





CATALOG OF COPYRIGHT ENTRIES

Third Series

VOLUME 2, PART 11 B, NUMBER 1

Commercial Prints and Labels

JANUARY-JUNE

1948



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PREFACE

WITH the initiation in 1947 of the Third Series of the *Catalog of Copyright Entries*, an enlarged format and other changes designed to increase and extend the usefulness of the compilation were adopted. Additional features have been added in most parts of this second volume. Inquiries, suggestions and comments on all details of the *Catalog* are solicited and should be addressed to the Chief of the Cataloging Division, Copyright Office, Library of Congress, Washington 25, D. C.

Contents.—This part of the *Catalog of Copyright Entries* contains an alphabetical list of prints (i. e. advertisements) and labels used for articles of merchandise registered in the Copyright Office in Class K from January 1, 1948, through June 30, 1948. Renewal registrations in these classes made in this period are listed in Part 14A of the *Catalog*.

Arrangement and Entry.—The works listed in this catalog are entered under the name of the copyright proprietor. The name is followed by the copyright symbol ©, except where a fuller form of the name appears in the statement of copyright facts. The entries are arranged alphabetically, together with cross references from the names of joint proprietors and from variant forms of names. Under the name of the copyright proprietor the entry, includes the title, a statement of the kind of merchandise to which the item relates, and a brief physical description of the item: labels are designated, and prints are described by the use of the terms "sheet," "card," "clipping," etc. In a few cases the number of pages is given.

Copyright Data.—The portion of the entry giving the facts of copyright registration begins with the copyright symbol © and consists of the date of publication as given in the copyright application and the copyright registration number. The name of the copyright claimant in every case constitutes the heading under which the item is listed. In the interest of brevity in entering the name, certain information sometimes given in the application is omitted from the heading. In these instances the full information as it appears in the application is given in the statement of copyright facts immediately following the copyright symbol.

Abbreviations.—Definitions are not given for abbreviations in common use and included in stand-

ard reference works. The following abbreviations are used in the *Catalog of Copyright Entries* with the meanings shown: 1c—one copy deposited; a. k. a.—also known as; d. b. a.—doing business as; t. a.—trading as.

Deposit of Copies.—In the case of every copyright entry listed in the *Catalog*, the deposit of copies (or copy) as required by Title 17, U. S. C., secs. 12 and 13 has been made.

Authority.—The *Catalog of Copyright Entries* is published by authority of Title 17, U. S. C., secs. 210 and 211. Section 210 provides that the *Catalog* "shall be admitted in any court as prima facie evidence of the facts stated therein as regards any copyright registration".

Organization of the Catalog.—This issue of the *Catalog* is part of Volume 2 of the Third Series. The parts are numbered according to the alphabetical sequence of classes as listed in Title 17, U. S. C., sec. 5. 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 which follows. 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. The symbols R and RR do not represent classes designated by the Copyright Act, but have been adopted by the Copyright Office to distinguish renewal copyright registrations. Each part may 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.

Publication and Subscription.—The annual subscription price for all parts of the complete yearly *Catalog of Copyright Entries* is \$20, payable in advance to the Superintendent of Documents, Government Printing Office, Washington 25, D. C.

Each part of the *Catalog* is published in two semi-annual numbers covering, respectively, the periods January-June and July-December. The prices given in the table are for each semiannual number. Orders for the complete *Catalog* or any of its parts should be addressed to the Superintendent of Documents.

COPYRIGHT REGISTRATIONS FOR COMMERCIAL PRINTS AND LABELS

January-June 1948

Commercial prints and labels 5,819

The above figure shows the registrations for commercial prints and labels for January-June, 1948, but does not necessarily represent the exact number of entries in this issue of the Catalog.

TABLE OF CATALOG ORGANIZATION

		<i>Price per semiannual issue</i>
Part 1A.....	BOOKS.....	\$1. 50
	A Books and selected pamphlets.	
	AF Books in foreign languages published abroad.	
	AI Books in the English language first published abroad.	
Part 1B.....	PAMPHLETS, SERIALS AND CONTRIBUTIONS TO PERIODICALS.....	1. 50
	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.	
	DU Unpublished dramatic and dramatico-musical works.	
Part 5A.....	PUBLISHED MUSIC.....	1. 50
	EF Musical compositions published abroad.	
	EP Musical compositions published in the United States.	
Part 5B.....	UNPUBLISHED MUSIC.....	1. 50
	EU Unpublished music.	
Part 6.....	MAPS.....	. 50
	F Maps.	
Parts 7-11A...	WORKS OF ART, REPRODUCTIONS OF WORKS OF ART, SCIENTIFIC AND TECHNICAL DRAWINGS, PHOTOGRAPHIC WORKS, PRINTS AND PICTORIAL ILLUSTRATIONS.....	1. 00
	GP Published works of art and designs for works of art.	
	GU Unpublished works of art and designs for works of art.	
	H Reproductions of works of art published in the United States.	
	HF Reproductions of works of art published abroad.	
	IP Published drawings or plastic works of a scientific or technical character.	
	IU Unpublished drawings or plastic works of a scientific or technical character.	
	JP Published photographs.	
	JU Unpublished photographs.	
	K Prints and pictorial illustrations.	
Part 11B.....	COMMERCIAL PRINTS AND LABELS.....	1. 00
	KK Commercial prints and labels.	
Parts 12 & 13..	MOTION PICTURES.....	. 50
	L Motion picture photoplays.	
	M Motion pictures other than photoplays.	
Part 14A.....	RENEWAL REGISTRATIONS—LITERATURE, ART, FILM.....	. 50
	R Renewal registrations.	
	RR Renewal registrations—Commercial prints and labels.	
Part 14B.....	RENEWAL REGISTRATIONS—MUSIC.....	1. 00
	R Renewal registrations.	

COMMERCIAL PRINTS AND LABELS

A

A AND A ADVERTISING COMPANY ©.
[Bucky Jester] (Foods) Clipping.
© A & A Advertising Co., Mr. & Mrs.
Eugene Amburn (owners); 20Oct47;
KK19346.

AARONS, Harold. SEE Barron Tool Company.

ABBOTT LABORATORIES ©.
Better health. Snowdrops and sneezes. (Pharmaceuticals) Folder. © 1Mar48; KK23235.
Convalecencia demasiado prolongada.. O. (Elixir Coffron) Folder. © 21Jan48; KK19978.
Dulcet tablets, effective medication in candy form. Pamphlet. © 11Mar48; KK21801.
El específico para obtener respuesta. (Medicine) Folder. © 10Dec47; KK19186.
Extended to a wide range of uses. (Nembutal) Folder. © 23Jan48; KK19979.
Floricultural expert - dietary dub. (Dayamin, Abbott's multiple vitamins) Folder. © 10Sep47; KK20688.
From a spoiled cantaloupe in Peoria. (Penicillin products) Folder. © 13Mar48; KK21797.
Her O. B. diet begins with good intentions. (Pharmaceuticals) Folder. © 24Apr48; KK22865.
Just in time for the hay fever season, a new antihistaminic. (Pharmaceuticals) Folder. © 19May48; KK23795.
The language every child understands. (Diazoline) Folder. © 12Mar48; KK21799.
Lesson from Simple Simon. (Sulfadiazine) Folder. © 5Dec47; KK19184.
Mrs. Willowby is achieving the "new look." (Pharmaceuticals) Folder. © 9Feb48; KK22212.
Nembutal ile seri uyutucu ve derin müsekkim tesir diger barbituratlara nazaran. (Pharmaceuticals) Folder. © 26May48; KK23796.
Um novo herdeiro ... de que? (Dicaldimin) Folder. © 24Mar48; KK21800.
Out of the slough of despond. (Pharmaceuticals) Folder. © 12Feb48; KK22211.
Star of Broadway .. dietary dub! (Sur-bex tablets) Folder. © 12Mar48; KK21798.
Tan sencillo como el A B C. (Dayamin) Folder. © 29Dec47; KK19185.
When Grandma was a little girl. (Pharmaceuticals) Folder. © 5May48; KK23467.

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ACHILLE MANUFACTURING AND DISTRIBUTING COMPANY ©.
Cabellina shampoo. Label. © 9Mar48; KK20909.
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ACKERMAN, Darrel. SEE Star Forme Shoulder Pads.

ACME CHEMICAL COMPANY ©.
Engineered cleaning with Ajax and Kloro. (Cleansers) Folder. © 2Jan48 (in notice: 1941, 1948); KK20410.
General catalog and price list. (Sanitation, disinfection chemicals) Booklet. (9500) © 2Jan48; KK20408.
How and where to use the Misto method of floor maintenance. (Floor treatment) Folder. © 2Jan48 (in notice: 1941, 1948); KK20409.
Infection control by the Klomine method. (Disinfectant) Folder. © 2Jan48 (in notice: 1944, 1948); KK20413.
Infection under control by the Klomine method. (Disinfectant) Folder. © 2Jan48 (in notice: 1941, 1948); KK20411.
Sanitation problems in industry and how to solve them. (Sanitation products) Booklet. © 2Jan48 (in notice: 1943, 1948); KK20412.

ACME WHITE LEAD AND COLOR WORKS ©.
Give your house that new look with Acme house paint. Sheet. © 20Apr48; KK23447.
Have the best-looking house in town! (Paints) Sheet. © 12Mar48; KK21992.

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Acrocel porcelain enameled signs. Sheet. (36) © Harold O. Bates, d.b.a. The Acromark Co.; 15Dec47; KK19640.
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Marshall Groves - "From Florida to you in a day or two." (Citrus fruit and products, packed) Sheet. © 1Nov47; KK19743.
Marshall Groves - "From Florida to you in a day or two." (Citrus fruits and products, packed) Sheet. © 28Oct47; KK19626.

ADVANCE ALUMINUM CASTINGS CORPORATION ©.
Blue print for displaying and selling Miracle Maid-Minitmaid cook-ware. 14 p. © 14May48; KK23783.
For delightful farm fresh flavors cook the wonderful waterless way. (Cast aluminum cookware) Display card. © 15Jan48; KK21506.

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Bread. © 8Apr48; KK23314.
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A-MP "Amp-O-Matic." (Automatic wire termination machine) Folder. © 21May48; KK24235.
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A-MP solderless electrical repair kit. (Hand crimping tool and terminals) Loose-leaf sheet. (Catalog sect. 60) © 7Jun48; KK24029.
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Here's how to make safe ... the A-MP plasti-grip solderless kit. Folder. (SPD-10) © 5Feb48 (in notice: 1947); KK22784.
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Instructions for the A-MP ignition hand tool. Folder. (Instruction sheet no. 118) © 8Apr47; KK22785.
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Shearite, the new A-MP hand tool. (Machine screw cutting hand tool) Loose-leaf sheet. (Catalog sect. 30-H) © 7Jun48; KK24027.
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Every day is a holiday with the Aladdin outing kit, your playtime snack bar! Clipping. © 22May48; KK23771.
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My dog loves Friskies, and boy, is he healthy! (Dog food) Clipping. © Albers Milling Co., subsidiary of the Carnation Co. (in notice: Carnation Co.); 27Feb48; KK22166.
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Albert's special punch syrups. Label. © 9Feb47; KK20761.
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Wisk. (Comb and/or brush powder for cleaning same) Label. © Ethel Dey, d.b.a. Alexandria; 20Feb48; KK22791.
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Standard Carmet blanks. (Tool blanks) Poster. © 2Feb48 (in notice: 1947); KK23510.
- ALLEN, Efalet T. SEE Mus-Ed Record Co.
ALLEN, Frank C. SEE Mus-Ed Record Co.
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Allen Anodizer. (Electrolysis and scale eliminator for water heaters) Sheet. © 19Apr48; KK23304.
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Coal men .. big things ahead for you! (General machinery) Folder. (07M 7013) © 9Mar48; KK23001.
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Alumatic aluminum combination window. Sales portfolio. © 1Jan48 (in notice: 1947); KK21383.
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Amerock cabinet hardware. Sheet. © 15Jan48; KK20283.
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De luxe cabinet hardware. Sheet. © 1Feb48; KK21239.
How Amerock labels help you. (Cabinet hardware) Sheet. © 1Jul47; KK20354.
How taped screws help Amerock dealers make friends. (Cabinet hardware) Clipping. © 1Nov46; KK20355.
Look to your Amerock jobber. (Cabinet hardware) Clipping. © 1Mar45; KK20351.
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Here's how! (Electric coffee grinders) Booklet. © 16Jan48; KK21276.

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The American and Amerigear flexible couplings. Folder. © 1Jun48; KK23847.

Amerigear flexible couplings, large bore type. (Shaft couplings) Folder. © 1Jun48; KK24078.

Price guide, American and Amerigear flexible couplings. Folder. (June, 1948) © 1Jun48; KK24604.

AMERICAN GAS ASSOCIATION ©.
It's no trick to cash in on automatic gas water heaters. Booklet. © 7Apr48; KK24170.

AMERICAN HEALTHCRAFT COMPANY ©.
American Healthcraft. (Cast aluminum waterless cookware) Charts. © 17Mar48; KK22051.

American Healthcraft 10 piece cast aluminum waterless cookware. (Cooking utensils) Sheet. © 7May47; KK19179.

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Root eliminator. (Herbicide, to remove roots from sewers) Card. © The American Home Chemical Co., Clarence A. Hannah & Herman H. Siemers, sole owners; 10May48; KK24067.

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Facts about the famous American Hydraulics bumper and utility jack. Folder. © 23Apr48; KK22347.

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AMERICAN LONDON SHRINKERS CORPORATION ©.
You're a sure winner. (Textile fabrics) Sheet. © 29Dec47; KK21058.

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Troy atlas laundry extractors. Folder. (Catalog no. YX-13-47) © 1Nov47; KK19286.

Troy minute man laundry extractors. Folder. (Catalog no. YX-12-47) © 1Nov47; KK19883.

Troy super-mercury laundry extractor. Folder. (Catalog no. YX-14-47) © 1Nov47; KK19287.

AMERICAN METAL WARE COMPANY ©.
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Tasty topics. v. 15, no. 1; Jan. 1948. (Molasses) Folder. © 13Feb48; KK20329.

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Room of the month ideas. (Plumbing and heating equipment)

November. © 28Oct47; KK18812.
December. © 1Dec47; KK18813.
January. © 24Dec47; KK22812.
February. © 24Jan48; KK22474.
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ASL louse powder. (Compound for killing lice on poultry and livestock) Label. © 1May48; KK23776.

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The brand new Magic Chef. (Gas range) Clipping. © The American Stove Co.; 16Jun48; KK24617.

Greatest Magic Chef yet! (Gas range) Sheet. © 19May48; KK24034.

It's brand new! Greatest Magic Chef yet! (Gas range) Sheet. © 24Mar48; KK21621.

Magic Chef gas range new-fully automatic-new-super capacity. (Gas range) Sheet. © 22Oct47; KK19020.

Magic Chef gas ranges offer you automatic, controlled oven cooking at its best. Sheet. © 17Sep47; KK19019.

New fully automatic Magic Chef gas ranges. (Gas range) Clipping. © 17Oct47; KK19018.

Surprise, it's brand new! (Gas range) Sheet. © 21Apr48; KK23857.

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Sweetheart. (Comb and mirror set) Label. © 12May47; KK20368.

Sweetheart set. (Toy comb, brush & mirror set) Label. © 15Dec47; KK24459.

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Kaylo heat insulating block. Folder. © 10Feb48; KK22670.

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Independent tobacco experts again name Lucky Strike first choice over any other brand! (Cigarettes) Sheet. © The American Tobacco Co.; 25Jun48; KK24237.

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All the charm of a Victorian era in our quintet of white blouses. Clipping. © 21Mar48; KK22689.

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All wool, and all-enveloping, the resort coat. (Misses' coat) Clipping. © 19Jan48; KK19963.

All wool sharkskin to start the suit season. (Misses' suit) Clipping. © 9Feb48; KK20607.

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American golfer playsuit has a place in every vacation wardrobe. (Misses' dress) Clipping. © 5Jan48; KK19686.

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Attention, girls and teens! Here are your new Lewispuns. (Young girls' clothes) Clipping. © 22Feb48; KK24471.

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Be well-supplied with slips for summer. Clipping. © 9Jun48; KK24111.

A Best specialty: the all-season suit of charmeen gabardine. (Misses' suit) Clipping. © 25May48; KK23893.

A Best specialty, the American golfer playsuit. The reversible coat. Cluny lace sweet hat flattery. Clipping. © 16Apr48; KK22536.

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Best's exclusive Best-flex sandals. (Children's shoes) Clipping. © 20May48; KK23902.

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Best's famous separates. (Misses' casual clothes) Clipping. © 8Feb48; KK20608.

Best's lovely exclusive sheers. Summer edition of the Nada bag. (Children's dresses; Misses' handbag) Clipping. © 27May48; KK23833.

Best's own Best-flex. (Children's shoes) Clipping. © 15Feb48; KK20617.

Best's shows how boys' raincoats can be both good looking and functional. Best's correctly built play shoes. Best's Young cosmopolitan shop. (Boys' raincoats. Shoes, Dresses) Clipping. © 16Apr48; KK22529.

Best's southern collection is big and bright and gay. (Misses' clothes) Clipping. © 28Dec47; KK19540.

Best's southern collection is our choicest in years. (Misses' clothes) Clipping. © 18Dec47; KK19532.

Best's sport clothes are made for action. (Boys' and girls' clothes) Clipping. © 30May48; KK23838.

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Best's stresses quality in boys' wash suits. It's the low prices for such lovely frocks that make our girls' cottons so much in demand. Clipping. © 9Apr48; KK22520.

Black rayon marquisette [and] Dressed for summer. (Misses' gowns [and] Infants layette) Clipping. © 17Jun48; KK24579.

Black violet. (Hosiery) Buy his summer suits. (Boys' suits) Clipping. © 30Apr48; KK22908.

Blouse and skirt. Clipping. © 17Mar48; KK21768.

Both decorative and serviceable, Rhythm slip. Clipping. © 18Feb48; KK21479.

Bow-accented felts enliven mid-winter wardrobes [and] Black is the first love of Young Cosmopolitans when it's two-piece and as pretty as these. (Misses' hats and dresses) Clipping. © 16Jan48; KK19967.

Bows perched on dark-toned hats are sure flattery. (Misses' hats) Clipping. © 15Jan48; KK19971.

Boys' snowsuit. (Boys' suit) © 4Nov47; KK18868.

A bright Christmas and warm gloves go hand in hand. Clipping. © 18Dec47; KK19531.

A bright print dress with a becoming full skirt. (Misses' dresses) Clipping. © 30Jan48; KK20204.

Brushed rayon gown [and] She'll be warm and happy in her gift robe. (Misses' gown and child's robe) © 28Nov47; KK19264.

Brushes are captivating on little felt hats. Rambler rose. (Misses' hats. Girls' pinafores) Clipping. © 12May48; KK23365.

Bunnies and kittens and deep, soft wool to make baby's first Christmas both warm and lovely. (Infant's outfit) Clipping. © 17Dec47; KK19529.

Buy his summer suits at Best's. Perfect traveling companions; berets in three fabrics. (Boys' suits; misses' hats) Clipping. © 28May48; KK23836.

Cashmere sweaters go vacationing north or south. (Misses' sweaters) Clipping. © 8Jan48; KK19690.

Casual blue denim. (Misses' playclothes) Clipping. © 16May48; KK23360.

Chambray and broadcloth cotton favorites. (Children's dresses) Clipping. © 7Jan48; KK19682.

Chambray dresses. (Misses' dresses) Clipping. © 21May48; KK23899.

Charmeen gabardine. (Misses' clothes) Clipping. © 14Apr48; KK23908.

Charmeen gabardine. 1948 summer editions of our inimitable Shirt-maker. (Misses' clothes) Clipping. © 25Apr48; KK22917.

Charming prints on girls' summer lawn. It's ... cottons for every day. (Girls' & young misses' dresses) Clipping. © 28May48; KK23857.

Checked pastels for a two-piece teen dress. (Girl's dress) Clipping. © 16Jan48; KK19966.

Choose a blouse. (Misses' blouses) Clipping. © 26Apr48; KK23362.

Choose a print dress. Best's exclusive Puerto Rican handmades. (Misses' dresses and lingerie) Clipping. © 25Mar48; KK22694.

Choose print or plain. (Misses' dresses) Clipping. © 4Feb48; KK20212.

Christmas sale no wonder everyone's buying our lace-trimmed white blouses. Clipping. © 12Dec47; KK19534.

City-country cottons. (Misses' dresses) Clipping. © 6Jun48; KK24112.

Classics that endure Nada gray flannel. (Misses' suit) Clipping. © 4Feb48; KK20199.

The closed shoe. Trim two-piece dresses. Clipping. © 14Apr48; KK22925.

The coat designed for stormy weather. (Misses' coat) Clipping. © 27Jan48; KK20205.

Coat for summer. (Misses' coat) Clipping. © 28May48; KK23835.

Combed cotton housecoat. (Misses') Clipping. © 21Jun48; KK24581.

Companion pieces: eyelet-trimmed pique pinafore and swim suit. (Misses' playclothes) Clipping. © 10Jun48; KK24365.

Completely disarming: the baby-freshness of sheer cotton blouses. Clipping. © 5Feb48; KK20602.

Completely disarming: the baby-freshness of sheer cotton blouses. Clipping. © 16Feb48; KK20618.

Corduroy. (Misses' suit) Clipping. © 26Feb48; KK23911.

Corduroys. Chukker mesh. (Misses' clothes, children's briefs) Clipping. © 10May48; KK23132.

Correctly built play shoes. (Boys' shoes) Corduroy. (Misses' suits) Clipping. © 2Apr48; KK22680.

Cotton is cool. (Misses' dresses) From the famous Liliputian Bazaar. (Child's robe) Clipping. © 27Apr48; KK22915.

Cotton separates. (Girls' clothes) Clipping. © 2Apr48; KK22929.

Cottons. (Young girls' dresses) Clipping. © 18Mar48; KK21767.

Cottons. Patent leather. (Children's dresses and shoes) Clipping. © 24Mar48; KK22692.

Cottons. Sheer cotton blouses. (Misses' blouses. Girls' dresses) Clipping. © 11Mar48; KK21775.

Cottons for teens. Cotton blouses. (Girls' dresses, misses' blouses) Clipping. © 13May48; KK23367.

Country clothes. (Misses' clothes) Clipping. © 28Mar48; KK22696.

Crisp worsted sharkskin. (Misses' suit) Clipping. © 13Apr48; KK23909.

The dainty white blouse. Clipping. © 19Feb48; KK21765.

Dinner dress. (Misses' dinner dresses) Clipping. © 14Jun48; KK24371.

A double nutria collar. (Misses' coats) © 4Nov47; KK18869.

Dress and jacket. Clipping. © 6Jun48; KK24113.

Dress for dinner. (Misses' gown) Clipping. © 18Feb48; KK21478.

Dress for dinner. The most-wanted suit this season. (Misses' clothes) Clipping. © 26Feb48; KK21469.

An Easter frock. (Children's dresses) Clipping. © 5Mar48; KK21781.

Evening cottons. If you are looking for adorable cottons at low prices. (Misses' gowns, girls' dresses) Clipping. © 15Apr48; KK22518.

Everybody's pleased with Best's new girls' coats. Best's Young Cosmopolitan Shop. Clipping. © 19Mar48; KK22686.

Everybody's pleased with Best's new girls' coats. ... wool flannel. (Girls' coats. Boys' suits) Clipping. © 5Mar48; KK21463.

Everyone wants print dresses this time of year. (Misses' dresses) Clipping. © 28Jan48; KK19972.

Everything's at hand for baby's bath. (Infant's clothes and furniture) Clipping. © 1Feb48; KK20201.

Exquisitely simple: our newest dinner dress. (Misses' dress) Clipping. © 4Feb48; KK20213.

The famous C-1 Munro tweed. Leg-proportioned Sapphire sheers. (Misses' suits and stockings) Clipping. © 3Mar48; KK21487.

Feather bows lend a soft prettiness to crisp Balibuntls. (Misses' hats) Clipping. © 22Jan48; KK19957.

A few of the many outstanding values. (Boys' clothes) Clipping. © 29Apr48; KK22909.

Fine cotton oxford for a boy's shirt. Clipping. © 14Oct47; KK19826.

The fine feel of pure linen is perfect for a summer frock. Clipping. © 29Apr48; KK22910.

Fine wool coat. Clipping. © 9Mar48; KK21776.

Flats: newly pretty in pastel kid. Charming prints on girls' summer lawn. (Misses' shoes; girls' dresses) Clipping. © 4Jun48; KK24115.

For a seaside siren, teen-age style. (Young girls' swim suit) Clipping. © 4Jun48; KK24116.

For boys .. fine wool gabardine. Lovely, cool summer nightgowns. (Boys' suits; misses' nightgowns) Clipping. © 21May48; KK23900.

For girls Best's good shoes. What teens want of their new coats. Clipping. © 19Mar48; KK22688.

For now and later..navy suede shoes. (Misses' shoes) Clipping. © 28Jan48; KK20200.

For now, for later, white-splashed prints with dressmaker touches. Clipping. © 8Jan48; KK19691.

For quality, economy and some very pretty girls' cottons. (Children's dresses) Clipping. © 5Mar48; KK21462.

For the dress-up times of winter. (Misses' dresses) © 28Nov47; KK19262.

Forstmann's gabardine in our navy coat. All the charm of a Victorian era - white blouses. Clipping. © 25Mar48; KK22693.

Foulards, the neat English pattern rayon. (Dresses) Clipping. © 2Dec47; KK20600.

A frilly blouse, a bright, printed skirt. The white slips you want. Clipping. © 30Apr48; KK22907.

From an English garden to Best's exclusive sister dresses. Van Raalte nylon jersey. Clipping. © 18Mar48; KK22684.

From our evening shop of beautiful clothes. (Misses' dresses) Clipping. © 7Nov47; KK20210.

From the famous Liliputian Bazaar. (Children's dress) Clipping. © 4Feb48; KK20196.

From the famous Liliputian Bazaar. (Children's outfit) Clipping. © 28Jan48; KK19955.

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From the famous Lilliputian Bazaar. (Girl's outfit) Clipping. © 14Jan48; KK19695.

From the famous Lilliputian Bazaar. (Infants' clothes) Clipping. © 11Feb48; KK20611.

From the famous Lilliputian Bazaar [and] Linen shoes. (Child's dress [and] Misses' shoes) Clipping. © 20May48; KK23903.

From the famous Lilliputian Bazaar [and] Wool toppers. (Tots' dress, misses' toppers) Clipping. © 10Jun48; KK24366.

From the famous Lilliputian Bazaar; hand-smocking at attractive prices. (Child's dress) Clipping. © 13Apr48; KK22524.

From the famous Lilliputian Bazaar; the unlined corduroy coat and bonnet. (Infants' dress set) Clipping. © 20Apr48; KK22537.

Frosty white hats. Clipping. © 28Apr48; KK22914.

Get them ready for summer now. (Girls' dresses) Three-piece outfit of pastel monotone tweed. (Misses' suit) Straw hat, straw bag. Clipping. © 25Apr48; KK22916.

Girls coats. (Girls' clothes) © 21Nov47; KK18919.

Girls' cottons. A girl can't help but look pretty. (Girls' and misses' dresses) Clipping. © 23Apr48; KK23361.

Girls oxfords; Special! 3.95 leather gloves [and] For "wardrobe blues" try the magic of a crisp white blouse. (Children's shoes, misses' blouse & gloves) © 18Nov47; KK18911.

A girl's play clothes are tailored or frilled. (Children's playclothes) Clipping. © 11Jun48; KK24368.

Give the older boys and girls something to wear. (Children's clothes) Clipping. © 14Dec47; KK19536.

Give your favorite Young Cosmopolitan a Best greatcoat for Christmas. (Misses' coats) © 10Dec47; KK19261.

Going south [and] The inexpensive dress. (Misses' shoes and dresses) Clipping. © 21Jan48; KK19960.

Good company, a jacket plus a skirt. (Misses' outfit) Clipping. © 15Jan48; KK19969.

Good shoes. (Boys' and girls') Clipping. © 16Jun48; KK24577.

A gorgeous selection of lacy Tuscan straws. (Misses' hats) Clipping. © 7Mar48; KK22682, 22937.

A graceful shoe silhouette. The season's styles demand long slips. Clipping. © 10Mar48; KK22936.

Graduation. (Misses' gowns) Clipping. © 5May48; KK23126.

Hand-detailed Puerto Rican lingerie. Clipping. © 21Apr48; KK22923.

The handmade white blouse. (Misses' blouses) Clipping. © 15Jan48; KK19970.

The hat of the moment is a head-hugging felt. Clipping. © 13Feb48; KK20616.

Here are those adorable Best Triplets, they're wearing their Christmas card snowsuits. (Children's clothes) © 28Nov47; KK19263.

Here he is. (Infant's layette and furniture) Clipping. © 18Feb48; KK21480.

Here's why the Lilliputian Bazaar's wonderful cotton knits are in demand wherever there are little children and mothers who know. (Children's clothes) Clipping. © 19Jan48; KK19962.

High fashion. (Misses' hats) Clipping. © 10Mar48; KK22935.

High fashion. (Misses' hat) Clipping. © 19Mar48; KK22687.

High fashion .. low price. (Misses' hat) Clipping. © 23Mar48; KK23829.

High fashion, medium price. A riot of roses. (Misses' hat) Clipping. © 8Mar48; KK21762.

High fashion, medium price. Daisies across the brim. (Misses' hat) Clipping. © 18Mar48; KK21763.

High fashion, medium price. Daisies tell of Spring. (Misses' hat) Clipping. © 5Mar48; KK21764.

High fashion, medium price. Lady Tuscan straw. (Misses' hat) Clipping. © 15Mar48; KK21760.

High fashion, medium price. Lilacs in bloom. (Misses' hat) Clipping. © 11Mar48; KK21761.

High fashion, medium price. The coolie shape. (Misses' hat) Clipping. © 16Mar48; KK21759.

Hundreds of gowns [and] Christmas gifts for men. (Misses' gowns and men's clothes) © 4Dec47; KK19252.

If she's been hinting lately, we bet she's mentioned a handbag from Best's. (Misses' bags) © 5Dec47; KK19254.

IF you've a young man in tow and holiday parties coming up, you couldn't look any prettier than in these Young Cosmopolitan dresses [and] High on the list of what he wants for Christmas, warm jackets. (Misses' dresses and boys' jackets) © 5Dec47; KK19255.

In brief, it's fashion's favorite short wool coat. (Misses' shortie coat) Clipping. © 12Jan48; KK19698.

Individually inexpensive, attractive in combination Best's corduroy separates. (Misses' clothes) Clipping. © 18Apr48; KK22530.

The inexpensive dress. Clipping. © 11Feb48; KK20619.

Investment for spring: a smartly simple coat. (Misses' clothes) Clipping. © 25Feb48; KK21468.

It looks very new, doesn't it? (Misses' clothes) Clipping. © 17Aug47; KK20744.

It's a print you want? (Misses' dresses) Clipping. © 6Feb48; KK20603.

It's easy to see why Best's snowsuits make such attractive Christmas gifts. (Children's snowsuits) © 28Nov47; KK19265.

It's easy to see why she likes her new Best's snowsuits. (Children's suits) Clipping. © 21Nov47; KK20209.

It's fun to buy a Spring hat at Best's. Clipping. © 14Mar48; KK21770.

It's no accident that Best's sells Sapphire sheers. (Misses' stockings) © 7Dec47; KK19258.

It's only natural that the Shirt-maker is an all-time favorite. (Misses' dresses) Clipping. © 11Jan48; KK19699.

It's quality that makes Best's boys' reefers. (Boys' clothes) Clipping. © 27Feb48; KK21466.

It's spring coat time at the Lilliputian Bazaar. (Children's clothes) Clipping. © 29Feb48; KK21464.

The jacket plus a skirt combination. (Misses' clothes) Clipping. © 28Mar48; KK22695.

Jackets and slacks for all the boys with quality by Best's. April's a busy month for parties. (Misses' dresses) Clipping. © 2Apr48; KK22681.

January is the time for a print dress. (Misses' dress) Clipping. © 13Jan48; KK19696.

Just in from Scotland ... a Best exclusive. (Young girls' dresses) Clipping. © 23Oct47; KK19636.

Just when it seems our famous cotton knits are quite perfect. (Children's clothes) Cool and charming, our Nada robe. Clipping. © 22Apr48; KK22921.

Lace-trimmed rayon satin slips and gowns. Clipping. © 12Dec47; KK19535.

A leather bag is a handsome accessory. Two in navy to wear all spring. (Misses' bags and dresses) Clipping. © 24Mar48; KK22690.

Leg-proportioned Sapphire sheers. (Misses' stockings) Clipping. © 1Mar48; KK21488.

Leg-proportioned Sapphire sheers. (Misses' stockings) Clipping. © 21Apr48; KK23907.

Lewispu tweed. (Girls' clothes) Clipping. © 12Mar48; KK21771.

Lewispu tweed. (Misses' clothes) Clipping. © 17Feb48; KK21483.

Lewispu tweed: another Best exclusive worn by thousands of young-minded women. (Misses' clothes) Clipping. © 18Jan48; KK19965.

Lewispu tweed: another Best exclusive worn by thousands of young-minded women. (Misses' clothes) Clipping. © 25Jan48; KK19975.

Life in the nursery. (Infants' layette and furniture) Clipping. © 14Apr48; KK22533.

A lift for winter spirits, felts, in pastels or dark colors laden with lilacs. (Misses' hats) Clipping. © 2Jan48; KK19679.

A light-hearted print is the traditional approach to spring. (Misses' dresses) Clipping. © 19Feb48; KK21477.

Lilac-trimmed Balibuntls. (Misses' hats) Clipping. © 27Feb48; KK21467.

Lilliputian Bazaar. (Infants' set) Clipping. © 4May48; KK23125.

The Lilliputian Bazaar is chock full of corduroy. (Children's clothes) Clipping. © 8Feb48; KK20609.

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The Liliputian Bazaar's fine furniture. Chambray dresses. (Infants' furniture, misses' dresses) Clipping. © 16May48; KK23369.

The Liliputian gift bazaar. (Children's clothes) Clipping. © 23Nov47; KK20599.

Look like a storybook heroine in our hooded corduroy coat. (Misses' coat) Clipping. © 21Jan48; KK20206.

Lovely, cool summer nightgowns. Clipping. © 13May48; KK23368.

Lower prices now 'on French Kislav gloves. Crisp two-piece cottons. (Misses' gloves & dresses) Clipping. © 19Feb48; KK21475.

Made for long, hard wear, corduroys. (Boys' clothing) Clipping. © 13Feb48; KK20614.

Make it a white Christmas with our Nada blouse. (Misses' blouse) © 1Dec47; KK19249.

Maternity dress. Sapphire sheers. (Misses' dress and stockings) Clipping. © 11May48; KK23133.

Men's Botany "500" worsteds [and] The blouse-and-skirt is perfect for teens. (Young men's suit and girl's dress) © 21Nov47; KK18924.

Men's pure worsteds. (Men's suit) Clipping. © 16Jan48; KK19968.

Men's pure worsteds only 60.00. (Men's suits) Clipping. © 9Jan48; KK19689.

Men's pure worsteds. Special little coats in three-quarter length. If you're looking for a shortie coat. Clipping. © 9Apr48; KK22519.

Menswear worsted has become a feminine standby. (Misses' suit) Clipping. © 6Jan48; KK19684.

"Modern Cinderella" dress. The folding travel crib. Panamas. Clipping. © 21Apr48; KK22924.

Moormist. (Misses' stockings) Clipping. © 24May48; KK23894.

Most popular, most sought-after, most handsome Best's success coats. (Misses' coats) © 4Dec47; KK19253.

Multicolored prints, cool and gay in pure silk. Things they need... Liliputian Bazaar. (Misses' dresses; children's sunsuits) Clipping. © 24May48; KK23895.

Munrospun shetland. (Misses' sweaters and block, shampoo) Clipping. © 3Feb48; KK20197.

Nada gray flannels. (Misses' suit) Clipping. © 25Nov47; KK20208.

Natural straw. Young Cosmopolitan Shop. (Misses' hats and clothes) Clipping. © 5Mar48; KK21779.

Navy dresses. Clipping. © 8Mar48; KK21778.

Navy for spring. (Misses' clothes) Clipping. © 22Feb48; KK23912.

Navy gabardine. (Misses' suit) Clipping. © 10Mar48; KK21777.

Navy in winter. (Misses' clothes) Clipping. © 2Jan48; KK19680.

Navy or navy-with-pink.. our new teen suits. (Young girls' suits) Clipping. © 4Mar48; KK21484.

Neckline high or neckline low, you'll like our full-skirted cool and neat rayon prints. (Misses' dresses) Just when it seems our famous cotton knits are quite perfect. (Children's suits) Clipping. © 12Apr48; KK22926.

The new look? (Misses' clothes) © 20Nov47; KK18910.

New patterns in spring colors, pure silk squares 3.95. (Misses' squares) Clipping. © 29Jan48; KK19974.

Nothing will please her like fine lingerie or a rich-feeling robe from Best's. (Misses' clothes) © 7Dec47; KK19257.

Off-the-shoulder dress for a spring wedding. From the famous Liliputian bazaar; a playtime outfit. (Misses' gown. Girl's clothes) Clipping. © 6Apr48; KK22534.

Once in a blue moon there's something new. (Children's clothes) Clipping. © 4Jan48; KK19678.

One coat is prettier than the next. Clipping. © 13Feb48; KK20615.

One coat to wear everywhere, our Young Cosmopolitan greatcoat. (Misses' coat) © 19Nov47; KK18913.

Our inexpensive low-heeled black suedes. (Shoes) Clipping. © 25Apr48; KK22918.

Our little open-crowned straws take to bows and feathers. (Hats) Clipping. © 6Feb48; KK20606.

Our newest full-skirted lightweight wools play up a tiny waist. (Misses' dresses) Clipping. © 12Jan48; KK19697.

Our newest short coat. ... A raincoat with a detachable hood. (Misses' clothing) Sheet. © 23May48; KK23896.

Our popular Inverness, the Stormy Weather coat. Clipping. © 29Mar48; KK22931.

Our tartan plaid; And with your winter coat, the small hat [and] Knit underwear, warm and practical. (Misses' clothes) © 19Nov47; KK18914.

Our Yolande handmades. (Lingerie) Clipping. © 14Mar48; KK22934.

Pack all your Christmas wishes into a good Best handbag. (Misses' handbags) © 12Dec47; KK19243.

Paired for the beach: suit and robe. (Misses' beach set) Clipping. © 8Jan48; KK19677.

Partnerships in cotton. (Misses' skirts and blouses) Clipping. © 27May48; KK23834.

Party dirndl. (Children's dress) Clipping. © 30Jan48; KK20202.

Pastel plaid or a nice, big flare - that's skirt news for girls. Clipping. © 6Feb48; KK20605.

Pastel plaid or a nice, big flare - that's skirt news for girls. Felts in basic colors take on veils for flattery. Clipping. © 12Feb48; KK20612.

Pastel spun rayon. (Misses' dress) Clipping. © 2Jun48; KK24119.

The petticoat influence extends to shiny woven straws with interchangeable trim. (Misses' hats) Clipping. © 29Jan48; KK19952.

A place for everything in the carry-all by Rex. (Misses' cosmetics) © 20Nov47; KK18909.

Polka dots [and] The new look? (Misses' clothes) © 25Nov47; KK18923.

Poppies bloom in January to brighten wintry moods, fur felts at 15.00. (Misses' hats) Clipping. © 8Jan48; KK19692.

Poppies bloom in January to brighten wintry moods - fur felts at 15.00 [and] Spice for 'Young Cosmopolitans' winter wardrobes. (Misses' hats and dresses) Clipping. © 23Jan48; KK19953.

The precise patterns, rich, shining fabric. (Misses' dresses) Clipping. © 3Mar48; KK21486.

Pretty picture--red-and-navy rayon teen taffeta. (Misses' dress) Clipping. © 4Mar48; KK21485.

Prints bloom under dark furs. (Misses' dresses) Clipping. © 28Dec47; KK19539.

A prom dress in a delicate fabric. (Misses' gowns) Clipping. © 21May48; KK23901.

Purely enchanting. The Liliputian Bazaar is chock full of corduroy. (Misses' hats and children's clothes) Clipping. © 18Feb48; KK21481.

Rambler rose. Lots of cottons. (Misses' and girls' dresses) Clipping. © 6May48; KK23127.

Rambler rose housecoat. Protection against April showers: smart and practical raincoats. Clipping. © 15Apr48; KK22532.

Rayon lace. Classic tennis dresses. Brand new... cotton knit. (Misses' clothes; children's swimsuits) Clipping. © 3Jun48; KK23840.

Rayon suit. Summer gabardines. Clipping. © 28Apr48; KK22912.

Regulation reefer. Best-flex. (Boys' coat set and shoes) Clipping. © 5Mar48; KK21780.

Required for graduation. (Misses' gowns) Clipping. © 12May48; KK23363.

The reversible coat. Smooth woven straws. (Misses' hats) Clipping. © 23Apr48; KK22920.

The reversible coat. The jacket plus a skirt. (Misses' clothes. Girls' coats) Clipping. © 8Apr48; KK22522.

Right now we've a gay collection of young cosmopolitan fashions. (Misses' clothes) Clipping. © 28Dec47; KK19541.

Right out of the Liliputian Bazaar. Children's gloves. (Children's clothes and gloves) Clipping. © 23Mar48; KK23910.

The romantic charm of another era. (Misses' dresses) Clipping. © 9Jan48; KK19688.

Rubber soles. Pure silk prints. (Misses' dresses, girls' shoes) Clipping. © 7May48; KK23128.

Sailing blues. (Girls' clothes) Clipping. © 23Apr48; KK22919.

Sailing blues. (Misses' playclothes) Clipping. © 11Apr48; KK22525.

Sapphire sheers. (Misses' stockings) © 25Nov47; KK18920.

Sapphire sheers. (Misses' stockings) Clipping. © 17Feb48; KK21482.

Sapphire sheers [and] Ski outfit. (Misses' ski suit and stockings) © 19Nov47; KK18915.

Sapphire sheers "the nylons everyone loves." (Misses' stockings) Clipping. © 7Jan48; KK19693.

Sapphire sheers, the nylons everyone loves. (Misses' stockings) Clipping. © 10Feb48; KK20610.

Seersucker Eton. Our Charmeen gabardine. (Boys' suit, misses' suit) Clipping. © 13May48; KK23366.

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BEST AND COMPANY, INC. Cont'd.

Seersucker jacket [and] Young cosmopolitan cottons. (Boys' set [and] Misses' dresses) Clipping. © 18Jun48; KK24580.

Separates are an inexpensive way of achieving wardrobe changes. (Misses' clothes) Clipping. © 22Jan48; KK19958.

Shawl-collared and Christmas-pretty quilted robe. (Misses' robe) Clipping. © 1Dec47; KK20004.

She or he loves fine, classic clothes? Then Boxlax gloves are the perfect gift. Clipping. © 16Dec47; KK19528.

Sheer wool with bows or ruffles. (Misses' dresses) Clipping. © 17Nov47; KK20405.

She'll love finding a dainty white blouse. Clipping. © 15Dec47; KK19538.

She's a teen [and] Young Cosmopolitan dresses. (Misses' dresses) © 21Nov47; KK18918.

Shirtmaker, 1948. (Misses' dress) Clipping. © 15Jan48; KK20207.

Shopping at Best's Young Cosmopolitan Shop. Refreshing colors and low price tags for the new checks and plaids. (Misses' and girls' clothes) Clipping. © 6Feb48; KK20604.

Short coat. (Misses' coat set) Clipping. © 2May48; KK23124.

The short coat. "Youth is our specialty." (Misses' clothes) Clipping. © 2May48; KK23123.

The shortie coat is new in corduroy. It's play. (Misses' coat. Boys' & girls' clothes) Clipping. © 11Apr48; KK22527.

Shorts and shirts. Summer means fun. (Girls' clothes) Clipping. © 30Apr48; KK22906.

Silk shantungs. (Misses' dresses) Clipping. © 9May48; KK23130.

Simple distinction in silk shantungs. (Misses' two-piece dresses) Clipping. © 20May48; KK23904.

Ski clothes for outdoor sports and errands. (Misses' ski suit) Clipping. © 2Jan48; KK19681.

Skirts-blouses. (Young girls') Clipping. © 20Jun48; KK24583.

Sleep, baby sleep. (Infant's clothes and furniture) Clipping. © 27Jan48; KK19973.

Small expenditure. Fine cottons. (Misses' clothes) Clipping. © 16Mar48; KK21769.

Smart new suits. Jackets and slacks for all the boys. (Girls' and boys' clothes) Clipping. © 19Mar48; KK22685.

So many new Liliputian Bazaar cottons. The tailored blouse. (Children's dresses. Misses' blouses) Clipping. © 4Mar48; KK21460.

Soft-tinted chambrays. (Young Cosmopolitans' dresses) Clipping. © 13Jun48; KK24369.

Some girls want a suit for spring. Clipping. © 19Mar48; KK22933.

Some of the smartest spring wools are boleros. (Young girls' clothes) Clipping. © 27Feb48; KK21465.

"Something blue" for the springtime bride. Pure silks. (Misses' bridal gown and dresses) Clipping. © 1Apr48; KK22698.

Something lovely to wear .. and to dance in .. is the no. 1 gift for young cosmopolitans. (Misses' dresses) Clipping. © 21Dec47; KK19542.

Something she'll really use? (Misses' robes) © 11Dec47; KK19244.

Special! In time for Christmas giving, 16-rib nylon umbrella exclusive with Best's [and] Wonderful combination, the Liliputian Bazaar's famous cotton knits and The Best Triplets, lovely Alice, Barbara and Carol. (Umbrella and children's clothes) © 1Dec47; KK19248.

Special purchase! Solid maple crib. Special purchase. Maternity ensemble. (Furniture. Misses' coat and set) Clipping. © 20Apr48; KK22531.

Special values timed for spring outings. (Infants' furniture) Clipping. © 5Apr48; KK22538.

Spring and Balibuntls go together. (Misses' hats) Clipping. © 20Feb48; KK21474.

Spring essentials. (Misses' shoes) Clipping. © 1Mar48; KK21489.

A Spring print can be the most versatile dress in your wardrobe. Clipping. © 11Mar48; KK21774.

Spring shoes. The silhouette. (Misses' shoes and dresses) Clipping. © 17Mar48; KK22683.

Star Sapphires are lovelier than ever in new spring colors. (Misses' stockings) Clipping. © 20Feb48; KK21472.

Step toward spring in patent leather. (Misses' shoes) Clipping. © 19Feb48; KK21476.

A stripe, a plaid, a print. (Misses' dresses) Clipping. © 22Apr48; KK22922.

A summer suit? Have it in pastel percale. The finest country clothes. (Misses' clothes) Clipping. © 6Apr48; KK22523.

Summer wardrobe additions. (Misses' dresses) Clipping. © 14May48; KK23370.

Summertime flatterer. (Misses' hat) Clipping. © 4Jun48; KK24114.

Surprisingly inexpensive, our youthful, dark, rayon crepe. (Misses' dress) Clipping. © 3Feb48; KK20598.

Suspants. (Misses' panty) Clipping. © 17May48; KK23371.

Sutton tweed. (Misses' suit) Clipping. © 3Feb48; KK20198.

Sutton tweed. Modern Cinderella dress. A choice collection for summer, cotton dresses. Clipping. © 11Apr48; KK22526.

Swim suits. (Children's) Clipping. © 16Jun48; KK24576.

Swim suits. (Misses' swim suits) Clipping. © 19May48; KK23905.

Teen separates. (Young girls' dresses) Clipping. © 17Dec47; KK19530.

Teens attention! (Young girls' clothes) Clipping. © 9May48; KK23129.

The teens love our gay young dresses. (Young girls' dresses) © 12Dec47; KK19242.

That summer sports classic, the American golfer. Cool and dainty, cotton batiste. (Misses' dresses & slips) Clipping. © 26May48; KK23831.

That summer sports classic, the American golfer. The sun dress with jacket. (Misses' dresses) Clipping. © 23May48; KK23898.

There's Christmas in the rustle of these party frocks. (Girls' dresses) © 5Dec47; KK19256.

These little felts are having great success, because of their youth. (Misses' hats) © 20Nov47; KK18927.

They're suits and separates from the Liliputian Bazaar. (Children's clothes) Clipping. © 4Mar48; KK21461.

They're wool flannel separates. (Children's clothes) Look pretty in our off-the-face felt. (Misses' hats) Clipping. © 5Feb48; KK20601.

They've sold by the thousands, they make wonderful Christmas gifts, pure silk squares 3.95. (Misses' scarfs) © 30Nov47; KK19247.

Things they need for beach and sun from the Liliputian Bazaar. (Children's playclothes and shoes) Clipping. © 27May48; KK23832.

This is sweater time and these are some of Best's good sweaters. (Boys' sweaters) Clipping. © 8Apr48; KK22521.

This year's snow babies have such lovely things to be snug in. (Children's clothes) Clipping. © 6Oct47; KK20972.

Thoughtful gifts, little boys' first suits [and] If she or he prefers the niceties of life, then by all means, gloves by Kislav. (Infants' suits and misses' and mens' gloves) © 3Dec47; KK19250.

Through the day with baby furnishings. (Baby's clothes and furniture) Clipping. © 11Jan48; KK19687.

The tie silk print. (Misses' dress) Clipping. © 17Jun48; KK24578.

Tiny checks and the rustle of rayon taffeta; the Best triplets and their Christmas card snowsuits [and] Your winter coat has ballerina grace, too. (Misses' and children's clothes) © 24Nov47; KK18922.

To help your clothes look better well cut slips. (Misses' slips) Clipping. © 4Feb48; KK20211.

To keep normal, young feet healthy, keep them in Best-Flex. (Children's shoes) Clipping. © 5Jan48; KK19685.

Tulle, the same romantic rayon that goes into ball gowns, is fresh and new on felt [and] The Best Triplets wear their Christmas corduroys. (Misses' hats and girls' dresses) © 8Dec47; KK19241.

Tuscan straw. (Misses' hats) Clipping. © 31Mar48; KK22930.

Tuscan straw, black rayon velvet. (Misses' hats) Clipping. © 6Apr48; KK22535.

Tweed and tailoring combine to make Liliputian Bazaar coat sets outstanding values in quality and good taste. (Children's clothes) © 13Nov47; KK18917.

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Tweed reefers. (Boys' clothes) Clipping. © 20Feb48; KK23458.

A twinkling dance frock for when the stars twinkle. (Misses' gown) Clipping. © 14Jan48; KK19959.

Two adorable reasons why teens love Best's, a plaid cotton. Cotton separates. Enduring style and fabric: worsted gabardine. (Girls' dresses. Misses' suit) Clipping. © 9Apr48; KK22528.

Two-piece cottons. (Misses' dresses) Clipping. © 1Jun48; KK23839.

Two-piece navy wool. (Misses' suits) Clipping. © 19Jan48; KK19964.

Under my coat now; without it in spring, a long-jacketed wool gabardine suit. (Misses' suit) Clipping. © 30Jan48; KK20203.

The vacation clothes you need. (Misses' beach clothes) Clipping. © 20Jun48; KK24582.

A very choice Christmas sale. (Misses' blouses) © 8Dec47; KK19259.

Warm are all hands wearing our knit-lined pigskin gloves [and] Rich rayon brocade jackets top rustling ballerina skirts. (Misses' gloves and gowns) © 13Nov47; KK18916.

Wash suits. (Boys' clothes) Clipping. © 12Mar48; KK21772.

Wash suits. Scenic print pure silk dinner dress. Clipping. © 18Mar48; KK21766.

What does a young cosmopolitan dream of for Christmas? One of Best's dream dresses to dance away the holidays in. Clipping. © 12Dec47; KK19533.

When the spectator supplies the show, spectator pumps. (Misses' shoes) Clipping. © 7Jan48; KK19683.

When the sun shines brightly, or when the sun goes down, it's fun to wear our cotton patio dresses. (Misses' dresses) Clipping. © 14Jan48; KK19694.

When you buy corduroy... (Boys' clothes) All the charm of a Victorian era. (Misses' blouses) Clipping. © 1Apr48; KK22691.

The white buck shoe. Clipping. © 29Apr48; KK22911.

White cotton blouses. (Misses' blouses) Clipping. © 19Apr48; KK23372.

White fabric gloves. (Misses' gloves) Clipping. © 11May48; KK23122.

White for flattery at the beach. (Misses' beach clothes) Clipping. © 26Jan48; KK19956.

White for graduation, pastels for other occasions. (Misses' dress) Clipping. © 9May48; KK23131.

White gloves. Life in the nursery. (Infants' articles) Clipping. © 28Apr48; KK22913.

White-ground plaid taffeta; Wool knits. (Misses' and children's clothes) Clipping. © 15Dec47; KK19537.

White rayon sharkskin. New designs in the Liliputian Bazaar's famous cotton knits. (Misses' dresses. Children's clothes) Clipping. © 12May48; KK23364.

A whole world of wardrobe ideas in Best's casual clothes. (Misses' clothes) Clipping. © 23Oct47; KK19637.

A wise teen knows her sailing blues. (Girls' clothes) Clipping. © 4Jun48; KK24118.

With Christmas practically here, things are really humming for our teens. (Misses' dresses) © 28Nov47; KK19246.

Wool flannel. Pastel plaid or nice, big flare--that's skirt news for girls. (Misses' suit and girl's skirts) Clipping. © 20Feb48; KK21473.

Wool flannel. Spring wardrobe. (Boys' and misses' clothes) Clipping. © 12Mar48; KK21773.

The wool greatcoat in a fine Fürstmann fabric. (Misses' coat) Clipping. © 14Jan48; KK19700.

Wool jacket. (Misses' clothes) Clipping. © 3Mar48; KK21782.

Wool toppers. Clipping. © 4Jun48; KK24117.

Yolande handmades. (Lingerie) Clipping. © 8Apr48; KK22927.

Yolande handmades are one of the nicer ways to say "Merry Christmas." (Misses' slips and gowns) © 10Dec47; KK19245.

You should see all the suits. Clipping. © 11Feb48; KK20620.

Young Cosmopolitan rayon sheers are cool in midsummer. (Young misses' dresses) Clipping. © 11Jun48; KK24367.

Young Cosmopolitan Shop. (Misses' clothes) Clipping. © 27Feb48; KK21783.

A Young Cosmopolitan wants a Shortie coat. Clipping. © 3Apr48; KK23830.

"Youth is our specialty." (Children's clothes) Clipping. © 23Mar48; KK22932.

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Polarpak. (Beverage carton) Label. © 20May48; KK24343.

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BINDER, Erwin N. SEE U. S. Conserve Co.

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Gold medal products for art and craft work. (Crayons, chalks, paints, etc.) Booklet. © 1Mar48; KK22640.

A new art medium ... Artista Flexola paint. Folder. © 23Feb48; KK22360.

A new medium, with all the character of oil paint and none of its disadvantages. (Water-soluble paint) Sheet. © 1Apr48; KK23299.

Price list. no. 24. (Crayons, chalks, paints) Booklet. © 8Jan48; KK22639.

Recommended schedule of quantity prices. (Paints) Folder. (40) © 23Feb48; KK22359.

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As life begins, or threatens to end, Lobelin (Alpha lobeline-hydrochloride) (Medicine) Card. © 10Sep47; KK19113.

In Psoriasis increase the odds in the patient's favor by using Sas-Par tablets and Ultroine ointment. (Medicine) Card. © 16Jul47; KK19115.

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Medical combat team in the fight against amebiasis, Anayodin - Bischoff. (Medicine) Folder. © 30Jun47 (in notice: 1946); KK20487.

An ounce of prevention and a pound of cure. Aquakay-injectable, vitamin K. (Medicine) Card. © 8Sep47; KK19112.

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- P-104 power driven hydraulic pump. (Pumps) © 11Jun47; KK18875.
- P-197 power-driven hydraulic pump. Folder. (Bull. 2-P) © 29Dec47; KK21208.
- Performance data - P-104 pump. (Hydraulic equipment) Sheet. © 29Dec47; KK21209.
- Power-Packer hand-operated hydraulic pumps. Folder. (Bull. 3-P) © 29Dec47; KK21210.
- Rams..for hand operated and power-driven systems. (Rams) © 11Jun47; KK18874.
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Blickman popular price--standard steam tables. (Steam tables) Folder. © 6Jan47; KK19012.
- Instructions for adjustment of coffee urn thermostat. (Coffee urn thermostat) Card. © 27Aug47; KK19014.
- Instructions for installing and adjusting model GC Robertshaw coffee urn thermostat. (Thermostats for coffee urns) Card. © 25Jul47; KK19013.
- Stainless steel small ware for the dyehouse. (Stainless steel small ware) Sheet. © 29Apr47; KK19011.
- BLOCK, Burton.** SEE Block Co.
- BLOCK COMPANY.**
Closet Caddy. (Household utilities rack) Label. © Block Co., Burton Block, owner; 3Jan48; KK23454.
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America's complete line of work clothes. Sheet. © 21Nov47; KK20438.
- For my money, here's salesmanship! (Work clothes) Sheet. © 23Jan48; KK21508.
- "Have you read a Qualitag recently?" (Work clothes) Sheet. © 9Jan48; KK19764.
- "Here's the 'best seller' of 1948!" (Work clothes) Sheet. © 26Dec47; KK19762.
- Nobody has to be sold on Qualitag! (Work clothes) Sheet. © 6Feb48; KK21507.
- Only one string attached to this guarantee! (Work clothes) Sheet. © 5Mar48; KK21510.
- This Qualitag gives every reason for buying! (Work clothes) Sheet. © 20Feb48; KK21511.
- We'll be on hand to greet you. (Work clothes) Sheet. © 20Jan48; KK21509.
- Work clothes shopper asks: "Why aren't Qualitags on other brands of work clothes?" Sheet. © 14Nov47; KK19765.
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- Combination offer plan, buy the cookware now. Sheet. © 18Feb48; KK20451.
- This card is worth money to you! (Molded aluminum cookware) Folder. © 4Jun48; KK24076.
- Use this card; save over 40 o/o with this card. (Molded aluminum cookware) Card. © 30Dec47 (in notice: 1948); KK19025.
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--And give me wisdom to guide his tiny feet. (Book) Sheet. © 20Mar48; KK21432.
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How-dee notes from Io-way. (Stationery) Label. © Nellie M. Housden, d.b.a. The Book Nook Studio; 20Mar48; KK21542.
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- Borden's homogenized evaporated milk. Label. © The Borden Co.; 21Apr48; KK22607.
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- But, darling, you can't bribe a child into loving you! (Dairy product) Sheet. © The Borden Co.; 27Dec47; KK19081.
- But, dear, what's wrong with a woman for president? (Dairy products) Sheet. © The Borden Co.; 20Mar48; KK22033.
- But should parents try to control a child's future? (Dairy products) Sheet. © The Borden Co.; 26Dec47; KK19080.
- But who could have told the newspapers? (Dairy products) Sheet. © The Borden Co.; 11Jul47; KK20920.
- A child isn't bad just because he does naughty things. (Dairy products) Sheet. © The Borden Co.; 24Jan48; KK20655.
- Count on me to boost your \$25,000 baby-naming contest. (Dairy products) Clipping. © The Borden Co.; 15Oct47; KK20439.
- Do all husbands change after marriage? (Dairy products) Sheet. © The Borden Co.; 16Apr48; KK22608.
- Do parents expect too much of their children? (Dairy products) Sheet. © The Borden Co.; 21Feb48; KK20654.
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- Feel first rate in '48; a perfect pick-up for that post-holiday feeling. (Buttermilk) Clipping. © The Borden Co.; 2Jan48 (in notice: 1947); KK20915.
- The finest in the square. (Milk) Clipping. © The Borden Co.; 9Feb48; KK20916.
- Full o' fresh bananas! (Ice cream) Poster. © The Borden Co.; 1Jun47; KK19615.
- Give your friends a merry Christmas. (Cheese) Folder. © The Borden Co.; 10Oct47; KK20653.

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BREDENBECK, Fred W. SEE Bredenbeck Products.

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Is a "dead" pillow robbing you of sleeping comfort? Clipping. © 3Oct47; KK19446.
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Can-Sel Italian salad dressing. Label. © Selma Canepa & Robert C. Canepa, d.b.a. Can-Sel Products; 21May48; KK24049.

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Lovely Miss by Canterbury. (Ladies stockings) Label. © 14Jan48; KK24039.

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CANUTE COMPANY.
Canute water. (Hair coloring preparation) Label. © The Canute Co.; 19Feb48; KK23345.

CAPEWELL MANUFACTURING COMPANY ©.
Technite-molybdenum high speed; press down on forward stroke. (Hand hack saw blades) Label. © The Capewell Manufacturing Co.; 23Apr48; KK24571.

CAPITAL BAKERS, INC. ©.
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CAPITOL FUEL COMPANY.
Successful sales service for 28 years. (Coal) Sheet. © The Capitol Fuel Co.; 30Apr48; KK23287.

25 railroads shipped by The Capitol Fuel Company. (Coal) Sheet. © The Capitol Fuel Co.; 30Apr48; KK23383.

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CAPITOL RECORDS, INC. ©.
Collectors' items. (Phonograph record albums) Label. © 2Jan48; KK19704.

Jo Stafford sings American folk songs. (Record album) Label. © 26Apr48; KK22555.

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Let's fly to Mexico with Margaret O'Brien. (Record album) Label. © 22Mar48; KK22556.

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Nellie Lutcher. (Record album) Label. © 1Mar48; KK22558.

Oklahoma hills - Jack Guthrie memorial album. (Record album) Label. © 5Apr48; KK22560.

A presentation of progressive jazz. (Record album) Label. © 10May48; KK23177.

Rendezvous with Peggy Lee. (Record album) Label. © 29Mar48; KK22554.

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CARBIDE AND CARBON CHEMICALS CORPORATION ©.
A third dimension in fire fighting. (Fire fighting chemicals) Sheet. © 31Aug47; KK19481.

Times have changed. (Fire fighting chemical) Sheet. © 28Apr48; KK22987.

CARBONITE METAL COMPANY ©.
Carbonite, nickelite, two to tie to. (Babbitt metals) © John Marshall Dunning, d.b.a. Carbonite Metal Co.; 1Aug47; KK18850.

CARD MART, INC. ©.
Little ones. (Greeting cards) Label. (2026) © 30Mar48; KK22992.

CARLBERG CORPORATION ©.
Baroness. (Silver service ware) © 30Oct47; KK18828.

Comtesse. (Silver service ware) © 30Oct47; KK18829.

CARLIN, ARVID F. ©.
Carlin's in a jiffy. (Toilet paper holder and shelf) Sheet. © 10Jun48; KK24389.

CARNATION COMPANY ©.
Alan Ladd says: "My dog is a real Friskies fan." (Dog food) Clipping. © 24Oct47; KK18988.

Drum is mighty strong for Friskies. (Dog food) Clipping. © 30Jan48; KK24496.

For a velvet blend in candy use Carnation. (Evaporated milk) Clipping. © 19Dec47; KK21493.

For a velvet blend in coffee, use Carnation. (Evaporated milk) Clipping. © 2Feb48; KK22165.

Friskies keep Fox healthy and happy. (Dog food) Clipping. © 3Jan48 (in notice: 1947); KK21495.

"Healthy and frisky, that's Duke", says lovely Virginia Mayo. (Dog food) © 28Nov47; KK18904.

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Here again .. that Carnation velvet blend. (Evaporated milk) Clipping. © 21Jan48; KK21494.
 "On velvet" with Carnation milk. (Evaporated milk) Sheet. © 26Sep47; KK19997.
 Peach cream pie. (Evaporated milk) © 18Oct47; KK18905.

CARNATION Company. SEE ALSO Albers Milling Co.

CARTER, DOUGLAS M. ©.

Mermaid brand. (Fresh and frozen seafood) Label. © 28Mar48; KK21634.

CARTER CARBURETOR CORPORATION ©.

Your Carter carburetor is the power center. Clipping. © 2Jun48; KK24144.

Your Carter carburetor is the power center of your engine. Clipping. © 28Apr48; KK23990.

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CARTER PRODUCTS, INC. ©.

Arrid. (Deodorant and anti-perspirant) © 21Nov47; KK18891.

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CARTIER-BRESSON ©.

C B cottons, fast colors, they boil. (Crochet cotton) Folder. © 1Feb48; KK21060.

Weave it with C-B brilliant perlé cotton. (Crochet cotton) Folder. © 1Feb48; KK21222.

CASCADE FROZEN FOODS, INC. ©.

Agen Quick Freeze green peas. Label. © 27Jun44; KK19085.

CASCO PRODUCTS CORPORATION ©.

Casco insect killer. Label. © 9Feb48; KK22197.

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CASE (J. I.) COMPANY ©.

The saga of Sawdust Sam. (Wall hangers; individual cartoons) Folder. © 25May48; KK24220.

CASH (J. and J.) INC. ©.

Cash's woven names for protection, for identification, for everything you own. (Woven name tapes) Sheet. © 2Jan48; KK19373.

CASKEY BAKING COMPANY, INC. ©.

Caskey's twin-pack. (Bread) Label. © 3Feb48; KK22206.

CASTILLO, Elmer R. SEE International Pharmacy.

CEDERGREEN FROZEN PACK CORPORATION ©.

It's here! The remarkable vitamin pack. (Frozen foods) Clipping. © 10Jun48; KK24616.

CENTENNIAL FLOURING MILLS COMPANY ©.

New, exciting, fun! Centennial's double-your-win contest. (Pancake and waffle flour) Clipping. © 14Apr48; KK22453.

CERTAIN-TEED PRODUCTS CORPORATION ©.

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CHALMERS (HARVEY) & SON, INC. ©.

Mother of pearl. (Buttons) Label. © 27Apr48; KK22512.

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Chamberlin insulate-windows. (Storm windows for metal casements) Folder. © 11May48; KK23675.

The Chamberlin Weathertwin. (Combination storm sash and screens) Folder. © 7May48; KK23220.

How to get the greatest benefit from your Chamberlin Weathertwin combination storm windows and screens. Folder. © 18Mar48; KK21549.

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Going places this winter? (Antiseptic lip balm stick) Clipping. © 2Jan48; KK19580.

It's 'Chap Stick' time. (Antiseptic lip balm stick) Clipping. © 16Jan48; KK19581.

When you have a cold. (Antiseptic lip balm, stick) Clipping. © 13Feb48; KK20289.

CHARAY'S, INC. ©.

Puss in doll boots! (Children's toys) Device. © 1Apr48; KK21708.

CHARMETTE FABRICS COMPANY, INC. ©.

26 hints for home sewing. (Piece goods) Folder. © 1Jun48; KK24241.

CHASE, Erwin O. SEE Science Industries.

CHASE, Evelyn. SEE Science Industries.

CHASE, Judith W. SEE Science Industries.

CHASE, Stanley M. SEE Science Industries.

CHATHAM MANUFACTURING COMPANY ©.

A gift of beauty, a gift for a bride, Chatham's white, white Magnolia blanket. Sheet. © 20Apr48; KK22966.

New wonderful way to give a Chatham Lamsdown blanket. Sheet. © 4Apr48; KK22967.

CHATTANOOGA PHARMACAL COMPANY, INC. ©.

Hydrocollator steam pack. Label. © 29Mar48; KK23232.

CHICAGO PRINTING INK COMPANY ©.

Pentol. (Metallic printing ink regulator) © 1Dec47; KK18955.

CHICAGO ROLLER SKATE COMPANY ©.

For health's sake roller skate. Poster. © 15Jul48; KK20570.

CHICAGO SHOW PRINTING COMPANY.

Mystik Adhesive Products Division ©. Don't get mad, get Mystik. (Adhesive tape) Label. © 1Nov47; KK19544.

CHICAGO TRIBUNE ©.

Baby Sparkle Plenty paper dolls. (Activity box for juveniles) Label. © 2Jan48; KK19566.

CHICAGO WHEEL AND MANUFACTURING COMPANY ©.

Silver Bond. (Grinding wheels) Sheet. © 1Feb48; KK21532.

CHILCOTE COMPANY.

Make their days perfect. (Photographs, albums) Folder. © The Chilcote Co.; 5Mar48; KK21513.

Mother's Day, May 9--Father's Day, June 20. (Mailing pieces, displays) Folder. © The Chilcote Co.; 5Mar48; KK21514.

Perk up pop with your picture. (Photographs, albums) Post card. © The Chilcote Co.; 5Mar48; KK21512.

Preserve this memorable occasion. (Supplies for professional photographers) Folder. © The Chilcote Co.; 1Feb48; KK20597.

Selling with sentiment. (Supplies for professional photographers) Folder. © The Chilcote Co.; 1Feb48; KK20596.

Your picture makes her day perfect, his day happier. (Photographs & albums) Poster. © The Chilcote Co.; 5Mar48; KK21515.

CHRYSLER CORPORATION ©.

The beautiful Chrysler, swiftly, softly, smoothly. (Motor car) Clipping. © 31Dec47 (in notice: 1948); KK21541.

Brakepower the beautiful Chrysler. (Motor car) Sheet. © 13Feb48; KK21298.

Brakepower the beautiful Chrysler. (Motor cars) 24-sheet poster. © 25Apr48; KK23825.

Horsepower .. the beautiful Chrysler. (Motor car) 24-sheet poster. © 25Feb48; KK23823.

Install new MoPar Jiffy Jet windshield washer. Loose-leaf folder. © 16Dec47; KK20302.

MoPar body repair panels. Loose-leaf folder. © 1May48; KK24390.

MoPar Dodge "job-rated" truck accessories. Sheet. (D-12073) © 9Apr48; KK22104.

MoPar exhaust extension, part no. 830253. Sheet. (D-12074) © 4Feb48; KK22105.

MoPar front compartment Universal floor mats. Folder. (D-11967) © 15Nov47; KK20127.

MoPar pneumatic cushion. Loose-leaf sheet. (D-12133) © 1May48; KK24391.

MoPar power line batteries. Folder. (D-11976) © 15Nov47; KK20128.

MoPar shock absorbers. Folder. (D-11847) © 15Nov47; KK20129.

The new MoPar truck master hot water heater. Folder. (D-12113) © 1Apr48; KK24392.

The new .. MoPar truck master hot water heater. Loose-leaf folder. © 15Nov47; KK20301.

Outside rear-view mirror. Sheet. (D-12071) © 27Mar48; KK22106.

Smooth as a canoe the beautiful Chrysler. (Motor cars) 24-sheet poster. © 25Mar48; KK23824.

View-master rear view mirror. Loose-leaf sheet. (D-12185) © 11May48; KK24393.

We aim to take care of our own. (Motor cars) Sheets. © 11Mar48; KK22983.

CICERO MACARONI COMPANY.

Golden Harvest pure egg noodles. Label. © Caesar Pucci, d.b.a. Cicero Macaroni Co.; 2Jan48; KK23211.

CINCINNATI VARNISH COMPANY.

Home decorating color selector. (Paints) Folder. © The Foy Paint Co., inc., The Cincinnati Varnish Co., subsidiary; 2Jan48 (in notice: 1945); KK22657.

CIVINS, Sam. SEE Plymold Co.

CLARK (D. L.) COMPANY ©.

The center of attraction. A ten-strike for taste. (Candy) Clipping. © 19Nov47; KK19149.

The center of attraction. Clark bar scores with me! (Candy) Clipping. © 8Oct47; KK19151.

The center of attraction. I go for a Clark bar. (Candy) Clipping. © 24Sep47; KK19150.

The center of attraction in candy bars. Clark bar hits high C with me. Clipping. © 14Jan48; KK22545.

Clark bar keeps me on my toes. (Candy) Clipping. © 4Feb48; KK22546.

I'll jump for a Clark bar any time! (Candy) Clipping. © 24Mar48; KK22548.

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Thomas Charles, favorite hobby sleight-of-hand, favorite candy Clark bar. Clipping. © 25Feb48; KK22547.
- CLARK-BABBITT FOODS, INC. ©.
Poland pale dry ginger ale. (Carbonated non-alcoholic beverages) Label. © 24Oct47; KK19742.
Poland sparkling orange soda. (Carbonated non-alcoholic beverages) Label. © 10Feb48; KK20166.
Poland sparkling Tom Collins mixer. (Carbonated non-alcoholic beverages) Label. © 10Feb48; KK20167.
- CLARK BROTHERS CHEWING GUM COMPANY ©.
Freshly minted. (Chewing gum) Sheet. © 15Dec47; KK19855.
- CLARK GRAVE VAULT COMPANY.
And suddenly, the heart is lighter. (Grave vaults) Clipping. © The Clark Grave Vault Co.; 1Mar48; KK21843.
It's like a warm shaft of sunshine. (Grave vault) Clipping. © The Clark Grave Vault Co.; 1Apr48; KK21734.
- CLAYTON (A. C.) PRINTING COMPANY ©.
Drury Lane fine footwear. (Shoes) Label. © 12Apr48; KK22207.
Marshall Field & Company shoe salon. (Shoes) Label. © 12May48; KK23317.
- CLAYTON, Glyn. SEE Horn-Williams Motor Co.
- CLEVELAND HOME BREWING COMPANY.
Black Forest Sonny's premium beer. Label. © The Cleveland Home Brewing Co.; 16Jun48; KK24374.
- CLING PEACH ADVISORY BOARD ©.
Boston peach cream dessert. (Canned peaches) Clipping. © 10Jan48 (in notice: 1947); KK21570.
Frosty peach sherbet. (Canned cling peaches) Clipping. © 10May48; KK23941.
Jeweled fruit salad. (Fruit cocktail) Clipping. © 10Feb48; KK22174.
Old style peach cobbler. (Canned cling peaches) Clipping. © 12Dec47; KK19119.
Paul Whiteman discovers the queen of desserts! Fruit sundae pie! (Fruit cocktail) Sheet. © 30Nov47; KK19823.
Peach buttercrunch. (Canned cling peaches) Clipping. © 10Apr48; KK23209.
Peach party loaf. (Canned cling peaches) Clipping. © 10Mar48; KK21393.
Peaches in orange sauce. (Canned cling peaches) Clipping. © 10Mar48; KK21395.
Pickled peaches. (Canned peaches) Clipping. © 15Nov47; KK19120.
Quick peach desserts. (Canned cling peaches) Clipping. © 10Feb48; KK21392.
- CLIPPER BELT LACER COMPANY ©.
And now .. perfection in belt joints, no. 9 portable lacer. Folder. (59) © 16Feb48 (in notice: 1947); KK20347.
- CLOROX CHEMICAL COMPANY ©.
Are your "guest linens" yellowing on a shelf? (Household bleach and disinfectant) Clipping. © 6May48; KK23264.
Clorox is first with America's housewives because it offers both! (Household bleach & disinfectant) Clipping. © 15Apr48; KK22594.
Does everybody get a bath but the bathroom? (Household bleach and disinfectant) Clipping. © 13May48; KK23953.
Does your laundering method give you all these benefits? (Household bleach and disinfectant) Clipping. © 27May48; KK24553.
- Exclusive ultra-refined Clorox. (Liquid cleaning and washing compound) Label. © 20May48; KK23474.
How to make white cottons and linens last longer! (Household bleach and disinfectant) Clipping. © 17Apr48; KK23954.
How to make white cottons and linens last longer! (Household bleach & disinfectant) Clipping. © 22Apr48; KK22593.
It's modern to make bathrooms Clorox-clean! (Household bleach and disinfectant) Clipping. © 17Jan48; KK20764.
The modern way to launder is with Clorox! (Household bleach and disinfectant) Clipping. © 17Mar48; KK21559.
Stained linens are restored to their original beauty by Clorox! (Household bleach and disinfectant) Clipping. © 17Feb48; KK21558.
There's more on your drainboard than meets the eye! (Household bleach and disinfectant) Clipping. © 29Apr48; KK23263.
They're both yours when your choice is Clorox! (Household bleach and disinfectant) Clipping. © 20May48; KK23952.
What's the "inside story" of your refrigerator? (Household bleach and disinfectant) Clipping. © 3Jun48; KK24554.
- CLOUD, B. H. ©.
Rainbow ointment. Label. © 15Jan48; KK23679.
- CLUB ALUMINUM PRODUCTS COMPANY ©.
Club Aluminum hammercraft waterless cookware. (Molded aluminum cookware) Sheet. © 24Dec47 (in notice: 1948); KK19744.
Club Aluminum hammercraft waterless cookware. (Molded aluminum cookware) Sheet. © 12May48; KK23250.
Club Aluminum hammercraft waterless cookware. Pre-war prices. (Molded aluminum cookware) Sheet. © 22Dec47; KK19236.
Club Aluminum hammercraft waterless cookware no. 1 set, no. 2 set. (Molded aluminum cookware) Sheet. © 16Jan48; KK19586.
Club Aluminum, how to put more tenderness in pot roast. (Molded aluminum cookware) Clipping. © 30Jan48; KK20114.
Club Aluminum's Pot'n'pan pads should be sold with every utensil. (Soap filled pads) Sheet. © 28Nov47; KK18974.
Club, it's our birthday, 25th anniversary. (Molded aluminum cookware) Folder. © 7Jan48; KK19285.
Easier teaching. (Molded aluminum cookware) Sheet. © 16Jan48; KK19587.
Every family can put these two pieces to work now. (Molded aluminum cookware) Sheet. © 1Jun48; KK23881.
Get this full-color teaching chart free. (Molded aluminum cookware) Sheet. © 5Feb48; KK20112.
Hammered Club aluminum pressure cooker, safe, easy speed cooking. 32 p. © 14Apr48; KK22396.
Help for your classroom. (Molded aluminum cookware) Clipping. © 25Feb48; KK20770.
Here's the item buyers have been asking for! (Cast aluminum pressure cooker) Sheet. © 4Jun48; KK24075.
How to keep full flavor in the Easter ham. (Molded aluminum cookware) Clipping. © 25Feb48; KK20765.
- How to keep the full flavor in fresh vegetables with "waterless" cookery. (Molded aluminum waterless cookware) Folder. © 11Jun48; KK24356.
Look at all three of these Club glass coffee makers. (Glass cookware) Clipping. © 26Jan48; KK19664.
Our 25th anniversary offer. (Molded aluminum cookware) Sheet. © 3May48; KK22886.
Our 25th anniversary offer, a special set at a special price, Club Aluminum. (Molded aluminum waterless cookware) Sheet. © 1Apr48; KK21888.
Pre-war favorite. (Cast aluminum percolator) Sheet. © 3May48; KK22885.
Ready for you, this tested teaching help; Picture story of "waterless" cookery. (Molded aluminum cookware) Clipping. © 3Nov47; KK18986.
Replacement parts, Club Aluminum cookware. (Handles, parts for molded aluminum cookware and coffee makers) Sheet. © 24Jun48; KK24609.
This is the time for the bride's "Club"! (Molded aluminum cookware) Sheet. © 10May48; KK23274.
Want to get full flavor in food? Lady, try this! (Molded aluminum cookware) Clipping. © 31Oct47; KK18987.
You can enjoy these benefits with this Club aluminum hammercraft pressure cooker. Label. © 14Apr48; KK22395.
- COAST FISHING COMPANY ©.
A is for aardvark. (Cat food) Clipping. © 3Mar48; KK21017.
E is for elephant. (Cat food) Clipping. © 15May48; KK23341.
R is for robin. (Cat food) Clipping. © 3Apr48; KK21926.
W is for walrus. (Cat food) Clipping. © 26Jan48; KK21016.
- COAST INDUSTRIES ©.
Flok-Kraft. (Flock finishing supplies) Folder. © 1Nov47; KK19442.
- COBB, Tyn, Jr. SEE Florida Press, inc.
- COBBS, Henry. SEE Cobbs Co.
- COBBS COMPANY.
At last, "an orange in every bottle!" (Cobbs Florida orange drink) Clipping. © The Cobbs Co., Henry Cobbs; 5Feb48; KK23698.
Here it is - an orange in every bottle. (Orange drink) Clipping. © The Cobbs Co. (Henry Cobbs); 19Feb48; KK23521.
Hi-yi when you get dry drink, drink, drink Cobbs orange. Clipping. © The Cobbs Co., Henry Cobbs; 22Feb48; KK23696.
Hi-yi when you get dry drink, drink, drink Cobbs orange. Clipping. © The Cobbs Co., Henry Cobbs; 29Feb48; KK23699.
New! Cobbs Florida orange. Clipping. © The Cobbs Co., Henry Cobbs; 2Feb48; KK23697.
An orange in every bottle! (Cobbs Florida orange drink) Clipping. © The Cobbs Co. - Henry Cobbs; 26Feb48; KK23632.
Welcome news to America's bottlers! Cobbs in real orange. (Orange drink) Sheet. © The Cobbs Co. (Henry Cobbs); 15Mar48; KK23522.
- COCA-COLA COMPANY ©.
Advertising concepts work for you. (Soft drink) Sheet. © The Coca-Cola Co.; 1May48; KK24503.
After exercise refresh yourself; boxer. (Soft drink) Clipping. © The Coca-Cola Co.; 19Jan48; KK21313.

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THE COCA-COLA COMPANY. Cont'd.
 After the game refresh with Coke. (Soft drink) Clipping. © 12Jan48; KK20124.
 Ante todo .. la calidad. (Soft drink) Clipping. © The Coca-Cola Co.; 16Jan48; KK21315.
 Are you asking her to drive into your service station? (Soft drink) Sheet. © The Coca-Cola Co.; 5Apr48; KK23197.
 At school parties Coca-Cola belongs; boy and girl at dance. (Soft drink) Clipping. © The Coca-Cola Co.; 9Feb48; KK21318.
 Bus travel made more refreshing by stop for Coke. (Soft drink) Clipping. © The Coca-Cola Co.; 22Oct47; KK19393.
 Busy man's pause. (Soft drink) 24 sheet poster. © The Coca-Cola Co.; 1Dec47; KK19007.
 Busy man's pause for Coke leads to working refreshed. (Soft drink) Clipping. © The Coca-Cola Co.; 15Oct47; KK19389.
 Busy man's pause for refreshment. (Soft drink) Clipping. © The Coca-Cola Co.; 12Apr48; KK23654.
 Check your stock for another item. (Soft drink) Sheet. © The Coca-Cola Co.; 1Mar48; KK23201.
 The Coca-Cola Company presents songs by Morton Downey. (Soft drink) Clipping. © The Coca-Cola Co.; 28Dec47; KK19400.
 Coca-Cola coolers make it so easy. (Soft drink) Clipping. © The Coca-Cola Co.; 6Nov47; KK19397.
 Coca-Cola; drive refreshed. (Soft drink) 12 sheet poster. © The Coca-Cola Co.; 1Apr48; KK22813.
 Coca-Cola has a place with the quality products we serve. (Soft drink) Clipping. © The Coca-Cola Co.; 1Mar48; KK21625.
 Coke and music for happy moments. (Soft drink) Clipping. © The Coca-Cola Co.; 12May48; KK24009.
 Coke cooler on job helps you to work refreshed. (Soft drink) Clipping. © The Coca-Cola Co.; 18Oct47; KK19390.
 Coke easy to take home in handy carton. (Soft drink) Clipping. © The Coca-Cola Co.; 10Dec47; KK21320.
 Coke highlights office lunches. (Soft drink) Clipping. © The Coca-Cola Co.; 29Oct47; KK19396.
 Continuous quality. (Soft drink) Clipping. © The Coca-Cola Co.; 25Jan48; KK21626.
 Continuous quality. (Soft drink) Sheet. © The Coca-Cola Co.; 25Mar48; KK23200.
 Continuous quality, continuous price. (Soft drink) Clipping. © The Coca-Cola Co.; 29Mar48; KK23647.
 Continuous quality for your nickel. (Soft drink) Clipping. © The Coca-Cola Co.; 8Jan48; KK20122.
 Continuous quality for your nickel. (Soft drink) Clipping. © The Coca-Cola Co.; 24Mar48; KK24012.
 Continuous quality is quality you trust. (Soft drink) Clipping. © The Coca-Cola Co.; 21Oct47; KK19392.
 Continuous quality is quality you trust. (Soft drink) Clipping. © The Coca-Cola Co.; 23Feb48; KK24013.
 Customers like to pour their own when they order a bottle of Coke. (Soft drink) Clipping. © The Coca-Cola Co.; 2Feb48; KK21307.
 Customers like to see the bottle. (Soft drink) Clipping. © The Coca-Cola Co.; 10Nov47; KK19394.

Do you welcome the customers. (Soft drink) Sheet. © The Coca-Cola Co.; 30Apr48; KK24007.
 Drive refreshed, have a Coca-Cola. (Soft drink) Clipping. © The Coca-Cola Co.; 27Nov47; KK19398.
 Drive refreshed, have a Coca-Cola. (Soft drink) Clipping. © The Coca-Cola Co.; 17Mar48; KK23650.
 Drive refreshed, have a Coca-Cola. (Soft drink) Sheet. © The Coca-Cola Co.; 19Sep47; KK23196.
 Drive refreshed. Have a Coke. Drink Coca-Cola. (Soft drink) 12 sheet poster. © The Coca-Cola Co.; 1Apr48; KK22814.
 Drive refreshed, have a Coke. (Soft drink) Sheet. © The Coca-Cola Co.; 2Apr48; KK23203.
 Extra profit for theatres--from lobby sales of Coca-Cola. (Soft drink) Sheet. © The Coca-Cola Co.; 28Jan48; KK21323.
 5¢ bought a Coke in 1886--still does. (Soft drink) Clipping. © The Coca-Cola Co.; 14Jan48; KK21307.
 For hospitality take home a case. (Soft drink) Clipping. © The Coca-Cola Co.; 1Mar48; KK21312.
 The high-sign of refreshment. (Soft drink) Clipping. © The Coca-Cola Co.; 18Feb48; KK23652.
 Hospitality in your hands. (Soft drink) Sheet. © The Coca-Cola Co.; 20Jan48; KK21321.
 Hospitality in your refrigerator. (Soft drink) Sheet. © The Coca-Cola Co.; 27Nov47; KK19388.
 Hospitality on the way home. (Soft drink) Sheet. © The Coca-Cola Co.; 26Mar48; KK23198.
 Hospitality .. so easy and welcome. (Soft drink) Sheet. © The Coca-Cola Co.; 20May48; KK24502.
 It's simple arithmetic. (Soft drink) Sheet. © The Coca-Cola Co.; 3May48; KK24014.
 Just a reminder ... refreshment stand. Folder. © 16Oct47; KK18831.
 Keep fun going, pause for Coke. (Soft drink) Clipping. © The Coca-Cola Co.; 19Apr48; KK23655.
 Lunch refreshed. (Soft drink) Poster. © The Coca-Cola Co.; 1Mar48; KK21536.
 Lunch refreshed. (Soft drink) Poster. © The Coca-Cola Co.; 1Mar48; KK21537.
 Lunch refreshed...have a Coca-Cola. (Soft drink) Clipping. © The Coca-Cola Co.; 25Feb48; KK21631.
 Lunch refreshed have a Coca-Cola. (Soft drink) Clipping. © The Coca-Cola Co.; 26Apr48; KK24011.
 May posters feature carton at fountain or cooler. (Soft drink) Sheet. © The Coca-Cola Co.; 1Apr48; KK24008.
 Nickel still purchases delicious refreshment. (Soft drink) Clipping. © The Coca-Cola Co.; 24Dec47; KK21305.
 Now .. double impact with posters every month. (Soft drink) Sheet. © The Coca-Cola Co.; 1Dec47; KK19395.
 Passengers rely on Coca-Cola and travel refreshed; girl traveler. (Soft drink) Clipping. © The Coca-Cola Co.; 21Oct47; KK21317.
 Pause and refresh at big red cooler. (Soft drink) Clipping. © The Coca-Cola Co.; 20Apr48; KK24499.
 Pause and refresh; girl pointing to fountain stool. (Soft drink) 24 sheet poster. © The Coca-Cola Co.; 1Feb48; KK20312.

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 Pause for Coke refreshes men in busy factory. (Soft drink) Clipping. © The Coca-Cola Co.; 19Nov47; KK21628.
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 Pause that refreshes provides fresh start. (Soft drink) Clipping. © The Coca-Cola Co.; 19Nov47; KK20118.
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 Stretch and refresh .. have a Coca-Cola. (Soft drink) Sheet. © The Coca-Cola Co.; 1Jun48; KK24504.

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Where there's Coke there's refreshment. (Soft drink) Sheet. © The Coca-Cola Co.; 1Feb48; KK21308.

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Whoever you are, whatever you do, work refreshed. (Soft drink) Clipping. © The Coca-Cola Co.; 3May48; KK24010.

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The long-suffering male: "you clumsy dope!" (Cigars) Clipping. © 3Feb48; KK20573.

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v. 18, no. 1. © 31Dec47; KK19277.
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v. 2, no. 4. © 1Apr48; KK22284.
v. 2, no. 5. © 1May48; KK22776.
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- Home of Gemex in Union, New Jersey. Sheets. (L 1-L 10, M 1-M 5)
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- A merry Christmas, and happy hours throughout the year with G-E television. Sheet. © 1Nov47; KK19902.
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purse. (Whiskey; Old Thompson)
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purse. (Whiskey; Old Thompson)
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No extra charge for this beautiful de-
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Old Thompson brand different because
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Old Thompson tastes better because
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garine & poppy seeds) Sheet. © The
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(House paint) Clipping. © The Glid-
den Co.; 28Apr48; KK23079.

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(Cosmetics) Folder. © 15May47;
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(Brooders) Sheet. © 1Feb48 (in no-
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The duster that made big money.
Sheet. © 1May48; KK24196.
Dusting is easier, costs less. (Dust-
ers) Clipping. © 23May47; KK24201.
Easy on your back. (Dusters) Clip-
ping. © 28Apr48; KK24192.
Every store that shows them sells
them. (Dusters) Sheet. © 1Apr48;
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The eyes of millions are upon you.
(Brooders) Sheet. © 14Feb48;
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(Electric sprayers) Clipping.
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- For the correct application of your
products. (Dusters) Sheet.
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Fuzz to feathers faster! (Brooders)
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Now, get rid of another daily chore.
(Tank heater) Clipping. © 20Dec47;
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Off to the best start. (Brooders)
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\$1 can do the work of \$2. (Poultry
equipment) Sheet. © 1Apr48;
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ping. © 25Feb48; KK24199.
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(Electric paint gun) Clipping.
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If your skin isn't beautiful, it's because it's sick. (Lipstick) Clipping. © 8Feb48; KK21993.

The most feminine face powder color ever created. (Face powder) Sheet. © 1Jun48; KK23866.

The most feminine face powder color ever created; now one color is intensely flattering to all types of skin, including yours! Clipping. © 18Apr48; KK22241.

New fresher, clearer, younger look instantly from just one cream. (Cold cream) Clipping. © 15Feb48; KK20376.

New fresher, clearer, younger look instantly from just one cream. (Face cream) Clipping. © 29Feb48; KK20846.

New powder shade makes even a bride look more alluring. (Face powder) Clipping. © 30May48; KK23864.

New powder shade makes even a bride look more alluring, more romantic! Clipping. © 18Apr48; KK22240.

No more cold cream! (Cold cream) Clipping. © 15Feb48; KK20377.

Surprising new beauty for skin instantly! (Face cream) Clipping. © 14Mar48; KK21429.

Surprising new beauty for skin instantly! (Face cream) Clipping. © 21Mar48; KK21428.

Surprising new beauty for skin instantly! (Face cream) Clipping. © 18Apr48; KK22499.

10,000 times more beautiful than lipstick. Sheet. © 10Jan48; KK19950.

10,000 times more beautiful than lipstick. Sheet. © 1Feb48; KK19951.

10,000 times more beautiful than lipstick. (Lipcolor) Sheet. © 1Mar48; KK21430.

A week ago I saw my skin starving. (Face cream) Clipping. © 22Feb48; KK20845.

LA FRANCE PRODUCTIONS ©.
Photographic Maskit. (Greeting card negative masks) Label. © 1Feb48; KK23230.

Photographic Maskit; greetings, all occasions. (Designs for greeting cards) Sheet. © 1Feb48; KK23231.

LAKESHORE SUPPLY COMPANY ©.
Lacing plastic wallet. Sheets. © Lakeshore Supply Co., Serena M. Daugherty, owner; 24Nov47; KK21398-21399.

Plastic wallets. Sheet. © Lakeshore Supply Co., Mrs. Serena Matz Daugherty, owner; 24Nov47; KK20404.

LAMBERT BROTHERS JEWELERS, INC. ©.
It's keytime. (14k gold watch with key blank) Clipping. © 9Nov47; KK19562.

LANCES, Audrey. SEE Lances (Edith) Brassieres.

LANCES, Edith. SEE Lances (Edith) Brassieres.

LANCES (EDITH) BRASSIERES.
Goldilocks was a stickler for size, so is Edith Lances. (Brassieres) Sheet. © Edith Lances, Leo Lances, Audrey Lances, B. Paul Sachs, t.a. Edith Lances Brassieres; 15Feb48; KK24053.

How you'll love this little show-off! (Brassieres) Sheet. © Edith Lances, Leo Lances, Audrey Lances, B. Paul Sachs, t.a. Edith Lances Brassieres; 15Apr48; KK23842.

LANCES, Leo. SEE Lances (Edith) Brassieres.

LANE COMPANY, INC. ©.
It's the real love-gift. (Cedar chests) Sheet. © 14May48; KK23435.

Love eternal dawns with a Lane cedar hope chest. Sheet. © The Lane Co., inc.; 16Mar48; KK21137.

Ssh-h-h-h-h-h-h-h-h-h it's the real love gift. (Cedar chests) Folder. © 10Nov47; KK19337.

LANNING, EDWIN ©.
Good luck Minnesota doll. Label. © 5Jan48 (in notice: 1947); KK21278.

LAVIGNE, RICHARD E. TESSIER DIT ©.
Dit motor vehicle emergency direct current fully automatic auxiliary lighting system. Label. © 3Jan48; KK19617.

LAVORIS COMPANY.
Lavoris astringent and deodorant. Label. © The Lavoris Co.; 16Apr48; KK22225.

LAXSEED COMPANY, INC. ©.
Androvite. (Hormone injection) Folder. © Laxseed Co., inc. (The Vitarine Co., inc., subsidiary); 7Jan48; KK20657.

Belivron, liver, iron and vitamin B1, for hypochromic and nutritional anemias. Folder. © Laxseed Co., inc. (The Vitarine Co., inc., subsidiary); 15Nov47; KK20663.

Estro-Prol in functional amenorrhea and spontaneous abortion. (Hormone injection) Folder. © Laxseed Co., inc. (The Vitarine Co., inc., subsidiary); 7Jan48; KK20658.

Hunting for folic acid at lower prices? (Vitamin preparations) Folder. © 15Nov47; KK20083.

Nikavite. (Pharmaceutical stimulant injection) Folder. © Laxseed Co., inc. (The Vitarine Co., inc., subsidiary); 12Jan48; KK20659.

O-B formula. (Vitamin preparation) Folder. © Laxseed Co., inc. (The Vitarine Co., inc., subsidiary); 5Jan48; KK20661.

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 Rx, a therapeutic dose for immediate use - Superbee. (Vitamin preparation) Folder. © Laxseed Co., inc. (The Vitarine Co., inc., subsidiary); 15Nov47; KK20662.
 Vitalex, liver injection with vitamin B1. Folder. © Laxseed Co., inc. (The Vitarine Co., inc., subsidiary); 5Jan48; KK20660.
 Vitarine price list no. 481. (Pharmaceuticals) Folder. © The Laxseed Co., inc. - The Vitarine Co., inc.; 10Feb48; KK20863.

LEA AND FERRINS, INC. ©
 Zest for home meals. (Worcestershire sauce) Folder. © 1Mar48; KK20832.

LEBLANC (G.) COMPANY ©
 Leblanc, Paris, France, world's most complete line of artist woodwinds. Folder. © 7May48; KK23766.

LEE (FRANK H.) COMPANY ©
 Bread over the waters. (Hats) Sheet. © 9Jan48; KK19284.

The real winner, democracy! (Lee hats) Sheet. © 14Jun48; KK24289.

LEE (H. D.) COMPANY, INC. ©
 For better service it's Lee uniforms "6 to 1". (Work clothes) Clipping. © The H. D. Lee Co., inc.; 1Mar48; KK24584.

Here's why Lee is the leader. (Work clothes) Sheet. © The H. D. Lee Co., inc.; 10Apr48; KK22101.

I see you wear Lee, too! (Work clothes) Clippings. © The H. D. Lee Co., inc.; 22Mar48, 31Mar48; KK22960, KK22109.

Lee, the favorite in the field and in the milkhouse. (Work clothes) Clipping. © The H. D. Lee Co., inc.; 25Mar48; KK21228.

Look, Dad! They're wearing 'em, too! (Work clothes) Clipping. © The H. D. Lee Co., inc.; 28Jan48; KK21658.

Men who farm the modern way wear Lee work clothes. Clipping. © The H. D. Lee Co., inc.; 19Apr48; KK22956.

LEED'S JEWELRY AND APPLIANCE COMPANY ©
 It's the big wish and win sweetheart wishing well contest. (Jewelry, appliances, etc.) Clipping. © 23May48; KK23767.

LEHN AND FINK PRODUCTS CORPORATION ©
 Lehn & Fink germicides and disinfectants. Folder. © 1Apr48; KK21741.

New "formula 77" keeps hands soft-feeling hours longer! (Hinds hand cream) Clipping. © 19Sep47; KK21037.

New lotion sensation works wonders for your whole hand! (Hand cream) Clipping. © 19Sep47; KK21055.

Sleep away perspiration worries. (Anti-perspirant) Clipping. © 13May47; KK21036.

Your whole hand is beautified by this new lotion sensation! (Hinds hand cream) Sheet. © 9Jan48 (in notice: 1947); KK22982.

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 Roofs wear out from sunburn. (Asphalt roofing compound) Label. © The Lehon Co.; 29Mar48; KK23051.

LENTHERIC, INC. ©
 Anticipation. (Perfume) Sheet. © 1Mar47; KK21904.
 Bouquet Lenthéric, the daytime fragrance. (Toilet water) Sheet. © 15Jun47; KK21896.

Bouquet Lenthéric, the daytime fragrance. (Tweed toilet water) Sheet. © 31May47; KK21906.

A carol of fragrances by Lenthéric perfumes. (Mens & womens toilet articles) Sheets. © 20Oct47; 23Oct47; KK21902, 21901.

A carol of fragrances by Lenthéric perfumes. (Women's toilet articles) Sheet. © 20Nov47; KK21903.

Christmas tributes to men of action. (Toilet articles) Clippings. © 10Oct47; KK21905.
 © 26Nov47; KK21900.
 © 4Dec47; KK21907.

Duo-tone compact. Clipping. © 24May47; KK21898.

For men of action - quiet, perfect grooming, de luxe traveling case of imported pigskin. (After shave lotion & cologne) Sheet. © 5Jun47; KK21899.

For men of action - quiet, perfect grooming, Lenthéric's refreshing new Fougère toilet water for men. Sheet. © 10Sep47; KK21897.

LEOPOLD, Robert. SEE Thermoscopic Spray Sales.

LEVER BROTHERS COMPANY ©
 Characteristics of irium. (Tooth paste) Folder. © 10Feb48; KK20946.

Facts about the Pepsodent straight line design tooth brush. Folder. © 3May48; KK22838.

High lustre production by Pepsodent tooth powder. Folder. © 1Apr48; KK22372.

LEVINE, JOSEPH ©
 Play Gunther golf. (Beer) Sheet. © 1Apr48 (in notice: 1947); KK23065.

LEVY, Eyrle R. SEE Eyrle Co.

THE LEWIS ENGINEERING AND MANUFACTURING COMPANY ©
 It's easy to maintain a finer lawn when you equip with Doo-Klip. (Lawn tools) Folder. © 20Jan48; KK20348.

LIBBY, MCNEILL AND LIBBY ©
 Libby's frozen fresh broccoli. Label. © 8Jun48; KK24395.

Libby's frozen fresh country garden vegetables. Label. © 14Jan48; KK19525.

LIBRARY BUILDERS, INC.
 Free, 50 world's great masterpieces and best sellers. (Book) Sheet. © The Library Builders, inc.; 8Dec 47 (in notice: 1948); KK21275.

Free ... this magnificent new volume. Sheet. © The Library Builders, inc.; 14Nov47; KK21271.

LIC-RICH COMPANY ©
 Lick. (Maltless beverages) Folder. © The Lic-Rich Co.; 10Oct47; KK20097.

Lic-Rich flavoring concentrate. (Beverages, nonalcoholic) Label. © The Lic-Rich Co.; 30Dec47; KK19837.

Lic-Rich, the licorice drink. (Beverages, nonalcoholic) Label. © The Lic-Rich Co.; 5Jan48; KK21238.

LIEBEL-FLARSHEIM COMPANY.
 Frequency-controlled diathermy, by Liebel-Flarsheim. (Diathermy apparatus) Folder. © The Liebel-Flarsheim Co.; 27Feb48 (in notice: 1947); KK20641.

Greatest Bovie of them all! (Electrosurgical apparatus) Folder. © The Liebel-Flarsheim Co.; 28May48; KK24375.

LIEBER, CHARLES A. ©
 Lieber's ... new "Colwud" grate. (Cast iron fireplace grate) Folder. © 14May48; KK23557.

LIEBMANN BREWERIES, INC. ©
 Meet the winner! You've elected Pat Quinlan. (Beer) Sheet. © 27Dec47; KK19274.

My beer is Rheingold ... Clippings. Adolphe Menjou. © 12Apr48; KK22053.

Beatrice Lillie. © 21Jun48; KK24475.

Burgess Meredith. © 24May48; KK23715.

Carl Brisson. © 23Apr48; KK22404;
 Frankie Carle. © 29Mar48; KK21580.

Grantland Rice. © 8Mar48; KK21056.

Hedda Hopper. © 20May48; KK23342.

Ilona Massey. © 16Feb48; KK20474.

James Mason. © 12Jan48; KK19482.

Jane Pickens. © 2Feb48; KK19977.

Lynn Bari. © 26Jan48; KK19802.

Marlene Dietrich. © 31May48; KK23716.

Maurice Chevalier. © 15Mar48; KK21180.

Nanette Fabray. © 19Jan48; KK19480.

Pat Quinlan. © 4Jan48; KK19133.

Pat Quinlan. © 5Jan48; KK19131.

Pat Quinlan. © 5Feb48; KK20542.

Pat Quinlan. © 9Feb48; KK20251.

Pat Quinlan. © 1Mar48; KK20718.

Pat Quinlan. © 1Mar48; KK20844.

Pat Quinlan. © 7Mar48; KK20843.

Pat Quinlan. © 5Apr48; KK21806.

Pat Quinlan. © 18Apr48; KK22121.

Pat Quinlan. © 9May48; KK23074.

Pat Quinlan. © 10May48; KK23075.

Pat Quinlan. © 6Jun48; KK24473.

Pat Quinlan. © 7Jun48; KK24474.

Raymond Massey. © 14Jun48; KK24476.

Thomas Mitchell. © 24Nov47; KK18804.

Woody Herman. © 3May48; KK22712.

Xavier Cugat. © 23May47; KK19130.

Our beer is Rheingold, the dry beer, say James Mason, Nanette Fabray and Jack Haley. Clipping. © 23Feb48; KK20541.

Our beer is Rheingold, the dry beer, say Jimmy Powers, Stanley Woodward and Joe Williams. Clipping. © 22Mar48; KK21283.

Our beer is Rheingold, the dry beer, say K. T. Stevens, Howard Barnes and Ward Morehouse. Clipping. © 19Apr48; KK22120.

She makes 6 billion calls a year! (Beer & ale) Clipping. © 1Dec47; KK19132.

She's making 175 million more calls this year! (Beer and ale) Clipping. © 1Feb48; KK20331.

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She's making 175 million more calls this year! (Beer and ale) Clipping. © 1Mar48; KK20719.

The winner! Pat Quinlan elected Miss Rheingold '48. (Beer & ale) Clipping. © 1Jan48; KK19134.

LIFT TRUCKS, INC.

Lowest cost lift truck. Clipping. © The Lift Trucks, inc.; 1Dec47; KK21995.

LIGGETT AND MYERS TOBACCO COMPANY ©.

Always buy Chesterfield-they satisfy (Como, Stafford, Godfrey) (Cigarettes) © 1Oct47; KK18861.

And I know what smoke they want (Pete Petropoulos) (Cigarettes) Clipping. © 31Dec47; KK19343.

The baseball man's cigarette. (Baseball players) Sheet. © 13Apr48; KK22379.

The baseball man's cigarette. (DiMaggio and Elliott) Clipping. © 17Mar48; KK22247.

Chesterfield and I are old friends ... Marguerite Chapman. (Cigarettes) Clipping. © 21Apr48; KK22581.

Chesterfield is my cigarette ... Valli starring in "The Paradine Case." Clipping. © 11Feb48; KK20186.

Chesterfield is my idea of a really enjoyable smoke. (Mark Stevens) Clipping. © 14Apr48; KK22243.

Chesterfield presents (Godfrey & S. Kaye) (Cigarettes) Clipping. © 2Jun48; KK24225.

Chesterfield supper club. (Cigarettes) Sheets. © 16Jan48; KK19760.

Chesterfields are tops with me. (Jane Weeks) Clipping. © 31Mar48; KK22245.

Chesterfields strike a mellow note with me. (Jeri Sullivan) Clipping. © 24Mar48; KK22246.

A cigarette can be mild - Jack Oakie. Clipping. © 18Feb48; KK20372.

Go to the Polo Grounds ... Dodgers vs. Giants. (Cigarettes) Sheet. © 19Apr48; KK23495.

"I get more pleasure from Chesterfield, that's why it's my brand", Ellen Drew. (Cigarettes) © 24Dec47; KK18932.

I like Chesterfields better. (Janet Blair) Clipping. © 7Apr48; KK22244.

I like Chesterfields - they're my brand because they're mild. Alan Ladd. (Cigarettes) Clipping. © 19May48; KK23494.

I've smoked Chesterfields for years ... Betty Hutton. (Cigarettes) Sheet. © 15Apr48; KK22580.

I've tried them all and I like Chesterfield the best. (Louis Jourdan) Clipping. © 3Mar48; KK22248.

I've tried them all, Chesterfield is my favorite cigarette. (Claudette Colbert) Clipping. © 2Mar48; KK22249.

"My cigarette is the mild cigarette, that's why Chesterfield is my favorite", Ronald Reagan. Clipping. © 28Jan48; KK19816.

"Pick the ABC cigarette for mildness and you pick yourself a winner", Grantland Rice. (Cigarettes) Clipping. © 14Jan48; KK19419.

Smoking pleasure means Chesterfield (Anne Baxter). (Cigarettes) Clipping. © 26May48; KK24226.

To all our friends, Joe Louis, Buddy Young. (Cigarettes) Sheet. © 10Jan48; KK19526.

To all our friends we say buy Chesterfield the mild cigarette. (Bill Robinson, Buddy Young) Sheet. © 5Apr48; KK22378.

You can count on Chesterfields ... Loretta Young. (Cigarettes) Sheet. © 27Feb48; KK20942.

"You might say I'm careful, that's why I say Chesterfields satisfy me!" Risë Stevens. (Cigarettes) Clipping. © 2Jan48; KK19420.

LIGHTOLIER, INC. ©.

Get a kick out of selling. (Lighting fixtures) Booklet. © 29Dec47; KK20776.

LILY-TULIP CUP CORPORATION ©.

Lily decorated cups and containers - carton leaf design for flat-bottom cups and containers. Label. (67) © 5Jan48; KK20244.

Lily Vee cups - carton leaf design for conical cups. (Paper cups) Label. (61) © 10Dec47; KK20245.

LINCOLN ELECTRIC COMPANY. (Farm welders) Folders. © The Lincoln Electric Co.

It's welding time on the farm. v. 1, no. 1. © 22Jan48; KK22635.

LINDBERG, Ingegerd. SEE Scandinavian Music Company.

LINDBERG, John. SEE Scandinavian Music Company.

LINDGARD, Leslie E. SEE Joshmal and Jermatt Game Company.

LINDQUIST, AXEL HJALMER ©.

Concrete ledge and boulder designs. (Printed instruction on cement-craft by mail) Folder. © 29Apr48; KK23184.

Imitation marble on our style of cement pottery. (Cement craft instruction) © 25May48; KK23746.

Make concrete benches in home-made moulds. (Cement craft instruction) Sheet. © 12May48; on revisions; KK23748.

Rustic style articles for the garden. (Cement craft instruction) Sheet. © 10May48; on revisions; KK23747.

LINDSAY CORPORATION.

You get every advantage in Lindsay bodies. Folder. © The Lindsay Corporation; 15Jan48; KK22365.

LINNE PRODUCTS COMPANY ©.

Introducing the Autoden. (Auto accessory) Folder. © 8Jan48; KK21564.

LIQUID CONDITIONING CORPORATION ©.

Liquonex ion exchangers (zeolites) (Ion exchange resins) Folder. (Bull. 13) © 26Dec47; KK20435.

LIST-MASTERS OF AMERICA ©.

Now increase your sales with List-Masters. (Mailing lists on labels) Card. © 12Mar48; KK22049.

LIVEZEY, Glen C. SEE Eastern Art Associates.

LOCKHEED AIRCRAFT CORPORATION ©.

92 ton feather. (Airplane) Clipping. © 1Apr48; KK22869.

LOFT CANDY CORPORATION ©.

Pleasant pastimes package. (Confectionery) Label. © 8Nov47; KK19357.

LONDON AND COMPANY, INC. ©.

Aliyah, kosher blended whiskey. Label. © 24Feb48; KK20860.

LONDON CHARACTER SHOES CORPORATION ©. London Character Shoes. (Shoe boxes) Label. (L-147AB, L-1133) © 9Jun48; KK24302.

LONDON DRY GINGER ALE COMPANY ©.

London Dry delicious orange drink. (Carbonated beverage) Label. © 5Jun47; KK19714.

London Dry LD grape. (Carbonated beverage) Label. © 8Aug47; KK19715.

London Dry olde fashioned root beer. (Carbonated beverage) Label. © 5Jun47; KK19716.

LONDON GRAMOPHONE CORPORATION.

Arthur Tracy, "The Street Singer." (Phonograph records) Label. © The London Gramophone Corp.; 1Mar48; KK22629.

Beryl Davis. (Phonograph records) Label. © The London Gramophone Corp.; 31Mar48; KK22754.

Camarata concert. (Phonograph records) Label. © The London Gramophone Corp.; 1Jun48; KK24085.

The Emerald Isle. (Phonograph records) Label. © The London Gramophone Corp.; 1Mar48; KK22807.

"Fats" Waller's "London suite." (Phonograph records) Label. © The London Gramophone Corp.; 31Mar48; KK22753.

Fingerbustin' music by Camarata. (Phonograph records) Label. © The London Gramophone Corp.; 1Mar48; KK22630.

Franz Lehar conducts the Zurich Tonhalle orchestra. (Phonograph records) Label. © The London Gramophone Corp.; 1Jun48; KK24086.

Franz Lehar waltzes. (Phonograph records) Label. © The London Gramophone Corp.; 28Apr48; KK22758.

Mantovani; music from the films. (Phonograph records) Label. © The London Gramophone Corp.; 31Mar48; KK22755.

On parade. (Phonograph records) Label. © The London Gramophone Corp.; 1Jun48; KK24083.

Planology, by George Shearing. (Phonograph records) Label. © The London Gramophone Corp.; 28Apr48; KK22756.

Songs of old Vienna. (Phonograph records) Label. © The London Gramophone Corp.; 28Apr48; KK22759.

Tangos, by Mantovani. (Phonograph records) Label. © The London Gramophone Corp.; 1Jun48; KK24084.

Waldteufel waltzes. (Phonograph records) Label. © The London Gramophone Corp.; 28Apr48; KK22757.

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You'll enjoy it, Sesame Crunch bread. Label. © The W. E. Long Co.; 9Feb48; KK24341.

LORD, ROGER A. ©.

Lord Farms special bulletin. (Baby chicks, air way floors, nests) Folder. © 1May46; KK22363.

LORD AND ROBERTS RECORDINGS ©.

Joker. (Phonograph records) Label. © 26Apr48; KK24176.

LORENTZEN HARDWARE MANUFACTURING CORPORATION ©.

Chartalog. (Venetian blind hardware and fittings) Poster. © 15Oct39; KK20506.

Lorentzen chartalog. (Venetian blind hardware and fittings) Sheet. © 19Dec47; KK20723.

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Compare and discover its cleaner, cooler smoke means a cleaner, cooler throat. (Cigarettes) Sheet. © 6Oct47; KK19094.

Discover the new Embassy. (Cigarette) Sheet. © 29Sep47; KK19091.

Embassy is here. (Cigarettes) Sheet. © 22Sep47; KK19093.

Everybody's finding out its cleaner cooler smoke means a cleaner, cooler throat. (Cigarettes) Sheet. © 21Oct47; KK19098.

Heavy smokers discover. (Cigarettes) Sheet. © 3Nov47; KK19096.

Its cleaner, cooler smoke means a cleaner, cooler throat. (Cigarettes) Sheets.
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© 10Nov47; KK19097.
© 17Nov47; KK19099.

Smoke a new Embassy. (Cigarettes) Sheet. © 9Oct47; KK19095.

LOVE, George E. SEE Flem-Park Co.

LOWE (JOE) CORPORATION ©
Boy-oh-boy banana fudgsicle. (Frozen confections on sticks) Sheet. (8-F-9) © 1Apr48; KK24334.

Butterscotch sundae ice cream. Sheet. (7VB2) © 31Dec47; KK24309.

Chocolate sundae ice cream. Sheet. (7-VC-2) © 1Feb48 (in notice: 1947); KK24326.

Cooling Popsicle on-a-stick. (Frozen confections on sticks) Display card. (8-P3) © 15Apr48; KK24307.

Creamsicle. (Frozen confections on sticks) Label. © 2Jan48; KK24317.

Deliciously coated on-a-stick. (Frozen confections on sticks) Sheet. (8-A-21) © 15Apr48; KK24321.

Delightful Frostick. (Frozen confections on sticks) Sheet. (8-A-31B) © 1Apr48; KK24319.

Dreamsicle. (Frozen confections on sticks) Label. © 1Apr48; KK24314.

Enjoy Dreamsicle, it's dreamy good. (Frozen confections on sticks) Sheet. (8-D-1) © 1Apr48; KK24337.

Everybody likes Fudgsicle. (Frozen confections on sticks) Sheet. (8-F1) © 1Apr48; KK24312.

Everybody likes Fudgsicle. (Frozen confections on sticks) Sheet. (8-F11) © 1Apr48; KK24308.

Everybody likes Popsicle. (Frozen confections on sticks) Sheet. (8-F1) © 1Apr48; KK24313.

Frostick - deliciously coated ice cream. (Frozen confections on sticks) Sheet. (8-A-32B) © 1Apr48; KK24318.

Frozen fudge Fudgsicle. (Frozen confections on sticks) Sheet. (8-F3) © 15Apr48; KK24335.

Fudgsicle. (Frozen confections on sticks) Label. © 2Jan48; KK24316.

Fudgsicle, frozen fudge on-a-stick. Sheet. (8-F-2) © 1Apr48; KK24327.

Ice cream, real butterscotch in vanilla ice cream. Sheet. (7VB1) © 31Dec47; KK24310.

Joe Lowe Corp. presents: The biggest show on earth for 1948. (Sales records made of wax) Label. © 31Dec47; KK24338.

Popsicle. (Frozen confections on sticks) Label. © 2Jan48; KK24315.

Popsicle - delicious, refreshing. (Frozen confections on sticks) Sheet. (8-P-5) © 1Apr48; KK24328.

Popsicle is 'top'sicle. (Frozen confections on sticks) Sheet. (8-P-4) © 1Apr48; KK24333.

Popsicle Pete's free gift list. (Frozen confections on sticks) Folder. © 1Apr48; KK24332.

Prizes for bags. (Frozen confections on sticks) Sheet. (14-A) © 23Apr48; KK24330.

Real chocolate fudge in vanilla ice cream. Sheet. (7-VC-1) © 1Feb48 (in notice: 1947); KK24311.

Save bags for these gifts. (Frozen confections on sticks) Sheet. (8K) © 1May48; KK24325.

Save bags - swell gifts. (Frozen confections on sticks) Sheet. (8S-12-A) © 1Apr48; KK24323.

Save bags, swell gifts, ask here for gift list. (Frozen confections on sticks) Sheets. (8-A-22, 8-A-41, 8-A-42) © 15Apr48; KK24320, 24336, 24329.

Save bags, swell gifts, ask here for gift list. (Frozen confections on sticks) Sheets. (8-R1-A, 8-R2-A, 8S-10-A) © 1Apr48; KK24322, 24331, 24324.

LOWELL MANUFACTURING COMPANY ©
Look to Lowell to "boost" insecticide sales. (Electrical sprayers and dusters) Sheet. © 15Dec47; KK19724.

Lowell spray = tag. (Thoro-spray electric painter) Folder. © 10Nov47; KK21339.

New best-selling paint sprayer. (Paint gun) Clipping. © 18Dec47; KK19918.

New, fast way to paint. (Electric painter) Clipping. © 18Feb48; KK20575.

New, fast way to paint. (Paint gun) Clipping. © 23Mar48; KK21357.

New Lowell power sprayers. Sheet. (120) © 7May48; KK23151.

LUBAID COMPANY ©
Lubaid D for diesels. (Lubrication additive) © Leo J. Sauerborn, d.b.a. Lubaid Co.; 30Oct47; KK18835.

Use Lubaid for breaking in new and rebuilt motors. (Lubrication additive) © Leo J. Sauerborn, d.b.a. Lubaid Co.; 15Oct47; KK18834.

LUDDLOW MANUFACTURING AND SALES COMPANY ©
What does twine really cost? (Jute twine) Device. © 15Dec47; KK19870.

LUKENS STEEL COMPANY ©
Heads in a hurry! (Flanged steel heads) Folder. © 10Dec47; KK20094.

LUMPKIN, Frank K. SEE Kent Industries.

LUMPKIN, Ruby A. SEE Kent Industries.

LUSTBERG, NAST AND COMPANY, INC. ©
See why you'll look good and feel good in this Buck Skein Joe. (Men's sport coats) Sheet. © 20Mar48; KK21890.

LYNCH, PAUL ALOYSIUS ©
Cartoons that add life; action, sparkle to your house organ, bulletins, contests, by Lynch. Series-C. Folder. © 3Nov47; KK18995.

M

M. J. B. COMPANY ©
You can't make a bad cup of M J B. (Coffee) Label. © 26Feb48; KK20642.

MABEL, Cecyle. SEE Star Forme Shoulder Pads.

MCCORMICK AND COMPANY, INC. ©
Banquet brand ground black pepper. Label. © 29Sep47; KK20076.

McCormick tea bags can't tangle. Sheet. © 10Jun48; KK24247.

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- Two useful products for busy physicians. (Penicillin ointments) Sheet. © 16Aug47; KK21070.
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- Just between you and me. (Beer) Sheet. © 9Jan48; KK22068.
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accuracy. (Tone arm for phonograph)
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ties, Air-Wick. (Household deo-
dorizer) Clipping. © 5Dec47; KK19201.
- Clean smelling air in your home! Air-
wick kills all indoor odors. (De-
odorizer & household freshener)
Sheet. © 23Jan48; KK19645.
- Essential as pleasant breath .. clean-
smelling air in your home! (Deo-
dorizer & household freshener)
Clipping. © 20Feb48; KK20829.
- Essential as your bath. (Air-Wick
deodorizer & household freshener)
Clipping. © 30Jan48; KK20130.
- Important as a clean house. (Air-
Wick, deodorizer & household fresh-
ener) Clippings. © 9Jan48,
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Wick deodorizer) Clipping. ©
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izer & household freshener) Clip-
ping. © 20Feb48; KK20858.
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- Necessary as your daily bath.
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freshener) Clipping. © 20Dec47
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- Necessary as your toothbrush.
(Air-Wick deodorizer) Clipping.
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- The successful host knows clean-
smelling air is essential. (Air-
Wick deodorizer & household fresh-
ener) Clipping. © 10Dec47 (in
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- The successful host knows clean-
smelling air is essential. (Air-
wick, deodorizer & household fresh-
ener) Clipping. © 10Jan48;
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- SEIBERLING RUBBER COMPANY ©.
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automotive accessories) 16 p.
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- Selby arch preserver shoes, matchless
mating of fashion and comfort.
Sheet. © 15Feb47; KK21412.
- Styl-eez, a Selby shoe, for your date
with summer. Sheet. © 15May47;
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- Tru-Poise, shoes by Selby, capturing
fashion's innermost thoughts. Sheet.
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- Tru-Poise, shoes by Selby; shoes with
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- SELMER (H. & A.) INC. ©.
Announcing the new frosted Golden-
tone plastic reed. (Plastic reeds
for woodwind instruments) Folder.
© 21Jan48; KK19592.
- Bandmaster's work made easier. (Sel-
mer products) © 13Oct47; KK18818.
- French presents a new piano line.
© 13Oct47; KK18816.
- How can streamlining help your sax-
ophone performance? (Plastic
mouthpieces for woodwind instruments)
Folder. © 5Jan48; KK19591.
- Make your instrument play better,
look better with Speedex products.
(Oils and polishes for band instru-
ment maintenance) Folder. © 19Dec47;
KK19594.
- Selmer. (Musical instruments)
© 20Nov47; KK18817.
- Selmer Signet trumpet, cornet, trom-
bone created to give you distinctive
brass performance! (Brass band in-
struments) Folder. © 7Jan48 (in
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Sheet. © 18Dec47; KK23460.
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(Gas refrigerators) Folder.
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- Different, better, the first truly
modern hot-water service. (Servel
ball-type gas water heater) Folder.
(8WH-88-01) © 11Feb48; KK20529.
- Different from all others. (Servel
electric refrigerators) Folder.
(XES-102E) © 19May48; KK24101.
- Different from all others. (Servel
gas refrigerator) Folder. (8RG-88-
01) © 23Jan48; KK20530.
- Different from all others, Servel
kerosene refrigerator. Folder.
(8RK-88-01) © 9Apr48; KK22976.
- New and greater, stays silent, lasts
longer, Servel, the gas refrigerator.
Folder. (8RG-79-02) © 4Feb48;
KK20536.
- New automatic Servel ball-type gas
water heater. Folder. (8WH-79-01)
© 17Feb48; KK20537.
- A new quality of living for your
home, the year 'round. (Servel
All-Year gas air conditioner)
Folder. (Form 8AC-88-07) ©
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- A new quality of living for your
home the year 'round. (Servel All-
Year gas air conditioner) Folder.
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- A new Servel point of difference,
plastic coated shelves. Folder.
(8RG-88-10) © 30Mar48; KK21868.
- Now! A "new quality of living" for
your home. (Servel all-year gas air
conditioner) Folder. © 12Jan48;
KK19619.
- Psst! See why. (Servel gas refrig-
erator) Folder. (8RG-88-02)
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Third Series

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Commercial Prints and Labels

JULY-DECEMBER

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PREFACE

WITH the initiation in 1947 of the Third Series of the *Catalog of Copyright Entries*, an enlarged format and other changes designed to increase and extend the usefulness of the compilation were adopted. Additional features have been added in most parts of this second volume. Inquiries, suggestions and comments on all details of the *Catalog* are solicited and should be addressed to the Chief of the Cataloging Division, Copyright Office, Library of Congress, Washington 25, D. C.

Contents.—This part of the *Catalog of Copyright Entries* contains an alphabetical list of prints (i. e. advertisements) and labels used for articles of merchandise registered in the Copyright Office in Class K from July 1, 1948, through December 31, 1948. Renewal registrations in these classes made in this period are listed in Part 14A of the *Catalog*.

Arrangement and Entry.—The works listed in this catalog are entered under the name of the copyright proprietor. The name is followed by the copyright symbol ©, except where a fuller form of the name appears in the statement of copyright facts. The entries are arranged alphabetically, together with cross references from the names of joint proprietors and from variant forms of names. Under the name of the copyright proprietor the entry includes the title, a statement of the kind of merchandise to which the item relates, and a brief physical description of the item. Labels are designated, and prints are described by the use of the terms "sheet," "card," "clipping," etc. In a few cases the number of pages is given.

Copyright Data.—The portion of the entry giving the facts of copyright registration begins with the copyright symbol © and consists of the date of publication as given in the copyright application and the copyright registration number. The name of the copyright claimant is given in the heading under which the item is listed. In the interest of brevity in entering the name, certain information given in the application is sometimes omitted from the heading. In each of these instances the full information as it appears in the application is given in the statement of copyright facts immediately following the copyright symbol.

Abbreviations.—Definitions are not given for abbreviations in common use and included in stand-

ard reference works. The following abbreviations are used in the *Catalog of Copyright Entries* with the meanings shown: 1c—one copy deposited; a. k. a.—also known as; d. b. a.—doing business as; t. a.—trading as.

Deposit of Copies.—In the case of every copyright entry listed in the *Catalog*, the deposit of copies (or copy) as required by Title 17, U. S. C., secs. 12 and 13 has been made.

Authority.—The *Catalog of Copyright Entries* is published by authority of Title 17, U. S. C., secs. 210 and 211. Section 210 provides that the *Catalog* "shall be admitted in any court as prima facie evidence of the facts stated therein as regards any copyright registration".

Organization of the Catalog.—This issue of the *Catalog* is part of Volume 2 of the Third Series. The parts are numbered according to the alphabetical sequence of classes as listed in Title 17, U. S. C., sec. 5. 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 which follows. 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. 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.

Publication and Subscription.—The annual subscription price for all parts of the complete yearly *Catalog of Copyright Entries* is \$20, payable in advance to the Superintendent of Documents, Government Printing Office, Washington 25, D. C.

Each part of the *Catalog* is published in two semi-annual numbers covering, respectively, the periods January-June and July-December. The prices given in the table are for each semiannual number. Orders for the complete *Catalog* or any of its parts should be addressed to the Superintendent of Documents.

COPYRIGHT REGISTRATIONS FOR COMMERCIAL PRINTS AND LABELS
July-December 1948

Commercial prints and labels 6,094

The above figure shows the registrations for commercial prints and labels for July-December 1948, but does not necessarily represent the exact number of entries in this issue of the *Catalog*.

TABLE OF CATALOG ORGANIZATION

	<i>Price per semiannual issue</i>
Part 1A.....	\$1. 50
BOOKS.....	
A Books and selected pamphlets.	
AF Books in foreign languages published abroad.	
AI Books in the English language first published abroad.	
Part 1B.....	1. 50
PAMPHLETS, SERIALS AND CONTRIBUTIONS TO PERIODICALS.....	
AA Pamphlets and serials, also books not included in Part 1A.	
B5 Contributions to periodicals.	
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PERIODICALS.....	
B Periodicals.	
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DRAMAS AND WORKS PREPARED FOR ORAL DELIVERY.....	
C Lectures and other works prepared for oral delivery.	
DP Published dramatic and dramatico-musical works.	
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PUBLISHED MUSIC.....	
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EP Musical compositions published in the United States.	
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EU Unpublished music.	
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F Maps.	
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WORKS OF ART, REPRODUCTIONS OF WORKS OF ART, SCIENTIFIC AND TECHNICAL DRAWINGS, PHOTOGRAPHIC WORKS, PRINTS AND PICTORIAL ILLUSTRATIONS.....	
GP Published works of art and designs for works of art.	
GU Unpublished works of art and designs for works of art.	
H Reproductions of works of art published in the United States.	
HF Reproductions of works of art published abroad.	
IP Published drawings or plastic works of a scientific or technical character.	
IU Unpublished drawings or plastic works of a scientific or technical character.	
JP Published photographs.	
JU Unpublished photographs.	
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COMMERCIAL PRINTS AND LABELS.....	
KK Commercial prints and labels.	
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MOTION PICTURES.....	
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M Motion pictures other than photoplays.	
Part 14A.....	. 50
RENEWAL REGISTRATIONS—LITERATURE, ART, FILM.....	
R Renewal registrations.	
Part 14B.....	1. 00
RENEWAL REGISTRATIONS—MUSIC.....	
R Renewal registrations.	

COMMERCIAL PRINTS AND LABELS

A

A AND B RESTAURANTS, INC. ©.
Big Fellah, original K. C. double-deck hamburger. (Hamburger envelopes) Label. © 22Sep48; KK28263.

A-1 MANUFACTURING COMPANY ©.
America's finest jeans, California Gold Rivets. (Blue jeans) Broadside. © 1May48; KK25119.

ABBOTT, John C. SEE Abbott Press.

ABBOTT LABORATORIES ©.
Adaptable to a great variety of uses. (Pharmaceuticals) Folder. © 15Sep48; KK27540.

Alegria de vivir? (Pharmaceuticals) Folder. © 10Sep48; KK27543.

And the memory lingers on. (Pharmaceuticals) Folder. © 25Sep48; KK27539.

Cabuk diuretik tesir ve. (Pharmaceuticals) Folder. © 7Jul48; KK25501.

Mr. Stretch always sleeps his breakfast. (Pharmaceuticals) Folder. © 15Sep48; KK27541.

Mrs. Stout knows she should reduce, but ... (Pharmaceuticals) Folder. © 14Jul48; KK25502.

Un original aparato de novisima invención para administrar Penicilina en polvo por inhalación. (Pharmaceuticals) Folder. © 23Sep48; KK27544.

A pharmaceutical form of Nembutal, tailor-made. Folder. © 13Sep48; KK27542.

Prominent turfman - dietary dub! (Pharmaceuticals) Folder. © 25Sep48; KK27538.

A radically new simplified device for Penicillin powder inhalation. (Pharmaceuticals) Folder. © 7Aug48; KK26342.

Rey del comercio, comensal delincuente. (Pharmaceuticals) Folder. © 29Jul48; KK25503.

There'll be less pollen dodging this season. (Pharmaceuticals) Folder. © 14Jul48; KK25500.

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Assembly instructions. (Collapsible coin bank) Sheet. © John C. Abbott t.a. Abbott Press; 1May48; KK25547.

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FisHawk brand. (Artificial fish bait) Label. © Andrew Hawkins Abernathy, jr.; 28Oct48; KK28635.

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Rebuilt transmissions exchanged. (Automobile transmissions) Loose-leaf folder. © 28May48; KK26106.

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Acme cowboy boots, for all the family! Clipping. © 23Jun48; KK30587.

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Acme cowboy boots for your back yard buckaroos. (Cowboy boots) Clipping. © 22Sep48; KK30585.

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Act-o relief for constipation. Label. © Douglas Pedlow d.b.a. Act-o Co.; 21Jul48; KK25888.

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Anco clamp-on-cabinet Clear-Flex demonstrator mounting. (Windshield wiper blades and arms) Sheet. (Form 04-0182) © The Anderson Co.; 15Nov48; KK29216.

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Anco Spot-Master stainless steel... with highest grade flat mirror. (Clamp-on-door rear view mirror for automobiles) Label. © The Anderson Co. 10Aug48; KK25926.

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Anco Spot-Master with modified dioptical lens, model MD. (Clamp-on-door rear view mirror for automobiles) Label. © The Anderson Co.; 10Aug48; KK25933.

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Clamp-on-cabinet Anco Clear-Flex demonstrator mounting set. (Windshield wiper blades and arms) Label. © The Anderson Co.; 15Nov48; KK29213.

Clamp-on-cabinet Anco Clear-Flex demonstrator mounting set. (Windshield wiper blades and arms) Loose-leaf sheet. (Form no. 04-0179) © The Anderson Co.; 27Oct48; KK28866.

New! Anco Spot-Master in four reflector types meets all car-owner preferences. (Clamp-on-door rear view mirror) Poster. © The Anderson Co.; 10Aug48; KK25928.

Now... Anco Spot-Master in four reflector types meets all car-owner preferences. (Clamp-on-car door rear view mirror for automobiles) Sheet. © The Anderson Co.; 10Aug48; KK25930.

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Miracle Dip. (Jewelry and eye
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ANDREWS, George P. SEE Craft-Card
Specialties.

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diffusers. Folder. © 30Sep48;
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Anemotherm air meter. Folder.
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Type W, wall Anemostat. (Air dif-
fusers) Folder. (Bull. no. 27)
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ANGEL, James H. SEE Angel's, inc.

ANGEL'S, INC. ©.
Angel's pure imported olive oil.
Label. © James H. Angel, Harry
Angel, Peter Phrydas, d.b.a.
Angel's, inc.; 10Aug48; KK28075.

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The Kater-Kart. (Shopping cart)
Folder. © 20Jun48; KK26477.

APCO MANUFACTURING COMPANY ©.
Part 2, Scene 2, of Apco's new fall
style show. (Children's clothing)
Booklet [20] p. (Catalog no. 2)
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APEX ELECTRICAL MANUFACTURING COM-
PANY ©.
The hottest sales opportunity in
the industry! (Dishwasher)
Clipping. © 1Sep48; KK26943.

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like this! Clipping. © The Apex
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If hours are important. (Vacuum
cleaner) Folder. © The Apex
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A minute to learn. (Vacuum cleaner)
Folder. © The Apex Electrical
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appliances) Folder. © The Apex
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Now! Everything you've wanted in an
automatic washer. (Washing machine)
Folder. © The Apex Electrical Manu-
facturing Co.; 2Nov48; KK28657.

The secret of Apex Dish-a-matic is
hotter water! (Dishwasher)
Pamphlet. © The Apex Electrical
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This year I've made everybody happy.
(Dishwasher) Clipping. © The
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washer) Folder. © The Apex
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with Apex. (Household appli-
ances) Folder. (FL-5820
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Are you lucky? (Numerological
charts) Clipping. © L. J.
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Arc ray fluorescent lamps. Folder.
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tures. Folder. © 30Jul48; KK26966.

AREM, INC. ©.
Dandro-cide. (Dandruff remedy)
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Arlington's krispy top sliced bread.
(Bread) Label. © Robert Ivanoff
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ARMOR COATINGS ©.
The plastic Coat-O'-Armor marine
finishes. Label. © 1Jun48;
KK25478.

ARMOUR AND COMPANY ©.
As the music stopped I overheard ...
"hands like lobster claws!" [Woman
tying man's tie] (Soap flakes)
Clipping. © 28Nov48; KK29773.

Chicago has so many of the nicest
people, Dial deodorant soap was a
sell-out! [Sun dial and bar of
Dial soap] Clipping. © 11Aug48;
KK30435.

Fix-easy pantry-shelf meals!
(Canned meat products) Clipping.
© 10Sep48; KK26743.

For washing clothes whiter, only Perk
with Armocel gives you proof.
(Granulated soap) Clipping.
© 12Aug48; KK26386.

The fun went out of the party when
I heard ... "hands like lobster
claws!" (Soap) Clipping.
© 2Sep48; KK26570.

Hurry, ladies! Save money 2 ways!
(Soap flakes) Clipping. © 11Nov48;
KK29772.

Hurry, ladies! While bargain offer
lasts! [Chiffon coupon offer]
(Soap flakes) Clipping.
© 4Nov48; KK29456.

Hurry ladies! While the supply
lasts. Accept this gift at no
extra cost! (Soap flakes) Clip-
ping. © 30Sep48; KK27733.

I overheard a sour note, "hands like
lobster claws!" Chiffon for dish-
es. [Woman with red hands playing
piano] (Soap flakes) Clipping.
© 5Dec48; KK30433.

Just heat 'em up--they're pantry-
shelf meals! (Canned meat products)
Clipping. © 30Oct48; KK28205.

Never before an active, truly effec-
tive deodorant soap! Dial stops
odor before it starts! [Model in
bath] Clipping. © 21Oct48;
KK29991.

Now a real beef stew. (Canned
meat products) Clipping.
© 8Oct48; KK28578.

Pantry-shelf meals please your budg-
et too! [Corned beef hash,
tamales, and chili con carne]
(Canned meat products) Clipping.
© 12Nov48; KK29458.

Perk with Armocel saves 1/3 on soap.
[Three illustrations describing
proofs] (Granulated soap) Clip-
ping. © 14Oct48; KK30141.

Perk with Armocel: washes 46° whiter,
31° brighter. [3 illustrations of
proofs, and box of Perk] (Granu-
lated soap) Clipping. © 7Oct48;
KK30629.

Proof is truth. It's new! It's
better! It's Armour's! Perk with
Armocel. [Woman holding piggy
bank] (Granulated soap) Clip-
ping. © 1Sep48; KK29698.

Proof is truth. It's new! It's
better! It's Armour's! Perk with
Armocel. [Woman pointing to
clock] (Granulated soap) Clip-
ping. © 26Oct48; KK29697.

Proof is truth ... Perk with Armocel.
(Granulated soap) Clipping.
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Proof is truth ... Perk with Armocel.
(Granulated soap) Clipping.
© 1Sep48; KK26387.

Proof is truth ... Perk with
Armocel. [Two women] (Soap)
Clipping. © 3Sep48; KK26657.

Proof is truth ... Perk with
Armocel. [Woman and clock]
(Soap) Clipping. © 1Sep48;
KK26658.

Proof is truth. Perk with Armocel,
washes cleaner ... than any other
kind of soap. (Granulated soap)
Clipping. © 31Aug48; KK27165.

Proof is truth - Perk with Armocel
washes up to 46° whiter. [Two
women; box of Perk soap] (Granu-
lated soap) Clipping. © 19Nov48;
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Proof tells you why it pays to buy
Perk. [Woman shopping and large
box of Perk] (Granulated soap)
Clipping. © 2Dec48; KK29934.

Save 15¢ on soap! (Granulated soap)
Clipping. © 26Aug48; KK26384.

Save 15¢ on soap! ... Perk with
Armocel. (Granulated soap) Clip-
ping. © 19Aug48; KK26385.

This exciting gift premium starts
your big Xmas rush on Chiffon
right now! (Soap flakes) Clip-
ping. © 10Oct48; KK28581.

This exciting gift wrapping premium
starts your big Christmas rush on
Chiffon right now! (Soap flakes)
Clipping. © 5Oct48; KK29774.

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Betty loves Bob (but not Bill) Dial
keeps you nice to be close to!
(Deodorant soap) Clipping.
© 19Oct48; KK30059.

Dial is the first active, really
effective deodorant soap in all
history! [Man bathing] Clipping.
© 22Nov48; KK30060.

Even nice people perspire, now - the
nicest people use Dial. (Deodor-
ant soap) Clipping. © 9Aug48;
KK25936.

Even nice people perspire, now the
nicest people use Dial. (Deodor-
ant soap) Sheet. © 2Aug48;
KK25568.

Even the nicest people perspire -
new Dial deodorant soap. Sheet.
© 2Aug48; KK25569.

In winter, too...even nice people
perspire ... new Dial deodorant
soap. [Man and woman in formal at-
tire] Clipping. © 30Nov48;
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- In winter, too, even nice people perspire - now, the nicest people use Dial. (Deodorant soap) Clipping. © 6Dec48; KK30142.
- In winter, too, even nice people perspire. Now, the nicest people use Dial. [Sun dial and Dial soap; man and woman in evening attire at theatre] (Deodorant soap) Clipping. © 8Nov48; KK30062.
- In winter, too - even nice people perspire. Now the nicest people use Dial. [Woman in fur coat adjusting man's tie] (Deodorant soap) Clipping. © 7Dec48; KK29897.
- New Dial deodorant soap keeps you fresh round the clock. Dial actually stops odor before it starts! Clipping. © 18Oct48; KK28582.
- New Dial deodorant soap keeps you fresh round the clock. Only Dial is so wonderfully effective! Clipping. © 17Oct48; KK28580.
- Now! At last! Camera proves why Dial is ... [Doctor pointing to photographs] (Deodorant soap) Clipping. © 24Sep48; KK27650.
- Now! At last! Dial, the only deodorant soap guaranteed. [Man bathing] (Deodorant soap) Clipping. © 10Oct48; KK27739.
- Pete loves Pearl (but not Polly); Dial keeps you nice to be close to! (Deodorant soap) Clipping. © 21Oct48; KK29771.
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Balance in Motion - models in stock. (Women's shoes) Folder. © 1Sep48; KK28741.
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- How a steel mill operates. (Fire brick, insulation etc.) Poster. © 10Oct48; KK29105.
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Wholesale and retail price list. (Plastic materials and related supplies) Booklet [20] p. © 10Nov48; KK29235.
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Art stone designs. (Cement blocks) Card. © 18Oct48; KK29845.
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New 'Artra' soapless shampoo stops children's crying. (Shampoo) Clipping. © 7Oct48; KK27695.
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Any way you look at it - it rates! (Brake sets) Sheets. © 20Dec47 (in notice; 1948); KK25344.
- Here comes your magic carpet to bigger brake service profits! Now! Amco brings you ... (Infra-red ovens) Sheets. © 15Jun48; KK25341.
- Lined up for plus profits. (Fan belts) Sheets. © 1Apr48; KK25345.
- New bonding bulletin free! (Amco products) Clipping. © 50Oct48; KK29717.
- New! Infra-red Amco uni-fuse bonding ovens. Sheets. © 15Mar48; KK25342.
- Only the Amco safety rated line brings you all this. (Amco line of products) Clipping. © 15Oct48; KK29004.
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- Catalog digest. (Phonograph pickups, cartridges & recording heads) Folder. (Form 150) © The Astatic Corp.; 15Feb48; KK27360.
- Complete specifications on Astatic phonograph pickups and cartridges with cartridge replacement reference chart. Folder. (Form 165) © The Astatic Corp.; 12May48; KK27363.
- Complete specifications on Astatic phonograph pickups and cartridges with cartridge replacement reference chart. Folder. (Form 166) © The Astatic Corp.; 1Aug48; KK27362.
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- The lamp scoop of the year. (Table lamps) Sheet. © 11Nov48; KK29253.
- The light of your life. (Floor lamps) Sheet. © 15Sep48; KK27339.
- A new 7-way floor lamp with nite lite. Sheet. © 14Dec48; KK30359.
- Quality lighting for your home. (Lamps) Sheet. © 20Jul48; KK25437.
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Lucky 7 Club. (Shoe heels) Card. © The Auto-Soler Co.; 18Oct48; KK29700.
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Afraid you're not getting your share of radio sales? (Radios, radio-phonographs) Clippings. © 25Aug48; KK30194.
© 5Sep48; KK30201.
- Big picture television plus complete FM broadcast receiver. Clipping. © 17Nov48; KK30190.
- Big picture television plus complete FM broadcast receiver, Crosley Spectator television. Clipping. © 19Nov48; KK29386.
- Crosley "big picture" television plus complete FM broadcast reception. (Television set) Clipping. © 30Oct48; KK28502.
- Crosley complete FM broadcast reception in a brand new Spectator television receiver. Clipping. © 25Nov48; KK29661.
- Crosley maps new sales trails. (Refrigerator, home freezer, range) Clipping. © 5May48; KK30191.
- Crosley scoops the low-price field with 7 cu. ft. Shelvador refrigerator. Clipping. © 10Oct48; KK30192.
- Disturbed because most home freezers are priced too high for your market? Clipping. © 5Aug48; KK30202.

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A dream radio phonograph for your dream house! Clipping. © 10Nov48; KK28951.

Envy the man who can show off his catches any old time? (Home freezer) Clipping. © 24Aug48; KK30193.

For profits now! Crosley Frostmaster backed by a complete promotion plan. (Home freezer) Clipping. © 1Mar48; KK25994.

Got those yearnings for bigger earnings? (Radios) Clipping. © 23Sep48; KK30197.

Here's a new degree in efficiency! (Refrigerator) Clipping. © 1May48; KK30198.

Here's a spring tonic. (Radios) Clipping. © 1Feb48 (in notice: 1947); KK30196.

Here's the door to sales and profits. (Refrigerators, freezers, radios, etc) Clippings. © 1Jun48; KK29660.
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How to make an income with 5 figures! The new Crosley Shelvador 5 way refrigerator. (Refrigerators) Clipping. © 1Apr48; KK29005.

Irked by high cost of home freezers? Clipping. © 30Sep48; KK30200.

It's Crosley in the West. (Home freezer, refrigerator, radios etc.) Clipping. © 25Jan48; KK29008.

It's simply wonderful and wonderfully simple. (Electric range) Clipping. © 25Nov48; KK30195.

It's the new Crosley Shelvador. (Refrigerator) Clipping. © 25Apr48; KK29007.

Losing sales because of a limited line? (Radios) Clipping. © 5Jul48; KK30185.

Never before have your dollars bought so much luxury listening. (Radio, radio-phonograph) Clipping. © 3Dec48; KK30188.

Now, Crosley brings you "big picture" television. Sheet. © 31Jul48; KK30187.

Old radio on its last legs? Clipping. © 23Aug48; KK30204.

The only door that isn't waste. Crosley Shelvador new 5 way refrigerator. (Refrigerators, ranges, freezers etc.) Clipping. © 4Jun48; KK29006.

Radio service information. Folders.

355. © 24Nov48; on revisions; KK29573.

356. © 24Nov48; on revisions; KK29571.

357. © 26Aug48; KK26413.

358. © 29Apr48; KK25050.

359. © 25May48; KK25051.

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369-A. © 29Sep48; KK27349.

370. © 26Aug48; KK26411.

370-A. © 29Sep48; KK27350.

371. © 23Sep48; KK27301.

371-A. © 23Sep48; KK27299.

373. © 21Sep48; KK27300.

374. © 17Dec48; KK30380.

377. © 17Dec48; KK30379.

Record changer service information. Loose-leaf pamphlets.

346. © 23Aug48; KK26130.

362. © 30Nov48; KK30105.

364. © 5Nov48; KK28991.

Television receiver information. (Television receiving sets) Pamphlet. (No. 353) © 20May48; KK24953.

Television receiving antenna information. 24 p. (Bull. no. 378) © 10Dec48; KK30299.

That famous Crosley door! (Refrigerator) Clipping. © 5Jul48; KK30184.

Tired of "fishing" for distant stations? (Radios) Clipping. © 23Aug48; KK30203.

Tired of needless food shopping trips? (Home freezer) Clipping. © 23Aug48; KK30205.

Visibility excellent. (Television) Sheet. © 25Jul48; KK30186.

Why the door is the most important part of any refrigerator study. Clipping. © 10Oct48; KK30189.

Worried about the sales future of radios? Clipping. © 5Sep48; KK30199.

Yea man, you're gonna need a strong line. (Radio, radio-phonograph, Shelvador, ranges, home freezer, television receiver) Clipping. © 10Oct47; KK27399.

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Genuine Ave Maria Rosary rings. Folder. © 27Aug48; KK27052.

AVERY (F. E.) COMPANY ©.

Get on the trail of genuine parts. Card. © The F. E. Avery Co.; 15Jun48; KK30526.

B

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Beautiful new pen colors. (Ball point pens) Clipping. © 23Apr48; KK25777.

Everybody wants a B. B. pen. Clipping. (LA-11) © 5Dec48; KK30583.

... A Merry Christmas to all! (Ball pens) Clipping. © 6Dec47; KK26097.

No finer pen at any price! Clipping. © 20Aug48; KK29744.

Striking new models by B-B. (Pens) Clipping. (LA-10) © 30Oct48; KK29644.

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Sealock egg case, Model A. (Shipping case) Label. © Peter Baar & Arthur J. Boeve, d.b.a. Baar & Boeve; 10Jul48; KK26572.

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Now! A new cerebral palsy model Babee-Tenda safety chair. (Baby furniture) Clipping. © The Babee-Tenda Corp.; 20Oct48; KK28112.

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Tumble-proof for lively babies. (Baby furniture) Clipping. © The Babee-Tenda Corp.; 1Apr48; KK29249.

Why so many doctors recommend Babee-Tenda. (Baby furniture) Folder. (Form no. 22) © The Babee-Tenda Corp.; 9Nov48; KK29217.

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Assembly instructions for the Surge filter cooler. (Dairy farm equipment) Folder. © 23Nov48; KK30395.

Creeping teat cups do pinch off profit; Surge teat cups don't creep! (Dairy farm equipment) Clipping. © 6Apr48; KK30397.

Electric fencing can be profitable. (Dairy farm equipment) Clipping. © 18May48; KK24655.

In North Dakota - in South Dakota - way up North - there's a big swing to Surge! (Dairy farm equipment) Sheet. © 16Jun48; KK25301.

A lot of people in a lot of places want a Surge! (Dairy farm equipment) Sheet. © 15May48; KK25300.

Money-making milking is what we have to sell! (Dairy farm equipment) Clipping. © 16Feb48; KK26729.

New Surge Dairy-Maid water heater. (Dairy farm equipment) Clipping. © 25May48; KK24654.

Now your Surge service dealer offers 2 new aids for better dairy sanitation. (Washing powder, bactericide) Clipping. © 10Aug48; KK30393.

Pfanstiehl formula 47. (Cleaner for dairy utensils) Clipping. © 5Jul48; KK27932.

Plans for building your own automatic feeding and milking stanchions. (Dairy farm equipment) Folder. © 3Dec48; KK30394.

Surge dairy profit computer. (Dairy farm equipment) Device. © 3Dec48; KK30396.

This is the way cows are going to be milked on your farm some day! (Dairy farm equipment) Clipping. © 12Jul48; KK30392.

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Automotive glass run channel and weatherstrips. Folder. © The Bailey Co., inc.; 14Sep48; KK26750.

Precision - rolled shapes and mouldings. Folder. © The Bailey Co., inc.; 10Aug48; KK27864.

Some typical uses of Bailey products. (Rolled metal shapes) Folder. © The Bailey Co., inc.; 3Nov48; KK29460.

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Four Bozos. (Humorous miniature beverage) Label. © 1Dec48; KK29900.

Pot 59. (Humorous miniature beverage) Label. © 1Dec48; KK29901.

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v. 4. © 10Jul48; KK25815.
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- Baldwin SR-4 torquemeters. Folder. (Bull. 275) © The Baldwin Locomotive Works; 10Oct48; KK28386.
- Baldwin strain rate pacer. Sheet. (Bull. 289) © The Baldwin Locomotive Works; 28Aug48; KK26258.
- Hydraulic presses. Pamphlet. (Bull. 285) © The Baldwin Locomotive Works; 29Jun48; KK24630.
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Kiddies playtime records. (Phonograph records) Label. © 14Jul48; KK25174.
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- Fresh white blouses. (Misses' blouses) Clipping. © 1Jul48; KK24922.
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- Holiday parties are in the offing. (Misses' evening gowns) Clipping. © 5Nov48; KK29044.
- Imported Ourson hat bodies. (Misses' hats) Clipping. © 21Oct48; KK28201.
- In wise college clothes plans, special credits are awarded to tailored rayon crepe blouses. Clipping. © 11Aug48; KK26023.
- Irish tweed suit. (Misses' suit) Clipping. © 2Sep48; KK26770.
- It's easy to see why teens love two-piecers. (Young girls' dresses) Clipping. © 13Sep48; KK26932.
- It's the deep lining that keeps him warm ... (Boys clothes) Clipping. © 8Sep48; KK26925.
- Jacquard-patterned fabrics. (Misses' dresses) Clipping. © 10Oct48; KK27711.
- Jonathan Logan dresses. (Misses' dresses) Clipping. © 22Aug48; KK26160.
- Jumper-effect gingham. (Girls' jumper dress) Clipping. © 22Aug48; KK27528.
- Junior editions. French Kislav. (Misses' nightgowns, slip and gloves) Clipping. © 5Dec48; KK30697.
- Just see the new coats! (Teens' coats) Clipping. © 24Sep48; KK27522.
- A lace trimmed rayon crepe slip. A new dance dress for the holidays. (Misses' slips and gowns) Clipping. © 3Dec48; KK30542.
- Lambs' wool lining. (Misses' coat) Clipping. © 21Nov48; KK30707.
- Leopard-printed rayon. (Misses' robes) Clipping. © 25Oct48; KK28430.
- Lewispun. (Misses' coat) Clipping. © 6Oct48; KK28178.
- Lewispun tweed. (Teen's coats) Clipping. © 15Oct48; KK28193.
- Lightweight, but firm ... girdles and panty girdles. (Misses' girdles) Clipping. © 20Sep48; KK27065.
- Lightweight woolens. (Misses' dresses) Clipping. © 13Oct48; KK28184.
- Liliputian Bazaar. (Children's dresses) Clipping. © 27Oct48; KK28421.
- Liliputian Bazaar. (Children's outfit) Clipping. © 2Sep48; KK26769.
- Liliputian Bazaar. (Child's suit) Clipping. © 23Jun48; KK24758.
- Liliputian Bazaar. (Girls' pinafores) Clipping. © 24Jun48; KK24753.
- The Liliputian Bazaar. (Tots' dresses) Clipping. © 17Nov48; KK29284.
- Liliputian Bazaar aids. (Baby's furniture) Clipping. © 27Jul48; KK25391.
- Liliputian Bazaar coat sets are tailored two ways. (Children's clothes) Clipping. © 26Sep48; KK27519.
- Liliputian Bazaar exclusive. (Girl's pinafore) Clipping. © 11Jul48; KK25136.
- The Liliputian Bazaar shows how to make life with baby easy and fun. (Infants' furniture) Clipping. © 12Aug48; KK26021.
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- Lingerie by Saab. (Misses' lingerie) Clipping. © 20Oct48; KK28198.
- A little felt, a lot of veil. (Misses' hats) Clipping. © 4Oct48; KK27717.
- Little hats for midsummer. (Misses' hats) Clipping. © 8Jul48; KK24919.
- Loungers. (Misses' sweater and slacks) Clipping. © 10Oct48; KK28429.
- Lovely for Christmas - munrospun sweaters. Party frocks. (Misses' sweaters, children's dresses) Clipping. © 7Nov48; KK29046.
- Lovely midwinter felts. (Misses' hats) Clipping. © 18Nov48; KK29282.
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- The Nada bag. Best's British sportswear shop. (Misses' bag and clothes) Clipping. © 10Oct48; KK27725.
- The Nada bag. Coat sets. (Misses' bag. Children's coats) Clipping. © 30Oct48; KK27714.
- Nada Gray flannels. Plaid cotton knit. (Misses' suit. Children's clothes) Clipping. © 19Aug48; KK26172.
- Nada gray flannels. Snow suits. (Misses' suit. Girls and boys clothes) Clipping. © 24Oct48; KK28424.
- Nada gray flannels. They'll be dry when it rains and bright when it shines. (Misses' suit. Girls' raincoats) Clipping. © 26Aug48; KK26777.
- Navy-and-plaid for our teen chinchilla. (Girls' jacket and skirt) Clipping. © 9Sep48; KK27533.
- Navy chinchilla. (Young girls' coat and skirt) Clipping. © 19Sep48; KK29026.
- The neat and graceful opera pump [and] Black rayon satins. (Women's shoes and dresses) Clipping. © 28Jul48; KK25392.
- New - a wool plaid jacket is reversible. All we hear is plaid, plaid, plaid. (Boys' jacket. Girls' clothes) Clipping. © 12Sep48; KK26929.
- New distinction in glen plaid. (Misses' suit) Clipping. © 23Sep48; KK27524.
- New snow suit. (Children's snow suit) Clipping. © 22Oct48; KK28426.
- New wool lining for girls' corduroy separates. (Young girls' outfit) Clipping. © 17Aug48; KK26168.
- The newest idea in separates. (Misses' skirts and stoles) Clipping. © 14Oct48; KK28188.
- Newly narrow. (Misses' dress) Clipping. © 17Sep48; KK27706.
- Nursery essentials. (Infants' furniture and accessories) Clipping. © 14Sep48; KK26917.
- Nylon slip. The softer blouse of rayon crepe. (Misses' slip and blouses) Clipping. © 1Sep48; KK26772.
- Oatmeal tweed. (Misses' coat) Clipping. © 4Oct48; KK27719.
- The opera pump. (Misses' shoes) Clipping. © 27Sep48; KK27517.
- Our Nada sweaters. (Misses' sweater set) Clipping. © 12Dec48; KK30682.
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- Outdoor jackets. Keep them warm. (Boys' jackets. Children's snow suits) Clipping. © 26Nov48; KK30546.
- Outdoor outfit. (Misses' ski outfit) Clipping. © 12Nov48; KK30712.
- Paired for fall - hats and bags to match. Clipping. © 18Aug48; KK26170.
- Party dressing for Young Cosmopolitans. (Misses' clothes) Clipping. © 19Nov48; KK30532.
- Party dressing ... Navy chinchilla. All-weather jacket. (Misses' dresses. Children's clothes) Clipping. © 3Sep48; KK26763.
- Party frock. (Young girls' dress) Clipping. © 26Nov48; KK30548.
- Party frocks. Christmas sale! (Children's dresses. Misses' gloves) Clipping. © 25Nov48; KK30544.
- The perfect Christmas gift: French kislav gloves. (Misses' gloves) Clipping. © 28Oct48; KK29032.
- Perfect for an informal evening. (Misses' evening gowns) Clipping. © 22Nov48; KK30554.
- A perky hat. Clipping. © 1Dec48; KK30539.
- Pile-lined coat. (Men's jackets) Clipping. © 2Dec48; KK30694.
- Plaid cotton knit. Cotton flannel nightclothes. (Children clothes. Misses' nightclothes) Clipping. © 26Aug48; KK26776.
- Plaid cotton knit. Ebony blue and pitch brown. (Children's clothes. Misses' clothes) Clipping. © 12Sep48; KK26933.
- Plaid for some of our newest, prettiest girls' cottons. (Young girls' dresses) Clipping. © 19Aug48; KK26173.
- Plaid match. (Misses' dress) Clipping. © 5Aug48; KK26918.
- Plaids. Boys' reefers. (Boys' and girls' clothes) Clipping. © 10Sep48; KK26916.
- Play outfit. (Misses' play outfit) Clipping. © 18Jul48; KK25676.
- Play suit success for girls [and] Perfect for warm weather; pure silk robe. (Girls play suit and women's robe) Clipping. © 20Jul48; KK25323.
- The polo coat. (Misses' coat) Clipping. © 8Dec48; KK30703.
- A practical fashion revived: the wool dress with matching jacket. (Misses' suit dresses) Clipping. © 22Sep48; KK27527.
- The prettiest girl at the party. Christmas gloves. (Misses' dresses. Children's gloves) Clipping. © 21Nov48; KK30553.
- Pretty snow suit. Clipping. © 3Dec48; KK30696.
- Prom trotter. (Misses' gown) Clipping. © 11Aug48; KK2601b.
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- Pure silk. (Misses' dresses) Clipping. © 1Dec48; KK30541.
- Raincoat. Gray flannel. (Misses' coat and suit) Clipping. © 13Oct48; KK28186.
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- Rayon faille. The initialed shirt collar buttons on over a mandarin collar. (Young girls' dress) Clipping. © 21Sep48; KK27063.
- Rayon foulards. (Misses' dresses) Clipping. © 27Oct48; KK28422.
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- Rayon slipper satin. (Misses' dinner dresses) Clipping. © 14Sep48; KK26930.
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- Rayon taffeta for teens. (Young girls' dress) Clipping. © 13Oct48; KK28420.
- Rayon tissue faille. (Misses' dress) Clipping. © 6Oct48; KK27718.
- Rayon tissue faille [and] Beautiful handmades. (Misses' dress [and] Toddlers' dresses) Clipping. © 4Jul48; KK24913.
- Rayon tissue faille [and] Fall hats with saucy feather trim. (Woman's dress and ladies' hats) Clipping. © 29Jul48; KK25393.
- Ready for a swim. (Child's swim suit) Clipping. © 23Jun48; KK28611.
- A renowned travel item: Charmeen gabardine. (Women's suits) Clipping. © 25Jul48; KK25389.
- Return of a favorite: The polo coat [and] Coolness assured. (Misses' coat and dress) Clipping. © 12Jul48; KK25138.

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She swims in cotton. (Girls' swim suit) Clipping. © 18Jun48; KK24923.

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Shirtmaker. (Misses' dress) Clipping. © 8Sep48; KK26924.

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Shirtmaker, of imported striped silk. (Woman's dress) Clipping. © 19Jul48; KK25325.

Silk chiffon, cloud-light and feminine. (Misses' scarves) Clipping. © 17Oct48; KK28192.

Silken beauty, simple design: char-meen gabardine; Navy-and-plaid for our teen chinchilla. (Misses' suit; Girls' two-piece outfit) Clipping. © 28Oct48; KK29031.

Simple lines, rich and shining fabrics. (Misses' dresses) Clipping. © 5Sep48; KK26921.

The single-breasted box coat ... popular and practical for Young Cosmopolitans. ... A coat with fur. (Misses coats) Clipping. © 1Nov48; KK29039.

Skirt: gray flannel; top: bright wool. ... The beret. (Misses' clothes and hat) Clipping. © 31Oct48; KK29038.

Skylon slip. (Misses' slip) Clipping. © 30Jun48; KK24921.

Skylon slip. Robes for comfort and long wear. (Misses' slip and robes) Clipping. © 2Sep48; KK26768.

A slim, wool gabardine suit. (Suit and coats) Clipping. © 24Sep48; KK27520.

The small, neat muffin-shaped hat that sits demurely atop your head is fall's most captivating fashion. Clipping. © 12Aug48; KK26020.

Smoke lure ... by Sapphire. New distinction in glen plaid [and] Sheer wool. (Misses' stockings; suit and dresses) Clipping. © 29Sep48; KK27512.

Snow suits. (Boys' clothes) Clipping. © 7Oct48; KK27721.

Snow suits. (Children's snow-suits) Clipping. © 13Oct48; KK28183.

Snow suits. Buttons and bows. (Children's snow suits. Misses' dresses) Clipping. © 26Nov48; KK30547.

Snow suits. Knitted wool yoke. (Young girls' snow suits) Clipping. © 19Nov48; KK30551.

Snug bathing suit. (Child's swim suit) Clipping. © 27Jun48; KK24915.

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So many smart coats at Best's Teens Corner. Clipping. © 2Nov48; KK29040. © 11Nov48; KK29292.

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Special purchase! (Infants' high chair) Clipping. © 14Nov48; KK29281.

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Striped swim suit. (Misses' swim suit) Clipping. © 20Jun48; KK24745.

Students of fashion choose good gray flannel. (Misses' clothes) Clipping. © 5Sep48; KK29048.

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Sun dress exclusive. (Child's dress) Clipping. © 4Jun48; KK25669.

A superb Forstmann woolen. (Misses' coats) Clipping. © 12Nov48; KK29295.

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Tailored, trim. (Misses' suit) Clipping. © 11Aug48; KK26161.

Teen clothes become smart fashions. (Teen-age clothes) Clipping. © 19Sep48; KK27068.

Teen coat. (Teen-ager's coat) Clipping. © 31Oct48; KK29023.

Teen coats. Clipping. © 11Oct48; KK27729. © 21Oct48; KK28203.

Teen cottons. Tailored rayon crepe blouses. (Girls' dresses. Misses' blouses) Clipping. © 19Aug48; KK26175.

Teen gingham. (Young girls' dress) Clipping. © 12Aug48; KK26163.

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Teen slicker. Glove success. (Girls' raincoat. Men's gloves) Clipping. © 10Dec48; KK30689.

Teen two-piecer. (Young girls' dress) Clipping. © 17Sep48; KK27061.

Teen wool. (Girls' dresses) Clipping. © 25Aug48; KK26780. © 15Sep48; KK27060.

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Tie patterns... tie fabrics... (Misses' dresses) Clipping. © 9Aug48; KK26025.

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- When it comes to corduroy... come to Best's. College material. (Misses' clothes) Clipping. © 15Aug48; KK26162.
- When the Lilliputian Bazaar does plaid wools. (Toddler's dresses) Clipping. © 15Sep48; KK27530.
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- The white jacket. (Misses' jacket) Clipping. © 11Jul48; KK25139.
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- Winter warmth. (Misses' coat) Clipping. © 15Oct48; KK28419.
- Winter warmth. White rayon crepe. (Misses' coat. Misses' blouses) Clipping. © 17Oct48; KK28195.
- With corduroy so hard to get, girls come to Best's ... top favorite. (Young girls' clothes) Clipping. © 16Sep48; KK26935.
- Wonderful twosome for Young Cosmopolitans. Our Munrospun sweaters. Christmas sale! (Misses' clothes. Men's sport shirts) Clipping. © 10Dec48; KK30690.
- Wool and camel hair. (Misses' coat) Clipping. © 29Aug48; KK26776.
- Wool and camel hair. (Misses' coat) Clipping. © 3Sep48; KK27536.
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- Wool flannel with stripes used two ways. (Misses' suit) Clipping. © 4Aug48; KK26029.
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- Wool knit dress. Lovely midwinter felts. A superb Forstmann woolen. (Misses' dress, hats, coats) Clipping. © 23Nov48; KK30557.
- Wool plaid. (Misses' dress) Clipping. © 17Oct48; KK28418.
- Wool plaids. (Girls' dresses) Clipping. © 21Oct48; KK28200.
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- Back again, fascinating Frescol! (Artists' colors) Clipping. © 1Sep48; KK27635.
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- At the peak of flavor - like a fine, sun-ripened pineapple. (Beer) Clipping. © 10Apr48; KK26314.
- At the peak of flavor - no, we've never seen an ear of Golden Bantam. (Beer) Clipping. © 8May48; KK26312.
- At the peak of flavor - the simplest way we know to describe the refreshing flavor ... (Beer) Clipping. © 29Mar48; KK26315.
- California, here we come! (Beer) Clipping. © 1Mar48; KK26319.
- It's the apple of our eye. (Beer) Clipping. © 29Sep47; KK26311.
- "Scoop" of the season. (Beer) Clipping. © 24Nov47; KK26318.
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Snow-man; with interspersed little orange snowmen. (Confections) Label. © 22Mar48; KK24860.

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Cold finished alloy "H" steels. (Steel products) Folder. (3) © 29Mar48; KK25768.

BLOCK, RAPHAEL ©.

The box business, 60 years old and going strong! (Paper boxes) Folder. © 25Sep48; KK28803.

Things you might not know about the folding paper box business. Folder. © 25Oct48; KK28804.

What we have. (Paper boxes) Folder. © 25Nov48; KK30072.

BLOCK COMPANY ©.

Closet Caddy. (Housewares merchandise) Label. © Block Co., Burton Block, owner; 15Jul48; KK27854.

BLOOM (CHARLES) INC. ©.

Presenting: Saison's famous "Happily married" fabric groups. (Fabrics) Clipping. © 20Oct47; KK29059.

BLOOM-EASE, INC. ©.

Minnehaha Falls. (Moccasins) Label. © 27May48; KK26465.

BODELL, MARK ROBINSON ©.

Aluminum drip coffee maker. Sheet. (DSD-174-748) © 28Jul48; KK25539.

Household Institute aluminum rack. (Roasting and baking rack) Label. © 9Dec48; KK30207.

Household Institute hot dish pad set. Label. © 8Nov48; KK29211.

Save \$5.00 with our card plan. (Molded aluminum pressure cooker) Card. © 28Oct48; KK29210.

Save over 40 o/o on our card plan. (Aluminum cookware) Poster. © 20Aug48; KK26310.

Use this card, save over 40 o/o. (Molded aluminum cookware) Card. © 29Oct48; KK29209.

BODY-GUARD VALVE COMPANY, INC. ©.

The Body-Guard anti scald valve. (Dual line water pressure compensating valve) Folder. (Form no. BG-21-48) © 7Dec48; KK29942.

BOE, LENORE ©.

Milk Carton trains. (Toy) Label. © 15Nov48; KK29468.

BOEVE, Arthur J. SEE Baar and Boeve.

BOLTA COMPANY ©.

Colorful Boltabest, linen-finish serving trays. Outstanding new creation. Folder. © The Bolta Co.; 15Aug48; KK27623.

BOND (CHARLES) COMPANY ©.

Take a look inside. (Speed reducer) Folder. (GA 122) © 31Aug48; KK26953.

BOND FOUNDRY AND MACHINE COMPANY ©.

Bond beverage and industrial truck. Folder. (R-58) © 10Sep48; KK27345.

BOOK HOUSE FOR CHILDREN ©.

Great expectations, yes, mother your child's future. (Book) Clipping. © The Book House for Children; 20Oct48; KK29987.

My heart skips a beat! (Book) Clipping. © The Book House for Children; 20Sep48; KK26847.

The three R R R'S. (Book) Clipping. © 20Aug48; KK25995.

BOOTH BOTTLING COMPANY, INC. ©.

Booth's label offer expires December 1st. (Non-alcoholic beverage) Clipping. © 12Nov48; KK28988.

BORDEN COMPANY ©.

"Do college girls make better wives?" (Dairy products) Clipping. © The Borden Co.; 11Sep48; KK27333.

"Do you want the child to develop an inferiority complex?" (Dairy products) Clipping. © The Borden Co.; 7Aug48; KK26673.

"Just how much allowance should a child get?" (Dairy products) Clipping. © The Borden Co.; 19Jun48; KK27334.

"Mothers, get my new Elsie bib." (Evaporated milk) Label. © The Borden Co.; 17Aug48; KK27335.

"Send for my new Elsie bibi" (Evaporated milk) Sheet. © The Borden Co.; 13Aug48; KK27336.

This one milk gives you more richness in every drop! (Milk) Clipping. © The Borden Co.; 9Jun48; KK24801.

"What's wrong with marrying on a shoestring?" (Dairy products) Clipping. © The Borden Co.; 9Jul48; KK26674.

BOTANY MILLS, INC. ©.

Back to school with Botany brand slacks. Clipping. © 31Aug48; KK26859.

Back to school with "Botany" brand wrinkle-proof ties. Clipping. © 8Sep48; KK27402.

Back to school with the classic fabric... the classic fashion... Botany brand flannel robe. Clipping. © 27Aug48; KK26187.

"Botany" brand. No bobbins Argyle kit. (Yarns) Sheet. © 16Aug48; KK28409.

"Botany" brand fabric, styled by Judy'n Jill. (Fabrics) Clipping. © 15Sep48; KK29065.

"Botany" brand fabric, tailored by Harris. (Fabrics) Clipping. © 29Aug48; KK26670.

"Botany" brand fabric tailored by I. Doctor. (Fabrics) Clipping. © 1Sep48; KK26877.

"Botany" brand fabric, tailored by Nardis of Dallas. (Fabrics) Clipping. © 29Aug48; KK26669.

"Botany" brand fabric tailored by Nardis of Dallas. (Fabrics) Clipping. © 1Sep48; KK26874.

"Botany" brand fabric, tailored by Ronnie-Ann originals. (Fabrics) Clipping. © 1Oct48; KK29069.

"Botany" brand fabrics, created by Dan Gertsman, California. Clipping. © 25Jul48; KK25901.

Botany brand fabrics, styled by Hugo Freund. Clipping. © 20Sep48; KK28323.

"Botany" brand fabrics, styled by Nantucket Natural. Clipping. © 15Aug48; KK25904.

"Botany" brand fabrics, tailored by CA Crane-Abrams. Clipping. © 1Aug48; KK25903.

Botany brand fabrics, tailored by Edson-Freitag. Clipping. © 20Sep48; KK28324.

Botany brand fabrics, there's a jubilee welcome awaiting you in these showrooms. (Fabrics) Clipping. © 21Oct48; KK29326.

"Botany" brand 500, tailored by Daroff. [Man and woman with falling leaves] (Men's clothing) Clipping. © 8Oct48; KK27704.

"Botany" brand 500, tailored by Daroff. [Man seated on parapet, college building in background] (Suits and topcoats) Clipping. © 10Sep48; KK27403.

"Botany" brand 500, tailored by Daroff. [Man with dog] (Men's suits and topcoats) Clipping. © 22Sep48; KK27404.

"BOTANY" brand 500 tailored by Daroff. (Suits and topcoats) Clipping. © 17Mar48; KK25897.

"Botany" brand 500, tailored by Daroff. (Topcoats) Clipping. © 29Oct48; KK29071.

Botany brand for him..for her. (Fabrics, yarn, clothing, etc.) Clipping. © 26Nov48; KK29327.

Botany brand Marchan, original by Gilbert. (Fabrics) Clipping. © 1Sep48; KK27400. © 20Sep48; KK28325.

Botany brand Marchan tailored by Tailorbrooke. (Fabric) Clipping. © 20Aug48; KK26191. © 25Aug48; KK26875.

"Botany" brand Marchan, tailored in California by Barney Max. (Fabric) Clipping. © 1Jul48; KK25902.

"Botany" brand mufflers. Clipping. © 27Nov48; KK30082.

Botany brand no-dye-lot yarns. Clipping. © 29Aug48; KK26860.

"Botany" brand 100 o/o virgin wool, coordinates by Jane Irwill. (Fabrics and yarns) Clipping. © 5Sep48; KK26672.

Botany brand 100 o/o virgin wool fabric styled by Kitty Kay. Clipping. © 20Aug48; KK26190.

Botany brand 100 o/o virgin wool fabric tailored by Graewil. Clipping. © 20Aug48; KK26189.

"Botany" brand 100o/o virgin wool flannel, styled by Nelly Don. (Fabrics) Clipping. © 28Aug48; KK29068.

"Botany" brand robe. "I think he likes his "Botany" brand robe better than he likes me." Clipping. © 1Dec48; KK30353.

"Botany" brand robes for men. (Robes) Clipping. © 11Nov48; KK29480.

Botany brand Superchan in an original design by Kay Saks of California. (Fabrics) Clipping. © 1Aug48; KK26192.

Botany brand Superchan, tailored by Hobbette's. (Fabrics) Clipping. © 1Sep48; KK26671.

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"Botany" brand, the people's choice. (Fabrics, wearing apparel, yarns etc.) Clipping. © 18Oct48; KK29070.

Botany brand wool shirts & slacks. Clipping. © 13Oct48; KK28326.

"Botany" brand wool socks. Clipping. © 3Dec48; KK30352.

"Botany" brand wrinkle-proof ties for blue suits - for gray suits - for brown suits. Clipping. © 17Sep47; KK25900.

Botany brand wrinkle-proof ties in planned patterns to go with whatever you wear. (Neckties) Clipping. © 12Sep48; KK26862.

The 'Botany' model of the month club. (Yarns) Folders.
v. 8, no. 7. © 1Jul48; KK24712.
v. 8, no. 8. © 2Aug48; KK25490.
v. 8, no. 9. © 1Sep48; KK26406.
v. 8, no. 10. © 1Oct48; KK27625.
v. 8, no. 11. © 1Nov48; KK28900.
v. 8, no. 12. © 1Dec48; KK30081.

The classic fabric, the classic fashion: 'Botany' brand flannel robe. Clipping. © 19Nov48; KK29481.
© 1Dec48; KK30454.

Complete your loveliness with 3 new 'Botany' brand lanolin cosmetics. Clipping. © 15Sep48; KK29066.

For fabric quality "Botany" brand fabric tailored by. (Fabrics) Clipping. © 5Nov48; KK29324.

From Main Street to country lane. "Botany" brand, the people's choice. (Fabrics, yarn, clothing, cosmetics, soap and wool detergent) Clipping. © 6Oct48; KK27703.

Look for "Botany" brand. (Fabrics, wearing apparel, yarns, cosmetics, and wool detergent) Clipping. © 21Oct48; KK29067.

Make room in your plans, it's Botany's jubilee. (Fabrics) Clipping. © 21Oct48; KK29325.

Merry Xmas with "Botany" brand wrinkle-proof ties. (Neckties) Clipping. © 10Nov48; KK29482.

No bobbins! Knit Argyle socks this simple way with "Botany" brand no-dye-lot-yarn Argyle-kit. (Yarns and fabrics) Clipping. © 17Oct48; KK28555.

"Not tonight, Josephine - I'm so comfortable in my 'Botany' brand robe." Clipping. © 14Sep48; KK27401.
© 15Oct48; KK28557.

The people's choice! Botany brand wrinkle-proof ties in planned patterns to go with your suits! (Neckties) Clipping. © 15Oct48; KK28322.

Simple to sew - this ultra smart suit of Botany brand certified fabrics for home sewing. (Fabrics) Clipping. © 1Sep48; KK26861.

Simple to sew this ultra suit of "Botany" brand certified fabrics for home sewing. Clipping. © 20Aug48; KK25905.

A special gift for him, a "Botany" brand wool shirt. Clipping. © 3Dec48; KK30354.

Wash your woollens the mill-tested way with "Botany" Dunk. (Wool detergent) Clipping. © 21Oct48; KK29323.

Works wonders with wool, "Potany" brand Dunk, for washing woollens! (Wool detergent) Clipping. © 7Oct48; KK28556.

Your woollens their wear and care. (Fabrics) Clipping. © 1Sep48; KK26876.

BOURKE, HOLLAND, AND MILLER, INC. ©.
Dear Mr. Jones. (Take a letter) New ed. (Oil) Sheet. © 1Sep48; KK26840.

A sight to warm your heart! (Winter signpost) (Printed advertising material) Sheet. © 12Jan48; KK27431.

A winter's tale. (Printed advertising material) Sheet. © 12Jan48; KK27430.

You're more than just a card in our files. New ed. (Oil) Sheet. © 1Sep48; KK26839.

BOURNE, Carlton B. SEE Unique Products.

BOWMAN GUM, INC. ©.
I prefer the new Mint Cocktail gum. [June Allyson] (Chewing gum) Clipping. © 1Jan48; KK28402.

Sons trounce fathers in first television bubble gum contest. (Bubble gum) Clipping. © 1Nov47; KK26944.

BOYLE-MIDWAY INC. ©.
2 big bargains for spring housecleaning. (Aerowax, no rubbing wax; Aeromist, glass cleaner) Clipping. © 1Apr48; KK28952.

We asked 5,782 women. (Old English wax) Clipping. © 9Sep48; KK28393.

BRACH (E. J.) AND SONS ©.
Brach's candies for Halloween. Poster. © 25Aug48; KK30024.

Brach's Swedish kisses. (Candy) Label. © 21Feb48; KK25334.

BRADFORD-SCOTT MANUFACTURING COMPANY ©.
Brasco rat & mouse killer. Label. © 15Dec48; KK30372.

BRAEMORE COMPANY ©.
Alice in Wonderland. (Handkerchiefs) Label. © The Braemore Co.; 1Aug48; KK27604.

BRAKE-TROL CORPORATION ©.
You can have this new car feature now! (Brake control systems & parts thereof) Folder. © 2Jan47; KK25355.

BRANDWEIN (A.) AND COMPANY ©.
Breaking the news. (Crib mattress) Pamphlet. © 15Mar48; KK24888.

BRANSTON ELECTRIC MANUFACTURING COMPANY ©.
Copy and proofs of advertisements to increase your hair removal business. (Short wave diathermy epilator) Folder. © 1Mar48; KK26941.

BRAUN (C. F.) AND COMPANY ©.
Condensers for sulphur-dioxide. Folder. (Bull. 648) © 20Sep48; KK27326.

BREAKSTONE BROTHERS, INC. ©.
Breakstone's genuine Swiss Gruyere process cheese. (Packaged cheese) Label. © 21Jun48; KK25472.

Breakstone's Sweetmin. (Cheese) Label. © 1Dec48; KK29870.

Breakstone's Swiss Gruyere process cheese. (Packaged cheese) Label. © 21Jun48; KK25473.

BRECKENRIDGE, Dorothy Ann Rader. SEE Dorothy's Things.

BRESNAN, JNO K. ©.
Graphilm, the new lubricant and penetrant for firearms. Label. © 29Jul48; KK26105.

BRFWERS SCIENTIFIC LABORATORIES ©.
Morfoam. The ideal foam stabilizer. (Beer and ales) Label. © 3Jan48; KK26439.

BREWSTER, FRANK V. ©.
40 master composers. (Musical card game) Label. © 4Nov48; KK28872.

BRINKMEYER, WILLIAM ©.
Radio City sound effects. (Game) Label. © 8Nov48; KK29940.

BROWN, EDWIN ©.
Kid Brown. (Tomatoes) Label. © 26May48; KK27308.

BROWN, GORDON F. ©.
Better Wear paints. Label. © Gordon F. Brown and Howard Ralph Wardle; 1Nov46; KK28769.

BROWN AND WILLIAMSON TOBACCO CORPORATION ©.
Why the cigarette pack in your pocket robs you of flavor and freshness. (Cigarettes) Clipping. © 21Apr48; KK25052.

BROWN BROTHERS, INC. ©.
Brownies. (Potato chips) Label. © 1Dec47; KK28385.

BROWN-FORMAN DISTILLERS CORPORATION, INC. ©.
For the King of whisky sours. Clipping. © 13Oct47; KK26484.

The label says it - the whisky proves it - "There is nothing better in the market." Sheet. © 5Apr48; KK25271.

A seven word pledge of quality... "There is nothing better in the market". (Old Forester Kentucky straight Bourbon whisky) Clipping. © 8Mar48; KK26059.

There is nothing better in the market. (Whiskey) Sheet. © 7Feb48; KK25295.

Why the label says... "There is nothing better in the market". (Old Forester Kentucky straight Bourbon whisky) Clipping. © 1May48; KK26060.

BROWN INDUSTRIES ©.
TC Transcon Lines. TC Transcon reports on Brown aluminum trailers. Clipping. © 5Sep48; KK27611.

BRUCE (E. L.) COMPANY ©.
How to clean and wax wood floors and linoleum standing up! (Floor cleaner, waxer, polisher) Folder. © 23Nov48; KK29437.

How to use the Bruce Doozit. (Floor cleaner, waxer, polisher) Pamphlet. © 23Nov48; KK29436.

BRUCE PHARMACEUTICAL DISTRIBUTING CORPORATION ©.
Formula Q.R.D. - for dry scalp. (Dandruff relief) Label. © 2Nov48; KK28732.

Formula Q.R.D. - for oily scalp. (Dandruff relief) Label. © 3Nov48; KK28733.

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New medical discovery gives amazing dandruff relief. (Preparation for relief of dandruff) Clipping. © 6Nov48; KK29844.

BYERS, Elsie Birt. SEE Red Bird Records.

BRUNER-RITTER, INC. ©.

Bretton brings the new look to your watch. (Watch bands) Sheet. © 7May48; KK25024.

For timeless beauty everyone treasures Bretton. (Watch bands) Clipping. © 5Nov48; KK29435.

BRUNSWICK-BALKE-COLLENDER COMPANY ©.

Bowling pins look alike, too. Folder. © The Brunswick-Balke-Collender Co.; 28Jul48; KK28839.

Designed for better bowling. (Bowling balls) Pamphlet. © The Brunswick-Balke-Collender Co.; 19Jul48; KK26900.

More strikes, more profits with Brunswick Range-Finder. (Bowling alleys) Pamphlet. © The Brunswick-Balke-Collender Co.; 24Jun48; KK25285.

BRUSH DEVELOPMENT COMPANY ©.

Brush Mail-A-Voice model BK-503-U. Supplement no. 1, Service manual. Loose leaf sheet. © The Brush Development Co.; 26Mar48; KK26056.

BRUSHWISE CORPORATION ©.

Be wise, Brushwise! Brushwise corporation. (Brushes) Label. © 1Aug48; KK28986.

BRYANT HEATER COMPANY. Industrial Division ©.

Bryant gas boosters. (Combustion equipment) Loose-leaf folder. (Hi-Flu series) © 16Aug48; KK26641.

Bryant Pow-R-Semblers. (Burner units) Loose-leaf folder. © 2Jul48; KK26642.

Bryant pyronic tunnel burner. (Gas burner equipment) Loose-leaf folder. (Data sheet no. 2D-1) © 29Nov48; KK30599.

Bryant series "BB" boiler burners, completely automatic gas firing. Loose-leaf folder. © 9Aug48; KK26643.

Condensed catalog ID-292. (Gas combustion equipment) 11 p. © 22Nov48; KK30600.

BUCKEYE CHEMICAL AND SPECIALTY COMPANY ©.

Get prompt relief. (Antube insecticide) Folder. © 24Jun48; KK24625.

BUCKNER PROCESS COMPANY ©.

This can't happen... with Lion Paw "Rug-Snug". (Woven cotton mesh) Folder. © 20May48; KK26095.

BUDWIN, Ray. SEE Budwin (Ray) Ltd.

BUDWIN (RAY) LTD. ©.

Royal pure Hawaiian Kona coffee. Label. © Ray Budwin, d.b.a. Ray Budwin, Ltd.; 16Dec48; KK30405.

BUMBERG, JAY GABRIEL ©.

We have no baby sitter problem. (Television sets) Clipping. © 18Nov48; KK29251.

BUNCH, Dale E. SEE "Safety-Set" Window Lock Company.

BURGESS BATTERY COMPANY ©.

Burgess F4H 6 volt lantern battery. Label. © 10Nov47; KK28816.

Burgess G5MA42 radio 'A & B' battery. Label. © 5Oct46; KK28821.

Burgess hearing aid battery T3WE. Label. © 30Sep47; KK28817.

Burgess hearing aid battery XX22E. Label. © 3Oct46; KK28819.

Burgess photo-flash battery 2PF. Label. © 26Dec46; KK28020.

Burgess 2R radio 'A' battery. Label. © 13Mar47; KK28818.

BURKARDT, ANTON F. ©.

Sativa. (Fibers and textiles) Label. © 12Jun48; KK26728.

BURLINGTON BREWING COMPANY ©.

1433 - 1948, heir to a great tradition, Van Merritt. (Beer) Clipping. © 9Apr48; KK29986.

BURLINGTON MILLS. May, McEwen, Kaiser Company Hosiery Division ©.

Branded for what it is! (Women's hosiery) Clipping. © 30Oct48; KK30564.

How to find money in stockings. (Women's hosiery) Clipping. © 10Oct48; KK30563.

BURRISON, MAURICE S. ©.

Altex All-American Pro. The Short-stop. (Men's underwear) Label. © 15May48; KK25881.

BUSER, INC. ©.

Buser standard woven edge widths. (Ribbons) Device. © 2Nov48; KK29422.

BUTEN (M.) AND SONS ©.

What color shall I use? (Paints and glass) Folder. © 29Jul48; KK25386.

BUTLER, EDGAR M. ©.

Butler electrolytic de-scaler, "EZ" series for diesel engine. Folder. © 1Dec48; KK30006.

The model Ez-Diesel Butler "Electrolytic" de-scaler. Sheet. © 13Dec48; KK30161.

BUTLER MANUFACTURING COMPANY ©.

Butler built packaged steel buildings. Folder. © 3Feb48; KK28158.

Butler built steel buildings now packaged in popular sizes. (Prefabricated buildings) Clipping. © 5Feb48 (in notice: 1947); KK28650.

Butler steel-aluminum buildings. (Prefabricated buildings) Folder. © 29Sep48; KK28159.

Electrical industry solves auxiliary housing problems with Butler built steel buildings. (Prefabricated buildings) Clipping. © 8Nov47; KK28649.

For the finest in L. P. G. transports truck tanks, it's Butler. Folder. © 31Aug48; KK28160.

Here is the Butler built model 1200. (Truck tanks) Folder. © 15Sep48; KK28157.

C

CAIRO, ROSINE N. ©.

Miss Cairo's dressing. (Salad dressing) Label. © 14Jul48; KK25189.

CALIFORNIA DRAW-STRING HAT ©.

California Draw-String hat. (Hats) Sheet. © California Draw-String Hat, Bluma Freedman, sole owner; 9Dec48; KK30623.

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Caloloid solution. (Antiseptic counter-irritant) Label. © 8Jul48; KK24902.
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CAMWELL CORPORATION ©.

Direct reading Synchro-Scale. (Photoflash data chart) Folder. © The Camwell Corp.; 8Oct48; KK27638.

Synchro-Scale. (Flashguns, cameras or other photographic equipment) Label. © The Camwell Corp.; 8Oct48; KK28882.

CANADA DRY GINGER ALE, INC. ©.

Thirsty? Go steady with Ginger! (Ginger ale) Clipping. © 29Nov47; KK27231.

CANNON MILLS, INC. ©.

Competition is good for a girl! (Sheets) Clipping. © 11Jun48; KK29176.

Extra snug fit for extra sleek ankles! (Stockings) Clipping. © 25Jun48; KK29936.

I was all at sea - but not for long! (Sheets) Clipping. (Ad no. SC-359-6-B) © 30Jul48; KK29181.

Not just nylons..but a wardrobe of Cannon nylons. (Stockings) Clipping. (Ad no. HC-180-8) © 15Oct48; KK29179.

Not just nylons, but Cannon nylons! (Hose) Clipping. (HC-168-9) © 22Aug47; KK28497.

Not just nylons..but Cannon nylons. (Stockings) Clipping. (Ad no. HC-170-11) © 17Oct47; KK29178.

So extra-smooth round the ankles. (Hosiery) Clipping. (Ad no. HC-178-6) © 28May48; KK29177.

That first day..whew! (Sheets) Clipping. (Ad no. SC-360-7) © 10Sep48; KK29180.

Yes, ma'am--I'm branded for life. (Sheets) Clipping. (Ad no. 356-B) © 1Apr48; KK28260.

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Highway records. (Phonograph records) Label. © Owen Edward Flynn, d.b.a. Canzonet Record Co.; 23Oct47; KK25756.

CAPITAL BAKERS, INC. ©.

Pennsylvania Dutch loaf. (Bread) Label. © 15Sep48; KK26981.

CAPITOL FUEL COMPANY ©.

"The great Misco" coal. Sheet. © The Capitol Fuel Co.; 2Aug48; KK26305.

Successful sales service for 29 years. (Coal) Clipping. © The Capitol Fuel Co.; 19Jun48; KK24956.

CAPITOL RECORDS, INC. ©.

Bible stories for children, told by Claude Rains. (Phonograph record album) Label. (BD-94; DBS-92) © 20Sep48; KK27949, KK27956.

Bozo sings. (Phonograph record album) Label. (DBS-84) © 21Jun48; KK27947.

Bozo under the sea. (Phonograph record album) Label. © 12Sep48; KK27955.

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Cocktail capers - the Art Van Damme quintette. (Phonograph record album) Label. © 25Oct48; KK27960.

College medleys - Jan Garber and his orchestra. (Phonograph record album) Label. (CD 95) © 6Sep48; KK27950.

Danny Kuaana presents Holiday in Hawaii. (Phonograph records) Label. © 28Jun48; KK26036.

Familiar selections from Chopin, played by Ray Turner. (Phonograph record album) Label. © 13Sep48; KK27953.

Frank De Vol and his orchestra - classics in modern. (Phonograph records) Label. © 12Jul48; KK26035.

Freddie Slack's Boogie Woogie. Vol. 2. (Phonograph records) Label. © 7Jun48; KK26037.

Gypsy dreams - Jascha Datsko and his gypsy ensemble. (Phonograph records) Label. © 16Aug48; KK226032.

Johnny Mercer sings. (Phonograph record album) Label. © 4Oct48; KK27959.

King Cole for kids - songs for children by the King Cole trio. (Phonograph records) Label. © 19Jul48; KK26034.

Mel Powell on piano. (Phonograph records) Label. © 5Jul48; KK26031.

Nursery rhymes. (Phonograph record album) Label. (DBS-90) © 26Jul48; KK27948.

The Pied Pipers. (Phonograph record album) Label. (Harvest moon album) © 11Oct48; KK27958.

Stories for children, by the Great Gildersleeve. (Phonograph record album) Label. © 1Aug48; KK27952.

Tex Ritter and the Dinning sisters. (Phonograph record album) Label. (AD 96) © 13Sep48; KK27951.

Tex Ritter - songs for children. (Phonograph records) Label. © 2Aug48; KK26033.

Viennese waltzes - Frank de Vol and his orchestra. (Phonograph record album) Label. © 27Sep48; KK27954.

Wally Fowler's Oak Ridge quartet with songs from "Grand Ole Opry" (Phonograph records) Label. © 5Jul48; KK26038.

Willard Robison's deep river music. (Phonograph record album) Label. © 11Oct48; KK27957.

CAPLOVICH, Jerome J. SEE Professional Relations Service.

CAR-BAM-IDE COMPANY ©.
Bacteria inhibiting! Car-Bam-Ide dental powder. Folder. © The Car-Bam-Ide Co.; 26Aug48; KK26485.

CAR-HANG COMPANY ©.
Car-Hang, the closet in your car. (Vehicle clothes hanger) Sheet. © 21Jul48; KK25201.

CARLSON-MIKKOLA, INC. ©.
Beloved. (Jewelry) Clipping. © 1Jul48; KK25628.

CARMACK, Robert Morris. SEE Fisherman's Wharf, Packers and Distributors.

CARNATION COMPANY ©.

... and use Carnation for that velvet blend. (Evaporated milk) Clipping. © 10May48; KK26346.

David Niven says: "Our dog is in top health, thanks to Friskies." (Dog food) Clipping. © 26Apr48; KK25167.

Friskies keeps my dog in wonderful condition. (Dog food) Clipping. © 29Mar48; KK25127.

June Haver says: "Christie orders Friskies every time." (Dog food) Clipping. © 24May48; KK25131.

Meet my newest Dalmatian, little Joe. He's fed on Friskies. (Dog food) Clipping. © 21Jun48; KK25130.

"On velvet" with Carnation milk. Clipping. © 20Apr48; KK26595.

CARON CORPORATION ©.

Fleur de lis. (Perfume) Sheet. © 19Aug48; KK26075.
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"Fleurs de Rocaille". Parfums de Caron. (Perfume) Clipping. © 30Jul48; KK26269.

CARPENTER STEEL COMPANY ©.

New! A quick, positive way to identify tool steel bars! Now, Carpenter matched tool & die steels. Sheet. © The Carpenter Steel Co.; 8Sep48; KK27140.

Tool steel selector and identification chart. (Steel in form of wire, strips, bars, billets and shapes) Poster. © The Carpenter Steel Co.; 7Oct48; KK28827.

CARRARA, ARTHUR A. ©.

Magnet master. (Toys) Sheet. © Arthur A. Carrara & Reno J. Carrara; 16Jul48; KK25858.

CARRARA, Reno J. SEE Carrara, Arthur A.

CARTER, ARCHIE WILKIE ©.

Bandera folk dances. (Phonograph record album) Label. © 2Aug48; KK29694.

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Increase your lighter element sales ... new life for your lighter! (Lighter element) Loose-leaf sheet. © 2Aug48; KK26538.
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New MoPar power punch piston ring sets. Folder. © 12Jul48; KK25588.
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We aim to take care of our own. [Deer] (Motor cars) Clipping. © 28Jul48; KK27996.
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From the start of its carefully nurtured growth. (Chewing gum) Clipping. © 7May48; KK29597.
How good is your taste? (Chewing gum) Clipping. © 3Nov47; KK26987.
- How good is your taste? Here's a challenge to your style sense! (Chewing gum) Clipping. © 2Feb48; KK27464.
How good is your taste? Same lucky people in each photograph. (Chewing gum) Clipping. © 24Nov47; KK28392.
How good is your taste? Same nurse! Same pose! (Chewing gum) Clipping. © 13Oct47; KK29057.
It's just as if we'd brought you that tangy dew-fresh mint right from the fields! (Chewing gum) Clipping. © 16Feb48; KK28889.
Only Clark's gives you the flavor that's freshly minted. [Cluster of mint in center of carton of chewing gum] Clipping. © 15Oct48; KK29598.
Only Clark's gives you the flavor that's freshly minted. [Large pack of chewing gum in center; mint at left] Clipping. © 15Aug48; KK29599.
Only Clark's gives you the flavor that's freshly minted. [Large pack of chewing gum on cluster of mint in center] Clipping. © 15Jun48; KK29596.
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Addie Stewart's recipe file. (Canned fruit cocktail) Clipping. © 10Nov48; KK30008.
Confetti tarts. (Fruit cocktail) Clipping. © 10Sep48; KK28341.
Peach petal salad. (Canned cling peaches) Clipping. © 10Sep48; KK28062.
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Are your "guest linens" yellowing on a shelf? (Bleach and disinfectant) Clipping. © 17Sep48; KK28109.
Do germs lead a "hand-to-mouth" existence in your kitchen? (Bleach and disinfectant) Clipping. © 9Sep48; KK26867.

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Do they get in more dirt than you can get out? (Household bleach and disinfectant) Clipping. © 24Jun48; KK24910.

Does everybody get a bath but the bathroom? (Household bleach and disinfectant) Clipping. © 17Aug48; KK26237.

Does your laundering method give you all these benefits? (Household bleach and disinfectant) Clipping. © 17Jul48; KK25299.

Don't let "bowl-ring" be one of your bathroom "fixtures"! (Household bleach and disinfectant) Clipping. © 17Jun48; KK24912.

Give your indoor laundry that "spring breeze" freshness! Clorox first with America's housewives because it offers both. (Household bleach and disinfectant) Clipping. © 17Nov48; KK30303.

Give your indoor laundry that "spring breeze" freshness! Here's more Clorox magic! (Household bleach and disinfectant) Clipping. © 19Nov48; KK30304.

Give your wash extra whiteness, plus these 3 extras, too! (Bleach and disinfectant) Clipping. © 24Sep48; KK28108.

Is your wash basin a "transfer point" for germs? (Household bleach and disinfectant) Clipping. © 8Oct48; KK28501.

Keep that "New Look" looking new! (Household bleach and disinfectant) Clipping. © 10Jun48; KK24911.

There's added pride and protection when you launder this easy way! (Household bleach and disinfectant) Clipping. © 3Dec48; KK30305.

There's more on your drainboard than meets the eye! (Household bleach and disinfectant) Clipping. © 17Jun48; KK24909.

When is a clean shirt not a clean shirt? (Household bleach and disinfectant) Clipping. © 26Aug48; KK26868.

You can't find a gentler bleach than Clorox! Bleach and disinfectant) Clipping. © 17Oct48; KK30634.
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Be ready to offer all three! (Glass coffee makers and accessories) Clipping. © 20Nov47; KK30206.

Beautiful ... durable ... versatile; Club Aluminum coffee maker. Sheet. © 31Aug48; KK26408.

Club aluminum, beautiful to give.. wonderful to use. (Molded aluminum cookware) Clipping. © 26Nov48; KK30011.

Club Aluminum hammercraft waterless cookware. Loose-leaf sheet. © 23Sep48; KK27218.

Club Aluminum handy handled rack. (Aluminum cooking accessory) Sheet. (TCD-CAL5-648-5M) © 9Jul48; KK25309.

Club Aluminum. How to make fried chicken juicy and tender. (Molded aluminum cookware) Clipping. © 28Apr48; KK28901.

Club aluminum waterless cookware. How to cook eggs... Clipping. © 27Aug48; KK26307.

Club Coffeeware for full-flavor coffee making. At last - something new ... Clipping. © 27Aug48; KK26308.

An excellent Christmas gift, for your customers, for your employees. (Molded aluminum cookware) Clipping. © 26Oct48; KK28559.

For a delicious cup of coffee, every time, the Club coffee dispenser. Folder. © 27Oct48; KK28593.

For the same good coffee every time! Club Aluminum hammercraft coffee satisfaction set. (Coffee makers & dispensers) Sheet. © 11Aug48; KK25976.

"Good-bye, guesswork". Now! Good coffee every time. (Coffee maker) Loose-leaf sheet. © 4Nov48; KK28902.

The greatest advance in years in cookware; Club Aluminum hammercraft table service cookware. Sheet. © 9Jul48; KK25308.

How to attach handles. (Handles, knobs for molded aluminum cookware) Sheet. © 28Jun48; KK24717.

How to cook dried fruits without soaking. (Molded aluminum cookware) Clipping. © 30Sep48; KK27396.

How to make roast pork full-flavored and juicy. (Molded aluminum cookware) Clipping. © 29Oct48; KK29556.

Many women have been waiting for this item! Club Aluminum handy handled rack. (Aluminum baking rack) Sheet. © 12Aug48; KK25981.

Popular roasters at popular prices! (Molded aluminum cookware) Sheet. (DSD-171-748-10M) © 15Jul48; KK25311.

Popular roasters at popular prices! Club Aluminum hammercraft waterless cookware. Sheet. © 23Aug48; KK26309.

Save cooking fuel, keep kitchen cooler with Club Aluminum. (Molded aluminum cookware) Sheet. (TCD-CAL6-648-3M) © 9Jul48; KK25310.

This combination has great "add-on" possibilities! (Molded aluminum cookware) Loose-leaf sheet. © 17Nov48; KK29555.

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Amazing new miracle finish. (Flock & flock adhesive) Folder. © 14Aug48; KK27570.

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A friend in need. (Soft drink) Booklet [15] p. © The Coca-Cola Bottling Co. of Chicago, Inc.; 25Oct48; KK29022.

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Add refreshment to your lunchtime. [Trucker at lunch counter] (Soft drink) Clipping. © The Coca-Cola Co.; 14Jun48; KK24740.

Add refreshment to every occasion. [Couple at dance - Penn pennant in background] (Soft drink) Clipping. © The Coca-Cola Co.; 22Nov48; KK30327.

Advertising sells Coke for holiday hospitality. (Soft drink) Clipping. © The Coca-Cola Co.; 1Nov48; KK29955.

Advertising sells ideas - ideas sell the product. (Soft drink) Clipping. © The Coca-Cola Co.; 1Aug48; KK27022.

Advertising - the power of suggestion. (Soft drink) Clipping. © The Coca-Cola Co.; 1Sep48; KK27508.

After the game, pause for Coke. [Ball player] (Soft drink) Clipping. © The Coca-Cola Co.; 23Jun48; KK25083.

All roads lead to ice-cold Coca-Cola. [Bus driver] (Soft drink) Clipping. © The Coca-Cola Co.; 27Sep48; KK29965.

America's largest billboard showing. [Bathing girl at dispenser] (Soft drink) Sheet. © The Coca-Cola Co.; 21Jun48; KK25601.

America's largest billboard showing. [Girl motorist at cooler poster] (Soft drink) Clipping. © The Coca-Cola Co.; 15Jun48; KK25080.

And a carton of 6 is still 25 cents. [Woman and girl with grocery cart and carton] (Soft drink) Clipping. © The Coca-Cola Co.; 2Sep48; KK27494.

Ante todo, la calidad. [Hand holding bottle] (Soft drink) Clipping. © The Coca-Cola Co.; 30Apr48; KK25073.

Anticipando su buen gusto. [Girl serving friend Coca-Cola] (Soft drink) Clipping. © The Coca-Cola Co.; 23Jul48; KK27202.

Anywhere in the house Coca-Cola is at home. [Easy chair] (Soft drink) Clipping. © The Coca-Cola Co.; 15Nov48; KK30322.

Aqui viene, la pausa que refresca. [Bottling machine - row of bottles] (Soft drink) Clipping. © The Coca-Cola Co.; 2Apr48; KK25071.

Around the corner from anywhere. [Four types of signs] (Soft drink) Clipping. © The Coca-Cola Co.; 8Jul48; KK27319.

Buy handy carton of 6 - it's still only 25¢. [Hand and carton stack] (Soft drink) Clipping. © The Coca-Cola Co.; 5Aug48; KK27507.

Calidad digna de confianza. [Bottle and circle sign] (Soft drink) Clipping. © The Coca-Cola Co.; 20Aug48; KK27497.

Cartons of Coke make hospitality so easy. [Couple at carton rack] (Soft drink) Clipping. © The Coca-Cola Co.; 1Nov48; KK30326.

A case of Coca-Cola promises hospitality. [Hand and case] (Soft drink) Clipping. © The Coca-Cola Co.; 7Jul48; KK25608.

Case of Coke, still a dollar [Grocer and case] (Soft drink) Clipping. © The Coca-Cola Co.; 8Oct48; KK29973.

Coca-Cola. [Sprite and bottle in snow] (Soft drink) 24-sheet poster. © The Coca-Cola Co.; 1Aug48; KK25518.

Coca-Cola arrives, hospitality begins. [Girl serving friends] (Soft drink) © The Coca-Cola Co.; 12Jul48; KK25610.

Coca-Cola by the carton, still six for a quarter. [Sprite, carton and large 25¢ mark] (Soft drink) Clipping. © The Coca-Cola Co.; 13Jul48; KK27312.

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Coca-Cola on hand is good housekeeping. [Pantry scene] (Soft drink) Clipping. © The Coca-Cola Co.; 19Jul48; KK27314.

Coke by the carton, still six for 25¢. [Girl with carton at refrigerator] (Soft drink) Clipping. © The Coca-Cola Co.; 16Jun48; KK27193.

Coke carton still twenty five cents. [Grocer, carton and 25¢ mark] (Soft drink) Clipping. © The Coca-Cola Co.; 16Jul48; KK27504.

Coke still a quarter, for a carton of six. [Man and woman with carton] (Soft drink) Clipping. © The Coca-Cola Co.; 22Jul48; KK27196.

Coke still just a nickel - from big red cooler. [Girl in restaurant] (Soft drink) Clipping. © The Coca-Cola Co.; 10Aug48; KK27488.

Como Coca-Cola no hay igual. [Workman at cooler] (Soft drink) Clipping. © The Coca-Cola Co.; 28May48; KK25075.

Continuous quality. [Bottle and candlestick] (Soft drink) Clipping. © The Coca-Cola Co.; 25May48; KK25079.

Continuous quality. [Bottle and inkstand] (Soft drink) Clipping. © The Coca-Cola Co.; 15Jul48; KK27505.

Continuous quality, continuous price. [Coca-Cola bottles and 5¢ marks] (Soft drink) Clipping. © The Coca-Cola Co.; 28Apr48; KK24737.

Continuous quality, continuous price. [Policy copy] (Soft drink) Clipping. © The Coca-Cola Co.; 17Jun48; KK24741.

Continuous quality, continuous price. [Sprite and 24-bottle case and dollar card] (Soft drink) Clipping. © The Coca-Cola Co.; 12Oct48; KK29982.

Continuous quality is quality you trust. [Bottles on tray—hour-glass shadow] (Soft drink) Clipping. © The Coca-Cola Co.; 25Oct48; KK29979.

Cross-country travelers refresh along the way. [Couple with filling station attendant] (Soft drink) Clipping. © The Coca-Cola Co.; 13Sep48; KK27491.

Delicious and refreshing; still 6 for 25¢. [Woman in grocery store at carton stack] (Soft drink) Clipping. © The Coca-Cola Co.; 5Nov48; KK30324.

Delicious refreshment, a dollar a case. [Delivery boy with case at refrigerator] (Soft drink) Clipping. © The Coca-Cola Co.; 11Oct48; KK29980.

A descansar, disfrute de calidad. [Factory whistle] (Soft drink) Clipping. © The Coca-Cola Co.; 16Apr48; KK25072.

Despues del juego..la pausa que refresca. [Baseball player at cooler] (Soft drink) Clipping. © The Coca-Cola Co.; 10Sep48; KK29959.

Dispenser sales soar to 15,500 units in first twelve months. [Sprite pointing to row of dispensers] (Soft drink) Clipping. © The Coca-Cola Co.; 16Aug48; KK27027.

Dollar plus deposit buys case of Coke. [Hands and case] (Soft drink) Clipping. © The Coca-Cola Co.; 1Jul48; KK27316.

Drink Coca-Cola. [Sprite and glass in snow] (Soft drink) 24-sheet poster. © The Coca-Cola Co.; 1Aug48; KK25517.

Drive refreshed, have a Coke. [Cooler at filling station] (Soft drink) Sheet. © The Coca-Cola Co.; 22Jul48; KK25602.

Driving? ..Pause for ice-cold Coca-Cola. [Man in car - silhouette] (Soft drink) Clipping. © The Coca-Cola Co.; 30Oct48; KK29951.

Drop in a nickel, come up refreshed. [Sprite and Vendo 83 and large 5¢ mark] (Soft drink) Clipping. © The Coca-Cola Co.; 15Jun48; KK27192.

Drop in a nickel, come up refreshed. [Sprite and Vendo 83 cooler] (Soft drink) Clipping. © The Coca-Cola Co.; 8Mar48; KK24735.

Drop in a nickel, drive refreshed. [Couple at filling station at V-83] (Soft drink) Clipping. © The Coca-Cola Co.; 28Sep48; KK29962.

Drop in a nickel - have a Coke. [Airplane stewardess] (Soft drink) Clipping. © The Coca-Cola Co.; 17Aug48; KK27484.

Drop in a nickel, hike refreshed. [Boy scouts at cooler] (Soft drink) Clipping. © The Coca-Cola Co.; 21Sep48; KK29960.

Drop in a nickel, refresh with Coke. [Woman shopper in Ten Cent store] (Soft drink) Clipping. © The Coca-Cola Co.; 26Jul48; KK27195.

Drop in a nickel, work refreshed. [Factory worker at cooler] (Soft drink) Clipping. © The Coca-Cola Co.; 6Oct48; KK29974.

Family refreshment at a dollar a case. [Woman with case at refrigerator] (Soft drink) Clipping. © The Coca-Cola Co.; 23Sep48; KK29963.

Family refreshment for 25¢ a carton. [Man at carton stack at newsstand] (Soft drink) Clipping. © The Coca-Cola Co.; 4Nov48; KK30325.

5¢ in the cooler, refreshment to you. [Man and tire at filling station] (Soft drink) Clipping. © The Coca-Cola Co.; 29Jun48; KK27185.

Foot miles are thirst miles. [Two boy scouts at cooler] (Soft drink) Clipping. © The Coca-Cola Co.; 1Jun48; KK29954.

For that "second wind" - pause for refreshment. [Tennis players] (Soft drink) Clipping. © The Coca-Cola Co.; 9Aug48; KK27489.

Gas stations feature pause that refreshes. [Couple at filling station at V-83] (Soft drink) Clipping. © The Coca-Cola Co.; 11Oct48; KK29983.

Hace mas facil cualquier tarea. [Boy student with Coke] (Soft drink) Clipping. © The Coca-Cola Co.; 24Sep48; KK29964.

Here's the inside story of increased fountain sales. [Sprite pointing to cut-away view of dispenser] (Soft drink) Clipping. © The Coca-Cola Co.; 30Aug48; KK27026.

Hospitality. [Santa Claus at refrigerator] (Soft drink) Poster. © The Coca-Cola Co.; 1Dec48; KK30420.

Hospitality begins. [Tray and bottles and carton] (Soft drink) Clipping. © The Coca-Cola Co.; 14Oct48; KK29981.

Hospitality in mind. [Girl with basket] (Soft drink) Poster. © The Coca-Cola Co.; 1Sep48; KK26688.

Hospitality on the way. [Girl with tray] (Soft drink) Poster. © The Coca-Cola Co.; 1Sep48; KK26687.

Hospitality starts here. [Couple in grocery store] (Soft drink) Clipping. © The Coca-Cola Co.; 1Sep48; KK27028.

Hospitality starts with refreshment. [Barbecue] (Soft drink) Sheet. © The Coca-Cola Co.; 23Jul48; KK25604.

Housewives relish refreshing pause in day's routine. [Housewife and vacuum cleaner] (Soft drink) Clipping. © The Coca-Cola Co.; 20Sep48; KK27500.

Hoy, como siempre brinda calidad. [Smash hand holding bottle] (Soft drink) Clipping. © The Coca-Cola Co.; 20Feb48; KK25070.

Ice-cold Coca-Cola adds zest to lunch. [Girl in cafeteria] (Soft drink) Clipping. © The Coca-Cola Co.; 6Sep48; KK27492.

In goes a nickel, out comes Coke. [Man at newsstand] (Soft drink) Clipping. © The Coca-Cola Co.; 23Aug48; KK27310.

July advertising turns thirsty people to Coke. (Soft drink) Clipping. © The Coca-Cola Co.; 1Jun48; KK25078.

Keep your eye on the ball but on refreshment, too. [Golfer at cooler] (Soft drink) Clipping. © The Coca-Cola Co.; 16Aug48; KK27485.

Know your business like a book. [Sprite holding open booklet] (Soft drink) Clipping. © The Coca-Cola Co.; 25Oct48; KK29952.

Lighten housework with refreshment. [Housewife with dishes] (Soft drink) Clipping. © The Coca-Cola Co.; 8Nov48; KK30323.

A little minute for a big rest. [Two men at cooler in recreation hall] (Soft drink) Clipping. © The Coca-Cola Co.; 12Mar48; KK24739.

Lunch refreshed ... have a Coca-Cola. [Hand and glass] (Soft drink) Clipping. © The Coca-Cola Co.; 8Sep48; KK27029.

"Mr. & Mrs." get ready for week-end guests. (Soft drink) Clipping. © The Coca-Cola Co.; 2Aug48; KK27483.

A "natural" for your customers - and added profit for you. [Grocer putting case in back of car] (Soft drink) Clipping. © The Coca-Cola Co.; 30Jun48; KK27024.

A "natural" for your customers - and new profit for you. [Filling station attendant putting case into car] (Soft drink) Clipping. © The Coca-Cola Co.; 15Jul48; KK27023.

Nickel in cooler, brings you Coke. [Draftsmen at cooler] (Soft drink) Clipping. © The Coca-Cola Co.; 2Aug48; KK29970.

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Nickel in cooler, still buys Coke. [Woman shopper in department store] (Soft drink) Clipping. © The Coca-Cola Co.; 30Aug48; KK29976.

Nickel in the cooler--ice-cold Coca-Cola. [Workman at chain hoist] (Soft drink) Clipping. © The Coca-Cola Co.; 21Jun48; KK29971.

A nickel in the slot brings ice-cold Coke. [Three office girls at cooler] (Soft drink) Clipping. © The Coca-Cola Co.; 20Jul48; KK27201.

Nickel still purchases quality refreshment. [Sprite, bottle and large 5¢ mark] (Soft drink) Clipping. © The Coca-Cola Co.; 19Apr48; KK24736.

No hay nada tan refrescante. [Girl in sailboat] (Soft drink) Clipping. © The Coca-Cola Co.; 11Jun48; KK25076.

November posters sell Coke on the job. (Soft drink) Clipping. © The Coca-Cola Co.; 15Oct48; KK29956.

\$1.00 plus deposit still buys you case of Coke. [Grocer handing case to woman] (Soft drink) Clipping. © The Coca-Cola Co.; 20Aug48; KK29968.

Para las visitas .. siempre Coca-Cola. [Housewife holding three bottles] (Soft drink) Clipping. © The Coca-Cola Co.; 10Oct48; KK29984.

Party refreshment 25¢ buys a carton. [College couple with carton] (Soft drink) Clipping. © The Coca-Cola Co.; 7Oct48; KK29972.

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Pause, refresh at big red cooler. [Steno at cooler, standing near desk] (Soft drink) Clipping. © The Coca-Cola Co.; 5Jul48; KK27318.

Pause that refreshes is part of the party. [Couple on hay ride] (Soft drink) Clipping. © The Coca-Cola Co.; 4Oct48; KK29975.

Pause to refresh, at everybody's club. [Golfers at fountain] (Soft drink) Sheet. © The Coca-Cola Co.; 29Jun48; KK25605.

Pause to refresh .. Have a Coca-Cola. [Family at fountain] (Soft drink) Clipping. © The Coca-Cola Co.; 10Oct48; KK29953.

People like Coke where they work. [Two girls at office cooler] (Soft drink) Clipping. © The Coca-Cola Co.; 21Jul48; KK27503.

Pick up a case of Coke - still only a dollar. [Grocer putting case in back of car] (Soft drink) Clipping. © The Coca-Cola Co.; 3Sep48; KK27493.

A picnic cooler everybody likes. [Sprite and plastic picnic cooler] (Soft drink) Clipping. © The Coca-Cola Co.; 1Sep48; KK27495.

A picnic cooler everybody likes. [Sprite and Temp Rite picnic cooler] (Soft drink) Clipping. © The Coca-Cola Co.; 30Aug48; KK27498.

Picnic refreshment 25¢ a carton. [Picnic couple and carton] (Soft drink) Clipping. © The Coca-Cola Co.; 23Sep48; KK29961.

Play refreshed. [Girl in sunsuit at dispenser] (Soft drink) 24-sheet poster. © The Coca-Cola Co.; 1Jul48; KK24982.

Play refreshed ... have a Coca-Cola. [Bottle and racquet] (Soft drink) Clipping. © The Coca-Cola Co.; 20Jul48; KK27025.

Play refreshed, have a Coke. [Bathing girl at cooler] 24-sheet poster. © The Coca-Cola Co.; 1Jul48; KK24983.

Prom committees vote for Coke. [Prom committee] (Soft drink) Clipping. © The Coca-Cola Co.; 18Oct48; KK29985.

Put a case of Coke in your car for \$1.00. [Grocer putting case in back of car] (Soft drink) Clipping. © The Coca-Cola Co.; 30Sep48; KK29966.

Quality you trust, price still 5 cents. [Hand, bottle and hour glass] (Soft drink) Clipping. © The Coca-Cola Co.; 5May48; KK24738.

Red coolers on highways, signal 'stop & refresh'. [Couple at filling station] (Soft drink) Clipping. © The Coca-Cola Co.; 26Jul48; KK27198.

Refreshment on the job, today's trend in industry. [Workman at cooler] (Soft drink) Clipping. © The Coca-Cola Co.; 19Jul48; KK27315.

La respuesta perfecta a la sed. [Boy Scouts at cooler] (Soft drink) Clipping. © The Coca-Cola Co.; 25Jun48; KK25607.

Same high quality for your nickel. [Coca-Cola bottle and hour glass shadow] (Soft drink) Clipping. © The Coca-Cola Co.; 13Apr48; KK25082.

Same quality - same price, six for 25¢ in carton. [Sprite and row of cartons] (Soft drink) Clipping. © The Coca-Cola Co.; 30Jun48; KK27501.

Same quarter's worth as in 1930 - still 6 for 25¢. [Grocer and woman with carton] (Soft drink) Clipping. © The Coca-Cola Co.; 13Aug48; KK27486.

Shop refreshed and take a carton home. [Girl in grocery store] (Soft drink) Clipping. © The Coca-Cola Co.; 26Jan48; KK27187.

Shop refreshed, have a Coca-Cola. [Big dispenser] (Soft drink) Sheet. © The Coca-Cola Co.; 15Jun48; KK25611.

Six for a quarter, just like always. [Woman shopper at carton rack] (Soft drink) Clipping. © The Coca-Cola Co.; 19Aug48; KK29969.

Six for a quarter, same old price. [Girl shopper] (Soft drink) Clipping. © The Coca-Cola Co.; 8Jul48; KK27317.

Six for a quarter - today as always. [Woman shopper with carton] (Soft drink) Clipping. © The Coca-Cola Co.; 12Aug48; KK27487.

Something refreshing, something wholesome. [Couple at refreshment stand] (Soft drink) Clipping. © The Coca-Cola Co.; 28Jul48; KK27502.

A statement by your Coca-Cola bottler. [Policy copy]. (Soft drink) Clipping. © The Coca-Cola Co.; 10Jun48; KK25084.

A statement by your Coca-Cola bottler. (Soft drink) Clipping. © The Coca-Cola Co.; 11Jun48; KK27190.

Still no price rise on Coca-Cola carton. [Carton and 25¢ card] (Soft drink) Clipping. © The Coca-Cola Co.; 9Jul48; KK27311.

Still six for a quarter in the handy carton. [Woman with grocery cart at carton rack] (Soft drink) Clipping. © The Coca-Cola Co.; 30Jul48; KK27191.

Still 6 for 25¢ - just like always. [Woman shopper and boy at carton stack] (Soft drink) Clipping. © The Coca-Cola Co.; 26Aug48; KK27496.

Stop for a case today, still \$1.00 plus deposit. [Filling station attendant putting case in back of car] (Soft drink) Clipping. © The Coca-Cola Co.; 23Jul48; KK27197.

Stretch for luck, pause for a Coke. [Man stretching at baseball game] (Soft drink) Clipping. © The Coca-Cola Co.; 19Jul48; KK25609.

Take home a case, it's still just \$1.00. [Sprite and 24-bottle case] (Soft drink) Clipping. © The Coca-Cola Co.; 23Jun48; KK27194.

Thirsty workers pause for Coke. [Worker in department store] (Soft drink) Clipping. © The Coca-Cola Co.; 28Jun48; KK25077.

Time to refuel, time to refresh. [Man in service station] (Soft drink) Clipping. © The Coca-Cola Co.; 23Aug48; KK27499.

Time to refuel, time to refresh. [Men in service station] (Soft drink) Clipping. © The Coca-Cola Co.; 20Jul48; KK27200.

To be refreshed. [Girl with bottles] (Soft drink) 12-sheet poster. © The Coca-Cola Co.; 10ct48; KK28389.

To be refreshed. [Woman at dispenser] (Soft drink) 12-sheet poster. © The Coca-Cola Co.; 10ct48; KK28390.

Travel refreshed; have a Coke. [Club car] (Soft drink) Clipping. © The Coca-Cola Co.; 1Jun48; KK25081.

25¢ still buys carton of six. [Woman's hand and carton] (Soft drink) Clipping. © The Coca-Cola Co.; 25Jun48; KK27186.

Lo unico igual a Coca-Cola es Coca-Cola. [Tennis girl at cooler] (Soft drink) Clipping. © The Coca-Cola Co.; 14May48; KK25074.

Week-end refreshment, a dollar a case. [Young couple putting case in back of car] (Soft drink) Clipping. © The Coca-Cola Co.; 22Oct48; KK29978.

What's in a name? - 'Continuous quality'. [Hand and bottle] (Soft drink) Clipping. © The Coca-Cola Co.; 21Jul48; KK27199.

Where there's Coca-Cola, there's hospitality. [Sprite and Santa Claus] (Soft drink) © The Coca-Cola Co.; 1Nov48; KK29957.

Where there's Coke there's hospitality. [Couple at dance at cooler] (Soft drink) Clipping. © The Coca-Cola Co.; 30Apr48; KK27188.

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- Where there's Coke there's refreshment. [Couple playing tennis] (Soft drink) Clipping. © The Coca-Cola Co.; 21May48; KK27189.
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- Work refreshed. [Stenographer at cooler] (Soft drink) 24-sheet poster. (54230) © The Coca-Cola Co.; 1Nov48; KK29231.
- Work refreshed..have a Coke. [Two nurses at cooler] (Soft drink) Clipping. © The Coca-Cola Co.; 4Nov48; KK29958.
- Y ahora la pausa que refresca. [Bridge party, hostess serving Coca-Cola] (Soft drink) Clipping. © The Coca-Cola Co.; 9Jul48; KK27313.
- Yo siempre escojo calidad. [Business man at cooler] (Soft drink) Clipping. © The Coca-Cola Co.; 6Feb48; KK25069.
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- Your advertising is refreshing, too. (Soft drink) Sheets. © The Coca-Cola Co.; 1Jul48; KK25606.
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- Ornamental iron, by Coffman. For today's homes. Folder. (A.I.A. file 15-d) Aug. 15, 1948. © 20Aug48; KK27129.
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- El Dorado Pass. (Stills, posters, window cards etc.) Folder. © 24Sep48; KK28499.
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- Carnival Tropicana. (Phonograph records) Label. © 28Jun48; KK24640.
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And here is color-correlated Nairn inlaid linoleum. (Floor covering) Clipping. © 24Aug48; KK29795.

Famous firsts by Congoleum-Nairn. (Floor covering) Clipping. © 15Oct48; KK29797.

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How much does a run count? © 15Jun48; KK24826.

I'm rockin' the boat, eh? © 6Jul48; KK25196.

Look out! It's lit! © 29Jun48; KK24824.

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Don't let this happen to you..get Traction-Tracks! (Tire traction device for automobiles) Sheet. © 15Oct48; KK29375.

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Booklet [12] p. © 4Dec47 (in no-
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In the following pages you will see
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Bavarian cream. Clipping.
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Here's the rice that's making the
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History-making discovery gives new
food value to rice. Clipping.
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New kind of rice-easy cooking-always
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The restaurant man's rice. Clip-
ping. © 1Sep48; KK28643.

Rice with new food value. Clipping.
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Rice with new food value, with
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new cooking ease, with new
delicious flavor. Clipping.
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Uncle Ben's rice. Clipping.
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Fireball, you numbhead. © 29Feb48; KK25794.

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Oh, oh, put on your tie, Fireball, here come Professor and Triva Pill. © 9May48; KK25809-25810.

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Oops, I'll be back to pick 'em up. © 25Apr48; KK25796.

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A better breakfast makes a better student! (Cereal) Clipping. © 23Aug48; KK27934.

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For a happy surprise at breakfast.. try the "scrambled cereal test!" (Food products) Clipping. © 23Oct48; KK28965.

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- Freshness adds extra edge to flavor, but air steals it away! (Food products) Clipping. © 26Sep48; KK28177.
- Freshness adds extra edge to flavor, air steals it away! School day rule: Something hot at noon. [Benjamin Pomeroy 2d] (Food products) Clipping. © 5Sep48; KK30667.
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- General Mills fall bargain offer helps you sell Tru-Heat irons right now. (Home appliances) Clipping. © 24Aug48; KK27942.
- General Mills fall bargain offer... to help you sell more irons! (Electric appliances) Clipping. © 25Jul48; KK26015.
- Get these animal toys on Kix boxes! (Food products) Clipping. © 7Aug48; KK28166.
- Good old-time eating...hot biscuits 'n honey! (Food products) Clipping. © 22Oct48; KK28971.
- Hey - breakfast's gonna be a picnic! (Food products) Clipping. © 23Jul48; KK28170.
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- How to beat the meat shortage. (Food products) Clipping. © 10Apr48; KK24692.
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- How to play "Jingle bells" on your cash register. (Home appliances) Clipping. © 23Nov48; KK30668.
- It's better than ever! (Home appliances) Clipping. © 1Jul48; KK26013.
- It's our baby--yours, too! (Food products, electrical appliances) Clipping. © 10Oct48; KK28969.
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- Just add cream to Bisquick for rich shortcake biscuits. (Food products) Clipping. © 1Aug48; KK28966.
- Know these biscuit tricks? Now make pie crust like Betty Crocker's. (Food products) Clipping. © 17Oct48; KK28967.
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- Larro Eggometer. (Feed products) Device. © 8Oct48; KK29190.
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- Larro, 260/o poultry grain balancer. (Feed products) Folder. © 24Aug48; KK26492.
- Late summer special. (Food products) Clipping. © 27Aug48; KK28980.
- Left-overs de luxe. (Food products) Clipping. © 28Feb48; KK24696.
- Lenten dinner. (Food products) Clipping. © 14Feb48; KK26003.
- Little Injuns (big chiefs too) call it heap good! (Food products) Clipping. © 18Jun48; KK28171.
- "Look at all you can do with Chiffon' cakes!" (Food products) Clipping. © 22Oct48; KK29495.
- Machined parts, complete assemblies. (Machinery) Clipping. © 6Sep48; KK29491.
- Midsummer special, by Betty Crocker. (Food products) Clipping. © 15Jul48; KK27380.
- Mincemeat tea ring, by Betty Crocker. (Food products) Clipping. © 17Jan48; KK26721.
- Monday to Friday desserts from one cake! (Food products) Clipping. © 17Sep48; KK27940.
- New approach to nutrition training. (Food products) Clipping. © 15Sep48; KK27391.
- New automatic machine makes finished-edge cartons faster, cheaper, better. (Packing machinery) Clipping. © 1Nov48; KK30672.
- New ideas by Betty Crocker to make your ironing go faster, look better. (Home appliances) Clipping. © 17Sep48; KK28510.
- New machine cuts bulk powder filling costs. (Packaging machinery) Clipping. © 30Oct48; KK29490.
- New machine for powdered products fills bulk containers by vacuum. (Packaging machinery) Clipping. © 1May48; KK26010.
- No kneading, rolling or shaping! (Food products) Clipping. © 21Mar48; KK24693.
- No operator needed! New carton set-up machine turns out stronger cartons faster. (Tray-Lock machines) Clipping. © 21Aug48; KK27383.
- Nourishing! Wheaties are flakes of 100 o/o whole wheat. (Food products) Clipping. © 20Jul48; KK27377.
- Now, Betty Crocker brings you an entirely new and different way to steam iron. (Electrical appliances) Clipping. © 8Jun48; KK25204.
- Now make pie crust like Betty Crocker's, easy with Crustquick! Stan Musial and Wheaties. (Food products) Clipping. © 15Sep48; KK27374.
- Now pressure cook "baked" beans and brown bread, the Betty Crocker way. (Home appliances) Clipping. © 20Oct48; KK29489.
- Now, steam iron the Betty Crocker way. (Electrical appliances) Sheet. © 26May48; KK25207.
- Now your coffee man brings you Betty Crocker's new extra safe PressureQuick cooker. (Pressure cooker) Sheet. © 14Jun48; KK25208.
- Oats give you more horsepower, too! (Cereal) Clipping. © 19Jul48; KK27936.
- 1/2 lb. meat serves 6! (Food products) Clipping. © 6Nov48; KK30661.
- Orange butterflake rolls. (Food products) Clipping. © 27Mar48; KK24698.
- Penny-saver dinner. (Food products) Clipping. © 20Nov48; KK30659.
- A perk-up luncheon, by Betty Crocker. (Food products) Clipping. © 20Jul48; KK27378.
- Polka dot coffee cake. (Food products) Clipping. © 30Oct48; KK28968.
- Protein, too in Wheaties! (Food products) Clipping. © 20Sep48; KK28173.
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- Recipes by Martha Meade. Value 1 Sperry coupon. (Food products) Folder. (SA1408) © 10Oct48; KK30676.
- Recipes by Martha Meade. Value 20 Sperry coupons. (Food products) Folder. (SA1408-A) © 10Oct48; KK30677.
- Refreshing supper, by Betty Crocker. (Food products) Clipping. © 20Jul48; KK27390.
- Rosy apple baskets. Betty Crocker's pie crust in a package! (Food products) Clipping. © 20Oct48; KK28972.
- School day rule: Something hot at noon. (Food products) Clipping. © 16Sep48; KK27384. © 19Sep48; KK28169. © 20Sep48; KK28172, KK28973-28974. © 26Sep48; KK28168. © 29Sep48; KK28175. © 7Oct48; KK28979. © 9Oct48; KK30660. © 22Oct48; KK28983. © 28Oct48; KK28978. © 4Nov48; KK30673. © 6Nov48; KK30662. © 20Nov48; KK30675. © 25Nov48; KK30670. © 28Nov48; KK30666. © 4Dec48; KK30665.
- Sets up 90 double-wall cartons per minute! (Packaging machinery) Clipping. © 16Oct48; KK28977.

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- Spicy skillet rolls. (Food products) Clipping. © 28Mar48; KK26002.
- A tasty dinner. (Food products) Clipping. © 31Jan48; KK24689.
- These well-known products are packaged a new way. (Packaging machinery) Clipping. © 20Oct48; KK29488.
- They'll stay on their toes, with Cheerios. (Cereal products) Clipping. © 13Oct48; KK28514.
- 3¢ sale introduces Betty Crocker's new pie crust mix here! (Food products) Clipping. © 16May48; KK27369.
- Time flies when you cook veal birds, the Betty Crocker way. (Home appliances) Clipping. © 20Aug48; KK27371.
- To the girl who married Bob Feller. (Food products and electric appliances) Clipping. © 30Oct48; KK27944.
- Treats [and] Baster. (Food products) Clipping. © 25Jan48; KK24691.
- Try a new treat! Make a new discovery! "Scrambled cereal test!" (Food products) Clipping. © 30Oct48; KK28167.
- Two new ways to better packaging... at low cost. (Packaging machinery) Clipping. © 1Jul48; KK26011.
- Valentine treat. (Food products) Clipping. © 7Feb48; KK24695.
- Waffle supper royal. (Food products) Clipping. © 20Nov48; KK30671.
- Waffle supper royal. [Including recipes for creamed chicken and cranberry topping] (Food products) Clipping. © 19Nov48; KK30669.
- Wanted: first aid for some of Ogden's worst fractures. (Food products, electrical appliances) Clipping. © 10Oct48; KK28962.
- We shot the boss on July 29th. (Food products, electrical appliances and packaging machinery) Clipping. © 10Nov48; KK29484.
- What'll it be, madam? (Cereal) Clipping. © 10Aug48; KK26489.
- Wheaties, breakfast of champions. Phil Cavaretta. (Food products) Clipping. © 23Jun48; KK27370.
- Whole wheat vitamins, minerals in Wheaties! (Food products) Clipping. © 20Aug48; KK27385.
- You can bake the best cake in a century. Royal Hawaiian "Chiffon." (Food products) Clipping. © 20Aug48; KK27388.
- You're invited to attend open house Tuesday, June 29, at the new General Mills Bloomington plant. (Food products & electrical appliances) Clipping. © 24Jun48; KK26007.

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- Frigidaire's new self-contained bakery refrigerator. Folder. © 3Aug48; KK27440.
- How to sell more foods and keep them, too! (Frigidaire store equipment) Folder. © 6Aug48; KK26295.
- Introducing the beautiful new, Frigidaire frozen food display cabinet. Sheet. © 25Jul48; KK27437.
- Meet the Meter-Miser. Folder. © 6Aug48; KK27439.
- The new Frigidaire room air conditioner, with selective cooling, brings greater comfort - better health! Folder. © 2Aug48; KK27442.
- See for yourself how Frigidaire water coolers pay big dividends. Folder. © 9Jun48; KK26296.

GENERAL TIRE AND RUBBER COMPANY ©.

- Be safe - fly on a flight plan. (Airplane tires) Card. © The General Tire & Rubber Co.; 26Oct48; KK30498.
- Cuts work time so much you can measure it! (Farm tractor tires) Clipping. © The General Tire & Rubber Co.; 23Nov47; KK29873.
- Enjoy one record after the other. (Automobile tires) Clipping. © The General Tire & Rubber Co.; 30Jun48; KK28480.
- Get hot-weather blowout safety. (Automobile tires) Clipping. © The General Tire & Rubber Co.; 28Jul48; KK28479.
- It pays to be far-sighted. (Automobile tires) Clipping. © The General Tire & Rubber Co.; 25Aug48; KK28478.
- On hard ground or soft, angle action. (Farm tires) Clipping. © The General Tire & Rubber Co.; 5Apr48; KK28114.
- Peace of mind is priceless. (Automobile tires) Clipping. © The General Tire & Rubber Co.; 7Apr48; KK28115.
- Pierced by 301 nails..retains full air pressure. (Automobile tires) Clipping. © The General Tire & Rubber Co.; 2Jun48; KK28481.

- Protection for a rainy day. (Automobile tires) Clipping. © The General Tire & Rubber Co.; 20Oct48; KK28786.

- Score 6 points for safety. (Automobile tires) Clipping. © The General Tire & Rubber Co.; 17Nov48; KK29874.

- Sure signs of safety. (Automobile tires) Clipping. © The General Tire & Rubber Co.; 22Sep48; KK28482.

- Surpassing the finest tire we ever built. (Automobile tires) Folder. © The General Tire & Rubber Co.; 11Feb48; KK27606.

- Thresh-All all crop combine cylinder. (Rubber bladed thresher cylinder) Folder. © The General Tire & Rubber Co.; 18Jun48; KK24897.

- Your new car deserves a change-over to the new General Squeegie. (Automobile tires) Clipping. © The General Tire & Rubber Co.; 5May48; KK28113.

GEORGIA CRACKER COMPANY ©.

- Georgia Crackers. (Food products) Label. © Mr. & Mrs. Maynard L. Durham & Frank Park Bell, d.b.a. Georgia Cracker Co.; 26Jul48; KK28465.

GEORGIA NOVELTY COMPANY ©.

- Lucky horoscope key. (Key ring) Card. © 1Dec48; KK30370.

GEORGIE PORGIE COMPANY ©.

- Georgie Porgie wheat cereal. Label. © 15Aug48; KK26347.

GERBER PRODUCTS COMPANY ©.

- He has 34 ways to make your baby beam! (Baby foods) Clipping. © 28Aug47; KK26380.

GERMACLEAN, INC. ©.

- Germaclean solution M-1. (Dry cleaning & laundry detergent) Label. © 10Oct48; KK28840.

GETZ BROTHERS AND COMPANY ©.

- Lighthouse flints. (Cigarette lighter flints) Label. © 17Nov48; KK29768.

GIDDINGS AND LEWIS MACHINE TOOL COMPANY ©.

- A new high speed vertical injection molding machine. (Plastic molding machine) Folder. © 10Sep48; KK26812.

GIFFORD-WOOD COMPANY ©.

- Can conveyors for the dairy and food industries. Folder. © 26Jul48; KK25328.

GILBERT (A. C.) COMPANY ©.

- No. 6 1/2 all electric Erector with reversing electric engine and flexible coupling. (Construction toy) Label. © The A. C. Gilbert Co.; 1Dec48; KK29594.

- No. 12 1/2 Erector, the remote control set. (Construction toy) Label. © The A. C. Gilbert Co.; 30Jul48; KK29595.

GILES VARNISH COMPANY ©.

- Giles varnish. Label. © 1Aug48; KK26904-26905.

GILLETTE SAFETY RAZOR COMPANY ©.

- Available now! Handy Gillette dispenser ... Gillette Blue Blades. Clipping. © 26Nov48; KK29994.

- Enjoy extra comfort - extra convenience. (Razor blades & dispenser) Clipping. © 19Jul48; KK26832.

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Enjoy Gillette's Cavalcade of sports broadcasts. (Razor blades) Clipping. © 25Jun48; KK25792.
© 23Jul48; KK25793.

For best-looking shaves of your life. (Razor blades and dispenser) Clipping. © 25Aug48; KK27747.

For fast, smooth shaves that really rate. (Razor blades and dispenser) Clipping. © 8Sep48; KK27748.

For greatest shaving convenience and comfort get Gillette Blue Blades. Clipping. © 26Nov48; KK30003.

Free! Super-speed razors and mighty-midget display racks on Gillette's ... offer! (Safety razors) Clipping. © 1Aug48; KK27752.

Get quick, easy shaves every time. (Razor blades and dispenser) Clipping. © 27Oct48; KK30000.

Gillette broadcasts All-star baseball game. (Safety razor set) Clipping. © 2Jul48; KK26831.

Gillette gift sets make it easy to shop for any man on your Christmas list. (Safety razor, blades and blade dispenser) Clipping. © 1Dec48; KK30004.

Gillette presents World Series. (Razor blades) Clipping. © 1Oct48; KK27753.

Here's a great new line of Gillette gift sets. (Safety razors and blades) Clipping. © 1Sep48; KK27751.

Latest word in shaving speed and comfort. (Safety razor) Clipping. © 12Aug48; KK27746.

Now! another big advance in shaving convenience! (Razor blades and dispenser) Clipping. © 4Jun48; KK29407.

Now improved Gillette one-piece razors give you matchless shaving comfort. Clipping. © 1Nov48; KK30001.

Now you can get 10 Gillette Blue Blades in convenient Gillette dispenser. Clipping. © 30Nov48; KK29993.

Shaving never was so quick and easy! (Razor blades) Clipping. © 6Aug48; KK26833.

Sweetest shaving combination you ever used! (Safety razor set) Clipping. © 1Jul48; KK26836.

Tune in! Gillette sports cavalcade broadcast. Arthur King vs. Chester Rico. (Razor blades) Clipping. © 19Nov48; KK29997.

Tune in! Gillette sports cavalcade broadcast. Billy Graham vs. Terry Young. (Razor blades) Clipping. © 20Aug48; KK27757.

Tune in! Gillette sports cavalcade broadcast. Ezzard Charles vs. Joe Bakal. (Razor blades) Clipping. © 3Dec48; KK29999.

Tune in! Gillette sports cavalcade broadcast. Ike Williams vs. Jesse Flores. (Razor blades) Clipping. © 17Sep48; KK27756.

Tune in! Gillette sports cavalcade broadcast. Jacob La Motta vs. Johnny Colan. (Razor blades) Clipping. © 24Sep48; KK27755.

Tune in! Gillette sports cavalcade broadcast. Jake LaMotta vs. Tommy Yarusz. (Razor blades) Clipping. © 26Nov48; KK29998.

Tune in! Gillette sports cavalcade broadcast. Jerry "Kid" Gavilan vs. Roman Alvarez. (Razor blades) Clipping. © 9Jul48; KK26828.

Tune in! Gillette sports cavalcade broadcast. Jerry "Kid" Gavilan vs. Roman Alvarez. (Razor blades) Clipping. © 16Jul48; KK26829.

Tune in! Gillette sports cavalcade broadcast. Joe Louis vs. Jersey Joe Walcott. (Razor blades) Clipping. © 18Jun48; KK26830.

Tune in! Gillette sports cavalcade broadcast. Lee Sala vs. Rubin Jones. (Razor blades) Clipping. © 8Oct48; KK29995.

Tune in! Gillette sports cavalcade broadcast. Paddy De Marco vs. Jesse Flores. (Razor blades) Clipping. © 30Jul48; KK26834.

Tune in! Gillette sports cavalcade broadcast. Rocky Castellani vs. Walter Cartier. (Razor blades) Clipping. © 10Oct48; KK27754.

Tune in! Gillette sports cavalcade broadcast. Tommy Bell vs. Doug Ratford. (Razor blades) Clipping. © 27Aug48; KK27750.

Tune in! Gillette sports cavalcade broadcast. Tony Pellone vs. Paddy Young. (Razor blades) Clipping. © 10Sep48; KK27758.

Tune in! Gillette sports cavalcade broadcast. Willie Pep vs. Joey "Sandy" Saddler. (Razor blades) Clipping. © 22Oct48; KK29996.

Tune in! Gillette sports cavalcade broadcast. Willie Pep vs. Paddy De Marco. (Razor blades) Clipping. © 3Sep48; KK27749.

You get slicker shaves easier. (Razor blade dispenser) Clipping. © 30Jun48; KK26835.

Yours for ultra-modern shaving convenience, now improved Gillette one-piece razors. Clipping. © 22Oct48; KK30002.

GILMER (L. H.) COMPANY ©.
It's new revolutionary! Gilmer "Timing" belt. (Power transmission belt) Clipping. © 7May48; KK28459.

GIMBEL BROTHERS, INC. ©.
Hold that line! (Men's suits) Clipping. © 22Nov48; KK30608.

No guessing, please, in this quiz program. (Men's suits) Clipping. © 29Nov48; KK30561.

A suit, too, is a capital investment. (Men's suits) Clipping. © 1Nov48; KK30609.

What's been soaked, your suit or you? (Men's suits) Clipping. © 8Nov48; KK30610.

What's the most important part in a jig-saw puzzle? (Men's suits) Clipping. © 13Dec48; KK30560.

Wool that's sheep-shape is worsted. (Men's suits) Clipping. © 15Nov48; KK30562.

GIRARD, Homer D. SEE Girard Laboratories and Distributing Company.

GIRARD LABORATORIES AND DISTRIBUTING COMPANY ©.
Girard moist heat packs. (Heat packs for treatment of aches & pains) Label. © Edgar L. Ropp & Homer D. Girard d.b.a. Girard Laboratories & Distributing Co.; 12Jul48; KK25061, KK30356.

GLASER, Howard H. SEE Supreme Table Pad Company.

GLASS CONTAINER MANUFACTURERS INSTITUTE ©.
Biggest news since beer was bottled! [Dancing] (Glass bottles) Clipping. © 14Nov48; KK29403.

Biggest news since beer was bottled! [Picnic] (Glass bottles) Clipping. © 19Sep48; KK29402.

Biggest news since beer was bottled! [Television] (Glass bottles) Clipping. © 17Oct48; KK29404.

But we don't have to bring 'em back, paw! [Woman, carrying case of bottles, following hill-billy down mountain] (Glass containers) Clipping. © 6Oct48; KK29364.

But we don't have to bring 'em back, Rain-in-the-Face! [Indian squaw, with armful of bottles, following brave] (Glass containers) Clipping. © 29Sep48; KK29365.

But you didn't have to bring 'em back, Abdullah. [Veiled woman speaking to man on camel] (Glass containers) Clipping. © 3Nov48; KK29369.

But you didn't have to bring 'em back, Archibald! [Trading Post] (Beer and ale bottles) Clipping. © 8Sep48; KK26782.

But you didn't have to bring 'em back, Brigham. (Glass containers) Clipping. © 12Oct48; KK30628.

But you didn't have to bring 'em back, Ethelridge! [Deep-sea diver in water handing bottles to captain] (Glass containers) Clipping. © 22Sep48; KK29366.

But you didn't have to bring 'em back, Gwendolyn! [Girl riding surfboard carrying two bottles] (Glass containers) Clipping. © 20Oct48; KK29368.

But you don't have to bring 'em back, Humphrey! [Man, carrying case of bottles on head, walking high wire] (Glass containers) Clipping. © 27Oct48; KK29367.

The note says, "Never mind bringing this back - it's one of those new 'one-way' glass beer bottles - no deposit - no return!" [Two people on raft] (Beer and ale bottles) Clipping. © 1Sep48; KK26783.

Now, glass beer and ale bottles you don't take back. (Glass bottles) Clipping. © 20Aug48; KK26383.

GLENMORE DISTILLERIES COMPANY, INC. ©.
At least they'll agree on this. [Class reunion] (Whiskey) Clipping. © 20Jun48; KK26851.

An auld acquaintance ne'er forgot. [Castle and bottle at angle] (Whiskey) Clipping. © 10Jun48; KK30416.

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GLENMORE DISTILLERIES COMPANY, INC. ©
Cont'd.

An auld acquaintance ne'er forgot.
[Castle and bottle leaning toward
right] (Whiskey) Clipping.
© 24Jun48; KK30417.

An auld acquaintance ne'er forgot.
[Castle with 16-year-old and 8-
year-old bottles] (Whiskey)
Clipping. © 18Nov48; KK30418.

An auld acquaintance ne'er forgot.
[Gavin's "Antique" bottle - castle
in background] (Whiskey) Clip-
ping. © 3Jun48; KK30415.

Cold snap coming! [Julip subject]
(Whiskey) Clipping. © 20Jun48;
KK26855.

For something light after dark.
[Two men on porch] (Whiskey)
Clipping. © 20Aug48; KK26852.

For the pleasure of the party. [Po-
litical subject] (Whiskey) Clip-
ping. © 20Sep48; KK30419.

Glenmore's Old Thompson brand
blended whiskey. [Ad display]
Label. © 20Aug48; KK26437.

It's great - it's straight - it's
back! [Three old colonels and bot-
tle of Glenmore] (Whiskey) Clip-
ping. © 10Oct47; KK30404.

A natural for neighbors. [Croquet
subject] (Whiskey) Clipping.
© 20Aug48; KK26853.

Next time, bet on Old Thompson. [Man
pushing peanut with nose] (Whis-
key) Clipping. © 29Oct48;
KK30412.

Pleasure - ahoy! [Yachting scene]
(Whiskey) Clipping. © 20Jul48;
KK26854.

Rich, golden perfection - year after
year. [Autumn motif; leaf tray]
(Whiskey) Clipping. © 20Oct48;
KK30410.

When pleasure is your aim - Target
for Tonight. (Liquor) Clipping.
© 14Nov47; KK26423.

When the customer is always right.
[Bartender and customers] (Whis-
key) Clipping. © 22Sep48;
KK30411.

Wish your friends the season's best.
[Christmas packages] (Whiskey)
Clipping. © 19Nov48; KK30414.

Your cue to quality. [Two men at
home billiard table] (Whiskey)
Clipping. © 20Oct48; KK30413.

GLIDDEN COMPANY ©

Endurance house paint lives up to its
name. Clipping. © The Glidden Co.;
25Aug48; KK26508.

Endurance, the paint that lives up
to its name. (House paint) Clip-
ping. © The Glidden Co.
© 28Jul48; KK25545.
© 25Aug48; KK26260.

The roaster, the baker, the candy-
stick maker. (Durkee Vegetable
oil products) Sheet. © The
Glidden Co.; 25Jun48; KK24899.

Spreed wall finishes modern low cost
beauty. (Water mix paint) Clip-
ping. © The Glidden Co.; 25Aug48;
KK26509.

GLOV-TREE CORPORATION ©

The new way to keep gloves lovely
longer. (Glove drier) Clipping.
© 25Jun48; KK28603.

GLOVER (H. B.) COMPANY ©

Relaxation around the clock. (Men's
apparel) 15 p. © 5Aug48;
KK27931.

GLUKES, BERNARD R. ©

Chef-Rak. (Plastic kitchen utensil
rack) Label. © 9Dec48; KK30625.

GOEBEL BREWING COMPANY ©

Goebel Bantam, America's fastest-
selling beer in small bottles!
(Beer) Clipping. © 10Nov48;
KK29396.

GOELITZ CONFECTIONERY COMPANY ©

Goelitz candy corn. Label.
© 9Feb45; KK24651.

GOETTIE, THEODORE R. ©

Rule-clip. Sheet. © 16Jul48;
KK28541.

GOLD EAGLE FOODS ©

Gold Eagle chutney. (Prepared food)
Label. © Mrs. Dreka W. Stokes,
d.b.a. Gold Eagle Foods; 27Sep48;
KK28455.

Gold Eagle curry. (Prepared food)
Label. © Mrs. Dreka W. Stokes,
d.b.a. Gold Eagle Foods; 27Sep48;
KK28456.

GOLD SEAL MANUFACTURING COMPANY ©

Gold Seal, glass wax. (Cleaner and
polisher) Label. © 30Sep46;
KK27332.

Gold Seal plaster bond. (Waterproof-
ing moisture-absorbent masonry)
Folder. © 28Jul48; KK30503.

Gold Seal top quality products, for
property maintenance and protec-
tion. (Building maintenance mate-
rials) Folder. © 10Apr48;
KK30501.

Keep out rain with Gold Seal plastic
cement. Folder. © 5Mar48;
KK30502.

Today's economy requires silo effi-
ciency. (Silo seal) Folder.
© 3Aug48; KK30504.

GOLDBERG, Leonard. SEE

M. S. Manufacturing Company.

GOLDBERG, Philip. SEE

M. S. Manufacturing Company.

GOLDENBERG (D.) INC. ©

Milk chocolate Chew-ets. (Candy)
Label. © 14Sep48 (in notice:
1947); KK28600-28601.

GOLDETTE Confections. SEE Em Jay
Candy Company.

GOLDSTEIN, Marion Louis. SEE
Andrew Products Company.

GOLTSMAN, Ben R. SEE

Goltsman (Ben R.) Company.

GOLTSMAN (BEN R.) COMPANY ©

LaRosa, California sherry. (Wines)
Label. © Ben R. Goltsman, d.b.a.
Ben R. Goltsman Co.; 18Sep48;
KK28450.

GONZER, Leonard. SEE American
Carburetor Exchange.

GOODALL-SANFORD, INC. ©

America's most beautiful fabrics
give long wearing luxury and
"travel tested" beauty to the new
20th Century Limited. (Upholstery
fabrics) Clipping. © 20Nov48;
KK29731.

Back from town - loaded down. (Up-
holstery fabrics) Clipping.
© 15Nov48; KK29732.

Famous hospitals prove Goodall bed-
spreads "3 ways better". (Uphol-
stery fabrics) Clipping.
© 1Aug48; KK26320.

Feature the Goodall fabrics guarantee
tag for bigger furniture sales -
added profits. (Upholstery fab-
rics) Clipping. © 29Dec48;
KK30297.

For greater travel comfort and
beauty, Southeastern Greyhound
lines. (Upholstery fabrics)
Clipping. (3266) © 22Nov48;
KK29654.

For home or hotel ... only Goodall
Seamloc broadloom. (Upholstery
fabrics) Clipping. © 15Jun48;
KK25221.

For longer wear - lower maintenance -
"travel tested" Goodall fabrics.
(Upholstery fabrics) Clipping.
© 14Aug48; KK25912.

For rooms of grace and elegance,
decorators select Goodall Seamloc
carpeting. (Upholstery fabrics)
© 15Aug48; KK26415.
© 23Sep48; KK27098.

Give your rooms stunning new beauty
and cut your maintenance costs with
Goodall fabrics. (Upholstery
fabrics) Clipping. © 18Sep48;
KK28329.

Goodall fabrics' colors and tex-
ture: are inspirations to deco-
rators. (Upholstery fabrics)
Clipping. © 10Sep48; KK26942.

Goodall fabrics provide added com-
fort on this Luxury Limited.
(Upholstery fabrics) Clipping.
© 10Sep48; KK27546.

Goodall national advertising sells
more furniture for you! (Uphol-
stery fabrics) Clipping.
© 13Sep48; KK26956.

Greater beauty, longer wear, lower
maintenance, that's why leading
hotels choose Goodall fabrics.
(Upholstery fabrics) Clipping.
© 16Oct48; KK28270.

How furniture manufacturers can
give their lines that "expensive
look" at a low price! (Uphol-
stery fabrics) Clipping.
© 28Oct48; KK28795.
© 15Nov48; KK29750.

Increase your handbag sales with
calf-grain Goodallite in high-
style colors. (Upholstery
fabrics) Clipping. © 1Nov48;
KK29650.

New beauty on furniture means more
sales for you! (Upholstery fab-
rics) Clipping. © 15Sep48;
KK27463.

New decorative achievements ...
yours with Goodall plastic up-
holsteries. (Upholstery fabrics)
Clipping. © 15Oct48; KK29081.

New! 18 beautiful Goodall satin mo-
hair hand-screened prints sell
your furniture faster! (Uphol-
stery fabrics) Clipping.
© 24May48; KK27238.

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- New! 18 beautiful hand prints on exclusive Goodall satin mohair to sell your furniture faster! (Upholstery fabrics) Clipping. © 15Sep48; KK27478.
- Now! Distinctive Goodall hand prints on luxurious satin mohair that wears for years! (Upholstery fabrics) Clipping. © 20Nov48; KK28739.
- Now..give your streamlined coaches the "travel tested" beauty of Goodall fabrics. (Upholstery fabrics) Clipping. © 30Oct48; KK28728.
- Now Goodall gives you two new fabric lines. (Upholstery fabrics) Clipping. © 24Jun48; KK24938.
- Now make your home more beautiful than ever with Goodall furniture fabrics. Clipping. © 20Aug48; KK26071.
- Only Goodall Seamloc carpet gives you all these 12 features. (Upholstery fabrics) Sheet. © 15Jun48; KK25109.
- Only hand prints on Goodall satin mohair give such distinctive luxury! (Upholstery fabrics) Clipping. © 20Sep48; KK27046.
- Outstanding hotel men endorse Goodall bedspreads. (Upholstery fabrics) Clipping. © 21Aug48; KK26076.
- The picture brings them in, but Goodall comfort brings them back! (Upholstery fabrics) Clipping. © 21Oct48; KK28740.
- Plastic coated upholsteries, fabric upholsteries. Goodall gives you both for greater beauty with lower maintenance. Clipping. (3241) © 50Oct48; KK28794.
- Visit Goodall fabrics new showroom in San Francisco's merchandise mart. (Upholstery fabrics) Clipping. © 10Jun48; KK25220.
- GOODERHAM AND WORTS, LTD. ©.
Little Willie finds himself all alone. (Blended whiskey) Clipping. © 26Aug48; KK27743.
- Little Willie plays an ace! (Blended whiskey) Clipping. © 9Sep48; KK27742.
- GOODMAN MANUFACTURING COMPANY ©.
Mancha's Electric Mule. Mancha's Little Trammer. (Electric locomotives) Folder. © 26Aug48; KK28768.
- GOPEL, FREDRICK A. ©.
Rags. (Toy house) Label. © 23Aug48; KK29185.
- Tel-e-rex. (Toy house) Label. © 23Aug48; KK29186.
- GORHAM COMPANY ©.
Gorham Melrose. (Sterling silver flatware) Folder. © The Gorham Co.; 23Jul48; KK27405.
- Introducing Gorham Melrose. (Silverware) Clippings. © The Gorham Co. [Couple dressed in mode of '90's; two negroes along river bank] © 20Sep48; KK30129.
[Couple on horseback; girl with bird dog] © 24Sep48; KK30122.
[4 page color insert] © 15Sep48; KK27406.
- Our Santa has a way with women! (Silverware) Clipping. © The Gorham Co.; 29Oct48; KK30123.
- Wag, just look at it! (Silverware) Clipping. © The Gorham Co.; 25Oct48; KK30128.
- GORTON (GEORGE) MACHINE COMPANY ©.
New O-16A Gorton super-speed swivel or universal head mill. (Machine tools) Loose-leaf folder. © 22Jun48; KK27571.
- New P13 Ratio-bar pantograph. (Machine tools) Folder. © 1Sep48; KK28602.
- GORTON HEATING CORPORATION ©.
Gorton system of vaporizing and equalizing existing steam heating systems for automatic heating. (Valves) Folder. (Bull. no. 116) © 2Aug48; KK25488.
- GOTHAM LIGHTING CORPORATION ©.
First in '48. (Lighting equipment) Folder. © 9Jul48; KK25012.
- Gotham architectural lighting. (Lighting equipment) 7 p. © 1Nov48; KK29414.
- GOTZ, EUGENE ARTHUR ©.
Re Nu, home tint kit. (Cosmetic for coloring human hair) Folder. © 22Jun48; KK25110.
- Re Nu, home tint kit for highlighting. (Cosmetic for coloring human hair) Folder. © 15Oct48; KK29087.
- Yu-Glo hair conditioner. (Cosmetic for treating hair) Folder. © 1Nov48; KK29086.
- GRACE Brothers Brewing Company. SEE North Bay Brewing Company.
- GRANAT BROTHERS ©.
Avoid a lifetime of ring-worry. (Interlocking diamond wedding and engagement rings) Clipping. © 24Oct48; KK29554.
- Diamond wedding rings from northern California's largest collection. (Diamond rings) Clipping. © 29Aug48; KK26869.
- Exclusive Granat diamond engagement rings. Clipping. © 10Oct48; KK29548.
- Exclusive Granat diamond rings featuring perfect blue-white solitaires. Clipping. © 13Jun48; KK25463.
© 11Jul48; KK27412.
- Exclusive Granat diamond rings with perfect solitaires. (Diamond engagement rings) Clipping. © 30ct48; KK29551.
- Exclusive Granat diamond wedding rings. Clipping. © 31Oct48; KK29553.
- Exclusive with Granat in Northern California, sterling by Kirk. (Sterling silver flatware) Clipping. © 25Jul48; KK27413.
- Granat diamond rings with perfect solitaires. (Diamond rings) Clipping. © 8Aug48; KK26871.
- It is impossible for these rings to bother you by constantly twisting and turning; Wed-Lok. (Interlocking diamond wedding & engagement rings) Clipping. © 2May48; KK25044.
- Kirk sterling, Kirk Rose. (Sterling silver flatware) Clipping. © 27Jun48; KK25465.
- Kirk sterling, Repoussé. (Sterling silver flatware) Clipping. © 6Jun48; KK25466.
- The security of the diamonds in Granat wedding rings is guaranteed for a lifetime. (Diamond wedding rings) Clipping. © 12Sep48; KK26872.
© 12Sep48; KK29552.
© 17Oct48; KK29550.
- Sterling by Kirk. (Sterling silver tableware) Clipping. © 26Sep48; KK29547.
- This can't happen when you wear Wed-Lok rings. (Interlocking diamond wedding and engagement rings) Clipping. © 22Aug48; KK26870.
- This can't happen with Wed-Lok rings by Granat. (Interlocking diamond wedding and engagement rings) Clipping. © 4Jul48; KK27411.
- Wed-Lok rings will never look like this! (Interlocking diamond wedding and engagement rings) Clipping. © 18Jul48; KK27410.
- When you wear Wed-Lok rings by Granat, this can't happen. (Diamond wedding and engagement rings) Clipping. © 20Jun48; KK25464.
- You pay no premium for the Wed-Lok feature. (Interlocking diamond wedding and engagement rings) Clipping. © 19Sep48; KK29549.
- GRAND RAPIDS COFFEE COMPANY ©.
Vacation Land coffee. (Coffee products) Label. © 1May48; KK28072.
- GRANITE TEXTILE MILLS, INC. ©.
Linsens for the queen of the home. (Household linsens) Clipping. © 24May48; KK24811.
- GRANT (W. T.) COMPANY ©.
Grants Wearite ironing board cover. Label. © 26May48; KK26610.
- GRAPHITE FRECS COMPANY ©.
Extra "this license." [Newsboy carrying label under arm] (Graphite) Folder. © 90ct48; KK29466.
- Graphite Frecs Kompoke. (Seal for sub-surface producing equipment) Label. © 90ct48; KK29467.
- GRATNY, E. George ©.
Leavens 11. (Medicine) Label. © 7Jun48; KK26404.
- GREAT WESTERN PAINT MANUFACTURING CORPORATION ©.
Heat dispersion. (Paint) Folder. © 1Jul48; KK26952.
- GREEN, JOHN WESTON ©.
Something new under the sun. (Assembly kit for lapel pin) Folder. © 13Jul48; KK25225.
- GREENE, William J. SEE Features Syndicate.
- GREENSPOON COMPANY ©.
You never guess wrong on the weather in a Crestknit. (Men's clothing) Clipping. © The Greenspoon Co.; 10ct48; KK27608.

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GREENSTEIN-FESSLER FUR DESIGNERS ©.
1949 fashions in furs. (Fur patterns) 6 sheets in folder. © 28Oct48; KK28440.

GREENWOOD CHEMICAL CORPORATION ©.
X-All roach powder. Absolutely safe, non-poisonous to pets and children. Label. © 19Oct48; KK29888.

GREIFER, ELI CHARLES ©.
AthletFootStop. (Liquid itch remedy) Label. © 20Jul46; KK26126.

Itch-No-Mor. (Liquid itch remedy) Label. © 15Jan46; KK26127.

GREINER (EMIL) COMPANY ©.
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Merry Christmas to you. A visit from Old St. Nick. (Phonograph record) Label. © Lorraine Oppitz, d.b.a. Jayhawk Records; 28Aug48; KK29273.

Sucker! "Consolations on your marriage." (Phonograph record) Label. © Lorraine Oppitz, d.b.a. Jayhawk Records; 13Aug48; KK29270.

To my sweetheart on her birthday.

Another day important, too! (Phonograph record) Label. © Lorraine Oppitz, d.b.a. Jayhawk Records; 28Aug48; KK29276.

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K

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Have you been asked to wait for your new Kaiser or Frazer? (Automobiles) Clipping. © 2Aug48; KK26232.

Here's what's in the cards for 1950. (Kaiser car) Clipping. © 27Sep48; KK27906.

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I'm from Missouri; one taste showed me this cottage cheese is country fresh! Clipping. © 24Jun48; KK24665.
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- "I enjoyed many a Chesterfield," Gary
Cooper. (Cigarettes) Clipping.
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- "I like a milder cigarette, that's
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- "I smoked Chesterfields," Jane
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- "I smoked Chesterfields off stage,"
Rita Hayworth. (Cigarettes)
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- "I'll match Chesterfield with any of
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rikson. (Cigarettes) Clipping.
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- "I'm satisfied because it's Chester-
field" - Rosalind Russell.
(Cigarettes) Clipping. © 8Jun48;
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- "It's Chesterfield for me," Whitey
Lockman. (Cigarettes) Clipping.
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- "It's great entertainment" - Perry
Como, Jo Stafford, Peggy Lee.
(Cigarettes) Clipping. © 19Nov48;
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- "Mine's Chesterfield, they're mild-
er. It's my cigarette," Jack
Kramer. Clipping. © 22Dec48;
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- "My smoke is Chesterfield," Betty
Grable. (Cigarettes) Clipping.
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- "Naturally, I smoked Chesterfields
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Beyond Glory," Alan Ladd. (Ciga-
rettes) Clipping. © 29Sep48;
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- "Of course I smoke Chesterfields.
because they're milder," Susan
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- Our friends smoke them and we smoke
them. Mr. and Mrs. Nat King Cole.
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- Sock 'em with a load of good cheer.
[Santa Claus] (Cigarettes)
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- "Sure they're a hit with me, they're
milder and better tasting," Sid
Gordon. (Cigarettes) Clipping.
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- "They're milder," Tyrone Power.
(Cigarettes) Clipping.
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- "To all our friends we say," Mr. and
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- Tonight at 7 P.M. for the first time
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- With the stars, it's Chesterfield.
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NULOMOLINE COMPANY ©.

Baking sketches. (Invert sugar) Loose-leaf folder. (Vol. 19, no. 1, Sept. 1948) © The Nulomoline Co.; 10Oct48; KK28035.

Thumbnail candy talks. (Invert sugar) Pamphlet. (Vol. 24, no. 1, June 1948) © The Nulomoline Co.; 4Aug48; KK25779.

NURSERY EQUIPMENT, INC. ©.

Master nursing unit. (Nursing bottles) Display card. © 16Mar48; KK24641.

NUTRI-MEALS FOOD PRODUCTS COMPANY ©.

Nutri-Meals, the multi-purpose food. (A food product made from soy grits) Label. © 18Oct48; KK28103.

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NUTRITION RESEARCH LABORATORIES ©.
The arthrokinetic factor in management of arthritis. (Prescription antiarthritic) Folder. © 28Jun48; KK24621.

Paired. (Nutritional supplement) Folder. © 28Jun48; KK24622.

Women and children first. (Laurium - Hematinic, nutritional supplement) Pamphlet. © 30Jun48; KK24647.

NUTRITION RESEARCH LABORATORIES.
Whittier Laboratories Division ©.
The ancient Greeks scraped rust from their swords. (Laurium-hematinic) Card. © 25Oct48; KK28641.

Dodging a blow to the solar plexus. (Laurium) Folder. © 25Aug48; KK27131.

Local relief: systemic improvement. (Arthralgen, arthralgesic unguent & ertron, steroid complex) Folder. © 29Nov48; KK29926.

New, effective Arthralgen, arthralgesic unguent. Folder. © 10Oct48; KK27130.

Now Whittier ... presents ... the Whittier arthrometer. Folder. © 10Sep48; KK27132.

Pickles, prunes, and graham crackers. (Laurium, vitamins) Folder. © 25Nov48; KK29810.

A widened sphere of influence in arthritis control. (Ertron, Steroid Complex, Whittier) Folder. © 26Jul48; KK26419.

"The woods for the trees." (Laurium) Folder. © 24Sep48; KK27330.

NUTRITIONAL RESEARCH PRODUCTS, INC. ©.
Waytrol wafers. (Vitamin confection) Label. © 24Jun48; KK24715.

NU-WALL MANUFACTURING COMPANY ©.
Nu-wall bonding plaster. Label. © 19Oct48; KK28142.

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O-CEDAR CORPORATION ©.
All purpose polish. Label. © 1Nov47; KK25728.

All purpose polish, undiluted-economical. Label. © 1Nov47; KK25722.

Easier-spreading longer-lasting paste wax. Label. © 1Nov47; KK25723.

Floor mit mop. Label. (Nos. 1, 2, & 5) © 1Nov47; KK25729-25730, KK25733.

Floor mop. Label. (Nos. 3-4, 8-9, 22) © 1Nov47; KK25731-25732, KK25734-25736.

Glass polish. Label. © 1Feb48; KK25725.

No rubbing cream furniture polish. Label. © 1Feb48; KK25726.

Self polishing wax - it's plasticized. Label. © 1Nov47; KK25724.

Touch-up furniture polish. Label. © 1Feb48; KK25727.

OGILVIE SISTERS ©.
Beautiful - that's you all over! (Aids for hair, skin and eyes) Sheet. © 1Mar48; KK26701.

Creme set - make-up for the hair. (For setting the hair) Label. © 13Aug47; KK26697.

Dry hair?... Oily? (Castile soap shampoo) Sheet. © 1Mar48; KK26706.

Gay good-looking grey hair! (Preparations for the hair) Sheet. © 1Mar48; KK26700.

Highlights Hairinse. (Rinse for the hair) Label. © 13Aug47; KK26699.

It's different when it's your hair! (Preparations for the hair) Sheet. © 1Mar48; KK26704.

Ogilvie Sisters special-purpose shampoos. Sheet. © 1Mar48; KK26705.

Ogilvie Sisters tell you why genuine imported bristle make a better brush. (Hairbrush) Folder. © 5Nov47; KK26707.

Save your skin and hair from too much sun! (Preparations for the hair and skin) Sheet. © 1Mar48; KK26702.

The secret of lovely hair. (Hair preparations and brushes) Booklet, 35 p. © 15Oct47; KK28470.

Your hair will take a perfect permanent! (Conditioners for the hair) Sheet. © 1Mar48; KK26703.

OGILVIE SISTERS LABORATORIES, INC. ©.

Ogilvie Sisters tell you how to recommend the right shampoo or hair beauty aids. (Hair and scalp preparations) Sheet. © 1Apr48; KK26708.

Protecsun for the skin and hair. Label. © 22Aug46; KK26698.

OHIO NUT AND BOLT COMPANY ©.

Ohio adjustable feet. (Bolts) Loose-leaf folder. (Bull. 483) © The Ohio Nut & Bolt Co.; 11Oct48; KK29051.

Ohio weld bosses for projection welding. (Similar to nuts for welding to sheet metal) Loose-leaf folder. (Bull. no. 484) © The Ohio Nut & Bolt Co.; 23Oct48; KK30042.

Ohio weld pads for projection welding. (Similar to nuts for welding to sheet metal) Loose-leaf folder. (Bull. no. 485) © The Ohio Nut & Bolt Co.; 23Oct48; KK30041.

OLD BLACKSMITH SHOP ©.

Decorative hand wrought iron work. Sheets. © The Old Blacksmith Shop; 22Jul48; KK26438.

OLD READING BREWERY, INC. ©.

Traditionally Pennsylvania Dutch. [Hallowe'en pranks] (Beer) Clipping. © The Old Reading Brewery, inc.; 27Oct48; KK29762.

Traditionally Pennsylvania Dutch; a masterpiece from master craftsmen. (Beer) Clipping. © The Old Reading Brewery, inc.; 26May48; KK24663.

Traditionally Pennsylvania Dutch; here's heritage reflected in taste. (Beer) Clipping. © The Old Reading Brewery, inc.; 7Jul48; KK25456.

Traditionally Pennsylvania Dutch; true to tradition. (Beer) Clipping. © The Old Reading Brewery, inc.; 19May48; KK24662.

O'LEARY (F. M.) LTD. ©.
Countrymaid. (Evaporated milk) Label. © 22Mar48; KK29641.

OLIN INDUSTRIES, INC. ©.
Here it is, new! different! better! (Batteries) Clipping. © 1Jun48; KK24742.

OLLENDORFF WATCH COMPANY ©.
80 years of tradition. (Watches) Clipping. © 6Dec48; KK30578.

Fine watches since 1868. (Gotham watches for men and women) Clipping. © 29May48; KK24653.

Gotham fine watches since 1868. Clipping. © 6Dec47; KK25770.

OLSON RUG COMPANY ©.

Olson rug "Magic". Clipping. © 20Aug48; KK26424.

OMAR, INC. ©.

Omar vitamin enriched bread. (Bread wrapping) Label. © 1May48; KK24681.

ONEIDA, LTD. ©.

Come on - Slow-poke. (Silverplate) Clipping. © 9Aug48; KK26072.

Community presents a new pattern - Morning Star. (Silverware) Clipping. © 5Sep47; KK26539.

Damask Rose. (Silverware) Clipping. © 1Nov48; KK29464.

Darling, darling. (Silverware) Clipping. © 12Nov48; KK29462.

The happiest brides have Community. And brides are your most important customers! (Silverware) Clipping. © 1May48; KK28567.

The happiest brides have Community. April showers are sunny. (Silverware) Clipping. © 9Apr48; KK26542.

The happiest brides have Community. Bless the bride's table with her heart's desire. (Silverware) Clipping. © 8Oct48; KK28571.

The happiest brides have Community. Community advertising sells Community patterns! (Silverware) Clipping. © 1Jun48; KK28568.

The happiest brides have Community. Community's tops for Christmas-giving. (Silverware) Clipping. © 1Dec48; KK30424.

The happiest brides have Community. For extra profits, sell Community holloware! (Silverware) Clipping. © 10Oct48; KK28570.

The happiest brides have Community. For keeps! (Silverware) Clipping. © 29Oct48; KK30423.

The happiest brides have Community. For keeps - housekeeping brides are happiest! (Silverware) Clipping. © 30Jan48; KK26544.

The happiest brides have Community. For keeps - she has chosen ... (Silverware) Clipping. © 23Jan48; KK26545.

The happiest brides have Community. I love to look at the ads! (Silverware) Clipping. © 1Nov48; KK30425.

The happiest brides have Community. In the spring a young bride's fancy. (Silverware) Clipping. © 20Apr48; KK26541.

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The happiest brides have Community. It's gracious living ... (Silverware) Clipping. © 19Nov48; KK30422.

The happiest brides have Community. Make it a Community Christmas. (Silverware) Clipping. © 3Dec48; KK30421.

The happiest brides have Community. Spring in your heart. (Silverware) Clipping. © 27Feb48; KK26543.

The happiest brides have Community. When does a girl make up her mind? (Silverware) Clipping. © 1Sep48; KK28569.

The happiest brides have Community. Who's engaged? (Silverware) Clipping. © 28May48; KK26540.

The happiest brides have Community. You, and the man you love. (Silverware) Clipping. © 3Sep48; KK28572.

Heiress ... for one turkey. (Silverware) Clipping. © 23Oct48; KK29279.

If it's Community, it's correct. Ascot design. (Silverware) Clipping. © 20Sep48; KK28560.

If it's Community, it's correct. Melon design. (Silverware) Clipping. © 22Sep48; KK28561.

Introducing Mansion House. Love me, use me a hundred years! (Silverware) Clipping. © 29Sep48; KK30237.

Let's make it for keeps. (Silverware) Clippings.
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This is for keeps. (Silverware) Clippings.

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O'NEIL-IRWIN MANUFACTURING COMPANY ©.

Duplicación sin matrices. (Die-less duplicating machines) Leaflet. © 25Jun48; KK24945.

ONTARIO CHEMICAL COMPANY ©.

De-wart-em. (Wart remover) Label. © 3Aug48; KK26473.

OPPITZ, Lorraine. SEE Jayhawk Records.

O'ROURKE BAKING COMPANY ©.

Good all around. (Doughnuts and fried cakes) Label. © The O'Rourke Baking Co.; 11Oct48; KK28552.

OROVITZ, Max. SEE Windows, inc.

ORPRO Food Products Company, inc. SEE Hesperia Company.

ORR (ANNE) STUDIO ©.

Directions for Christmas stocking. (Christmas stocking kit) Sheet. © 15Jul48; KK26058.

ORTHO PHARMACEUTICAL CORPORATION ©.

Ortho-gynol. Large, the best buy in the business. (Contraceptive) Clipping. © 27Apr48; KK29267.

ORTHO PRODUCTS, INC. ©.

Dr. Barron's bargain order blank. (Foot aids) Sheet. © 23Sep48; KK27095.

Feet hurt? Try Dr. Barron's new foot cushions. Helps where it hurts! Like walking on a pillow! (Innersoles) Clipping. © 11Oct48; KK27639.

Heat massage vibrator combines soothing dry heat with oscillating massage. Sheet. © 27Aug48; KK26120.

Read this if your feet hurt! (Orthopedic items) Clipping. © 1Aug48; KK25351.

Save dollars on Dr. Barron's bargains! (Foot aids) Sheet. © 23Sep48; KK27094.

OSBORNE COMPANY ©.

Fenway Park, Boston. (Baseball poster) Sheet. © The Osborne Co.; 31Mar48; KK27569.

OSCO MOTORS CORPORATION ©.

It's here you owe it to yourself not to miss it. (Farm equipment) Folder. © 23Jul48; KK25855.

O-SO GRAPE COMPANY ©.

O-So Grape soda. (Soft drink) Decalomania. © 11Aug48; KK27277.

OTTEN, Eric. SEE Otten Manufacturing Company.

OTTEN MANUFACTURING COMPANY ©.

Lady Lora bob pins. (Bobby pins) Label. © Eric Otten, d.b.a. Otten Manufacturing Co.; 1Sep48; KK27210.

OVERHEAD DOOR CORPORATION ©.

Enduring strength and service. (Garage doors, etc.) Clipping. © 1Nov48; KK28948.

The essentials - and more. (Garage doors, etc.) Clipping. © 1Sep48; KK26631.

Greater beauty, longer service! (Garage doors, etc.) Clipping. © 1Aug48; KK25772.

Quality construction for rugged service. (Overhead door) Sheet. © 1Jul48; KK25241.

A quality product ... for lasting satisfaction! (Overhead doors) Clipping. © 1Dec48; KK30328.

Sound construction, uninterrupted service. (Garage doors, etc.) Clipping. © 1Oct48; KK27850.

OWENS-ILLINOIS GLASS COMPANY. Libbey Glass Division ©.

Announcing attractive, practical, new Libbey salt and pepper service. (Glassware) Clipping. © 10Dec47; KK30263.

Announcing Libbey's newest and finest showroom. (Glassware) Clipping. © 30Dec47 (in notice; 1948); KK30256.

Announcing new Libbey "Hi-Vision" fountain service. (Glassware) Clipping. © 21Jul47; KK30277.

Announcing Pickwick, Libbey's new 28-piece hostess set. (Glassware) Clipping. © 30Sep47; KK30271.

Berry Festival! 16 piece Hostess set by Libbey Glass. (Glass tumblers and dishes) Clipping. © 30Apr48; KK27021.

Cash in on the demand for Libbey heat-treated tumblers. (Glass tumblers) Clipping. © 1May48; KK30232.

Extra profits for the Canary Cottage from Libbey heat-treated tumblers. (Glass tumblers) Clipping. © 1Jun47; KK30269.

The famous Huyler's restaurants use and recommend Libbey heat-treated tumblers. (Glass tumblers) Clipping. © 1May48; KK30249.

The famous Statler hotels. (Glass tumblers) Clipping. © 1Feb48; KK30230.

For the summer beer season, cut costs, boost profits with new Libbey heat-treated pilsners! (Glass tumblers) Clipping. © 5Jul47; KK30272.

Get set for nationally advertised brands week with Libbey's spring display kit. (Glass tumblers) Clipping. © 1Mar48; KK30233.

Grab the brass ring to profits with "Merry-go-round." (Glass tumblers) Clipping. © 25Sep47; KK29238.

Here you are Mr. Hackney, Libbey decorated heat-treated tumblers! (Glass tumblers) Clipping. © 1Aug47; KK30273.

Here's another Libbey premium that's a honey! (Glass tumblers) Clipping. © 1May48; KK30251.

Here's Cheerio! A new Libbey pre-packed tumbler set with plenty of "sell!" (Glass tumblers) Clipping. © 10Feb48; KK30231.

Here's part of the line of preferred premiums by Libbey. (Glassware) Clipping. © 15Apr48; KK30247.

Here's sales-catching profit boosting news for you! Now, you can sell Libbey heat-treated tumblers. (Glass tumblers) Clipping. © 27Oct47; KK30276.

The Hotel Roanoke recommends Libbey heat-treated tumblers. (Glass tumblers) Clipping. © 1Nov47; KK30274.

How Libbey "Hi-Vision" fountain service boosts soda & sundae sales 30 to 40%. (Glassware) Clipping. © 8Dec47; KK30268.

How Libbey's famous jiffy measuring glasses bring you 2-way premium profits. Clipping. © 1Dec47; KK29241.

How to boost glassware volume. Permanent Libbey hostess set display brings steady sales to your glassware department! Clipping. © 30Jan48; KK30261.

It's new, it's delightful, it's different - Folk Song. (Glass tumblers) Clipping. © 5Jan48 (in notice; 1947); KK30255.

Ivy Bower. New frost and gold Hostess glassware set. (Glassware) Clipping. © 23Sep47; KK27012.

Libbey bounce tumblers, now six-to-a-carton, make sales even easier! (Glass tumblers) Clipping. © 4Jun48; KK30258.

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Libbey heat-treated tumblers last 3 to 5 times longer, reports Mr. V. C. Behn, resident manager, Hotel Barnum, Bridgeport, Connecticut. (Glass tumblers) Clipping. © 1Sep47; KK30242.

Libbey heat-treated tumblers last 3 to 5 times longer, says Mr. George L. Denison, associate manager, Hotel Roanoke, Roanoke, Va. (Glass tumblers) Clipping. © 1Nov47; KK30238.

Libbey pre-packed tumbler sets outsell bulk tumblers 4 to 1. (Glass tumblers) Clipping. © 10Sep47; KK30265.

New! Holiday merrymakers! Pickwick 28 piece Hostess set by Libbey. (Glass tumblers) Clipping. © 31Oct47; KK27010.

New Hostess set by Libbey ... Merry-go-round. (Glass tumblers) Clipping. © 20Oct47; KK27011.

New! Libbey heat-treated pilsners give you extra beer and ale profits. (Glass tumblers) Clipping. © 10May47; KK30270.

Newest Morrison's cafeteria, equipped with Libbey heat-treated tumblers. (Glass tumblers) Clipping. © 1Mar48; KK30252.

No matter how you look at it. (Glass tumblers) Clipping. © 10Oct47; KK29240.

Now, Cunningham drug stores find Libbey "Hi-Vision" fountain service boosts sales 30 to 40%! (Glass tumblers) Clipping. © 1May48; KK30262.

Now the Flame bar and restaurant in Duluth, Minnesota finds Libbey heat-treated tumblers last from 3 to 5 times longer. (Glass tumblers) Clipping. © 5Jan48 (in notice: 1947); KK30257.

The Palmer House reports, Libbey heat-treated "bounce" tumblers last from 3 to 5 times longer! (Glass tumblers) Clipping. © 1Jul48; KK30246.

Powerful advertising in Life plus dramatic sales promotion - keeps Libbey heat-treated tumbler sales high! (Glass tumblers) Clipping. © 3Mar48; KK30259.

Preview - "It's a gift," starring Susie Smart. I'm bringing you all this and more in Libbey's dramatic new movie! (Glassware) Clipping. © 30May48; KK30239.

The right tumbler for every service. (Glass tumblers) Clipping. © 1Jun48; KK30245.

Sales jump 30 to 40% at Walgreen soda fountains with Libbey "Hi-Vision" fountain service! (Glass tumblers) Clipping. © 1Feb48; KK30253.

"See that tumbler bounce!" (Glass tumblers) Clippings.
 © 20Jun47; KK27013.
 © 18Jul47; KK27014.
 © 5Sep47; KK27016.
 © 30Oct47; KK27009.
 © 12Mar48; KK27019.
 © 9Apr48; KK27015.
 © 11Jun48; KK27018.
 © 9Jul48; KK27020.
 © 17Sep48; KK27017.

Sensational premium news! Libbey heat-treated tumblers are now available. Clipping. © 1Sep47; KK29239.

Sparkling glass, gleaming stainless holder - it's the new Libbey "Hi-Vision" fountain service! (Glassware) Clipping. © 10Nov47; KK30275.

"A sure thing" for a sell-out! Jockey Club 8-piece hostess set, by Libbey. (Glassware) Clipping. © 30Apr48; KK30240.

Symbols of hospitality at all Hilton hotels. (Glass tumblers) Clipping. © 10Oct47; KK30254.

These Libbey glass premiums have "everything!" (Glassware) Clipping. © 1Mar48; KK30243.

They're new! They're cute! They're Libbey's. (Salt and pepper shakers) Clipping. © 10Nov47; KK30264.

They're new! They're cute! They're ready for sure-fire premium deals! (Glassware) Clipping. © 15Jan48; KK30248.

This Libbey "Han-de-canter" is a honey! (Glass tumbler) Clipping. © 1May48; KK30260.

Walgreen soda fountains reap 30 to 40% more sales with Libbey "Hi-Vision" fountain service! (Glass tumblers) © 1Apr48; KK30250.

Why this sales builder belongs in your Libbey "Safedge" glassware display! (Glass tumblers) Clipping. © 10Oct47; KK30266.

Why your best premium bets are Libbey tumblers. (Glass tumblers) Clipping. © 15Mar48; KK30241.

Your customers can see a Libbey heat-treated tumbler bounce. (Glass tumblers) Clipping. © 25Mar48; KK30244.

Your profits will bloom in the spring with Berry Festival. (Glassware) Clipping. © 30Mar48; KK30267.

OXFORD ELECTRIC CORPORATION ©.
 Solved! with the Flame-Pruf Oxford loudspeaker. (Loudspeakers) Clipping. © 6Oct48; KK28383.

P

P-M COMPANY ©.
 Kling-King wonder-grip, junior. (Non-skid small mats) Label. © 23Sep48; KK29687.

Kling-King wonder-grip mat. (Non-slip mat for holding telephones, note pads, pen sets, etc.) Label. © 23Sep48; KK29685.

Kling-King wonder-grip typewriter mat. (Non-slip mat for various office appliances) Label. © 29Oct48; KK29686.

PABST BREWING COMPANY ©.
 At ease with Lauritz Melchior ... and you! (Beer) Clipping. © 30Aug48; KK26426.

Back again! Now that deliveries are back to normal. (Beer) Clipping. © 2Dec48; KK30066.

E is for efficiency ... yes E is for exsize. (Beer) Clipping. © 26Jul48; KK26429.

Exsize bids you welcome. (Beer) Clipping. © 5Sep48; KK28917.

Give Mother a night off - at least once a week. (Beer) Clipping. © 4Aug48; KK25878.

Good living starts behind his counter. (Beer) Clipping. © 22Jul48; KK25363.

Happy days for Jonathan Wainwright and you! (Beer) Clipping. © 20Sep48; KK26958.

A heritage of hospitality and good fellowship. (Beer) Sheet. © 25Jul48; KK25364.

How about a call for Pabst Blue Ribbon. (Beer) 24-sheet poster. (5082) © 10Sep48; KK25879.

Iceberg; bottle in ice. (Beer) 24-sheet poster. (5080) © 10Jul48; KK25740.

If you were to drop in on Mrs. Guest! (Beer) Clipping. © 13Dec48; KK30355.

I'm your new man, Friday, 9:00 P. M., E. S. T. (Beer) Clipping. © 5Oct48; KK28918.

Let your grocer help you plan your picnic. (Beer) Clipping. © 30Jun48; KK25739.

My best customers always order Pabst Blue Ribbon (grocer, no. 28). (Beer) 24-sheet poster. (5081) © 10Aug48; KK25365.

"On, Wisconsin!" (Beer) Clipping. © 8Aug48; KK26586.

Planning a party? Here's the man who can help you. (Beer) Sheet. © 27Jun48; KK25359.

Portrait by "Monty" Flagg ... or you. (Beer) Clipping. © 3May48; KK26428.

Served at the Hollywood home of Mr. and Mrs. Bob Hope. Vip + PER= \$\$\$\$. (Beer) Sheet. © 5Apr48; KK25362.

Viscountess Furness ... or you! (Beer) Clipping. © 18Oct48; KK28119.

We're hurrying with your Pabst Blue Ribbon. (Beer) Clipping. © 22Nov48; KK29439.

When you and your family "step out for the evening". (Beer) Clipping. © 29Aug48; KK26425.

Where you're treated like a welcome guest! (Beer) Clipping. © 26May48; KK26856.

Why not go bowling tonight with your family and friends? (Beer) Clipping. © 30Oct48; KK27760.

You ... and Joan Fontaine take it easy. (Beer) Clipping. © 26Jul48; KK26427.

You hear it everywhere, "finest beer served anywhere!" Clipping. © 21Sep48; KK26957.

PACIFIC INDUSTRIAL MANUFACTURING COMPANY ©.
 Pacific hydraulic press brakes. Pamphlet. © 9Jul48; KK25578.

PACIFIC LUMBER COMPANY ©.
 Cold storage manual. (Palco insulation wool) 11 p. © The Pacific Lumber Co.; 11Jun48; KK27559.

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PACIFIC LUMBER COMPANY ©. Cont'd.
Every home owner can enjoy lasting comfort & savings. (Palco insulation wool) Booklet. © The Pacific Lumber Co.; 28May48; KK25015.

Frozen food locker plant plan and construction manual. (Palco insulation wool) 11 p. © The Pacific Lumber Co.; 3Feb48 (in notice: 1947); KK24893.

Palco insulation wool, the all-purpose insulation. Folder. © The Pacific Lumber Co.; 10Oct48; KK29335.

Palco wool - a superior material for cushioning running tracks, vaulting runs ... (Insulation wool) Sheets. © The Pacific Lumber Co.; 5Aug48; KK26299.

PACKAGE PRODUCTS COMPANY, INC. ©.
Nylon hosiery. Label. © 28Jul48; KK25753.

Stockings. (Nylon hosiery) Label. © 12Sep47; KK25752.

PAGE MILK COMPANY ©.
Page. (Evaporated milk) Label. © The Page Milk Co.; 6Oct48; KK29425.

PALMER, JOSEPH ©.
Palmer's "time-saver" modular design scale. Folder. © 17Dec48; KK30406.

PAN AMERICAN AIRWAYS, INC. ©.
Pan American World Airways presents 6 color, sound movies in conjunction with Clipper Charlie the PAA spirit of travel. Folder. © 19Jul48; KK29988.

PAN AMERICAN CANDY COMPANY, INC. ©.
Polar wave. (Candy) Label. © 11May48; KK25885.

PAN-AMERICAN COFFEE BUREAU ©.
Good things happen over coffee..when love is young and coffee's there. Clipping. © 10Nov48; KK29157.

When the world spun on a candy stick. (Coffee) Clipping. © 8Dec48; KK30057.

PANGBURN COMPANY, INC. ©.
Pangburn's Palomino package. (Candy) Label. © 3Sep47; KK24638.

PANTHER OIL AND GREASE MANUFACTURING COMPANY ©.
50,000,000 Frenchmen - can't be wrong. (Roof coating) Pamphlet. © 13Sep48; KK27476.

Panther aluminum roof plating. Folder. © 5Nov48; KK29016.

PAPER ART COMPANY, INC. ©.
Perfect party table settings. (Party napkins, table covers, plates, etc.) Folder. © 1Aug48; KK25701.

PAPPAS BROTHERS AND GILLIES COMPANY ©.
Jersey pack. (Foods & ingredients of foods) Label. © 14Apr48; KK25356.

PAPPY, ROBERT EDWARD ©.
Gua-berry jelly. Label. © 20Oct48; KK27429.

PARAGON ART AND LINEN COMPANY, INC. ©.
Paragon needlecraft for your dream house. (Patterns & embroidery thread) Clipping. © 10Aug48; KK26133.

Paragon needlecraft, monogram chart for place mats. (Mats and napkins) Sheet. (0504) © 1Aug48; KK27084.

PARAGON INSULATION COMPANY, INC. ©.
How much is 400/o of your annual fuel cost? (Rock wool insulation) Sheet. © 18Aug48; KK27763.

PARAGON OIL BURNER CORPORATION ©.
Baseball score card. Folder. © 4Aug48; KK25700.

Famous Paragon none better oil burners. Sheet. © 15Oct48; KK28342.

Introducing the Paratrol combustion head. Sheet. © 11Oct48; KK28349.

Only Paragon, none better - only Paragon has the new fuel-saving Paratrol combustion head. (Oil burner) Clipping. © 18Oct48; KK28660.

PARAGON OIL COMPANY, INC. ©.
Improved Paralene. (Motor oil) Label. © 4Oct48; KK27687.

Paragon complete home heating service. (Materials for heating service) Folder. © 20Dec48; KK30579.

PARAMOUNT OILLESS BEARING COMPANY, INC. ©.
Pobco wood bearings. Folder. © 10Nov48; KK30045.

PARAMOUNT PICTURES, INC. ©.
Bing Crosby says: "What a lot of screen goodies coming up! ..." (Motion pictures) Clipping. © 11Jul48; KK25720.

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Park & Tilford "honor roll." World-famous names for holiday giving and hospitality. (Alcoholic beverage) Clipping. © Park & Tilford Distillers, inc., and Park & Tilford Import Corp. © 19Nov48; KK29248. © 22Nov48; KK29329.

PARKER, I. C. ©.
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- Men love women who can make a pie like this. (Mix for pie crust) Clipping. © 20Feb48; KK28212.
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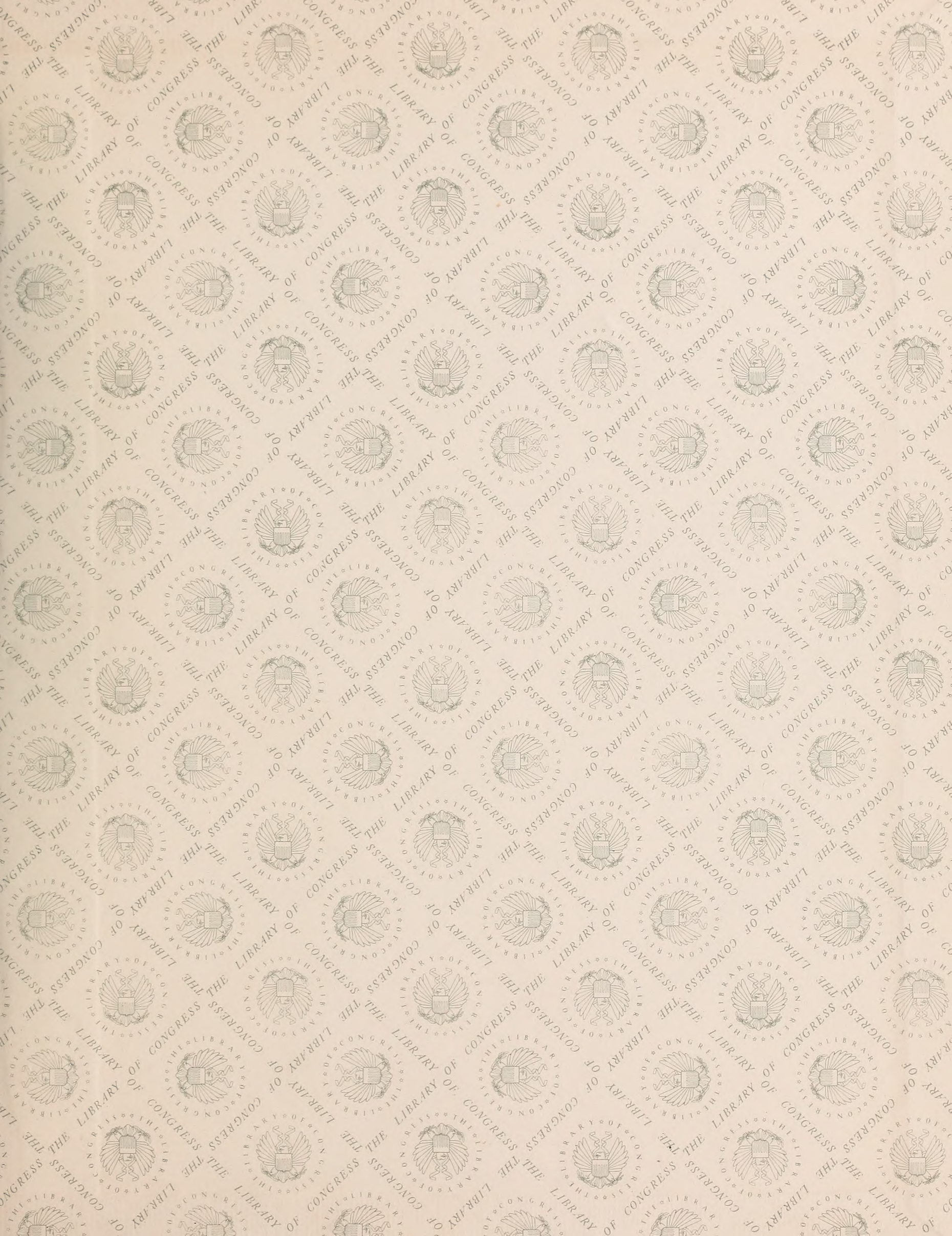
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