46297.

Buy the best. Durkee's own grade AA fortified. (Oleomargarine) Sheet. © The Glidden Co.; 25Jan50; KK45669.

Good! Heavenly! Durkee's coconut. Sheet. © The Glidden Co.; 29Mar50; KK50067.

No wonder they call it the new wonder paint when you can get such amazing results with Glidden Spred Satin. Sheet. © The Glidden Co.; 24Mar50; KK50877.

Only with this new wonder paint can you get such amazing results so easily! Spred Satin. Sheet. © The Glidden Co.; 17Apr50; KK50326.

Only with this new wonder paint can you paint a kitchen like this in half a day! Spred Satin. Sheet. © The Glidden Co.; 15Feb50; KK50068.

Steroid hormones - new happiness. (Pharmaceuticals) Sheet. © The Glidden Co.; 25Dec49 (in notice: 1950); KK45668.

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They look alike-but there's a big difference. (Durkee's oleomargarine) Sheet. © The Glidden Co.; 27Jan50; KK47101.

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Why are you examining that margarine carton, June? Durkee's oleomargarine. Sheet. © The Glidden Co.; 17Mar50; KK48036.

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Glint cleaning powder. Label. © G. Lyle Kramer & Hubert J. Utterback, d.b.a. The Glint Co.; 4Feb50 (in notice: 1949); KK45982.

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Amazing Glissin cleaning wonder. (Synthetic detergent as household soap) Label. © Santo Emmanuele, d.b.a. Glisant Chemical Co.; 10Feb50; KK46771.

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Glitsch truss-type bubble trays. (Oil refinery equipment) 24 p. (150) © 5Apr50; KK48788.

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Glow sand; light at night makes it bright. (Glass beads) 2 labels. © 1Mar50; KK49679-49680.

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Extra good because it's extra dry. (Beer) Sheet. © 28Jan50; KK48597.

Naturally better, because it's naturally brewed. (Beer) Sheets. [Man with glass in left hand, rooster and rolling barrel] © 28Mar50; KK48594.

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[Rooster with bugle] © 27Feb50; KK48595.

GOENNER AND COMPANY ©.
Holiday beer. Label. © 18May50; KK49471.

GOLDBLATT BROS., INC. ©.
Switch from eyestrain to eyeglasses. Many folks over 40 find that close work ... can easily be relieved with eyeglasses. Sheet. © 6Dec49; KK45317.

GOLDENBERG, BENJAMIN CAMERON ©.
A Christmas carol, adapted from Charles Dickens. (Book) Label. © 6Jun50; KK51017.

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Sure quality; sure savings. Whether you're buying Goldex drugs, "Tenacity" menswear, or house furnishings ... Pamphlet. © 16Feb50; KK46837.

GOLDSTEIN (JEFF) INC. ©.
Uniforms tailored by "Jeff" for U.S. Army Air Force Officers. (All wool uniforms) Folder. © 1Feb50; KK50817.

GONG BELL MANUFACTURING COMPANY ©.
Gong Bell toys. 2 folders. © The Gong Bell Manufacturing Co. © 1Mar50; KK47013. © 17Mar50; KK47325.

GOODALL-SANFORD, INC. ©.
Actual store-by-store check proves nationally advertised identification tag helps sell furniture. (Upholstery fabrics) Sheet. © 1Mar50; KK47439.

Dealers! New 1950 Goodall furniture fabrics offer new ideas to make more sales! Sheet. © 20Dec49; KK44615.

Dealers! This Goodall guarantee tag will help you sell more furniture - faster. (Upholstery fabrics) 2 sheets. © 13Dec49; KK44347. © 15Dec49; KK44585.

Dealers! 2 amazing new developments in famous Goodallite plastic will help you boost your Dinette sales! (Upholstery fabrics, etc.) Sheet. © 28Dec49; KK44351.

Dealers! You'll sell more furniture in 1950 with Goodall fabrics "Fashion and Value". Sheet. © 6Dec49; KK44349.

Des Moines railway economizes with Goodall Super Redo plastic upholstery. (Upholstery fabrics, etc.) Sheet. © 10Mar50; KK47638.

Famous Hill-Rom uses Goodall fabrics for added beauty, utility and cleanliness! (Furniture fabrics, etc.) Sheet. © 13Mar50; KK47639.

Get added "fashion + value" on furniture! Look for this Goodall fabrics guarantee tag. (Upholstery fabrics) Sheet. © 17Mar50; KK47440.

Give your home distinctive beauty with Goodall fabrics on Kenmar furniture. (Upholstery fabrics) Sheet. © 17Mar50; KK47441.

Goodall gives you fabric features that sell! (Fashion fabrics) Sheet. © 10Dec49; KK47708.

Goodall; known for quality, known for fashion leadership, known to homemakers everywhere. (Upholstery fabrics, etc.) Sheet. © 14Jun50; KK50850.

Goodall plastics; new 3 ways. A new plus in selling, a new extra in manufacturing. [From Retailing daily, May 15, 1950, p. 11] (Upholstery fabrics, etc.) Sheet. © 15May50; KK49293.

Goodall super Redo selected by Memphis. Sturdy Goodall plastic upholstery selected by Memphis Street Railway and other leading transit companies. Sheet. © 10Dec49; KK44352.

Hospital administrators buy Goodall fabrics. (Draperies, upholstery fabrics, etc.) Sheet. © 10May50; KK49686.

How Goodall fabrics national advertising sends clients to you! (Upholstery fabrics) Sheet. © 1Feb50; KK46316.

Increase your box office receipts; keep maintenance costs down ... (Upholstery fabrics, etc.) Sheet. © 3Feb50; KK47116.

More designer-imagination - richer colors - show-piece patterns. Goodall plastics help you sell more dinette furniture. (Upholstery fabrics) Sheet. © 5Jun50; KK50237.

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New colors! New designs! New ideas! Goodall plastics help you sell more dinette furniture. (Upholstery fabrics, etc.) Sheet. © 17May50; KK49899.

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New Goodall plastics will make news at the June market! (Upholstery fabrics) 2 sheets. © 3May50; KK48998. © 15May50; KK49300.

New weaves! New styles! New colors! New textures! New ideas! Only Goodall gives you these sales extras in guaranteed furniture fabrics. Sheet. © 2May50; KK49443.

Only Goodall fabrics - pioneers in plastics offers you this complete range of beautiful plastics. (Upholstery fabrics, etc.) Sheet. © 15Feb50; KK46490.

Only Goodall gives you these sales extras in guaranteed furniture fabrics. (Upholstery materials) 4 sheets. © 25Apr50; KK48852. © 16May50; KK49467. © 19May50; KK49301. © 31May50; KK50236.

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Why Goodall mohair casement curtains are used exclusively in new John Hancock office building. (Upholstery fabrics, etc.) Sheet. © 10Feb50; KK46508.

You make extra sales and profits when customers feel the luxury of Seamloc carpeting. (Upholstery fabrics, etc.) Sheet. © 7Feb50; KK46166.

Your decorator selects Goodall fabrics for complete room beauty. (Upholstery fabrics) Sheet. © 17Mar50; KK47442.

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Goodman's 2-X noodles contain twice the eggs. Label. © 27Dec49; KK45322.

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Lunch hour shower. You've been heading all your memos with your wedding date ... (Silverplate) Sheet. © The Gorham Co.; 22Jan50; KK46942.
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All Hamiltons, diamond-set in platinum or gold. (Watches) Sheet. © 11Dec49; KK46760.
A brilliant new Wed-Lok series makes its debut! Flair Wed-Lok ensembles with matching grooms' rings. Sheet. © 9Apr50; KK49670.
Caprice - latest series of exclusive Granat creations. (Diamond ring ensembles) Sheet. © 19Mar50; KK48022.

Crown-set diamond wedding rings ranging in price from \$50 to \$375. Sheet. © 29Jan50; KK46839.
The diamonds in both rings can always be seen together in Wed-Lok. (Jewelry) Sheet. © 13Nov49; KK44711.
Elaborate Wed-Lok ensembles. Now, elaborate ensembles that cannot separate when worn together. (Diamond ring ensembles) Sheet. © 12Feb50; KK46843.
Exclusive creations by Granat! Caprice series, diamond bridal ensembles with groom's rings to match. Sheet. © 5Feb50; KK46844.
Exclusive - Wed-Lok - diamond rings - tailored or elaborate ensembles. Sheet. © 5Mar50; KK48020.
Flair; newest series in Wed-Lok diamond ring ensembles by Granat. Sheet. © 7May50; KK51111.
Gift of lasting happiness! Platinum Granat ring with a perfect Granat diamond. Sheet. © 11Dec49; KK46761.
Granat diamond rings for Christmas. One of America's largest collections! Sheet. © 18Dec49; KK46758.
May your happiness be as lasting as your perfect Granat diamond. (Diamond rings) Sheet. © 26Feb50; KK46841.
Most exciting of gifts - exclusive Granat designs in platinum and diamond. (Wrist watches) Sheet. © 18Dec49; KK46759.
A new diamond series. Platinum and gold Wed-Lok. (Jewelry) Sheet. © 27Nov49; KK44710.
A new series! Diamond and platinum Hamiltons. Exclusive Granat designs. (Watches) Sheet. © 20Oct49; KK44954.
A new series of exclusive Granat designs. Hamilton diamond and platinum watches. Sheet. © 13Nov49; KK44708.
None finer in America! (Diamond rings) 2 sheets.
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Nothing can compare with the satisfaction of saying, "my diamond is perfect." (Diamond rings) Sheet. © 30Apr50; KK49672.
Nothing else on earth can take its place! A perfect diamond. (Rings) Sheet. © 4Dec49; KK46762.
A perfect diamond, nothing else on earth can take its place. (Diamond rings) Sheet. © 22Jan50; KK46840.
A perfect Granat diamond will give you a lifetime of satisfaction. Tempered Gold. Tempered platinum. Sheet. © 20Nov49; KK44709.
Rings of splendor. No finer rings made in America! Each is set with a large perfect diamond. Sheet. © 21May50; KK50339.
Rings which can't separate or turn out of position when worn together! Wed-Lok diamond ensembles. Sheet. © 8Jan50; KK46845.
The security of every diamond is guaranteed in Granat diamond wedding rings. 2 sheets.
© 26Mar50; KK48023.
© 14May50; KK50340.
A series of diamond and platinum Hamiltons; exclusive Granat designs. (Diamond watches) Sheet. © 19Feb50; KK46842.

A stunning new series, designed and produced by Granat Bros. Cherie, diamond ring ensembles. Sheet. © 20Oct49; KK44955.
There's no substitute for quality. No substitute for a Granat ring set with a perfect Granat diamond. Sheet. © 2Apr50; KK49671.
Whether your Wed-Lok ensemble is tailored or elaborate, they cannot separate or turn out of position. (Diamond ring ensembles) Sheet. © 23Apr50; KK49669.
Years and years of extra ring life in Wed-Lok diamond ensembles. Sheet. © 28May50; KK50338.
Your own diamonds can be reset - in Granat - Wed-Lok - mountings. Sheet. © 12Mar50; KK48021.

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Emerson radios. No money down! 78 weeks to pay. Sheet. © 5Dec49; KK47360.
"Granny Grenville" says: Do you want to buy Dad the greatest gift of his life? Schick electric shaver. Sheet. © 8Jun50; KK50279.
Granny Granville says: Here's the world's biggest bargain in a diamond ring for just \$78. (Jewelry-appliances) Sheet. © 13Mar50; KK47143.
Granville's does it again! (Jewelry-appliances) Sheet.
Binoculars with no money down. © 15Dec49; KK49655.
Diamond bridal set. © 6Dec49; KK47362.
Diamond onyx rings with no money down! © 30Jan50; KK45657.
8-way reflector floor lamp. © 6Feb50; KK46130.
Emerson radios with no money down! © 10Oct49; KK47781.
5 extra serving pieces - Free console floor model anti-tarnish chest - 64 pieces Wm. A. Rogers silverware. No money down - only 50¢ weekly. © 8May50; KK49152.
General automatic electric de luxe pop-up toaster. © 14Dec49; KK49654.
Little Brown Jug, Kanteen. © 12Jun50; KK50359.
\$1 diamond wedding ring sale. © 7Nov49; KK47359.
1/2 carat diamond rings ... © 20Mar50; KK47323.
Only at San Francisco's leading credit jewelers will 25¢ a week purchase the world's finest household appliance Toastmaster ... © 13Feb50; KK46617.
San Francisco's leading credit jewelers brings you one of America's most popular golf sets ... © 26Jun50; KK51156.
San Francisco's leading credit jewelers brings you these imported French binoculars. © 6Mar50; KK47019.
San Francisco's leading credit jewelers make it possible to own the world's finest portable by Motorola. © 24Apr50; KK50360.
San Francisco's leading credit jewelers ... 10-diamond wedding ring. © 7Dec49; KK47780.
17-jewel, water-resistant watch. © 17Oct49; KK47364.
6-diamond lady's or man's watch. © 31Oct49; KK47363.
2 nationally famous Bulova watches ... © 29Aug49; KK47782.

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- Granville's San Francisco's leading credit jewelers brings you America's finest gift buys Parker. (Jeweler appliances) Sheet. © 19Dec49; KK45297.
- Granville's sells more Bulova watches than any other jeweler in San Francisco. Sheet. © 8Dec49; KK47361.
- Sensational watch trade-in sale. Up to \$50.00 allowance on your old watch. (Watches) Sheet. © 9Jan50; KK45298.
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Cortical electrode holder. (Medical instrument) Sheet. © 30Jan50; KK45533.
- Grass Kymograph camera. (Electro medical instrument) Sheet. © 1May50; KK49566.
- Instrumentation for electroencephalography, electrocorticography, neurophysiology, experimental pharmacology. (Electro-medical instruments) Sheet. © 8Apr50; KK48551.
- Model III series electroencephalographs. (Medical equipment) Sheet. © 6Jan50; KK45205.
- Stimulus isolation unit. (Electro medical instrument) Sheet. © 27Apr50; KK49565.
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- GRAVER TANK AND MANUFACTURING COMPANY, INC. Graver Water Conditioning Company Division ©.
Water conditioning processes and equipment for municipal services. Folder. (Bull. WC-104) © 24May50; KK50051.
- GREAT LAKES CARBON CORPORATION ©.
Great Lakes insulating gulf fuel savings estimator. Sheet. (WF-9) © 3Jan50 (in notice: 1949); KK45774.
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And something new - a Kleenex pocket-pack! [Little Lulu giving bride gift of Kleenex tissues] © 23Apr50; KK49050.

Don't put a cold in your pocket! [Little Lulu offering Kleenex to sneezing snow man] © 1Feb49; KK48626.

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Kleenex comes in a "pocket edition" too. [Little Lulu putting pocket pack of Kleenex in fat man's pocket] © 10May50; KK50929.

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Only Kleenex serves one at a time. [Little Lulu holding tissue and pointing to box of Kleenex] © 1Nov49; KK48627.

Only Kleenex serves one at a time. [Little Lulu waving tissue, and box of Kleenex] © 19Mar50; KK48493.

Psst, Kleenex pocket-pack's a better buy! [Lulu waving Kleenex at man and woman looking at jewelery] © 15Dec49; KK44971.

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They're better one at a time - like Kleenex! [Little Lulu drinking soda with fat boy] © 7Feb50; KK49033.

Wait! Always room for Kleenex pocket-packs. [Little Lulu showing Kleenex tissues to fat lady pushing suitcase closed] © 23Dec49; KK45311.

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You can blow your head off. [Little Lulu with fat boy who has blown his head off] © 10Oct49; KK45846.

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You'll get better looking with these! [Little Lulu handing man eyeglass tissue] © 28May50; KK51059.

Your best buy in tissues - Kleenex. [Little Lulu riding horse, playing golf, catching cannon ball, playing life, box of Kleenex tissues and package of Kleenex eyeglass tissues] © 31Jan50; KK46010.

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Now - six models - six sizes - six prices. New 1950 International Harvester refrigerators. Sheet.
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Six new 1950 International Harvester refrigerators. Pamphlet. © 1Apr50; KK50169.

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Women dreamed them - home economists planned them - they're femineered! The new 1950 International Harvester Refrigerators. [From Life, Apr. 24, 1950, p. 62-3] Sheets.
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Fashion news for 1950 - the new, slim, supple silhouette. (Latex girdles) Sheet. © 10Jan50; KK45229.

For baby week only; free modern Playtex baby gift. (Powder, oil and cream for babies) Sheet. © 24Mar50; KK48051.

For the way they slim and trim under 1950's new narrow clothes - Playtex girdles win top fashion honors. (Rubber girdles) Sheet. © 17Mar50; KK47081.

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Now! The newest Playtex girdle is the most talked about in the U. S. A.! Invisible Playtex Pink-Ice. Sheet. © 10Jun50; KK50920.

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Paris designers acclaim invisible Playtex girdle as perfect way to the "figure of the 1950's". Sheet. © 13Feb50; KK46186.

Playtex de luxe Superfoam cushion. [Blue] Label. © 30Jan50; KK47057.

Playtex flushable Dryper pads; large size. (Disposable diaper pads) Label. © 15May50; KK50345.

Playtex flushable Dryper pads; regular size. (Disposable diaper pads) Label. © 15May50; KK50344.

Playtex; living girdle. Folder. © 28Apr50; KK49409.

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Playtex Superfoam pillows; now in 2 heights. [Streamer] Sheet. © 14Apr50; KK48770.

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Playtex town & country Superfoam cushion. [Yellow] Label. © 30Jan50; KK47058.

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Luncheon service. [Counter scene; customer being served] (Food) Label. © 12Sep49; KK45004.

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Sea food at its best. [Sketch of lobster with marine life bottom border] (Food) Label. © 12Sep49; KK45006.

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Modern chairs for banks, offices, schools, etc. 27 p. © 20Mar50; KK47449.

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Here's how to chill more - sell more bottled goods than ever before. Jewett Bevador. (Beverage cooler) Folder. (Bull. no. 50-1-A) © The Jewett Refrigerator Co., inc.; 17May50; KK49531.

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Gleaming clean for 9 years yet this floor has never been washed or scrubbed! (Liquid cleaning and polishing wax) Sheet. © 25Mar50; KK47790.

I call that a real shine! Carnu. (Automobile wax) Sheet. © 29May50; KK50077.

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Johnson's floor cleaner; penetrates and softens old surface films for easy removal. Label. © 29Aug49; KK45142.

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Never washed in 13 years, yet this lovely floor stays shining clean! (Liquid wax) Sheet. © 25Feb50; KK46806.

No more "fade-out" shine when you polish furniture! (Cream wax) Sheet. © 25Apr50; KK48967.

Now even a 12-year-old can wax your car in 20 minutes without rubbing! Car-Plate. Sheet. © 29May50; KK50066.

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Now - Glo-coat is water repellent - Mopping won't take off its shine. (Floor wax) Sheet. © 3Mar50; KK46988.

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Shining clean, yet this floor hasn't been washed since 1938! Johnson's liquid cleansing and polishing wax. Sheet. © 25Oct49; KK49808.

So easy now to "carpet" floors with lustrous wax! (Paste wax) Sheet. © 25Feb50; KK46804.

Wax glamour the easy, thrifty way! (Paste wax) Sheet. © 25Jan50; KK45498.

What a polish! Easy-do Carnu. (Liquid car polish) Sheet. © 25Apr50; KK48966.

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How to assemble the Magic Mask. (Stereoscope) Label. © 20Sep49; KK44812.

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The amazing valve keeper inserter for the small keepers in present-day motors. (Automotive tools) Card. (K-D no. 608) © 9Mar50; KK48066.

Door handle spring remover. (Automotive tools) Label. (K-D no. 430) © 23Feb49; KK48060.

Ignition kit. (Automotive tools) 2 labels. (K-D nos. 119 & 120) © 24Aug49; KK48058-48059.

Instructions for using; valve spring compressor; valve spring remover ... (Automotive tools) Label. © 22Nov49; KK48061.

K-D no. 11K pliers kit. (Automotive tools) Label. © 25Apr50; KK49220.

K-D no. 29 socket screw key set. (Automotive tools) Label. © 25Apr50; KK50515.

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New K-D valve service tools for 1949 Ford-built V-8 motors. Folder. (Catalog supplement 24-J) © 29Aug49; KK48056.

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Valve spring compressor for big truck, bus and tractor engines. (Automotive tools) Label. (K-D no. 325) © 2Dec49; KK48065.

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America's most talked-about car has the biggest eyes in the world! Sheet. © 13Jun50; KK50982.
- At last, it's here. Dealers' dream of a motor car - Kaiser Traveler - 2 cars in 1. From beautiful sedan to cargo carrier in just 10 seconds. Sheet. © 6Jun49; KK45295.
- Built to better the best on the road. (Automobiles) Sheet. © 2Jan50; KK47902.
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Chantilly pearls - fashion's newest jewels ... (Simulated pearls) Sheet. © 30Mar50; KK48453.
- LEVEL VALLEY DAIRY ©.
Level Valley, Valley Maid, butter. Label. © 19Apr50; KK49639.
Valley Queen sweet cream butter. Label. © 23May50; KK50560.
- LEVINE, JACOB L. ©.
Distributors! Here's a sensational repeat product! Flash silver cleaner. Sheet. © 15Mar50; KK47835.
- LEVINSON (J.) COMPANY INC. ©.
Holiday cake and candy decorations. Folder. © 4Jan50; KK44473.
- LEVY, Lewis Joseph, d.b.a. Ledo Products Company. SEE Ledo Products Company.
- LEWIS, Ellerbe C., owner. SEE U-Kan Company.
- LEWIS, WILLIAM STONE ©.
Rent a water cooler; rent a Norge electric water cooler. Envelope. © 30Jan50; KK47366.
Rent a water cooler; we know you are interested in having plenty of cooled drinking water. Sheet. © 30Jan50; KK47367.
- LEWIS AND CONGER ©.
Give your heart a lift ...in our Bar-calounger chair. Sheet. © 14May50; KK49474.
Sleep together on the level! Beauty-rest big bed. Sheet. © 30Apr50; KK49001.
- LEWIS ENGINEERING COMPANY ©.
Ser Vis All wheel lift. [For handling truck and tractor wheels] Sheet. © 25Apr50; KK49933.
- LEWIS LABORATORIES ©.
RX-49. (Oxygenating powder mouth-wash) Label. © 25Apr50; KK49450.
- LE WITT, George, d.b.a. House of Le Witt. SEE House of Le Witt.
- LEWITZKE, GILBERT W. ©.
Modern art instruction game. [Drawing of smiling man wearing straw hat; lower border contains assortment of eyes, ears, lips, etc.] (Artistic game of changeable faces) Label. © 25Sep49; KK44840.
- LEWYT CORPORATION ©.
"Owed" to appliance dealers; or, The manufacturer every dealer would like to meet. (Vacuum cleaners) Sheet. © 8Feb50; KK47049.
- LIBBEY Glass Division. Owens-Illinois Glass Company. SEE Owens-Illinois Glass Company. Libbey Glass Division.
- LIEBEL-FLARSHEIM COMPANY ©.
Accuracy in timing x-ray exposures; 1/10-second synchronous motor-driven x-ray timer. Sheet. © The Liebel-Flarsheim Co.; 10May50; KK49665.
Broadens the scope of your practice! The "Office Bovie" ... (0-3 electro-surgical unit) Sheet. © The Liebel-Flarsheim Co.; 12May50; KK49663.
For precision timing of x-ray exposures; 1/20-second synchronous motor-driven x-ray timer. Sheet. © The Liebel-Flarsheim Co.; 10May50; KK49662.
For the doctor who is busy building his future, blueprint for better diathermy treatment. (Diathermy apparatus) Folder. (F-2052--1-50) © The Liebel-Flarsheim Co.; 23Jan50; KK45769.
It certainly has saved doctor a lot of time and brought our patients a lot of comfort. The diathermy that pitches right in and helps. Sheet. © The Liebel-Flarsheim Co.; 31Jan50; KK45576.
- LIEBMAN BREWERIES, INC. ©.
The best of Bocks comes to town! (Beer) Sheet. © 13Mar50; KK47571.
- Doing more than ever to sell more beer for you! Miss Rheingold 1950 (Pat Burrage) will make over six billion calls on your customers ... 3 sheets.
© 1Jan50; KK45313.
© 1Feb50; KK45847; KK46270.
- Doing more than ever to sell more beer for you. Rheingold extra dry lager beer, price list. 2 sheets.
© 1Mar50; KK47082.
© 1Apr50; KK48495.
- Miss Rheingold 1949 is making more than 6 billion reader impressions this year for New York's largest selling beer! Sheet. © 14Oct49; KK44603.
- My beer is Rheingold - the dry beer! says Ann Sheridan. Sheet. © 27Feb50; KK46879.
- My beer is Rheingold - the dry beer! says David Niven. Sheet. © 16Jan50; KK45444.
- My beer is Rheingold - the dry beer! says Don Budge. Sheet. © 1May50; KK50921.
- My beer is Rheingold - the dry beer! says Franchot Tone. Sheet. © 27Mar50; KK47891.
- My beer is Rheingold, the dry beer! says Hoagy Carmichael. Sheet. © 29May50; KK50429.
- My beer is Rheingold - the dry beer! says Jane Wyatt. Sheet. © 22May50; KK50922.
- My beer is Rheingold - the dry beer! says Janet Blair. Sheet. © 20Jan50; KK45644.
- My beer is Rheingold - the dry beer! says Jo Stafford. Sheet. © 20Mar50; KK47629.
- My beer is Rheingold - the dry beer! says John Ringling North. Sheet. © 3Apr50; KK48466.
- My beer is Rheingold, the dry beer! says John Wayne. Sheet. © 26Jun50; KK51167.
- My beer is Rheingold - the dry beer! says Kirk Douglas. Sheet. © 1Jan50; KK44970.
- My beer is Rheingold - the dry beer! says Kyle MacDonnell. Sheet. © 6Feb50; KK46013.
- My beer is Rheingold - the dry beer! says Lilli Palmer. Sheet. © 8Apr50; KK48752.
- My beer is Rheingold - the dry beer! says Nancy Kelly. Sheet. © 2Jan50; KK44605.
- My beer is Rheingold, the dry beer! says Nigel Bruce. Sheet. © 12Jun50; KK50431.
- My beer is Rheingold - the dry beer! says Pat McElroy, Miss Rheingold 1949. 18 sheets.
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© 9Jan50; KK45312.
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© 25Jun50; KK51170.
- My beer is Rheingold - the dry beer! says Sir Cedric Hardwicke. 2 sheets. © 15May50; KK49767; KK50432.
- My beer is Rheingold - the dry beer! says Van Heflin. Sheet. © 20Feb50; KK47619.
- Our beer is Rheingold - the dry beer! says Peter Lind Hayes and Mary Healy. Sheet. © 30Jan50; KK45848.

COMMERCIAL PRINTS AND LABELS

Our beer is Rheingold - the dry beer! say Tony and Sally DeMarco. Sheet. © 27Dec49; KK44733.

Pat Burrage elected Miss Rheingold 1950! (Beer) Sheet. © 31Dec49; KK44810.

She's doing more than ever to sell more beer for you! [From National reviewer, Waterbury, Conn., Feb. 1950, p. 2] Sheet. © 1Feb50; KK47385.

She's the best beer and ale salesman in town. [Miss Rheingold holding armful of gifts] Sheet. © 1Dec49; KK44732.

To your comfortable old age. An explanation of the Rheingold retirement plan for salaried employees. (Beer) 20 p. © 28Jun50; KK51168.

To your health and welfare. [Union] (Beer) 32 p. © 1Apr50; KK48600.

To your health and welfare. [White collar] (Beer) 32 p. © 1Apr50; KK48598.

Turnhoch Überragt die vorzügliche Qualität des echten Rheingold Bockbieres ... Sheet. © 12Mar50; KK47631.

LIGGETT AND MYERS TOBACCO COMPANY ©.

At Barnard ... Chesterfield is the largest-selling cigarette. Jane Wyatt. Sheet. © 22Mar50; KK47796.

At colleges and universities throughout the country Chesterfield is the largest selling cigarette. Sheet. Anne Pearce. © 10May50; KK49666. Brenda Marshall. © 19Apr50; KK48807.

At Cornell ... Chesterfield is the largest-selling cigarette. Franchot Tone. Sheet. © 11Jan50; KK45224.

At Dartmouth ... Chesterfield is the largest-selling cigarette. Robert Ryan. Sheet. © 18Mar50; KK47797.

At Denison ... Chesterfield is the largest-selling cigarette. Dorothy Hart. Sheet. © 10Mar50; KK47332.

At Gonzaga University ... Chesterfield is the largest-selling cigarette. Bing Crosby. Sheet. © 3Feb50; KK46407.

At Hunter ... Chesterfield is the largest-selling cigarette. Helena Carter. Sheet. © 1Feb50; KK45961.

At Marquette ... Chesterfield is the largest-selling cigarette; Pat O'Brien. Sheet. © 16Jan50; KK45764.

At Northwestern ... Chesterfield is the largest-selling cigarette. Patricia Neal. Sheet. © 11Jan50; KK45225.

At Northwestern ... Chesterfield is the largest-selling cigarette. Peggy Dow. Sheet. © 25Jan50; KK45962.

At St. Lawrence ... Chesterfield is the largest-selling cigarette. Kirk Douglas. Sheet. © 3May50; KK49251.

At Syracuse ... Chesterfield is the largest-selling cigarette. William Lundigan. Sheet. © 20Feb50; KK46664.

At the University of Texas ... Chesterfield is the largest-selling cigarette. Zachary Scott. Sheet. © 17May50; KK49816.

At Wisconsin ... Chesterfield is the largest-selling cigarette. Dennis Morgan. Sheet. © 29Mar50; KK48042.

Be your own cigarette expert. James H. Darden, Jr. - Tobaccos that smell milder smoke milder. Sheet. © 1Mar50; KK46987.

Certainly, Chesterfields are milder and better tasting. Gil Hodges. (Cigarettes) Sheet. © 14Jun50; KK50701.

Chesterfield is tops - with the top men in sports - in America's colleges - with the Hollywood stars. Sheets. Anne Pearce. © 10May50; KK49248. Brenda Marshall. © 12Apr50; KK48181.

Dennis Morgan. © 5Apr50; KK48041.

Dorothy Hart. © 8Mar50; KK47352.

Franchot Tone. © 11Jan50; KK44877.

Helena Carter. © 8Feb50; KK45960.

Jane Wyatt. © 29Mar50; KK47930.

Kirk Douglas. © 26Apr50; KK48806.

Pat O'Brien. © 1Feb50; KK45667.

Patricia Neal. © 18Jan50; KK45223.

Robert Ryan. © 15Mar50; KK47331.

William Lundigan. © 22Feb50; KK46668.

Zachary Scott. © 17May50; KK50123.

Chesterfield was my cigarette in college and it's my cigarette today. Dorothy Hart. Sheet. © 8Mar50; KK47352.

Chesterfields are so mild ... Kirk Douglas. [From Look, Mar. 14, 1950, back cover p.] (Cigarettes) Sheet. © 28Feb50; KK46904.

Chesterfields make a big hit with me; they're milder. Eddie Stanky. (Cigarettes) Sheet. © 3May50; KK49135.

Come on along ... smoke my cigarette, milder Chesterfield; Cesar Romero. Sheet. © 10May50; KK49308.

The country's newest, most modern cigarette factory and research laboratories ... Chesterfield. Sheet. © 8Feb50; KK45959.

Dedicated to the millions who smoke the cigarette that satisfies; Chesterfield. Godfrey, Hope and Como. Sheet. © 26Jan50; KK45776.

Enjoy a smoke that really does satisfy, smoke milder Chesterfields, it's my cigarette. Ruth Roman. Sheet. © 10May50; KK49667.

Every day thousands are proving Chesterfields smoke milder; James H. Darden, jr. [From New York times, Mar. 13, 1950, p. 9] (Cigarettes) Sheet. © 13Mar50; KK47227.

Fatima! From all reports the best of long cigarettes. Sales reports show these sensational increases in smokers ... Sheet. © 27Jan50; KK45540.

Fatima! Good - Better - Best. (Cigarette) Sheet. © 31Jan50; KK45665.

Fatima! Much different, much better. Fatima is the long cigarette that contains an essential ingredient ... Sheet. © 3Jan50; KK44510.

Fatima, the long cigarette becoming the leading brand in just one year. [Fatima girl] Sheet. © 10Mar50; KK47330.

For tops in smoking pleasure smoke Chesterfield ... Robin Roberts. (Cigarettes) Sheet. © 21Jun50; KK50989.

A hit! Yes, sir, the top men in ball and all my fans ... Ted Williams [and] Stan Musial. (Cigarettes) Sheet. © 19Apr50; KK48660.

I smoke Chesterfields. Nat Holman. (Cigarettes) Sheet. © 31May50; KK50062.

If you want a milder cigarette that satisfies, it's Chesterfield - Gregory Peck. Sheet. © 31Jan50; KK45666.

In 1949 Fatima doubled, tripled and quadrupled its smokers. In 1950 enjoy Fatima yourself. [Calendar and pack] (Cigarettes) Sheet. © 30Dec49 (in notice: 1950); KK44508.

It's wise to smoke extra-mild Fatima. 5 sheets. © 21Apr50; KK48808. © 25Apr50; KK48871.

© 23May50; KK49814.
© 16Jun50; KK50700.
© 20Jun50; KK50988.

Jackie Robinson ... says "Take my tip - smoke Chesterfield ... much milder". (Cigarettes) Sheet. © 10May50; KK49310.

Louis "Satchmo" Armstrong ... "I smoke Chesterfields ..." [Our world, May 1950, back cover p.] (Cigarettes) Sheet. © 1Apr50; KK48040.

More and more smokers agree extra-mild Fatima is the best of all long cigarettes. [Two girls and one man] Sheet. © 24Mar50; KK47795.

My very first Chesterfield made me a Chesterfield smoker for keeps - Peggy Dow. (Cigarette) Sheet. © 15Feb50; KK46431.

Named the player of the year ... "smoke Chesterfield...much milder" Ted Williams. (Cigarettes) Sheet. © 28Dec49; KK44374.

Smoke my cigarette, Chesterfield, they're milder; Rhonda Fleming. [From MovieLand, May, 1950, back cover p.] Sheet. © 10Apr50; KK48137.

Smoke my cigarette - Chesterfield - they're much milder says Barbara Hale. Sheet. © 10Jan50; KK44876.

Stop - look - listen - go - Fatima Turkish blend cigarettes. Sheet. © 24Feb50; KK46718.

Take my advice and smoke the milder cigarette - Chesterfield. Phil Rizuto. Sheet. © 7Jun50; KK50280.

Take my tip...smoke Chesterfield...much milder; Jackie Robinson. (Cigarettes) Sheet. © 4Jan50; KK44509.

Thanks Pete - Chesterfield never forgets the veterans - Don Legg. Pete Petropoulos. (Cigarettes) Sheet. © 24May50; KK49815.

They call me Mr. ABC because I always bring Chesterfields; Pete Petropoulos. (Cigarettes) Sheet. © 25Jan50; KK45777.

Tobacco farmer and moving picture star Zachary Scott says ... I know Chesterfield ... (Cigarettes) Sheet. © 24Mar50; KK47794.

Wouldn't you rather smoke the best of long cigarettes? Fatima. Sheet. © 28Mar50; KK47915.

You can prove what I proved - Chesterfields are much milder. Marta Toren. (Cigarettes) Sheet. © 20Jun50; KK50987.

You can prove what I proved - Chesterfields are much milder. Paulette Goddard. (Cigarettes) Sheet. © 20Jun50; KK50904.

LIGHTNING STATIC STRAP COMPANY ©.
Lightning static strap, eliminates shock. (Static electricity grounding device) Poster. © 7Apr50; KK48445.

LILY-TULIP CUP CORPORATION ©.
Lily. [Deco dish, leaf design, with title in border] (Paper dishes) Label. (468) © 3Feb50; KK49137.
Lily cups. [Leaf design, Deco dish] (Paper dishes) Label. (468) © 15Dec49; KK48965.
Lily Deco container. [Leaf design with concentric circular cross hatchings] (Paper cups and containers) Label. (24) © 25Jan50; KK48964.

LIMIT CORPORATION ©.
Money making possibilities - in the beverage business. What's the Limit? (Soft drink) Pamphlet. © The Limit Corp.; 27Mar50; KK48689.

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Linda bleach disinfects, deodorizes and removes stains. Label. © 1Nov49; KK45207.

LINDEMANN (A. J.) AND HOVERSON COMPANY ©.

And here's a gift for you, too! Automatic electric range with one-switch control. Sheet. © 1Dec49; KK44879.

Budget-wise and beautiful Lectro-Host refrigerators. (Electrical appliances) Sheet. © 29Apr50; KK49401.

Cost less-do more! Lectro-Host ranges and refrigerators. Sheet. © 25Feb50; KK46906.

Costs less, does more; Lectro-Host electric range. (Electrical appliances) Sheet. © 24Feb50; KK47358.

Get the most, choose a Lectro-Host electric range. (Electrical appliances) Sheet. © 29Mar50; KK47842.

Here's a home freezer that pays for itself! (Electrical appliances) Sheet. © 29Mar50; KK47841.

Modernize your hot water system with Lectro-Host water heaters. (Electrical appliances) Sheet. © 12Apr50; KK48136.

New way to save money on hot water! Lectro-Host. (Electric appliances) Sheet. © 1Mar50; KK46713.

Piping hot water day or night! Lectro-Host water heaters. (Electrical appliances) Sheet. © 22Mar50; KK47634.

Save money 2 ways; Lectro-Host refrigerator. (Electrical appliances) Sheet. © 24Feb50; KK47357.

You select the speed with Lectro-Host ranges. (Electrical appliances) Sheet. © 29Apr50; KK49402.

LINDQUIST, AXEL HJALMER ©.

New additions to our special bargain offer. (Cementcraft articles) Folder. © 25Mar50; KK48768.

LINDSAY RIPE OLIVE COMPANY ©.

Lindsay colossal ripe olives. Label. © 18Dec48; KK49461.

Lindsay extra large ripe olives. Label. © 18Dec48; KK49457.

Lindsay giant ripe olives. Label. © 18Dec48; KK49459.

Lindsay jumbo ripe olives. Label. © 18Dec48; KK49460.

Lindsay large ripe olives. Label. © 18Dec49; KK49456.

Lindsay mammoth ripe olives. Label. © 18Dec48; KK49458.

Lindsay select ripe olives. Label. © 18Dec48; KK49455.

Lindsay special super colossal ripe olives. Label. © 18Dec48; KK49454.

LINE OF BEAUTY COMPANY ©.

Folio one: basic posing elements. Introduction. (Photographic instructions) Pamphlet. © Paul I. Oxley, d.b.a. Line of Beauty Co.; 1Jan50; KK48402.

LINK RADIO CORPORATION ©.

Point to point radio equipment, type 2340, 450-470 mc. Pamphlet. © 23Dec49; KK45151.

LJNKMAN (M.) AND COMPANY ©.

Evolution of Dr. Grabow pre-smoked pipes. Poster. © 8Feb50; KK46963.

LION MATCH COMPANY, INC. ©.

Emery-ette for well-groomed fingernails. (Emery boards) Label. © 13Jan50; KK45067.

LIONEL CORPORATION ©.

Facts for the man who sells Lionel trains. A booklet of vital information. 38 p. © The Lionel Corp.; 23Nov49; KK44942.

LIQUILUX GAS SERVICES, INC. ©.

\$27,000.00 additional profits in five years. (Propane) 11 p. © 10May50; KK50149.

LITTLE CROW MILLING COMPANY, INC. ©.

Miracle Maize mix. 2 minutes from package to oven. (Blend of flour and corn meal) Label. © 10Jan50; KK46986.

LOBEL, PAUL A. ©.

Lobel sterling silver. (Jewelry) 16 p. © 15Nov49; KK46924.

LOCAL TRADEMARKS, INC. ©.

Miss Flora. [Introductory ad] (Flowers) Sheet. © 26May50; KK51015.

LOCKE, INC. ©.

Locke engineering data, no. 7: The selection of outdoor insulators for normal applications. Part 3. (Electrical insulators) 10 p. © 22Feb50; KK48676.

LOCKYER, Mary W., & Henrietta N. Smith,

d.b.a. National Homemaker's League. SEE National Homemaker's League.

LODGE AND SHIPLEY COMPANY. Choremaster

Division ©. Take the "irk out of work"; there's always a job for Choremaster. (One-wheel garden tractor) Sheet. © The Lodge & Shipley Co. Choremaster Division; 20Feb50; KK47111.

LOGAN (A. J.) COMPANY ©.

2000 Nights, \$39.95. Inner spring mattress. Label. © 5Jan50; KK44668.

LONG, James Russell, d.b.a. Russell Long and Company. SEE Long (Russell) and Company.

LONG (RUSSELL) AND COMPANY ©.

Chili Kings' chili. (Chili, tamales, bar-be-cue, etc.) Label. © James Russell Long, d.b.a. Russell Long & Co.; 25Mar50; KK51145.

LONG (THEODORE M.) ENGINEERING SPECIAL-

TIES ©. The Long recording chronograph, a precision interval timer ... Folder. © Theodore M. Long (in notice: Theodore M. Long Engineering Specialties); 23Feb50; KK46816.

LONG (W. E.) COMPANY ©.

16 o/o more Melody Farm Bread. Here you are folks! Sheet. © The W. E. Long Co.; 14Apr50; KK50842.

16 o/o more Melody Farm Bread. You just haven't enjoyed bread ... Sheet. © The W. E. Long Co.; 17Apr50; KK50843.

16 o/o more. You sure have a heap o' good livin' with bread like this. Sheet. © The W. E. Long Co.; 3May50; KK50844.

16 o/o more. You'll be "switched" when you feel it ... (Loaf of bread) Sheet. © The W. E. Long Co.; 10May50; KK50841.

Town Talk, white bread. Label. © The W. E. Long Co.; 6Feb50; KK46132.

LONG (W. H.) COMPANY ©.

Every business can bring 'em in with the new radiant outdoor Post-lites. (Outdoor fluorescent lighting) Folder. (Outdoor lighting bull. no. 550) © 1May50; KK49797.

Make your business street "a path of gold" with the new, radiant, white-way Post-Lites. Folder. © 1Feb50; KK47368.

LORILLARD (P.) COMPANY ©.

If you and your pipe aren't friends any more - put this in your pipe and smoke it! (Briggs pipe mixture) Sheet. © 21Nov49; KK44582.

If your pipe talks back - put this in your pipe and smoke it! When your good old pipe starts giving you a bad time ... try Briggs! (Briggs pipe mixture) Sheet. © 23Jan50; KK45598.

If your pipe's lost its pep - put this in your pipe and smoke it! (Briggs pipe mixture) Sheet. © 5Dec49; KK44583.

LORR LABORATORIES ©.

Quick, easy profits at your fingertips. Perfumed nail lacquer by Dura-gloss - the only perfumed nail lacquer retailing at this price. (Dura-Gloss nail lacquer) Sheet. © 1Jan50; KK46301.

You asked for it - a cream make-up that won't cake-up! New Lorr cream make-up stick - a brand new cream make-up that sells on sight ... Sheet. © 1Jan50; KK46302.

LOSERO, JOHN ©.

Losero's genuine Italian salad dressing; "a delight to the gourmet." Label. © 5Jun49; KK45447.

LOUGHNEY, Harry J. and Frank I. Board-

man, t.a. Columbia Boiler Co. SEE Columbia Boiler Co.

LOUISIANA RICELENE PRODUCTS CORPORATION

©. The egg and you. Life shampoo, the ideal family shampoo. Sheet. © 18Nov49; KK45845.

LOVABLE BRASSIERE COMPANY ©.

Beauty and the bra by Lovable. (Brassieres) Folder. © The Lovable Brassiere Co.; 15Dec48; KK45646.

LOVETT, EVAN F. ©.

I Lovett Stix. I love it. (Food and confections) Label. © 23Dec49; KK48011.

LOWE (JOE) CORPORATION ©.

Creamsicle. (Frozen confections on sticks) Sheet. (10-R-1) © 9Jan50; KK49441.

Dreamsicle. (Frozen confections on sticks) Sheet. (10-D-1-5) © 9Jan50; KK49446.

50 - 50 Popsicle. (Frozen confections on sticks) Sheet. (10-R-1-5) © 9Jan50; KK49443.

Fudgsicle. (Frozen confections on sticks) Sheet. (10-F-1-5) © 5Jan50; KK49442.

Save bags - swell gifts. (Frozen confections on sticks) Sheet. (10-A-3) © 15Nov49; KK49445.

Twin Popsicle. (Frozen confections on sticks) Sheet. (10-P-1) © 3Jan50; KK49440.

Twin Popsicle cool. (Frozen confections on sticks) Sheet. (10-P-4-5) © 3Jan50; KK49439.

Wheatamin. (Whole wheat bread) Sheet. (B-W-59) © 4Jan50; KK49444.

LOY, Percy W., d.b.a. Satellite Company.

SEE Satellite Company.

LOYD, GUY ©.

Just plucked. (Dressed poultry) Label. © 30Dec49; KK45426.

LUBRI-EZE CORPORATION ©.

Lubri-Eze; penetrates, lubricates. (Petroleum products) Label. © 14Mar50; KK47609.

COMMERCIAL PRINTS AND LABELS

LUCKY LAGER BREWING COMPANY ☉
It's Lucky when you live in America.
(Beer) Sheet. ☉ 4May50; KK49984.
No finer beer made - East or West.
Compare Lucky Lager with any other
beer. Sheet. ☉ 19Jan50; KK45641.
Why don't you - get Lucky? (Beer)
Sheet. ☉ 24Feb50; KK47266.

LUM, Carleton Tuttle. SEE Lum's Or-
chids, inc.

LU-MAR CHEMICAL PRODUCTS COMPANY ☉
Spee-D-Glo Lu-Mar floor wax. One U.S.
quart. Label. ☉ 30Dec49; KK44933.
Spee-D-Glo Lu-Mar furniture polish.
One U.S. quart. Label. ☉ 30Dec49;
KK44932.

LUM'S ORCHIDS, INC. ☉
Grow and enjoy orchids in your home.
12 p. ☉ Carleton T. Lum for Lum's
Orchids, inc.; 1Mar50; KK50676.
Lum's lovely orchids. Folder.
☉ Carleton T. Lum for Lum's Or-
chids, inc.; 1Mar50; KK49399.

LUSTRON CORPORATION ☉
How America lives - in the Lustron
home. (Pre-fabricated houses)
Sheet. ☉ 8Oct49; KK45952.

**LYNCH, Gene, d.b.a. Gene Lynch Insulat-
ing Company.** SEE Lynch (Gene) Insulat-
ing Company.

LYNCH (GENE) INSULATING COMPANY ☉
Summer or winter - comfort plus
savings. (Insulation) Sheet.
☉ Gene Lynch, d.b.a. Gene Lynch
Insulating Co.; 10Feb50; KK47527.

LYNCH'S (JOHNNY) SPORTS, INC. ☉
Baseball teams, softball teams ...
Baseball and softball team direc-
tory. Sheet. ☉ 6Feb50; KK47006.

LYONS, MILTON H. ☉
Hiya, honey. Wisconsin clover honey.
[Cartoon of bee] (Honey, maple
sugar or sorghum) Label.
☉ 20May49; KK48645.

M

M AND M WOOD WORKING COMPANY ☉
A master bedroom; Malarkey House.
(Plywood and doors) Pamphlet.
☉ 28Mar50; KK48046.
These are the Malarkey plywoods.
(Plywoods and doors) Sheet.
☉ 23May49; KK47546.

M. AND R. MANUFACTURING COMPANY ☉
Sno-Bol, liquid bowl cleaner. Label.
☉ Thomas O. Render, d.b.a. M. & R.
Manufacturing Co.; 19Oct49; KK50737.

M.E.B. LABORATORIES ☉
Chiropodist corn-cap. Sheet. ☉ Sid-
ney M. Kolbert, Alfred F. Tokar &
Melvin E. Bach, d.b.a. M.E.B. Labo-
ratories; 21Oct49; KK46394.

M. M. inc. SEE Memos for Men, inc.

MABS, INC. ☉
Mabs - magical rounded silhouette -
in her Double Take 100 o/o nylon
laton swim suit. [Four column ad]
Sheet. ☉ 1Feb50; KK46670.

Mabs magical rounded silhouette - in
her Double Take 100 o/o nylon laton
swim suit. [Two column ad] Sheet.
☉ 14Jan50; KK46669.

MABS OF HOLLYWOOD ☉
Mabs rounded silhouette in Mabs mag-
ical (Swim suit) Sheet. ☉ 3Jan50;
KK46764.

MCCBRIDE MACHINE COMPANY ☉
Ro-Rite forward rowing oarjacks.
Row where you're looking - look
where you're rowing. Folder.
☉ 30Dec49; KK46643.

MCCARTHY (R. E.) ADVERTISING AGENCY ☉
Stop fires! Save lives! Build with
concrete (Concrete Pete) [Robot
with concrete block for body]
Sheet. ☉ 20Nov49; KK44330.

**MCHESNEY, Melvin R., d.b.a. Tube-Rite
Laboratories.** SEE Tube-Rite Labora-
tories.

MCCORMICK and COMPANY, INC. ☉
Banquet noodle soup mix with chicken
fat. Label. ☉ 31Oct49; KK44458.

McCormick poultry seasoning. Label.
☉ 23Oct47; KK50721.

McCormick tea bags. Label.
☉ 13Nov47; KK50903.

MCCORMICK COMPANY ☉
Now! Micro-trimmed engravings. Metal
thermoplastically sealed to wood.
(Photo-engravings) Sheet.
☉ 29Dec49; KK45807.

MCGOWN (PEARL K.) INC. ☉

The dye dabblers. (Hooked rug designs
and supplies) Sheet.

No. 51. ☉ 15Jan50; KK50942.

No. 52. ☉ 15Feb50; KK50941.

No. 53. ☉ 15Mar50; KK50940.

No. 54. ☉ 15Apr50; KK50939.

No. 55. ☉ 15May50; KK50938.

No. 56. ☉ 15Jun50; KK50937.

[A letter beginning] Dear Hookcrafts-
man. (Hooked rug designs and sup-
plies) Sheet.

☉ 15Jan50; KK50948.

☉ 15Feb50; KK50947.

☉ 15Mar50; KK50946.

☉ 15Apr50; KK50945.

☉ 15May50; KK50944.

☉ 15Jun50; KK50943.

MCGRANE, Paul, d.b.a. Star Songs. SEE
Star Songs.

**MCGRAW ELECTRIC COMPANY. Clark Divi-
sion** ☉

No corrosion year after year! Toast-
master water heater. Sheet.
☉ 25Apr50; KK50620.

No liming even in hardest water!
Makes the Toastmaster water heater
first with farmers! Sheet.
☉ 21Feb50; KK47643.

With every Toastmaster water heater
you get this pattern! Sheet.
☉ 30May50; KK50619.

With every Toastmaster water heater
you get this pledgel Sheet.
☉ 6Apr50; KK50621.

With every Toastmaster water heater
you get this promise! Sheet.
☉ 27Feb50; KK47642.

**MCGRAW ELECTRIC COMPANY. Toastmaster
Products Division** ☉

Be a guest in your own home with this
hospitality set! Sheet. ☉ 20Mar50;
KK47678.

Bride today, hostess tomorrow. Toast-
master. [From Ladies' home jour-
nal, June 1950] (Automatic toast-
er and waffle iron) Sheet.
☉ 29May50; KK50609.

Bride today, hostess tomorrow. Toast-
master. [From Saturday evening
post, May 20, 1950] (Automatic
toaster and waffle iron) Sheet.
☉ 15May50; KK50608.

Chickland serves 75 tons of chicken
a year from these Toastmaster roll
and food warmers! [From American
restaurant, Mar. 1950] Sheet.
☉ 8Mar50; KK47680.

Chickland serves 75 tons of chicken
a year from these Toastmaster roll
and food warmers! [From Restaurant
equipment dealer, Mar., 1950]
Sheet. ☉ 23Feb50; KK47676.

Door opener to more Toastmaster prod-
uct sales. 2 sheets.

☉ 23Jan50; KK46752.

☉ 23Mar50; KK50610.

4 ways to score more Motner's Day and
bridal-gift sales! Toastmaster.
(Automatic toaster and waffle iron)
Sheet. ☉ 23Mar50; KK50611.

Guests serve themselves - you're
free for fun with this hospitality
set! (Toastmaster set) Sheet.
☉ McGraw Electric Co., Toastmaster
Products Division; 14Feb50;
KK46755.

Happy the hostess that Santa favors
with this hospitality set! The
new Toastmaster hospitality set.
Sheet. ☉ McGraw Electric Co. (in
notice: Toastmaster Products Divi-
sion, McGraw Electric Co.); 23Nov49;
KK45560.

An invitation to Toastmaster dealers.
Give your salespeople this sales
training course and see how much
better they sell! (Automatic
toaster) Sheet. ☉ McGraw Electric
Co., Toastmaster Products Division;
23Jan50; KK46754.

It's worth looking twice for that
Toastmaster "touch". (Toaster)
Sheet. ☉ 27Feb50; KK47679.

Keeps foods hot and oven-fresh for
hours! Aids menu variety, too!
(Roll and food warmers) Sheet.
☉ McGraw Electric Co. (in notice:
Toastmaster Products Division,
McGraw Electric Co.); 3Jan50;
KK45569.

Keeps foods hot and oven-fresh for
hours! Speeds hospital meals, cuts
food costs! (Roll and food warmers)
Sheet. ☉ 27Feb50; KK47675.

Large hospital or small - there's a
Toastmaster toaster for every need!
Sheet. ☉ 28Apr50; KK50613.

Makes every slice perfect every time!
(Automatic toasters) 2 sheets.
☉ 30Jan50; KK46753.
☉ 3May50; KK50614.

The name folks know makes profits
grow! For perfect toast every
time Toastmaster automatic electric
appliances ... Sheet. ☉ McGraw
Electric Co. (in notice: Toast-
master Products Division, McGraw
Electric Co.); 30Dec49 (in notice:
1950); KK45566.

New point-of-service Toastmaster roll
and food warmer. 2 sheets.
☉ 23May50; KK50622.
☉ 29May50; KK50617.

No watching, no waiting - it's com-
pletely automatic. Yes, this is the
one that watches itself - the Toast-
master toaster. Sheet. ☉ McGraw
Electric Co. (in notice: Toastmaster
Products Division, McGraw Electric
Co.); 3Jan50; KK45564.

The one to take has the Toastmaster
"touch". (Automatic toaster)
Sheet. ☉ 10Apr50; KK50606.

Perfect toast gives you more menu
variety - more profits! (Auto-
matic pop-up toaster) Sheet.
☉ 1Sep49; KK45481.

Serve smartly - yet enjoy yourself
with this hospitality set! Toast-
master. (Automatic waffle iron and
toaster) Sheet. ☉ 27Apr50;
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Waffles are always crisp, delicious,
and fully formed when you use the
new "Toastmaster" waffle baker.
Sheet. ☉ McGraw Electric Co. (in
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sion, McGraw Electric Co.); 30Dec49
(in notice: 1950); KK45561.

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The Merrow plain crochet blanket hemming and edging and shell stitch machines. (Sewing machines) 7 p.
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Costume jewelry for your home. Mersman tables. (Furniture) Sheet.
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For your grand entrance! Star Joan Leslie ... Mersman tables, the "costume jewelry of the home." Sheet. © The Mersman Bros. Corp.; 20Jan50; KK46800.

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New furnishings for sanctuary by Summit Studios. (Candlesticks and candelabra) Folder. © 27Dec49; KK44457.

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Meter Devices bulletins 491-492-493-494. [Including price schedule, alphabetical index and utility discount schedule no. 1-50 to 3-50] Pamphlet. © 20Feb50; KK47568.

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Bored with life? Try something new. Champale, the champagne of malt liquors. Sheet. © 27Mar50; KK48388.

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MICHAELS ADVERTISING SERVICE ©.
60 optical ads, mats and copy. A dynamic 12-months' complete newspaper advertising campaign ... (Newspaper mats) Pamphlet.
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2 automotive mat services. 2 sensational 12-month campaigns for garages and used car dealers. (Newspaper mats) Pamphlet. © Kenneth F. Michaels, d.b.a. Michaels Advertising Service; 13Mar50; KK49381.

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Double safety checked. (Shoes) Sheet. © 6Apr50; KK49343.

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Milwaukee rye. (Bread) Label. © 12May50; KK49789.

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Protect your new car investment - ask for Underseal by brand name ... (Rubberized coating) Sheet. © 18Jan50; KK45893.

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Kounty Kist corn and peas. 2 great values in good eating! Here's what we mean ... Sheet. © 4Dec49; KK45683.

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Shackle section - Moog - Chassis-liner. (Automotive parts) 62-102 p. © 28Dec49; KK46938.

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Supplement to CS-6 coil spring catalog. (Automotive springs) Folder. © 20Dec49; KK45395.

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Millions of men all over the country would like to get handsome "LongWear" slack suits ... Label. © 17Mar50; KK51009.

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QUON, Lily-ho, Albert T. Quon, Hong-kuey and Nathan Quon, d.b.a. Four Star Industries. SEE Four Star Industries.

QUON, Nathan, Albert T. Quon, Hong-kuey Quon, Lily-ho Quon, d.b.a. Four Star Industries. SEE Four Star Industries.

R

RCA Victor Division, Radio Corporation of America. SEE Radio Corporation of America. RCA Victor Division.

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Wisconsin, grade A, fresh-laid eggs; one dozen. Label. © Donald J. Ragatz & Jeanette T. Ragatz; 1Feb50 (in notice: 1949); KK47705.

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REIMULLER, Christian J., operating as Javex Coffeemakers. SEE Javex Coffeemakers.

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Teachers and students everywhere choose Identico, for filing practice. [From Business education world, May, 1949, p. 515] (File practice equipment) Sheet. © 1May49; KK44995.

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Whatever you look for in a filing cabinet ... [From American business, Mar. 1949, p. 29] (Vertical filing equipment) Sheet. © 10Mar49; KK44995.

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World's fastest adding machine keyboard. Top flight adding machines. Folder. © 3Mar50; KK48628.

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Reverse, the greatest name in lighting. (Cluster lights) Folder. © 1Sep49; KK47706.

Reverse visor for 300 - 500 watt R-40 lamp holders. Sheet. © 15May50; KK49306.

REVLON PRODUCTS CORPORATION ©. Everything is "Sunny side up". Revlon. (Nail enamel and lipstick) © 1May50; KK50983.

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SKYFLYER M-S. SEE Skynflyer Mailing Service.

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The lid's off on June 19th. Alexander Smith's style-setting new textures ... (Rugs & carpets) Sheet. © 15Jun50; KK50581.

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SMITH (L. C.) AND CORONA TYPEWRITERS, INC. ©.
Dealers vote Smith-Corona best typewriter by 2 to 1 margin! (Portable typewriter) Sheet. © 7Jun50; KK50396.

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Durable wood putty. (Filling and binding composition) Label. © Edward H. Sowin, d.b.a. E. H. Sowin Co.; 6Apr50; KK48979.

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Fashioned by Wembley. American game birds for the man in her life. Fabric by Cheney, \$1.50. (Neckwear) Label. © 20Jun50; KK50733.
Fashioned by Wembley. American game birds for the man in her life. Fabric by Cheney, \$2.50. (Neckwear) Label. © 20Jun50; KK50732.
Fashioned by Wembley. Individual hand-painted panels for the man in her life, \$2. (Neckwear) Label. © 15Jun50; KK50731.
Fashioned by Wembley. The Brown Whisper for the man in her life. Correct color for fall. (Men's ties) Label. © 20May50; KK50021.
Fashioned by Wembley. Winter wonderland, for the man in her life, \$2. (Neckwear) Label. © 15Jun50; KK50734.
Fashioned by Wembley for father. (Black Accent; men's ties) Sheet. © 12Jun50; KK50368.
Fashioned by Wembley for Father's Day! (Neckwear) Folder. © 5May50; KK49215.
Fashioned by Wembley in the modern manner, Game Birds, for the man in her life. Fabric by Cheney. (Neckwear) Folder. © 1Jun50; KK50682.

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- Fashioned by Wembley in the modern manner, \$1.50. (Neckwear) Label. © 15Jun50; KK50730.
- Fashioned by Wembley, Satin Elegance, for the man in her life. (Neckwear) Label. © 14Jun50; KK50456.
- Fashioned by Wembley, Stained Glass, for the man in her life; \$2. (Neckwear) Label. © 15Jun50; KK50683.
- Father's Day Sunday, June 18 - nationally advertised, powerfully merchandised by Wembley. (Men's ties) Folder. © 30May50; KK50022.
- For spring, 1950, it's the Black Accent. (Ties) Sheet. © 15Nov49; KK44716.
- For the man in her life Wembley presents the new fashion color for fall - the Brown Whisper. (Neckwear) Folder. © 5Jun50; KK50499.
- Game birds for fall, 1950. (Men's game bird ties) Sheet. © 1May50; KK49151.
- It's a sweetheart of a valentine promotion. (Neckwear) Folder. © 1Dec49; KK44380.
- Listen! It's music to your ears - Wembley Nor-East Non-Crush rings your cash register! (Neckwear) Folder. © 30Jan50; KK46069.
- Luxurious Shantungs by Wembley. (Ties) Sheet. © 1Apr50; KK48127.
- Season's smartest bows; Wembley. (Neckwear) Pamphlet. © 15Mar50; KK47772.
- Startlingly new! Wembley's greatest spring fashion promotions stimulate store-wide sales and profits. (Neckwear) Pamphlet. © 1Nov49; KK45397.
- Wembley Nor-East Non-Crush rings your cash register! (Ties) Sheet. © 25Feb50; KK47198.
- Wembley Nor-East, Non-crush ties. Just the thing for dad. [From Mademoiselle, June 1950, inside front cover] Sheet. © 29May50; KK49925.
- Wembley Nor-East, Non-Crush ties in sparkling new patterns. Sheet. © 17May50; KK49673.
- Wembley presents the Brown Whisper, the new fashion color for fall. (Men's ties) Sheet. © 25May50; KK49931.
- Wembley too, is close to his heart! Executive, artist, sportsman, he's your man and here's the valentine that says it. (Ties) Sheet. © 1Feb50; KK46615.
- Wembley too is close to his heart! If he's like most men we know, he appreciates fashions in panel ties ... (Ties) Sheet. © 29Jan50; KK46614.
- Wembley too, is close to his heart! Ticklish subject, Valentine gifts ... (Ties) Sheet. © 1Feb50; KK46616.
- Wembley's "Black Accent" distinguished new tie fashion. (Neckwear) 5 sheets. © 27Mar50; KK47769.
© 2Apr50; KK48129-48131.
© 5May50; KK49139.
- Yes! No wrinkles! Wembley Nor-East ties. Fashioned for the man in her life. Folder. © 1Jun50; KK50377.

WENDEL, CLIFFORD ARTHUR Ⓒ.

- Zenovision; a rhapsody in color. (Color-scope) Label. © 26Jun50; KK50990.

WESCO PUBLICATIONS Ⓒ.

- Religious art creations by Greathouse. Folder. © 2Mar50; KK47859.

WESCO WATERPAINTS, INC. Ⓒ.

- Bonus to painters, Dec. 27, 1949. One gallon of Flite. (Paint) Sheet. © 1Dec49; KK48244.
- Don't paint this block until it has been treated with X-Tite coater. (Paint) Folder. © 15Jan50; KK45622.
- Durasite exterior masonry paint. Folder. © 15Jan50; KK45625.
- Finest paint paddle ever made for paste products Wesco's famous 1 1/2 inch side-scraper. (Paint paddle) Sheet. © 15Jan50; KK45623.
- Flite gives wings to wall painting! Repainting is now quicker and easier than wall-washing! (Paint) Folder. © 15Jan50; KK45621.
- How to make invisible wallboard joints. (Paint) Folder. © 15Jan50; KK45620.
- How to make wet basements dry. The X-Tite system - a proved success for over 22 years. (Paint) Folder. © 15Jan50; KK45617.
- Magnet-mats featuring powerful illustrations which will help promote your entire line of exterior finishes. (Paint) Folders. (Mats 5-7) © 15Jan50; KK45619.
- Magnet-mats featuring powerful illustrations which will help promote your entire line of interior finishes. (Paint) Folders. (Mats 1-4) © 15Jan50; KK45618.
- Makes painting easier than ever before! Wesco Top-flite synthetic rubber finishes. (Paint) Folder. © 15Mar50; KK48357.
- Products for the painting contractor and decorator. America's finest line ... (Paints) Pamphlet. © 7Feb50; KK45943.
- Products for the painting contractor and decorator. Wesco Top Flite ... (Paints) Pamphlet. © 8Feb50; KK45942.
- Rocketite - will not blister or peel on porous stucco or masonry. (Paint) Folder. © 15Jan50; KK45624.
- Top-Flite - 50-minute miracle! (Paint) Folder. © 15Apr50; KK49112.
- Works miracles on "hopeless" masonry! Pli-Tec exterior resin-type stipple and texture paint. Folder. © 15Jan50; KK45616.

WEST COAST PICKLE COMPANY Ⓒ.

- Honeymoon brand, sweet pickles. Label. © 7Mar50; KK47457.

WEST END BREWING COMPANY Ⓒ.

- You make the test, you pick the best. Utica Club pilsner beer and ale. Sheet. © 4May50; KK49648.

WEST POINT LAWN PRODUCTS Ⓒ.

- Better turf through the use of the Aerifier. (Agricultural implement) Sheet. © 16May50; KK50126.
- Both available with Flexi-press - F-G Aerifier - G-L Aerifier. (Agricultural implement) Sheet. © 16Feb50; KK46432.

- Go into the summer with healthier turf; Aerifier. (Agricultural implement) Sheet. © 16Jun50; KK50455.

- Improved aerification. The Aerifier with Flexi-press makes possible rapid, mechanical aerification ... (Agricultural implement) Sheet. © 18Mar50; KK48399.

- This year use the Aerifier. (Agricultural implement) Sheet. © 15Apr50; KK48484.

- West Point lawn products announces two great advances for better aerification of golf courses, lawns limited turf areas ... (Agricultural implement) Sheet. © 17Jan50; KK45058.

WEST TEXAS APPLIANCE COMPANY Ⓒ.

- Watch your P's and Q's, Philco quality, before you buy any home freezer. (Home appliances) Sheet. © 9Apr50; KK48934.

WESTBROOK, Richard M., d.b.a. Westbrook Food Company. SEE Westbrook Food Company.

WESTBROOK FOOD COMPANY Ⓒ.

- Westbrook's homestyle popcorn. Label. © Richard M. Westbrook, d.b.a. Westbrook Food Co.; 7Feb50; KK47689.

WESTBURG, John E., d.b.a. Westburg Distributors. SEE Westburg Distributors.

WESTBURG DISTRIBUTORS Ⓒ.

- Gaucha Girl yerba maté - a family drink. (Beverage) Label. © John E. Westburg, d.b.a. Westburg Distributors or Westburg Distributors, John E. Westburg, sole owner; 10Feb50; KK48001.

WESTERN AUTO SUPPLY COMPANY Ⓒ.

- Announcing the sensational new Wizard Super Ten! (Outboard motor) 3 sheets. © 24Feb50; KK48992.
© 25Feb50; KK46298; KK48994.

- January specials for you at Western Auto. Davis Curve Safety tires ... Davis Safety grip ... Davis Wearwear ... Wizard Range ... Wizard Delux battery ... Trutone radio ... Sheet. © 20Dec49; KK44354.

- February specials for you at Western Auto. (Tires, battery, washer, electric range) Sheet. © 20Jan50; KK46299.

- March specials for you at Western Auto. (Car battery, spark plugs, tires) Sheet. © 20Feb50; KK48996.

- April specials for you at Western Auto. (Washing machine, auto seat covers, tires) Sheet. © 20Mar50; KK48989.

- May specials for you at Western Auto. (Seat covers, tires, radio-phonographs, refrigerators) 2 sheets. © 17Apr50; KK48995.
© 20Apr50; KK50141.

- June specials for you at Western Auto. (Tire, auto seat covers, refrigerator, bicycle) Sheet. © 20May50; KK50852.

- July specials for you at Western Auto. (Stove, fan, tires) Sheet. © 20Jun50; KK51082.

- Wow! Another Wizard! America's fastest-growing outboard. (Outboard motors) 6 sheets. © 24Jan50; KK45761.
© 15Feb50; KK46504.
© 24Mar50; KK48990; KK49351.
© 24Apr50; KK48991.
© 26Apr50; KK48993.

WESTERN CONDENSING COMPANY Ⓒ.

- I've cut my calf feeding cost 1/2. Here's how I did it! I raised my calves on Pebbles! Kaf-Kit. (Milk food for calves) Folder. © 15Feb50; KK46304.

COMMERCIAL PRINTS AND LABELS

- Pebbles' Kaf-Kit must do a job for you or it costs you nothing. Raise big strong husky calves on only 56 lbs. of milk each. (Milk food for calves) Poster. © 15Feb50; KK46305.
- WESTERN MACHINERY COMPANY** ©.
WKE (HMS) Mobil-mill for heavy media separation, another Wemco product. (Industrial machinery) 3 p. (Bull. no. W-3-K-3) © 25Apr49; KK49707.
- Wemco equipment for heavy media separation. (Industrial machinery) 15 p. (Bull. no. P-11-S-1) © 20Apr49; KK49706.
- Wemco Fagergren flotation machines, separating minerals by flotation. 7 p. (Bull. no. F-5-C-1) © 31Jan50; KK49723.
- WESTERN TABLET AND STATIONERY CORPORATION** ©.
Lucky Star. (Paper tablets, composition books, loose leaf filler paper, etc.) Label. © 7Feb50; KK47721.
- WESTERN WATERPROOFING COMPANY** ©.
Joint treatment for brick and other masonry unit walls. (Weatherproofing material & service) Folder. © 28Apr50; KK50568.
- WESTERN CRAFT MANUFACTURING COMPANY** ©.
Have a playground in your own backyard. Westerncraft play equipment. Folder. © Lawrence A. & Willard H. Shumard, d.b.a. Westerncraft Manufacturing Co.; 15Jun50; KK50633.
- WESTGATE-SUN HARBOR COMPANY** ©.
The best o' advertising pre-sells Breast-o'-Chicken tuna. Pamphlet. © 15Feb50; KK46303.
- Breast-o'-Chicken brand, fancy solid pack, tuna. Label. © 11Apr50; KK50569.
- Breast-o'-chicken brand fancy solid tuna. (Canned fish) Label. © 3Mar50; KK48847.
- Ooooooh, yes, the best o' tuna becomes Breast-o'-Chicken. (Tuna) Sheet. © 20Feb50; KK46851.
- Tuna lovers - one moment o' your time, please! Out in California ... (Tuna fish) Sheet. © 20Jan50; KK45883.
- WESTINGHOUSE ELECTRIC CORPORATION** ©.
Westinghouse electric housewares are easy to sell. It helps to make the customer hungry. (Electric roaster oven) Sheet. © 17Oct49; KK44549.
- Westinghouse electric housewares are easy to sell. It's king-size. (Electric griddle) Sheet. © 17Oct49; KK44550.
- Westinghouse electric housewares are easy to sell. Look at the customer then the appliance. (Pop-up toaster) Sheet. © 17Oct49; KK44548.
- Westinghouse electric housewares are easy to sell. Power in mixing and selling. (Electric food mixer) Sheet. © 17Oct49; KK44551.
- Who is Miss Wink? Another exciting Westinghouse \$25,000 light bulb contest. (Light bulbs) Sheet. © 20Apr50; KK48471.
- WESTINGHOUSE ELECTRIC CORPORATION. Lamp Division** ©.
Who is Miss Famous? Westinghouse \$25,000 light bulb contest. Sheet. © 20Nov49; KK48738.
- WEST-MONT AUTOMOTIVE PARTS, INC.** ©.
Stop, chasing parts. Mopar parts at your door. (Automobile parts and accessories) Sheet. © 10Feb50; KK51028.
- WESTMORLAND STERLING** ©.
The things you own are you. (Silverware) Sheet. © 20Apr49; KK50264.
- Your date with the future. Westmorland sterling. (Silverware) Sheet. © 10Oct49; KK49821.
- WESTWOOD MANUFACTURING COMPANY** ©.
Weslock quality cylindrical door locks for budget-planned homes. Folder. © 5Oct49; KK44547.
- WHEAT BELT SUPPLY COMPANY** ©.
Wheat Belt moisture tester. (Grain moisture tester) Label. © 4Mar50; KK47038.
- WHEAT FLOUR INSTITUTE** ©.
Do you think you should cut out bread when you're reducing? (Bread and flour) Sheet. © 10Feb50; KK46295.
- Every teen-ager should memorize those flags. There's 6-way nourishment in enriched bread and flour. (Bread and flour) Sheet. © 27Jan50; KK46294.
- Party biscuits - delectable new way to enjoy the 6-way nourishment of enriched flour. (Flour) Sheet. © 10Jan50; KK46296.
- Those flags should be in every classroom! (Bread and flour) Sheet. © 20Mar50; KK49046.
- WHEEL WEIGHTS, INC.** ©.
9 out of 10 need wheel balancing. Saves you money. Safety, comfort and economy. (Auto wheel parts) Poster. © 12May50; KK49780.
- WHEELCO INSTRUMENTS COMPANY** ©.
Wheelco cabinet series; centralized control combinations with the "Electronic Link." Sheet. (Bull. CAB-1) © 15Apr50; KK51136.
- Wheelco chronotrols, completely automatic combined time-temperature program controllers. Sheet. (Bull. CH-1) © 15Feb50; KK46817.
- Wheelco Inputrol; automatic input controller for electric loads. Sheet. (Bull. no. IN-1) © 1Apr50; KK51155.
- Wheelco pneumatic capaci-log. (Air-operated strip chart recorder) Sheet. (Suppl. to bull. C2-1) © 15Jan50; KK46079.
- Wheelco portable tin content indicator for solder. (Indicating meter) Sheet. (Bull. TI-1) © 1Mar50; KK47145.
- Wheelco Potentirols; potentiometer controllers with the electronic link. Sheet. (Bull. no. PO-1) © 1Jun50; KK51164.
- WHIRLPOOL CORPORATION** ©.
Flikit, the automatic pilot. (Automatic gas dryer) Label. © 31May50; KK50033.
- WHISTLE STOP, INC.** ©.
Whistle Stik - good to eat and a real tweet! (Food) Label. © 21Jan50; KK46642.
- WHITE, William Lemuel, d.b.a. White's Rabbitry.** SEE White's Rabbitry.
- WHITE PRODUCTS CORPORATION** ©.
Everybody wants White's electric Water-Hotter for 6.9 o/o more hot water. (Electric and gas water heaters) Sheet. © 8Oct49; KK45197.
- Get a White electric water heater with Water-Hotter this fall, this winter and all the time. (Electric and gas water heaters) Sheet. © 20Aug49; KK45187.
- Get 6.9 O/O more hot water from the same size tank with White's Water-Hotter. Sheet. © 20Oct49; KK45743.
- Get 6.9 o/o more hot water with the Water-Hotter line. (Electric and gas ranges) Sheet. © 15Nov49; KK45188.
- Hook-up connections in 3 minutes flat! White's new porcelain table top electric water-heater with Water-Hotter. (Electric and gas water heaters) Sheet. © 8Nov49; KK45196.
- New gas "Water Hotter" - automatic water heater for L-P, natural or manufactured gas. Sheet. © 25Jan50; KK46768.
- Quick-as-a-flash connections in 3 minutes flat! White's new porcelain table top electric water heater with Water-Hotter. (Electric and gas water heaters) Sheet. © 8Sep49; KK45198.
- Want up to 6.9 o/o more hot water? Get a White "Water-Hotter." (Electric and gas water heaters) Sheet. © 20Feb50; KK46767.
- Water-Hotter connections in 3 minutes flat! (Electric and gas water heaters) Sheet. © 8Dec49; KK45195.
- White rides success with new gas Water-Hotter water heaters. 2 sheets. © 1Nov49; KK45194; KK45737.
- Why sell the hard way? White sales are quick, easy because Water-Hotter delivers up to 6.9 o/o more hot water. Sheet. © 1Sep49; KK45735.
- WHITE ROCK CORPORATION** ©.
Mixing masterpiece! White rock sparkling water. (Beverage) Poster. © 15May47; KK44752.
- WHITE SEWING MACHINE CORPORATION** ©.
White zigzag attachment. 15 p. © 5Jan50; KK46651.
- WHITEHALL FURNITURE, INC.** ©.
Fine living room furniture with the contemporary American look. 44 p. © 9Jun50; KK50438.
- WHITE'S RABBITRY** ©.
How to make more, enjoy more and work less by raising angora rabbits. Folder. © William Lemuel White, d.b.a. White's Rabbitry; 19Jan50; KK45478.
- WHITLOCK CORPORATION** ©.
Going places!! Whitlock buy-lines. (Locksmithing supplies) Folder. © 5Jun50; KK50200.
- The greatest free offer ever made. Whitlock buy-lines, v. 1, no. 1. (Locksmithing supplies) Folder. © 2Jan50; KK44474.
- No April foolin'. (Locksmithing supplies) Folder. © 5Apr50; KK48693.
- Profitunities. The locksmith - a merchandiser of security hardware. (Locksmithing supplies) Folder. Feb. 1950. © 1Feb50; KK45870.
- This is it! Timely merchandise quick turnover. (Locksmithing supplies) Folder. © 9May50; KK49148.
- We sure beat the drums for these pre-season items! (Locksmithing supplies) Folder. © 2Mar50; KK46799.
- WHITMAN (STEPHEN F.) AND SON, INC.** ©.
Do your Christmas shopping easily and perfectly. (Confectionery) Sheet. © 19Dec49; KK45879.
- Easter Sunday - April 9th - send her a Whitman's Sampler. (Candy) Sheet. © 1Apr50; KK48017.
- Every 4 1/2 seconds this year someone, somewhere, will "remember with Whitman's" every 4 1/2 seconds around the clock. (Confectionery) Sheet. © 7Jan50; KK45877.

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It wouldn't be Christmas without Whitman's chocolates. Sheet. © 17Dec49; KK45139.

Mother's Day - Sunday, May 14th. Remember the one who never forgets. (Confectionery) Sheet. © 29Apr50; KK49000.

The sweets of all the world ... Yours in your Whitman's Sampler. (Candy) Sheet. © 27May50; KK50020.

The sweets of all the world; yours in your Whitman's Sampler. (Confectionery) Sheet. © 12Nov49; KK45138.

A trip through candy heaven - Come, let's follow our guide ... Whitman's chocolates. Sheet. © 4Mar50; KK48016.

Valentine's Day Tuesday Feb. 14. It's time to remember the way to her heart - Whitman's chocolates. Sheet. © 4Feb50; KK45880.

A woman never forgets the man who remembers! [Hospital scene] (Confectionery) Sheet. © 7Nov49; KK45878.

WHITTENBURG, Gerald, d.b.a. Zit Company. SEE Zit Company.

WHITTENBURG (T. G.) COMPANY ©.
Instructions for playing Q-Bowl. (Game equipment) Card. © Teddy G. Whittenburg, d.b.a. T. G. Whittenburg Co.; 14Jan50; KK50917.

Q-Bowling is fun. [Score sheet] (Game equipment) Sheet. © Teddy G. Whittenburg, d.b.a. T. G. Whittenburg Co.; 14Jan50; KK50916.

WHITTENBURG, Teddy G., d.b.a. T. G. Whittenburg Company. SEE Whittenburg (T. G.) Company.

WIAN, ROBERT C. "BOB" ©.
Home of the Big Boy, the original double deck hamburger. (Food) Folder. © 1Feb50 (in notice: 1949); KK47817.

WIDDICOMB (JOHN) COMPANY ©.
The romantic revival in the 1950s. (Furniture) Pamphlet. © The John Widdicomb Co.; 1Feb50; KK45855.

WIESSNER BREWING COMPANY ©.
Wiessner's Regal beer. Brewed and bottled by the Wiessner Brewing Co. Label. © The Wiessner Brewing Co.; 31May50; KK50052.

WIG'S SLIP STIX ©.
Paper weight estimator. [Device] (Paper) Sheet. © 16May50; KK49305.

WILBERT PRODUCTS COMPANY, INC. ©.
Dolanize means self-polishing floor wax; 1 pint. Label. © The Wilbert Products Co., inc.; 23Jan50; KK49870.

WILBUR-SUCHARD CHOCOLATE COMPANY, INC. ©.
Chocolate squares, Suchard sweet Choc-o-late with mint. Label. © 26Sep49; KK41546.

WILCO COMPANY ©.
Bif aerosol insect bomb; 12 oz. Label. © 8Mar50; KK47313.

Bif - insect spray. Contains pyrethrum piperonyl butoxide. Label. © 28Feb50; KK46674.

Wilco hydraulic brake fluid; 1 U. S. gallon. Label. © 5Mar50; KK47312.

Wilco polishing cloth - wax treated. Label. © 1Feb50; KK47537.

WILKINS (E. J.) COMPANY ©.
Important news! Our famous Saratoga Duo ... (Personal leather goods) Sheet. © 3Jan50; KK48271.

WILLARD STORAGE BATTERY COMPANY ©.
Willard - the sign of a good dealer. Nearly 75 o/o of the battery failures occur in the morning ... (When a battery fails ...) (Storage batteries and battery chargers) Folder. © 8Dec49; KK44835.

WILLIAMS (C. K.) AND COMPANY ©.
Atomite and Lesamite, Williams colors and pigments. (Types of calcium carbonate) Folder. (Technical bull. no. 1) © 5Jan50; KK44503.

WILLIAMS, C. O. ©.
Flowing Gold syrup. Made from sugar, corn and cane syrup. Label. © 2Nov49; KK50040.

WILLIAMS, JOHN LOVETT ©.
Certified used car. Certificate of pedigree and former owner's statement. (Used automobiles) Label. © 6Apr50 (in notice: 1949); KK48360.

Owner certified used car certificate of pedigree. (Used automobiles) Label. © 6Apr50 (in notice: 1949); KK48362.

This is a pedigreed used car certified by the former owner. (Used automobiles) Label. © 6Apr50 (in notice: 1949); KK48361.

WILLIAMS, ROGER F. ©.
Charm and beauty for your home with Homeward. (Pre-cast concrete steps) Folder. © 3Sep49 (in notice: 1950); KK45787.

Ready Built - homeward concrete steps. Steps and platforms are provided with raised safety tread to insure a slip-proof surface. Sheet. © 23Dec49; KK44849.

WILLIAMS (ROGER F.) COMPANY ©.
Use this coupon. Homeward Step Co. (Concrete steps) Sheet. © 17Apr50; KK49627.

WILLIAMS DISTRIBUTING COMPANY ©.
Ready built "cast stone" drain blocks. Sheet. © 17Apr50; KK49628.

Strip. (oil for concrete forms) Label. © 20Apr50; KK49629.

WILLIAMS WILBERT VAULT WORKS ©.
The Value vault. Presenting the new Value concrete burial vault. Sheet. © 3Jan50; KK46794.

WILLIAMSON-DICKIE MANUFACTURING COMPANY ©.
Dickie's shirts & pants. Advertised in Life. Label. © 3Apr50; KK48709.

WILLYS-OVERLAND MOTORS, INC. ©.
Joe Booth gets a break. (Automotive vehicles) 11 p. © 17Jan50 (in notice: 1949); KK48458.

WILSON, Robert William ©.
Plan ahead with this "Plan-a-month" memorandum calendar. Label. © 31Dec49; KK44584.

WILSON (THOMAS C.) INC. ©.
The most economical way to expand tubes; Wilson electric tube rollers. Sheet. © 15Mar50; KK47724.
New! Wilson-Dunton safety bolt for industrial or marine oil burners. Sheet. © 15Jun50; KK51114.

WILSON AND COMPANY, INC. ©.
Just try it! Ideal dog food. Sheet. © 19May50; KK49508.

WINANS (C. G.) COMPANY ©.
Eggs. One dozen eggs. Label. © 16May50; KK49791.
One dozen eggs. Label. © 16May50; KK49790.

WINCHELL (T. A.) AND COMPANY, INC. ©.
My school book cover. (Anthracite coal) Label. © 1Dec49; KK47861.

WINDOVER LABORATORY ©.
Udderite - unguent medicated with prolactasol. (Ointment for veterinary use) Label. © 30Dec49; KK45922.

WINE FOODS, INC. ©.
Thomas Wood wine and Worcestershire sauce. (Food products) Label. © 27Apr50; KK48828.

WINNE, Howard G., d.b.a. Cal Cod Process Company. SEE Cal Cod Process Company.

WISCONSIN CHEESEMAN ©.
I'm mighty proud of my family of selected, premium, extra-quality grades of Wisconsin's famous natural cheeses. Folder. © Garvin Cremer, d.b.a. The Wisconsin Cheeseman; 29Sep49; KK49901.

WISCONSIN LABORATORIES, INC. ©.
Protexem brush conditioner. (Paint brush conditioner) Label. © 5Jun50; KK50894.

WISE (WILLIAM H.) AND COMPANY, INC. ©.
Enjoy free for 10 full days, this amazing New encyclopedia of modern sewing. (Book) Sheet. © 11Jan50; KK46706.

Free - some delicious fruit cake - my treat to you. The Wise encyclopedia of cooking. (Book) Folder. © 27Dec49; KK46707.

The greatest, most complete daily reference book on food and cookery ever published. The Wise encyclopedia of cookery. (Book) Sheet. © 23Sep49; KK46712.

Here is your source of wonderful peace of mind ... Family heritage holy Bible. (Book) Sheet. © 8Mar49; KK46709.

Just released - the book every economy-minded home-maker has been awaiting. Popular home decoration. (Book) Sheet. © 21Nov49; KK46710.

New! A complete gardening library in 1 volume. The New garden encyclopedia. (Book) Sheet. © 5May49; KK46708.

Now it's easy to be your own smart designer. Make your own lovely patterns for 1,000 exclusive high-fashion dresses ... (Book) Sheet. © 15Jan50; KK45645.

Your dream house for less than \$3500. (Book) Sheet. © 15Jan50; KK45642.

Yours for 7 days' examination - free. The vast scope ... Popular guide to modern legal principles. (Book) Sheet. © 4Jan50; KK46705.

WITKOWER, Leonard, owner. SEE Tre-Zur Brassiere Company, inc.

WOHL SHOE COMPANY ©.
Connie Lo-heelers. (Shoes) Label. © 20Dec49; KK44790.

Connie shoe creations. Label. © 20Dec49; KK44792.

Jacqueline. [Rose, blue and cream fleur-de-lis arranged on green background] (Shoes) Label. © 20Dec49; KK44791.

Marquise originals. (Shoes) Label. © 20Dec49; KK44793.

WOLFF, Charles Edward d.b.a. Advertising Initiative. SEE Advertising Initiative.

COMMERCIAL PRINTS AND LABELS

WOLFF, Melville L. and Sanford Becker, d.b.a. Melaire Distributing Co. SEE Melaire Distributing Company.

WOLFF, HERBERT E. ©.
Harry, the hairless horse. (Toy) Pamphlet. © 31Jan50; KK47539.

WONDER KLIP SALES CORPORATION ©.
Hair beauty tips from Wonder Klip. (Hair clipper and comb) Folder. © 16May50; KK49794.

WOODARD, EVERETT HALE ©.
S-W-O-O-S-H, opens clogged drains. (Drain pipe solvent) Label. © 20Jun50; KK50694.

WOODCRAFT CARDS ©.
Paper-thin plywood Christmas cards and calendars. Folder. © 16Sep49; KK47103.

WOODENWARE PRODUCTS CORPORATION ©.
Make-Ur-Own trellis set. Envelope. © 11Apr50; KK48539.

Wool - Make-Ur-Own trellis set. Sheet. © 2Mar50; KK47159.

WOODWARD SPECIALTIES ©.
Teef for athletes foot. (Foot lotion) Label. © 13Mar50; KK47589.

WOOL BUREAU, INC. ©.
How you can sell more wool clothing; suggestions from 5000 retail clothing salesmen. 28 p. © The Wool Bureau, inc.; 20Feb50; KK47596.

Male plumage; how women can improve it. (Men's apparel) 15 p. © The Wool Bureau; 13Mar50; KK47751.

WOOLF (LEN) COMPANY ©.
Bishop's fire truck. (Candy) Label. © Len Woolf Co., Leonard N. Woolf, sole owner; 1May50; KK51130.

WOOLF, Leonard N., sole owner, Len Woolf Co. SEE Woolf (Len) Company.

WOOLSEY (C.A.) PAINT AND COLOR COMPANY, INC. ©.
Woolsey ship and deck paint. Label. © 10Jan50; KK47660.

WOOLWORTH (F.W.) COMPANY ©.
Jo-Ann elementary knitting kit instruction folder. (Knitting wool) Folder. © 23Dec49; KK45443.

WORDEN, George T. SEE WCL Specialties.

WORTHINGTON PUMP AND MACHINERY CORPORATION ©.
Power with Worthington - CC Diesel engines. (Industrial machinery) 13 p. (Bull. S-500-B36C) © 6Feb50; KK46456.

Worthington single-stage horizontal elbow propeller pumps. Folder. (Bull. W-350-B15A) © 25May50; KK50047.

Worthington single-stage steam turbines. (Machinery) Folder. (Bull. no. 1954A) © 16Mar50; KK47472.

Worthington single-stage steam turbines. (Machinery) Folder. (Bull. 1953B) © 2Jun50; KK50203.

Worthington 60' portable compressor. (Air compressor) Folder. (Bull. H-850-B71) © 23Jan50; KK45596.

Worthington - steam-jet deaerator. It's Worthington - in steam power plants. Folder. (Bull. W-210-B29) © 2Mar50; KK46995.

Worthington - steam turbines - with combined reduction gears type GA & GB. Folder. (Bull. 1951A) © 27Feb50; KK46720.

Worthington, type "S", multi-stage steam turbines. (Machinery) Folder. (Bull. 1955A) © 2Jun50; KK50204.

Worthington vertically split, single-stage, volute, type HM, centrifugal process pumps. Folder. (Bull. W-341-B44) © 12Jun50; KK50374.

WRESCH, RICHARD C. ©.
Remember this good country. (Plastic key tags) Label. © 19May50; KK49724.

WRIGHT FROM HOLLYWOOD ©.
Wright from Hollywood. (Mail order catalog) Folder. © Wright from Hollywood, W. B. Geissinger, sole owner; 15Mar50; KK50192.

WRISLEY (ALLEN B.) COMPANY ©.
Be bath-happy with Wrисley. (Soap, crystals, bath oil & bubble bath) Sheet. © 21Jun50; KK50716.

WYLIE, COLE EMERY ©.
Let's play Kremö. (Hotel service and food) Sheet. © 7Apr50; KK51143.

WYOMISSING GLAZED PAPER COMPANY ©.
Designed for smooth performance. Your cue for quality - Ferro Glazed. (Glazed paper) Folder. © 30Dec49; KK45021.

Y

YOUNG (W.F.) INC. ©.
Absorbine Jr. (Liniment) Label. © 3Dec48; KK45482.

YOUNG, WALTER J., Jr. ©.
Liquor[!] CominThru, El Pasouto, Le Concorde Exsqueeze, Rub-a-Dub, Bonnie Bunne, Old Popsnip. Labels. © 28Dec49; KK44958.

YOUNG, WILLIAM D. AND SON ©.
At-Em; cracklesn, the hygienic cleaner. (Cleaning mop) Label. © 2May50; KK49472.

YOUTHBLOOM BEAUTYLORE ©.
The Enchantress. Sold everywhere in tissue and foil - use Enchantress foil caps for overnight hair treatment. (Tissue and foil sanitary caps for hair) Label. © Anne S. Carlin, d.b.a. Youthbloom Beautylore; 24Nov49; KK44842.

Instructions for Krodecurl for all cold waves. (Hair curler) Sheet. © Anne S. Carlin, d.b.a. Youthbloom Beautylore; 16Nov49; KK44843.

Z

ZAFFINA, BRUNO ©.
Bowlers cartoon series - provides - friendliness, personality, atmosphere. (Cartoons for use in bowling alleys) Sheet. © 31Dec49; KK47991.

ZENITH RADIO CORPORATION ©.
All-new Zenith FM radio sensations play where many others fail! New longer-range FM performance ... Sheet. © 22Feb50; KK46281.

Announcing the exciting new - Zenith clock radio. Sheet. © 17Mar50; KK47961.

Announcing - the new and exciting - Zenith clock-radio. Sheet. © 29Mar50; KK47960.

Enjoy radio static-free with Zenith's new super-sensitive FM. (Radio) Sheet. © 29Apr50; KK48865.

Enjoy radio static-free with Zenith's new super-sensitive FM. "Super-Symphony." Sheet. © 22May50; KK50863.

Enjoy radio static-free with Zenith's new super-sensitive FM. "Super-Triumph." Sheet. © 8May50; KK50861.

For a new thrill in radio, at home or wherever you roam; new Zenith "Universal." Sheet. © 25Mar50; KK50868.

For a new thrill in radio at home or wherever you roam - New Zenith "Universal" portable radio with exclusive "tip-top" dial and wave-magnet. Sheet. © 15Feb50; KK46279.

It's new, it's breath-taking, it's black magic. [Couple at piano on screen] (Television and table radio) Sheet. © 12Apr50; KK48862.

It's new, it's breath-taking, it's black magic. [Man at piano on screen] (Television and table radios) Sheet. © 6Apr50; KK48858.

It's new, it's breath-taking, it's black magic. (Television and table radios) Sheet. © 17May50; KK50860.

Look at them all! You'll see nothing else like it! Zenith glare-ban black tube TV. (Television consoles and radios) Sheet. © 6Jan50; KK44464.

Look - what you'll be missing without - Zenith's new super-sensitive FM! (Radio) Sheet. © 22Mar50; KK47969.

Look what you'll be missing - without Zenith's new super-sensitive FM. (Radio) Sheet. © 29Mar50; KK47959.

New TV value-sensation of 1950. The new Presidential line of - Zenith - black magic television. Sheet. © 22Mar50; KK47958.

New Zenith "Trans-Oceanic" super-powered portable. Exciting new edition of the world famous portable radio that out-performs any other... Sheet. © 24Sep49; KK44465.

No more summer static! Super-sensitive Zenith FM. (Radio) Sheet. © 8Jun50; KK50865.

Now; big radio power and tone in a portable, new Zenith "Universal." Sheet. © 2Jun50; KK50867.

Only Zenith television has it! Giant circle "black" tube. Sheet. © 31Mar50; KK48863.

Only Zenith television has it! New! Reflection-proof Blaxide tube. Sheet. © 28Apr50; KK48859.

Outpulls, outplays, outperforms them all! New Zenith "Trans-Oceanic," portable radio. Sheet. © 1Jun50; KK50866.

Take along a world of entertainment ... [Couple aboard sail boat] (Radio) Sheet. © 1Apr50; KK48861.

Take along a world of entertainment. [Couple by car in country] (Radio) Sheet. © 24Apr50; KK48864.

Television's newest miracle and only Zenith has it! New reflection-proof Blaxide tube. Sheet. © 12May50; KK50869.

There is one really easy way to play all records and it's yours in a Zenith! (Radio) Sheet. © 7Jun50; KK50859.

There's - black magic - in the Blaxide "black" tube - Zenith's amazing television discovery. Sheet. © 1Mar50; KK47962.

There's black magic in the Blaxide tube Zenith's amazing television discovery. Sheet. © 17Feb50; KK46280.

CATALOG OF COPYRIGHT ENTRIES

ZENITH RADIO CORPORATION ©. Cont'd.

Veterans! Remember how Zenith portables brought 'em in? (Portable radio and television console) Sheet. © 1Apr50; KK48860.

You'd never believe a clock radio could do so many things! Sheet. © 1May50; KK50864.

Zenith again! Is the top news in portables. (Portable radios) Sheet. © 12May50; KK50862.

Zenith challenges any comparison with this the most sensitive FM radio ever built for the public. Sheet. © 30May49; KK44466.

Zenith - the royalty of radio now brings you an entirely new world of record-radio enjoyment! (Radio-phonograph combinations) Sheet. © 20Jan50; KK46278.

ZIEGLER (GEORGE) COMPANY ©.

Finest Ziegler candy. (Cellophane bag for chocolate raisins) Label. © 4Nov49; KK44707.

ZIPPO MANUFACTURING COMPANY ©.

Get a Zippo! The windproof lighter. (Cigarette lighter) Sheet. © 19Sep49; KK46459.

Give it! Get it! Zippo gift kit. (Cigarette lighter) Sheet. © 24Mar50; KK50643.

Let it snow! Let it blow! Zippo always works! (Cigarette lighter) Sheet. © 14Oct49; KK48139.

Light-time gift. Zippo gift package. (Cigarette lighters) Sheet. © 20Sep49; KK46458.

Lovelight. Zippo - the gift that never fails. (Cigarette lighter) Sheet. © 21Sep49; KK46461.

Makes any lighter burn brighter. Zippo lighter fluid for all lighters. (Cigarette lighter fluid) Sheet. © 31Aug49; KK46460.

New zip for your lighter with Zippo flints. Sheet. © 24Mar50; KK50647.

Nobody ever received this gift before! (Cigarette lighter) Sheet. © 6Dec49; KK50129.

Why zip, zip, zip, when one zip does it! Zippo. [Army scene] (Cigarette lighter) Sheet. © 1Apr50; KK50648.

Why zip, zip, zip, when one zip does it! Zippo. [Fisherman] (Cigarette lighter) Sheet. © 24Mar50; KK50642.

Why zip, zip, zip, when one zip does it! Zippo. [Man on knees] (Cigarette lighter) Sheet. © 31Jan50; KK50645.

Why zip, zip, zip, when one zip does it! Zippo. [Marine] (Cigarette lighter) Sheet. © 1Mar50; KK50646.

Why zip, zip, zip, when one zip does it! Zippo. [Sailor and captain on deck] (Cigarette lighter) Sheet. © 4Feb50; KK50644.

Why zip, zip, zip, when one zip does it! Zippo. [Tunnel of Love] (Cigarette lighter) Sheet. © 10Mar50; KK50641.

Win in a breeze. Zippo - the gift that never fails. (Cigarette lighter) Sheet. © 7Oct49; KK46457.

ZIT COMPANY ©.

Waterless hand cleaner Zit leaves hands smooth and soft. Label. © Gerald Whittenburg, d.b.a. Zit Co.; 1Sep48; KK49398.

ZONITE PRODUCTS CORPORATION ©.

Are you a modern mother in whom your daughter can confide? (Germicide) 3 sheets.

© 9Apr50; KK48416; KK50717.
© 23Apr50; KK48811.

How can he explain to his sensitive young wife? (Germicide) 4 sheets.

© 1Mar50; KK47151.
© 12Mar50; KK47150.
© 26Mar50; KK48147.
© 1Apr50; KK48148.

A modern mother won't fail to tell her daughter these intimate physical facts. 4 sheets.

© 1Feb50; KK46167.
© 12Feb50; KK46207.
© 25Feb50; KK46730.
© 26Feb50; KK46731.

ZONITE PRODUCTS CORPORATION. Forhan Division ©.

Forhan's for massaging gums and cleaning teeth. Label. © 23Jun50; KK51049.

ZOOK, JANE (RICKERT) ©.

Jane Zook Decorating Studios, 1950. (Paints and decorations) Pamphlet. (Cat. no. 50) © 25Mar50; KK50188.

ZURN (J.A.) MANUFACTURING COMPANY ©.

A Zurn book of demonstrations. (Carriers and wall type fittings) 7 p. © 30Jan50; KK45979.
Zurn swimming pool data, manual 49-18. (Drainage control) Pamphlet. © 1Dec49; KK48108.

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Third Series

VOLUME 4, PART 11B, NUMBER 2

Commercial Prints and Labels

JULY-DECEMBER

1950



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Third Series

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THIRD SERIES

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AF Books in foreign languages published abroad.	
AI Books in the English language first published abroad.	
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AA Pamphlets and serials, also books not included in Part 1A	
B5 Contributions to periodicals.	
Part 2 PERIODICALS	1. 00
B Periodicals.	
Parts 3 & 4 DRAMAS AND WORKS PREPARED FOR ORAL DELIVERY	1. 00
C Lectures and other works prepared for oral delivery.	
DP Published dramatic and dramatico-musical works.	
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EU Unpublished music.	
Part 6 MAPS 50
F Maps.	
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IU Unpublished drawings or plastic works of a scientific or technical character.	
JP Published photographs.	
JU Unpublished photographs.	
K Prints and pictorial illustrations published in the United States.	
KF Prints and pictorial illustrations published abroad.	
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KK Commercial prints and labels.	
Parts 12 & 13 MOTION PICTURES 50
LP Published motion picture photoplays.	
LU Unpublished motion picture photoplays.	
MP Published motion pictures other than photoplays.	
MU Unpublished motion pictures other than photoplays.	
Part 14A RENEWAL REGISTRATIONS—LITERATURE, ART, FILM 50
R Renewal registrations.	
Part 14B RENEWAL REGISTRATIONS—MUSIC	1. 00
R Renewal registrations.	

NOTE: The symbols listed represent the materials principally contained in each part; for other materials which may be included in a particular part and for a more complete statement of contents, the respective prefaces should be consulted.

CATALOG OF COPYRIGHT ENTRIES

Third Series

VOLUME 4, PART 11B, NUMBER 2

Commercial Prints and Labels

JULY-DECEMBER

1950



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PREFACE

THIS part of the *Catalog of Copyright Entries* contains a list of prints and labels published in connection with the sale or advertisement of articles of merchandise, which were registered in the Copyright Office in Class K under the symbol KK, from July 1, 1950, through December 31, 1950. Renewal registrations in this class made in this period are listed in Part 14A of the *Catalog*.

Arrangement.—This catalog consists of an alphabetical arrangement of complete entries under the name of the copyright claimant and of brief entries in the form of cross-references from joint claimants and from variant forms of names.

Bibliographic Data.—Each main entry includes 1) title; 2) statement of the nature of the article to which the print or label relates; 3) brief physical description of the item. Labels are designated by the term "label" and prints are described by use of the terms, "sheet," "card," etc.

Copyright Data.—The name of the copyright claimant is in every case the heading under which the main entry is made and the copyright symbol © is added to the heading to indicate this fact. The portion of the entry giving the rest of the facts of copyright registration begins with the copyright symbol © and consists of 1) the date of publication as given on the application and 2) the copyright registration number. The name of the claimant is repeated in this statement whenever it is necessary to record information given in the application which is not included in the heading.

The *Catalog of Copyright Entries* records the claimant in whose name a work is originally registered, and contains no record of subsequent changes of ownership. For information relating to transfer of rights, search in the assignment records of the Copyright Office will be undertaken upon request to the Register of Copyrights and upon payment of the statutory search fee.

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Organization of the Catalog.—This issue of the *Catalog* is part of Volume 4 of the Third Series. The parts are numbered according to the alphabetical sequence of classes as listed in section 5 of Title 17 of the United States Code. Letters are added to the part numbers to indicate subdivisions.

The classes of material principally contained in each part are listed, together with their respective symbols, under the title of the part in the Table of Organization which faces the title-page in this issue. In each case, the first letter of the symbol is that of the class under which registration is made; the second, if any, is a designation added by the Copyright Office for purposes of statistical analysis of registrations. Foreign works for which two copies have been deposited, under Section 215 of Title 17 of the United States Code, are distinguished by a zero immediately following the class symbol. The symbol R does not represent a class designated by the Copyright Act, but has been adopted by the Copyright Office to distinguish renewal copyright registrations. Some parts also contain registrations made under other symbols if the subject matter or type of material of these registrations is similar to that generally included in the part.

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The price of each individual number of the *Catalog* is given in the Table of Organization. The annual subscription rate for each part is twice the price of a single number, since all parts are issued semiannually. The complete *Catalog of Copyright Entries* may be secured on a subscription basis for \$20 a year.

Inquiries.—The Copyright Office welcomes inquiries, suggestions, and comments on the content and organization of the *Catalog*. Please address communications of this nature to the *Chief of the Cataloging Division, Copyright Office, Library of Congress, Washington 25, D. C.*

ABBREVIATIONS

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

a.k.a.	—also known as	p.	—page, pages
©	—copyright claimed by	pseud.	—pseudonym
ca.	—circa	pub.	—publisher, published, publishing
col.	—colored	t.a.	—trading as
d.b.a.	—doing business as	v., vol.	—volume, volumes
l.	—leaf, leaves		

COPYRIGHT REGISTRATIONS FOR COMMERCIAL PRINTS AND LABELS

July–December 1950

Commercial prints and labels 5, 827

The above figure shows the registrations for commercial prints and labels for July–December 1950, but does not necessarily represent the exact number of entries in this issue of the *Catalog*.

COMMERCIAL PRINTS AND LABELS

An alphabetical list of prints (i. e., advertisements) and labels used for articles of merchandise, registered during the period covered by this issue. Each registration is entered under the name of the copyright claimant. Cross-references from joint claimants and from variant forms of names are interfiled with the main entries.

A

ABBOTT LABORATORIES ©

- Abbocilina-S/A, penicilina G pro-caina em suspensao aquosa, Abbott. (Pharmaceuticals) Folder. © 20Oct50; KK54756.
- Accuracy is important. (Pharmaceuticals) Folder. (M. D. 10) © 20Oct50; KK56527.
- And when we learned there was a "Reliable" pharmacy in the neighborhood ... (Pharmaceuticals) Card. © 25Jul50; KK52235.
- Because you are interested in the continuing welfare of your patients ... (Pharmaceuticals) Folder. (PSMD 12) © 1Dec50; KK56523.
- Cervello. Tridione. (Pharmaceutical) Folder. © 27Sep50; KK54837.
- Chronic asthmatic with a full dance card again. (Pharmaceuticals) Folder. © 25Jul50; KK52136.
- Congratulations to a pair of proud parents. Of all the things that baby needs ... (Pharmaceuticals) Card. © 25Jul50; KK52233.
- Continued story ... (Pharmaceuticals) Folder. (31-350-750) © 25Jul50; KK52129.
- Corazon y grandes vasos. (Pharmaceuticals) Folder. © 7Dec50; KK56670.
- Distribucion de los nervios raquideos. Bevitin Puerte. (Pharmaceuticals) Folder. © 13Sep50; KK53520.
- Does it matter who compounds a prescription? (Pharmaceuticals) Folder. (PSMD 8) © 1Aug50; KK56531.
- Experience is important. (Pharmaceuticals) Folder. (M. D. 8) © 1Sep50; KK56528.
- Feto a termino, en el utero. Dayamin. (Pharmaceuticals) Folder. © 18Oct50; KK54924.
- He has a place in this picture, a member of the family. (Pharmaceuticals) Folder. (22-445-750) © 25Jul50; KK52133.
- Here the trained and trusted hands that compound prescriptions ... (Pharmaceuticals) Folder. (PSMD 10) © 20Oct50; KK56526.
- Herodotus. Some take care of the teeth. (Pharmaceuticals) Folder. (35-250-750) © 25Jul50; KK52138.
- An invitation to a new neighbor. You are cordially invited to attend our open house. (Pharmaceuticals) Card. © 25Jul50; KK52231.
- The life-guard who rarely visits a bathing beach. (Pharmaceuticals) Folder. (23-445-750) © 25Jul50; KK52141.
- Long lasting; 8 to 24 hours. Di-Paralene hydrochloride. (Pharmaceuticals) Folder. © 25Jul50; KK52121.
- No matter how complex or unusual the prescription ... (Pharmaceuticals) Folder. (PSMD 7-45-7-50) © 25Jul50; KK52144.
- The obese patient eludes temptation with Desoxyn hydrochloride. (Pharmaceuticals) Folder. © 25Jul50; KK52123.
- Only one person in 750 can carry this bag. (Pharmaceuticals) Folder. (32-350-750) © 25Jul50; KK52127.
- Outstanding art director, Dietary Dubi (Pharmaceuticals) Folder. © 5Oct50; KK54730.
- Patients and patience; the ill and cares of a community are your doctor's constant companions. (Pharmaceuticals) Folder. (33-350-750) © 25Jul50; KK52126.
- Per provocare un'azione diuretica e - Glucophylline. (Pharmaceuticals) Folder. © 27Sep50; KK54836.
- Postage stamp or prescription. (Pharmaceuticals) Folder. (28-350-750) © 25Jul50; KK52128.
- Powders, pills and doctor bills ... (Pharmaceuticals) Folder. (19-445-750) © 25Jul50; KK52142.
- Price is important. (Pharmaceuticals) Folder. (M. D. 9) © 1Aug50; KK56530.
- Protection is important. (Pharmaceuticals) Folder. (M.D. 7-87-750) © 25Jul50; KK52146.
- Protegida por 138 provas. (Pharmaceuticals) Folder. © 24Jun50; KK51551.
- Rifones, vejiga y prostata. Triazol. (Pharmaceuticals) Folder. © 9Aug50; KK53245.
- Separados os incompativeis. Bejectal. (Pharmaceuticals) Folder. © 26Aug50; KK53521.
- Service is important. (Pharmaceuticals) Folder. (M. D. 12) © 1Dec50; KK56532.
- Shakespeare. And keep their teeth clean. (Pharmaceuticals) Folder. (34-250-750) © 25Jul50; KK52140.
- Sistema nervioso. (Pharmaceuticals) Folder. © 3Nov50; KK55908.
- Six ways to charm obstreperous patients in sulfonamide therapy. (Pharmaceuticals) Folder. © 25Jul50; KK52145.
- Skeleton. Vi-Daylin from this date until grown. (Pharmaceuticals) Folder. © 14Oct50; KK54731.
- Skill is important. (Pharmaceuticals) Folder. (M.D. 11) © 1Nov50; KK56524.
- Soda Sue skips vitamins too. Dayamin. (Pharmaceuticals) Folder. © 10Oct50; KK54732.
- Some heroes gain distinguished decorations. (Pharmaceuticals) Folder. (24-445-750) © 25Jul50; KK52122.
- Le squelette. Vi-Daylin. (Pharmaceuticals) Folder. © 11Sep50; KK53522.
- Sue's advice to her dolly, we own up, holds true for many an ailing grown up ... (Pharmaceuticals) Card. © 25Jul50; KK52234.
- Thalamic radiations. (Pharmaceuticals) Folder. © 6Nov50; KK55907.
- That you are ill brings us dismay; we hope you're better right away. (Pharmaceuticals) Card. © 25Jul50; KK52230.
- A therapeutic dose you could put in a thimble. (Pharmaceuticals) Folder. © 25Jul50; KK52143.
- Time for fun. Let's take time for that dental date. (Pharmaceuticals) Folder. (26-350-750) © 25Jul50; KK52132.
- Time for talk. Let's take time for that dental date. (Pharmaceuticals) Folder. (27-350-750) © 25Jul50; KK52131.
- Time for tea. Let's take time for that dental date. (Pharmaceuticals) Folder. (25-350-750) © 25Jul50; KK52130.
- To relieve hay fever victims a new longer-lasting antihistaminic. (Pharmaceuticals) Folder. © 25Jul50; KK51817.
- To sell our wares, or share your cares. (Pharmaceuticals) Folder. (29-350-750) © 25Jul50; KK52124.
- The tools of your profession ... (Pharmaceuticals) Folder. (PSMD 9) © 1Sep50; KK56529.
- Welcome to a new arrival. Birdies take a lot of care ... (Pharmaceuticals) Card. © 25Jul50; KK52232.
- When desires of the moment obscure thoughts of the future. (Pharmaceuticals) Folder. © 18Jul50; KK51816.
- When 222 pounds of hunger meet 1 pound of sizzling temptation. (Pharmaceuticals) Folder. © 5Sep50; KK51815.
- Whether you come to buy or just to dry. (Pharmaceuticals) Folder. (30-350-750) © 25Jul50; KK52125.
- Who compounds your prescriptions ... (Pharmaceuticals) Folder. (PSMD 11) © 1Nov50; KK56525.
- Who says you can't buy health? (Pharmaceuticals) Folder. (20-445-750) © 25Jul50; KK52135.
- Who wants to live 7 years longer? (Pharmaceuticals) Folder. (21-445-750) © 25Jul50; KK52134.
- Woodrow Wilson. My face, I don't mind it ... (Pharmaceuticals) Folder. (36-250-750) © 25Jul50; KK52139.
- You won't see him stall when he's heard the call for Vi-Daylin. (Pharmaceuticals) Folder. © 25Jul50; KK52137.

CATALOG OF COPYRIGHT ENTRIES

- ABRAHAMS, Lillian Elaine, owner, Original Picto Belt Company. SEE Original Picto Belt Company.
- ABRAMSON, Leonard F. and Earl D. Bettenhausen, d.b.a. Kadex Sterilizer Oil Company. SEE Kadex Sterilizer Oil Company.
- ACE PAPER COMPANY, INC. ©
Perforated nylons, by Portia. How to care for nylon hosiery. Label.
© The Ace Paper Co., inc.; 15Aug50; KK52399.
- ACE PRODUCTS ©
Pancho, cigarette box, [assembly] kit no. EZ-3. Sheet. © Gordon A. Babb, d.b.a. Ace Products; 2Feb50; KK51724.
Pedro; cigarette holder; Kit no. EZ-2. [Plans and instructions] Sheet.
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- ACH, EUGENE L. ©
Sunny Shine-em-up shoe polishing kit. Label. © 20Jul50; KK51726.
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Dag colloidal graphite as a parting compound. Folder. (Bull. no. 427)
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Dag colloidal graphite for electronic and electrical applications. Folder. (Bull. no. 433) © 7Dec50; KK56349.
- ACME BREWERIES ©
Acme Gold Label, light dry beer. Label. © 4Aug50; KK52436.
- ACME PALLET COMPANY, INC. ©
Acme Zeferwate shipping pallets. Folder. © 17Aug50; KK53218.
- ACROMARK COMPANY ©
Speed up production with Hercules holders. Folder. (Bull. no. 107)
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- ACTIVE BOTTLING COMPANY ©
For brighter wash days, Active refined washing fluid. Bleaches, deodorizes, disinfects. Label.
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- ACUSHNET PROCESS COMPANY ©
Alphabetical rules of golf simplified. Acushnet golf balls. Poster. Rev. to July 1, 1950. © 6Jul50; KK51674.
- ADAMS, THEASHA ©
Thea's peach lustre. (Scalp oil) Label. © 1Aug50; KK54974.
Thea's pressing oil. (Hair oil) Label. © 1Aug50; KK54975.
Thea's scalp stimulant. (Scalp oil) Label. © 1Aug50; KK54976.
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Addressograph. Production machines for business records. Folder. (1151)
© 1Jul50; KK53444.
Addressograph-Multigraph simplified business methods. (Combination users. Production machines for business records) Folder. (1150)
© 1Jul50; KK53443.
Multigraph. Production machines for business records. Folder. (1152)
© 1Jul50; KK53445.
Pieces of eight hours are my loot! [From Time, Oct. 2, 1950, p. 69] (Addressograph & multigraph office equipment) Sheet. © 28Sep50; KK54992.
Service manual for the model 75 vacuum feeder; no. 75-7. 11 p. (SA-1097-4H) © 10Apr50; KK52375.
- ADELSON, Charles R., Richard H. Adelson, Jane L. Adelson, Charles R. Adelson as trustee for Ethel G. Adelson, d.b.a. Delson Candy Company. SEE Delson Candy Company.
- ADELSON, Ethel G., Charles R. Adelson, Richard H. Adelson, Jane L. Adelson, Charles R. Adelson as trustee for Ethel G. Adelson, d.b.a. Delson Candy Company. SEE Delson Candy Company.
- ADELSON, Jane L., Charles R. Adelson, Richard H. Adelson, Charles R. Adelson as trustee for Ethel G. Adelson, d.b.a. Delson Candy Company. SEE Delson Candy Company.
- ADELSON, Richard H., Charles R. Adelson, Jane L. Adelson, Charles R. Adelson as trustee for Ethel G. Adelson, d.b.a. Delson Candy Company. SEE Delson Candy Company.
- ADHESIVES and Coatings Division, Minnesota Mining and Manufacturing Company. SEE Minnesota Mining and Manufacturing Company. Adhesives and Coatings Division.
- ADLER SILHOUETTE LETTERING COMPANY ©
Announcing the new low cost Adler Sectioned changeable letter display. Folder. © 14Jul50; KK51665.
- ADVERTISING and Sales Promotion Divisions, General Electric Company. SEE General Electric Company. Advertising and Sales Promotion Divisions.
- AFFILIATED GAS EQUIPMENT, INC. Bryant Heater Division ©
Bryant automatic heating, 42nd ed. (Gas heaters) 27 p. (SA-3464)
© 20Oct50; KK54586.
Water heating with L. P. gas. Bryant automatic heating. 15 p. (SA-3408-A) © 26Sep50; KK53897.
- AFO COMPANY, INC. ©
Your face will beam with the cream supreme. AFO. [From Amsterdam evening recorder and daily democrat, Dec. 4, 1950, p. 2] (Shave cream) Sheet. © The AFO Co., inc.; 4Dec50; KK56463.
- AIG-SCHNEIDER, INC. ©
Dry 'Nall creeper; stays dry when baby wets! Label. © 23Oct50; KK56672.
- AIRCRAFT-MARINE PRODUCTS, INC. ©
AMP Autoends; solderless terminals. 7 p. © 7Jul50; KK51561.
AMP solderless terminals by wire sizes. 86 p. (80050) © 30Aug50; KK52970.
Colo-Jacket. AMP solderless terminals for wire sizes 8, 6, 4. © 7Nov50; KK55783.
Three vital needs for war production. (Solderless electrical wiring devices) Folder. © 24Oct50; KK54644.
With AMP the end is just the beginning. (Solderless electrical wiring devices) Folder. (90050 25M)
© 29Sep50; KK54110.
With AMP's new Corro-Pruf solderless terminals protecting vital electrical circuits. [From Aviation week, Nov. 13, 1950, p. 48-49] Sheet. © 10Nov50; KK56108.
- AIRKO MANUFACTURING COMPANY ©
Airko moisture-proof salt and peppers. (Salt and pepper shakers) Label.
© 16Jun50; KK51520.
- AKRON HARDWARE MANUFACTURING CORPORATION ©
Put these chrome Sparkle Spots in your home yourself. [Container] (atches, latches, hinges, etc.) Display poster. © 15Dec49 (in notice: 1950); KK55672.
- ALAN-WHITNEY COMPANY, INC. ©
Campus calendar, 1950-1951. [Colleges of the New England states] (Merchandise for college students) Label. © 1Sep50; KK56950.
- ALASKA CHEMICAL CORPORATION ©
Sapphire black Persians. [From Women's wear daily, Aug. 17, 1950, p. 47] (Fur dyes) Sheet.
© 17Aug50; KK53871.
- ALDERSON, Rolla, d.b.a. Alderson Candy Shop. SEE Alderson Candy Shop.
- ALDERSON CANDY SHOP ©
Flying Saucer 10 ¢. (Candy bars) Label. © Rolla Alderson, d.b.a. Alderson Candy Shop; 28Jun50; KK51179.
- ALEU, CASIMIR ©
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- ALEXANDER, MERLE L. ©
Nut-burger. (Food) Label.
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- ALFELD SALES COMPANY ©
Bride and groom wedding design match book. Label. © 10Oct50; KK56400.
- ALFRED CHEMICAL COMPANY ©
Purox. 99 uses in one washing solution. For washing and bleaching clothing, disinfectant ... Label.
© 18Feb50; KK51630.
- ALL-AMERICAN PROMOTIONS COMPANY ©
Hit communism where it hurts. Promote Americanism - give the average citizen something to say and display. (Metal and decal displays) Sheet.
© Edward Silverman & I. Robert Morris, t.a. The All-American Promotions Co.; 1Aug50; KK52247.
- ALLEN, P. D. ©
Sell drycleaning. Executive's manual. [Sales-training program] 1 v. (various pagings) © P. D. Allen, Stuart Standish, & Robert C. Dille; 1May50; KK54206.
- ALLEN, Robert C., d.b.a. Tropical Candy Crafters. SEE Tropical Candy Crafters.
- ALLEN (W. F.) COMPANY ©
Allen's book of berries, 1951. 31 p.
© 19Dec50; KK56827.
- ALLEN DRUG COMPANY ©
Allen's 6 salve. Label. © Jesse Allen, d.b.a. Allen Drug Co.; 1May50; KK56480.
- ALLIED CONTROL COMPANY, INC. ©
Allied relays for electronic control equipment. Folder. © 30Jun50; KK53099.
- ALLIED ELECTRIC PRODUCTS, INC. ©
General characteristics & dimensions. Sheldon "Telegenic" picture tubes. Sheet. © 2Mar50; KK55039.
General characteristics & dimensions. Sheldon "Telegenic" picture tubes. May 1950. Sheet. © 17May50; KK55040.
General characteristics & dimensions. Sheldon "Telegenic" picture tubes. Oct. 1950 ed. Folder. © 8Sep50; KK55755.
Keep informed! [From Radio and television weekly, Aug. 23, 1950, p. 13] (Sheldon picture tube) Sheet.
© 23Aug50; KK55753.
- Never before has man obtained so much for so little as from a television set. [From the New York times, Nov. 24, 1950, p. 21] Sheet.
© 24Nov50; KK56339.

Nothing is too good for my family. Sheldon. [From Radio and television weekly, Feb. 1, 1950, p. 17] (Television picture tube) Sheet. © 1Feb50; KK55035.

One billionth of an atmosphere! Sheldon. [From Radio and television weekly, July 5, 1950, p. 37] (Television picture tubes) Sheet. © 5Jul50; KK55041.

Sheldon cordially invites you - [From Radio and television weekly, Apr. 5, 1950, p. 13] (Television picture tube) Sheet. © 5Apr50; KK55033.

Sheldon life tests insure consistent picture tube performance. [From Radio and television weekly, May 3, 1950, p. 13] Sheet. © 3May50; KK55032.

Standard price list and technical data. 1950-51 ed. (Electric products) 20 p. © 7Nov50; KK55756.

Television misinformation. Sheldon. (Picture tubes)

March 1950. Folder. © 2Mar50; KK55036.

June 1950. Pamphlet. © 17May50; KK55037.

Sept. 1950. 15 p. © 6Sep50; KK55038.

Dec. 1950. 19 p. © 22Dec50; KK56957.

"Thirsty water" makes perfect Sheldon picture tube screens. [From Radio and television weekly, Mar. 1, 1950, p. 13] Sheet. © 1Mar50; KK55034.

This is the factory that custom-makes television picture tubes. Sheldon. [From Radio and television weekly, June 7, 1950, p. 15] Sheet. © 7Jun50; KK55031.

You can have the finest T-V cabinet in the world, but you ain't got nothin'! [From Radio & television weekly, Sept. 6, 1950, p. 17] (Sheldon picture tube) Sheet. © Allied Electric Products, inc. (in notice: Allied Electrical Products, inc.); 6Sep50; KK55754.

You get the "feel" of life with the new, sensational 19A4D Sheldon Vitatron picture tube. [From Radio and television weekly, Oct. 4, 1950, p. 17] Sheet. © 4Oct50; KK55751.

Your connections are important. [From Radio & television weekly, Nov. 1, 1950, p. 15] (Sheldon electrical products) Sheet. © Allied Electric Products, inc. (in notice: Allied Electrical Products, inc.); 1Nov50; KK55752.

ALLIED MOLDING CORPORATION ©.

Allied circus set. (Toys) Label. © 17Oct50; KK54780.

ALLSTATE INSURANCE COMPANY ©.

You're in good hands with Allstate auto insurance. [From Collier's, Sept. 23, 1950, p. 81] Sheet. © 15Sep50; KK53495.

ALPHA PORTLAND CEMENT COMPANY ©.

Users of mortar like Alpha mortar cement - because it saves time and money. 8 p. © 15Sep50; KK55675.

ALTES BREWING COMPANY ©.

It's brisk; it's clear. [Reclining man with a glass of beer] (Beer) Poster. © 22Jul50; KK52519.

It's brisk, it's clear, it's Altes beer. So refreshing. [Night scene of man looking in refrigerator with sandwich and bottle of beer] Poster. © 22Oct50; KK56543.

ALTHEIMER AND BAER, INC. ©.

All-Timer Drill-Sawmatic turns your electric drill into a portable hand or bench saw. Sheet. (9939) © 29May50; KK52922.

All-Timer electromatic sprayer. Sheet. (9927) © 20Jan50; KK52932.

All-Timer "heirloom" tier cabinet and electric grandfather clock. Sheet. (9937) © 7May50; KK52920.

All-Timer, 117 piece, Gardenia dinnerware ensemble for 8. Sheet. (9929) © 17Mar50; KK52929.

All-Timer pop-up Electratoaster. Sheet. (9931) © 6Jan50; KK52926.

All-Timer, 28 piece, Drill-Major electric power tool set. Sheet. (9940) © 29May50; KK52918.

All-Timer, 27 piece, Drill-Major electric power tool set. Sheet. (9924) © 16Oct49; KK52928.

Cummins Drill Chief. 27 piece electric hand or bench super power tool set. Sheet. (9926) © 29Nov49; KK52935.

Desk-lamp phone-holder and gossip bench ensemble. Sheet. (9919) © 17Sep49; KK52934.

Dormeyer-mixer-grinder-juicer plus 18-pc sun-gold glass luncheon set. Sheet. (9938) © 30Apr50; KK52919.

86 pc. Blue Pagoda dinnerware ensemble. Sheet. © 30Sep48; KK52931.

44-piece famous Cannon sheet and towel ensemble. Sheet. (9935) © 28Apr50; KK52925.

109 piece All-Timer, 22K. gold overlaced, Sedgewood pattern dinnerware ensemble for 8. Sheet. (9921) © 23Oct49; KK52930.

117-pc All-Timer Dolly Madison pattern dinnerware ensemble. Sheet. (9930) © 7Mar50; KK52927.

117 pc All-Timer Hedgewood pattern, 22 kt. gold encrusted, dinnerware ensemble. Sheet. (9903) © 21Apr49; KK52936.

117-piece Lovely Lady Ann ensemble service for 8. (Dinner, glass and silver ware set) Sheet. (R1603-1) © 2Dec47; KK52921.

Rose of Sharon; 63 piece dinnerware and bakeware. Sheet. (1919) © 3Mar49; KK52917.

62-piece All-Timer Edgewood pattern dinnerware & bakeware set. Sheet. (9936) © 29Mar50; KK52923.

12-piece set, All-Timer cast aluminum ensemble. Sheet. © 27Feb49; KK52924.

2 for 1 lamp sale. Early American twin hurricane lamps. Sheet. (9700) © 13Feb49; KK52933.

ALTMAN (B.) AND COMPANY ©.

Our basic dress in silk - or wool - for autumn 1950. [From the New York times, Sept. 10, 1950, p. 9] Sheet. © 10Sep50; KK53321.

ALUMINUM COOKING UTENSIL COMPANY ©.

Doesn't that smell good! My Wear-Ever makes perfect coffee every time. [From Ladies' home journal, Oct. 1950, p. 151] Sheet. © The Aluminum Cooking Utensil Co.; 15Sep50; KK55596.

Greatest advance in pressure cooker history. The new improved Wear-Ever pressure cookers. [From McCall's magazine, Oct. 1950, p. 121] Sheet. © The Aluminum Cooking Utensil Co.; 12Sep50; KK54171.

Health advantages of Wear-Ever, new method cooking. (Cooking utensils) Label. © The Aluminum Cooking Utensil Co.; 21Dec50; KK56961.

AMERICAN AUTOMOBILE COMPANY ©.

We asked for it; or, The case of the greasy fingers. (Autos and auto service) Pamphlet. © 21Jul50; KK51912.

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Bread helps make a go-getter. [From Senior scholastic, Oct. 11, 1950, p. 29] Sheet. © 11Oct50; KK55369.

Bread helps make a go-getter out of a let-it-goer. [From Look, Dec. 19, 1950, p. 123] (Bakery products) Sheet. © 18Dec50; KK56948.

Bread helps turn a ball and chain into a ball of fire. [From Senior scholastic, Sept. 27, 1950, p. 27] Sheet. © 27Sep50; KK55370.

B-r-e-a-d, that's the five letter word for grow-up-strong. [From McCall's, Sept. 1950, p. 79] Sheet. © 25Aug50; KK55092.

Feature French toast on your menus - it pays off here. [From Restaurant management, Nov. 1950, p. 63] (Bakery products) Sheet. © 5Nov50; KK55811.

Pass the donuts and your party's a success! [From Ladies' home journal, Oct. 1950, p. 102] (Bakery products) Sheet. © 28Sep50; KK54797.

Pass the donuts and your party's a success. [Teen-agers grouped in party in living room] Poster. © 21Aug50; KK53025.

P-s-s-t! A smart little girl like you ought to buy 'em baked! Baker's. [Girl baking, cup of coffee and cup cakes on plate. From True story, Sept. 1950, p. 66] (Cup cakes) Sheet. © 10Aug50; KK52743.

Put these two together and get a bigger total here. [Soup, sandwiches, guest check. From Fountain service, Aug. 1950, p. 39] (Bakery products) Sheet. © 10Aug50; KK52884.

Put those pans away, lady, bakers bake delicious cake! [From Woman's home companion, Dec. 1950, p. 142] (Bakery products) Sheet. © 17Nov50; KK56947.

Summer time is sandwich time! (Bread) Poster. © 23Jun50; KK51372.

This is a perpetual motion machine, it operates best on bread! [Boy swinging from limb of tree. From the Saturday evening post, July 15, 1950, p. 123] (Bakery products) Sheet. © 12Jul50; KK52645.

Tsk! Tsk! Lady - all that work! For an easy breakfast tomorrow, buy some sweet rolls today! [From McCall's, Oct. 1950, p. 80] Sheet. © 25Sep50; KK55088.

Wa-i-t a minute, lady - let a baker do your baking and go enjoy yourself! Baker's. [Girl baking, cake on plate, Bakers seal. From Look, Aug. 1, 1950, p. 12] (Cake) Sheet. © 18Jul50; KK52744.

When he eats a better breakfast - you have a better day. [From Scholastic teacher, Sept. 27, 1950, p. 15-T] (Bread) Sheet. © 27Sep50; KK55367.

When she eats a better breakfast - you have a better day. [From Scholastic teacher, Oct. 11, 1950, p. 21-T] (Bread) Sheet. © 11Oct50; KK55366.

When you're down - bread picks you up! [From Look, Oct. 24, 1950, p. 128] Sheet. © 10Oct50; KK55089.

Why do it the hard way, lady - that's a baker's job! [From Look, Sept. 26, 1950, p. 118] (Bakery products) Sheet. © 12Sep50; KK55091.

Why waste your time, lady - look what luscious pie you can buy! [From McCall's, Nov. 1950, p. 129] Sheet. © 25Oct50; KK55087.

Why waste your time, lady - look what luscious pie you can buy! [From True story, Dec. 1950, p. 88] Sheet. © 10Nov50; KK56685.

Woman's work is never done, but bread helps keep you going! [From Woman's home companion, Aug. 1950, p. 15] (Bakery products) Sheet. © 21Jul50; KK52491.

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Your alarm clock simply gets you up - bread helps get you going. [From Woman's home companion, Nov. 1950, p. 56] Sheet. © 17Oct50; KK55090.

Your sales will go great ... bakers of America August "sandwich and soup" promotion. [From National grocers bulletin, July 1950, p. 22] (Bakery products) Sheet. © 5Jul50; KK52492.

AMERICAN BRAKE SHOE COMPANY ©.

ABK metal muzzles the bite of abrasion. [From Business week, Sept. 16, 1950, p. 31] Sheet. © 14Sep50; KK54757.

Brake shoe's ABK metal, a nickel chrome iron for severe abrasive service. Folder. (5M) © 6Nov50; KK56552.

How to spend a minute, and save your life. American Brakeblok. [From Business week, July 15, 1950, p. 35] (Brake lining) Sheet. © 13Jul50; KK52948.

The Micro-Spray gun gives you smoother finishes and is easier to handle than conventional guns. (Paint-spraying equipment) Folder. © 2Aug50; KK52416.

Spraying paint with steam cuts time and costs. [From Business week, Oct. 14, 1950, p. 101] (Paint spray gun) Sheet. © 11Oct50; KK54770.

This metal heals its hurts before they happen. [From Business week, Aug. 19, 1950, p. 29] (Bronze bearings) Sheet. © 17Aug50; KK53300.

This metal lives a double life in a fiery furnace. [From Business week, June 24, 1950] (Heat-treat trays) Sheet. © 21Jun50; KK51299.

"Tiger" bronze engineered properties give you plus performance in your machine shop. (Bar stock) Folder. © 26Oct50; KK56969.

AMERICAN BRAKE SHOE COMPANY. Kellogg Division ©.

Double your refinishing business - increase your unit profit - with a Brake Shoe auto bake. (Infra-red ovens) Folder. (K-304 20m 450) © 1May50; KK51570.

How to build your body business to twice its present size. [From Automotive news, July 10, 1950, p. 64] (Paint spray booths and spray gun) Sheet. © 3Jul50; KK53064.

How to get two times as many paint jobs in your shop. [From Automotive news, Aug. 7, 1950, p. 27] (Paint shop equipment and sales plan) Sheet. © 5Aug50; KK52417.

Increase your profit margin with a Brake Shoe packaged automotive spray booth. Folder. (K-305 20m 450) © 1May50; KK51569.

Save time, money, paint, air. Micro-spray gun. Folder. (K-306 20m 450) © 1May50; KK51562.

Selecting the right air compressor. Folder. (K-307 20m 450) © 1May50; KK51585.

AMERICAN COAL BURNER COMPANY, INC. ©.

Fyr-Feeder Flo-matic; automatically feeds and burns all solid fuels ... Sheet. (Bull. no. 901450 A2) © 8Dec50; KK56351.

You need it now - and you can get it without cost. Fyr-Feeder. (Spreader stoker) Sheet. © 30Nov50; KK56142.

AMERICAN COFFEE EXTENDER COMPANY ©.

Ace coffee extender. Use half and half with your favorite coffee. Label. © Kathleen Grady, d.b.a. American Coffee Extender Co.; 13Sep50; KK53305.

AMERICAN DISTILLING COMPANY, INC. ©.

Ballard's. Rare whiskey extra fine. Label. © The American Distilling Co., inc.; 12Sep50; KK56336.

AMERICAN FELINE SOCIETY, INC. ©.

Press; 6 columns. National cat week, Nov. 5-11, 1950. (Mats) Sheet. © The American Feline Society, inc.; 21Oct50; KK56215.

Thank you, Mr. Ward. New 1950 national cat week seals in colors. Sheet. © The American Feline Society, inc.; 17Jul50; KK56214.

AMERICAN FIXTURE AND MANUFACTURING COMPANY ©.

Modernize now! (Merchandise display furniture) Folder. © 29Jun50; KK53217.

AMERICAN FLEXIBLE COUPLING COMPANY ©.

Flexible couplings; Amerigear [and] American. 11 p. (501) © 1Aug50; KK52624.

AMERICAN FLOOR SURFACING MACHINE COMPANY ©.

American floor finishing and maintenance materials. 38 p. (25-G) © The American Floor Surfacing Machine Co.; 10Jul50; KK53609.

AMERICAN FURNITURE SALES COMPANY ©.

Spectacular dollar days, for preferred customers. (Metal containers for kitchen and bathroom) Folder. © 8Jul50; KK51728.

This "Friend-or-Family" copyrighted courtesy card is a preferred customer's courtesy ... (Silverplate) Card. © American Furniture Sales Co., partnership, Morton L. Hersh & Louis G. Herman; 16Oct50; KK54588.

AMERICAN HEALTH AIR SYSTEMS, INC. ©.

Are you one of the thousands ... Sunitaire. [From New Haven register, Mar. 27, 1950, p. 2] (Air sanitation equipment) Sheet. © 27Mar50; KK52988.

What type of New Haven men and women buy the American Health Air Systems Sunitaire units? [From New Haven evening register, Apr. 3, 1950, p. 2] (Air sanitation units) Sheet. © 3Apr50; KK52989.

AMERICAN HOME FOODS, INC. ©.

Burnett's instant pudding; butter-scotch flavor. Label. © 25May50; KK51516.

Burnett's instant pudding; chocolate flavor. Label. © 25May50; KK51515.

Burnett's instant pudding; vanilla flavor. Label. © 25May50; KK51517.

Clapp's junior vegetables with liver, rice and barley. (Baby food) Label. © 10Jul50; KK51916.

Duff's chocolate devil's food mix. Label. (MV-50-145) © 23Aug50; KK54888.

Duff's ginger bread mix. Label. (MV-50-125) © 25Sep50; KK54887.

Duff's hot roll mix. Label. © 10Oct50; KK55621.

Duff's layer cake mix. Label. © 23Aug50; KK54886.

Duff's spice cake mix. Label. (MV-50-145) © 29Aug50; KK54885.

Duff's waffle mix. Label. © 11Oct50; KK55620.

Only Duff's white cake mix can make a prize cake like this. [From Life, Mar. 20, 1950] Sheet. © 20Mar50; KK52389.

AMERICAN LADY BAKERS, INC. ©.

"Frost 'n Serve" all butter cake. If I knew you were coming ... Sheet. © 26Apr50; KK51508.

AMERICAN LEGION ©.

American Legion, National Headquarters, Indianapolis 6, Indiana, offers Card-key - entrance control for American Legion Posts. Folder. © The American Legion; 28Nov50; KK56470.

Emblem catalog 1950. 63 p. © The American Legion, National Headquarters; 28Jun50; KK51267.

Membership buttons. Order blank. Official shirts and ties. Sheet. © The American Legion. National Headquarters; 21Jul50; KK51911.

AMERICAN MOLASSES COMPANY ©.

Cook and bake with - Grandma's molasses. Folder. (GM-2) © 2Nov50; KK55820.

Tasty topics. Oct. 1950. (Molasses and sugar) 11 p. © 25Oct50; KK55832.

AMERICAN OPTICAL COMPANY ©.

American Optical Company laboratory to Rx service plan. 7 p. (9959) © 28Feb50; KK53185.

Analysis of laboratory operation. (Eye glasses) Sheet. (9969) © 26Jan50; KK53187.

Do glasses cost more than they're worth? [From the Saturday evening post, July 29, 1950, p. 87] (Eye-glasses) Sheet. © 29Jul50; KK52686.

Financial analysis. (Eye glasses) Sheet. (9968) © 26Jan50; KK53186.

Polaroid sun glasses. Sheet. (S. G. 1418) © 15Sep50; KK53693.

See what you miss if you miss out on these 1950 Polaroid sun glasses. Folder. (CP-1798) © 7Dec49; KK53190.

Whether you pay \$25 - \$35 - \$50, compare the cost of these services with the value they give you.

[From the Saturday evening post, Oct. 22, 1949] (Optical services) Sheet. © 19Oct49; KK53188.

You wouldn't do this - then don't do this! Wear your goggles. Poster. (118) © 1May50; KK53189.

AMERICAN PIPE AND CONSTRUCTION COMPANY ©.

The dependable strength of American concrete cylinder pipe is a result of superior design. Sheet. (4-50) © 5Jul50; KK51870.

AMERICAN PRISMATIC GLASSES, INC. ©.

Congratulations! You now possess a new seeing pleasure for your relaxing hours. Bedspecs. Folder. © 22Dec50; KK56972.

AMERICAN RADIATOR AND STANDARD SANITARY CORPORATION ©.

Room of the month ideas. (Heating and plumbing fixtures) Folders. Aug. 1950. (907) © 18Sep50; KK54416.

Sept. 1950. (912) © 23Oct50; KK54605.

Oct. 1950. (915) © 6Nov50; KK55437.

Nov. 1950. (917) © 4Dec50; KK56233.

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Important notice; ... American Republic plans of protection. (Accident & health insurance) Sheet. © 13Sep50; KK56751.

Residents enthusiastic; ... American Republic plans of protection. (Accident & health insurance) Sheet. © 13Sep50; KK56750.

AMERICAN SAFETY RAZOR CORPORATION ©
Now! A fool-proof dispenser for Silver Star. [From American druggist, Oct. 1949, p. 13] (Razor blades) Sheet. © 10Oct49; KK52795.

U2, man of the future. (Gem Push-Pak razor and blades) Sheets.

Careful how you land on that ... [From the New York times, Oct. 29, 1950, p. S5, section 5] © 29Oct50; KK55359.

Gosh! The inter-planetary service is rotten!! [From the New York times, Sept. 17, 1950, section 5, p. S5] © 17Sep50; KK54063.

Gulp! This is speedy! [From the New York times, Nov. 19, 1950, p. 3, section 5] © 19Nov50; KK56322.

He ought to be here in a few semi-seconds ... [From the New York times, Oct. 8, 1950, section 5, p. 5] © 8Oct50; KK54452.

I overslept!!! [From the New York times, Sept. 24, 1950, section 5, p. S5] © 24Sep50; KK54277.

I recognize you! [From the New York times, Nov. 26, 1950, p. 5, section 5] © 26Nov50; KK56323.

A new planet!!! [From the New York times, Oct. 22, 1950, sect. 5, p. S3] © 22Oct50; KK54794.

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The Diamonds serves 30,000 people on one weekend, and all on Jade-ite Fire-king. [From Restaurant management, Mar. 1950, pp. 20-21] (Restaurant ware) Sheet. © 5Mar50; KK51636.

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The finest home appliances in our 37 year history. [From Life magazine, Mar. 27, 1950, p. 80-81] (Apex electrical appliances) Sheet. © 24Mar50; KK51209.

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- Never worry about perspiration odor again! Dial soap. Sheets. [From Puck, June 18, 1950, p. 2] © 18Jun50; KK52309.
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- Sensational 1¢ soap sale! Perk. Sheet. (49115) © 1Sep49; KK56378.
- Silkee-soft complexion brush. \$1.00 retail value only 25¢ and a Dial soap wrapper. [From Puck, the comic weekly, Oct. 8, 1950, sect. 2, p. 5] (Deodorant soap and complexion brush) Sheet. © 8Oct50; KK54708.
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Crosley Shelvador; 1950 electric refrigerator service manual. 11 p. (P10M/TSO) © 20Jun50; KK51264.

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Avon cosmetics, like a lovely melody, are always welcome, says Rise Stevens. [From Good housekeeping, July 1950, p. 121] Sheet. © 20Jun50; KK55290.

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I love the natural look of my Avon cosmetics, says Maureen O'Sullivan. [From Good housekeeping, Aug. 1950, p. 118] Sheet. © 20Jul50; KK55289.

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The switch to Surge grows steadily. [From Hoard's dairyman, Mar. 10, 1950, back cover] (Dairy farm equipment) Sheet. © 3Mar50; KK53386.

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BALZER, Mae and Albert J. Balzer, d.b.a. the Cheese Box. SEE Cheese Box.

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Your entire department benefits from an Everglaze chintz sales section. [From Retailing daily, New York, Sept. 25, 1950, p. 17] (Fabrics) Sheet. © 25Sep50; KK54103.

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Vacation tip: look for the "Happy Bear" sign! [From Saturday evening post, June 3, 1950, p. 135] (Wheel alignment and balancing) Sheet. (5025) © 1Jun50; KK53242.

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Beatrice Cooke ... gives you her prize recipe. Meadow Gold. [From McCall's, Oct. 1950, p. 102] (Food products) Sheet. © 25Sep50; KK54000.

It's loved alike by young and old; it's m-mighty good, it's Meadow Gold [ice cream] [From Life, June 19, 1950, p. 66] Sheet. © 16Jun50; KK51689.

Meadow Gold orange sherbert. It's loved alike by young and old. [From Life, July 10, 1950, p. 89] Sheet. © 7Jul50; KK51627.

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Mealtime adventures, by Beatrice Cooke. (Food products) Sheets. Aug. 1950. © 21Jul50; KK52607.

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1950-51 catalog. A complete line of laundry and dry-cleaning production equipment and materials. Pamphlet. © 31Aug50; KK54227.

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Blatz extends greetings to hotel men everywhere. [From Hotel world-review, Nov. 4, 1950, p. 35] (Beer) Sheet. © 4Nov50; KK56058.

Cheese and Blatz. [From Chain store age, Sept. 1950, p. 163] (Beer) Sheet. © 1Sep50; KK56060.

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I lived in Milwaukee, I ought to know. Blatz is Milwaukee's finest beer. Sheets.

Charles Winner. [From Cue, June 10, 1950, p. 27] © 10Jun50; KK56899.

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In the windows - on the floor Blatz by the case ... [From Chain store age, Nov. 1950, p. 43] (Beer) Sheet. © 1Nov50; KK56059.

3 simple steps to bigger beer sales. [Chain store age, June 1950, p. 32] Sheet. © 1Jun50; KK52010.

BLAZE, Ben Baker, d.b.a. One-Two Sales. SEE One-Two Sales.

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The experts all agree; quality is the key to sales in '49. That's why they'll buy more upholstered furniture made of Blocksom curled hair. [From Retailing daily, Feb. 1949] Sheet. © 3Feb49; KK53264.

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Ladies - which of these 6 features do you want most in your next range? [From the Cleveland press, Dec. 12, 1950, p. 40] Sheet. © The Cleveland Electric Illuminating Co.; 12Dec50; KK56655.

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Question: can you have winter air conditioning with your present warm-air furnace? [From the Cleveland plain dealer, Aug. 3, 1950, p. 11] (Electric blower and air filter units) Sheet. © The Cleveland Electric Illuminating Co.; 3Aug50; KK52296.

Question: can you measure the quality of your electric service? [From the Cleveland plain dealer, July 14, 1950, p. 9] (Electrical appliances) Sheet. © The Cleveland Electric Illuminating Co.; 14Jul50; KK52382.

Question: Does the way you cook affect the way you look? Answer: Yes - so cook with electricity! [From the Cleveland plain dealer, Sept. 21, 1950, p. 16] Sheet. © The Cleveland Electric Illuminating Co.; 21Sep50; KK54430.

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- You can bake a gingerbread cake on top of the stove in Club. Club aluminum hammercraft waterless cookware. [From Life, Oct. 2, 1950, p. 126] Sheet. © 28Sep50; KK54473.
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Announcing the hospitality fair. Drink Coca-Cola. [From the Chain store age, June 1950] (Soft drink) Sheet. © The Coca-Cola Co.; 30May50; KK51643.
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- Balance buying and selling. Coca-Cola. [From N.A.R.D. journal, Oct. 16, 1950, p. 1639] (Soft drink) Sheet. © The Coca-Cola Co.; 16Oct50; KK55717.
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- In the land of the Matterhorn. Coca-Cola. [From the American bottler, Sept. 1950, p. 80] (Soft drink) Sheet. © The Coca-Cola Co.; 1Sep50; KK55718.
- Inviting you. Coca-Cola. [Girl with candle - green background] (Soft drink) Poster. © The Coca-Cola Co.; 1Nov50; KK56541.
- It says here - "Visit your soda fountain." Coca-Cola. [From Drug topics, Sept. 25, 1950, p. 5] Sheet. © The Coca-Cola Co.; 25Sep50; KK55720.
- It's refreshment and it's all value. Coca-Cola. [From the New London day, New London, Conn., Sept. 6, 1950, p. 15] (Soft drink) Sheet. © The Coca-Cola Co.; 6Sep50; KK56891.
- Kitty Kallen is guest of Morton Downey ... Coca-Cola. [From the Peoria star, Peoria, Ill., Oct. 6, 1950, p. B-16] (Soft drink) Sheet. © The Coca-Cola Co.; 6Oct50; KK56887.
- Labor Day - have Coke on hand. [From St. Louis post-dispatch, Aug. 30, 1950, p. 8-B] (Soft drink) Sheet. © The Coca-Cola Co.; 30Aug50; KK56889.
- Lunch refreshed. [Girl at table; silhouette background] (Soft drink) Poster. (55209) © The Coca-Cola Co.; 1Sep50; KK54519.
- Lunch refreshed. [Girl with sandwich; green background] (Soft drink) Poster. (55210) © The Coca-Cola Co.; 1Sep50; KK54518.
- Mass display + summer demand = added sales and profits. [From Chain store age, GME, Aug. 1950, inside back cover p.] (Soft drink) Sheet. © The Coca-Cola Co.; 30Jul50; KK53442.
- A nickel is the right price for a Coke. [From the Chicago defender, Nov. 11, 1950, p. 29] (Soft drink) Sheet. © The Coca-Cola Co.; 11Nov50; KK56884.
- November posters feature Coke for party refreshment. [From the Coca-Cola bottler, Oct. 1950, center spread] (Soft drink) Sheet. © The Coca-Cola Co.; 15Oct50; KK56878.
- The pause that refreshes. [From Newsweek, May 1, 1950, p. 21] (Soft drink) Sheet. © The Coca-Cola Co.; 27Apr50; KK51641.
- The pause that refreshes. Coca-Cola. [From Chicago daily news, July 13, 1950, p. 16] (Soft drink) Sheet. © The Coca-Cola Co.; 13Jul50; KK56876.
- The pause that refreshes with ice-cold Coca-Cola ... [From Chicago herald American, Oct. 1, 1950, back cover, Pictorial review] (Soft drink) Sheet. © The Coca-Cola Co.; 1Oct50; KK56885.
- Planning hospitality. [Carton of Cokes by roses] (Soft drink) Poster. © The Coca-Cola Co.; 1Jun50; KK51600.
- Play refreshed. [Fisherwoman; silhouette in background drinking Coke] (Soft drink) Poster. (12147) © The Coca-Cola Co.; 1Aug50; KK53246.
- Play refreshed. [Sportsgirl holding bottled Coke; green background] (Soft drink) Poster. (12146) © The Coca-Cola Co.; 1Aug50; KK53247.
- Quality means so much. Coca-Cola. [From the Dallas morning news, Sept. 21, 1950, p. 14] (Soft drink) Sheet. © The Coca-Cola Co.; 21Sep50; KK56893.
- Refresh; add zest to the hour. Coca-Cola. (Soft drink) Sheets. © The Coca-Cola Co.
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[From Parents' magazine, July 1950, back cover] © 25Jun50; KK53434.
[From St. Louis star-times, Aug. 24, 1950, p. 15] © 24Aug50; KK56895.
- Selling your fountain as the place to eat. [From Drug topics, Aug. 28, 1950, p. 5] (Soft drink) Sheet. © The Coca-Cola Co.; 28Aug50; KK53441.
- September posters suggest Coke with food. [From the Coca-Cola bottler, Aug. 1950, center spread] (Soft drink) Sheet. © The Coca-Cola Co.; 15Aug50; KK53439.
- Telling your customers about the 3-location profit plan. Coca-Cola. [From Chain store age, Grocery managers edition, Nov. 1950, inside back cover] (Soft drink) Sheet. © The Coca-Cola Co.; 25Oct50; KK55721.
- Thanksgiving Day special TV premiere ... Edgar Bergen with Charlie Mc Carthy. Coca-Cola. [From Daily herald-telephone, Bloomington, Ind., Nov. 22, 1950, p. 14] (Soft drink) Sheet. © The Coca-Cola Co.; 22Nov50; KK56882.
- They increased profit per square foot. Coca-Cola. [From Chain store age, Grocery managers edition, Oct. 1950, inside back cover] (Soft drink) Sheet. © The Coca-Cola Co.; 30Sep50; KK55722.
- Thirst, too, seeks quality. [From Newsweek, June 26, 1950, p. 25] (Soft drink) Sheet. © The Coca-Cola Co.; 22Jun50; KK51646.
- Time to cash in on summer heat with mass displays of Coca-Cola. [From Chain store age, GME, July 1950, inside back cover p.] (Soft drink) Sheet. © The Coca-Cola Co.; 30Jun50; KK53438.
- To make Coca-Cola available to you at 5¢ ... [From Chicago daily news, Oct. 5, 1950, p. 40] (Soft drink) Sheet. © The Coca-Cola Co.; 5Oct50; KK56886.
- Tome Coca-Cola. Password to refreshment in the phoenix of the Pacific. [From the American bottler, July 1950, p. 34] (Soft drink) Sheet. © The Coca-Cola Co.; 1Jul50; KK53435.
- Travel refreshed. [Facial portrait of cowboy drinking Coke; green background] (Soft drink) Poster. © The Coca-Cola Co.; 1Jul50; KK52525.
- Travel refreshed. [Man on horseback; silhouette in background drinking Coke] (Soft drink) Poster. © The Coca-Cola Co.; 1Jul50; KK52524.
- Two things that go together - Coke and 5¢. [From Chicago daily news, Apr. 20, 1950, p. 27] (Soft drink) Sheet. © The Coca-Cola Co.; 20Apr50; KK56873.

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- Two things that go together, Coke and 5¢. [From the Chicago defender, June 17, 1950, p. 30] (Soft drink) Sheet. © The Coca-Cola Co.; 17Jun50; KK56875.
- We strive to give you Coca-Cola at 5¢. [From the Denver post, Sept. 12, 1950, p. 32] (Soft drink) Sheet. © The Coca-Cola Co.; 12Sep50; KK56892.
- A welcome host to workers. Coca-Cola. [From St. Louis post-dispatch, Oct. 25, 1950, p. 8-B] (Soft drink) Sheet. © The Coca-Cola Co.; 25Oct50; KK56883.
- A welcome host to workers inviting you to the pause that refreshes with ice-cold Coca-Cola. [From Newsweek, July 24, 1950, p. 17] (Soft drink) Sheet. © The Coca-Cola Co.; 20Jul50; KK53436.
- What to do with a nickel when thirst arrives. Coca-Cola. [From Chicago herald American, Sept. 3, 1950, back cover, Pictorial review] (Soft drink) Sheet. © The Coca-Cola Co.; 3Sep50; KK56890.
- Where you play. The pause that refreshes with ice-cold Coca-Cola. [From Look, May 9, 1950] (Soft drink) Sheet. © The Coca-Cola Co.; 2May50; KK51642.
- Where you work. Coca-Cola. [From Look, Oct. 24, 1950, p. 75] (Soft drink) Sheet. © The Coca-Cola Co.; 10Oct50; KK55723.
- Work refreshed. Coca-Cola. [Man at tractor - silhouette background] (Soft drink) Poster. (9163) © The Coca-Cola Co.; 10Oct50; KK56539.
- Your advertising for June features hospitality theme. For hospitality serve Coca-Cola ... [From the Coca-Cola bottler, May 1950] (Soft drink) Sheet. © The Coca-Cola Co.; 15May50; KK51640.
- Your July posters sell Coke to people on the go. [From the Coca-Cola bottler, June 1950, center spread] (Soft drink) Sheet. © The Coca-Cola Co.; 15Jun50; KK53433.
- Your October poster advertises 5¢ price. Coca-Cola. [From the Coca-Cola bottler, Sept. 15, 1950, center spread] (Soft drink) Sheet. © The Coca-Cola Co.; 15Sep50; KK56880.
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Cochran Nottingham flat wall, one coat, oil paint. [Pad of sample colors] Poster. © The John P. Cochran Co.; 15Nov50; KK56011.
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Cole of California opening, Sept. 11, 1951 resort and summer beachwear. [From Women's wear daily, New York, Aug. 2, 1950, p. 27] Sheet. © 2Aug50; KK54646.
- "Once upon a time" fashions by Cole of California. [From Women's wear daily, Aug. 17, 1949] (Children's wear) Sheet. © 17Aug49; KK51281.
- Some of your customers are mad at you! [From Women's wear daily, Nov. 2, 1949] (Swimsuits) Sheet. © 2Nov49; KK51282.
- Warning, to beachwear retailers about July. You know from your own experience ... [From the Women's wear daily, June 14, 1950] Sheet. (LA-177) © 14Jun50; KK51723.
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If you make no will each dollar you leave will be distributed as follows: ... (Money and banking) Poster. © The Colonial Trust Co.; 30Aug50; KK52834.
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Chug-a-lug, the milk-drinking song. Tic-tac-toe. (Phonograph records) Label. (MJV-74) © 19Jun50; KK51987.
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- Dorothy Kirsten sings songs of George Gershwin ... (Phonograph records) Label. (MM-929) © 26Jun50; KK51986.

- Favorite country hymns, Chuck Wagon Gang. (Phonograph records) Label. (H-12) © 26Jun50; KK51984.
- Magesto the magician. Peter Donald. (Phonograph records) Label. (MJV-71) © 19Jun50; KK51988.
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Dependable! Economical! Tows with Columbian Ski-Tow rope. 15 p. (602) © 12Dec50; KK56686.
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CM Liberty bright finish chains. (Industrial chain) 8 p. (Bull. 80) © 21Jul50; KK52366.
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- COMMUNICATION PRODUCTS COMPANY, INC. ©.
Seal-O-Flange transmission lines ... Catalog no. 114. (Communication products) 15 p. © 18Jul50; KK52327.
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Always inviting cleanliness with the 4-square features of Nairn linoleum. [From Oral hygiene, Sept. 1, 1950, p. 1264] (Floor covering) Sheet. © 1Sep50; KK53418.
- Congoleum-Nairn brings you the greatest TV advertising in the entire home furnishing field. [From the Retailing daily, June 21, 1950, pp. 32-33] (Linoleum products) Sheet. © 21Jun50; KK51943.
- Easier floor installations with these new Nairn products. Here's Nairn-board ... [From Flooring, Aug. 1950, p. 47] (Floor covering) Sheet. © 5Aug50; KK53989.
- Floors can be educational, too, with the 4-square features of Nairn linoleum! [From the Nation's schools, Oct. 1950, p. 145] (Floor covering) Sheet. © 15Sep50; KK53990.
- For floors in step with modern practice, the 4-square features of Nairn linoleum! [From Medical economics, Oct. 1, 1950, p. 88] (Floor covering) Sheet. © 10Oct50; KK54244.
- Four good things to stand on - Nairn linoleum. [From Progressive architecture, Nov. 1950, p. 38-39] Sheets. © 1Nov50; KK55638.
- The 4-square features of Nairn linoleum. (Floor covering) Sheet. © 1Aug50; KK52255.
- The 4-square features of Nairn linoleum give maximum cleanliness, minimum maintenance! [From the Modern hospital, Oct. 1950, p. 190] (Floor covering) Sheet. © 10Oct50; KK54781.
- The 4-square features of Nairn linoleum keep floors "at the head of the class!" [From the Nation's schools, Aug. 1950, p. 16] (Floor covering) Sheet. © 15Jul50; KK52103.
- Hit of the show: Jeweltones, by Congoleum. It'll be a real jewel ... [From the Retailing daily, June 28, 1950, p. 19] (Floor coverings) Sheet. © 28Jun50; KK51940.
- "How Garroway at large" helps you build business on Nairn linoleum. [From Furniture age, Nov. 1, 1950, p. 41] (Floor covering) Sheet. © 1Nov50; KK56123.

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- How "Garroway at large" sells Congoleum "Jeweltones" for you! [From National furniture review, Oct. 1950, p. 67] (Floor covering) Sheet. © 10Oct50; KK54782.
- If you can hang a curtain, you can apply Congowall yourself! [From Farm journal, Oct. 1950] (Wall covering) Sheet. © 18Sep50; KK54783.
- Nairn linoleum 4-square features give you the floor you like, in the qualities you need! [From Progressive architecture, Oct. 1950, p. 108-109] Sheet. © 10Oct50; KK54785.
- Now! Famous Gold Seal Congoleum in new jeweltones. [From Farm journal magazine, Sept. 1950] (Floor covering) Sheet. © 21Aug50; KK53045.
- Put 'em on the right footing. [From Progressive architecture, Aug. 1950, p. 6-7] (Floor covering) Sheet. © 1Aug50; KK52256.
- Right for every school flooring need, the 4-square features of Nairn linoleum! [From Architectural record, Nov. 1950, p. 218-219] Sheet. © 10Nov50; KK56124.
- Solve school maintenance problems with the 4-square features of Nairn linoleum! [From the Nation's schools, Sept. 1950, p. 117] (Floor covering) Sheet. © 15Aug50; KK53044.
- Take this long time view of the 4-square features of Nairn linoleum! [From the Nation's schools, Nov. 1950, p. 93] Sheet. © 15Nov50; KK55836.
- This dentist's office exemplifies perfectly ... Nairn linoleum. [From Oral hygiene, Nov. 1950, p. 1677] Sheet. © 1Nov50; KK55837.
- 3 ways to build repeat business ... [From Flooring, Sept. 1950, p. 39] (Floor wax, linoleum paste and cleaner) Sheet. © 5Sep50; KK53988.
- Where first impressions count, insist on the 4-square features of Nairn linoleum for floors and walls. [From Oral hygiene, Oct. 1950] Sheet. © 10Oct50; KK54784.
- Where quiet, quality, and economy count; look for the 4-square features of Nairn linoleum! [From Medical economics, Aug. 1, 1950] (Floor covering) Sheet. © 1Aug50; KK53419.
- You can't afford to miss seeing our big news. Something mighty exciting's happening. [From Flooring, June 1950, p. 46] (Floor coverings) Sheet. © 5Jun50; KK51942.
- You'll see the 4-square features of Nairn linoleum in hospitals everywhere! [From the Modern hospital, Aug. 1950, p. 30] (Floor covering) Sheet. © 1Aug50; KK52810.
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The Bingo King Company ... Please ship at once the following. (Game supplies) Sheet. © 8May50; KK55544.
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- I hope this bulletin hits the jackpot for you! Bingo King. Sheets. (745) © 29Mar50; KK55546.
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Confused? Relax! Feed Semi-Solid "E" Emulsion. [From Poultry supply dealer, Nov. 1950, p. 25] (Poultry feed) Sheet. (5019) © 28Oct50; KK55449.
- For a big change in your profits ... feed Semi-Solid, too! [From Wallaces' Farmer and Iowa homestead, Oct. 21, 1950, p. 4] (Pig emulsion) Sheet. (5015) © 21Oct50; KK55538.
- For a big change in your profits ... Semi-Solid pig emulsion. [From Hog breeder, Oct. 1950, p. 17] Sheet. (5016) © 10Oct50; KK55450.
- 1/2 price sale! to introduce you to Barx. [From the News sentinel, Port Wayne, Ind., Oct. 12, 1950] (Dog food) Sheet. (5006) © Consolidated Products Co., a division of National Dairy Products Corp.; 12Oct50; KK55539.
- Sell her milk! Her calf doesn't need it - with Kaff-A. [From Prairie farmer, Oct. 21, 1950] (Cattle feed) Sheet. (5011) © Consolidated Products Co., a division of National Dairy Products Corp.; 21Oct50; KK54603.
- Why let your calves eat up your milk profits? Kaff-A. [From Prairie farmer, Nov. 18, 1950] (Animal feed) Sheet. (5018) © 18Nov50; KK56325.
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Flying lifeboat! Conoco motor oil. [From the Saturday evening post, Oct. 7, 1950] Sheet. © 4Oct50; KK55693.
- It's new, it's Super! Conoco Super motor oil. Sheet. © 2May50; KK55765.
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- Shooting the chute at 600 m.p.h. Conoco motor oil. [From the Saturday evening post, July 1, 1950, p. 71] Sheet. © 28Jun50; KK55695.
- Too hot to handle! Conoco motor oil. [From the Saturday evening post, Sept. 2, 1950, p. 75] Sheet. © 30Aug50; KK55692.
- Weimaraners think they're people! Conoco motor oil. [From the Saturday evening post, Aug. 5, 1950, p. 12] Sheet. © 2Aug50; KK55694.
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Always fluffy, Uncle Ben's converted long grain rice. [From Life, Nov. 6, 1950, p. 56] Sheet. © 6Nov50; KK55785.
- The fluffy, fluffy rice. Uncle Ben's. [From Life, Sept. 25, 1950, p. 78] Sheet. © 22Sep50; KK55053.
- The rice that's always fluffy. Uncle Ben's. [From Life, Oct. 9, 1950, p. 154] Sheet. © 6Oct50; KK55052.
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You doodle it! [Note pad] (Merchandise of various stores) Sheet. © 15Jul50; KK52176.
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When you need a lot of ice cubes in a hurry! [From Successful farming, June 1, 1949, p. 111] (Home appliance) Sheet. © The Coolerator Co.; 1Jun49; KK52840.
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Cooper quality guarded feeds. Label. © The O. A. Cooper Co.; 9Oct50; KK55434.
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Stainless steel valves, fittings, accessories. 47 p. (52) © The Cooper Alloy Foundry Co.; 1Jun50; KK53308.
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Supplement to A decade of promotion pioneered by Coopers. (Underwear, sportswear and hosiery for men) 40 p. © 15Apr50; KK52972.
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Stop sidewalk traffic with the duck pond display. (Roof coating) Sheet. (PM243) © 1May50; KK51673.
Why wait for your roof to leak? Roof leaks are costly. (Roof coating) Folder. (PM107) © 1May50; KK51669.
- CORO, INC. ©**
Chantelle by Coro. [From Harpers bazaar, Sept. 1950, p. 129] (Jewelry) Sheet. © 1Sep50; KK53638.
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Golden baguettes by Coro. [From Vogue, Sept. 1, 1950, p. 79] (Jewelry) Sheet. © 1Sep50; KK53635.
Lucky 'N Love. [From Photoplay, Dec. 1949, p. 91] (Costume jewelry) Sheet. © 9Nov49; KK52042.
Paris inspired Coro originals. [From Mademoiselle, Oct. 1950, p. 20] (Costume jewelry) Sheet. © 10Oct50; KK54202.
Personettes by Coro. [From Senior prom, Sept. 1950, p. 6] (Jewelry) Sheet. © 1Sep50; KK53637.
Rue de la Paix; Paris-inspired jewelry by Coro. [From Glamour, Sept. 1950, p. 6] Sheet. © 1Sep50; KK53636.
Warm your wintry fashions with a blaze of Blonde Topaz ... by Coro. [From Harpers bazaar, Nov. 1950, p. 81] (Costume jewelry) Sheet. © 1Nov50; KK55314.
White fire; jewel-box rhinestones by Coro. [From Vogue, Nov. 15, 1950, p. 30] Sheet. © 15Nov50; KK55949.
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There's always a cool breeze wherever there's a Fresh'nd-Aire, the finest circulators for home and industry. (F5013) Sheet. © 10Jul50; KK51969.
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Coty fragrance makes it festive. [From Ladies' home journal, Dec. 1950, p. 76-77] (Toiletries) Sheet. © 1Dec50; KK56236.
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Tablesilver flour. Label. © 2Nov50; KK55436.
Tableware flour. Label. © 2Nov50; KK55435.
- COX, ROBERT J. ©**
The economical answer to your unloading problems. It's easily done with an E.Z. unloader. Poster. © 21Aug50; KK53612.
- CRAFTOOL COMPANY ©**
Doodle page of the month. [Leathercraft designs] (Leather carving tools) Sheets.
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Celebrated for softness! Delaware Punch. [From National bottlers' gazette, Sept. 1950, p. 96] Sheet. © 15Sep50; KK53578.
- Happiness ahead. [From Bottling industry, May 30, 1950] (Soft drink) Sheet. © The Delaware Punch Co. of America; 30May50; KK51371.
- Smooth sledding ahead ... Delaware Punch. [From National bottlers' gazette, Nov. 1950, p. 110] (Non-carbonated soft drink) Sheet. © The Delaware Punch Co. of America; 15Nov50; KK55863.
- A sweetheart of a drink for your customers. Delicious Delaware Punch. [From the National bottlers' gazette, July 1950, p. 37] (Soft drink) Sheet. © The Delaware Punch Co. of America; 15Jul50; KK51926.
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"Lasagna riccia gigante" made with semolina; Martini brand, 1 lb. net. (Macaroni) Label. © The De Martini Macaroni Co., inc.; 19Oct50; KK56221.
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1950 fall-Xmas display guide. J. P. Denton, inc. (Window displays) 100 p. © 1Jul50; KK51955.
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- Goodbye body odors! Take nature's deodorant, Nullo. Sheet. © The De Pree Co.; 7Aug50; KK52293.
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- Magazines praise Nullo, nature's deodorant! Sheet. © The De Pree Co.; 14Aug50; KK52622.
- Men: why risk offending? Just take Nullo tablets. Nature's deodorant. Sheet. © The De Pree Co.; 9Aug50; KK52298.
- Mr. Druggist: Get ready for a sensation! [From Drug topics magazine, July 17, 1950, p. 71] (Nullo deodorant) Sheet. © The De Pree Co.; 17Jul50; KK52574.
- Mr. Druggist: Now you know why we said - get ready for a sensation! Nullo. [From Drug topics magazine, Aug. 14, 1950, p. 61] (Deodorant) Sheet. © The De Pree Co.; 14Aug50; KK52623.
- New easy way to take your deodorant! Nullo. Sheet. © The De Pree Co.; 14Aug50; KK52621.
- New pill kills bad breath, B. O. & Nullo. Sheet. © The De Pree Co.; 21Aug50; KK52598.
- Now everyone can try Nullo. [From Management & selling, Oct. 23, 1950, p. 61] (Deodorant) Sheet. (5001) © The De Pree Co.; 23Oct50; KK55448.
- Now! Take your deodorant like a vitamin. Nature's deodorant, Nullo. You've read about it - we have it! Sheet. © The De Pree Co.; 26Jul50; KK52368.
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- Nullo, the green medicine deodorant! Sheet. © The De Pree Co.; 16Aug50; KK52536.
- Nullo, the original chlorophyll tablet stops body odors. [From Life, Nov. 20, 1950] Sheet. © The De Pree Co.; 20Nov50; KK56329.
- We have it! Nature's deodorant, you take it like a vitamin, Nullo. Sheet. © The De Pree Co.; 27Jul50; KK52340.
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The shadow knows. The new Detex Guardsman tape watchclock. Folder. © 31Jul50; KK52000.

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 In steel all's well that ends well on the job. [From Detroit purchaser, July 1950, p. 11] Sheet. © 10Jul50; KK51737.
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Steel - steel - everywhere - and not an extra pound to buy. [From Detroit purchaser, Nov. 1950, p. 23] Sheet. © 10Nov50; KK55810.

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 Do you know an easier way to pick up \$5? Doehla. (Greeting cards, stationery, etc.) Sheet. (TD 3509 P3) © 29Jun50; KK54338.
 Do you need money for parsonage furnishings? Here's how to provide a steady flow of funds. (Greeting cards, stationery, etc.) Sheet. © 20Jun50; KK54341.

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Let us send you this lovely greeting card sampler. Doehla. Sheet. © 29Jun50; KK54345.

Lots of folks make good money this pleasant way. Doehla. (Greeting cards, stationery, etc.) Sheet. (TD 3545-P3) © 29Jun50; KK54336.

No wonder so many folks make good money! Doehla. (Greeting cards, stationery, etc.) Sheet. (TD 2981-P3) © 30Jun50; KK54332.

No wonder so many folks make good money in their spare time ... and without experience! Doehla. (Greeting cards, stationery, etc.) Sheet. © 15Jun50; KK54343.

Our sisters find this an easy, pleasant way to raise money for the building fund. (Greeting cards, stationery, etc.) Sheet. (TD 4139-P2) © 15Jul50; KK54331.
 She makes good money ... just chatting with friends. Doehla. (Greeting cards, stationery, etc.) Sheet. (TD 3512-P4) © 29Jun50; KK54340.
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At last! The real way to fast - long-lasting relief from pain of arthritis - rheumatism ... Dolcin. [From Chicago tribune, Sept. 18, 1950, p. 4F, pt. 4] Sheet. (D-88) © 18Sep50; KK54679.

Dolcin does it again! [From American druggist, Sept. 1950, p. 60-61] (Pharmaceutical) Sheets. © 1Sep50; KK53518.

Dolcin does it again! [From Drug topics, Aug. 28, 1950, p. 85] (Pharmaceutical) Sheet. © 28Aug50; KK53519.

Here's speedy, safe long-lasting relief from the agonies of arthritis ... Dolcin. [From St. Louis star-times, Mar. 31, 1950, p. 31] Sheet. © 31Mar50; KK51883.

Hurry! Dolcin deal ends October 31! [From American druggist, Oct. 1950, p. 43] (Pharmaceutical) Sheet. (D-108) © 1Oct50; KK54477.

Safe, tested medication works fast to stop arthritis, rheumatism pains. Dolcin. [From Chicago tribune, Sept. 20, 1950, p. 20F, pt. 1] Sheet. (D-91) © 20Sep50; KK54678.

Safe, tested medication works fast to stop arthritis, rheumatism pains. Dolcin. [From Cleveland news, Sept. 20, 1950, p. 22] Sheet. (D-94) © 20Sep50; KK54676.

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If you could pump out your sink drain ... Drano. [From Woman's home companion, June 1950, p. 51] (Drain solvent) Sheet. (162) © The Drackett Co.; 19May50; KK52729.
Read why housewives are changing back to Windex spray! Mrs. John F. Brush. [From the Ladies' home journal, May 1950] (Glass cleanser) Sheet. (214) © The Drackett Co.; 28Apr50; KK51424.
Sink stopped up? Drano. [From Pathfinder, July 12, 1950, p. 58] (Drain solvent) Sheet. (166) © 12Jul50; KK52735.
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Another Du Mont first - 17" rectangular. [From Radio and television weekly, June 21, 1950, front page] (Television picture tube) Sheet. © 21Jun50; KK54845.
Big show costs blinding you to the facts? [From Telecasting, Apr. 24, 1950] (Television network) Sheet. (174) © 24Apr50; KK55570.
The big show in television - today is Du Mont Day. [From Baltimore sun, Aug. 23, 1950] Sheet. (366) © 23Aug50; KK54638.
Dubious about distribution costs? Dollars get more dialers on Du Mont. [From Telecasting, July 3, 1950] (Television) Sheet. (311) © 3Jul50; KK54609.
Du Mont daytime television sells! [From Telecasting, Mar 13, 1950, front page] Sheet. (106) © 13Mar50; KK54855.
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Du Mont - first with the most! [From Broadcasting-telecasting, Sept. 25, 1950] (Television) Sheet. (50-DN-T-1) © 25Sep50; KK54634.
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Du Mont presents the Sherbrooke. 19-inch screen. (Television receiver) Folder. (L-9) © 5Apr50; KK54829.

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Du Mont presents the Tarrytown. 17-inch screen. (Television receiver) Folder. (L-22) © 6Jul50; KK54820.

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Du Mont presents the Winslow. (Television receiver) Folder. (L-11) © 5Apr50; KK54851.

Dwindling returns casting a shadow? See daylight with Du Mont Daytime television. [From Telecasting, Mar. 27, 1950] Sheet. (111) © 27Mar50; KK54616.

En route - fast moving package! The Du Mont Hanover! [From Electrical merchandising, June 1950] (Television) Sheet. (230) © 1Jun50; KK54611.

Every day is Du Mont Day. The big show in television. [From Journal-tribune, Albuquerque, N. M., Nov. 5, 1950] Sheet. (366B) © 5Nov50; KK55569.

Fall line. Here come the new Du Monts. [From Electrical merchandising, Aug. 1950] (Television) Sheet. (D-352B) © 1Aug50; KK54630.

From the television laboratories of Du Mont, these superb new instruments. [From Newsweek, May 1, 1950] Sheet. (146B) © 27Apr50; KK54849.

The greatest joys are shared. Du Mont. [From National geographic, Aug. 1950] (Television) Sheet. © 1Aug50; KK54629.

Here come the new Du Monts. [From Harpers, Sept. 1950] (Television) Sheet. (266A) © 3Sep50; KK54633.

Here is the measure of Du Mont electronic leadership. [From Radio & television weekly, Apr. 5, 1950] (Television) Sheet. (112A) © 5Apr50; KK54623.

Home team. Du Mont. [From Look, Oct. 10, 1950] (Television) Sheet. (280B) © 26Sep50; KK54635.

How the Sensituner helps you tune in TV sales. [From Radio & television weekly, Sept. 27, 1950] Sheet. (50-DR-T-1) © 27Sep50; KK54620.

In a quandary over sales costs? Dollars get more dialers on Du Mont! [From Telecasting, July 31, 1950] (Television) Sheet. (309) © 31Jul50; KK54637.

In case you can't attend - don't miss Saturday night at Madison Square Garden. Du Mont. [From Madison Square Garden program, Sept. 27, 1950] (Television) Sheet. (D-422) © 27Sep50; KK54636.

In the dark about low budget television? See daylight with Du Mont Daytime television. [From Telecasting, June 5, 1950] Sheet. (218) © 5Jun50; KK54612.

It's big picture television! It's the new Du Mont 19-inch Hanover. [From Chicago tribune, June 14, 1950] Sheet. (237) © 14Jun50; KK54614.

It's no accident. Du Mont. [From Radio & television retailing, Sept. 1, 1950] (Television) Sheet. (D-426) © 1Sep50; KK54632.

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New York daytime television viewers up 350 o/o. Du Mont. [From Telecasting, Aug. 28, 1950] Sheet. (D-467) © 28Aug50; KK54631.

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Picture tube data chart. Magnetic deflection and focus television type cathode-ray tubes. Folder. (906) © 22May50; KK52403.

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-And for simple modern cooking, naturally you prefer gas! [From Cleveland press, Oct. 5, 1950, p. 38] Sheet. © The East Ohio Gas Co.; 50Oct50; KK55428.

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1951 catalog of television, radio and electronic parts and equipment. Midland Specialty Company. 128 p. © 19Oct50; KK55222.

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ELLSWORTH, W. R., d.b.a. Ellsworth Tractor Company. SEE Ellsworth Tractor Company.

ELLSWORTH TRACTOR COMPANY ©. Build your own lawn mower. (Lawn mower parts) 4 p. © W. R. Ellsworth, d.b.a. Ellsworth Tractor Co.; 6Jun50; KK51174.

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America wakes up to the new sleep on an Airfoam mattress. Englander. [From Life, Oct. 2, 1950, p. 113] Sheet. © The Englander Co., inc.; 20Oct50; KK54682.

Englander and Goodyear have combined their talents and facilities to produce a sleep ensemble... [From the New Yorker, July 22, 1950, p. 68] (Mattresses) Sheet. © The Englander Co., inc.; 22Jul50; KK51993.

A new night in your life - on an Airfoam mattress. Englander. [From Life, May 8, 1950, p. 69] Sheet. © The Englander Co., inc.; 8May50; KK54683.

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To provide sleeping comfort far beyond anything now available... [From New Yorker, Oct. 21, 1950, p. 9] (Mattresses) Sheet. © The Englander Co., inc.; 21Oct50; KK55600.

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Prize flash. Eskimo Pie "golden opportunity" prize campaign. (Frozen confections) Poster. (50-7) © 1Mar50; KK54035.

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A smash hit! Eskimo coconut bar. Sheet. (49-70) © 17Apr50; KK54031.

This is 1950... the golden anniversary... (Frozen confections) Folder. (50-2) © 1Mar50; KK54042.

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Any pen can claim fine performance - but only Eversharp proves it! [From Life, Apr. 17, 1950, p. 71] Sheet. © 17Apr50; KK53477.

Even makes me want to shave! Eversharp-Schick. [From Life, Dec. 11, 1950, p. 97] (Razor and blades) Sheet. © 11Dec50; KK56363.

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Floating point; yours only with Eversharp. [From Look, Nov. 7, 1950, p. 18] (Pen) Sheet. © 7Nov50; KK56361

For graduation - Father's Day - the gift supreme, Eversharp. [From the Saturday evening post, May 27, 1950, p. 139] (Pens and pencils) Sheet. © 27May50; KK53515

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Say, honey, I thought you went shopping ... [From Mamaroneck daily times, New York, Oct. 17, 1950, p. 3] (Flakies cookie mix) Sheet. © 17Oct50; KK56261.

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The Florsheim shoe. Stock styles for men, fall and winter 1950-51. 44 p. © The Florsheim Shoe Co.; 20Sep50; KK53773.
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 The fabric that's planned for value! Garfield "Ace". [From True, the man's magazine, Nov. 1950, p. 59] Sheet. © 24Oct50; KK55556.
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 Are bobby pins all alike? Not to your customers! Not to you! [American druggist, Nov. 1949, p. 45] Sheet. © 1Nov49; KK52557.
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 The nation joins the fun. (Television receiver) Poster. © 1Dec49; KK52163.
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 Power for the farmer. (Electric home appliances and farm equipment) Poster. © 1Dec49; KK52164.
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 Call your nearest G-E welding distributor. Folder. (GED-1306) © 10Aug50; KK54438.
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Goodform adjustable office seating in aluminum featuring the no. 2123. 7 p. (80C549) © The General Fireproofing Co.; 19Nov49 (in notice: 1947); KK56996.

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It's love at first sit. A big answer to a little girl's problem; chair 2123. (Office chairs) Folder. (92DM950) © The General Fireproofing Co.; 8Oct50; KK55919.

It's Super-Filer, the mechanized filing equipment. [From Time, Apr. 24, 1950, p. 108] Sheet. © The General Fireproofing Co.; 21Apr50; KK53229.

It's the GF 5-drawer Super-Filer - the mechanized filing equipment. [From the New York Times, June 25, 1950, section 10, p. 4] Sheet. © The General Fireproofing Co.; 25Jun50; KK53230.

Mechanized record filing. (Metal filing cabinets) Folder. (74M1149) © The General Fireproofing Co.; 8Nov49; KK54463.

Metal desks and tables; sixteen hundred line. Catalog no. 418-D. 39 p. (39D-449) © The General Fireproofing Co.; 19Jul49 (in notice: 1947); KK56997.

Metal desks, 1600 line; the practical desk for the modern office. Folder. (41D249) © The General Fireproofing Co.; 23Mar49 (in notice: 1948); KK56995.

Mode-Maker, America's modern metal desk of distinction. Folder. (88 D750) © The General Fireproofing Co.; 15Nov50; KK56987.

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For shining performance, nourish every inch of your dog with Gaines. [From Outdoor sportsman, Dec. 1950, p. 33] (Dog food) Sheet. © 25Nov50; KK56726.

Gaines gives you sole distribution of America's largest-selling dog food. [From Wholesale grocer news, Dec. 1950, p. 13] Sheet. © 15Nov50; KK56590.

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Looking for expert results? Let Gaines provide expert nourishment for every inch of your dog. [From Sports afield hunting annual, 1950-51 ed., p. 91] Sheet. © 15Sep50; KK56736.

The more he's on the go, the more it pays to nourish every inch of your dog with Gaines! [From Sports afield, July 1950, p. 105] (Dog food) Sheet. © 24Jun50; KK51612.

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Pleasure will be written all over your face when you see every inch of your dog nourished by Gaines! [From Look, Oct. 24, 1950, p. 59] Sheet. © 21Oct50; KK54814.

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Sitting pretty when you nourish every inch of them with Gaines dog foods. [From Westminster Kennel Club catalogue, Feb. 15, 1950, back cover p.] Sheet. (GD-16) © 15Feb50; KK53125.

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Gee, but I have a hankering for sweet, new peas! [From the Sun-telegraph, Pittsburgh, May 2, 1950] (265) © 2May50; KK51426.

I closed the deal, baby! Birds Eye french fried potatoes ... frozen perch. [From the Sun-telegraph, Pittsburgh, Apr. 11, 1950] (262) © 11Apr50; KK51433.

Nobody I know fixes vegetables to touch Betty's. [From Pittsburgh sun-telegraph, Apr. 4, 1950] (261) © 4Apr50; KK51095.

What's the use in planting flower seeds? Fordhook lima beans. [From the Sun-telegraph, Pittsburgh, Apr. 25, 1950] (264) © 25Apr50; KK51425.

Boy oh boy! Birds Eye orange juice. [From Good housekeeping, Oct. 1950, p. 205] Sheet. (274A) © 20Sep50; KK26800.

Daisy serves up a dandy! Birds Eye quick-frozen mixed vegetables. [From the Saturday evening post, May 27, 1950] Sheet. (229) © 24May50; KK51431.

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Mama goes on a sit-down strike! Birds Eye. [From Life, July 17, 1950] (Frozen broccoli) Sheet. (273) © 14Jul50; KK54092.

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My mom buys the best, and the best is Birds Eye orange juice! [From Ladies' home journal, Aug. 1950, p. 67] Sheet. (246) © 28Jul50; KK53991.

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One will always stand out! With me it's Birds Eye orange juice! [From Syracuse journal, May 31, 1950] Sheet. (293) © 31May50; KK54096.

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At last! Flaky, tender pie crust every time. Gold Medal flour, Wesson oil. [From Woman's home companion, Sept. 1950, p. 50-51] Sheets. © 18Aug50; KK55054.

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8 out of 10 fatal accidents in wet weather are due to skidding. [From the Saturday evening post, Sept. 23, 1950, p. 18] (Automobile tires) Sheet. © 20Sep50; KK53788.

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The good news travels fast: Gibson's "Diamond 8" outshines them all. [From the Lowell sun, Mass., Sept. 29, 1950, p. 26] (Whiskey) Sheet. © 29Sep50; KK55988.

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Glade's chocolates extraordinary.

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Glade's perfection chocolates. Label. © 1Sep50; KK53855.

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The new taste sensation; Dutch-er. (Sandwich) Poster. © 19Aug50; KK52847.

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Getting the play today. Kentucky Tavern. [From Time, Aug. 7, 1950, p. 54] (Whiskey) Sheet. © The Glenmore Distilleries Co., inc.; 3Aug50; KK54205.

Glenmore's Old Thompson brand blended whiskey, 86.8 proof, 4/5 quart. Label. © 17Aug50; KK52571.

Glenmore's Old Thompson brand blended whiskey, 86.8 proof, one pint. Label. © 7Aug50; KK52570.

Partners in popularity. Kentucky Tavern. [From Life, Oct. 16, 1950, p. 78] (Whiskey) Sheet. © The Glenmore Distilleries Co., inc.; 13Oct50; KK56051.

Presenting our new decanter bottle inspired by famous Carrier & Ives prints. [From Life, Nov. 13, 1950, p. 50] (Whiskey) Sheet. © The Glenmore Distilleries Co., inc.; 10Nov50; KK56052.

You can bank on it - Kentucky Tavern. [From Time, Sept. 4, 1950, p. 24] (Whiskey) Sheet. © The Glenmore Distilleries Co., inc.; 31Aug50; KK54204.

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Custom designed marine hardware. 12 p. © Elbert Woodrow Witt, d.b.a. Glenwood Marine Equipment; 3Jul50; KK53615.

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All over America they are doing wonders with the new wonder paint! [From Life magazine, June 19, 1950, p. 44-45] (Spred Satin and Japalac) Sheet. © The Glidden Co.; 16Jun50; KK52099.

A black bottom pie for your favorite guy. [From Holland's, Oct. 1950, p. 43] (Durkee coconut) Sheet. © The Glidden Co.; 15Sep50; KK54571.

Check list on product finishing ... Pamphlet. (GICL-3M) © The Glidden Co.; 20Oct50; KK53899.

From the makers of the wonder paint. Spred Satin. [From Progressive farmer, Oct. 1950, p. 73] Sheet. © The Glidden Co.; 15Sep50; KK55026.

Give your morning cereal a lift with Durkee's coconut. [From Look, Aug. 29, 1950, p. 75] Sheet. © The Glidden Co.; 29Aug50; KK53497.

The Glidden industrial review. (Finishes and coatings) Pamphlet. © The Glidden Co.

Vol. 1, no. 1. (GIR-1-15M) © 26Sep50; KK54155.

Vol. 1, no. 2. (GIR-2-15M) © 4Dec50; KK56188.

It's true what they say about the wonder paint! Spred Satin. [From Country gentleman, Sept. 1950, p. 78-79] Sheet. © The Glidden Co.; 30Aug50; KK53101.

The makers of Spred Satin, the wonder paint, bring you new wonders in all these paints! [From the Saturday evening post, May 27, 1950, p. 14-15] Sheet. © The Glidden Co.; 24May50; KK52056.

Now! No federal tax on Durkee's own yellow margarine. [From Woman's day, July 1950, p. 58] (Oleomargarine) Sheet. © The Glidden Co.; 29Jun50; KK52517.

Only with this new wonder paint can you get such amazing results so easily! Spred Satin. [From Living for young homemakers, July 1950, back cover p.] Sheet. © The Glidden Co.; 1Jul50; KK51175.

There's only one graded margarine. Durkee's Own grade AA. [From Woman's home companion, Oct. 1950, p. 179] Sheet. © The Glidden Co.; 22Sep50; KK56008.

Tops for toppings. Durkee's coconut. [From Ladies' home journal, Nov. 1950, p. 80] Sheet. © The Glidden Co.; 27Oct50; KK55423.

GLOBE BOTTLING COMPANY ©.

Get on the band wagon with Wilshire Club's delicious new ... Creme-O-Coco. [From So. California grocers' journal, Nov. 3, 1950, p. 19] (Soft drink) Sheet. © 3Nov50; KK56859.

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Guard your scalp as you guard your complexion. Glover's. [From Good housekeeping, Apr. 1950, p. 338] (Mange medicine) Sheet. © 1Apr50; KK55976.
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Glovitt, protector of precious nylons. (Nylon gloves) Label. © 16Jul50; KK52094.

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Cash in on the profit package of the year. Goebel beer. [From the Grocers' spotlight, July 21, 1950, p. 3] Sheet. © 21Jul50; KK56677.
Everyone's going for Goebel. [From the Sacramento bee, July 5, 1950, p. 24] (Beer) Sheet. (918) © 5Jul50; KK55146.
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Goebel Bantam beer. [From Chicago daily tribune, Jan. 17, 1950, p. 12, pt. II] Sheet. (840) © 17Jan50; KK55124.
Goebel quarts now at popular prices. [From Chicago daily tribune, Apr. 4, 1950, p. 15, pt. I] (Beer) Sheet. (881) © 4Apr50; KK55119.
A great Eastern beer. Goebel. [From Oakland tribune, June 27, 1950, p. 40] Sheet. (908) © 27Jun50; KK55131.
A great Eastern beer at Western prices! Sheet. [From the Fresno bee, June 20, 1950, p. 14] (907) © 20Jun50; KK55148.
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Have you tried Goebel, a great Eastern beer at Western prices! [From Stockton record, July 5, 1950, p. 10] Sheet. (911) © 5Jul50; KK55116.
Naturally better, because it's naturally brewed. (Beer) Sheet. [From Cleveland plain dealer, Apr. 25, 1950, p. 6] (870) © 25Apr50; KK55120.
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Now enjoy Goebel extra-dry beer. [From the Sacramento bee, May 25, 1950, p. 43] Sheet. (863) © 25May50; KK55147.
Now here - a great Eastern beer at Western prices. [From the Sacramento bee, May 10, 1950, p. 17] Sheet. (855) © 10May50; KK55145.
Scores highest for good taste. Goebel. [From the Detroit free press, Jan. 14, 1950, p. 19] (Beer) Sheet. (847) © 14Jan50; KK55169.
Strikes your taste right! Goebel. [From the Detroit free press, Jan. 21, 1950, p. 21] (Beer) Sheet. (848) © 21Jan50; KK55162.
Why take a second choice when you can have Goebel Bantam? [From Chicago daily tribune, Feb. 21, 1950, p. 17, pt. I] (Beer) Sheet. (854) © 21Feb50; KK55125.
Why take a second choice when you can have Goebel Bantam? [From New Orleans times-picayune, Apr. 4, 1950, p. 20] (Beer) Sheet. (879) © 4Apr50; KK55163.
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Goldman investment diamonds. Sheet. [From Kansas City star, Aug. 2, 1950, p. 16] © 2Aug50; KK53446.
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More for your diamond dollar. Gold-
man investment diamonds. [From Kan-
sas City star, Kansas City, Mo.]
(Diamond rings) Sheet.
Sept. 20, 1950. © 20Sep50; KK53561.
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Goldstryk. New interest in bowling all
over So. Calif. (Recording cards)
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Another Goodall original in a new
plastic. Woodgrain ... [From Re-
tailing daily, Nov. 28, 1950, p. 15]
(Upholstery fabric, etc.) Sheet.
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Another Goodall original in a new
plastic Woodgrain ... [From Uphol-
stering, Dec. 1950, p. 28-29] (Up-
holstery fabric) Sheet. (2430)
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Famous Fifth Avenue buses are using
Goodall Super Redo. [From Bus
transportation, Nov. 1950, p. 140]
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Farm Bureau Mutual Automobile Insur-
ance Company examines the facts,
chooses Goodall mohair casements.
[From Institutions magazine, Nov.
1950, p. 62] (Fabrics) Sheet.
(3424) © 1Nov50; KK55433.

For beauty and economy the new Al-
fred E. Smith Memorial wing of St.
Vincent's Hospital decorates with
Goodall. [From the Modern hospi-
tal, Dec. 1950, p. 175] (Drapery
and upholstery fabrics) Sheet.
(3427) © 1Dec50; KK56297.

For economical, lasting room-decora-
tion administrators choose the Good-
all fabrics lasting beauty treat-
ment. [From the Modern hospital,
Nov. 1950, p. 165] Sheet. (3423)
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Goodall fabrics are used exclusively
in Capital Airlines' new Constella-
tions. [From American aviation,
Sept. 4, 1950, p. 5] (Upholstery
fabrics, etc.) Sheet. © 1Sep50;
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Goodall Fabrics provide special fab-
ric design for Great Northern's Red
River, another crack train ...
[From Railway age, Oct. 7, 1950,
p. 87] Sheet. © 7Oct50; KK54424.

Goodall fabrics used 100 o/o in Cap-
ital's new super DC-3's. [From A-
merican aviation, Oct. 30, 1950,
inside front cover] Sheet. (3419)
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Goodall mohair casements are superior
all ways - [From Institutions mag-
azine, Oct. 1950, p. 23] (Drapery
fabrics) Sheet. (3412) © 7Oct50;
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Goodall presents a new fabric idea;
beautiful "Duramo" in the new dove-
soft finish. [From the New York
times magazine, Oct. 1, 1950, p. 18]
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Goodall Super Redo upholstery now
featured in Havana's new buses.
[From Bus transportation, Oct. 1950,
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Goodall Super Redo upholstery now
featured in Havana's new buses.
[From Bus transportation, Oct.
1950, p. 131] Sheet. © 10Oct50;
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Goodall's glorious Fleece. [From Il-
linois Chicago tribune, Oct. 1,
1950, p. 9] (Women's coats) Sheet.
© 1Oct50; KK54425.

Goodall's Velustre; a new fabric star
makes its dramatic entrance. [From
the New York times magazine, Sept.
10, 1950, p. 24] (Women's coats,
etc.) Sheet. © 10Sep50; KK53423.

Goodall's Velustre; fabulous new-
trend fabric gives you new beauty -
new color with fur. [From the New
York times magazine, Sept. 24,
1950, p. 23] Sheet. © 24Sep50;
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Goodall's Velustre; glorious new
fabric that makes you so very fash-
ion wise! [From the New York times
magazine, Oct. 15, 1950, p. 14]
(Women's woolen coats, etc.) Sheet.
© 15Oct50; KK54475.

Here's what we're telling the readers
of House and garden and House beau-
tiful. Your decorator will tell you
these are new! [From Interiors,
Sept. 1950, p. 38] (Upholstery
fabrics, etc.) Sheet. (3398)
© Goodall Fabrics, inc. (in notice:
Goodall-Sanford, inc.); 1Sep50;
KK53746.

Hotels make things home-like for
guests with Goodall fabrics. [From
Hotel management, Sept. 1950, p.
145] Sheet. (3411) © 10Sep50;
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Let the fabric sell the woman ...
Goodall Fabrics. [From D.A.C. news,
Dec. 1950, p. 53] (Upholstery fab-
ric) Sheet. (3355) © 1Dec50;
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Money-saving memo for inventory watch-
ers. Goodall Seamloc broadloom.
[From Rug profits, Nov. 1950, p. 12]
Sheet. (3422) © 7Nov50; KK55951.

More and more hospitals go 100 o/o
Goodall. [From the Modern hospital,
Sept. 1950, p. 38] (Upholstery and
drapery fabrics) Sheet. © 1Sep50;
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New colors make fashion news in
Goodall's famous tweed-in-fleece
"Paca-Point." [From the New York
times magazine, Aug. 20, 1950,
section 6, p. 14] (Fashion fabrics)
Sheet. © 20Aug50; KK52702.

New Goodall Allure Seamloc offers ex-
clusive custom colors to your cus-
tomers at no extra cost. [From Rug
profits, Sept. 1950, p. 59] (Car-
peting, upholstery fabrics, etc.)
Sheet. (3405) © 7Sep50; KK53412.

New low-priced Goodall Seamloc "Ba-
zaar" quality answers your needs
for volume orders. [From Rug pro-
fits, Oct. 1950, p. 21] (Carpet-
ing, etc.) Sheet. (3416)
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Only Goodall color-correlated fabrics
make possible sell-together pieces
... [From Upholstering, Dec. 1950,
p. 8-9] (Upholstery fabrics)
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Only Goodall color-correlated fabrics
make possible sell-together pieces
like these by Franklin Furniture
Company. [From Retailing daily,
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Only Goodall color-correlates prints,
flat weaves, piles, and textures.
[From Retailing daily, Oct. 11,
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Only Goodall color-correlates prints,
flat weaves, piles and textures.
[From Upholstering, Oct. 1950, p. 8-
9] (Upholstery fabrics) Sheet.
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Only Goodall offers color-correlated
prints, flat weaves ... [From
National furniture review, Dec.
1950, p. 35] (Upholstery fabrics)
Sheet. (3425) © 1Dec50; KK56374.

Only Goodall offers color-correlated
prints, flat weaves, piles ...
[From Upholstering, Nov. 1950, p.
36-37] (Upholstery fabrics) Sheet.
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Only Goodall offers color-correlated
prints; flat weaves, piles, tex-
tures ... [From Retailing daily,
Oct. 31, 1950, p. 11] (Upholstery
fabrics) Sheet. © 31Oct50;
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"Pine tree" design by Goodall Fabrics.
[From Railway age, Oct. 28, 1950,
p. 10] (Upholstery fabric) Sheet.
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Raffia for best-selling dinette sets.
[From Upholstering, Nov. 1950, p.
8-9] Sheets. (2418) © 15Nov50;
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"Raffia" for best-selling dinette
sets. Another hit pattern in Good-
all quality plastics. [From Retail-
ing daily, Oct. 2, 1950, p. 13]
(Upholstery fabrics, etc.) Sheet.
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"Raffia" for best-selling dinette
sets; another hit pattern in Good-
all quality plastics. [From Na-
tional furniture review, Nov. 1950,
p. 61] (Upholstery fabric, etc.)
Sheet. (3418) © 1Nov50; KK55666.

Rochester specifies Goodall Super
Redo plastic upholstery. [From Bus
transportation, Sept. 1950, p. 209]
Sheet. © 10Sep50; KK53747.

See the beauty, feel the luxury. It's
Goodall's Luxuria Seamloc; finest
carpet money can buy! [From House
and garden, Sept. 1950, p. 138]
Sheet. (3393) © 20Aug50; KK52701.

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carpet money can buy! [From In-
teriors, Sept. 1950, p. 28] Sheet.
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Southern Pacific specifies Goodall
fabrics for luxurious Sunset Limit-
ed. [From Railway age, Sept. 9,
1950, p. 38] (Upholstery fabrics,
etc.) Sheet. (3403) © 9Sep50;
KK53421.

10 year spike test in Essex Falls
locker room proves Goodall Seam-
loc carpet ... [From Golfdom, Oct.
1950, p. 19] Sheet. (2378)
© 10Oct50; KK55429.

Theatres specify money-saving Redo in
Goodall quality plastic. [From Mo-
tion picture herald, Better The-
atres sec., Oct. 7, 1950, p. 43]
(Upholstery fabric) Sheet. (3396)
© 7Oct50; KK54423.

Want a quality plastic? Check the
pluses of Goodall's 20-gauge
Goodallite. [From Retailing daily,
Nov. 6, 1950, p. 11] Sheet. (5426)
© 6Nov50; KK55665.

Why Goodall mohair casement curtains
are used exclusively in new John
Hancock office building. [From
Office management and equipment,
Sept. 1950, p. 9] (Drapery fabrics,
upholstery fabric, etc.) Sheet.
(3373 rev.) © 10Sep50; KK53415.

Why I am banking on Goodall coated
fabrics for the shoe industry.
[From Boot and shoe recorder, Nov.
15, 1950, p. 125] Sheet. (3428)
© 15Nov50; KK55952.

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Dealers! Use this page! Here is your
market guide to manufacturers who
upholster with new Goodall guaran-
teed furniture fabrics. [From Re-
tailing daily, June 13, 1950]
Sheet. © 13Jun50; KK51271.

Here's the label that will make sel-
ling news for you. (Women's coats)
Folder.

Duramo. © 31Aug50; KK53327.
PACA-Point. © 31Aug50; KK53326.
Velustre. © 31Aug50; KK53328.

Theatres specify money-saving Goodall
quality plastics. [From Boxoffice,
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Your decorator will tell you these are new! [From House and garden, Sept. 1950, p. 39] (Upholstery fabrics, etc.) Sheet. (3392) © 20Aug50; KK53413.
- GOODALL-SANFORD, INC. SEE ALSO Goodall Fabrics, inc.**
- GORDON, Melvin J., S. Z. Gordon and N. G. Stone, d.b.a. Manchester Hosiery Mills. SEE Manchester Hosiery Mills.**
- GORDON, S. Z., Melvin J. Gordon and N. G. Stone, d.b.a. Manchester Hosiery Mills. SEE Manchester Hosiery Mills.**
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Goren's Goldcrisp shortening made from selected beef fats. Label. © 31Jul50; KK55234.
- GORGEOUS FURNITURE COMPANY ©**
Gorgeous Furniture Co. Buy gorgeous furniture and have a gorgeous home. [From the Lawndale news, June 22, 1950] Sheet. © Lester Fields, d.b.a. Gorgeous Furniture Co.; 22Jun50; KK51437.
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Christmas wish: your own Gorham Melrose sterling. [From House beautiful, Nov. 1950, inside front cover p.] Sheet. © The Gorham Co.; 20Oct50; KK55895.
Giving or getting, you'll be proud to say, "it's Gorham" sterling. [From House & garden, Nov. 1950, p. 4-5] Sheet. © The Gorham Co.; 20Oct50; KK55896.
The pattern you've been waiting for, new Gorham Lily of the Valley sterling. [From Better homes & gardens, Sept. 1950, p. 29] Sheet. © The Gorham Co.; 25Aug50; KK55889.
Wouldn't you love to own this Gorham Chantilly sterling? [From Better homes & gardens, Aug. 1950, p. 2] Sheet. © The Gorham Co.; 21Jul50; KK55890.
You'll be proud to say, "it's Gorham." [From Bride's magazine, Early fall, 1950, p. 41] (Silverplate) Sheet. © The Gorham Co.; 15Aug50; KK55888.
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What "very special" person deserves the only watch of its kind in the world? [From Look, Nov. 21, 1950, p. 105] (Gruen Curvex watches) Sheet. © The Gruen Watch Co.; 7Nov50; KK56113.
Why not own the most modern watch in the world? Gruen Autowind. Folder. (950-2057) © The Gruen Watch Co.; 20Oct50; KK55510.
Why not say what's in your heart with the only watch of its kind in the world? Gruen Curvex. [From Collier's, Oct. 7, 1950, p. 11] Sheet. © The Gruen Watch Co.; 7Oct50; KK54108.
Yes, something big is happening, and you're going to feel it right in front of your watch counter! [From Jewelers' circular-keystone, July 1950, p. 26] (Watches) Sheet. © The Gruen Watch Co.; 1Jul50; KK51804.
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Organ committee please note. Hammond. [From Christian herald, Sept. 1950, p. 3] Sheet. (196A) © 25Aug50; KK54497.

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Fascinating new project for your sewing classes! Free 12 beautiful designs and instructions by Mary Brooks Picken for Kleenex box covers. [From Forecast for Home Economists, Sept. 1950, p. 2] © 20Aug50; KK53155.
Kleenex sewing projects ... featuring basic stitches, seams and constructions used in sewing projects of this type. Folder. © 10Jul50; KK51782.
Kleenex tissue box-cover. (Tissues) Folder.
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Terry. (6) © 10Jul50; KK51788.
Ups 'n Downs. (10) © 10Jul50; KK51792.
Little Lulu. (Kleenex tissues) - and don't forget your Kleenex Pocket-Pack. [From Today's woman, Nov. 1950, p. 115] Sheet. © 20Oct50; KK56682.
Don't put a cold in your pocket. [From Chicago stagebill, Nov. 26, 1950, p. 11] Sheet. © 26Nov50; KK56912.
Don't put a cold in your pocket. [Indian squaw with sneezing pappoose] Poster. © 10Oct50; KK53984.
Don't take just tissues - get Kleenex tissues. [From Puck, Sept. 3, 1950, p. 4, sec. 2] Sheet. © 3Sep50; KK53134.
Don't take just tissues, get Kleenex tissues! [From Puck, Oct. 1, 1950, sec. 1, p. 6] Sheet. © 10Oct50; KK54210.
Heap big sneezin' season here now! [From Notion and novelty review, Oct. 1950, back cover p.] Sheet. © 25Sep50; KK54795.
Hurr-ee! Hurr-ee! See Little Loo-ly the wonder girl! [From Puck, Aug. 6, 1950, section 2, p. 2] Sheet. © 6Aug50; KK52227.
I love picnics. Didja bring somep'm special, Lulu? [From Puck, July 2, 1950, p. 2] Sheet. © 2Jul50; KK51679.
Kleenex - your best buy in tissues. [From Puck, the comic weekly, Nov. 26, 1950, p. 2, section 2] Sheet. © 26Nov50; KK56131.
No blow too big for Kleenex! [Little Lulu and sneezing elephant] Poster. © 1Sep50; KK53985.
Only with Kleenex, you pull one, up pops another! [Lulu pulling tissues out of box] Poster. © 1Jul50; KK52646.
- Sneezin's greetings! It's Kleenex! [From Chicago stagebill, Dec. 4, 1950, p. 11] Sheet. © 3Dec50; KK56684.
They're better one at a time, like Kleenex. [From the Chicago stagebill, July 4, 1950, p. 11] Sheet. © 4Jul50; KK51678.
They're safe for next Christmas - in Kleenex! [From True confessions, Nov. 1950, p. 93] Sheet. © 11Oct50; KK56286.
TV presents Little Lulu in "Betcha guess it." [From Puck, the comic weekly, Oct. 29, 1950, section 2, p. 5] © 29Oct50; KK55860.
You can take up makeup better with Kleenex. [From Chicago stagebill, Sept. 3, 1950, p. 11] © 3Sep50; KK53854.
You oughta serve one at a time, like Kleenex. [From Movie life, Sept. 1950, p. 74] Sheet. © 7Aug50; KK55086.
You'll like 'em for hay fever too - Mister! [From Chicago stagebill, Aug. 13, 1950, p. 11] Sheet. © 13Aug50; KK52965.
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Dream refrigerator comes true, the great new International Harvester model H-92. [From the Saturday evening post, July 8, 1950, p. 67] Sheet. © 8Jul50; KK52310.
International Harvester announces the new Model 70 [kitchen-size] freezer. Folder. (A-522-NN) © 15Jun50; KK51438.
Model 70 International Harvester freezer. Sheet. (A-500-NN) © 15Jun50; KK51266.
Model U76-S International Harvester refrigerator. Sheet. (A-440-NN) © 12May50; KK53969.
Model 111; International Harvester freezer. Sheet. (A-499-NN) © 14Jul50; KK51539.
Model 158; International Harvester freezer. Sheet. (A-501-NN) © 14Jul50; KK51538.
Now, 3 great new International Harvester freezers. Folder. (A-490-NN) © 24Jul50; KK53968.
One of the many exclusive features of the new International Harvester refrigerators. [From Successful farming, July 1950, p. 51] Sheet. © 23Jun50; KK52043.
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Teaching facts about the thrift and convenience of leftovers from the home freezer. [From What's new in home economics, Jan. 1950, p. 15] Sheet. (5) © 1Jan50; KK52558.
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Back-to-campus should mean back to your store. (Latex girdles) Sheet. © 29Jun50; KK51230.
Balmain Paris' designer emphasizes vertical line ... recommends new Playtex Fab-lined girdle. [From Life, Nov. 27, 1950, p. 49] Sheet. © 24Nov50; KK56130.
Everybody's talking about no more diaper drudgery! Playtex Dryper pads and Playtex Dryper panty. [From Daily news, New York, Oct. 16, 1950, p. 25] Sheet. © 16Oct50; KK54798.
Famous designers of campus clothes solve all your girdle problems ... Playtex girdle. [From Seventeen, Dec. 1950, p. 21] Sheet. © 1Dec50; KK56321.

Fashion news ... Under newest clothes, top designers recommend invisible Playtex Pink-Ice. [From Life, Oct. 30, 1950, p. 7] (Girdle) Sheet. © 27Oct50; KK55461.

First! Playtex guarantees "No diaper rash" with Playtex baby oil, powder and cream. [From Parents' magazine, July 1950, p. 9] Sheet. © 25Jun50; KK54454.

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For your baby, take a tip from doctors' babies! [From Parents' magazine, Oct. 1950, p. 9] (Latex baby pants) Sheet. © 25Sep50; KK55884.

For your slim back-to-campus clothes wear invisible Playtex girdle. Sheet. (G164) © 29Jun50; KK51231.

For your slim, narrower campus fashions ... Playtex girdle. [From Seventeen, Oct. 1950, p. 9] Sheet. © 10ct50; KK53998.

For your slim, new back-to-campus clothes ... Playtex invisible girdles. [From Seventeen, Aug. 1950, p. 23] Sheet. © 1Aug50; KK52259.

Here's the girdle that leading fashion designers praise for every season ... Playtex. [From Life, Aug. 7, 1950, p. 9] Sheet. © 4Aug50; KK55368.

Introducing - Playtex Fab-lined girdle. [From Life, Sept. 11, 1950, p. 4-5] Sheet. © 8Sep50; KK53191.

Invitation. Playtex invites you to the premiere of the first new kind of girdle in eleven years. [Envelope with card] Folder. © 22Aug50; KK52659.

Jean Dessès tells American women how to make new fashions more flattering ... Playtex Fab-lined girdle. [From Life, Dec. 18, 1950, p. 5] Sheet. © 15Dec50; KK56922.

More doctors' babies wear Playtex baby pants than any other kind. Sheets.

[From Good housekeeping, May 1950, p. 29] © 20Apr50; KK54273. [From Parents' magazine, Sept. 1950, p. 7] © 25Aug50; KK54453.

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New Playtex Fab-lined girdle. [From Life, Oct. 2, 1950, p. 3] Sheet. © 29Sep50; KK54455.

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On TV Playtex presents - Fashion Magic. (Girdles, pillows, etc.) Card. © 22Nov50; KK56906.

On TV presented by Playtex ... Fashion magic, with Ilka Chase. [From the New York times, Dec. 11, 1950, p. 36] (Girdle) Sheet. (9638-L 8019) © 11Dec50; KK56690.

Only the famous Playtex pillow gives cool sleep like this on the hottest night. [From Life, June 26, 1950, p. 3] (Rubber pillows) Sheet. © 23Jun50; KK51690.

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Playtex Fab-Lined invisible living girdle ... panty style with seamless garters. Label. © 16Aug50; KK54365.

Playtex Fab-Lined invisible living girdle ... with seamless garters. Label. © 16Aug50; KK54367.

Playtex for cool, deep sleep; the pillow that's absolutely allergy-free! [From Life, Aug. 21, 1950, p. 59] (Rubber foam pillow) Sheet. © 18Aug50; KK52886.

Playtex pillow, the only pillow with the Gold Seal guarantee. Folder. (P163) © 3Nov50; KK56909.

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Playtex pillows give you cool, healthful sleep every night! [From Life, July 24, 1950, p. 55] Sheet. © 21Jul50; KK52608.

Playtex Superfoam pillow. Playtex Superfoam pillows, Gold Seal guarantee. Poster. (P165) © 3Nov50; KK56904.

Playtex, world's only Gold Seal guaranteed pillow gives cooler, more restful sleep! [From Good housekeeping, Oct. 1950, p. 7] (Latex foam rubber pillow) Sheet. © 20Sep50; KK54799.

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Promotion plans; product calendar. (Girdles, baby needs, latex pillows, etc.) Sheets.

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See the newest Playtex Superfoam pillows. [From the New York times magazine, Feb. 5, 1950, sect. 6, p. 2] (Rubber foam pillow) Sheet. © 5Feb50; KK56923.

Tip from top campus clothes designers: Invisible Playtex girdle. [From Seventeen, Sept. 1, 1950, p. 21] Sheet. © 1Sep50; KK53043.

United States Testing Co. proves invisible Playtex living girdle gives more figure control with greater freedom of action. [From Life, Sept. 25, 1950, p. 129] Sheet. © 22Sep50; KK54801.

U. S. Testing Company's laboratories prove Playtex pillows combat germ reinfection! [From Life, Oct. 23, 1950, p. 15] (Foam rubber pillow) Sheet. © 20Oct50; KK55255.

What is a mother customer worth to you? (Infantswear) Sheet. © 8Aug50; KK52782.

Why girdles are not returnable. Playtex girdle. Label. © 10Oct49; KK55730.

Why more women buy Playtex girdles than any other ... Poster. © 15Nov50; KK56905.

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Some day to far-distant lands; how nickel helps make dreams of faster and faster planes come true. [From the Saturday evening post, July 8, 1950, p. 63] (Nickel and nickel products) Sheet. © The International Nickel Co., inc.; 8Jul50; KK53409.

Strong "muscles" for a big job. "Your unseen friend" makes them tough. [From Farm & ranch with southern agriculturist, Sept. 1950, p. 32] (Nickel & nickel products) Sheet. © The International Nickel Co., inc.; 9Aug50; KK53397.

There was plenty for all - only when men were free to work for themselves. [From Farm and ranch with Southern agriculturist, Nov. 1950, p. 10] (Nickel and nickel products) Sheet. © The International Nickel Co., inc.; 9Oct50; KK56067.

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Baltimore brides-to-be choose their favorite International Sterling patterns. [From Woman's home companion, June 1950, pp. 52-53] (Silverware) Sheets. (181) © The International Silver Co.; 19May50; KK52722.

Daffodil. 1847 Rogers Bros. brings you a joyous new pattern. [From Look, Sept. 12, 1950, inside front cover] (Silverware) Sheet. (216) © The International Silver Co.; 28Aug50; KK56816.

Darling! Isn't it wonderful buying sterling silver on our budget! [From Bride's magazine, early fall, 1950, p. 29] (Flat silver) Sheet. © The International Silver Co.; 14Aug50; KK52658.

Dinner for 8 tonight - only \$8.06 per place setting. Holmes & Edwards. [From Life, Sept. 25, 1950, p. 9] Sheet. © The International Silver Co.; 22Sep50; KK53584.

Extra! Extra! Holmes & Edwards sterling inlaid silverplate. [From National jeweler, Nov. 1950, front cover] Sheet. © The International Silver Co.; 14Nov50; KK55955.

First step toward that march down the aisle. International. [From American girl, Oct. 1950, inside front cover] (Silverware) Sheet. (208) © The International Silver Co.; 25Sep50; KK56794.

Hottest brand in silverplate. Holmes & Edwards. [From National jeweler, Sept. 1950, front cover] Sheet. © 13Sep50; KK53511.

International Sterling receives the Fashion Academy Award for 1950. [From Woman's home companion, Oct. 1950, p. 23-25] Sheets. (194) © The International Silver Co.; 22Sep50; KK56789.

It's still the thing to do. It's still the thing to own. 1847 Rogers Bros., America's finest silverplate [From Life, May 22, 1950] Sheet. (206) © The International Silver Co.; 19May50; KK51419.

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- Question: Where's the best place to choose my sterling silver? International. [From Modern bride, Winter ed., inside back cover] Sheet. (205A) © The International Silver Co.; 29Aug50; KK56793.
- Richmond girl graduates choose their favorite International Sterling patterns. [From Seventeen, May 1950] Sheet. (184) © The International Silver Co.; 1May50; KK51418.
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- This 6-piece place setting is yours for only \$8.00. [From Life, Oct. 23, 1950, p. 5] (Sterling silver inlaid) Sheet. © The International Silver Co.; 20Oct50; KK54594.
- Tie-in Nov. 17th and you'll go places! [From National jeweler, Oct. 1950, cover p.] (Sterling silver inlaid) Sheet. © The International Silver Co.; 12Oct50; KK54574.
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- Want to pull big gates this bridal season? Spotlight this new star in silver cabinets. [From the Jewelers' circular-keystone, May 1950] (Silver plate) Sheet. (218) © The International Silver Co.; 29Apr50; KK51420.
- You get 8 in Holmes & Edwards silver-plate. [From Life, Nov. 20, 1950, p. 12] Sheet. © The International Silver Co.; 17Nov50; KK55954.
- You pay no excise tax! 62-pc. service for 8 in beautiful 1847 Rogers Bros. [From Pictorial review, Apr. 16, 1950] (Silverware) Sheet. (210B) © The International Silver Co.; 16Apr50; KK53996.

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- The most adored patterns have these ... Holmes & Edwards. [From Life, Aug. 14, 1950, p. 7] (Silverware) Sheet. © The International Silver Co., Holmes & Edwards Division; 11Aug50; KK56040.
- Patterns to make a hostess proud. [From Life, Nov. 27, 1950, p. 9] (Holmes & Edwards sterling silver inlaid) Sheet. © The International Silver Co., Holmes & Edwards Division; 24Nov50; KK56186.
- Seen at more and more weddings. Holmes & Edwards. [From Life, Sept. 11, 1950, p. 7] (Silverware) Sheet. © The International Silver Co., Holmes & Edwards Division; 8Sep50; KK53301.

- What wonderful, wonderful gifts! Holmes & Edwards sterling inlaid silverplate. [From Life, Dec. 4, 1950, p. 99] Sheet. © The International Silver Co., Holmes & Edwards Division; 1Dec50; KK56187.
- When you change from "Miss" to "Mrs" ... Holmes & Edwards. [From Life, Nov. 6, 1950, p. 7] (Silverware) Sheet. © The International Silver Co., Holmes & Edwards Division; 3Nov50; KK55447.
- You can't miss with Holmes & Edwards full-mark-up policy. [From the National jeweler, July 1950] (Sterling silver inlaid) Sheet. © 12Jul50; KK51653.

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- Modern distribution; merchandise preview. (Hardware, toys, etc.) 6 p.
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- Vacationing or week-ending. [From National geographic magazine, June 1950, p. 6] (Men's socks) Sheet. © 20May50; KK51206.
- Vacationing or week-ending, wherever you go - whatever you do - Interwoven is the sock for you. Poster. (V-50) © 15Jun50; KK51386.

- Visual education - with a kick that gets attention. Titan tartans. (Men's socks) Poster. (F-9-50) © 14Aug50; KK53478.

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Car-Plate, new no-rub way to wax your car! [From Collier's, July 29, 1950, p. 41] Sheet. © 25Jul50; KK52110.

Fade-out shine on tables is now ended. Johnson's. [From Good housekeeping, Nov. 1950, p. 150] (Furniture polish) Sheet. © 25Oct50; KK55350.

Housecleaning special! Johnson's Glo-Coat. [From Good housekeeping, Oct. 1950, p. 171] (Household wax) Sheet. © 25Sep50; KK54505.

It took the threat of floor wear to teach Sue floor care! Johnson's. [From Better homes and gardens, Sept., 1950, p. 204] (Wax) Sheet. © 25Aug50; KK52582.

It's easier than you think to have floors that glow with heirloom beauty! [From Ladies home journal, Nov. 1949, p. 106] (Paste wax) Sheet. © 25Oct49; KK53291.

Jane heeded the warning signs just in time to save her floors! Johnson's. [From Better homes & gardens, Nov. 1950, p. 119] (Floor wax) Sheet. © 25Oct50; KK55349.

Johnson's heavy-duty cleaner. (Abrasive cleaner for metal) Label. © 8May50; KK52751.

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- Knock out your wash-day troubles. White King. [From Long Beach press-telegram, v. 62, no. 171, p. C-6] (Soap) Sheet. © 20Jul50; KK52983.
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- 1-2 is the rule for you. White King. [From Long Beach press-telegram, Sept. 7, 1950, p. C-4] (Soap) Sheet. © 7Sep50; KK53618.
- S O S; sick of substitutes. [From Los Angeles evening herald & express, Aug. 23, 1950, p. A-15] (White King granulated soap) Sheet. © 23Aug50; KK52854.
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- The villain still pursued her! White King. [From Los Angeles evening herald and express, Aug. 11, 1950, p. A-11] (Soap) Sheet. © 11Aug50; KK52632.
- Who has the most spots - tablecloths or leopards? White King. [From Long Beach press-telegram, v. 62, no. 185, p. C-9] (Soap) Sheet. © 3Aug50; KK52984.
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They found the answers in advantages that mean more production. (Drier rolls) Folder. (544) © 18Oct50; KK54751.

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Heat control that saves real money. Toastmaster. [From Country gentleman, April 1950] (Water heater) Sheet. © 27Mar50; KK51524.
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I offer both great lines - my customers prefer the Scotch Knight gas water heater ... Toastmaster Commander model electric water heater. [From Domestic engineering, Oct. 1950, p. 186-187] Sheets. (45) © 10Oct50; KK54566.
If you could get freedom from water-heater troubles ... Toastmaster. [From Small homes guide, Winter, 1950, p. 48] Sheet. (41) © 15Nov50; KK56411.
Meet Toastmaster's new Commander electric water heaters. [From Electric merchandising, Sept. 1950, p. 26-27] Sheets. © 31Aug50; KK54565.
Of the two great lines, I do most business on the Scotch Knight gas water heater ... Toastmaster electric water heater. [From Domestic engineering, July 1950, p. 192-193] © 1Jul50; KK54561.
Of the two great lines, sales are up on the Scotch Knight gas water heater ... the Toastmaster electric water heater. [From Domestic engineering, Aug. 1950, p. 206-207] Sheet. (43) © 1Aug50; KK54560.
Real economy plus Toastmaster quality. [From Country gentleman, Sept. 1950, p. 54] (Water heaters) Sheet. © 28Aug50; KK54564.
Toastmaster quality now costs less. [From Country gentleman, Oct. 1950, p. 69] (Water heaters) Sheet. (48) © 25Sep50; KK54563.
Toastmaster's answer to the selling problems ... [From Electrical merchandising, Oct. 1950, p. 109] (Water heaters) Sheet. (49) © 29Sep50; KK54562.
With every Toastmaster water heater you get this program. [From Electrical merchandising, May 1950] Sheet. © 28Apr50; KK51525.

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Cash in now on Toastmaster's two special offers! [From Electrical merchandising, Aug. 1950, p. 25] (Toaster and jam jar set) Sheet. (603) © 31Jul50; KK54864.
Completely automatic. No watching - no waiting! Here is the toaster ... Toastmaster. [From Hotel management, Sept. 1950, p. 14-15] Sheet. (608) © 8Sep50; KK54874.
Completely automatic. No watching - no waiting! Toastmaster. [From Restaurant equipment dealer, Oct. 1950, p. 6-7] Sheet. (609) © 22Sep50; KK56412.

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- Completely automatic. Toastmaster. [From Food service news, July 1950, p. 3] (Automatic toaster) Sheet. (596) © 29Jun50; KK54857.
- For parties that almost give themselves! Toastmaster. [From the Bride's magazine, Early Fall 1950, p. 178] (Automatic toaster and set) Sheet. (592A) © 14Aug50; KK54871.
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- Hackney's use eight Toastmaster roll and food warmers to help serve 10,000 people per day! [From Restaurant dealer, Aug. 1950, p. 8-9] Sheets. (599) © 24Jul50; KK54861.
- Here's Toastmaster's powerful gift promotion! 30,498,085 advertising messages. [From Electrical merchandising, Nov. 1950, p. 85] Sheet. (616) © 30Oct50; KK56413.
- Hospital toast can be served hot, fresh, and delicious. Toastmaster. [From the Modern hospital, July 1950, p. 119] Sheet. (598) © 29Jun50; KK54859.
- How to be the best man. Toastmaster. (Electrical appliances) Folder. (D12-0) © 10Apr50; KK53157.
- How to sell Toastmaster toasters. 30 p. © 20Jan50; KK53163.
- Keeps foods hot and oven-fresh for hours! -and speeds your service, too! [From Institution magazine, July 1950, p. 40] (Roll and food warmer) Sheet. (597) © 3Jul50; KK54856.
- Keeps foods hot and oven-fresh for hours! -in large and small hospitals alike! Toastmaster. [From the Modern hospital, Sept. 1950, p. 115] Sheet. (605) © 31Aug50; KK54866.
- Meet the newest member of the Toastmaster family. Introducing a bright new sales star. New Toastmaster Toast'n Jam set. (Toasting set) Folder. (D14-0) © 17Jun50; KK51708.
- New point-of-service Toastmaster roll and food warmer! [From Chain store age, Sept. 1950, p. 26] Sheet. (601) © 31Aug50; KK54862.
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- The new Toastmaster waffle service. The gift item combination of many uses. Sheet. (DZ50) © 20Jan50; KK51704.
- Quality is its own toastimonial. Toastmaster. [From Ladies' home journal, Oct. 1950, p. 264] Sheet. © 28Sep50; KK54870.
- Ring up more bridal gift sales with these free Toastmaster mats! Ad no. 64-70. (Electrical appliances) Folder. (D11-0) © 26Apr50; KK53156.
- St. Luke's makes 1100 slices of toast at breakfast. [From the Modern hospital, Nov. 1950, p. 115] (Toaster) Sheet. (606) © 30Oct50; KK56414.
- Snack-time favorite of the whole family. Toastmaster Toast 'n Jam set. For parties that almost give themselves. (Toasting set) Sheet. (D16-0) © 23Jun50; KK51707.
- There's 69 o/o to 79 o/o gross profit for you in waffles! Toastmaster. [From Institutions magazine, Aug. 1950, p. 97] Sheet. (602) © 3Aug50; KK54863.
- This fall - it's the Toastmaster "family of five". [From Electrical dealer, Sept. 1950, p. 85] (Toaster, waffle maker, toaster sets) Sheet. (613-A) © 31Aug50; KK54872.
- Toast-ways to profit! Toastmaster. Pamphlet. (C21-0) © 25Sep50; KK54873.
- Toastmaster automatic waffle baker; no more waffle sticking. Card. (DAA50) © 15Mar50; KK53154.
- Toastmaster offers you this complete retail advertising service, free! Ad no. 71-80. (Electrical appliances) Folder. (D17-0) © 14Jun50; KK53158.
- Toastmaster roll and food warmers; keep foods hot and oven-fresh for hours. Folder. (C17-0) © 23Aug50; KK54875.
- Toastmaster Toast 'n Jam set. Snack-time favorite of the whole family. (Toasting set) Sheet. (D18-0) © 12Jun50; KK51706.
- Toastmaster toasters help The Diamonds maintain daily turnover of 16 customers per seat! [From American restaurant, Sept. 1950, p. 26-27] Sheets. (607) © 8Sep50; KK54867.
- Toast'n jam-boree. Toastmaster Toast 'n Jam set. [From Saturday evening post, Sept. 23, 1950, p. 109] Sheet. © 20Sep50; KK54869.
- Toasts more than 500 half-buns an hour - speeds service and increases turnover. Toastmaster. [From Institutions magazine, Sept. 1950, p. 109] Sheet. (604) © 4Sep50; KK54865.
- Toasts more than 1000 slices per hour. Toastmaster. [From College and University business, Sept. 1950, p. 69] Sheet. (612) © 8Sep50; KK54868.
- Two new additions to the Toastmaster line. (Waffle baker and service) Folder. (DBB50) © 10Feb50; KK53161.
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I dreamed I had a screen test in my Maidenform bra. [From the New York times magazine section, June 25, 1950, p. 22] Sheet. © 25Jun50; KK54913.
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Now, year-round kitchen cooking comfort. Majestic combination electric range. Sheet. © 1Jul50; KK51629.
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Search and research. Search is the pursuit of an idea. (Mechanical and electronic products) Pamphlet. © 1Jul50; KK51436.
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- Billingsworth Bluechip. (Pharmaceuticals) Folder. © Chilcote Laboratories division of the Maltine Co.; 30Jun50; KK52002.
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- From a new clinical report ... Cellothyl. (Pharmaceutical) Folder. (4159) © The Maltine Co., Chilcote Laboratories Division; 13Nov50; KK55687.
- Granules; Cellothyl brand of methylcellulose. (Pharmaceuticals) Folder. (6029) © The Maltine Co., Chilcote Laboratories Division; 1Dec50; KK56654.
- Noninterference is a sine qua non of good function; Cellothyl. (Pharmaceutical) Folder. (4156) © Chilcote Laboratories, division of the Maltine Co.; 23Jun50; KK51239.
- Objectives fulfilled; metabolic management with Proloid, the improved thyroid. Folder. (4166) © The Maltine Co. Chilcote Laboratories Division; 28Aug50; KK52588.
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Manhattan's luxurious, washable Tropical Challis sportshirts ... [From Time, Apr. 17, 1950, p. 61] Sheet. © The Manhattan Shirt Co.; 13Apr50; KK52615.

"Manzip" sensation from Manhattan. [From True magazine, Nov. 1950, p. 58] (Men's shirts) Sheet. © The Manhattan Shirt Co.; 25Oct50; KK55891.

Memo to me! Get some "Manhattan" Dukes. Swell shirt, my style ... [From Time, Oct. 9, 1950, p. 62] (Men's shirts) Sheet. © The Manhattan Shirt Co.; 5Oct50; KK55894.

Notice how a Manhattan oxford button-down keeps its good looks. [From the Saturday evening post, Aug. 26, 1950, p. 8] (Men's shirts) Sheet. © The Manhattan Shirt Co.; 23Aug50; KK55885.

'Round the clock and the country - a Manhattan "dress and play" shirt ... [From Time, May 1, 1950, p. 12] Sheet. © The Manhattan Shirt Co.; 27Apr50; KK52614.

Step right up, folks. [From the New York times magazine, Apr. 9, 1950, p. 15] (Men's shirts) Sheet. © The Manhattan Shirt Co.; 9Apr50; KK52451.

Three for all men who want to be best-dressed at all times ... [From the Saturday evening post, Sept. 16, 1950, p. 101] (Men's shirts) Sheet. © The Manhattan Shirt Co.; 13Sep50; KK55892.

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Sculptured alphabets. Mitten's Display Letters. [From Sweet's catalog, architectural, 1951 ed.] (Three-dimensional sign letters) Sheet. © 1Dec50 (in notice: 1951); KK56769.

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Mitts & Merrill Giant Keyseaters. (Industrial machinery) Folder. (750X) © 4Aug50; KK52356.

Mitts and Merrill Giant Keyseaters. (Industrial machinery) 12 p. (750) © 12Jul50; KK52031.

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Dealers! Hundreds of more buys inside! (Clothing, sport goods, etc.) 12 p. © 10Jul50; KK52057.

MODERN BAKERY ©.

Modern's cakes. Label. (O. A.406-8) © 18Aug50; KK52600.

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Rayflex, Safe-T-Weld filter plates. (Protective eyeglasses) Folder. © 11Oct50; KK55010.

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Advertising cuts and copy. Sheet. © The Modern Publicity Co. (220, 13101, 12087, etc.) © 15Jun50; KK52048.
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It gets dark every night, now's the time to re-light with decorative Moe Light. [From Better homes & gardens, Oct. 1950, p. 210] (Electric light fixtures) Sheet. © 25Sep50; KK54319.

Look inside Mr. Electrical Contractor for news ... (Electric light fixtures) Folder. (094) © 25Sep50; KK54321.

Only Moe Light features the electrical contractor in big 4-color national advertisements. [From Qualified contractor, Sept. 1950, p. 6] (Electric light fixtures) Sheet. © 1Sep50; KK54320.

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Food; a journal devoted to advances in processing equipment and methods. 1950. 20 p. © 15Sep50; KK53841.

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A different dream for different nights! Campus Trousseau by Mojud. [From Mademoiselle, Aug. 1950, p. 138-139] (Lingerie) Sheets. © 22Jun50; KK54195.

Getting rave notices! Mojud "year-rounder" boneless, elasticized, strapless slip. [From Playbill, July 17, 1950, p. 4] (Lingerie) Sheet. © 17Jul50; KK52500.

A glamorous, boneless strapless slip by Mojud; with elasticized feather-weight bodice. Sheet. © 11Jun50; KK51268.

The more your legs show, the more you need the glamorous fit of Mojud stockings. Sheet. © 22Sep50; KK55805.

Why "strap" yourself? Be free in this elasticized, boneless, strapless slip. (Lingerie) Sheet. © 22Sep50; KK55804.

Why "strap" yourself? Night or day? Fall or winter? [From the New York times, Oct. 1, 1950, p. 73] (Ladies' lingerie) Sheet. © 10Oct50; KK54993.

MOOG INDUSTRIES, INC. ©.

Know your Moog lines. Spring Division. 2d ed. (Automotive springs and parts) 23 p. © 23May50; KK51956.

Moog Streamliner coil action parts. (Automotive parts) Pamphlet. © 21Jul50; KK54180.

1950 Chassisliner supplement. (Automotive parts) 8 p. (3A) © 17Jul50; KK51991.

You can only get this through Moog. No. 808, idler arm bracket. [From Motor, Aug. 1950, p. 81] (Automotive parts) Sheet. © 10Aug50; KK54181.

You can only get this through Moog. No. K762 & K763 upper control arm. [From Automotive digest, July 1950, p. 34] (Automotive parts) Sheet. © 1Jul50; KK54182.

MOOG INDUSTRIES, INC. Moog Piston Ring Company Division ©.

Moog full power; performance guaranteed. [From Southern automotive journal, July 1950, p. 9] (Piston rings) Sheet. © 8Jul50; KK51990.

MOOG Piston Ring Company Division of Moog Industries, Inc. SEE Moog Industries, Inc. Moog Piston Ring Company Division.

MOORE, KENNETH ©.

Need more room? (Residence remodeling material) Sheet. © Kenneth Moore (in notice: Aird Co.); 6Mar50; KK51829.

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Pick-1-klik. (Pickles) Label. © 15May50; KK53839.

MORRIS, I. Robert, and Edward Silverman, t.a. The All-American Promotions Company. SEE All-American Promotions Company.

MORRISON STEEL PRODUCTS, INC. ©.

Carry-All trailer. (Automotive trailer) Sheet. (B50-4-B) © 15Jun50; KK52878.

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The Morrison Carry-All is versatile! (Automotive truck body) Sheet. (B50-1-B) © 15Jun50; KK52880.

Mor-Sun pressed steel gravity gas-fired and oil-fired furnaces. Folder. (Bull. no. 50-8-A) © 6Sep50; KK53342.

Mor-Sun utility series pressed steel furnace. Folder. (50-9-A) © 12Sep50; KK53867.

The new Morrison Roly-Door. (Garage door) Folder. (Bull. no. D50-1-B) © 25Aug50; KK52586.

Radiant warm air. Mor-Sun. (Furnace) Folder. (Bull. no. 50-8-A) © 17Jul50; KK51768.

The sensational new Morrison Roly-Door; four-sectional, all-steel residential garage door. Folder. (D50-3-B) © 18Aug50; KK52541.

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Turn your pick-up body into a service body with Morrison all-steel side boxes. (Automotive truck accessory) Sheet. (B50-3-B) © 15Jun50; KK52877.

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List of 80 pieces comprising Mosse's special club trousseau. (Household linens) Folder. © 18Sep50; KK55379.

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Timely technical tips for the technician. (Dental) Sheets. © The Motloid Co.

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The Goldpac method of processing identical duplications of new or old dentures. © 6Jun50; KK52894.

Full denture reproduction thru "Isothermal Polymerization" using Goldpac denture Acrylic.
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Lubracoat; "a universal separating medium" technic and its uses.
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Natural tooth reproduction with Goldpac tooth Acrylic thru Isothermal Polymerization. © 6Jun50; KK52893.

Reproducing an old denture in Goldpac denture Acrylic ... © 6Jun50; KK52897.

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Stabilizing trial base plates - any type - with Goldpac tray or Utility acrylic. © 15Oct50; KK56476.

Steps to follow in the use of Li-quickfoil, 1 or 2. © 6Jun50; KK52896.

Uses and technic for Goldpac utility Acrylic thru Isothermal Polymerization. © 6Jun50; KK52892.

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New Rays motor life stops wear. (Colloidal graphite products) Label. © 1Nov50; KK56722.

MOTOR PRODUCTS CORPORATION. Deepfreeze Appliance Division ©.

Are you cooking with Deepfreeze? America's newest electric range. [From Country gentleman, July 1950, p. 4] Sheet. © 28Jun50; KK52833.

The best dotted line in appliance selling! [From Electrical merchandising, Aug. 1950, p. 46-47] (Home freezers, electric ranges, refrigerators, etc.) Sheet. © 1Aug50; KK52449.

Consumers are looking for Deepfreeze dealers P.D.Q. and so are we! [From Retailing daily, Oct. 1950, p. 32] (Home freezers, refrigerators, etc.) Sheet. © 27Oct50; KK55287.

Dealers wanted P.D.Q. Deepfreeze. [From Electrical merchandising, Nov. 1950, p. 86-87] Sheets. (236) © 1Nov50; KK55468.

Deepfreeze, triple feature refrigerator! [From Cappers farmer, Aug. 1950, p. 57] Sheet. (251) © 8Jul50; KK52091.

Food bank. Deepfreeze. (Home freezers) Sheets.
[From the American magazine, Nov. 1950, p. 70-71] © 31Oct50; KK55286.

[From Ladies' home journal, Sept. 1950, p. 13] (244) © 30Aug50; KK53165.

[From McCall's, Oct. 1950, p. 115] © 29Sep50; KK54232.

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4 beautiful new Deepfreeze electric ranges of tomorrow's design! [From Electrical merchandising, Jan. 1950, p. 145-148] Sheet. © 1Jan50; KK52577.

Gamekeeper, 1950-51. Go buy the name, Deepfreeze home freezers. [From Field and stream, Sept. 1950, p. 81] Sheet. © 24Aug50; KK52573.

Go buy the name. Deepfreeze. (Home freezers) Sheets.

[From American home, Apr. 1950, p. 35] (204) © 25Mar50; KK52090.

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[From Western radio and appliance, Feb. 1950, p. 22-23] © 25Jan50; KK52087.

Here's the only story you need to tell to sell Deepfreeze farm freezers! [From Farm implement news, Aug. 10, 1950, p. 75] Sheet. (256) © 5Aug50; KK52450.

How farm implement dealers can increase profits P.D.Q. Profits develop quickly! [From Farm implement news, Nov. 10, 1950, p. 17] (Refrigerators, freezers, etc.) Sheet. © 5Nov50; KK56954.

How to save money! Deepfreeze. [From Farm & ranch with Southern agriculturist, Sept., 1950, p. 23] Sheet. (254) © 1Aug50; KK53164.

Magie of a name ... Deepfreeze home freezer. [From Wall Street journal, Sept. 18, 1950, p. 9] Sheet. © 18Sep50; KK54161.

The magnificent new Deepfreeze. [From Western radio and appliance, Mar. 1950, p. 21-24] (Home freezers, refrigerators, electric ranges, etc.) Sheets. © 25Feb50; KK52478.

The magnificent new Deepfreeze refrigerator. Sheets.

[From American magazine, May 1950, p. 70-71] © 2May50; KK52086.

[From Country gentleman, May 1950, p. 189] (218) © 26Apr50; KK52083.

[From Farm journal, May 1950, p. 161] (217) © 17Apr50; KK52084.

[From Holland's magazine, Apr. 1950, p. 29] (216) © 1Mar50; KK52085.

[From the Saturday evening post, Apr. 22, 1950, p. 106-107] (200) © 19Apr50; KK52092.

More and more dealers sign Deepfreeze franchises. [From Electrical merchandising, Oct. 1950, p. 26-27] (Home freezers, refrigerators, electric ranges, etc.) Sheet. (235) © 1Oct50; KK54231.

The name that built an industry builds greater profits for you! [From Western radio and appliance, May 1950, p. 20-21] (Deepfreeze refrigerators, home freezer, etc.) Sheet. (226) © 25Apr50; KK52081.

The name that built an industry builds store traffic for you! [From Western radio and appliance, June 1950, p. 6-7] (Deepfreeze refrigerator, home freezer, etc.) Sheet. (228) © 25Mar50; KK52080.

People demand quality! Push Deepfreeze quality! [From Electrical merchandising, Dec. 1950, p. 58-59] Sheet. (271) © 1Dec50; KK56699.

We're expanding P.D.Q. because America prefers Deepfreeze quality! [From Retailing daily, New York, Nov. 3, 1950, p. 32] Sheet. (272) © 3Nov50; KK55467.

You want advertising like this! You get it with Deepfreeze franchise. [From Electrical merchandising, Sept. 1950, p. 34-35] Sheet. (234) © 1Sep50; KK55543.

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The ad-ventures of Trailer Tim. Duo-Therm, America's most popular trailer heater. [From Trailer life, May 1950] Sheet. (154) © 1May50; KK51421.

America's hottest fuel oil heater buy! Duo-Therm. [From Life, Aug. 21, 1950, p. 33] Sheet. (161) © 18Aug50; KK54492.

America's hottest home heater value! Duo-Therm, always the leader. [From Farm journal, Sept. 1950, p. 16] Sheet. (167) © 21Aug50; KK54580.

Beautiful heater - beautiful buy. Duo-Therm. [From Pathfinder, Oct. 18, 1950, p. 53] Sheet. (171) © 25Oct50; KK56814.

Duo-Therm's the buy in oil heaters! Duo-Therm's the value in gas! [From Pathfinder, Sept. 20, 1950, p. 43] Sheet. © 20Sep50; KK54581.

New gas floor furnace facts! Plus more built-in builder benefits ... Duo-Therm, always the leader. [From the American builder, May 1950] Sheet. (170) © 1May50; KK54422.

New! the sensational Duo-Therm line of contour-designed Mayfair gas home heaters. [From Electrical merchandising, June 1950, p. 115] Sheet. (176) © 1Jun50; KK52728.

Now! A period furniture-styled gas heater. Duo-Therm. [From Holland's magazine, Oct. 1950, p. 20] Sheet. (164) © 1Sep50; KK56812.

Now! Work-free, low-cost heat. Duo-Therm. [From Life, Sept. 11, 1950, p. 180-181] Sheets. (160) © 8Sep50; KK54493.

There's a trailer heating lesson in this picture. Duo-Therm. [From Trailer topics, Aug. 1950, p. 5] Sheet. (156) © 15Jul50; KK54495.

2 big reasons - why Duo-Therm is America's most popular trailer heater. [From Trailer life, Sept. 1950, p. 5] Sheet. (157) © 1Sep50; KK54494.

Work free, low-cost oil heat. Duo-Therm. [From Farm journal, Oct. 1950, p. 7] (Automatic heater) Sheet. (166) © 18Sep50; KK56813.

You get more built-in builder benefits when you get Duo-Therm gas floor furnaces. [From American builder, June 1950, p. 199] Sheet. (169) © 1Jun50; KK52727.

You'll increase your load when you sell these new Duo-Therm Mayfair gas heaters. [From L P gas, Aug. 1950, p. 87] Sheet. (178) © 25Jul50; KK54582.

MOUAT, Gordon A., Alexander J. Ogrinz, jr., Eleanor Grubb, t.a. Skintone Laboratories. SEE Skintone Laboratories.

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Duralite all aluminum clothes dryers. Reelite all aluminum clothes dryers. Folder. © Moulton Ladder Co., John E. Crowe & Emerson N. Crowe, sole owners; 1May50; KK52388.

MOUNT AIRY KNITTING COMPANY ©.

The class of 1970 votes for Spencer's. (Children's underwear) Sheets.
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[From Parents' magazine, Sept. 1950, p. 150] © 25Aug50; KK55009.

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- For life, liberty and the pursuit of happiness, give us Spencer's. [From Parents' magazine, July 1950, p. 88] (Children's underwear) Sheet. © 25Jun50; KK52487.
- Hit a high peak in sales next spring with Spencer's sleeveless shirts. [From Chain store age, Variety store managers' ed., Nov. 1950, p. 82] (Children's underwear) Sheet. © 7Nov50; KK56393.
- This bedtime story will boost your sales! Spencer's new nightgowns. [From Chain store age, variety store managers' ed., June 1950, p. 221] (Children's underwear) Sheet. © 1Jun50; KK52391.
- Vacationing we will go in Spencer's. [From Parents' magazine, Aug. 1950, p. 94] (Children's underwear) Sheet. © 25Jul50; KK56383.
- We're mighty thankful for Spencer's. [From Parents' magazine, Nov. 1950, p. 126] (Children's underwear) Sheet. © 25Oct50; KK56387.
- We've discovered a new world of comfort in Spencer's. [From Parents' magazine, Oct. 1950, p. 110] (Children's underwear) Sheet. © 25Sep50; KK55018.
- MOUNT LABORATORIES, INC. ©.**
Thenoxyl; brand of Mephenesin. 12 p. © 13Oct50; KK56764.
- MOUNTAIN DEW SEASONING, INC. ©.**
Mountain Dew Seasoning. Contents 1 gallon. (Meat seasoning) Label. © 1Nov50; KK56245.
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The most desired watch of all. [From Harper's bazaar, Sept. 1950, p. 270] Sheet. © 30Aug50; KK53801.
Open and shut case! [From Life, Sept. 11, 1950, p. 194] (Watches) Sheet. © 11Sep50; KK53505.
- MOWER (DEWITT C.) AND COMPANY, INC. ©.**
Lookie Tone comic records. Mid-day on the desert ... Label. (3) © 8Sep50; KK53641.
- MUENCH-KREUZER CANDLE COMPANY, INC. ©.**
Ambassador brand 2-pack. Eight inch hand dipped Emkay candles. Label. © 27Sep50; KK56864.
Church candles and accessories. Emkay. 14 p. (150C) © 15Sep50; KK53864.
Emkay candles; holiday candles. Folder. (340) © 20Jun50; KK52830.
Emkay candles; rope candles, pillar candles. Folder. (330) © 20Jun50; KK52829.
Forty-hour devotional lights. Sanctuary lamp candles. Folder. (410) © 22May50; KK52800.
How to step up your candle sales. Folder. (82850) © 5Sep50; KK53265.
Make-a-Rainbow candles; Emkay candles. Folder. (489) © 16Sep49; KK53752.
Shining in loving remembrance. (Candles) Folder. (350) © 5May50; KK52831.
This is an Emkay glowing candle. Folder. (170) © 25Aug50; KK52832.
Year-round gift and party candles. Emkay candles. 51 p. (80) © 1Aug50; KK52799.
- MULDNER COMPANY, INC. ©.**
"Back to school" display units. Sheet. © The Muldner Co., inc.; 4Apr50; KK55818.
- MULHENS (FERD.) INC. ©.**
Classic eau de cologne; Blue & Gold, no. 4711. Label. (SDA NJ-908) © 7Dec49; KK52192.
- Geranium rose eau de cologne, no. 4711. Label. (SDA NJ-908) © 31Oct49; KK52193.
Lavender eau de cologne, no. 4711. Label. (SDA NJ-908) © 28Oct49; KK52190.
Tosca eau de cologne, no. 4711. Label. (SDA NJ-908) © 11Nov49; KK52191.
- MULLINS MANUFACTURING CORPORATION ©.**
Completely modernize dishwashing with the Youngstown Kitchens Jet-Tower dishwasher. [From Good housekeeping, Dec. 1950, p. 167] Sheet. (427) © 21Nov50; KK56681.
Completely modernize dishwashing with the Youngstown Kitchens Jet-Tower dishwasher. [From Ladies' home journal, Nov. 1950, p. 223] Sheet. (425) © 27Oct50; KK56679.
Exciting advances in kitchens; biggest values ever. Youngstown. Sheet. [From Coronet, June 1950, p. 133] (368) © 19May50; KK55152.
[From Good housekeeping, June 1950, p. 161] (369) © 15May50; KK55160.
[From Ladies' home journal, May 1950, p. 15] (363) © 27Apr50; KK55132.
- Greatest kitchen developments in years. Youngstown. [From Model homes, 1950-51, p. 1] Sheet. (379) © 20May50; KK55144.
Kitchen planning on a small budget. 19 p. (4010) © 16Oct50; KK56678.
New! greatest helpers in kitchen history! Youngstown. Folder. (3491) © 15Aug50; KK55142.
- Ready September 1st - Youngstown kitchens. [From Architectural forum, Apr. 1950, p. 229] Sheet. (376) © 19Apr50; KK55159.
Serve more prospects, make more sales with the new Youngstown kitchens Phot-a-kitchen. Sheet. (3479) © 8May50; KK55165.
- These new kitchen values shout, "Act now!" Youngstown. Sheet. [From Better homes & gardens, July 1950, p. 83] (370) © 26Jun50; KK55151.
[From Coronet, Aug. 1950, p. 21] (373) © 20Jul50; KK55141.
[From Household, Aug. 1950, p. 45] (372) © 19Jul50; KK55149.
- MUNDORFF, Harry A., t.a. Malty-Way**
Chocolate Products. SEE Malty-Way Chocolate Products.
- MURALO COMPANY, INC. ©.**
Flair; stains wash off - Flair stays on! (Paints) Label. © The Muralo Co., inc.; 3Aug50; KK53575.
- MUSTAFA, Tafick. SEE Mustafa, Tafik.**
- MUSTAFA, Tafik.**
Pilav, world delicious food. KK52904. SEE Fatoule, Halmar.
- MUTSCHLER BROTHERS COMPANY, INC. ©.**
How to plan your new kitchen. Portable. 16 p. © 10Jun50; KK53456.
- MUTUAL CITRUS PRODUCTS COMPANY ©.**
M. C. P. powdered concentrated lemonade recipes. Folder. © 7Aug50; KK54411
- MUTUAL ORANGE DISTRIBUTORS ©.**
Casey Jones tied his throttle down ... Pure Gold. [From The Packer, July 8, 1950] (Oranges, lemons, grapefruit) Sheet. © 8Jul50; KK51566.
For juicy profits - listen, lads ... Pure Gold. [From Produce news, Sept. 16, 1950, p. 12] (Citrus fruits) Sheet. © 16Sep50; KK53827.
- MYER 1890 BOTTLING COMPANY, INC. ©.**
Myer 1890 dated beverages; real fruit cherry ... Poster. © 5Dec50; KK56536.
Real fruit - Myer 1890 raspberry beverage. Poster. © 5Dec50; KK56535.
Real fruit - Myer 1890 raspberry beverage. Try it - it's real fruit. Poster. © 5Dec50; KK56537.
Season's greetings. Myer 1890 beverages. Poster. © 5Dec50; KK56534.
- MYERS, EMILY T. ©.**
Honey Chile. (Cut-out, cardboard doll with 3 finished dresses and patterns) Label. © 15Oct50; KK56624.
- MYERS FOODS ©.**
Myers Bucks County quality beef pie. (Frozen pies) Label. © 1Nov50; KK55698.
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- NACHMAN (L.) AND SON, INC. ©.**
Moira Shearer inspires the "Red Shoes" Swirl. [From the New York times magazine, Sept. 24, 1950, p. 56] (Housedress) Sheet. © 24Sep50; KK53893.
Swirl; walk into it, button once, wrap and tie. [From the New York times magazine, Nov. 19, 1950, p. 46] (Housedress) Sheet. © 19Nov50; KK55864.
Walk into it, button once, wrap and tie; Swirl. [From the New York times magazine, Oct. 22, 1950, p. 43] (Housedress) Sheet. © 22Oct50; KK54762.
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Luigi's brand Italian pizza sauce. Label. © 9Nov50; KK56217.
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Nathan's Famous ice cream frank. (Ice cream and cake combination) Label. © 14Feb50; KK52210.
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Important notice; ... National Benefit plans of protection. (Accident & health insurance) Sheet. © 13Sep50; KK56753.
Residents enthusiastic; ... National Benefit plans of protection. (Accident & health insurance) Sheet. © 13Sep50; KK56752.
- NATIONAL BREWING COMPANY ©.**
Get in the swim with Mr. Boh! [From the Times-herald, Washington, D.C., July 24, 1950] (Beer) Sheet. © The National Brewing Co.; 24Jul50; KK52311.
Mr. Boh is a reel sport! [From the Washington post, July 17, 1950, sport section] (Beer) Sheet. © The National Brewing Co.; 17Jul50; KK52179.
Mr. Boh picks a winner! [From the Evening star, Washington, May 22, 1950, first sports p.] (Beer) Sheet. © The National Brewing Co.; 22May50; KK51245.
Mr. Boh salutes the 4th! [From the News, Frederick, Md.] (Beer) Sheet. © The National Brewing Co.; 26Jun50; KK52180.
- NATIONAL CRANBERRY ASSOCIATION ©.**
Ocean spray. Jellied cranberry sauce. Label. (905) © 9Mar47; KK51932.
- NATIONAL CYLINDER GAS COMPANY ©.**
You can raise the standards of sterile technique in your nursery simply by installing a central supply oxygen system. [From the Modern hospital, Mar. 1950, p. 17] (Therapy equipment) Sheet. © 6Mar50; KK52804.

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Sealtest ice cream. Label.
Butter almond. © 17Jul50; KK53859.
[Butter almond carton] (4)
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Chocolate. © 17Jul50; KK55335.
Chocolate. [Carton] © 22Jul50;
KK55340.
Choc. van. strawberry. © 17Jul50;
KK53860.
Strawberry. © 17Jul50; KK55336.
Strawberry. [Carton] (2)
© 22Jul50; KK55339.
Vanilla. © 10Jul50; KK55337.
Vanilla. [Carton] © 31Jul50;
KK55342.
[Vanilla, strawberry and chocolate
carton] (7) © 8Aug50; KK55338.
Sealtest pasteurized milk. Label.
Chocolate. © 25Sep50; KK56451.
Cross hatch and green background.
© 25Sep50; KK56449.
Cultured buttermilk. © 25Sep50;
KK56448.
Extra rich Vitamin D homogenized.
© 25Sep50; KK56450.
Vitamin D. © 25Sep50; KK56447.

NATIONAL DAIRY PRODUCTS CORPORATION.

Consolidated Products Company ©.
Confused? Relax! Feed Semi-Solid "E"
emulsion, too! [From Poultry sup-
ply dealer, Oct. 1950, p. 11]
Sheet. (5013R4) © 28Sep50;
KK53756.
Confused? Relax! Feed Semi-Solid "E"
emulsion, too! [From Wallaces'
farmer and Iowa homestead, Sept. 2,
1950, p. 15] Sheet. (5012R2)
© 2Sep50; KK53757.
For a big change in your profits.
Semi-Solid sow emulsion. [From Hog
breeder, Sept. 1950] Sheet.
(5014) © 1Sep50; KK53793.
A new kind of dog food is here!
Sheet. (5003) © 15Oct50; KK54648.
Why feed your calf dollars? Kaff-A.
[From New England homestead, Sept.
2, 1950, p. 43] Sheet. (5010)
© 2Sep50; KK53794.

NATIONAL DISTILLERS PRODUCTS CORPORA- TION ©.

Gilbey's gin. The world agrees on
"Gilbey's please!" [From New York
herald tribune] Sheet. © 25Jul49;
KK54295.

NATIONAL ELECTRIC PRODUCTS CORPORATION ©.

Electric vitamins for the outlet hun-
gry home. (Electrical outlet ducts)
Pamphlet. © 24Jun49; KK52109.

NATIONAL ELECTRICAL MANUFACTURERS ASSO- CIATION ©.

Electric fans for your comfort. Fol-
der. © 6Jun50; KK53611.
Fans for year round comfort. (Elec-
tric fans) 15 p. (1FM 20M 5-50)
© 1Mar50; KK51580.
The home freezer way to better home
management. 15 p. (1FH 10M)
© 29Aug50; KK56390.

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Baby Halter pillow cover. Poster.
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NATIONAL PAINT, VARNISH AND LACQUER ASSOCIATION, INC. ©.

The corn that insisted on changing
color. [From Time, Nov. 6, 1950,
p. 59] (Paints, varnishes, etc.)
Sheet. © 1Nov50; KK56626.
The day that drudgery went out of
style! [From Newsweek, June 19,
1950, p. 93] (Paint, varnish, lac-
quers, enamels) Sheet. © 16Jun50;
KK52229.
Don't scold him - you can clean these
blinds easily! [From Time, Sept.
11, 1950, p. 78] (Paints, etc.)
Sheet. © 6Sep50; KK53640.

Here they are, and they're terrific!

[From Western paint review, Oct.
1950, p. 3] (Paints, varnishes,
etc.) Sheet. © 10Oct50; KK54958.
Husky men, but they carried compacts!
[From Time, Oct. 9, 1950, p. 108]
(Paints, varnishes, etc.) Sheet.
© 4Oct50; KK54959.
It costs so little - to change a
kitchen that looks like this.
[From Country gentleman, Oct. 1950,
p. 50] (Paints) Sheet. © 27Sep50;
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Paint can make your house worth more -
and lovelier. [From Country gentle-
man, Sept. 1950, p. 84] Sheet.
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Why refrigerators used to hate chil-
dren! [From Newsweek, May 15, 1950,
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enamels) Sheet. © 12May50;
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See it, try it, and you, too, will
say: "It's the most amazing steam
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McCall's, June 1950, p. 106]
Sheet. © 26May50; KK51186.
Treasured gifts on a treasured day.
Presto cookers make lucky brides
happy homemakers. [From Modern
bride, Summer 1950, p. 26] (Pres-
sure cookers) Sheet. © 15Apr50
(in notice: 1948); KK52505.
The United States Department of Agri-
culture says: "A steam pressure
canner is required for processing
meats..." [From Successful farm-
ing, July 1950, p. 92] (Pressure
cooker) Sheet. © 20Jun50; KK52506.

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Don't take chances! Buy with safety!
[Woman with waffle iron] (Hardware)
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Gifts for Mom and Dad and all the
rest - your hardwareman will serve
you best! IRHA. [From Woman's home
companion, Dec. 1950, p. 135]
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In every community - thrifty men and
women are guided by this trust-
worthy sign. IRHA. [From the Sat-
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p. 111] (Hardware) Sheet.
© 4Mar50; KK56417.

In the good old summer time. IRHA.
[From the Saturday evening post,
Aug. 12, 1950, p. 107] (Hardware)
Sheet. © 12Aug50; KK56423.

Maybe you don't believe in Santa
Claus. IRHA. [From Hardware re-
tailer, Nov. 1949, p. 148-149]
(Hardware) Sheets. © 1Nov50 (in
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The most important address in the
world - Home town, U. S. A. IRHA.
[From the Saturday evening post,
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Sheet. © 16Sep50; KK56420.

National Hardware Week, special val-
ues! April 28 - May 6. Sheet.
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Not just a store, not just a man, but
a community institution! IRHA.
[From the Saturday evening post,
Nov. 18, 1950, p. 160] (Hardware)
Sheet. © 18Nov50; KK56421.

Special values! National Hardware
Week, April 28 - May 6. IRHA.
[From the Saturday evening post,
Apr. 29, 1950, p. 88] Sheet.
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To build a barn - to cook a meal -
to enjoy your favorite sport. IRHA.
[From Better homes & gardens, July
1950, p. 157] (Hardware) Sheet.
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dicinal tonic and regulator) Label.
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Beaver: the fur that's made history
for 300 years. [From the Daily
times herald, Dallas, Oct. 12, 1950,
sect. 1, p. 28] (Fur coats) Sheet.
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11 mink capeleros, each at \$1295.00
tax included. [From the Dallas
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3, p. 18] (Fur capes) Sheet.
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Everyday, every month, every year, the
most complete fur collection in the
Southwest. [From the Dallas morning
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(Fur wraps) Sheet. © 18Oct50;
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Every fine costume deserves a Neiman-
Marcus fur scarf. [From the Dallas
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3, p. 14] Sheet. © 11Oct50;
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The famous N-M mink stole. [From the
Dallas morning news, Oct. 15, 1950,
sect. 3, p. 16] (Fur stoles)
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Fashionable little furs under 300.00.
[From the Dallas morning news,
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(Fur coats) Sheet. © 25Oct50;
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Fur of furs, the mink sling cape!
[From the Daily times herald, Dal-
las, Oct. 22, 1950, sect. 1, p. 24]
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Give a fur - give her nutria. [From
the Dallas morning news, Dec. 1,
1950, p. 16, section 3] Sheet.
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Little sapphire fur gems. [From the
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16, 1950, p. 24, section 1] (Fur
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Mink news: premiere showing. [From
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1950, p. 20, section 3] Sheet.
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1950, sect. 3, p. 16] (Mink coats)
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Must be the famous Persian Room.
[From the Dallas morning news,
Nov. 8, 1950, section 3, p. 18]
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The Neiman-Marcus Christmas minks.
[From the Dallas morning news, Nov.
22, 1950, p. 20, section 3] Sheet.
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- The new mink stoles, shhh. [From the Dallas morning news, Aug. 30, 1950, section 3, p. 1] (Fur scarfs) Sheet. © 30Aug50; KK52862.
- Our exotic Persian Christmas spirit. [From the Dallas morning news, Dec. 6, 1950, p. 16, section 3] (Fur coats) Sheet. © 6Dec50; KK56583.
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- What should I pay for a mink coat? [From the Dallas morning news, Sept. 27, 1950, sect. 3, p. 16] (Fur coat) Sheet. © 27Sep50; KK55217.
- Your out-dated mink becomes: a cuffed stole, a column jacket ... [From the Dallas morning news, Oct. 12, 1950, sect. 3, p. 18] (Fur wraps) Sheet. © 12Oct50; KK55219.
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Jackson's big diamond hunt is on! KK54193. SEE Jackson, Ellison Wehrley.
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Now, a cigar counter; now, a beautiful wall! Thanks to a "Modernfold" door! [From Hotel management, Oct. 1950, p. 70] (Folding doors) Sheet. © 10Oct50; KK55301.
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Hook on to Northern tissue ... [From the Chicago tribune, Apr. 16, 1950] (65) © 16Apr50; KK51411.
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When choosing bathroom tissue ... [From the Chicago tribune, Apr. 30, 1950] (67) © 30Apr50; KK51413.
- Her sweet buy-and-buy made us what we are today! Northern. [From Chain store age, June 1950, p. 130] (Paper products) Sheet. (70) © 30May50; KK52731.
- Snowy-soft, made with "Fluff." (Tissue) Poster.
Fluffy hammock. [Bear cub asleep] (29) © 15Aug50; KK53982.
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Are you wasting dimes & quarters? [From Findlay republican courier, Ohio, Oct. 26, 1950, p. 11] (Gasoline) Sheet. © The Ohio Oil Co.; 26Oct50; KK55281.

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- Is habit cheating you out of dimes and quarters? [From the Hamilton journal - the daily news, Dec. 7, 1950, p. 12] (Gasoline) Sheet. © The Ohio Oil Co.; 7Dec50; KK56483.
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- Isn't it time you tried it? Marathon Cat gasoline. [From the Palladium item, Dec. 14, 1950, p. 29] Sheet. © The Ohio Oil Co.; 14Dec50; KK56673.
- Isn't there just one way to find out ... Marathon "Cat" gasoline. [From Hamilton journal, the daily news, June 29, 1950] Sheet. © The Ohio Oil Co.; 29Jun50; KK51270.
- Slam your foot to the floor! Marathon "Cat" gasoline. [From Hamilton journal, Oct. 12, 1950, p. 35] Sheet. © The Ohio Oil Co.; 12Oct50; KK54883.
- What can you gain by waiting? New Marathon "Cat" gasoline. [From the Columbus dispatch, Columbus, Ohio, Nov. 22, 1950, p. 12-B] Sheet. © The Ohio Oil Co.; 22Nov50; KK56110.
- What's different about it? Marathon "Cat" gasoline. [From the Courier-Journal, Louisville, Ky., Nov. 2, 1950, p. 2, section 2] Sheet. © The Ohio Oil Co., inc.; 2Nov50; KK55514.
- You've a right to say; I don't believe it. Marathon Cat gasoline. [From the Palladium item, Richmond, Ind., Oct. 5, 1950, p. 10] Sheet. © The Ohio Oil Co.; 5Oct50; KK54691.
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- Twice smart is the woman who shops at Ohrebach's. [From the New York times, Nov. 5, 1950, p. 53] (Women's wearing apparel) Sheet. © 5Nov50; KK55411.
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PENICK AND FORD, LTD., INC. ©
 Aunt Dinah; strong flavored molasses. Contents: 1 pt. 8 fl. oz. Label. © 25Sep50; KK53964.

Brer Rabbit bran muffins. [From This week, Sept. 17, 1950, p. 31] (Molasses) Sheet. © 16Sep50; KK53489.
 Brer Rabbit, New Orleans, molasses. Gold. Label. © 16Aug50; KK52770.
 Brer Rabbit, New Orleans, molasses. Gold Label. Contents 1 pt. 8 fl. oz. Label. © 16Oct50; KK55072.
 Brer Rabbit, New Orleans, molasses. Green label. Contents 1 pt. 8 fl. oz. Label. © 16Oct50; KK55073.
 Brer Rabbit, New Orleans, molasses. Green label. Label. © 16Aug50; KK52767.
 Crystal white Penick syrup. Contents: 1 pint. Label. © 8Aug50; KK52768.
 Crystal white Penick syrup. Net wt. 5 lbs. Contents: 1 qt., 1 pt., 7 fl. oz. [Large] Label. © 8Aug50; KK52773.
 Crystal white Penick syrup. Net wt. 5 lbs. Contents: 1 qt., 1 pt., 7 fl. oz. [Small] Label. © 8Aug50; KK52774.
 Crystal white Penick syrup, net wt. 10 lbs. Contents: 3 qts., 14 fl. oz. Label. © 8Aug50; KK52772.
 "Folks, it's easy to make all these holiday treats with Brer Rabbit molasses!" [From Family circle, Nov. 1950, p. 11] Sheet. © 26Oct50; KK54590.
 "Folks, it's easy to make all these holiday treats with Brer Rabbit molasses!" [From This week, Oct. 22, 1950, p. 17] Sheet. © 21Oct50; KK54725.
 Golden Penick syrup. Net wt. 5 lbs. Contents: 1 qt., 1 pt., 7 fl. oz. [Large] Label. © 8Aug50; KK52777.
 Golden Penick syrup. Net wt. 5 lbs. Contents: 1 qt., 1 pt., 7 fl. oz. [Small] Label. © 8Aug50; KK52776.
 Golden Penick syrup. Net wt. 10 lbs. Contents: 3 qts., 14 fl. oz. Label. © 8Aug50; KK52775.
 Golden Penick syrup, contents: 1 pint. Label. © 8Aug50; KK52771.
 Molasses for health. Folder. © 11Dec50; KK56667.
 My-t-fine. Lemon flavor pie filling. Label. © 19Sep50; KK53787.
 My-t-fine; chocolate flavor dessert. 3 5/8 oz. Label. © 1Nov50; KK55343.
 My-t-fine; vanilla flavor dessert. Label. (5) © 14Sep50; KK53490.
 My-T-Fine, butterscotch flavor, dessert. Label. © 30Oct50; KK55002.
 My-T-Fine, nut chocolate flavor, dessert. Label. © 30Oct50; KK55001.
 Pancakes and Vermont Maid syrup. Real old-time treat! [From Family circle, Oct. 1950, p. 36] Sheet. © 28Sep50; KK53973.
 Pancakes and Vermont Maid syrup. Real old-time treat! [From Life, Sept. 25, 1950, p. 79] Sheet. © 21Sep50; KK53974.
 Signet, corn and sugar cane, syrup. Label. © 3Aug50; KK52769.
 Waffle Penick syrup. Contents: 1 pint. Label. © 8Aug50; KK52778.
 Waffle Penick syrup. Net wt. 5 lbs. Contents: 1 qt., 1 pt., 7 fl. oz. [Large] Label. © 8Aug50; KK52779.
 Waffle Penick syrup. Net wt. 5 lbs. Contents: 1 qt., 1 pt., 7 fl. oz. [Small] Label. © 8Aug50; KK52780.
 Waffle Penick syrup. Net wt. 10 lbs. Contents: 3 qts., 14 fl. oz. Label. © 8Aug50; KK52781.
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 How we add value to your meat purchases. [From the Philadelphia evening bulletin, Oct. 5, 1950, p. 31] (Food products) Sheet. © 5Oct50; KK54306.
 Want more meat to eat? [From the Philadelphia evening bulletin, Oct. 12, 1950, p. 37] (Food) Sheet. © 12Oct50; KK54767.

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 Give the no. 1 all-year-round gift. James E. Pepper. [From the Houston chronicle, Dec. 7, 1950, p. 13] (Whiskey) Sheet. © 7Dec50; KK56429.
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 The Hep baseball; climbs a string. (Toy) Label. © Perand Products, partnership, Henry J. Perker, Carl R. Anderson, Howard A. Groth & Douglas J. Kuhlman; 17May50; KK52001.

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 GlossTex plastic starch directions. (Water soluble stiffening agent) Sheet. (G-7, rev.) © The Perfex Co.; 10Nov50; KK55802.
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PERK Dog Food Company, d.b.a. Pooch Dog Food Company. SEE Pooch Dog Food Company.

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 Crocker's horse meat. Label. © Perk Dog Food Co., d.b.a. Perk Foods Co.; 2Sep49; KK54384.

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 Best value in your ice box! Kool-Aid. [From Woman's home companion, Aug. 1950, p. 111] (Soft drink powder) Sheet. © 21Jul50; KK55270.
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Taste the fresh cream in Pet ice cream. [Roses and glass] Poster. (3-50) © 20Jul50; KK52578.
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- PETERSEN ICE CREAM COMPANY** ©
Peterson's ice creams. Label. © 23Aug50; KK52547.
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The front door, please, for Petri wine. [Butler and delivery man] Poster. (21-2433-5) © The Petri Wine Co.; 10Oct49; KK55263.
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For bright ideas in home decoration, visit Phelan's wallpaper studios. [From the St. Louis post-dispatch, July 9, 1950, p. 7-1] Sheet. © 9Jul50; KK52218.
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Phelan's paints "more than satisfy." [Boy mixing paints above trade-mark sign; decalomania] Poster. © 15Mar50; KK53059.
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Photo-Pac snap and mail camera. The most convenient way to take snapshots. Label. © 13Jul50; KK51660.
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Frozen fresh, Pictsweet, brussels sprouts. Net wt. 10 oz. Label. © 1Sep50; KK56611.
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Frozen fresh, Pictsweet, diced carrots. Net wt. 10 oz. Label. © 1May43 (in notice: 1945); KK56591.
Frozen fresh, Pictsweet, Fordhook lima beans. Net wt. 12 oz. Label. © 1May43 (in notice: 1945); KK56595.
Frozen fresh, Pictsweet, golden sweet corn. Net wt. 12 oz. Label. © 1May43 (in notice: 1945); KK56593.
Frozen fresh, Pictsweet, green peas. Net wt. 12 oz. Label. © 1May43 (in notice: 1945); KK56597.
Frozen fresh, Pictsweet, mixed vegetables. Net wt. 12 oz. Label. © 1May44 (in notice: 1945); KK56596.
Frozen fresh, Pictsweet, peas and carrots. Net wt. 12 oz. Label. © 1Dec43 (in notice: 1945); KK56598.
Frozen fresh, Pictsweet, squash. Net wt. 1 lb. Label. © 1May43 (in notice: 1945); KK56599.
- Little garden sweet peas; Pictsweet. Contents 1 lb. 4 oz. Label. © 1May40 (in notice: 1945); KK56608.
Whole kernel golden corn; Pictsweet. Contents 1 lb. 4 oz. Label. © 1May40 (in notice: 1945); KK56610.
- PIERCE, Chester J., and Elizabeth B.**
Pierce, d.b.a. Kennel Comfort. SEE Kennel Comfort.
- PIERCE, Elizabeth B., and Chester J.**
Pierce, d.b.a. Kennel Comfort. SEE Kennel Comfort.
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What, this very night? Pillsbury cake mixes. [From Ladies' home journal, June 1950, p. 105] Sheet. © 31May50; KK54709.
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Easy to bring out the best in every room! [From Saturday evening post, Oct. 7, 1950, p. 69] (Paints) Sheet. (933) © 4Oct50; KK54723.
Only Pittsburgh gives you lovely colonial Williamsburg colors. (Paint) Sheet.
[From Better homes & gardens, Oct. 1950, p. 47] (923A) © 27Sep50; KK54722.
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- PLATT AND MUNK COMPANY, INC.** ©
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Little Brown Bear puzzles. Six die-cut puzzles in this box. Label. (143A) © The Platt & Munk Co., inc.; 4Aug50; KK54311.
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Folks in Dubuque know good beer - that's why they drink more good old Potosi ... [From Dubuque telegraph herald, Sept. 22, 1950, p. 11] Sheet. © 22Sep50; KK53843.

Salute to a great industry - Dubuque Packing Company. [From Dubuque telegraph herald, Sept. 29, 1950, p. 11] (Beer) Sheet. © 29Sep50; KK53898.

Tonight in the homes of good old Dubuque more folks are enjoying good old Potosi than the next 3 brands combined. [From Dubuque telegraph herald, Dubuque, Iowa, Sept. 15, 1950, p. 11] (Beer) Sheet. © 15Sep50; KK53427.

Tops the next 3 combined. Potosi. [From Dubuque telegraph herald, Iowa, Oct. 6, 1950, p. 9] (Beer) Sheet. © 6Oct50; KK55044.

Try some tonight! See why folks in Dubuque drink more good old Potosi beer than the next 3 brands combined. [From Dubuque telegraph herald, Dubuque, Iowa, Sept. 8, 1950, p. 9] Sheet. © 8Sep50; KK53121.

When a whole city drinks more good old Potosi beer than the next 3 brands combined ... [From Dubuque telegraph herald, Aug. 25, 1950, p. 10] Sheet. © 25Aug50; KK53289.

When Dubuque picks a good beer, it goes for good old Potosi. [From Dubuque telegraph herald, Dubuque, Iowa, Aug. 18, 1950, p. 10] Sheet. © 18Aug50; KK52554.

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Preferred utilities for automatic heating and automatic power. 159 p. (16) © 16Oct50; KK55565.

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Here's dishwashing magic in a bottle! Joy. [From Detroit times, Dec. 7, 1950, p. 42-C] (Liquid soap) Sheet. © The Procter & Gamble Co.; 7Dec50; KK56698.

Here's one important way to fight polio, keep hands really clean. Lava soap. [From New York post, July 18, 1950, p. 35] Sheet. © The Procter & Gamble Co.; 18Jul50; KK51614.

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[From Star courier, Kewanee, Ill., Aug. 17, 1950, p. 13] (9B) © 17Aug50; KK54583.

It's new! "Beauty Glow" Ivory Snow. [From Woman's day, May 1950, p. 13] (Soap powder) Sheet. © The Procter & Gamble Co.; 26Apr50; KK52263.

Joy is here for dishes! (Liquid soap) Sheet. © The Procter & Gamble Co.

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[From Akron beacon journal, Ohio, July 16, 1950] © 16Jul50; KK51652.

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[From South Bend tribune, Ind., July 14, 1950, sect. 2, p. 7] © 14Jul50; KK51613.

Newest, most remarkable no-rinse product! Cheer. [From Journal star, Peoria, Ill., Sept. 17, 1950, Comic section] (Detergent) Sheet. © The Procter & Gamble Co., 17Sep50; KK54490.

The only home permanent wave that looks, feels - behaves so much like naturally curly hair! Lilt. [From Erie dispatch, Sept. 10, 1950, Comic sect.] Sheet. © The Procter & Gamble Co.; 10Sep50; KK53840.

The only home permanent wave that looks - feels - behaves so much like naturally curly hair! Lilt. [From Flint journal, Mich., Sept. 22, 1950, p. 32] Sheet. © The Procter & Gamble Co.; 22Sep50; KK54429.

Procter & Gamble's new liquid discovery for washing dishes. Joy. (Detergent) Poster. (256-R) © The Procter & Gamble Co.; 21Aug50; KK52762.

Procter & Gamble's new liquid discovery for washing dishes. Joy. (Detergent) Poster. (257-R) © The Procter & Gamble Co.; 18Aug50; KK52760.

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Procter & Gamble's new liquid for faster, easier dishwashing. Joy. (Detergent) Poster. (258-R) © The Procter & Gamble Co.; 18Aug50; KK52758.

Procter and Gamble's new liquid suds-maker; Joy. (Liquid detergent) Folder. (MW275RF) © The Procter & Gamble Co.; 15Jul50; KK52860.

Puritan muffin mix. (Salad and cooking oil) Sheet. (405-W) © The Procter & Gamble Co.; 1Jul50; KK51559.

So good you have to try it to believe it! Cheer. [From Kansas City star times, June 8, 1950, p. 15] (Detergent) Sheet. (6B) © The Procter & Gamble Co.; 8Jun50; KK52730.

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- Use any plastic curlers with this fabulous new Lilt refill! [From Boston Sunday advertiser, Dec. 10, 1950, Pictorial review, p. 2] (Home permanent) Sheet. © The Procter & Gamble Co.; 10Dec50; KK56841.
- Use any plastic curlers with this fabulous new Lilt refill! [From Detroit times, Oct. 15, 1950, Pictorial review section] Sheet. © The Procter & Gamble Co.; 15Oct50; KK54541.
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- Use any plastic curlers with this fabulous new Lilt refill! [From permanent wave fan magazine, naturally curly hair, From Chicago tribune, June 29, 1950, pt. 4, p. 5] Sheet. © The Procter & Gamble Co.; 29Jun50; KK51249.
- We challenge every woman to try no-rinse washing now! Cheer. [From Star times, Kansas City, Mo., Aug. 17, 1950] (Detergent) Sheet. (8) © The Procter & Gamble Co.; 17Aug50; KK54085.
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Sanymetal toilet compartments and toilet room environments. 1951 ed. 19 p. (88) © The Sanymetal Products Co., inc.; 10Nov50; KK55654.

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Sapolin speed enamel counter color selector. Device. (571) © 1Jul50; KK53144.

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The zodiac bells of Sarna from far off India to you. (Bells) Pamphlet. © 1Jul50; KK55195.

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SARNO, Herman J., John W. Sarno & Frank C. Sarno, d.b.a. Sarn-Oil Burner Supply Company. SEE Sarn-Oil Burner Supply Company.

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Heating; parts, supplies, accessories; fall 1950. 59 p. (101) © Herman J. Sarno, John W. Sarno & Frank C. Sarno, d.b.a. Sarn-Oil Burner Supply Co.; 28Aug50; KK53076.

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Schaffner's makes things shine; polishing buffing compounds ... Catalog no. 51. 11 p. © 11Dec50; KK56831.

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Patch paste. (Filler for cracks, etc., 'in plaster or wood') Label. (68-A) © 6Jan50; KK53140.

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A little "cream" goes a long way, because it's double-rich! Cream of Kentucky. [From the Hartford courant, July 11, 1950, p. 12] (Whiskey) Sheet. © 11Jul50; KK52037.

A little "Cream" goes a long way. Here's the big news in Boston. [From Boston daily record, Sept. 23, 1950, p. 37] (Whiskey) © 23Sep50; KK54064.

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Look at it both ways - Cream of Kentucky. [From Liquor store and dispenser, Sept. 1950, p. 53] (Whiskey) © 15Sep50; KK53853.

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Inspired by a great motion picture, the Schenley Black Rose cocktail, from Harper's bazaar, Sept. 1950, p. 147] (Blended whiskey) Sheet. © 1Sep50; KK56627.
Your favorite drink tastes finer with Schenley because it gives you older whiskies. [From the Philadelphia Inquirer, May 27, 1949, p. 49] (Blended whiskey) Sheet. © 27May49; KK56952.

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Aquacillin-A.S.; aqueous suspension of crystalline procaine penicillin G ... [From A S T A Journal, Nov. 1950, p. 27] Sheet. © 15Nov50; KK56571.
Potent protection against the combined threats of arteriosclerosis and capillary fragility; Vascutum. [From Medical times, Nov. 1950, p. 49a] (Pharmaceutical) Sheet. © 1Nov50; KK56760.
Sedamyl helps the patient escape from the psychosomatic maze. [From Current medical digest, Oct. 1950, back cover p.] (Sedative) Sheet. © 1Oct50; KK56758.
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Chlor-trimeton maleate; the problem and the answer in antihistaminic therapy. Folder. (TM-66) © 12Jun50; KK54185.
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Ice cold Schlitz, pardners. [From International steward, Aug. 1950, p. 4] (Beer) Sheet. (143) © 1Aug50; KK56786.
It's tonight; Mr. & Mrs. Ronald Colman ... [From Chicago tribune, Sept. 20, 1950, p. 26] (Beer) Sheet. © 20Sep50; KK56932.
Leadership - the hard way. Schlitz. [From Florida food & grocery news, June 1, 1950, p. 6] (Beer) Sheet. (144) © 1Jun50; KK56785.
Leading merchants feature Schlitz ... [From West Virginia merchant, Sept. 15, 1950, p. 5] (Beer) Sheet. (177) © 15Sep50; KK56787.
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[From West Virginia merchant, Clay W. Va., Sept. 1, 1950, p. 2] (Beer) Sheet. (170) © 1Sep50; KK56934.
Me picó la curiosidad - la probé ... Schlitz. (Beer) Sheet. [Deer sea diver. From El Día, Ponce, P. R., April 12, 1950] (127S) © 12Apr50; KK54088.
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More than one million people from all parts of the world have visited Schlitz brewery ... [From Beer distributor, Aug. 1950, p. 24] Sheet. (137) © 15Aug50; KK56780.
New in New Orleans! Schlitz in 7 oz. ruby bottles. [From New Orleans states, Sept. 13, 1950] (Beer) Sheet. (167) © 13Sep50; KK56926.
New - the Schlitz ruby quart bottle! [From Los Angeles times, May 14, 1950, p. 3] (Beer) Sheet. (123) © 14May50; KK52739.
New - the Schlitz ruby quart bottle! [From Los Angeles times, May 21, 1950, p. 3] (Beer) Sheet. (124) © 21May50; KK52738.
No wonder it's the beer that made Milwaukee famous; Schlitz. Poster. Clown. [Holding capped bottle in left hand] (5065A) © 20May50; KK53130.
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Diver. [Glass of beer in right hand; bottle in left] (5067B) © 20Jul50; KK53979.
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- Yachtsman. [Drinking from stein as he holds loving cup in right hand; bottle at right elbow] (5064B) © 20Apr50; KK51947.
- Yachtsman. [Drinking from stein as he holds loving cup in right hand; can at right elbow] (5064C) © 20Apr50; KK51946.
- 101 years young, and still growing! Jos. Schlitz Brewing Company, Milwaukee, Wisconsin. [From the Beer distributor, Apr. 1950] (Beer) Sheet. (133) © 5Apr50; KK51146.
- Schlitz. The beer that made Milwaukee famous. Label. © 19Aug50; KK53361.
- They spend millions of dollars to keep you in business. Beer belongs, enjoy it. [From the Beer distributor, May 1950] Sheet. (134) © 5May50; KK51417.
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- SCHWER, John L., and Charles E. Schwer, owners, Charles C. Schwer Company. SEE Schwer (Charles C.) Company.
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What's new for the laboratory. Pamphlet. 11. Sept. 1950. © 8Sep50; KK53869.
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Sealy says: turn your back on morning back-ache. [From House beautiful, Apr. 1950] (Mattress) Sheet. (P-10-88) © 17Mar50; KK53178.
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The classic in a class by itself. Season Skipper. [From Mademoiselle, Sept. 1950, p. 18-19] (Ladies' coats) Sheets. © 31Aug50; KK53559.
Season Skipper; best in its class in classics. [From Charm, Aug. 1950, p. 7] (Ladies' coats) Sheet. © 21Jul50; KK53542.
Year in - year out - the all-year classic. Season Skipper. [From Charm, Sept. 1950, p. 13] (Ladies' coats) Sheet. © 25Aug50; KK53554.
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Buy your shoes during Selby arch preserver week, March 6 to 11. [From Life, v. 28, no. 12, p. 66-67] (Shoes) Sheet. © The Selby Shoe Co.; 17Mar50; KK52902.
Compare and you'll wear ... It's Styl-eez week September 18 to 23. [From Life magazine, Sept. 18, 1950, p. 155] (Shoes) Sheet. (SE-490) © 18Sep50; KK54369.
Selby arch preserver week, September 11 to 16. [From Life magazine, Sept. 11, 1950, p. 102-103] (Shoes) Sheets. © 11Sep50; KK54368.
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As easy to install as it is to sell! The Servel Supermetic. (Condensing unit) Folder. (OER-88-08) © 30Jun50; KK52393.
Clean Sweep contest. (Servel gas refrigerator) Envelope. (ORG-91-57) © 16Jun50; KK51598.
A new concept of air conditioning for offices, stores and other commercial uses. (All-year, gas air conditioner) Folder. (APS-72ONE) © 27Jun50; KK51593.
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Now in the Saturday evening post. (Servel gas water heater) Folder. (OWH-91-05) © 23Jun50; KK51594.
Now in the Saturday evening post; a smashing new national advertising campaign for Servel all-year air conditioning. Folder. (OAC-91-05) © 6Jun50; KK51596.
Servel all-year air conditioner gas-operated. Models DE-96-G and DE-144-G. Sheet. (OAC-88-04) © 28Aug50; KK53286.
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Servel presents the greatest invention since the house! Servel all-year air conditioner. Poster. (OAC-92-05) © 12Jun50; KK51597.

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 For any family occasion: "Fresh up" with Seven-Up! [From Saturday evening post, Aug. 19, 1950, p. 61] (Soft drink) Sheet. © The Seven-Up Co.; 16Aug50; KK54987.
 The "fresh up" family drink! So pure, so good, so wholesome for everyone. [From True story, Sept. 1950, p. 12] (Soft drink) Sheet. © The Seven-Up Co.; 10Aug50; KK52798.
 In tune with family fun: "Fresh up" with Seven-Up! [From Saturday evening post, Oct. 14, 1950, p. 58] (Soft drink) Sheet. © The Seven-Up Co.; 11Oct50; KK54988.
 Starring in millions of homes! Fresh up with Seven-Up! [From the Saturday evening post, Nov. 11, 1950, p. 13] (Soft drink) Sheet. © The Seven-Up Co.; 8Nov50; KK56847.

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46 exclusive Shakespeare Howald process fiber glass Wonderods for all types of fishing! [From the Sporting goods dealer, Oct. 1, 1950, p. 53] Sheet. © 10Oct50; KK56149.

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- Sprayo-Flake ... the world's finest insulation for commerce ... Card. © 12Dec50; KK56426.
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- We love to catch them on a Springmaid sheet. [From True magazine, Nov. 1950, inside back cover] Sheet. © The Springs Cotton Mills; 25Oct50; KK56043.
- SPRY (CONSTANCE) INC. ©. Gay Deceivers, 1951. (Waxed flowers and plants) 7 p. © 20Sep50; KK54162.
- SQUIRT COMPANY ©. A distinctive pure fruit drink. Squirt. [From Bottling industry, June 13, 1950, p. 2] Sheet. © The Squirt Co.; 13Jun50; KK54357.
- From Detroit; a refreshing story for tired bottlers! Drink Squirt, the quality soft drink. [From the American bottler, Aug. 1950, p. 13] Sheet. © The Squirt Co.; 2Aug50; KK53755.
- STADER, Otto, t.a. Ardmore Products Company. SEE Ardmore Products Company.
- STA-DRI, INC. ©. MPW Sta-Dri, its application and uses. (Masonry waterproofing and paint) Folder. (2X-8.15) © 1Nov50; KK55491.
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- Rhodes-Readco automatic moulder service manual. (Dough moulder) 9 p. (89) © The Standard Stoker Co., inc.; 13Dec50; KK56826.
- Rhodes-Readco moulder-panner service manual. 12 p. (91) © The Standard Stoker Co., inc.; 29Sep50; KK54392.
- Standard Stoker numerical parts price list. 59 p. © The Standard Stoker Co., inc.; 15Aug50; KK53555.
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- STANDISH, Stuart, Robert C. Dille, and P. D. Allen. SEE Allen, P. D.
- STANLEY HOME PRODUCTS, INC. ©. Air freshener; Meadowsweet. Stanhome. Label. © 15Sep50; KK53594.
- All-nylon hair brush. Stanhome. Label. (93) © 18Dec50; KK56828.
- All purpose cream. Stanhome. (Face cream) Label. © 22Sep50; KK54130.
- Amazo mop. Stanhome. Label. © 25Sep50; KK54129.
- Bowl deodorant; Stanhome. Label. (97) © 12Sep50; KK53404.
- Complexion brush; Stanhome. Label. (109) © 12Sep50; KK53768.
- Dental plate brush. Stanhome. Label. © 12Sep50; KK53863.
- E Z Glow wax. Stanhome. (Floor wax) Label. © 20Nov50; KK56056.
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- Junior hair brush. Stanhome. Label. (166) © 18Dec50; KK56966.
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- Know your Stanhome products. (Brushes and household products) Folder. © 22Sep50; KK54234.
- Let's take a good look at Nontox bowl cleaner for toilet bowls, wash bowls and bath tubs. Folder. © 23Aug50; KK52694.
- Lifetime clothes brush. Stanhome. Label. © 12Sep50; KK54006.
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- Metal polish for brass, chromium, pewter, aluminum; Stanhome. Label. © 5Oct50; KK54282.
- Military hair brush. Stanhome. Label. (160) © 18Dec50; KK56962.
- The perfect seven star health shoulder shower. Stanhome. Label. (173) © 11Dec50; KK56662.
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- Stanhome - A Stanley home product. Label. © 4Aug50; KK53850.
- Stanley chemically-treated dust cloth. Label. © 15Dec50; KK56770.
- Stanley floor cleaner and wax remover. Stanhome. Label. © 27Nov50; KK56155.
- Stanley furniture cream. Stanhome. Label. © 20Jun50; KK51865.

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- Unde-washer. Stanhome. (Hand clothes washer) Label. © 12Sep50; KK53685.

STANLEY WORKS ①

- Stanley furniture and cabinet hardware. Catalog no. 950. 68 p. © The Stanley Works; 31Jul50; KK54516.
- Stanley Floating upward-acting garage doors and hardware; price book G 6, August 1, 1950. 48 p. © The Stanley Works, Garage Hardware Division; 1Aug50; KK52345.

STAR METAL MANUFACTURING COMPANY, INC. ①

- Star Metal presents Stamco line-up, back-bar [food service] equipment. 15 p. (Cat. B-1) © 1Jul50; KK51938.

STATE House Sterling, Division of Home Decorators, inc. SEE Home Decorators, inc. State House Sterling Division.

STEMCO CORPORATION ①

- Instructions for use and care of the Ramset dual-action tool, model no. 122. (Fastening tool) 19 p. © 17Aug50; KK52620.

STENSGAARD (W. L.) AND ASSOCIATES, INC. ①

- Merchandise presentation news, June 1949. (Advertising devices) Folder. © 8Jun49; KK53702.
- You are invited to attend our premier showing ... (Advertising devices) Folder. © 1Jun49; KK53701.

STERLING ALUMINUM PRODUCTS, INC. ①

- Jobbers' net cost schedule. (Pistons) Folder. (Bull. no. JN 7-50) © 1Jul50; KK51298.

STERLING INDUSTRIES, INC. ①

- Sheeld; permanent anti-corrosion compound. Label. © 3Feb50; KK56575.
- Sheeld; permanent anti-corrosive for batteries. Label. © 8Nov50; KK56574.

STERN (HENRI) WATCH AGENCY, INC. ①

- Here are the modern watches men like. [From Jewelry, Sept. 1950, p. 39] Sheet. © The Henri Stern Watch Agency, inc.; 1Sep50; KK55739.
- Something really new by the goldsmith and the watchmaker. [From Jewelry, Oct. 1950, p. 35] (Watches) Sheet. © The Henri Stern Watch Agency, inc.; 10Oct50; KK55737.
- Universal Geneva offers wider variety of limited editions in original styles at reasonable prices. [From Jewelry, Feb. 1950, p. 10] (Watches) Sheet. © The Henri Stern Watch Agency, inc.; 1Feb50; KK55738.

STETSON-ROSS MACHINE COMPANY ①

- Planing mill layout "B". [From the Timberman, Sept. 1950, p. 24] (Machinery) Sheet. © 1Sep50; KK56012.

STICKNEY, ADRIAN ①

- The Hick'ry Pit; "famous throughout the world." (Prepared foods) Folder. © 15Jul50; KK52907.

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- It pays to brand your poultry! Stoffel seals. Sheet. © 1Nov50; KK55601.

STONE, N. G., Melvin J. Gordon and S. Z. Gordon, d.b.a. Manchester Hosiery Mills. SEE Manchester Hosiery Mills.

STOW MANUFACTURING COMPANY ①

- Keep your trap open! Stow mechanical Jiffy Plumber. (Drain cleaner) Folder. (493) © 15Mar49; KK52820.
- Stow concrete vibrators and screeds. Folder. (Bull. no. 507) © 8Sep50; KK53298.
- Stow flexible shaft machines, flexible tool and power shafts; catalog 50. 7 p. © 1Dec49; KK52818.
- Stow flexible shafting, bulletin 492. 7 p. © 1Nov49; KK52817.
- Stow flexible shafting engineered for tank truck service; bulletin 501. Folder. © 15Jan50; KK52819.

STRAUS (NATHAN)-DUPARQUET, INC. ①

- Merchandise news. (Kitchen and restaurant equipment) Folder. Sept. 1950. © 18Sep50; KK53769.

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- Stribling's growing quality nursery products. Label. © Thomas Barton Stribling, jr., d.b.a. Stribling's Nurseries; 9Sep50; KK53312.

STRICKLER, CARL E. ①

- Strickler's reminders; famous for producing promptness & building good will since 1915. (Stickers) Folder. © 26Oct50; KK54752.

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STUART (JOHN) INC. ①

- Exceptional furniture by world-famous designers at John Stuart, inc. Folder.
- Folio 1. © 1Jun50; KK51165.
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- Folio 3. © 10Jul50; KK51873.

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- Announcing the new 1951 Studebaker. [From the Saturday evening post, Nov. 18, 1950, p. 94-95] Sheets. © The Studebaker Corp.; 15Nov50; KK55689.
- Everywhere you go you see more and more Studebaker trucks. [From Fleet owner, Dec. 1950, p. 60] Sheet. © The Studebaker Corp.; 5Dec50; KK56425.
- First trucks to offer you gas-saving overdrive. [From the Saturday evening post, Sept. 30, 1950, p. 74] Sheet. © 27Sep50; KK53664.
- First trucks with thrifty automatic overdrive! [From Saturday evening post, June 24, 1950, inside cover p.] (Motor trucks) Sheet. © The Studebaker Corp.; 21Jun50; KK51244.
- A great new V-8 1951 Studebaker Commander. [From the Saturday evening post, Dec. 16, 1950, p. 14] Sheet. © The Studebaker Corp.; 13Dec50; KK56486.

- It's 4 to see instead of 3. Studebaker. [From Life, Dec. 11, 1950, inside front cover] (Passenger car) Sheet. © 7Dec50; KK56357.

- Joe Andert and his sons are four good reasons why a Studebaker buying wave sweeps the country. [From Collier's, Sept. 23, 1950, inside front cover p.] (Cars and trucks) Sheet. © The Studebaker Corp.; 15Sep50; KK53416.

- New kind of truck sets new records in thrift! Studebaker. [From the Saturday evening post, Aug. 26, 1950, p. 71] Sheet. © The Studebaker Corp.; 23Aug50; KK52580.

- New Studebaker trucks excel in high torque performance! [From Commercial car journal, Sept. 1949, p. 93] Sheet. © The Studebaker Corp.; 8Sep49; KK52596.

- Smart buyers of lowest price cars say: now 4 to see instead of 3. [From Life, Aug. 21, 1950, p. 12] (Motor cars) Sheet. © The Studebaker Corp.; 17Aug50; KK52445.

- Studebaker's great new V-8 Commander. [From Newsweek, Dec. 11, 1950, inside back cover] (Passenger car) Sheet. © The Studebaker Corp.; 7Dec50; KK56356.

- This truck is built right for farm work. Studebaker trucks, noted for low-cost operation. [From the Country gentleman, Aug. 1950] Sheet. © The Studebaker Corp.; 26Jul50; KK51897.

- What a lot of money this truck could save you! Studebaker trucks. [From Country gentleman, Nov. 1950, inside back cover p.] Sheet. © The Studebaker Corp.; 25Oct50; KK54729.

- What a thrifty truck this stand-out Studebaker is! [From Country gentleman, June 1950, p. 44] Sheet. © The Studebaker Corp.; 31May50; KK54200.

STURGEON, Vivian, d.b.a. Sturgeon and Company. SEE Sturgeon and Company.

STURGEON AND COMPANY ①

- J. R. De Witt children's shoes. How important to him it is that a true specialist make the difficult fittings of his early shoes. [From the Chicago tribune, Oct. 5, 1950, p. 18] Sheet. © Vivian Sturgeon, d.b.a. Sturgeon & Co.; 5Oct50; KK55332.
- J. R. De Witt children's shoes. Individuality, so refreshing to both moppets and mamas, is a feature at De Witt. [From the Chicago daily news, Oct. 26, 1950, p. 15] Sheet. © Vivian Sturgeon, d.b.a. Sturgeon & Co.; 26Oct50; KK55333.

STYLENE MANUFACTURING COMPANY ①

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SUICH, DOROTHY MARY ①

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SULLIVAN, CECELIA M. ①

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- Mice-N-Tice, the perfect bait for catching mice. Label. © 21Sep50; KK55797.

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- Closer, cleaner shaves, in less time than soap and blade. Sunbeam Shave-master. [From the Saturday evening post, June 10, 1950, p. 98] (Electric shaver) Sheet. (R112N) © 7Jun50; KK51960.

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- Only the Sunbeam toasts with radiant control automatic beyond belief! [From Life, Sept. 18, 1950, p. 138] Sheet. (N520) © 15Sep50; KK54538.
- Only the Sunbeam toasts with radiant control, automatic beyond belief. All you do is drop in the bread ... [From Life, June 5, 1950, p. 46] (Electric toaster) Sheet. (N299) © 2Jun50; KK51959.
- Sunbeam automatic Coffeemaster is your assurance of a perfect cup of coffee, every time. [From Better homes and gardens, June 1950, p. 111] (Electric coffee maker) Sheet. (N311) © 24May50; KK51958.
- Sunbeam automatic Coffeemaster is your assurance of a perfect cup of coffee, every time. [From the Saturday evening post, June 3, 1950, p. 51] (Electric coffee maker) Sheet. (N297) © 31May50; KK51957.
- Sunbeam Shavemaster has the twice-as-wide shaving head ... [From the Saturday evening post, Sept. 30, 1950, p. 11] Sheet. (R116N) © 27Sep50; KK54539.
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Superior, the big name in small tubing. Folder. (32) © 14Jul50; KK52194.
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Swanson Ever Fresh brand. 1/2 frying chicken. Label. © 10Oct50; KK55227.
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Cal-Nitro fertilizer compound, the perfect topdresser for all crops. Pamphlet. © 8Aug50; KK52652.
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100-bushel corn with Cal-Nitro, the perfect topdresser. (Nitrogen fertilizer compound) Folder. © 20Dec50; KK56964.
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Delightfully dainty - Syrocco wood vanity mirror. [From Better homes & gardens, June 1950] Sheet. (S-2016) © 1Jun50; KK56311.
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Tastykake new customer! [Baby in high chair reaching for cake] (Cake) Poster. (137) © 16Oct50; KK55003.
- Tasty-Pie sweetie pies! [Girl in rope swing wearing apron and cap] Poster. (136) © 15Sep50; KK54061.**
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Any shoe is a better shoe when it is Shugor fitted. [From Leather and shoes, Sept. 16, 1950, back cover p.] (Shoe goring) Sheet. © 16Sep50; KK54809.
Are your shoes as comfy as mine, mommy? [From Creative footwear, Aug. 1950, p. 22] (Shoe goring) Sheet. © 18Aug50; KK52661.
The biggest event in shoe history, says Flair magazine. (Shoe goring) Folder. © 21Aug50; KK53181.
Dawhide, better than rawhide, laces were selected by the Marilyn Shoe Co. [From Boot and shoe recorder, Oct. 15, 1950, p. 30] Sheet. © 15Oct50; KK55515.
Finger-gore shoes for all ages - Shugor. [From Weekly bulletin of leather and shoe news, Oct. 14, 1950, back cover] (Shoe goring) Sheet. © 14Oct50; KK55516.
Glove-Tex Shugor. Lets shoes flex and breathe. [From Shoe and leather reporter, Sept. 2, 1950, back cover p.] (Shoe goring) Sheet. © 2Sep50; KK54808.
"Going-places" shoes with stay-at-home comfort, fitted with Shugor. [From American shoemaking, June 21, 1950, p. 1] (Shoe goring) Sheet. © 21Jun50; KK51747.
Highly styled and highly comfortable - fitted with Shugor. [From Boot and shoe recorder, June 15, 1950] (Shoe goring) Sheet. © 15Jun50; KK51582.
Shugor fingergores modernize the moccasin. [From Creative footwear, Sept. 1950, p. 15] (Shoe goring) Sheet. © 20Sep50; KK55442.
Shugor has the "edge." [From American shoemaking, Sept. 20, 1950, p. 1] (Shoe goring) Sheet. © 20Sep50; KK55275.
A ten-strike every time. Shugor fitted. [From Boot and shoe recorder, Sept. 15, 1950, p. 16] (Shoe goring) Sheet. © 15Sep50; KK54543.
These companies and only these companies sell Shugor. [From Creative footwear, June 1950] (Shoe goring) Sheet. © 12Jun50; KK51586.
- TAYLOR, William W. and Roy J. Buchanan, d.b.a. Bu-Tay Products, ltd. SEE Bu-Tay Products, ltd.**
- TELETYPESETTER CORPORATION ©.**
More type in less time through automatic typesetting. (Control devices for automatic typesetting machines) 22 p. © 3Jun50; KK5498.
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Ex Pox; the relief from cowpox. Label. © 5Sep50; KK56696.
- TEXTILEATHER CORPORATION ©.**
The Textalite. Nov. 1950. (Plastic leather cloth) 9 p. © 27Nov50; KK56144.
Textileather gives you 40 years of experience ... (Upholstery materials) Folder. © 15Nov50; KK56467.

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Thomas Drum-O-Chic; golden fries with chic legs. Label. © 30Aug50; KK52881.

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Announcing the new Thompson type 2F super precision tool room grinder. [From Modern machine shop, May 1950, p. 35] Sheet. © The Thompson Grinder Co.; 1May50; KK53358.

Thompson vertical spindle production surface grinders. 6 p. (V-550) © The Thompson Grinder Co.; 15Jul50; KK53359.

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Behind the door of our laboratory. (Dental alloy) Folder. (LH-1050) © 8Oct50; KK54789.

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For those fortunate people who recognize the ultimate and refuse to accept less, the Zenith Classic. (Radio-phonograph) Sheet. © 3Oct50; KK55991.

Ladies, we've been reading your males. [From Better homes and gardens, Oct. 1950, p. 5] (Television and radio-phonograph) Sheet. © 22Sep50; KK53908.

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Now! "Lazy Bones" remote control comes to Zenith Black Magic TV! [From Sunset, Sept. 1950, p. 11] Sheet. © 25Aug50; KK53915.

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Picture clarity you hardly believe. [From Life, Sept. 4, 1950, p. 5] (Television) Sheet. © 1Sep50; KK53919.

Plays wherever you play - travel - hunt - or roam! New Zenith "Trans-Oceanic". [From Field and stream, Aug. 1950, p. 64] (Radio) Sheet. © 24Jul50; KK53920.

Please accept this sound advice from Zenith ... [From Time, Aug. 21, 1950, p. 43] (Television) Sheet. © 17Aug50; KK53926.

Record playing confusion - a nuisance of the past. Zenith Cobra-matic. [From Life, Sept. 18, 1950, p. 27] Sheet. © 15Sep50; KK53909.

Says "Good morning" and "Good night" with music! [From Holiday magazine, July 1950, p. 54] (Clock radio) Sheet. © 21Jun50; KK51191.

Standout performer! New Zenith "Trans-Oceanic". [From Motor boating, Aug. 1950, p. 48] (Radio) Sheet. © 1Aug50; KK53924.

Storms don't bother this radio! Brand new Zenith "super-triumph" with super-sensitive FM. (Portable radios) Sheet. © 30Oct50; KK55992.

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Carrier index for Crane fixtures. (Plumbing carriers and fixtures) 6 p. (50AI) © 6Nov50; KK55522.

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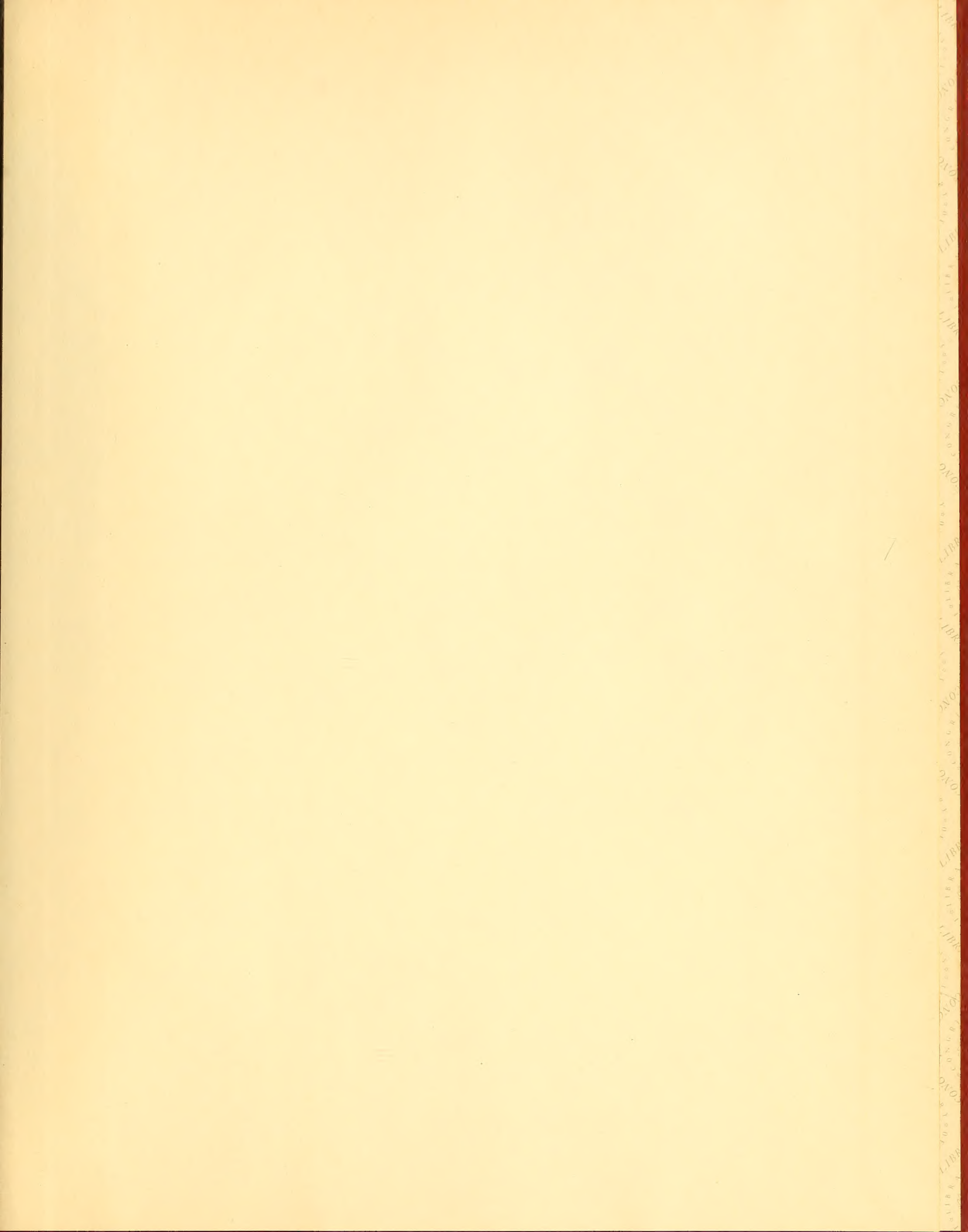












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