





CATALOG OF COPYRIGHT ENTRIES

*Third Series*

VOLUME 11, PART 11B, NUMBER 1

# Commercial Prints and Labels

JANUARY-JUNE  
1957



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THE LIBRARY OF CONGRESS  
WASHINGTON : 1957



CATALOG OF COPYRIGHT ENTRIES

*Third Series*

VOLUME II, PART 18, NUMBER 1

# Commercial Prints and Labels

JANUARY-JUNE

1957

CATALOG OF COPYRIGHT ENTRIES

*Third Series*



THE UNIVERSITY OF CHICAGO

1918



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## Third Series

VOLUME 11, PART 11B, NUMBER 1

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JANUARY-JUNE  
1957



CATALOG OF COPYRIGHT ENTRIES

Third Series

VOLUME 20 PART 10 NUMBER 1

# Commercial Prints and Labels

JANUARY-JUNE

1957



## Preface

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

The *Catalog* is subdivided to represent the classes of material listed in section 5 of said Title 17. The table at the end of this preface shows the organization of the *Catalog*, the symbols used with the registration numbers to distinguish the classes, and the prices of the semiannual issues. The annual subscription for each part is twice the price of a single issue and the complete catalog, including all parts, may be secured on a subscription basis for \$20 a year.

The record of each copyright registration listed in the *Catalog* includes a description of the work copyrighted and data relating to the copyright claim (the name of the copyright claimant, as given in the application for registration, the copyright date, the copyright registration number, etc.). Available information in the records of the Copyright Office, including information relating to subsequent changes of ownership, can be obtained upon request and upon payment to the Register of Copyrights of the fee specified in section 215 of said Title 17 (\$3 for each hour of time consumed) for the conduct of a search of the records.

In the case of each registration listed, except for renewals, the deposit of a copy (or copies) of the work has been made in accordance with the provisions contained in sections 12, 13, or 215 of said Title 17, or, in the case of published three-dimensional works of art, there has been compliance with section 13 of said Title 17, which provides for the deposit of identifying reproductions in lieu of the work itself. Foreign works, two copies of which

were deposited with a catalog card and application for registration under the waiver-of-fee provision in section 215 of Title 17 of the *United States Code*, are indicated by a zero immediately following the alphabetical symbol in the registration number.

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

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

The Copyright Office welcomes inquiries, suggestions and comments on the content and organization of the *Catalog*. Such communications should be addressed to the Chief of the Cataloging Division, Copyright Office, Library of Congress, Washington 25, D. C.

### Table of Organization

Each part listed in the table records all current registrations in the class or classes indicated by the alphabetical symbols given. 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 the purposes of statistical analysis. A zero immediately following the symbol (e. g., AFO, EFO) distinguishes a foreign work deposited under the waiver-of-fee provision. The symbol R does not represent a class designated by the copyright law, but has been adopted by the Copyright Office to distinguish renewal copyright registrations. These are recorded in a separate section of those parts of the *Catalog* which cover the classes in which the works were originally

registered. Some parts also contain registrations made under other symbols if the subject matter or type of material is similar to that generally included in the part.

	Price per semiannual issue
<b>PART 1 BOOKS AND PAMPHLETS, INCLUDING SERIALS AND CONTRIBUTIONS TO PERIODICALS . . . . .</b>	<b>\$2.50</b>
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<b>PARTS 3-4 DRAMAS AND WORKS PREPARED FOR ORAL DELIVERY . . . . .</b>	<b>1.00</b>
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<b>PART 6 MAPS AND ATLASES . . . . .</b>	<b>\$0.50</b>
F Maps	
R Renewal registrations	
<b>PARTS 7-11A WORKS OF ART, REPRODUCTIONS OF WORKS OF ART, SCIENTIFIC AND TECHNICAL DRAWINGS, PHOTOGRAPHIC WORKS, PRINTS AND PICTORIAL ILLUSTRATIONS . . . . .</b>	<b>1.00</b>
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 published in the United States	
KF Prints and pictorial illustrations published abroad	
R Renewal registrations	
<b>PART 11B COMMERCIAL PRINTS AND LABELS . . . . .</b>	<b>1.00</b>
KK Commercial prints and labels	
R Renewal registrations	
<b>PARTS 12-13 MOTION PICTURES AND FILMSTRIPS . . . . .</b>	<b>.50</b>
LP Published motion picture photoplays	
LU Unpublished motion picture photoplays	
MP Published motion pictures other than photoplays	
MU Unpublished motion pictures other than photoplays	
R Renewal registrations	



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### INTRODUCTION

PART 11B lists prints and labels, published in connection with the sale or advertisement of articles of merchandise or of services, which were registered in Class K under the symbol KK.

Arrangement is alphabetical under the name of the copyright claimant. Each work is described in a main entry which includes information pertinent to the copyright claim. References lead from the names of joint claimants and authors and from variant forms of names. Works for which the subsisting copyright has been renewed are listed separately in the Renewal Registrations section. The copyright symbol © following the name under which the entry is listed signifies that the form of name used is that appearing on the application as claimant. The name is not repeated following the copyright symbol © in the entry proper unless it is necessary to record additional information from the application not included in the heading; e. g.:

DILLON CREAMERY. ©  
Double Dip. © 28Jan57; KK123663.

CRAFTOOL CO.  
Doodle page of the month. © Craftool Pub.  
Co. t.a. Craftool Co.; 4Jan57; KK122187.

Each main entry for currently registered works includes, in addition to the name under which it is filed, the following items of information if available and applicable:

- 1) Title, amplified if necessary by a brief description of the pictorial content of the work and followed by any variant title.
- 2) Names of contributors to the work.
- 3) Series statement.
- 4) Special descriptive data, limited to registrations which appeared in a newspaper or periodical, giving the name and issue date of the publication, and the number of the page on which the item will be found.

- 5) Names of authors given in the application which do not appear elsewhere in the entry.
- 6) Name of the employer in the case of a work made for hire, if so named in the application, together with the name of the employees when given.
- 7) Copyright symbol ©.
- 8) Name of the copyright claimant when it is necessary to record information given in the application which is not included in the heading.
- 9) Date of publication as given in the application.
- 10) Registration number.

Whenever it is necessary to indicate a variation between the information given in the application and in the copy of the work with respect to the claimant's name or the date of publication, the data from the application are given first, followed by the phrase "in notice" and the data given in the work; e. g.: © Richard Roe & Co.; 8Jan57 (in notice: 1956); KK113000.

For renewal registrations, the main entry includes, in addition to the name under which it is filed, the following items of information if available and applicable:

- 1) Title.
- 2) Copyright symbol.
- 3) Date of original copyright.
- 4) Original registration number.
- 5) Name of the renewal claimant followed by a statement in parentheses, usually in abbreviated form, giving the basis of the renewal claim as supplied by the claimant, e. g., "John Doe & Co. (P)" indicates that renewal of copyright is claimed by John Doe & Co. as proprietor.
- 6) Date of receipt of the renewal application or the fee, whichever is later.
- 7) Renewal registration number.

## ABBREVIATIONS AND SYMBOLS

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

a.k.a. —also known as  
 appl. —application  
 © —copyright symbol  
 d.b.a. —doing business as

NM —new matter  
 P. —page, pages  
 (P) —proprietor of a commercial print or label  
 pseud. —pseudonym  
 pub. —published, publishing  
 rev. —revised  
 t.a. —trading as  
 v., vol., vols. —volume, volumes

## COPYRIGHT REGISTRATIONS FOR COMMERCIAL PRINTS AND LABELS

January-June 1957

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These figures represent the number of registrations for commercial prints and labels for January-June

1957, but do not necessarily represent the exact number of entries in this issue of the *Catalog of Copyright Entries*. Registration figures for other classes of material may be found in the respective parts.

# COMMERCIAL PRINTS AND LABELS

## CURRENT REGISTRATIONS

A list of prints and labels published in connection with the sale or advertisement of articles of merchandise or of services, registered during the period covered by this issue. Arrangement is alphabetical under the name of the copyright claimant. References from the names of joint claimants and authors and from variant forms of names are interfiled.

### A

#### AA WIRE PRODUCTS CO. ©

**Blok-Lok and the new Econo-Lok.**  
Econo-Lok builds stronger walls at lower cost. (Data sheet no. 1) (In Masonry building, Jan. 1957, p. 59) © 7Jan57; KK125551.

**Blok-Lok and the new Econo-Lok.**  
Flush welded Blok-Lok controls these cracks in masonry walls. (Data sheet no. 2) (In Masonry building, Feb. 1957, p. 27) © 1Feb57; KK125553.

**Blok-Lok and the new Econo-Lok;**  
prefabricated corner and partition ties. (Data sheet no. 3) (In Masonry building, Mar. 1957, p. 77) © 3Mar57; KK125554.

**Blok-Lok for masonry walls; flush weld.** (In Concrete, Jan. 1957, p. 55) © 15Jan57; KK125552.

**Blok-Lok for masonry walls; flush-welded at cross ties ...** (In Concrete, Apr. 1957, p. 51) © 10Apr57; KK125555.

**Cavity wall data sheet.** New, Econo Cavity-Lok; Cavity-Lok Senior. (In The Concrete manufacturer [ite & quarry], May 1956, p. 318) © 12May56; KK125549.

**Quality guaranteed masonry reinforcing for solid walls.** Econo-Lok; Blok-Lok. (In Masonry building, May 1956, p. 69) © 15May56; KK125550.

**Today's better building calls for AA wire masonry reinforcing;**  
new Econo Cavity-Lok. (In Mason contractors handbook, 1956, p. 10) © 16Aug56; KK125736.

#### A-B-A HEARING SERVICE.

Hear with A-B-A; forward is the move to always better aids. © Holrick James Hiller, sole owner A-B-A Hearing Service; Otis57; KK122363.

#### A-MP, INC. SEE Amp, Inc.

#### ABBOTT LABORATORIES. ©

All this ... combined, with equal therapeutic potency, in Dayamineral filstab. Appl. author: Thomas S. Bird. © 18Feb57; KK123454.

Can you spot the asthmatic doctor? Horisadrine-Aeroholol kit. 705515. Appl. author: C. S. Downs. © 17May57; KK125936.

**Brylcreme.** Appl. author: C. S. Downs. © 21Nov56; KK121973.

The face of invention; Mrs. Diet Deviser is vitamin starved.

**Dayalets, Abbott's multiple vitamins.** 702502. Appl. author: C. S. Downs. © 12Mar57; KK124789.

**Filatab Optilets; therapeutic formula multivitamins.** 704501. Appl. author: C. S. Downs. © 18Mar57; KK124788.

For calmer days, more restful nights ... Filatab Nembu-Serpin. (Print no. 701504) Appl. author: C. S. Downs. © 13Feb57; KK123291.

For psychic & physical relief of abdominal pain; Nembu-Donna. No. 702511. Appl. author: C. S. Downs. © 28Mar57; KK123227.

For seborrhea of the glabrous skin; Selauin. No. 612502. Appl. author: C. S. Downs. © 12Dec56; KK122122.

For the many faces of pain, Filatab Nembuline ... a form of short-acting Nembulol to serve every need in barbiturate therapy. 701511. Appl. author: C. S. Downs. © 12Feb57; KK123957.

**He's heard the call; Vi-Daylin.** 702520. Appl. author: C. S. Downs. © 18Apr57; KK125325.

**El inapetente sedentario ... Dayamineral filstab.** Appl. author: Thomas S. Bird. © 6Mar57; KK124332.

**It's still penicillin ... the higher blood levels of penicillin V; Compoicillin, in a delicious, banana-flavored suspension.** 704525. Appl. author: C. S. Downs. © 15May57; KK125935.

**Me in National Park; Filstab Optilets, therapeutic formula multivitamins.** Appl. author: C. S. Downs. © 27May57; KK126148.

**A medical problem; dandruff. An ethical solution, Selauin.** 702518. Appl. author: C. S. Downs. © 23Mar57; KK124349.

**A new drug ... for the treatment of hypersecretion and hypermotility in peptic ulcer; Tral.** [Man holding paper cup & pill] 7-22-57. Appl. author: Thomas Bird. © 3May57; KK125850.

**A new drug ... for the treatment of hypersecretion and hypermotility in peptic ulcer; Tral.** [Woman drinking from paper cup] 7-7-57. Appl. author: Thomas S. Bird. © 3May57; KK125852.

**New filstab Tral; prompt relief from hyperacidity and hypermotility of peptic ulcer.** Appl. author: Thomas S. Bird. © 9May57; KK125865.

**Nueva droga ... para el tratamiento de la hipersecretion e hipermotilidad en la ulcera peptica; potent, para inhibir el exceso de secrecion y motilidad en casos de ulcera peptica.** Tral. 37-7-57. Appl. author: Thomas Bird. © 3May57; KK125861.

**Nueva droga ... para el tratamiento de la hipersecretion e hipermotilidad en la ulcera peptica; potent, para inhibir el exceso de secrecion y motilidad en la ulcera peptica.** Tral. 3-7-22-57. Appl. author: Thomas Bird. © 3May57; KK125849.

**Nuevo producto, tral filstab; supresion rapida de la hiperacidez e hipermotilidad en la ulcera peptica.** Appl. author: Thomas S. Bird. © 9May57; KK125862.

**Prompt relief from hyperacidity and hypermotility of peptic ulcer; filstab Tral.** Appl. author: Thomas S. Bird. © 9May57; KK125864.

**Reproducciones policromas, apropiadas para ponerles marco; Dayamineral. (Character illustrations)** Appl. author: Thomas S. Bird. © 21Mar57; KK124334.

**Safety first in antibiotic therapy; Erythrocin.** 705505. Appl. author: C. S. Downs. © 3Apr57; KK125324.

**Supresion rapida de la hiperacidez e hipermotilidad en la ulcera peptica; Tral filstab.** Appl. author: Thomas S. Bird. © 9May57; KK125865.

**They've heard the call for Vi-Daylin. Like a sample, doctor? Mail the reply card.** 701518. Appl. author: C. S. Downs. © 15Mar57; KK123958.

**The Tral patient on-the-go ... the Tral patient unbothered by the ulcer or the medicine.** 705522. Appl. author: C. S. Downs. © 15May57; KK125934.

**La venerable abuelita ... Dayamineral filstab.** Appl. author: Thomas S. Bird. © 1Apr57; KK124333. Who needs vitamins? Vi-Daylin, Vita-Kape, Optilets [and others] 97-0461. Appl. author: C. S. Downs. © 31Jan57; KK121956.

**ABSORBINE MANUFACTURING CO., INC. ©**  
Absorbine, a cleaner for wallpaper, painted walls; non-crumbly type. Ball of magic. Net contents 10 pounds. © 20Dec56; KK123374.

### ABSORENE MANUFACTURING CO., INC. © Cont'd.

Absorene, a cleaner for wallpaper, painted walls; professional crumbly type. Ball of magic. Net contents 10 pounds. © 20Dec56; KK12375.

Model 'n Mold, modeling dough. Approx. net contents 32 ounces. © Absorene Manufacturing Co. d.b.a. Model 'n Mold Co.; 11Nov56; KK12394.

Model 'n Mold, new modeling dough. © Absorene Manufacturing Co. d.b.a. Model 'n Mold Co.; 14Nov56; KK12393.

Model 'n Mold, new modeling dough, and it's clean too. Net contents 10.75 ounces. © Absorene Manufacturing Co. d.b.a. Model 'n Mold Co.; 14Nov56; KK12393.

### ACCURATE STEEL RULE DIE MANUFACTURERS. ©

Plastic manufacturers and converters can depend on... Appl. author: Erhardt K. Scott. © 1May57; KK12594.

Why you need Accurate A.D.M. steel rule male & female dies for metal stamping. Appl. author: Erhardt K. Scott. © 1Feb57; KK12597.

ACKLEN, EDWARD RICHARD d.b.a. MEMPHIS DENTAL MANUFACTURING CO. SEE Memphis Dental Manufacturing Co.

ACME AIR APPLIANCE CO., INC. © Comparison wall chart for all makes of tubeless tire valves. No. 255; 256; 257, [and others] Appl. author: Paul Jerome Perlman. © 1Apr57; KK12472.

ACME APPLIANCE MANUFACTURING CO. © Acme no.403 drawer slides with nylon wheels; smo-o-theast operation and easiest to install. Appl. author: Steller, Miller & Lester, Inc. © 31Aug56; KK12193.

Better get more Acme Dualine; just send another order. (In Building supply news, July 1956, p.111)

Appl. author: Steller, Miller & Lester, Inc. © 27Apr56; KK12193.

How to select sliding door hardware. Appl. author: Steller, Miller & Lester, Inc. © 30Apr56; KK12193.

New, Acme Dualine sliding door hardware; Bi-Rail series 8900. Appl. author: Steller, Miller & Lester, Inc. © 15Mar56; KK122260.

### ACME CHEMICAL CO. ©

Automatic Roscalec feeder with volume gauge. Appl. author: George J. Balaska. (In name of product changed; filling instructions put in step method. © 2Dec56; KK122996.)

### ADDRESSOGRAPH-MULTIGRAPH CORP. ©

The acknowledged leader against which all other duplicators are compared. Appl. author: Charles Farran. © 15Jan57; KK123024.

Addressograph, the machine you never have to pay for. (In Time; May 6, 1957, p.114) Appl. author: Charles Farran. © 6May57; KK12516.

At your fingertips, the vital facts about a customer on one self-writing record. (In Time, Apr. 9, 1956, p.117) Appl. author: Charles Farran. © 5Apr56; KK122753.

Build your business with this new self-writing Addressograph credit book. (In Business week, Nov. 10, 1956, p.113) Appl. author: Charles Farran. © 10Nov56; KK122750.

Complete automation comes to letter writing; now you can write... as many as 3,000 letters per hour. (In Time, July 30, 1956, p.69) Appl. author: Charles Farran. © 26Jul56; KK122754.

461 out of the 500 largest U.S. industrial corporations... use Multigraph Multilith office. (In Newsweek, Nov. 26, 1956, p.105) Appl. author: Charles Farran. © 22Nov56; KK122759.

Multilith offset, a master plan for paperwork production. (In Newsweek, Oct. 1, 1956, p.56) Appl. author: Charles Farran. © 27Sep56; KK122757.

Multilith offset does paperwork no duplicator ever did before. (In Business week, July 28, 1956, p.110) Appl. author: Charles Farran. © 28Jul56; KK122768.

New, low cost, compact, easy to operate; Multigraph Accra-feed colorator with electronic controls. (In Offset duplicator review, Sept. 1956, p.36-37) Appl. author: Charles Farran. © 15Sep56; KK122755.

Now 665 of 500... endorse Multilith offset. (In Time, Mar. 18, 1957, p.65) Appl. author: Charles Farran. © 18Mar57; KK124176.

Whoever you have repetitive writing you can write better, faster, for less with Addressograph methods. (In Time, Sept. 24, 1956, p.9) Appl. author: Charles Farran. © 20Sep56; KK122756.

### ADELL CHEMICAL CO. ©

Lestol, the all-purpose detergent, for all household cleaning and laundering. Contents: one quart. © 20Jun57; KK126374.

### ADIRONDACK BOX CO., INC. ©

Athletic socks for general wear. © 16Oct56; KK122278.

### ADLER, ALBERT t.a. ADMARK. SEE

Admark.

### ADMARK. ©

Jewelry of distinction, featuring genuine Queen of the Nile Egyptian head scarabs. © Albert Adler t.a. Admark; 1Jun57; KK125898.

### ADOLPH'S, LTD. ©

Salt free diet; use the best-tasting salt substitute ever made. (In Vogue, June 1956, p.122) Appl. author: Lloyd E. Rigler. © 1Jun56; KK125300.

### AEROGUIP CORP. ©

High pressure hose and fitting specifications. (Advertiser sales service bulletin no.4) © 19Mar57; KK125748.

### J13 lightweight tubing joint.

(Engineering bulletin no.JD1-1) © Maxman Division, Aeroquip Corp.; 1Apr57; KK124491.

### AGRICULTURAL SPECIALTIES. ©

Rox Top, Spinose ear tick remedy. Contents: one quart. Appl. author: Thurmond A. Williamson. © 5Feb57; KK123174.

Melrin dry fly bait. Contents: one pound. Appl. author: Thurmond A. Williamson. © 24Apr57; KK125658.

Melrin LV fogging concentrate; active ingredients 100%. Contents: five gallons. Appl. author: Thurmond A. Williamson. © 1Mar57; KK125657.

Rotenone with BHC grub killer. Contents: one quart. Appl. author: Thurmond A. Williamson. © 13Oct56; KK122124.

Sample Intox, livestock spray and dip. Contents: 3 oz. net. Appl. author: Thurmond A. Williamson. © 16Apr56; KK122125.

Vet-Kem Brand Grub-Kill, Rotenone-BHC grub killer. Contents: one gallon. Appl. author: Thurmond A. Williamson. © 13Oct56; KK122123.

AHLSTROM, HARVEY D. sole owner BUSINESS PROMOTION. SEE Business Promotion.

### AIR ACCESSORIES, INC. ©

Introducing Floor Show, the transparent chair mat that lets floors be seen. May 1, 1957. Appl. author: W. I. Spittler. © Delta Products, division of Air Accessories, Inc.; 24May57; KK126010.

### AIRCRAFT COMPONENTS, INC. ©

Aircraft parts & supply catalog. New 1957 model ac-4 windometer, Gyro installation kits [and others] © 10May57; KK125859.

Aircraft parts & supply catalog. Aircraft parts & supply catalog, the first low-priced permanent 2-way radio. Model JRC-400, Model JRC-425, model LXX-EB [and others] © 15Mar57; KK124274.

### ALADDIN CANDY CO. ©

Country charm. Milk and dark chocolate covered caramels, creams and assorted chocolates. Our school serves you. 10 oz. net. Aladdin Candy Co., Theophilus J. Nachowitz, sole proprietor; 27Feb57; KK124060.

### ALADDIN INDUSTRIES, INC. ©

Best-buy wide mouth vacuum bottles & school lunch kits; the happiest healthiest kids have 'em both. (In Parents' magazine & family home guide, July 1957, p.80) Appl. author: William Hart Adler, Inc. © 25Jun57; KK126323.

A lad, a lass and Aladdin for fun on a picnic; Aladdin... vacuum ware; outing radio. (In Builders July 1957, p.16) Appl. author: William Hart Adler, Inc. © 6Jun57; KK126160.

### ALBANESE, JENNIE. SEE Albanese,

Peter.

### ALBANESE, PETER. ©

Pete & Jennie's Welcome Inn. © Peter & Jennie Albanese; 26Nov56; KK122609.

### ALBERS MILLING CO. ©

But he'll never outgrow Friskies; meat-loving dogs love Friskies. (In Look, May 15, 1956, p.103) © 15May56; KK122578.

End of a Friskies day; Friskies provides up to 3 times more food value than any canned dog food. (In Better homes & gardens, May 15, 1956, p.280) © 15May56; KK122577.

Friskies gives your dog more energy-building protein than he'd get from beef steak. (In Life, Mar. 7, 1955, p.72) © 7Mar55; KK121991.



The friskiest member of the family thrives on Friskies ... dog food. (In Life, Aug. 15, 1955, p.5) © 15Aug55; KK122161.

Guard against loss of vitality due to hidden hunger; Friskies dog food. (In Life, Apr. 11, 1955, p.2) © 11Apr55; KK122162.

He'll only come out for Friskies; meat-loving dogs love Friskies. (In Life, July 23, 1956, p.95) © 23Jul56; KK12492.

Time to reward him with Friskies; meat-loving dogs love Friskies. Friskies meal, a complete dog food. (In Look, Apr. 17, 1956, p.42) © 17Apr56; KK123632.

Now, more than ever, you're in good hands with Allstate ... home protection plan. (In Life, Apr. 15, 1957, p.77) © 1Apr57; KK124566.

Now, more than ever, you're in good hands with Allstate ... home protection plan, at its famous low rates. (In The Saturday evening post, Apr. 27, 1957, p.161) © 1Apr57; KK124836.

We've all had auto accidents and we all agree, you're in good hands with Allstate. (In Life, May 13, 1957, p.60-61) © 1May57; KK125513.

ALCONOT CO. division of NATIONAL BIO-CHEMICAL CO. SEE National Biochemical Co.

ALTHEIMER & BAER, INC. ©  
At Gibson's tomorrow; 45 piece ... unbreakable dinnerware. (In Alton evening telegraph, Alton, Ill.) Appl. author: Milton L. Altheimer. © 20Feb57; KK124293.

Douglas nationally advertised lifetime fiberglass contoured swivel chairs. (In Arizona republic, Phoenix, Ariz.) Appl. author: Milton L. Altheimer. © 17Feb57; KK124291.

Greatest sewing machine value ever; Modernage portable electric. (In Citizen magazine, Columbus, Ohio) Appl. author: Milton L. Altheimer. © 2Dec56; KK124295.

Never before so low ... table tennis and utility serving table. (In Huntville times, Huntville, Ala.) Appl. author: Milton L. Altheimer. © 30Jan57; KK124292.

Regal automatic electric percolator unit. (Royal automatic ...) (In Emp. magazine, Denver post.) Appl. author: Milton L. Altheimer. © 2Feb57; KK124289.

Save work ... nationally advertised professional polisher-scrubber-rug cleaner; twin-brush electric Shetland. (In Kingsport times, Kingsport, Ohio) Appl. author: Milton L. Altheimer. © 22Feb57; KK124290.

While they last ... aluminum cookware. (In Gadsden times, Gadsden, Ala.) Appl. author: Milton L. Altheimer. © 27Jan57; KK124294.

ALTMAN (B.) & CO. ©  
It must be flawless; to be the Basic dress. (In The New York times, Feb. 17, 1957, p.9) © 17Feb57; KK123657.

ALTOWN, GEORGE GUSTAV.  
Pacific Wire-Grms. SEE Pacific Wire Works Co.

ALTON BANKING & TRUST CO. ©  
Make your next Christmas savings pay you a bonus; Wedge Bank's Christmas Pay 'N Save Plan. (In Alton evening telegraph, Nov. 26, 1956, p.12) Appl. author: Lawrence Koller, Jr. © 26Nov56; KK122842.

A new concept that helps you build savings the quick, easy way; Pay 'N Save Plan. Appl. author: Lawrence Koller, Jr. © 10Sep56; KK127783.

Now, the only Christmas saving plan that pays interest, gives life insurance protection; Wedge Bank's Christmas Pay 'N Save Plan. (In Alton evening telegraph, Nov. 12, 1956, p.12) Appl. author: Lawrence Koller, Jr. © 12Nov56; KK122840.

The only Christmas savings plan of its kind; Wedge Bank's Pay 'N Save Plan. (In Alton evening

telegraph, Dec. 1, 1956, p.2) Appl. author: Lawrence Koller, Jr. © 1Dec56; KK122843.

The only Christmas savings plan that pays you a bonus; Wedge Bank's Christmas Pay 'N Save Plan. (In Alton evening telegraph, Nov. 19, 1956, p.12) Appl. author: Lawrence Koller, Jr. © 19Nov56; KK122841.

AMERICAN BANKERS ASSN. ©  
Bank auto loan; most attractive way to finance your next car. Appl. author: G. Edwin Heming. © 26Nov56; KK122259.

The bank is the saver's best friend. Appl. author: G. Edwin Heming. © 25Oct56; KK122261.

For the best Christmas yet, join our Christmas gift program. Appl. author: G. Edwin Heming. © 28Sep56; KK122260.

AMERICAN BLOWER CORP. ©  
Be your own weatherman with the flick of a switch. Form no. 7325-25M. Appl. author: James Willard Hoeler. © 10Dec56; 13122011.

Comfort-engineered for your factory, store, office; new American Blower packaged air conditioners. Form no. 6525-25M. Appl. author: James Willard Hoeler. © 10Dec56; KK122012.

Here is your American Blower salesmen program. Form no. 6125-3W. Appl. author: James Willard Hoeler. © 10Dec56; KK122011.

New American Blower packaged air conditioners, in sizes for every commercial need. Form no. 7325-25. Appl. author: James Willard Hoeler. © 10Dec56; KK122013.

AMERICAN BREWERY, INC. ©  
American, the all grain beer, makes you glad you're thirsty. Fishing boat scene. (In The Baltimore Sunday sun, May 5, 1957, rotogravure section, p.19) Appl. author: Van Sant, Dugdale & Co., Inc. © 5May57; KK126089.

American, the all grain beer, makes you glad you're thirsty. Man hanging over pier. (In The Baltimore Sunday sun, May 26, 1957, rotogravure section, p.39) Appl. author: Van Sant, Dugdale & Co., Inc. © 26May57; KK126087.

American, the all grain beer, makes you glad you're thirsty. Worker relaxing (drinking from bottle) (In The Baltimore Sunday sun, May 19, 1957, rotogravure section, p.19) Appl. author: Van Sant, Dugdale & Co., Inc. © 19May57; KK126088.

Catch Diamond Jim II, win \$25,000. American Beer annual fishing derby, June 1 to September 8. (In The Baltimore sun, June 13, 1957, p.58) Appl. author: Van Sant, Dugdale & Co., Inc. © 13Jun57; KK126309.

First; Brewer's Association of America's Gold Award. (In The Baltimore news-post, Dec. 6, 1956, p.18) Appl. author: Van Sant, Dugdale & Co., Inc. © 6Dec56; KK126308.

It's here again ... American Beer annual fishing derby. June 1st to Sept. 8th. Catch Diamond Jim II. (In Baltimore news-post, June 7, 1957, p.35) Appl. author: Van Sant, Dugdale & Co., Inc. © 7Jun57; KK126308.

Makes you glad you're thirsty; foamy light. Man buried in sand. (In The Baltimore sun, June 16, 1957, rotogravure

ALBIN, CHARLES H. & JULE R. VON STERNBERG forming the partnership SHOW-BROS. SEE Show-House.

ALCORN & CO., INC. ©  
C-Well beverage dispenser light; designed specifically for the jet spray dispenser. Appl. author: Alfred Alcorn. © 4Feb57; KK123619.

ALLEGHANY PHARMACAL CORP. ©  
Announcing the most powerful, yet safe reducing drug ... Hungrex with P.F.A. © 2Jan57 (in notice: 1956); KK122131.

AULEMEIER, NORMAN F. ©  
How to keep your ACTO African crawlers. 25 junior size. © 25Apr57; KK124852.

AILEN-A CO. ©  
Beware of imitations, get the original Ailen-A Insulaire, with Navy's arctic wonder-fabric underwear; Dittos. (In Man's wear, Feb. 22, 1957, p.4 of cover) Appl. states prev. reg. 1Dec55; KK124668. NM; revision & additional material. © 22Feb57; KK125389.

AILEN-RICK CO. ©  
Want to cut your overhead? How to ... with the Grip-Tec save-by-the-month-plan; rubber non-slip mechanics' work covers. Appl. author: Leon Grosblight. © 1May57; KK125700.

ALLIED CHEMICAL & DYE CORP.  
As close to you ... Genetron superdry refrigerators. Jenni Genetron, says: No matter where you are ... (In Air conditioning & refrigeration news, Feb. 27, 1956, p.23) © Allied Chemical & Dye Corp., General Chemical Division; 27Feb56; KK125061.

Jenni Genetron, says: When buying refrigerators, insist on Genetron superdry refrigerators. (In Refrigerating engineering, Mar. 1956, p.67) Appl. author: Joseph J. Tomlinson. © Allied Chemical & Dye Corp., General Chemical Division; 1Mar56; KK125060.

ALLSTATE INSURANCE CO. ©  
Buyers' guide to better auto insurance, featuring Allstate Crusader policy. NM; rearrangement; addition of 3 new coverages. © 5Apr57; KK124837.

The new Allstate Crusader policy gives you 23 added auto insurance protection features. (In Life, Mar. 11, 1957, p.145) © 1Mar57; KK125909.

The new Allstate Crusader policy gives you 23 added auto insurance protection features. (In The Saturday evening post, Apr. 6, 1957, p.135) © 1Apr57; KK124300.

AMERICAN BREWERY, INC. © Cont'd.  
section, p.10) Appl. author:  
Van Sant, Dugdale & Co., Inc.  
© 16Jun57; KK126310.  
Thanks you glad you're thirsty and  
the cool, clear answer ... [Girl in  
Indian costume, serving beer]  
(In Official Orioles score card and  
review, 1957, p.6) Appl. author:  
Van Sant, Dugdale & Co., Inc.  
© 16Apr57; KK126307.

AMERICAN DAIRY ASSN. ©  
Bake plenty for the holidays: Real  
old-time butter cookies; 4 simple,  
basic recipes ... (In Ladies'  
home Journal, Dec. 1956, p.40-41)  
Appl. author: Campbell-Mithun,  
Inc. © 29Nov56; KK125874.

Campaign plans for March. Want to  
sell plenty of cheese? (In Super  
market merchandising, Feb. 1956,  
p.65) Appl. author: Campbell-  
Mithun, Inc. © 1Feb56; KK125811.

Engaging way to bring his around:  
Leap Year salads made with cling  
peaches and cottage cheese. (In  
Life, Feb. 27, 1956, p.5) Appl.  
author: Campbell-Mithun, Inc.  
© 23Feb56; KK125812.

Every pat of real butter you serve  
adds to your reputation ...  
P.S. Be sure to mention real  
butter on your menu. (In Restau-  
rant management, Nov. 1956, p.135)  
Appl. author: Campbell-Mithun,  
Inc. © 1Nov56; KK125832.  
Everyone loves ice cream 'n  
cherries; pure pleasure, two  
cheery cherry ways. (In Look,  
Feb. 7, 1956, p.45) Appl. au-  
thor: Campbell-Mithun, Inc.  
© 2Jan56; KK125808.

Featured in Life ... Provolone  
cheese waffles. (In Restaurant  
management, Sept. 1956, p.12)  
Appl. author: Campbell-Mithun,  
Inc. © 13Sep56; KK125825.

Free to newspapers; ads and promo-  
tion ideas for dental and adver-  
tisers. (In The American press,  
June 1956, p.33) Appl. author:  
Campbell-Mithun, Inc. © 1Jun56;  
KK125819.

High notes in pure pleasure, ice  
cream 'n chocolate. (In Look,  
Nov. 13, 1956, p.96) Appl. au-  
thor: Campbell-Mithun, Inc.  
© 30Oct56; KK125831.

How America's dairy farmers have  
added to your health and happiness  
with nonfat dry milk. (In Ladies'  
home Journal, May 1956, p.18)  
Appl. author: Campbell-Mithun,  
Inc. © 26Apr56; KK125816.

How leading restaurants increase  
beverage sales: Milk with your  
meal, and coffee later, sir? (In  
Restaurant management, Jan. 1956,  
p.4) Appl. author: Campbell-  
Mithun, Inc. © 2Jan56; KK125804.

How to make a brown butter sauce-  
franchisee, for the vegetables  
you like best. (In Ladies' home  
Journal, June 1956, p.22) Appl.  
author: Campbell-Mithun, Inc.  
© 31May56; KK125818.

How to make ten tantalizing butter  
waffles ... (In Ladies' home  
Journal, Sept. 1956, p.4) Appl.  
author: Campbell-Mithun, Inc.  
© 30Aug56; KK125824.

It's cheese festival time. Here are  
42 easy ways to serve cheese.  
(In Life, Oct. 1, 1956, p.100-101)  
Appl. author: Campbell-Mithun,  
Inc. © 27Sep56; KK125826.

It's good business to feature dairy  
foods now, during National Restau-  
rant Month ... (In Restaurant  
management, Oct. 1956, p.19)  
Appl. author: Campbell-Mithun,  
Inc. © 1Oct56; KK125828.

Join the fun, it's ice cream festi-  
val time. (In Life, July 2,  
1956, p.36-37) Appl. author:  
Campbell-Mithun, Inc.  
© 28Jun56; KK125820.

June's best buys are dairy foods.  
(In Chicago tribune magazine,  
June 3, 1956, p.30) Appl. au-  
thor: Campbell-Mithun, Inc.  
© 2Jun56; KK126365.

Just like milk, real butter belongs  
on your family table. [Corn]  
(In Ladies' home Journal, Aug.  
1956, p.103) Appl. author:  
Campbell-Mithun, Inc. © 26Jul56;  
KK125822.

Just like milk, real butter belongs  
on your family table. [Pancakes]  
(In Ladies' home Journal, Oct.  
1956, p.211) Appl. author:  
Campbell-Mithun, Inc. © 27Sep56;  
KK125827.

Just like milk, real butter belongs  
on your family table. [Turkey]  
(In Ladies' home Journal, Nov.  
1956, p.24-25) Appl. author:  
Campbell-Mithun, Inc. © 25Oct56;  
KK125829.

Make this new short pie with real  
butter and Bisquick. (In Ladies'  
home Journal, Feb. 1956, p.125)  
Appl. author: Campbell-Mithun,  
Inc. © 26Jan56; KK125809.

Modern magic in meal-making; evapor-  
ated milk blends a grain, new  
smoothness into every dish ...  
(In Better homes & gardens, Sept.  
1956, p.124-127) Appl. author:  
Campbell-Mithun, Inc. © 23Aug56;  
KK125823.

New, how to make real butter short  
pie. (In Ladies' home Journal,  
Apr. 1956, p.187) Appl. author:  
Campbell-Mithun, Inc. © 29Mar56;  
KK125814.

Now, juicy strawberries and real  
whipped cream ... (In Life,  
Apr. 23, 1956, p.159) Appl. au-  
thor: Campbell-Mithun, Inc.  
© 19Apr56; KK125815.

Our holiday toast to you ... make  
it milk. (In The American press,  
Dec. 1956, p.27) Appl. author:  
Campbell-Mithun, Inc. © 1Dec56;  
KK125835.

Real cool, that's the profitable way  
to serve milk. (In Restaurant  
management, Feb. 1956, p.118)  
Appl. author: Campbell-Mithun,  
Inc. © 1Feb56; KK125810.

This all-time favorite is best with  
plenty of cheese. (In Ladies'  
home Journal, Mar. 1956, p.159)  
Appl. author: Campbell-Mithun,  
Inc. © 23Feb56; KK125813.

This is how refreshed you feel, when  
you refresh with milk. (In  
Life, Oct. 29, 1956, p.13)  
Appl. author: Campbell-Mithun,  
Inc. © 25Oct56; KK125830.

To feel more refreshed ... cool off  
with milk. (In Life, July 30,  
1956, p.92-93) Appl. author:  
Campbell-Mithun, Inc.  
© 26Jul56; KK125821.

You can feel like this, when you  
refresh with milk. (In Life,  
Nov. 26, 1956, p.181) Appl. au-  
thor: Campbell-Mithun, Inc.  
© 22Nov56; KK125833.

You feel more refreshed ... refresh  
with milk. (In Life, May 21,  
1956, p.24-35) Appl. author:  
Campbell-Mithun, Inc. © 17May56;  
KK125817.

AMERICAN FELT CO. ©  
Felt for dependable car performance ...  
the dependability of American  
quality felts. (In S. A. E.  
Journal, May 1957, p.246)  
Appl. author: Campbell-Mithun,  
Inc. © 28Apr57; KK125322.

AMERICAN LEGION. ©  
Economy uniform outfit. Order

blank. Appl. author: C. A.  
Morris. © 7Feb57; KK123013.

Fly liberty's flag on patriotic  
holidays; all purpose home flags,  
unmounted, U.S. flag, suburban  
lawn sets. Appl. author: C. A.  
Morris. © 11Jan57; KK122746.

It's your flag, proudly fly it!  
All purpose home flag set; subur-  
ban lawn set. Appl. author:  
C. A. Morris. © 18Apr57;  
KK124840.

Make Memorial Day a special day for  
your post; complete outfit at low  
cost. Appl. author: C. A. Mor-  
ris. © 9Apr57; KK125066.

Make Memorial Day a special day for  
your unit. Brooch, grave markers,  
blue star and gold star mem-  
ber-ship pins [and others] Appl.  
author: C. A. Morris. © 12Apr57;  
KK124590.

The new official baseball uniforms  
for American Legion sponsored  
junior baseball teams. Appl.  
author: C. A. Morris. © 3Apr57;  
KK124978.

AMERICAN MACHINE & METALS, INC.

How 4 Cincinnati hotels saved over  
\$4,700 in 6 months in their laun-  
dry operation. Sheraton-Gibson,  
Sinton [and others] Appl. au-  
thor: Jim Condon. © American  
Machine & Metals, Inc. Troy  
Laundry Machinery Division;  
15Ma:57; KK124400.

Now, bonded fan ratings; performance  
rating bonds, heating, piping  
& air conditioning, May 1957,  
p.3) Appl. author: Jim Condon.  
© American Machine & Metals, Inc.,  
Chicago Therzax Division; 3May57;  
KK125970.

AMERICAN MERRI-LEI CORP.

5 new, factory basic; Merrilei ex-  
clusive features. Appl. author:  
Victor T. Hoeflich. © Merri-Lei  
accepted alternative designation  
from American Merri-Lei Corp.;  
15Dec56; KK121876.

AMERICAN MONUMENT CORP. ©

For your guidance in selecting a  
monument. Rev. ed. Appl. au-  
thor: Michael John Canoniero.  
Appl. states rev. reg. dec. 1954.  
© 20Nov56; KK121923.

AMERICAN MUTUAL LIABILITY INSURANCE

CO. ©  
Every American Mutual auto policy-  
holder receives this Mr. Friendly  
extra; Watch. (In Newsweek,  
Aug. 27, 1956, p.10) Appl. au-  
thor: Compton Advertising, Inc.  
© 22Aug56; KK125561.

Flexible group accident & health in-  
surance plans are necessary, says  
Mr. Friendly. (In Newsweek, July  
2, 1956, p.8) Appl. author:  
Compton Advertising, Inc.  
© 23Jul56; KK125568.

How Sprague conducts a safety pro-  
gram and gets identifying re-  
sults, by Mr. Friendly. (In  
Business week, Mar. 10, 1956,  
p.35) Appl. author: Compton Advertising,  
Inc. © 3Mar56; KK122422.

AMERICAN-OLEAN TILE CO. ©

Now, large sizes in glazed ceramic  
tile. (Polder 900) Appl. au-  
thor: Arndt, Preston, Chapin,  
Lamb & Keen, Inc. © The56;  
KK126236.

This bathroom looks special, but  
it's all just standard American-  
Olean tile. (Color plus; pad  
no. 7) Appl. author: Arndt, Pres-  
ton, Chapin, Lamb & Keen, Inc.  
© 26Jan57; KK122992.

A tiled kitchen saves the housewife  
hours of scrubbing and waxing

each month. (Color plate 66; pad no. 3) Appl. author: Arndt, Preston, Chapin, Lamb & Keen, Inc. © 31Jan57; KK126932.

What a show place this powder room is, yet the cost is moderate. (Color plate 52; pad no. 10) Appl. author: Arndt, Preston, Chapin, Lamb & Keen, Inc. © 31Jan57; KK122995.

Wide selection of beautiful colors and glazes makes it easy to plan. (Color plate 47; pad no. 9) Appl. author: Arndt, Preston, Chapin, Lamb & Keen, Inc. © 31Jan57; KK122994.

#### AMERICAN PENCIL CO. ©

Look, I got the finest ball pen of all! It's by Venus... (In The Saturday evening post, May 19, 1956, p. 92) Appl. author: Doyle Dane Bernbach, Inc. © American Pencil Co., Pen Division; 17May56; KK125179.

We crossed the pen and the pencil to get a new writing tool for the office: Velvet ball Pen-cil. (In The Saturday evening post, Apr. 28, 1956, p. 146) Appl. author: Doyle Dane Bernbach, Inc. © 2Apr56; KK126622.

#### AMERICAN PFAFF CO. ©

Fabulous fashion, fabulous features, yours only with a fabulous Pfaff; automatic dial-a-stitch; slide-overs. (In Look, Apr. 29, 1957) (Copy no. 577) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 16Apr57; KK125458.

#### AMERICAN POTATO CO. ©

Instant Magic Washed Potato. H. J. Hires Co. Magic Washed Potatoes, potato croquettes [and others] Contents equal to 40 pounds raw potatoes. © 26Mar57; KK124205.

#### AMERICAN REFRIGERATION EXPORT CORP. ©

Cool-Flu household refrigerators and freezers. © 10Dec56 (in notice: 1957); KK122119.

Cool-Flu, the lowest priced quality air conditioner in the world. © 10Dec56 (in notice: 1957); KK122120.

Designed to show more, sell more; Cool-Flu, commercial refrigeration. © 26Feb57; KK124026.

#### AMERICAN SEATING CO. ©

Furniture for your church. Appl. author: William E. Beckus. © 26Dec56; KK122799.

#### AMERICAN SILICONE CO. ©

Amazing new invisible chrome protective treatment: concentrated silicon-chrome. 8 fl. oz. © 1Nov56; KK122395.

Once, with Dow Corning silicon; amazing new wonder car polish. © 1Feb57; KK123759.

#### AMERICAN SISALKRAFT CORP. ©

Comfort through efficient insulation and protection against condensation... Sissalation, the tough aluminum foil. © 6May57; KK125599.

How to protect crops and equipment on the farm; the toughest water-proof papers and plastics. © 4Apr57; KK124848.

How to save time and labor with low cost Moistap irrigation check dams. © 24Apr57; KK125713.

Newall-Glaze, made of Polyflex 230; the lasting glass replacement product. Appl. author: Sutherland-Abbott Advertising Agency. © 28Dec56; KK122064.

New Sissal-Glaze, the clear long lasting plastic. © 21Jan57; KK123008.

#### AMERICAN TOBACCO CO. ©

America is writing fan mail to a cigarette. Mildness without the loss of fine tobacco flavor. Hit Parade. [Endorsed by] Sandra L. Goodheim [and others] (In The New York Times, Apr. 29, 1957, p. 9) Appl. author: Batten, Durstine & Osborn, Inc. © 28Apr57; KK125890.

America is writing fan mail to a cigarette. They changed my smoking habit... Hit Parade. [Endorsed by] Morgan Masner [and others] (In The New York Times, Apr. 22, 1957, p. 13) Appl. author: Batten, Durstine & Osborn, Inc. © 21Apr57; KK125889.

America is writing fan mail to a cigarette... Hit Parade. [Endorsed by] Donald Erickson [and others] (In New York daily mirror, Apr. 15, 1957, p. 13) Appl. author: Batten, Durstine & Osborn, Inc. © 14Apr57; KK126114.

Be happy... it's the best-tasting cigarette you ever smoked. Vacation-bound? Take Luckies along. Lucky Strike. (In The Progressive farmer, Apr. 1957, p. 7) Appl. author: Batten, Durstine & Osborn, Inc. © 15Mar57; KK126112.

Be happy, go Lucky... best-tasting cigarette you ever smoked. Vacation-bound? Take Luckies along. Lucky Strike. (In Parade, Apr. 28, 1957, p. 38) Appl. author: Batten, Durstine & Osborn, Inc. © 28Apr57; KK125891.

But, madam, where's your Christmas spirit? Herbert Tareyton, Fall Mall [and others] (In Cooperative merchandiser, Nov. 1956, p. 10) Appl. author: Batten, Durstine & Osborn, Inc. © 25Oct56; KK124321.

Don't miss the fun of smoking; mildness is a pleasure with Fall Mall. [Two couples on picnic; station wagon] (In Better homes & gardens, Oct. 1956, p. 265) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 18Sep56; KK126125.

Don't miss the fun of smoking; mildness is a pleasure with Fall Mall. [Water skiing scene] (In The Saturday evening post, Aug. 11, 1956, p. 111) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 7Aug56; KK125573.

Full king size, white-tip filter cigarette, Hit Parade; your taste can't tell the filter's there. (In Los Angeles Times, Oct. 15, 1956, p. 1, p. 19) Appl. author: Batten, Durstine & Osborn, Inc. © 15Oct56; KK126032.

Going, going, gone. Lucky Strike, Fall Mall [and others] (In Progressive grocer, May 1957, p. 22) Appl. author: Batten, Durstine & Osborn, Inc. © 1May57; KK125893.

Golly, Mrs. Armbruster; all I said was, what's new? Herbert Tareyton, Fall Mall [and others] (In Food trade news, Jan. 1957, p. 8) Appl. author: Batten, Durstine & Osborn, Inc. © 16Jan57; KK124317.

Have you tried a Lucky lately? Look around you, buddy. (In Army times, Nov. 20, 1956, p. 23)

Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Nov56; KK122036.

Have you tried a Lucky lately? When so many guys swear by one cigarette... (In Army times, Nov. 6, 1956, p. 9) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 6Nov56; KK122037.

Hit Parade, full king size white-tip filter cigarette; tobacco so soft, so rare, so rare. (In The Saturday evening post, Mar. 16, 1957, p. 102-103) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 12Mar57; KK125221.

Hit Parade; tobacco so fine, so rich, so rare... (In New York daily mirror, Jan. 14, 1957, p. 7) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 14Jan57; KK124313.

Honest, Mrs. Van der Loost, I promise to... Herbert Tareyton, Fall Mall [and others] (In Cooperative merchandiser, Feb. 1956) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 25Jan56; KK124322.

I pick a cigarette for taste, and Luckies taste better. [Endorsed by] Ned J. Williams, Lucky Strike. (In Ebony, May 1957, p. 23) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Apr57; KK125887.

I'm sold on Luckies... [endorsed by] Walter Branford, Lucky Strike. (Negro newspapers) (In Baltimore Afro-American, May 25, 1956, p. 5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15May56; KK124324.

Jump for Joy, Los Angeles; Hit Parade filter cigarettes are here. (In Los Angeles herald express, Oct. 29, 1956, p. B-1) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 29Oct56; KK123043.

Levi Jackson is sold on Luckies... Lucky Strike cigarettes. (In Ebony, Mar. 1957, p. 99) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Feb57; KK124320.

Levi Jackson is sold on Luckies because Luckies taste better. Lucky Strike cigarettes. (In Baltimore Afro-American, Jan. 26, 1957) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 22Jan57; KK125223.

Light up a Lucky, it's light-up time. You'll warm up to a Lucky. (In Farm & ranch, southern agriculturist, Jan. 1957, p. 3) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Dec56; KK122892.

A Lucky is all cigarette. This is the one, a genuine cigarette. Lucky Strike. (In Parade, Mar. 3, 1957, p. 21) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 3Mar57; KK126113.

A Lucky is all cigarette... this is the one, a genuine cigarette. Lucky Strike. (In The Saturday evening post, Feb. 2, 1957) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 29Jan57; KK124315.

Mildness makes the difference; any Tareyton smoker will happily tell you. [Branford, Lucky Strike, shoulder, holding cigarette] (In Life, Feb. 4, 1957, p. 58) Appl. author: L. C. Gumbiner Advertising Agency, Inc. © 31Jan57; KK123535.

Mildness makes the difference; any Tareyton smoker will happily tell



AMERICAN TOBACCO CO. © Cont'd.  
you. (In Daily Mirror, New York,  
Dec. 4, 1956, p.13) Appl. author:  
Lawrence C. Gumbinner Ad-  
vertising Agency, Inc. © 4Dec56;  
KK122573.

Mildness makes the difference; day  
after day, Tareyton mildness makes  
a wonderful difference in your  
smoking. (In Life, Feb. 18, 1957,  
p.71) Appl. author: L. C. Gum-  
binner Advertising Agency, Inc.  
© 14Feb57; KK123494.

Mildness makes the difference; day  
after day, Tareyton mildness  
makes a wonderful difference in  
your smoking. (In Life, daily  
mirror, Nov. 27, 1956, p.8)  
Appl. author: Lawrence C. Gum-  
binner Advertising Agency, Inc.  
© 27Nov56; KK123938.

Mildness makes the difference; every  
Tareyton, every day, proves it  
again. [Gray-haired man looking  
over shoulder, holding ciga-  
rette.] (In The Saturday evening  
post, Feb. 9, 1957, p.47) Appl.  
author: Lawrence C. Gumbinner Ad-  
vertising Agency, Inc. © 5Feb57;  
KK123355.

Mildness makes the difference; every  
Tareyton, every day, proves it  
again. (In New York daily news,  
Dec. 11, 1956, p.1) Appl. author:  
Lawrence C. Gumbinner Advertising  
Agency, Inc. © 11Dec56; KK121937.

Mildness makes the difference; every  
Tareyton you light proves it  
again. [Girl with scroll ear-  
rings looking over shoulder,  
holding cigarette.] (In Look,  
Feb. 19, 1957, p.101) Appl. au-  
thor: Lawrence C. Gumbinner Ad-  
vertising Agency, Inc. © 5Feb57;  
KK123334.

Mildness makes the difference; filter  
tip Tareyton. [Man in dark  
suit holding cigarette and glass-  
es.] (In Look, Jan. 22, 1957,  
p.51) Appl. author: Lawrence C.  
Gumbinner Advertising Agency,  
Inc. © 5Jan57; KK122281.

Mildness makes the difference; it  
makes sense to smoke a mild ciga-  
rette. Filter tip Tareyton.  
(In The Saturday evening post,  
Apr. 6, 1957, p.87) Appl. au-  
thor: Lawrence C. Gumbinner Ad-  
vertising Agency, Inc. © 2Apr57;  
KK124587.

Mildness makes the difference;  
mildness is important in a ciga-  
rette. Filter tip Tareyton.  
(In Life, Apr. 15, 1957, p.182)  
Appl. author: Lawrence C. Gum-  
binner Advertising Agency, Inc.  
© 11Apr57; KK124586.

New, fine, rich, rare tobaccos;  
your taste can't tell the filter's  
there. Hit Parade. (In New York  
daily mirror, Jan. 7, 1957, p.15)  
Appl. author: Batten, Barton,  
Durstine & Osborn, Inc. © 7Jan57;  
KK128312.

New, full king size, white-tip fil-  
ter cigarette; Hit Parade. (In  
American Legion magazine, Feb.  
1957, p.32-33) Appl. author:  
Batten, Barton, Durstine & Osborn,  
Inc. © 1Feb57; KK124328.

New Hit Parade filter cigarette off  
to wonderful start. (In Vend,  
1957, p.22) Appl. author:  
Batten, Barton, Durstine & Osborn,  
Inc. © 1Feb57; KK123447.

New, tobacco so fine, so rich, so  
pure; Hit Parade. (In Los Angeles  
 Herald & Express, Oct. 22, 1956,  
p.A-13) Appl. author: Batten,  
Barton, Durstine & Osborn, Inc.  
© 22Oct56; KK122035.

1957, make this your Lucky year,  
1957. (In Collier's, Jan. 4,  
1957, p.2 of cover) Appl. au-  
thor: Batten, Barton, Durstine  
& Osborn, Inc. © 20Dec56; KK122891.  
Pack after pack, day after day,  
mildness makes the difference.  
Filter tip Tareyton. Appl. au-  
thor: Lawrence C. Gumbinner Ad-  
vertising Agency, Inc. © 13Jun57;  
KK126174.

Please, Mrs. Ponderosa, I'll go  
quietly. Hit Parade. Herbert  
Tareyton [and others] (In Pro-  
gressive grocer, Mar. 1957,  
p.223) Appl. author: Batten,  
Barton, Durstine & Osborn, Inc.  
© 4Mar57; KK126111.

Question: What's funny, honey? An-  
swer: Stickers. Here's a sticker-  
ler; what is a stickerler? It's a  
smoke ring? Lucky Strike. (In  
Ball State news, Dec. 2, 1956)  
Appl. author: Batten, Barton, Dur-  
stine & Osborn, Inc. © 2Dec56;  
KK122889.

Reward yourself with the pleasure  
of smooth smoking; Fall Mail.  
[Couple holding deed; man putting  
up sold sign] (In The Saturday  
evening post, May 19, 1956, p.89)  
Appl. author: Sullivan, Stauffer,  
Corwell & Bayles, Inc. © 15May56;  
KK124884.

Right now, enjoy the best-tasting  
cigarette you ever smoked; make  
no mistake, Luckies give you ...  
Lucky Strike. (In Parade, Mar.  
21, 1957, p.10) Appl. author:  
Batten, Barton, Durstine & Osborn,  
Inc. © 3Mar57; KK125885.

Right now, make no mistake,  
Luckies give you what you want  
most in a cigarette. Lucky  
Strike. (In Farm & home, Mar.  
1957, p.5) Appl. author: Batten,  
Barton, Durstine & Osborn, Inc.  
© 10Feb57; KK124318.

Say hello to full king size Hit  
Parade. (In San Francisco city  
bulletin, Nov. 5, 1956, p.18)  
Appl. author: Batten, Barton,  
Durstine & Osborn, Inc. © 5Nov56;  
KK122033.

Stickers; here's a stickerler; what  
is a jall at light-up time? Lucky  
Strike. (In Ball State news, Sept.  
14, 1956) Appl. author: Batten,  
Barton, Durstine & Osborn, Inc.  
© 14Sep56; KK122888.

Stickers; if you were stuck ...  
you're stranded high on a peak in  
the Andes. Lucky Strike. (In  
University daily Kansan, Feb. 12,  
1957, p.4) Appl. author: Batten,  
Barton, Durstine & Osborn, Inc.  
© 12Feb57; KK125010.

Stickers; what is a guy who gives  
loads of Luckies for Christmas?  
(In Ball State news, Dec. 14,  
1956) Appl. author: Batten,  
Barton, Durstine & Osborn, Inc.  
© 14Dec56; KK122890.

Stickers; what is a lucky at dusk?  
Astronomers: Long sunsets make  
you impatient? Lucky Strike.  
(In Ball State news, Mar. 1, 1957,  
p.7) Appl. author: Batten, Bar-  
ton, Durstine & Osborn, Inc.  
© 1Mar57; KK126117.

Stickers; what is a Lucky at lunch  
time? What a menu; a dank frank  
... Lucky Strike. (In Ball State  
news, Apr. 5, 1957) Appl. au-  
thor: Batten, Barton, Durstine &  
Osborn, Inc. © 5Apr57; KK125886.

Stickers; what is a man who won't  
use anything but a match ...  
Lucky Strike. (In Ball State  
news, Jan. 11, 1957, p.6) Appl.  
author: Batten, Barton, Durstine  
& Osborn, Inc. © 11Jan57;  
KK124327.

Stickers; what is a squad of sol-  
diers who don't get a Lucky break?  
Lucky Strike. (In Ball State  
news, Mar. 22, 1957) Appl. au-  
thor: Batten, Barton, Durstine &  
Osborn, Inc. © 22Mar57;  
KK125884.

Stickers; what is cigarette smoke  
on a cold day? Lucky Strike.  
(In Ball State news, Mar. 29,  
1957) Appl. author: Batten,  
Barton, Durstine & Osborn, Inc.  
© 29Mar57; KK125883.

Stickers; what is Luckies' fine  
tobacco? Message to botany ma-  
jors: Today's lesson is easy.  
Lucky Strike. (In Yale  
news, Feb. 21, 1957, p.3) Appl.  
author: Batten, Barton, Durstine &  
Osborn, Inc. © 21Feb57; KK125444.

Stickers; when the Luckies are  
gone, what's left? Lucky Strike.  
(In Ball State news, Jan. 18,  
1957) Appl. author: Batten,  
Barton, Durstine & Osborn, Inc.  
© 18Jan57; KK124326.

Stickers; who's always there when  
you take out your Luckies?  
Lucky Strike. (In Ball State  
news, Jan. 25, 1957) Appl. au-  
thor: Batten, Barton, Durstine &  
Osborn, Inc. © 25Jan57;  
KK124325.

Stop everything, start laughing;  
Stickers. Here's a stickerler;  
if you have a Lucky what else do  
you need? (In Ball State news,  
Jan. 19, 1956) Appl. author:  
Batten, Barton, Durstine & Osborn,  
Inc. © 9Nov56; KK122887.

Stuck for money? Do a stickerler.  
Do you like to get stuck? Lucky  
Strike. (In The Stanford daily,  
Jan. 28, 1957, p.4) Appl. au-  
thor: Batten, Barton, Durstine &  
Osborn, Inc. © 28Jan57;  
KK126116.

Taste is all important, and Luckies  
taste better. [Endorsed by] Dr.  
James Bayton. (In Baltimore Afro-American,  
Apr. 16, 1957) Appl. author: Batten,  
Barton, Durstine & Osborn, Inc.  
© 16Apr57; KK125888.

Taste makes all the difference, and  
Luckies taste better [says] George  
Norford. Lucky Strike cigarettes.  
(In Baltimore Afro-American,  
Feb. 23, 1957) Appl. author:  
Batten, Barton, Durstine & Osborn,  
Inc. © 19Feb57; KK125222.

This Christmas buy cartons of Luck-  
ies; so nice to give, to get,  
to serve, to enjoy. (In Progressive  
farmer, Dec. 1956) Appl. author:  
Batten, Barton, Durstine & Osborn,  
Inc. © 15Dec56; KK122893.

This Christmas give cartons of  
Luckies. [Couple in overcoats  
carrying presents & trees] (In  
Look, Dec. 25, 1956) Appl. au-  
thor: Batten, Barton, Durstine &  
Osborn, Inc. © 11Dec56;  
KK122894.

This Christmas give cartons of  
Luckies. [Loud music, table  
wrapping cartons of cigarettes]  
(In Look, Dec. 25, 1956) Appl.  
author: Batten, Barton, Durstine &  
Osborn, Inc. © 11Dec56;  
KK122893.

This Christmas give cartons of  
Luckies. [Girl in sweater, with  
high heels, lighting man's ciga-  
rette.] (In Look, Dec. 25, 1956)  
Appl. author: Batten, Barton, Dur-  
stine & Osborn, Inc.

This Christmas give cartons of  
Luckies. (Light up a Lucky)  
[Smiling girl holding carton of  
cigarettes over man's shoulder]



- Appl. author: Batten, Barton, Durstine & Osborn, Inc. 7 1Dec56; KK122908.
- This is headline news for smokers. Hit Parade, full king size cigarette; new white-tip filter. (In New York daily mirror, Jan. 28, 1957, p.15) Appl. author: Batten, Barton, Durstine & Osborn, Inc. 6 23Jan57; KK124314.
- This is headline news for smokers. Hit Parade; full king size cigarette; new white-tip filter. (In This week (New York daily tribune), Feb. 10, 1957, p.39) Appl. author: Batten, Barton, Durstine & Osborn, Inc. 9 29Feb57; KK125581.
- Time out for a Lucky; you'll say it's the best-tasting cigarette ... Unbeatable; nothing can touch a Lucky for taste ... Lucky Strike. (In Farm & ranch, May 1957, p.7) Appl. author: Batten, Barton, Durstine & Osborn, Inc. 1 1May57; KK125592.
- Tobacco so fine, so rich, so rare, your taste can't tell the filter's there; Hit Parade cigarettes. (In American weekly (Baltimore American), Mar. 17, 1957, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. 6 16Mar57; KK125284.
- Tried a Lucky lately? It's the best-tasting cigarette ... Make it a Lucky break, mister. Lucky Strike. (In The Farmer, Mar. 2, 1957, p.44) Appl. author: Batten, Barton, Durstine & Osborn, Inc. 6 2Mar57; KK126115.
- Try a Lucky ... man what a smoke. A Lucky is all cigarette ... Lucky Strike. (In The Farmer, Jan. 5, 1957, p.14) Appl. author: Batten, Barton, Durstine & Osborn, Inc. 6 5Jan57; KK124319.
- Try this for taste; you'll say a Lucky is the best-tasting cigarette you ever smoked. You'll warm up fast to a Lucky. (In Parade, Jan. 6, 1957, p.22) Appl. author: Batten, Barton, Durstine & Osborn, Inc. 6 6Jan57; KK128296.
- Why settle for less than a Lucky? You'll say it's the best-tasting cigarette ... go first-class, go Lucky. (In V. F. W. magazine, Mar. 1957) Appl. author: Batten, Barton, Durstine & Osborn, Inc. 6 25Feb57; KK125433.
- Wow, the fan mail's pouring in for Hit Parade cigarettes. (In The Saturday evening post, Feb. 23, 1957, p.11) Appl. author: Batten, Barton, Durstine & Osborn, Inc. 6 19Feb57; KK124311.
- You'll say it's the best-tasting cigarette you ever smoked. Go first-class, go Lucky. Lucky Strike. (In Parade, Feb. 3, 1957, p.24) Appl. author: Batten, Barton, Durstine & Osborn, Inc. 6 3Feb57; KK124316.
- Your taste can't tell the filter's there; new blend of fine rich, rich tobacco; Hit Parade. (In Home evening gazette, Nov. 26, 1956, p.6) Appl. author: Batten, Barton, Durstine & Osborn, Inc. 6 2Nov56; KK122044.
- AMERICAN ZINC PRODUCTS, a division of BALL BROS. CO., INC. SEE Ball Bros. Co.
- AMP, INC. 6  
AMP automatic stripping-orming  
Laminator. 6 7Mar57;  
KK124238.
- A-ME heavy head hand tools.  
IS-1253. 6 28Feb57; KK124337.
- A-ME Tarma-Shield tool. IS-1660.  
6 10Dec56; KK122078.
- Closed end connector; solid or  
stranded wire combination chart.  
IS 1002A. 6 15Feb57; KK123642.
- Double action hand tools. IS-1559.  
6 20Dec56; KK122077.
- Heavy head hand tools. IS 1252.  
6 29Jan57; KK123383.
- AMPRUF PAINT CO. OF NEW JERSEY, INC. 6  
For boys and girls, 9-16; the Junior  
Painter, by Ampruf.  
6 20Mar57; KK124926.
- ANAHIPT CO., INC. 6  
Anahist research laboratories an-  
nounces latest medical develop-  
ment in chest rubs; Super Anahist  
deep-penetrating Rub. (In Daily  
sentinel, Rome, N. Y., Mar. 6,  
1957, p.7) Appl. author: Ted  
Bates & Co., Inc. 6 6Mar57;  
KK123917.
- Anahist research laboratories an-  
nounces latest medical develop-  
ment in chest rubs; Super Anahist  
Pine Chest Balm. (In Times  
herald, Middletown, N. Y., Mar.  
6, 1957, p.3) Appl. author:  
Ted Bates & Co., Inc. 6 4Mar57;  
KK123915.
- Deep-seated cold? Anahist research  
laboratories present a remarkable  
discovery ... Super Anahist  
penetrating Rub. (In Times her-  
ald, Olean, N. Y., Mar. 4, 1957,  
p.4) Appl. author: Ted Bates &  
Co., Inc. 6 4Mar57; KK123916.
- Mother, when colds strike, don't  
reach for a chest rub that hasn't  
changed in 50 years! Super Anahist  
deep-penetrating Rub. (In  
Post star times, Glens Falls,  
N. Y., Mar. 6, 1957, p.15)  
Appl. author: Ted Bates & Co.,  
Inc. 6 6Mar57; KK124185.
- New discovery for deep-seated chest  
colds and coughs ... makes your  
own chest a vaporizer; Super Anahist  
deep-penetrating Rub. (In  
Freeman, Kingston, N. Y., Mar. 4,  
1957, p.3) Appl. author: Ted  
Bates & Co., Inc. 6 4Mar57;  
KK124819.
- Sore throat pain? Super Anahist  
antibiotic throat lozenges. (In  
Sunday news, New York, Dec. 9,  
1956, p.34) Appl. author: Ted  
Bates & Co., Inc. 6 9Dec56;  
KK122696.
- Sore throat pain? Super Anahist  
antibiotic throat lozenges. (In  
Tulsa world, Jan. 20, 1957, maga-  
zine section, p.2 of cover)  
Appl. author: Ted Bates & Co.,  
Inc. 6 20Jan57; KK123058.
- Stuffed-up nose and sinus from head  
cold? Super Anahist antibiotic  
nasal spray. (In Tulsa Sunday  
world magazine, Jan. 13, 1957,  
p.31) Appl. author: Ted Bates &  
Co., Inc. 6 13Jan57; KK122618.
- Stuffed-up nose and sinus of summer  
cold or allergy? Super Anahist  
antibiotic nasal spray. (In  
New York Sunday news, June 16,  
1957, roto magazine section,  
p.46) Appl. author: Ted Bates  
& Co., Inc. 6 16Jun57; KK126173.
- Stuffed-up nose and sinus of summer  
cold or allergy? Super Anahist  
antibiotic nasal spray. (In This  
week (New York herald tribune),  
May 19, 1957, p.37) Appl. au-  
thor: Ted Bates & Co., Inc.  
6 19May57; KK125593.
- Stuffed-up nose from summer cold or  
allergies? Super Anahist anti-  
biotic nasal spray. (In New York  
Sunday news, May 19, 1957, roto  
magazine section, p.7) Appl.  
author: Ted Bates & Co., Inc.  
6 19May57; KK125594.
- ANCIENT AGE DISTILLING CO. 6  
Advertising saturated Kentucky with  
the famous challenge: if you can  
find a better bourbon, buy it.  
(In The Kentucky beverage journal,  
Dec. 1956, p.11-13) Appl. au-  
thor: Doyle Dane Bernbach, Inc.  
6 1Dec56; KK122089.
- America's fastest growing whiskey;  
straight Kentucky bourbon. (In  
Arkansas democrat, Apr. 1, 1957,  
p.22) Appl. author: Doyle Dane  
Bernbach, Inc. 6 10Apr57;  
KK123452.
- Birds attacking your bait? Sports  
idea contest. (In Sports afield,  
Dec. 1956, p.11) Appl. author:  
Doyle Dane Bernbach, Inc.  
6 25Nov56; KK125533.
- Do you really know your bourbon?  
(Head of man resting on hand)  
(In Cincinnati enquirer, May 24,  
1957, p.28) Appl. author: Doyle  
Dane Bernbach, Inc. 6 24May57;  
KK126396.
- Do you really know your bourbon?  
(In Kentucky beverage journal,  
Jan. 1957, p.83) Appl. author:  
Doyle Dane Bernbach, Inc.  
6 2Jan57; KK125534.
- The fastest growing whiskey in  
America is Ancient Age bourbon.  
(In The Indianapolis star, Apr.  
12, 1957, p.11) Appl. author:  
Doyle Dane Bernbach, Inc.  
6 12Apr57; KK125533.
- How to eat cat snacks. Sports idea  
contest. (In Sports afield, May  
1957, p.25) Appl. author:  
Doyle Dane Bernbach, Inc.  
6 25Apr57; KK125444.
- How to hypnotize a frog. Sports  
idea contest. (In Sports afield,  
June 1957, p.85) Appl. author:  
Doyle Dane Bernbach, Inc.  
6 25May57; KK126398.
- How to prepare bait that fish go  
for. Sports idea contest. (In  
Sports afield, Apr. 1957, p.31)  
Appl. author: Doyle Dane Bernbach,  
Inc. 6 25Mar57; KK124355.
- If you can find a better bourbon,  
buy it. (Bottom half of bottle)  
(In The New York times, May 17,  
1957, p.8) Appl. author: Doyle  
Dane Bernbach, Inc. 6 17May57;  
KK125654.
- If you can find a better bourbon,  
buy it. (Gray-eyed man with  
bushy brows; drink in hand)  
(In Life, Mar. 18, 1957, p.3 of cover)  
Appl. author: Doyle Dane Bernbach,  
Inc. 6 14Mar57; KK124052.
- If you can find a better bourbon,  
buy it. (Half turned face of  
man looking in glass)  
(In New York times, May 17, 1957,  
p.31) Appl. author: Doyle Dane  
Bernbach, Inc. 6 17May57;  
KK125655.
- If you can find a better bourbon,  
buy it. (Head of man resting on  
hand)  
(In New York mirror, May  
27, 1957, p.35) Appl. author:  
Doyle Dane Bernbach, Inc.  
6 27May57; KK126397.
- If you can find a better bourbon,  
buy it. (Light-haired man with  
dark hair)  
(In Sports illus-  
trated, June 17, 1957, p.17)  
Appl. author: Doyle Dane Bernbach,  
Inc. 6 14Jun57; KK126404.
- If you can find a better bourbon,  
buy it. (Man holding drink, wear-  
ing signet ring)  
(In Argosy, Apr. 1957, p.3) Appl. author:  
Doyle Dane Bernbach, Inc.  
6 20Mar57; KK128353.
- If you can find a better bourbon,  
buy it. (Fensive man with  
drink in hand)  
(In Sports il-  
lustrated, Mar. 4, 1957, p.4-9)

ANCIENT AGE DISTILLING CO. © Cont'd.  
 Appl. author: Doyle Dane Bernbach, Inc. © 1Mar57; KK12562.

If you can find a better bourbon, buy it. [Shaded face of bushy-browed man; drink in hand] (In Sports Illustrated, Apr. 23, 1957, p.W13) Appl. author: Doyle Dane Bernbach, Inc. © 13Apr57; KK125461.

If you can find a better bourbon, buy it. [Shaded face of white-haired man; drink in man's hand] (In Sports Illustrated, Feb. 4, 1957, p.5) Appl. author: Doyle Dane Bernbach, Inc. © 1Feb57; KK123239.

If you can find a better bourbon, buy it. [Three upraised men's hands holding drinks] (In The Oregonian, Nov. 14, 1956, p.8) Appl. author: Doyle Dane Bernbach, Inc. © 1Nov56; KK122092.

If you can find a better bourbon, buy it. [Whole bottle] (In The New York Times, May 17, 1957, p.15) Appl. author: Doyle Dane Bernbach, Inc. © 17May57; KK125656.

If you can give a better bourbon, give it. [Three upraised men's hands holding drinks] (In Arkansas democrat, Little Rock, Ark., Nov. 9, 1956, p.24) Appl. author: Doyle Dane Bernbach, Inc. © 9Nov56; KK122091.

Kentuckians are used to the best: Nashua. (In Park City daily news, Bowling Green, Ky., Dec. 12, 1956, p.4) Appl. author: Doyle Dane Bernbach, Inc. © 6Dec56; KK122335.

Kentucky straight bourbon, 44,35, 4-5 qt. (In Daily reflector, Greenville, N. C., Nov. 7, 1956, p.8) Appl. author: Doyle Dane Bernbach, Inc. © 7Nov56; KK122090.

Last minute reminder: Ancient Age bourbon. (In Birmingham herald, Dec. 21, 1956, p.18) Appl. author: Doyle Dane Bernbach, Inc. © 21Dec56; KK123075.

Safe way to arouse snoring bears. Ancient Age sports idea contest. (In Sports afield, Feb. 1957, p.72) Appl. author: Doyle Dane Bernbach, Inc. © 25Jan57; KK123240.

The smoother bourbon ... if you can find a better bourbon, buy it. (In The New York Times, June 14, 1957, p.30) Appl. author: Doyle Dane Bernbach, Inc. © 14Jun57; KK126403.

Stopa fish from sliding around during cleaning. Sports idea contest. (In Sports afield, Mar. 1957, p.19) Appl. author: Doyle Dane Bernbach, Inc. © 25Feb57; KK123826.

Texans are used to the best; if you can buy a better bourbon, buy it. (In The Houston post, Feb. 1957, section 4, p.2) Appl. author: Doyle Dane Bernbach, Inc. © 12May57; KK126395.

ANDALE CO. ©  
 Valves, fourway, non-lubricated, tapered plug type (Bulletin 461 P(R1)) © 14Feb57; KK123192.

ANDERSON (CHARLES H.) FLOORS, INC. ©  
 Vetro-Surf, the modern wall surfacing. Appl. author: Norman E. Kraff. © 17Apr57; KK125064.

ANDERSON, CLAYTON & CO. ©  
 Golden Capri, the select light salad oil liquid shortening. Roquefort cheese dressing. An assortment. © Anderson, Clayton & Co. (In notice: Anderson, Clayton & Co., Foods Div., Inc. Jan57 (In notice: 1956); KK124188.

Its luxury-aroma whispers fabulous flavor secrets; meet new all-vegetable Flair, the delicate yellow shortening ... (In The Galveston news, May 30, 1957, p.18) © 30May57; KK126333.

Meadolake margarine; freshness protected by foil. Net wt. one lb; 4 golden quarters. Appl. author: Robert Neubauser © Anderson, Clayton & Co., Foods Division; 1Jan57 (In notice: 1956); KK124974.

New, Golden Capri, the select, light salad oil and liquid shortening ... Golden Capri brings a new idea to your kitchen ... (In Peoria Journal star, Mar. 21, 1957, p.C-18) Appl. author: McCann-Erickson, Inc. © 21Mar57; KK124875.

New, Golden Capri, the select, light salad oil and liquid shortening ... Golden Capri is the only modern oil in a modern bottle. (In Peoria Journal star, Mar. 28, 1957, p.C-12) Appl. author: McCann-Erickson, Inc. © 28Mar57; KK124876.

ANDERSON CO. ©  
 Anco anti wind-lift wiper arms. (Catalog sheet no. 04-0465) © 7Jan57; KK123230.

Anco Dead-Locker model, turtleback windshield wiper blades, 5 pairs, 10 blades; 16 inch. (Stock no. 850) © 10Dec56; KK123282.

Anco 1957 new-market kickoff. Long-blade assortment, long-blade, sub-cabinet, anti wind-lift arms. (Catalog sheet no. 04-0462) © 7Jan57; KK123279.

Anco original-equipment replacement catalog; Chrysler Corp. (Catalog sheet no. 04-0456) © 7Jan57; KK123281.

Anco 16 inch Combo; pair Anco 16" model DL turtleback blades plus pair Anco 16" turtleback push-button refills ... Five 16" Combo packs ... © 9Apr57; KK125734.

Anco turtleback windshield wiper blades with push-button refills; Dead-Locker model. 16 inch pair. (Stock no. 950) © 10Dec56; KK123282.

Anco Universal model DH anti wind-lift wiper arm. © 8Mar57; KK125726.

Anco Universal model SH anti wind-lift wiper arms. 6 arms; 10-14 inches extensible. (Stock no. 975) © 8Mar57; KK125727.

Dealer's application for refunding package for Anco sub-cabinet. (Form 04-0463) © 9Apr57; KK125730.

Dealer's notice of shipment and confirmation of obsolescence; windshield wiper blades and arms. (Form 04-0475) © 30Mar57; KK125725.

Help promote highway safety with new Anco profit-popper 16" Combo turtleback blades and refills. 220 Weathersby index. Effective Mar. 30, 1957. (Form 04-0472) © 30Mar57; KK125723.

Mr. Anco Dealer: Here are the facts on the dangerous wind-lift problem ... Anco anti wind-lift wiper arm. (Form 04-0472-A) © 25Mar57; KK125724.

Mr. Dealer: Accept this carton ... Anco 1957 new-market kickoff pack. Containing one long-blade sub-cabinet plus one long-blade assortment. (Stock no. 1050) (Form 04-0464) © 11Jan57; KK125731.

New Anco anti wind-lift wiper arm; jet plane type. (Form 04-0472) © 25Mar57; KK125733.

New Anco anti wind-lift wiper arm, with spring-toggle pressure adjustment. (Form 04-0471) © 30Apr57; KK125729.

Replace your streakers now; get live new Anco wiper blades, by Anderson. (Form no. 04-0457) © 20Dec56; KK123284.

Turtleback windshield wiper blades, with push-button refills; Dead-Locker model; Anco 16 inch Combo. Pair blades. (Stock no. 855) © 9Apr57; KK125728.

Welcome to the family of Anco dealers now using Anco long-blade sub-cabinet type. (Form 04-0466) © 13Mar57; KK125732.

ANHEUSER-BUSCH, INC. ©  
 Anheuser-Busch Co. of America, (Bolshevik no.125) Appl. author: Jess H. Cloud. © 31Dec56; KK122551.

ANGLE, PAUL M.  
 For works of which Paul M. Angle is the joint author SEE Kingsport Press, Inc.

ANHEUSER-BUSCH, INC. ©  
 Clear and bright as mountain air. Busch Bavarian beer. (In Aurora beacon news, Feb. 13, 1957, p.10) Appl. author: Josephine Walsh. © 13Feb57; KK123867.

Fun ahead; an adventure in taste, your first sip of Busch Bavarian Beer. (In Aurora beacon news, Feb. 7, 1957, p.3) Appl. author: Josephine Walsh. © 7Feb57; KK123868.

Holidays are made for this; Busch Bavarian Beer. (In St. Louis post-dispatch, May 28, 1957, p.100) Appl. author: Josephine D. Walsh. © 24May57; KK125985.

Lift a snow-capped glass to the Cardinals; Busch Bavarian Beer. (In St. Louis post-dispatch, Apr. 14, 1957, p.7, p.16) Appl. author: William McGooagan. © 14Apr57; KK123869.

A taste of Bavaria; drink deep of this sparkling beer, Busch Bavarian. (In Aurora beacon news, Feb. 20, 1957, p.11) Appl. author: Josephine Walsh. © 20Feb57; KK123869.

ANSON (ART) INC. ©  
 Another Art Anson original, the Official Red Carpet. The new copyrighted line has rings up extra sales, big profits. © 19Apr57; KK123162.

ANTHONY (C. & R.) INC. ©  
 Red Barber's Big League baseball game. Directions. Appl. author: William Duncan Hart, Jr. © 30c50; KK123441.

Red Barber's Big League baseball game; all the thrills, excitement ... [Endorsed by] Stan Mustal, Tom Henrich (and others) Appl. author: William Duncan Hart, Jr. © 30c50; KK123442.

ANTI-HYDRO WATERPROOFING CO. ©  
 Color chart for Arditone; 7 decorative colors ... Mascon paint. Appl. author: Mortimer W. Meyer. © 15Apr57; KK125360.

Guard against water; Arditone, masonry paint. Appl. author: Mortimer W. Meyer. © 15Apr57; KK125359.

ANTLE (L. L.) & CO., INC. ©  
 Anco White-Lite; anti-oxidant. Net contents five pounds. Appl. author: William L. Owens. © 10Dec56; KK123026.

APPLESTEIN, LEVINSTEIN & GOLNICK ADVERTISING AGENCY, INC. ©  
 Tranquillizer; 8 hours sleep in 6; Serta Perfect Sleep mattress.

(In The Washington post & times herald, Feb. 2, 1957, p. B14)  
 © 25Feb57; Kk125306.

#### ARCADY FARMS MILLING CO. ©

Arcady for dairy ... contains Sweet Mix with RumaFac; feeds. (In Prairie Farmer, Ind. ed., Sept. 1, 1957, p. 62) Appl. author: Gene Carr. © 20Aug56; Kk122888.

Arcady for poultry ... laying mash; feeds. (In Prairie Farmer, Ill. ed., Oct. 6, 1956, p. 24) Appl. author: Gene Carr. © 40ct56; Kk122887.

Arcady Sweet Mix with RumaFac; feeds. (In Prairie Farmer, Ill. ed., Nov. 3, 1956, p. 4) Appl. author: Gene Carr. © 4Nov56; Kk122889.

Feed for beef cattle ... contains Bio-Beef; feeds. (In Prairie Farmer, Ill. ed., Oct. 6, 1956, p. 25) Appl. author: Gene Carr. © 40ct56; Kk123290.

Feed for hogs ... contains sensational new pepsin to cut feed costs. (In Prairie Farmer, Ind. ed., Sept. 1, 1956, p. 61) Appl. author: Gene Carr. © 20Aug56; Kk122886.

For fast starts, high livability; Arcady Hi-Bi turkey starter; feeds. (In Turkey world, Apr. 1957, p. 3) Appl. author: Tom Peterson. © 5Apr57; Kk124882.

New Arcady 3-step dairy herd replacement program; feeds. Appl. author: Gene Carr. © 1Aug56; Kk122885.

304 Turkey Ronger gives low-cost feed conversion without feed waste, prepares birds for quality finishers; feeds. Grower report for North Carolina. W. R. C. Dee. (In Turkey world, Sept. 1956, p. 3) Appl. author: Gene Carr. © 5Sep56; Kk123782.

#### ARCHITECTURAL TERRA COSTA INSSTITUTE. ©

Introducing G Panelwall; prefabricated concrete veneer, curtain walls. (A.I.A. file no. 9-A) Appl. author: Boyce Price. © 1Dec56; Kk123895.

#### ARDALT, INC. ©

From the quarries of Italy, figurines in alabaster, Lu Gwan, exotic modern goddess [and others] (In The Gift and art buyer, Feb. 1957, p. 4) Appl. author: Leon A. Arditt. © 12Jan57; Kk124623.

Have you tried our exquisite new Butterfly Cupid Lomville China? (In The Gift and art buyer, Dec. 1956, p. 4) Appl. author: Leon A. Arditt. © 26Nov56; Kk122159.

Take it from the grapevine, it's lovely new Verithin eggshell Lomville China. (In The Gift and art buyer, Jan. 1957, p. 3) Appl. author: Leon A. Arditt. © 2Dec56 (in notice: 1957); Kk124579.

#### ARGUS CAMERAS, INC. ©

Argus makes wonderful pictures wonderfully easy to take; Argus C-4, Argus C-3, Argus A-4. (In Sunrise magazine of southern living, June 1956, p. 4 of cover) Appl. author: Young & Rubicam, Inc. © 5May56; Kk122801.

#### ARLENCO LABORATORIES. ©

Braid-Nu; removes tarnish from brass and buttons. 4 fl. oz. © 2Dec56; Kk125373.

#### ARMOCO.

Repair, remodel, renovate, redecorate now; it's easy, no money down ... (In The Fresno bee, Apr. 21, 1957, p. 8A-9A) © Max

Armstrongs d.b.a. Armo; 21Apr57; Kk125387.

#### ARMOUR & CO. ©

Amazing fabric softener, Arquad 2HT; now available to meet growing demand. Schematic drawing. (In Soap & chemical specialties, Nov. 1956, p. 15) Appl. author: Art Silver. © Armour & Co. (in notice: Armour Chemical Division); 1Nov56; Kk122343.

Armour announces the new chemobiotic, DynaFac. (In Feedstuffs, Jan. 19, 1957, p. 14) Appl. author: N. W. Ayer & Son, Inc. © 19Jan57; Kk124159.

Better than homemade; vote new Armour Star beef stew. (In Look, Jan. 8, 1957, p. 45) Appl. author: Tatham-Laird, Inc. © 25Dec56 (in notice: 1957); Kk123035.

DynaFac. Urgent news for beef producers; DynaFac. Armour's new chemobiotic feed additive ... (In Western livestock journal, Feb. 1957, p. 7) Appl. author: N. W. Ayer & Son, Inc. © 15Jan57; Kk124158.

DynaFac. Urgent news for dairymen; DynaFac. Armour's new chemobiotic feed additive ... (In National live stock producer, Feb. 1957, p. 32) Appl. author: N. W. Ayer & Son, Inc. © 1Feb57; Kk124161.

DynaFac. Urgent news for hog producers; DynaFac. Armour's new chemobiotic feed additive ... (In Wisconsin agriculturist & farmer, Feb. 2, 1957, p. 11) Appl. author: N. W. Ayer & Son, Inc. © 2Feb57; Kk124853.

DynaFac. Urgent news for sheepmen; DynaFac. Armour's new chemobiotic feed additive ... (In Sheep & goat raiser, Feb. 1957, p. 15) Appl. author: N. W. Ayer & Son, Inc. © 25Jan57; Kk124160.

For really good cheese dishes there's a better cheese stamped Miss Wisconsin. (In Life, Nov. 19, 1956, p. 2 of cover) Appl. author: N. W. Ayer & Son, Inc. © 18Nov56; Kk122999.

From our rolling dairy country comes a fine cheddar stamped Miss Wisconsin. (In Life, Nov. 12, 1956) Appl. author: N. W. Ayer & Son, Inc. © 8Nov56; Kk123002.

The happy family breakfast; Pillsbury pancakes; Armour Star Treat. (In Look, Feb. 19, 1957, p. 74-75) Appl. author: Tatham-Laird, Inc. © 12Feb57; Kk125033.

His sales go up when the quarter-master stocks ... Armour Star corned meats ... Armour beef hash, chill con carne [and others] (In The Military market, Mar. 1957, p. 4) Appl. author: Tatham-Laird, Inc. © 1Mar57; Kk125881.

If you looked through the window of an exclusive men's club; Armour Star corned beef hash. (In Look, Mar. 5, 1957, p. 75) Appl. author: Tatham-Laird, Inc. © 19Feb57; Kk125034.

If you tiptoed into the dining room of an exclusive men's club; Armour Star corned beef hash. (In Look, May 14, 1957, p. 61) Appl. author: Tatham-Laird, Inc. © 30Apr57; Kk125707.

Is it new? This fragrant bacon is the first ever to be smoked with cherrywood. Star. (In Chicago American) Appl. author: Tatham-Laird, Inc. © 11May56; Kk122614.

Make your Armour Star corned beef hash sales bloom this spring;

free Burpee seed offer by Armour ... (In Supermarket news, Feb. 25, 1957, p. 10) Appl. author: Tatham-Laird, Inc. © 25Feb57; Kk125880.

Memo for holiday buffets; serve this mellow, sweet Armour Star canned ham, so easy to slice. (In Look, Dec. 1956, p. 133) Appl. author: Tatham-Laird, Inc. © 27Nov56; Kk123030.

More people buy Armour Star canned meats than any other kind. Corned beef hash, chili con carne [and others] (In Wholesale grocer news, Feb. 1957, p. 8-9) Appl. author: Tatham-Laird, Inc. © 5Feb57; Kk125879.

New; a smoother, richer stew by Armour made with North Country gravy. (In Look, Feb. 5, 1957, p. 69) Appl. author: Tatham-Laird, Inc. © 22Jan57; Kk123031.

New, a smoother, richer stew by Armour made with North Country gravy; Armour Star beef stew. (In Look, Mar. 19, 1957, p. 59) Appl. author: Tatham-Laird, Inc. © 5Mar57; Kk125378.

New; a touch of maple sugar makes a world of flavor difference in Armour Star pork sausage. (In Buffalo evening news, Nov. 8, 1956, section 1, p. 17) Appl. author: Tatham-Laird, Inc. © 8Nov56; Kk122547.

Sixty sports about a taste discovery, franks with an open-flavor. Star. Kids fishing. Appl. author: Tatham-Laird, Inc. © 24Jan56; Kk122546.

So you'll try a great new chili, we offer 6 discount coupons ... free with each can of Armour Star chili. (In Look, Oct. 16, 1956, p. 21) Appl. author: Tatham-Laird, Inc. © 20Oct56; Kk123036.

Some people like mustard on their franks, and some do not ... Armour makes the best chili con carne. Armour Star chili con carne, mild Armour Star chili con carne. (In Look, Feb. 5, 1957, p. 61) Appl. author: Tatham-Laird, Inc. © 22Jan57; Kk123032.

There's extra care in every cheese stamped Miss Wisconsin. (In Life, Dec. 3, 1956) Appl. author: N. W. Ayer & Son, Inc. © 29Nov56; Kk123001.

When company comes serve the better cheddar; stamp ed Miss Wisconsin. (In Life, Dec. 24, 1956) Appl. author: N. W. Ayer & Son, Inc. © 20Dec56; Kk123000.

Yes, Treat is sugar-cured like the finest ham; Armour Star Treat. (In Look, Apr. 2, 1957, p. 95) Appl. author: Tatham-Laird, Inc. © 19Mar57; Kk125035.

Yes, Treat is sugar-cured like the finest ham; Armour Star Treat. Pan-browned Treat, and melted cheese on toasted bun. (In Look, Dec. 25, 1956, p. 87) Appl. author: Tatham-Laird, Inc. © 11Dec56; Kk123033.

Yes, Treat is sugar-cured like the finest ham; Armour Star Treat. Treat and pineapple on toasted bun. (In Look, Jan. 22, 1957, p. 37) Appl. author: Tatham-Laird, Inc. © 8Jan57; Kk123034.

You're looking at a sizzly-juicy Laute; franks with an open-flavor, steam when on a bun. In water. Star. Free Will West reward poster for the kids. (In Look) Appl. author: Tatham-Laird, Inc. © 18Sep56; Kk122846.

ARMOUR CHEMICAL DIVISION. SEE Armour & Co.



ARMSTRONG, MAX, d.b.a. ARMO. SEE Armo.

ARNOLD (BEH) CO., INC. © Mountain corn corn whiskey. © 6Jul37; KK121939.

ARNOLD BAKERS, INC. © All-purpose bread; delicious croissants for soups-snacks. Net wt. 8 oz. © 7Mar57; KK123733.

Brick Oven butter wheat cookies. Net weight 6 oz. © 11Feb57; KK123622.

Brick Oven cashew-peanut cookies. Net weight 6 oz. © 18Mar57; KK123960.

Brick Oven molasses cookies. Net weight 7 oz. © 8Mar57; KK123795.

Brick Oven raisin tea loaf. Net weight 1 lb. © 1Apr57; KK124225.

Brown n serve butter rolls. Net wt. 4 ounces. © 25Mar57; KK123976.

Bakers, Inc.; (See also Arnold Bakers, Inc.); 25Mar57; KK123566

Brown n serve butter rolls. Net wt. 4 ounces. © 1Apr57; KK123566.

Bakers, Inc.; (See also Arnold Bakers, Inc.); 25Mar57; KK123976

Butter crumpets; toaster muffins. Eight slices. © 2Feb57; KK123465.

Buttermilk biscuits. Net weight 6 oza. © 17Jan57; KK122539.

ARNOLD DOUGHNUTS, INC. © Three Sisters English muffins. 6 English muffins. © 20Mar57; KK124258.

ARROW DISPLAY ASSOCIATES, © Functional fixtures. Appl. author: C. Earl Brooks. © 2Jan57; KK122404.

Merchandising fixtures. Appl. author: C. Earl Brooks. © 2Jan57; KK122405.

ARROW SALES, INC. © Here it is; Arrow's amazing bargains. Communications, high-fidelity ... (Sales bulletin #56) © 10Oct56; KK123222.

ART METAL CONSTRUCTION CO. © Art Metal, for maximum yield on your office investment. Complete service from floor plans to installation. (In Business week, Feb. 23, 1957, p.65) Appl. author: Comstock & Co. © 22Feb57; KK123924.

Art Metal helps out office costs with planned installations. Far from being a cost item ... (In Fortune, Mar. 1957, p.164) Appl. author: Comstock & Co. © 26Feb57; KK123925.

Newest answer to office space problems: Art Metal multi files; an extra drawer in every cabinet. (In Management methods, May 1957, p.29) Appl. author: Comstock & Co. © 28Apr57; KK125163.

Sales are the fruits of nourishing roots; sales-root no.4: design and styling. (In office appliances, May 1957, p.87) Appl. author: Comstock & Co. © 23Apr57; KK125164.

Sales are the fruits of nourishing roots; sales-root no.5: tangible buyer benefits. (In Office Appliances, June 1957, p.97) Appl. author: Comstock & Co. © 2May57; KK126085.

Value analysis of office equipment. (In Purchasing, May 1957, p.477) Appl. author: Comstock & Co. © 1May57; KK125485.

ASSOCIATED ADVERTISERS, © Can you count? Then count every letter you see ... win \$1,000.00 in cash. National counting sweepstakes. Appl. author: Harry Uswald. © 25Mar57; KK124053.

ASSOCIATED SPRING CORP. © ASG spring report. (In The Wall Street Journal, Apr. 11, 1957, p.6) © 11Apr57; KK125993.

Bellefonte springs solve spring problems of high loads in a limited space. (In Machine design, Mar. 21, 1957, p.99) © 21Mar57; KK124885.

Find your spring problem. (In Design news, Apr. 1, 1957, p.162-163) © 1Apr57; KK125669.

For the springs in their lives, we put life in your springs. Raymond Springs. (In The Midwest purchasing agent, Jan. 1957, p.29) © 22Jan57; KK124528.

The helping hand of spring engineering research and application. (In Business week, Mar. 9, 1957, p.132) © 9Mar57; KK124881.

Here's the test ... Wallace Barnes high carbon strip steels. (In Dile purchaser, Mar. 15, 1957, p.17) © 15Mar57; KK124556.

Ideas into springs. (In The Iron age, May 23, 1957, p.23) © 23May57; KK125779.

Interviews with successful springs. (In Electrical design news, Apr. 1957, p.66-67) © 1Apr57; KK124192.

Let us make yours. Raymond Springs. (In Midwest purchasing agent, Mar. 1957, p.95) © 1Mar57; KK125018.

The magic of engineered energy. (In Business week, Feb. 1957, p.121) © 9Feb57; KK123151.

New compact energy cartridge for high loads of minimum deflection. (In Design news, Feb. 1, 1957, p.73) © 1Feb57; KK123151.

Precision high-carbon strip steel with uniform thickness ... (In Steel, Mar. 11, 1957, p.33) © 10Mar57; KK124501.

Springs engineered for your product. Raymond Springs. (In Buffalo business, Apr. 1957, p.39) © 10Apr57; KK124495.

There's nothing more versatile than a spring. (In Business week, Jan. 12, 1957, p.73) © 14Jan57; KK123502.

What's your idea of a spring? (In The Tool engineer, Apr. 1957, p.265) © 1Apr57; KK124880.

ATLANTIC-PACIFIC MANUFACTURING CORP. © APCO marine life saving and water-sport equipment. Appl. author: Clarence M. Skoldberg. © 2Jan57; KK122570.

APCO, your guide to the finest water sport equipment; instructions, how to water ski. Appl. author: Clarence M. Skoldberg. © 2May57; KK125968.

ATLAS SUPPLY CO. © It's new, it's great: Atlas Plycon Cushionaire. Tires, batteries, accessories. (In The Saturday evening post, Mar. 9, 1957, p.13) Appl. author: McCann-Erickson, Inc. © 5Mar57; KK124154.

It's new, it's great, it's backed by more service stations than any other tire ... Atlas Plycon Cushionaire; tires, batteries, accessories. (In The Saturday evening post, Apr. 6, 1957, p.141) Appl. author: McCann-Erickson, Inc. © 2Apr57; KK124377.

Tires, batteries, accessories. He sees you twice a week, he has to sell you the best. (In The Saturday evening post, May 19, 1956, p.44) Appl. author: McCann-Erickson, Inc. © 15May56; KK124050.

AUDIO BOOK CO. © All time favorites, v.l. (Audio Book music series, AF-101) © 15Sep56; KK121977.

Famous Broadway show tunes, v.1. (Audio Book music series, ST-201) © 15Sep56; KK121975.

World's greatest music; Beethoven: Symphony no.5 in C minor, op.67. (Audio Book music series, HG 801) © 15Sep56; KK121976.

AUDIO FIDELITY, INC. © Jerry Fulco and his harmonica gang; a study in high fidelity sound. (Audio Fidelity AFPL 1830) © 3Jun57; KK125929.

Marching along with the phenomenal music of Big Island, v.3; a study in high fidelity sound. (Audio Fidelity AFPL 1851) © 3Jun57; KK125930.

ATMANTIC GARDEN CO. OF AMERICA, © Brewed coffee ... by Cantenn. Brew-Matic; complete vending service. Appl. author: Richard A. Burleigh. © 20Jul56; KK123898.

Now nourishing hot foods; vended by Cantenn. Complete vending service. Appl. author: Richard A. Burleigh. © 6May56; KK123897.

ATMANTIC SPRINKLER CORP. OF AMERICA, © Foam-water spray sprinker SD-2 1/2 Pa. Appl. author: John Teresco. © 20Jun57; KK125246.

AVON PRODUCTS, INC. © Avon gifts; lovely to give, lovely to receive; cosmetics. (In Good Housekeeping, Mar. 1956, p.66-67) Appl. author: Monroe F. Dreher, Inc. © 20Oct56; KK125613.

Take time out for beauty; Avon cosmetics. (Blonde wearing drop earrings) (In Household, Mar. 1956, p.28-29) Appl. author: Monroe F. Dreher, Inc. © 10Feb56; KK125612.

Take time out for beauty; Avon cosmetics. (Brunette applying lipstick) (In Good housekeeping, Sept. 1956, p.156-157) Appl. author: Monroe F. Dreher, Inc. © 20Aug56; KK125614.

Take time out for beauty; Avon cosmetics. (Brunette holding jar; hand to face) (In Household, Feb. 1957, p.28-33) Appl. author: Monroe F. Dreher, Inc. © 3Jan57; KK125611.

Take time out for beauty; Avon cosmetics. (Brunette holding perfume atomizer) (In Good housekeeping, Mar. 1957, p.131-135) Appl. author: Monroe F. Dreher, Inc. © 20Feb57; KK125618.

Take time out for beauty; Avon cosmetics. (Smiling girl, wearing necklace and earrings) (In Good housekeeping, June 1956, p.28-29) Appl. author: Monroe F. Dreher, Inc. © 20May56; KK125612.

Take time out for beauty; Avon cosmetics. (Smiling grey-eyed girl) (In McCall's, Aug. 1956, p.22-23) Appl. author: Monroe F. Dreher, Inc. © 20Jul56; KK125619.

Take time out for beauty when your Avon representative calls; cosmetics. (Blonde powdering neck) (In McCall's, Apr. 1957, p.178-179) Appl. author: Monroe F. Dreher, Inc. © 20Mar57; KK125617.



Take time out for beauty when your Avon representative calls; consider beauty. (In Good housekeeping, Apr. 1956, p.146-147) Appl. author: Monroe F. Dreher, Inc. © 20Mar56; KK123487.

## B

### B-P AIRCRAFT CO.

Free flying model outcut; F-102 jet interceptor ... on the new 2-gt. carton of homogenized Darigold milk. (In Eugene register-guard, Dec. 7, 1956, p.5A) © Robert William Prescott, Jr. sole owner B-P Aircraft Co.; 7Dec56; KK122470.

Free flying model outcut on the new 2-quart Darigold homogenized milk carton; F-102 jet interceptor. (In Eugene register-guard, Dec. 2, 1956, p.14d) © Robert William Prescott, Jr. sole owner B-P Aircraft Co.; 2Dec56; KK122468.

Kids, make your own flying model jet interceptor; win prizes in Darigold's exciting flying contest; homogenized milk. (In Eugene register-guard, Dec. 17, 1956, p.5A) © Robert William Prescott, Jr. sole owner B-P Aircraft Co.; 17Dec56; KK122469.

### BABCOCK & WILCOX CO. ©

B & W Kacoetra refractory castables in hand and pumping asphalt services. (Bulletin no.R-40) Appl. author: Jess H. Cloud. © 28Dec54 KK122708.

### BABEE-TENDA COPR. ©

Adjustable Cprp-Tenda safety chair. Appl. author: Phil Gordon Agency, Inc. © 20Nov56; KK122474.

Free for your baby; now give your baby all-together safety in the new Babe-Tenda safety chair. Appl. author: Phil Gordon Agency, Inc. © 2Apr57; KK125191.

New, multi-purpose Tenda play-crib; handy for mother, saves space and money. Appl. author: Phil Gordon Agency, Inc. © 25Feb57; KK123775.

Now all-together safety for baby; secure in the Babe-Tenda safety chair ... Appl. author: Phil Gordon Agency, Inc. © 26Apr57; KK125920.

Owner's manual; how to get the most out of your new Babe-Tenda safety chair. Appl. author: Phil Gordon Agency, Inc. © 15Mar57; KK125921.

### BABSON BROS. CO. ©

Big push on downward and forward tug & pull; Surge bucket milker. (In Hoard's dairyman, June 25, 1957, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 14Jun57; KK126300.

No claw riding with the Surge surcircle breaker cup on a stanchion pipe line; Surge Electrobrain. (In Hoard's dairyman, Feb. 10, 1957, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 3Jan57; KK122869.

The old-fashioned milk claw is dying; Surge Pipe Line Milker. (In Hoard's dairyman, Jan. 10, 1957, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 3Jan57; KK122869.

Surge milker unit; \$5 down and up to 24 months to pay. Tag & Pull. (In Hoard's dairyman, Feb. 25, 1957, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. NM: "copy changes in body text." © 15Feb57; KK123986.

Surge surcircle breaker cup; this milker turn out to be the fastest milker ever built. (In Hoard's dairyman, May 10, 1957, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 2May57; KK125127.

When it comes to pipe line milking, your Surge service dealer is priceless. Tag & Pull. (In Hoard's dairyman, Mar. 10, 1957, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 17Mar57; KK123640.

Your kids will be happier and safer in a Surge Parlor, and so will your cows; Tag & Pull. (In Hoard's dairyman, Jan. 25, 1957, p.4 on cover) Appl. author: Bert S. Gittins Advertising, Inc. © 18Jan57; KK122917.

### BACARDI IMPORTS, INC. ©

How to change "what's for dinner?" into "wow", in four easy minutes. (In Life, June 11, 1956, p.43) Appl. author: Brooke, Smith, French & Dorrance. © 11Jun56; KK122056.

Make a perfect and low-calorie Bacardi cocktail, on the rocks, in this brand-new easy way. (In Life, Jan. 17, 1956, p.64) Appl. author: Brooke, Smith, French & Dorrance. © 17Jan56; KK121919.

When tensions build up, take time to relax, then enjoy one of these delicious Bacardi drinks; Puerto Rican rum. (In Life, Apr. 22, 1957, p.105) Appl. author: Brooke, Smith, French & Dorrance, Inc. © 22Apr57; KK125706.

When tensions build up, take time to relax, then have a Bacardi Manhattan. (In New York herald tribune, Nov. 29, 1956, section 3, p.6) Appl. author: Brooke, Smith, French & Dorrance. © 29Nov56; KK122055.

When tensions build up, take time to relax, then have a Bacardi 'n Cola. (In New York herald tribune, Nov. 16, 1956, p.10) Appl. author: Brooke, Smith, French & Dorrance. © 16Nov56; KK122054.

Which Scotch drink suits you best? Gilbey's Spey Royal Scotch. (In New York herald tribune, Nov. 16, 1956, p.19) Appl. author: Brooke, Smith, French & Dorrance. © 16Nov56; KK122057.

### BACHARACH INDUSTRIAL INSTRUMENT CO. ©

Engineered for General Motors diesels; GM injector tester for models 5L, 7L and 1L injectors. (Leaflet 908A) Appl. author: W. S. Hill Co. © 6May57; KK125036.

Gas pressure gauge; manometer models MID-C & MID. (Instructions 10-PR-56) © 22Jan57; KK122667.

Gas pressure gauge; manometer models MID-C & MID. (Instructions 11-PR-56) © 22Jan57; KK122666.

Parts list for Bacharach gas pressure gauge; models MID-C and MID. (List no.55-200) © 18Jan57; KK123930.

Parts list for Bacharach manometer, model MID-A and MID-B. (List no.56-200) © 22Jan57; KK122665.

Parts list for Tempscribe operation recorder, model STA. (List no.48-300) © 22Jan57; KK122662.

Parts list for Tempscribe temperature recorder, model STA. (List no.47-300) © 22Jan57; KK122663.

Parts list for Tempscribe temperature recorder, models SIDC and SIDC. (List no.57-100) © 22Jan57; KK122661.

### BADGER MANUFACTURING CO. ©

A new design from the world's most experienced manufacturer; Badger S-R expansion joints. New Badger S-R expansion joints offer you ... (In Power, Dec. 1956, p.42-43) © 26Dec56; KK123261.

A new design from the world's most experienced manufacturer; Badger S-R expansion joints. A revolutionary new design ... © 13Nov56; KK123260.

New expansion joint design ... S-R expansion joints. Mechanical engineering, Apr. 1957, p.153) © 26Mar57; KK124628.

### BAIT OF THE MONTH CLUB. ©

Fishing equipment. © 25Feb57; KK123461.

### BALE PIN CO. ©

Camp pins. No.260M pin and guard, no.157M pin and guard, no.157M pin and guard. NM: additional text, descriptions & illus. of new models. © 23Jul56; KK124606.

Class pins. No.105B pin and guard, no.65B pin and guard [and others] NM: additional text, descriptions & illus. of new models. © 10Feb55; KK124602.

Fund raiser pins. No.230 pin and guard set, no.288 pin and guard set. NM: additional text, descriptions & illus. of new models. © 13Feb57; KK123111.

Future nurses club pins; a pin is a highly prized incentive ... No.230 pin and guard set [and others] NM: additional text, descriptions & illus. of new models. © 21Nov56; KK124607.

Girls athletic association pins. No.313 pin and guard set [and others] NM: additional text, descriptions & illus. of new models. © 10Jan57 [in notice: 1956]; KK124609.

Honor pins. No.119A018 pin and guard, no.2057A pin and guard [and others] NM: additional text, descriptions & illus. of new models. © 15Mar57; KK124615.

Library club pins. No.1659B pin and guard, no.174927 pin and guard [and others] NM: additional text, descriptions & illus. of new models. © 28Dec56; KK124608.

Music pins; band, orchestra, glee club ... No.131B pin and guard, no.H38C pin and guard [and others] NM: additional text, descriptions & illus. of new models. © 17Feb55; KK12303.

Music pins; band, orchestra, glee club ... No.1687C pin and guard, no.1453A pin and guard [and others] NM: additional text, descriptions & illus. of new models. © 9Mar57; KK124612.

Order early; enjoy your school jewelry all year. No.230 pin and guard set. NM: additional text, descriptions & illus. of new models. © 10Oct55; KK124604.

Pins for future nurses clubs.

No.999 pin with guard A, no.999A pin and guard set [and others] NM: additional text, descriptions & illus. of new models. © 30Dec53; KK124599.

Pins for future teachers clubs. No.288C pin and guard, no.1521019 pin and guard [and others] NM: additional text, descriptions & illus. of new models. © 21Dec55; KK124605.

Presenting a new and varied group of student council pins. No.H39C pin and guard [and others]

- BALE PIN CO. © Cont'd.**  
 NM: additional text, descriptions & illus. of new models. © 5Mar54; KK124600.
- Student council pins. No. F105B pin and guard, no. 1449A pin and guard [and others] NM: additional text, descriptions & illus. of new models. © 23Jan57; KK124610.
- Tvc campers' favorites. No. 157P [and] no. 268M pin and guard sets. NM: additional text, descriptions & illus. of new models. © 29Jun54; KK124601.
- BALL BROS. CO. ©**  
 Another Clooney likes Hyezia heat; insist on Hyezia. [Endorsed by] Betty Clooney. (In Your new baby, Dec. 1956, p. 38) Appl. author: Applegate Advertising Agency, Inc. © 4Nov56; KK122292.
- Another Clooney likes Hyezia heat; only the best is good enough for the stinging Clooney's babies. (In Your new baby, Jan. 1957, p. 33) Appl. author: Applegate Advertising Agency, Inc. NM: description of nurser, good housekeeping seal, price of nurser. © 2Jan57; KK122293.
- Consumer survey proves Ball half-pint jar is new business for you. (In Cooperative merchandiser, Feb. 1957, p. 6) Appl. author: Applegate Advertising Agency, Inc. NM: "different heading & copy." © 25Jan57; KK123816.
- Pine lithography starts with lith-rite triplets in zinc plates. (In Modern lithography, Oct. 1956, p. 77-78) Appl. author: Applegate Advertising Agency, Inc. NM: "Different photographic." © American Zinc Products, a division of Ball Bros. Co., Inc.; 5Oct56; KK122330.
- How Ball Brothers helped a customer increase capacity, cut costs; call Ball and get more than glass. (In Wines and vines, Dec. 1956, p. 23) Appl. author: Applegate Advertising Agency, Inc. © 15Dec56; KK122297.
- New, easy way to seal jam, jelly; no paraffin needed; half-pint jar. (In Life, May 13, 1957, p. 29) Appl. author: Applegate Advertising Agency, Inc. © 9May57; KK125785.
- Personalized counsel can help you influence this decision; call Ball and get more than glass. (In Spirits, Aug. 1956, p. 7) Appl. author: Applegate Advertising Agency, Inc. © 10Aug56; KK122296.
- Such fun to say, have some of my home-made jelly; so easy to do, with new Ball half-pint jars. (In Seventeen, June 1957, p. 132) Appl. author: Applegate Advertising Agency, Inc. © 1Jun57; KK125784.
- Valuable coupon inside, worth 10¢. Introducing Ball half-pints, with new no paraffin method for sealing jams and jellies. Appl. author: Applegate Advertising Agency, Inc. © 15Apr57; KK125053.
- BALLANTINE (P.) & SONS. ©**  
 Enjoy the genuine; it's the trend, friend. Only Ballantine ale brews Brewer's Gold into genuine golden ale flavor. (In Life, Mar. 18, 1957, p. 74-77) Appl. author: William Esty Co., Inc. © 4Mar57; KK123951.
- BALLEIS, PETER. ©**  
 Round the world; LBZ; 27. © 10Mar57; KK124486.
- BANKER (R. C.) & CO. ©**  
 February furniture sale. © 27Dec56; KK122496.
- Headline value; ads no. 11-15. Famous name sleep sofa [and others] © 26Dec56; KK122497.
- BANKERS TRUST CO. ©**  
 Harmonious arrangements for your foreign business. (In The Journal of commerce, Apr. 23, 1957, p. 3) Appl. author: Donahue & Coe, Inc. © 23Apr57; KK125333.
- How did these 24 men help to build your automobile? (In U. S. news & world report, Apr. 19, 1957, p. 1) Appl. author: Donahue & Coe, Inc. © 19Apr57; KK125332.
- Voices on the ocean floor; first telephone cable links U. S. and Europe. (In U. S. news & world report, Jan. 25, 1957, p. 1) Appl. author: Donahue & Coe, Inc. © 25Jan57 (in notice: 1956); KK125334.
- World-wide hospitality for your overseas transactions. (In New York world-telegram & sun, Apr. 2, 1957, p. 31) Appl. author: Donahue & Coe, Inc. © 2Apr57; KK124882.
- BAR-B-Q CO. ©**  
 The original Bar-B-Q cole slaw and fruit salad dressing. 8 fl. ozs. © Adolph H. Kleopfer d. b. a. Bar-B-Q Co.; 20Feb57; KK124030.
- The original Bar-B-Q genuine roquefort cheese dressing. 8 fl. ozs. © Adolph Henry Kleopfer d. b. a. Bar-B-Q Co.; 1Feb57; KK123011.
- Our original genuine Bar-B-Q sauce; ideal for fowl, fish or meat. 8 fl. ozs. © Adolph H. Kleopfer d. b. a. Bar-B-Q Co.; 12Mar57; KK124962.
- BARD (J. P.) CO., INC. ©**  
 Genuine pigskin Tee Totter. Golfers, keep your tees and marking coins thus convenient way. © 3Feb57; KK123071.
- BARNES (WILLIAM) INC. ©**  
 Red Top; imitation strawberry preserves. Red headed girl on top. Net contents 3 pounds. Appl. author: Savage-Lewis Advertising Agency. © 20Jan56; KK122955.
- BARNETTE (GUY) & CO., INC. ©**  
 Memphis Belle all-aluminum boats. We'll fly 1-455 [and others] © 20Sep56; KK121472.
- BARNETTE'S, INC. ©**  
 Complete modern bedroom; 17-pc. chest and bunk bed outfit with all your bedding included. (In The Indianapolis star magazine, Mar. 19, 1957, p. 28) © 19May57; KK125771.
- BARTON'S CANDY CORP. ©**  
 French cordial creme. One pound net. © 10Jan57; KK122402.
- Mother. Barton's bonbonniere. One pound six ounces net. © 30Apr57; KK125174.
- The new candy, Tu Munch. One and one-half pounds net. © 20Mar57; KK124919.
- Now the chocolate candies that won't melt, Barton's bonbonniere wonder munch. © 15Jun57; KK126317.
- The story of Purim. © 10Feb57; KK122636.
- Swiss chocolate roulettes, made in Switzerland. © 12Mar57; KK124020.
- Swiss milk chocolate foiled eggs. Bonbonniere. © 1Feb57; KK125701.
- BATUK CIGARS, INC. ©**  
 Swiss milk chocolate rooster. Bonbonniere. Net weight 3 1/4 ozs. © 15Feb57; KK125722.
- To my valentine; chocolate greeting card. 2 1/4 ounces net. © 15Jan57; KK123172.
- The Turkey; or, Who's who in the gobler world. (In The New York Times, Nov. 11, 1956, p. B2) Appl. author: Doyle Dane Bernbach, Inc. © 11Nov56; KK122088.
- BARTZ, JOHN PAUL. ©**  
 Diet followers, gelatin and fruit lovers keep that sleek and healthy look; Barco Non-Fat Cane Sugar. NM: additional literary material. © 29Sep56; KK124488.
- A new sugar discovery; Barco Non-Fat Cane Sugar; the only cane sugar with new, improved and superior properties. NM: new pictorial matter; additional literary material. © 1Feb57; KK123479.
- Weight watchers and baby sugar lovers keep that sleek and healthy look; Barco Non-Fat Cane Sugar. No. 395. NM: new pictorial material; additional literary material. © 29Sep56; KK124489.
- BAURACH, EUGENE. ©**  
 Eco's dolly wardrobe kit. Style: Girlrill. (Wide world series) NM: redesign with complete revision. © 22Oct56; KK122005.
- Eco's dolly wardrobe kit. Style: Indian girl. (Wide world series) NM: redesign with complete revision. © 22Oct56; KK122004.
- Eco's dolly wardrobe kit. Style: Little nurse. (Wide world series) NM: redesign with complete revision. © 22Oct56; KK122003.
- Eco's dolly wardrobe kit. Style: Scotch lass. (Wide world series) NM: redesign with complete revision. © 22Oct56; KK122003.
- BAUSCH & LOMB OPTICAL CO. ©**  
 His tomorrow is up to you, today. Look for the Golden Triangle. (In Atlanta Journal & constitution, Aug. 5, 1956, p. 5-E) © 5Aug56; KK123884.
- How much are your eyes worth? Look for the Golden Triangle. (In Atlanta Journal & constitution, Sept. 16, 1956, p. 5-E) © 16Sep56; KK124551.
- Looks can kill. Look for the Golden Triangle. (In Atlanta Journal & constitution, Sept. 23, 1956, p. 10-E) © 20Sep56; KK124527.
- The miracle of good vision all your life. Look for the Golden Triangle. (In Atlanta Journal & constitution, Sept. 2, 1956, p. 13A) © 28Sep56; KK124530.
- Only one pair to a customer. Look for the Golden Triangle. (In Atlanta Journal & constitution, July 29, 1956, p. 5-E) © 29Jul56; KK123883.
- Too tired to see the finish? It may be your eyes; the Golden Triangle. (In Atlanta Journal & constitution, July 22, 1956, p. 13-B) © 22Jul56; KK122884.
- Vision insurance; you fill in the amount. Look for the Golden Triangle. (In Atlanta Journal & constitution, Aug. 19, 1956, p. 5E) © 19Aug56; KK124529.
- Who's behind your 'good vision'? Look for the Golden Triangle. (In Atlanta Journal & constitution, July 15, 1956, p. 9-U) © 15Jul56; KK122848.
- BAYUK CIGARS, INC. ©**  
 John Ruskin, finest quality mild cigars; fresh pack. © 25Mar57; KK124992.

- BEACON CO. ©**  
Help your heart ... use these Beacon wax housewifes' heart-saver tips. © 2Mar57; KK123708.
- Help your heart, use these heart-saver tips; no, yes.** Beacon quik-gloss non-rubbing wax. (In Boston evening American, Mar. 18, 1957, p.2) © 14Mar57; KK124656.
- Help your heart, yes, use these heart-saver tips.** Beacon quik-gloss non-rubbing wax. (In Boston daily globe, May 31, 1957, p.7) Appl. states prev. reg. 14Mar57; KK124656. NM: additions & changes. © 31May57; KK125899.
- Keeps floors cleaner ...** Beacon quik-gloss non-rubbing wax. (In Boston evening American, Dec. 2, 1957, p.19) © 2May57; KK125043.
- Sad; glad; she switched to Beacon wax, now her floors do not turn yellow readily.** (In Boston evening American, Jan. 9, 1957, p.25) © 9May57; KK125311.
- Sad, she used an ordinary wax ... glad, she switched to Beacon wax ...** Quik-gloss non-rubbing wax. (In Boston traveler, June 13, 1957, p.9) Appl. states prev. reg. KK125311. NM: with illustration & slight copy changes. © 13Jun57; KK126525.
- BEARER PRODUCTS CO. ©**  
Found, the missing link. Stud bar comes to the rescue. © 11Apr57; KK125265.
- BEAR MANUFACTURING CO. ©**  
Get a car full of happier driving at the happy Bear sign. It's delicious and costly ... get this free facts booklet now. Bear safety service. (In The Saturday evening post, May 25, 1957, p.98) Appl. author: Hanson & Stevens, Inc. © 22May57; KK125746.
- BEARD, JOHN E., sole owner BEARD PRODUCTS CO. SEE Beard Products Co.**
- BEARD PRODUCTS CO.**  
Carfax cleaner, for automobile interiors, painted metal ... Net weight 2 lbs. © Beard Products Co., solely owned by John E. Beard; 15May57; KK125639.
- BEAT THE CLOCK, INC. ©**  
Beat the Clock, magnetic blackboard; a 2 in. x 1 large metal board. © Dan56; KK125449.
- BEATRICE FOODS CO. ©**  
After years of research, Dr. G. C. North's new process achieves a margarine miracle; introducing Meadow Gold toast tested margarine (In Des Moines tribune, Nov. 15, 1956, p.36) © 15Nov56; KK122916.
- After years of research, Dr. G. C. North's new process; introduces a margarine miracle; Meadow Gold, toast tested, margarine. (In The Battle Creek enquirer & news, Apr. 10, 1957, section 2, p.4) © 4Apr57; KK124948.**
- Dr. G. C. North's amazing new process; another Meadow Gold research discovery, toast tested vegetable oleomargarine. One lb. net wt.; 4 yellow quarters. © 1Jul56; KK122583.**
- Free, one pound, when you buy 1 lb. of new Meadow Gold toast tested margarine. (In Muskegon chronicle, Dec. 12, 1956, p.35) © 12Dec56; KK122915.**
- Free, a tasty treat when you buy 1 lb. of new Meadow Gold toast tested margarine; plastic handle, 1 1/2 value. (In Morning democrat,**
- Davenport, Iowa, Oct. 25, 1956, p.28) © 25Oct56 (in notice: 1955); KK122914.**
- Meadow Gold mealtime adventures, by Beatrice Cooke; crab 'n' cheese casserole. (In Ladies' home journal, Oct. 1955, p.11) Appl. author: G. Park Taylor. © 27Sep55; KK123144.**
- Meadow Gold strawberry social ice cream; new easy recipes for your favorite ice cream. (In Wichita evening eagle, Wichita, Kan., May 2, 1957, p.128) Appl. author: Mrs. J. W. McBrady. © 2May57; KK125678.**
- Only 50¢ and one La Choy label for exclusive stolen scarf of the four seasons; American cooked chinese foods. (In Chain store age, grocery managers ed., Apr. 1957, p.98) Appl. author: Mrs. J. W. McBrady. NM: all new, except artwork of scarf. © 30Mar57; KK125227.**
- Scarf of the four seasons; La Choy American cooked chinese foods. (In True story, May 1957, p.88) Appl. author: Mrs. J. W. McBrady. NM: all new except artwork of scarf. © 4Apr57; KK125228.**
- BEAUTE VUES CORP. ©**  
At last, one lotion waves all hair-textures electronically in 10 minutes. Chemronic Life permanent; product by Nutri-Tonic. (In Daily sun, San Bernardino, Calif., Jan. 30, 1957, p.8) Appl. author: Samuel O. Ronk. © 30Jan57 (in notice: 1956); KK122544.
- Automatic waving is here; ends all guesswork; Chemronic Life permanent product by Nutri-Tonic. Appl. author: Samuel O. Ronk. © 12Nov56; KK123789.**
- Chemronic Life permanent product by Nutri-Tonic. 3-step directions for application. Appl. author: Samuel O. Ronk. © 12Nov56; KK123792.**
- Chemronic Life pick-up permanent by Nutri-Tonic, with oil creme base. Contents: 2 oz. waving lotion, 1/4 oz. Dura-Lock, 36 endpapers. Appl. author: Samuel O. Ronk. © 12Nov56; KK123791.**
- Electronic waving is here; this one lotion waves all hair-textures in 10 minutes. Chemronic Life permanent; product by Nutri-Tonic. (In Daily press, Riverside, Calif., Jan. 30, 1957, p.A-5) Appl. author: Samuel O. Ronk. © 30Jan57 (in notice: 1956); KK122545.**
- Ends all guesswork; one lotion waves all hair-textures electronically in 10 minutes. Chemronic Life permanent; product by Nutri-Tonic. (In Daily press, Riverside, Calif., Jan. 31, 1957) Appl. author: Samuel O. Ronk. © 31Jan57 (in notice: 1956); KK123543.**
- Hello there, you're about to enjoy ... permanent waving, automatically. Chemronic Life. Ivan of Hollywood. Appl. author: Ivan Anderson. © 12Nov56; KK123790.**
- New electronic waving for all hair-textures; one lotion, 10-minute waving. Ends all guesswork. Chemronic Life permanent; product by Nutri-Tonic. (In Daily press, Riverside, Calif., Jan. 28, 1957, p.A-8) Appl. author: Samuel O. Ronk. © 28Jan57 (in notice: 1956); KK123541.**
- New electronic waving for all hair-textures; one lotion, 10-minute waving. Ends all guesswork in**
- selecting lotion ... Chemronic Life ... (In Daily sun, San Bernardino, Calif., Jan. 29, 1957, p.15) Appl. author: Samuel O. Ronk. © 29Jan57 (in notice: 1956); KK123542.**
- One lotion waves all hair-textures electronically in 10 minutes. Chemronic Life permanent; product by Nutri-Tonic. (In Evening telegram, San Bernardino, Calif., Jan. 28, 1957, p.24) Appl. author: Samuel O. Ronk. © 28Jan57 (in notice: 1956); KK123540.**
- BEAUTY BRASSIERE CO., INC. ©**  
Drop-cup nursing bra. Posture-Aid brassieres. (In Corset & underwear review, Feb. 1957, p.36) © 6Feb57; KK123758.
- BECK, C. O. ©**  
Trim, special diet bread. Colonial Baking Co. 1 lb. © 1Aug56; KK122688.
- BETTON, DICKINSON & CO. ©**  
B-D sterile, disposable blood lancet. Package of 250. © 4Sep56; KK122739.
- B-D Tallovis hemoglobin scale. © 4Sep56; KK124522.**
- Memo from B-D; re, selecting a hypodermic needle; B-D Yale needles. BY 1-57. © 2Jan57; KK123233.**
- Now at no additional cost ... interchangeable metal parts; B-D Multifit Luer-Lok control syringe. M-404. © 22Apr57; KK124983.**
- BEIK STORES SERVICE, INC. ©**  
DixieLad; just like dad's. Durene cotton yarn. © 6Nov56; KK123311.
- BELL ENTERPRISES, INC. ©**  
Hebrew lessons; Zion record no.198. Appl. author: Benjamin Samberg (passed, S. Sam Berg) © 12Dec56; KK121966.
- BENEFICIAL FINANCE CO. ©**  
Announcing ... Beneficial international cash-credit account identification and services card. © 24May57; KK125931.
- BENQUE, INC. ©**  
How Ben-Gay brings you quick relief from muscular and rheumatic pain and the misery of colds. © 10Jan57; KK123233.
- BENZITER BROS., INC. ©**  
Church goods, for church, reformatory, convent, school and home. 1957. NM: "new text and pictorial matter." © 1Mar57; KK124902.
- BERBIN CORP. ©**  
Beretta, 1956 Olympic gold medal winner. (In American rifleman, Feb. 1957, p.2 of cover) © 1Feb57; KK123056.
- BESS, GUY BROWN. ©**  
Dairy-soft; a fatty compound with complete softener and emulsifier in accordance with new bread standards. Bess Vita-Fied Products. © 2Jan57; KK123484.
- REST & CO., INC. ©**  
Because my busy schedule prevents my going abroad, I go to the Lilliputian Bazaar. (In New York tribune-tribune, Feb. 28, 1957, p.5) © 2Feb57; KK123484.
- The Lilliputian Bazaar is just like a valetine ... most famous child when she's alone in the whole world. (In The New York times, Feb. 12, 1957, p.6) © 12Feb57; KK123484.**
- The modern American classics; Best's exclusive Shirazmakers and British sportswear. (In New York**



- BEST & CO. © Cont'd.**  
herald tribune, Apr. 21, 1957, p.5) © 21Apr57; KK125044.  
There is a world of fashion for babies in the Lilliputian Bazaar. (In The New York Times, Apr. 21, 1957, p.7) © 21Apr57; KK125037.
- BIOGERS BROS., INC. ©**  
Chefs best potatoes. Net wt. 10 lbs. © 6Nov56; KK123310.
- BLAKE PAINT CORP. ©**  
Bone dry in 15 min. Ready to brush, hi-gloss finish. Contents 1 pint U. S. Standard. Appl. author: David H. Obermeyer Advertising Agency, Inc. © 15May57; KK125510.
- BLANDFORD, HERBERT STEEN. ©**  
A family budget purchase refund system. Glo auto wax. © 18Feb57; KK124629.  
The Paragon home economy service guide. Paragon shoe. © 30Mar57; KK124535.
- BLATZ BREWING CO. ©**  
You get draft-beer pleasure from bottle, tap or can; draft-brewed Blatz. (In Toledo blade, Mar. 27, 1957, p.12) Appl. author: Alvin Blatchley. © 27Mar57; KK125709.
- BLICKMAN (S.) INC. ©**  
For everyone who fries, Blickman Fry-Saver. Appl. author: Benjamin L. Becker. © 1Mar57; KK125606.  
Fry-Saver filter. Directions for operating your Fry-Saver filter. Appl. author: Bruce B. Blickman. © 15Mar57; KK125607.  
Fry-Saver, for everyone who fries. Appl. author: Benjamin L. Becker. © 20Feb57; KK125605.
- BLISH, MATTHEW B. d.b.a. METRO COPY CO. SEE Metro Copy Co.**
- BLITZ-WEINHARD CO. ©**  
Enjoy a glass of the Cascades; Blitz. Two and one half bottles [ & glass of beer ] No.BW-57-P3. NM: scenic design. © 1May57; KK126080.  
Enjoy a glass of the Cascades; Blitz. 2 glasses (one of beer; scenic view in other) NM: illlus. & wording. © 1Apr57; KK126242.  
Pour yourself a glass of the Cascades beer. [ Bottle lying on side; glass; scenic view ] (In Tavern topics, Mar. 1957, p.12-13) © 15Mar57; KK125919.  
Pour yourself a glass of the Cascades; Blitz beer. (In The Oregonian, Portland, Or., Mar. 21, 1957, section 2, p.12) © 21Mar57; KK125949.
- BLUE FIRE RINGS. ©**  
Diamond rings, with an interlocking feature. Appl. author: Hyman A. Massover. © 1Aug56; KK124923.
- BLUMBERG, JERRY. ©**  
Men like women to wear glamour glasses; contact lenses. (In The Detroit Times) © 22Jan56; KK122576.
- BOGE, ALFRED. ©**  
Lanulara, exclusive protection for all fine furs. © 15Mar57; KK124340.
- BOGENE, INC. ©**  
Store your separates; new storage bags. Stores 32 garments ... full 6 1/2" long; sty. B. © 25Jan57; KK126036.
- BON AMI CO. ©**  
Greatest revolution in cleaning since first use of soap; new Jet Bon Ami smashes thru dirt barrier. Pushbutton freedom ... Appl. author: Ruthrauff & Ryan, Inc. © 20Aug56; KK123855.
- BOND, ROSS, JR. ©**  
Ask for Bar-B-Corn; barbecued in the husk. © Ross Bond, Jr. & Leonard F. Kaiser; 8Jan57; KK123086.
- BORDEN CO. ©**  
Borden's egg no. is ready-mixed and my dearest if not delicious. (In Life, Dec. 17, 1956, p.60) © 13Dec56; KK122862.  
But you don't have to be so old-fashioned to get old-fashioned coffee flavor. (In The Saturday evening post, Apr. 2, 1955, p.48) © 30Mar55; KK122341.  
Butterscotch is coming, yum-yum ... butterscotch pecan ice cream. (In The Saturday evening post, Apr. 6, 1957, p.5) © 2Apr57; KK123120.  
Cherry vanilla ice cream is too good to miss. (In The Saturday evening post, Jan. 21, 1956, p.69) © 18Jan56; KK122015.  
Elsie brand anniversary golden vanilla ice cream. Centennial, 1857-1957. One-half gallon liquid. © 5Mar57; KK125118.  
Elsie is inviting your customers to name her new twins. (In Chain store age, grocery managers ed., Jan. 1957, p.120-121) © 2Jan57; KK123120.  
For 100 years, folks have been saying, if it's Borden's it's got to be good. (In Chicago tribune, Jan. 10, 1957, p.8-P) © 10Jan57; KK123132.  
Glacier Club chocolate ice cream. Half gallon liquid. Appl. author: Marathon Corp. © 27May57; KK126157.  
Glacier Club strawberry ice cream. Half gallon liquid. Appl. author: Marathon Corp. © 27May57; KK126156.  
Glacier Club vanilla ice cream. Half gallon liquid. Appl. author: Marathon Corp. © 27May57; KK126155.  
Heart of Milk makes 5 quarts; non fat dry milk solids. Net wt. 1 lb. © 27Apr57 (in notice: 1956); KK125121.  
Here's a special cake, with a special frosting, make them both with Borden's cream. (In The Saturday evening post, May 4, 1957, p.49) © 30Apr57; KK125122.  
I know folks want to see our new twins. Homogenized milk. (In Life, Jan. 7, 1957, p.58) © 3Jan57; KK122342.  
I love Borden's cherry vanilla; it's the cheeriest, cherryest ice cream ever. (In The Saturday evening post, Jan. 12, 1957, p.12) © 8Jan57; KK122860.  
If you have to glue it, let Elmer do it; Elmer's Glue-All. (In Better homes & gardens, Apr. 1957, p.166) © 24Apr57; KK126224.  
Lady Borden ice cream is extra-ood because it's made with extra cream; holiday biague tortoni. © 15Nov56; KK122881.  
Lady Borden ice cream is extra-ood because it's made with extra cream; plantation peach. (In Life, July 9, 1956, p.39) © 5Jul56; KK122017.
- Marie Harel brand cambert soft ripened cheese. Net wt. 4 oz. © 6Feb57; KK125119.**
- Name Elsie's twins; \$100,000 in prizes. Borden's milk, fine cheeses, ice cream. (In Chicago Sunday tribune magazine, Feb. 3, 1957, p.34) © 3Feb57; KK125032.**
- Name Elsie's twins; \$100,000 in prizes. For your entry use label from Borden's evaporated milk. © 25Jan57; KK123051.**
- Name Elsie's twins; \$100,000 in prizes. Milk, fine cheeses, ice cream, Starlac. (In Life, Feb. 4, 1957, p.22-23) © 31Jan57; KK123131.**
- New, Dutch chocolate almond ice cream from Borden's. (In The Saturday evening post, Oct. 13, 1956, p.77) © 6Oct56; KK123050.**
- New hi-tway joint outfit saves bumps and bucks. Cardinal Engineering Corp. of Philadelphia. (In Business week, Nov. 5, 1955, p.101) © 4Nov55; KK122859.**
- New idea, Tuna-bake. Grated Parmesan and Romano cheese. (In Ladies' home journal, Mar. 1957, p.160) © 27Feb57; KK125117.**
- New instant Dutch chocolate flavored mix, for making hot and cold drinks. Net wt. 1 lb. © 29Jan57 (in notice: 1956); KK123052.**
- Pineapple cheese cake. Borden's Eagle Brand sweetened condensed milk. (In Good housekeeping, Sept. 1956, p.223) © 20Aug56; KK125222.**
- Serve Borden's cottage cheese a different way every day, says Elsie. (In Ladies' home journal, Mar. 1957, p.38-39) © 27Feb57; KK125247.**
- Starlac the heart of milk, so good, so pure, so wholesome. (Milk in sealed glass! In Good housekeeping, July 1956, p.29) © 20Jun56; KK122016.**
- Top off fine dinners with cheese for dessert, suggests Elsie, the Borden co. Liederkranz brand cheese, Military brand cambert cheese. (In Look, Dec. 11, 1956) © 27Nov56; KK123053.**
- BOSTON ENVELOPE CO. ©**  
The German rotary window envelope machine; operator's manual. © 18Feb57; KK124056.  
The wide range rotary window envelope machine; operators' manual. © 18Feb57; KK123262.
- BOSTON PRINT. CO. ©**  
1957 home schedule; White Sox, Cubs. City National Bank & Trust Co. of Chicago. © Nathan R. Krook d.b.a. Boston Print. Co.; 1Feb57; KK123306.  
1957 home schedule; Yankees, Giants, Dodgers. Second National Bank of New Haven. © Nathan R. Krook d.b.a. Boston Print. Co.; 22Mar57; KK124166.  
1957 schedule, home and away; Boston Red Sox. Malden Trust Co. © Nathan R. Krook d.b.a. Boston Print. Co.; 1Feb57; KK123113.  
1957 schedule, home and away; Red-legs. Home Federal Savings & Loan Assn. of Cincinnati. © Nathan R. Krook d.b.a. Boston Print. Co.; 22Mar57; KK124165.  
1957 schedule; Phillies. Central-Penn National Bank. © Nathan R. Krook d.b.a. Boston Print. Co.; 1Feb57; KK123307.  
1957 schedule; Pittsburgh Pirates; home and away. The Dollar Savings Bank. © Nathan R. Krook d.b.a. Boston Print. Co.; 1Feb57; KK123114.

- Schedule for 1957; home, away; Baltimore Orioles. First National Bank. © Nathan R. Kreck d.b.a. Boston Print. Co.; 1Feb57; KK123305.
- BOTANY MILLS, INC. ©**  
Botany as suited by Moordale. From Botany where fabric is a fine art... (In Seventeen, Jan. 1956, p.8-9) © 1Jan55; KK124393.
- The Botany 500 luxury look, tailored by Daroff. (In Life, Oct. 29, 1956, p.65) Appl. author: A. J. Silberstein, Bert Goldsmith, Inc. © 29Oct56; KK122132.
- Botany 500 offers you the stamp of fashion, tailored by Daroff. (In The New York Times magazine, Sept. 2, 1956, p.72) Appl. author: A. J. Silberstein, Bert Goldsmith, Inc. © 2Sep56; KK122127.
- Color springs into focus; the low-shade colors... Botany brands. Bert Bacharach. (In The Saturday evening post, Apr. 2, 1955, p.107) Appl. author: Silberstein & Goldsmith. © 2Apr55; KK125290.
- Crest of fabrics, symbol of superiority in fine lightweight fabrics, expertly tailored; Botany brand 500, tailored by Daroff. (In Esquire, May 1956, p.16-17) Appl. author: A. J. Silberstein, Bert Goldsmith, Inc. © 4Apr56; KK12134.
- A dramatic new development; Mid-Weight suits that are wearable 10 months of the year; Botany brand 500, tailored by Daroff. (In The New York Times magazine, Mar. 11, 1956, p.80) Appl. author: A. J. Silberstein, Bert Goldsmith, Inc. © 11Mar56; KK122126.
- A dramatic new development; the Botany 500 Mid-Weight, the clothing that's wearable 10 months of the year. (In Esquire, Apr. 1956, p.11-12) Appl. author: A. J. Silberstein, Bert Goldsmith, Inc. © 7Mar56; KK122135.
- Favorite choice for America's well-dressed men... Botany brand 500, tailored by Daroff. (In The New York Times magazine, May 6, 1956, p.80) Appl. author: A. J. Silberstein, Bert Goldsmith, Inc. © 6May56; KK122130.
- First choice of America's well-dressed men in cool, lightweight tailored clothing; Botany brand 500, tailored by Daroff. (In Life, May 21, 1956, p.163) Appl. author: A. J. Silberstein, Bert Goldsmith, Inc. © 21May56; KK122133.
- For the man who looks for the fashion look, Weber and Hellbroner presents Botany brand 500, tailored by Daroff. (In The New York Times magazine, Sept. 30, 1956, p.3) Appl. author: A. J. Silberstein, Bert Goldsmith, Inc. © 30Sep56; KK122129.
- From the crest of fabrics by Botany brand 500, tailored by Daroff, the casual wear that is truly tailored. (In Holiday, Apr. 1956, p.98-99) Appl. author: A. J. Silberstein, Bert Goldsmith, Inc. © 21Mar56; KK122131.
- He is an Ivy executive now; Botany brand 500, tailored by Daroff. (In Esquire, Oct. 1956, p.22-53) Appl. author: A. J. Silberstein, Bert Goldsmith, Inc. © 5Oct56; KK12136.
- A real treat in cool luxury; Botany brand 500 tailored by Daroff. (In The Saturday evening post, May 5, 1956, p.147)
- Appl. author: A. J. Silberstein, Bert Goldsmith, Inc. © 5May56; KK122128.
- BOURNS LABORATORIES, INC. ©**  
Absolute pressure transducer, model 409. (Bulletin no.409/7/C) © 14Mar57; KK123945.
- Bourne new Trimpot Jr., micro-miniature size, high power rating, humidity proof. © 1Feb57; KK12023.
- Carbon Trimpot; model 212 with solder lugs, model 213 with printed circuit pins. (Bulletin 212/213/6/7) © 14Mar57; KK123947.
- Differential pressure transducer, model 509. (Bulletin no.509/7/B) © 14Mar57; KK123949.
- High temperature Trimpot; model 265 with solder lugs, model 266 with printed circuit pins. (Bulletin no.265/266/6/7) © 14Mar57; KK123946.
- Humidity-proof Trimpot; model 253 with solder lugs, model 254 with printed circuit pins. © 14Mar57; KK124298.
- Model 602A Accelerometer. Bulletin 602A/6/K. © 7Jan57; KK122301.
- New high level performance pressure transducers by Bourne. © 31Jan57; KK122948.
- Trimpot, Jr., model 222; micro-miniature, high power, high temperature, humidity-proof. (Bulletin 222/6/7) © 14Mar57; KK123948.
- Trimpot, model 207 Hi-R; high power, 2 watts... © 31Jan57; KK122949.
- Trimpot, model 230 humidity-proof; guaranteed to meet MIL specs. © 31Jan57; KK122950.
- BOWMAN APPLE PRODUCTS CO., I.P.C. ©**  
Fruiteapple juice. Contents 1 quart. Appl. author: Piedmont Label Co. © 10Sep56; KK122311.
- BRACH (E. J.) & SONS. ©**  
Created for your summertime enjoyment; Brach's summertime candies. (In Life, May 13, 1957, p.66-67) © 9May57; KK125451.
- Tastes even better than it looks; finest real chocolate. Take your pick of America's favorite candies... (In Life, Feb. 18, 1957, p.6) © 14Feb57; KK123631.
- BRADLEY (MILTON) CO. ©**  
Chinese Checkers, complete with marbles; for ages 5 to adult. 4630. © 1Aug56; KK125283.
- 4 big learn how puzzles; large pieces for little fingers; aptitude tested. For ages 4 to 9. 4707. © 1Mar57; KK125288.
- Fractions are as easy as pie; for ages 7 to 12. 4706. © 1Mar57; KK125466.
- Giant Steps. Place "may I" cards here. 4700-X. © 1Mar57; KK125282.
- Giant Steps; for ages 5 to 11. 4700. © 1Mar57; KK125286.
- Happy birthday surprise game; for ages 4 to 10. 4711. © 1Mar57; KK125465.
- The Happy Little Train game; for ages 5 to 12. 4310-8. © 1Mar57; KK125284.
- The Happy Little Train game. Toll bridge, strawberry soda falls [and others] 4310-8-X. © 1Mar57; KK125285.
- How to play the Merry Bell game. 4713-XI. © 1Mar57; KK125467.
- Inns; for ages 6 to adult. 16 playing pieces for 2, 3, 4 players. 4633. © 1Aug56; KK125287.
- The Merry Bell game. 4713-X. © 1Mar57; KK125468.
- The Merry Bell game; for ages 4 to 8. 4713. © 1Mar57; KK125469.
- BRADSHAW (R. D.) & SONS. ©**  
3 Bears home. Mama Bear size. Net wt. 12 oz. © 4Aug57; KK125656.
- BRAUER-FELS, CARL. ©**  
Impossible? Of course, but do you know why? [Endorsed by O. W. & P. H. Sealy & hair applications & massage. (In Rarer. Apr. 1957, p.7) © 27Dec56; KK122304.
- In the heart of every bald man there is an acute wish; scalp and hair applications & massage. [Endorsed by Wallace Jay [and others] (In Stag, Mar. 1957, p.53) © 10Jan57 (in notice: 1956); KK122398.
- BRAUQUETTE, INC. ©**  
New lowest-priced adjustable bed type picture frame... Quick-Frame. (In Rar. Apr. 1957, p.18) © 3Apr57; KK126365.
- BRAUN (C. F.) & CO. ©**  
Single pass heat exchangers; type ETS and type ETE; cross section. Apr. 1957. © 29Apr57; KK126032.
- BRAUN, LIONEL H. ©**  
Sty's tips; heat razor nicks with the little blue sticks. © 24Nov56; KK123127.
- BRAVE (ROLAND) CO. ©**  
Betty Brave's Pot-Luck. Keep this shopping list handy... Prize quiz. Bon Ann, Keeler [and other products] Appl. author: Roland Brave. © 27Mar57; KK124787.
- BRECK (JOHN H.) INC. ©**  
Beautiful hair; Breck; Breck shampoo Christmas gift package. Della Robbia with pint bottle of shampoo. (In Ladies' home journal, Dec. 1956, p.131) © 30Nov56; KK121780.
- Beautiful hair; Breck. Carol Evans and 3, 8 oz. bottles of shampoo. (In Ladies' home journal, Apr. 1957, p.36) © 29Mar57; KK124443.
- Beautiful hair; Breck. Connie and 3, 8 oz. bottles of shampoo. (In Ladies' home journal, May 1957, p.197) © 26Apr57; KK125555.
- Beautiful hair; Breck. Gail Lacharity & 3, 4 oz. bottles of shampoo. (In Ladies' home journal, Feb. 1957, p.3 of cover) © 25Jan57 (in notice: 1956); KK122935.
- Beautiful hair; Breck. Judy Breck and 3, 8 oz. bottles of shampoo. (In Ladies' home journal, Mar. 1957, p.144) © 22Feb57; KK125889.
- Beautiful hair; Breck. Polly & Carol Hughes & 3, 8 oz. bottles of shampoo. (In Ladies' home journal, June 1957, p.3 of cover) © 2Dec56 (in notice: 1957); KK123947.
- BRECK (JOSEPH) & SONS CORP. d.b.a. Breck's. SEE Breck's.**
- BRUCK'IS. ©**  
Breck's announces new pay as you grow plan; home and garden centers. (In Boston Sun Herald, Mar. 31, 1957, section 5) Appl. author: Bennett & Northrop, Inc. © Joseph Breck & Sons Corp. d.b.a. Breck's; 14Mar57; KK125284.
- BUNNERS, ALVORIN J. d.b.a. BUNNERS' MULTIPLICATION RECORDS. SEE Bunners' Multiplication Records.**



**BREMER MULTIPLICATION RECORDS.**

Musical multiplication records;  
 record 1. Side 1. Table of 2s;  
 side 2, table of 3s. © Aloysius  
 J. Bremer d.b.a. Bremer Multiplication  
 Records; 190056;  
 KK126029.

**BRIDGELL (CHARLES D.) INC.**

World's most imitated knives.  
 Carvel Hall's Vogue steak knives  
 ... (In Better homes & gardens,  
 Oct. 1956, p.112) Appl. author:  
 Vant, Dagdale & Co., Inc.  
 © 25Sep56; KK126311.

**BRIDGEPORT BRASS CO. ©**

Beautiful Bridgeport copperware with  
 the mazy heart of copper; for  
 your Valentine, the gift with a  
 heart. (In Better homes & gardens,  
 Feb. 1957, p.48) Appl. author:  
 Hazard Advertising Co., Inc.  
 © Utensil Division, Bridgeport  
 Brass Co.; 22Jan57; KK127655.

Start off with the finest in stain-  
 less steel; Bridgeport copperware,  
 with the mazy heart of copper.  
 (In Modern Bride, summer 1957,  
 p.63) © 15Apr57; KK124951.

**BRISTOL-MYERS CO. ©**

Beauty boxes for locker or vanity,  
 at school, at home, at work.  
 Pine beauty and grooming products:  
 Mum, Trushay, Ipana, Afters.  
 Appl. author: Sally Dickson As-  
 sociates. © 7Feb56; KK123979.  
 Facts about perspiration. Mum pro-  
 vides effective protection against  
 body odors. Appl. author: Sally  
 Dickson Associates. © 10Jan56;  
 KK123982.

Good teeth brighten your future.  
 Published in the interest of bet-  
 ter dental health by the makers  
 of Ipana tooth paste. Appl. au-  
 thor: Sally Dickson Associates.  
 © 14Nov56; KK123980.

Hand safety in the kitchen. Pub-  
 lished ... by the makers of  
 Trushay lotion. Appl. author:  
 Sally Dickson Associates.  
 © 26Jul56; KK123983.

Toothbrushing in the classroom, a  
 new dimension in dental health  
 teaching. Ipana educational  
 toothbrushing kit. Appl. author:  
 Sally Dickson Associates.  
 © 10Jan56; KK123981.

**BROADWAY CONTRACTING CO.**

The reel McKay. © Marjorie D. Nash  
 d.b.a. Broadway Contracting Co.;  
 3Dec56; KK126577.

**BROWN & WILLIAMSON TOBACCO CORP. ©**

Campus leaders agree Viceroy is  
 smoother. [Endorsed by] Bill  
 Adams. (In The Michigan daily,  
 Ann Arbor, Mich., Dec. 16, 1956,  
 p.3) Appl. author: Ted Bates &  
 Co., Inc. © 16Dec56; KK122575.

Campus leaders agree Viceroy is  
 smoother. [Endorsed by] Bill  
 Easterling. (In Ohio State lan-  
 tern, Columbus, Nov. 11, 1956,  
 p.7) Appl. author: Ted Bates &  
 Co., Inc. © 11Dec56; KK122679.

Campus leaders agree Viceroy is  
 smoother. [Endorsed by] Bob Beck-  
 er. (In Michigan State news, East  
 Lansing, Mich., Nov. 28, 1956,  
 p.3) Appl. author: Ted Bates &  
 Co., Inc. © 28Nov56; KK123093.

Campus leaders agree Viceroy is  
 smoother. [Endorsed by] Bob  
 Jaffe. (In The Daily Pennsylvan-  
 ian, Philadelphia, Dec. 17,  
 1956, p.3) Appl. author: Ted  
 Bates & Co., Inc. © 17Dec56;  
 KK123167.

Campus leaders agree Viceroy is  
 smoother. [Endorsed by] Fred  
 Halperin. (In U.C.L.A. daily

brin, Los Angeles, Nov. 27,  
 1956, p.W-7) Appl. author:  
 Ted Bates & Co., Inc. © 21Nov56;  
 KK123168.

Campus leaders agree Viceroy is  
 smoother. [Endorsed by] Jimmy  
 Brill. (In The Daily Texan,  
 Austin, Tex., Dec. 20, 1956, p.5)  
 Appl. author: Ted Bates & Co.,  
 Inc. © 20Dec56; KK124847.

Campus leaders agree Viceroy is  
 smoother. [Endorsed by] John  
 Stimmel. (In Ohio State lantern,  
 Columbus, Nov. 19, 1956, p.3)  
 Appl. author: Ted Bates & Co.,  
 Inc. © 19Nov56; KK122678.

Campus leaders agree Viceroy is  
 smoother. [Endorsed by] John  
 Vlahos. (In Daily Californian,  
 Berkeley, Calif., Dec. 18, 1956,  
 p.6) Appl. author: Ted Bates &  
 Co., Inc. © 18Dec56; KK123165.

Campus leaders agree Viceroy is  
 smoother. [Endorsed by] Larry  
 Kneifel. (In The Daily Pennsylvan-  
 ian, Philadelphia, Nov. 19,  
 1956, p.2) Appl. author: Ted  
 Bates & Co., Inc. © 19Nov56;  
 KK123166.

Campus leaders agree Viceroy is  
 smoother. [Endorsed by] Tim  
 Leedy. (In The Michigan daily,  
 Ann Arbor, Mich., Dec. 16, 1956,  
 p.2) Appl. author: Ted Bates &  
 Co., Inc. © 16Dec56;  
 KK123166.

Campus leaders agree Viceroy is  
 smoother. [Endorsed by] Jim  
 Leedy. (In The Michigan daily,  
 Ann Arbor, Mich., Nov. 21, 1956,  
 p.5) Appl. author: Ted Bates &  
 Co., Inc. © 21Nov56; KK122724.

Cary Middlecoff, golf champion,  
 says: Viceroy has the smoothest  
 taste of all. (In The Saturday  
 evening post, Mar. 23, 1957, p.60)  
 Appl. author: Ted Bates & Co.,  
 Inc. © 26Feb57; KK123700.

Cary Middlecoff, golf champion,  
 says: Viceroy has the smoothest  
 taste of all. (In The Saturday  
 evening post, May 25, 1957, p.21)  
 Appl. author: Ted Bates & Co., Inc.  
 © 24May57; KK123695.

Cell Chapman, top fashion designer,  
 says: Viceroy has the smoothest  
 taste of all. (In Mademoiselle,  
 Feb. 1957, p.53) Appl. author:  
 Ted Bates & Co., Inc. © 29Jan57;  
 KK122677.

Charles H. Weidner of West Shokan,  
 N.Y., says: Viceroy has the  
 smoothest taste of all. (In The  
 Rural New Yorker, Feb. 2, 1957,  
 p.76) Appl. author: Ted Bates &  
 Co., Inc. © 2Feb57; KK128223.

Don Carter, bowling champion, says:  
 Viceroy has the smoothest taste  
 of all. Mr. & Mrs. Don Carter,  
 in The Saturday evening post,  
 Mar. 23, 1957, p.127) Appl. au-  
 thor: Ted Bates & Co., Inc.  
 © 19Mar57; KK124180.

Frank Walker of Freeport, Ill.,  
 says: Viceroy has the smoothest  
 taste of all. (In Successful  
 farming, Mar. 1957, p.89) Appl.  
 author: Ted Bates & Co., Inc.  
 © 18Feb57; KK126699.

Harvey Garrett of St. Francisville,  
 La., says: Viceroy has the smooth-  
 est taste of all. (In The Pro-  
 gressive farmer, Carolinas, N.C.,  
 ed., Mar. 1957, p.17) Appl. au-  
 thor: Ted Bates & Co., Inc.  
 © 15Feb57; KK123697.

How champion golfer, Sam Snead,  
 blasts out of a trap. Viceroy  
 filter tip cigarettes. (In The  
 Overseas weekly, Apr. 28, 1957,  
 comic section, p.5) Appl. au-  
 thor: Ted Bates & Co., Inc.  
 © 25Apr57; KK125506.

Hugh W. Ferrow of Cameron, S. C.,  
 says: Yes, sir, Viceroy has the  
 smoothest taste of all. (In The  
 Progressive farmer, Carolinas-  
 Virginia ed., May 1957, p.16)  
 Appl. author: Ted Bates & Co.,  
 Inc. © 15Apr57; KK125027.

Jane Derby, famous fashion designer,  
 says: Viceroy has the smoothest  
 taste of all. (In Mademoiselle,  
 June 1957, p.22) Appl. author:  
 Ted Bates & Co., Inc. © 29May57;  
 KK125696.

Jim Hickey of McCreary, Texas, says:  
 Viceroy has the smoothest taste  
 of all. (In Farm and ranch, southern  
 agriculturist, Feb. 1957, p.3 of  
 cover) Appl. author: Ted Bates &  
 Co., Inc. © 15Jan57; KK122872.

Jim Weymouth of Amarillo, Texas,  
 says: Viceroy has the smoothest  
 taste of all. (In The Progressive  
 farmer, Tex. ed., Mar. 1957,  
 p.17) Appl. author: Ted Bates &  
 Co., Inc. © 15Feb57; KK126698.

Joe Bryan of Hixsonville, Texas,  
 says: Viceroy has the smoothest  
 taste of all. (In Farm Journal,  
 May 1957, p.4 of cover) Appl.  
 author: Ted Bates & Co., Inc.  
 © 20Apr57; KK125029.

Luke Detraz, Jr., rice grower of  
 Abbeville, La., says: Viceroy has  
 the smoothest taste of all. (In  
 Progressive farmer, Feb. 1957,  
 p.17) Appl. author: Ted Bates &  
 Co., Inc. © 17Jan57; KK124417.

Luke Detraz, rice grower, of  
 Abbeville, La., says: Viceroy has  
 the smoothest taste of all. (In  
 The Progressive farmer, Feb. 1957,  
 p.17) Appl. author: Ted Bates &  
 Co., Inc. © 15Jan57; KK122871.

Mickey Mantle, home-run champion,  
 says: Viceroy has the smoothest  
 taste of all. (In The Saturday  
 evening post, May 12, 1957, p.7)  
 Appl. author: Ted Bates & Co., Inc.  
 © 12May57; KK125029.

Melie Farnis, internationally  
 famous fashion designer, says:  
 Viceroy has the smoothest taste  
 of all. Filter tip cigarettes.  
 (In Charm, Apr. 1957, p.32)  
 Appl. author: Ted Bates & Co.,  
 Inc. © 22Mar57; KK124177.

A must in every machine; Viceroy;  
 Kool. (In Vend, Dec. 1956,  
 p.126) Appl. author: Ted Bates &  
 Co., Inc. © 25Nov56; KK122102.

Now Viceroy comes in 2 packages;  
 flip-open box, familiar pack;  
 filter tip cigarettes. (In Los  
 Angeles examiner, May 8, 1957,  
 section 1, p.11) Appl. author:  
 Ted Bates & Co., Inc. © 08May57;  
 KK125394.

[Ends with the amazing filter-of-  
 the-cigarette; Viceroy satisfies  
 filter tip cigarettes. (In The New  
 York times, Mar. 15, 1957, p.26)  
 Appl. author: Ted Bates & Co.,  
 Inc. © 15Mar57; KK124178.

Nurses everywhere agree: Viceroy has  
 the smoothest taste of all. (In  
 Nursing world, Jan. 1957, p.4 of  
 cover) Appl. author: Ted Bates &  
 Co., Inc. © 2Jan57; KK122873.

Nurses everywhere agree: Viceroy has  
 the smoothest taste of all. (In  
 Nursing world, Jan. 1957, p.4 of  
 cover) Appl. author: Ted Bates &  
 Co., Inc. © 2Jan57; KK124181.

Pancho Gonzales, tennis champion,  
 says: Viceroy has the smoothest  
 taste of all; filter tip cig-  
 arettes. (In Look, Apr. 15,  
 1957, p.85) Appl. author: Ted  
 Bates & Co., Inc. © 2Apr57;  
 KK125026.

Peter De Baun of Richfield Springs,  
 N.Y., says: Viceroy has the  
 smoothest taste of all. (In The  
 Rural New Yorker, Mar. 2, 1957,

- p.159) Appl. author: Ted Bates & Co., Inc. © 2Mar57; KK123701.  
Smokers everywhere are finding out Viceroy has the smoothest taste of all. (In Ebony, Apr. 1957, p.82) Appl. author: Ted Bates & Co., Inc. © 10Mar57; KK124919.
- Troy Viceroy, of Frederick, Oklahoma, says: Take it from me, Viceroy has the smoothest taste of all. (In The Progressive Farmer, Tex. ed., May 1957, p.17) Appl. author: Ted Bates & Co., Inc. © 15Apr57; KK125028.
- Viceroy has the smoothest taste of all. At your finger tips; better tobacco, better filter, better taste. (In The Transcript, Seaside, Wash., Mar. 4, 1957, p.7) Appl. author: Ted Bates & Co., Inc. © 15Apr57; KK124919.
- Why do America's champion athletes choose Viceroy? Mickey Mantle, Sam Snead (and others) (In The Saturday evening post, May 11, 1957, p.80-81) Appl. author: Ted Bates & Co., Inc. © 7May57; KK125694.
- William Henry, Jr., of Cambridge, Ill., says: Viceroy has the smoothest taste of all. (In Farm Journal, Feb. 1957, p.63) Appl. author: Ted Bates & Co., Inc. © 26Jan57; KK122822.
- BROWN ROVERI CORP. ©  
Instructions for installation and operation; Brown Roveri air blast breaker, type DWF 330 R 10 ax. Appl. author: Martin R. Streull. © 10Jan57; KK122609.
- Read the story behind this ad; air blast breaker. 0013-1147 11-56. Appl. author: Conklin Advertising Agency. © 25Nov56; KK122610.
- BROWN-FORMAN DISTILLERS CORP. ©  
A new whisky registered for your customers' satisfaction. Old Forester. (In Patterson's California beverage gazetteer, Jan. 1957, p.3 of cover) Appl. author: Ruthrauff & Ryan, Inc. © 1Jan57 (in notice: 1956); KK123453.
- Design for giving; again the pacesetter in decanter design; Old Forester. (In Monopoly State review, Oct. 1956, p.3 of cover) Appl. author: Ruthrauff & Ryan, Inc. © 20Oct56; KK122910.
- Design for giving; Old Forester. (In Life, Oct. 29, 1956, p.6) Appl. author: Ruthrauff & Ryan, Inc. © 14Nov56; KK123943.
- Design for giving; the year's most advanced decanter, and it's filled with famous bonded Old Forester. (In Chicago Tribune, Mar. 16, 1956, sports section, p.5) Appl. author: Ruthrauff & Ryan, Inc. © 16Nov56; KK122636.
- Design for giving; you give so much more when you give the year's most advanced decanter; Old Forester. (In Chicago Tribune, Dec. 7, 1956, sports section, p.5) Appl. author: Ruthrauff & Ryan, Inc. © 7Dec56; KK122639.
- It's later than you think; choose the year's most advanced decanter, and it's filled with famous bonded Old Forester. (In Chicago Tribune, Dec. 13, 1956, sports section, p.2) Appl. author: Ruthrauff & Ryan, Inc. © 13Dec56; KK122637.
- Ladies, ladies, ladies... the Early Times, Old Forester Miss Popular-ity contest. (In Tampa sentinel, Sept. 25, 1956, p.14) Appl. author: Ruthrauff & Ryan, Inc. © 29Sep56; KK121946.
- Quick vacation from sultry summer; Old Forester. Appl. author: Ruthrauff & Ryan, Inc. © 23Jun56; KK122154.
- There is nothing better in the market. America's only bonded and registered whisky; Old Forester. (In Los Angeles examiner, Mar. 7, 1957, section 4, p.2) Appl. author: Ruthrauff & Ryan, Inc. © 7Mar57; KK123987.
- There's more to living when you add famous bonded Old Forester. (In Time, Oct. 15, 1956, p.77) Appl. author: Ruthrauff & Ryan, Inc. © 20Oct56; KK122165.
- We've re-designed the label to bring out these 3 visible assurances of constant quality; Old Forester, Kentucky straight bourbon whisky. (In Life, Mar. 5, 1956, p.67) Appl. author: Ruthrauff & Ryan, Inc. © 2Mar56; KK123323.
- You've earned it, live a little; Old Forester, Kentucky straight bourbon whisky. (In Life, Mar. 2, 1957, p.61) Appl. author: Ruthrauff & Ryan, Inc. © 28Mar57; KK123563.
- BROWN-SALTMAN.  
Variations; ask for a demonstration. It's a table, bench... Appl. author: Martin Borenstein. © Brown-Saltman Furniture Co., d.b.a. Brown-Saltman; 14Feb57; KK125868.
- BROWN-SALTMAN FURNITURE CO. d.b.a. BROWN-SALTMAN. SEE Brown-Saltman.
- BROWN SHOE CO., INC. ©  
Gloves your foot, Risque Glove. © 25Oct56; KK122837.
- BROWNBERY OVENS, INC. ©  
Catherine Clark's country baked Brownberry Ovens; 6 enriched sandwich buns, 8 ounces net weight. Appl. author: Ernest Spuehler. © 27Nov56; KK125987.
- Old fashioned honesty in every loaf. Catherine Clark's country baked white enriched bread. (In Chicago daily news, Feb. 23, 1957, p.11) © 23Feb57; KK124582.
- BROWNELL, BOB.  
The new Brownell Latigo quick-set sling. (Instructions for use, Latigo gun sling) © Frank Royce Brownell d.b.a. Bob Brownell. 12Mar57; KK123903.
- BROWNELL, FRANK ROYCE d.b.a. BOB BROWNELL. SEE Brownell, Bob.  
(K. I.) Co. ©  
Announcing two completely new concepts in the field of termite control; Bruce-Terminix service available nationwide. Appl. author: Charles Rhee. © 31Dec56; KK122461.
- How to have beautiful hardwood floors with the easiest of care; cleaning wax, floor cleaner, polish wax. Appl. author: John Carlie Fleming. © 15Dec56; KK122774.
- If he's too staid to serenade, maybe he's worried about Termites. Forget termite worries, new Terminix plan pays all damage bills, up to \$5,000.00. Appl. author: Beth Everett Hutton. © 7May57; KK125533.
- Termites? Call Terminix, for guaranteed protection. Balcony scene. Appl. author: Henry Syverson. © 22Mar57; KK124482.
- Termites? Call Terminix, for guaranteed protection. Bath tub scene. Appl. author: Henry Syverson. © 22Mar57; KK124481.
- Termites? Call Terminix, for guaranteed protection. Dressing room scene. Appl. author: Henry Syverson. © 22Mar57; KK124483.
- Termites? Call Terminix, for guaranteed protection. Dressing room scene. (In The Saturday evening post, May 11, 1957, p.130) Appl. author: Holton C. Rush. © 11May57; KK125194.
- Termites? Call Terminix, for guaranteed protection. (Office scene) (In The Saturday evening post, June 8, 1957, p.76) Appl. author: Holton C. Rush. © 8Jun57; KK126123.
- Termites? Call Terminix, for guaranteed protection. Scolding wife scene. Appl. author: Henry Syverson. © 22Mar57; KK124480.
- BRYANT MANUFACTURING CO. ©  
Bryant is going all out in '57 to create consumer preference... residential heating, air conditioning and water heating. (In Practical builder, Apr. 1, 1957, p.185) Appl. author: Applegate Advertising Agency, Inc. © 1Apr57; KK124936.
- BUCHANAN, BEVERLY J. & MARY C. BUCHANAN forming the partnership MERRYBEE CO., LTD. SEE Merrybee Co., Ltd.
- BUCHANAN, MARY C. & BEVERLY J. BUCHANAN forming the partnership MERRYBEE CO., LTD. SEE Merrybee Co., Ltd.
- BUCK, FRANK. ©  
Hairduds; do-dads for the hair. (In Glamour, Apr. 1957, p.177) © 22Mar57; KK124049.
- BUCKEY DIVISION, MARDIGIAN CORP. SEE Mardigian Corp.
- BUELL, MARGORIE H. ©  
Free instruction booklets for Kleenex magic carnations at Kleenex display. Little Lulu by Marge. © 19May56; KK126266.
- It's no trick to make Kleenex tissues magic carnations. Little Lulu by Marge. © 19May56; KK126264.
- Magic carnations with Kleenex tissues. Little Lulu by Marge. © 19May56; KK126265.
- BUFFALO OPTICAL CO. ©  
Specs says; if my memory serves you correctly... Speaking of conventions, have you ever strained your eyes... (In Buffalo evening news, May 4, 1957) Appl. author: Joseph H. Radder. © 4May57; KK125957.
- BUILDING SERVICE EMPLOYEES INTERNATIONAL UNION. ©  
This is your union; BSEIU; pathway to a better tomorrow for you and your family. Appl. author: Department of Research & Education, Building Service Employees International Union. © 13Mar57; KK124699.
- BURCHAM, GOULEY N. d.b.a. INSPECTORS SEA POOD CO. SEE Inspectors Sea Poood Co.
- HURDEN, J. H. ©  
Crosroads Cafe thrif-t-check; eleven dollars worth of good food. © 16May57; KK126378.
- BUNNESS VIBROCAPTURS, INC. ©  
A fine belt sander, at a very low price; BVI electric belt sander. (Form PS-4) © 21Feb57; KK124167.
- The recommended tool for hub cap marking; BVI electric Vibro-Graver. (Form VO-106) © 8Mar57; KK124168.

## BURNHAM CORP. ©

Bench arrangements; Scotty greenhouse. Rev. 11/56. Appl. author: Alfred Howard Cross. © 21Dec56; KK125737.

Cutting & framing instructions for your redwood Orlyt 9 lean-to. Appl. author: Alfred Howard Cross. © 27Jun56; KK123999.

Cutting & framing instructions for your redwood Orlyt 6 lean-to. Appl. author: Alfred Howard Cross. © 27Jun56; KK123601.

Instructions for setting up your aluminum Orlyt greenhouse. Sheet 1 of 3. Adv. 1954; rev. 3/56; rev. 3/57. Appl. author: Alfred Howard Cross. NM: "revised instructions and corrected dimensions." © 1Apr57; KK125874.

Instructions for setting up your aluminum Orlyt greenhouse. Sheet 3 of 3. Adv. 1957; rev. 3/57. Appl. author: Alfred Howard Cross. NM: "revised instructions and corrected dimensions." © 15Mar57; KK125873.

Instructions for setting up your Orlyt 9 redwood lean-to. Appl. author: Alfred Howard Cross. © 11Jun56; KK123600.

Instructions for setting up your Orlyt 7 redwood lean-to. Sheet 2 of 3. Appl. author: Alfred Howard Cross. © 22Apr56; KK122434.

Instructions for setting up your Orlyt 6 redwood lean-to. Appl. author: Alfred Howard Cross. © 11Jun56; KK123600.

Masonry wall layout; aluminum Orlyt 9 lean-to. 9/55; rev. 8/56. Appl. author: Alfred Howard Cross. NM: "corrected details and dimensions." © 22Apr56; KK122434.

Orlyt greenhouse door frame detail; out-swinging door. Adv. 242, 4-57. Appl. author: Alfred Howard Cross. © 25Apr57; KK125877.

Supplementary greenhouse instructions; Orlyt lean-to 7. Appl. author: Alfred Howard Cross. © 21Dec56; KK122136.

Supplementary greenhouse instructions; Orlyt 10. Appl. author: Alfred Howard Cross. © 21Dec56; KK122133.

Vertical section aluminum Orlyt 14. A0-14-S. Sept. 9, 1954; rev. 3/57. Appl. author: Alfred Howard Cross. © 8Apr57; KK125875.

Vertical section aluminum Orlyt lean-to 9. (Vertical section curved eave aluminum.) LTA-9-S. Appl. author: Alfred Howard Cross. © 9Aug56; KK125597.

Vertical section curved eave alum.; Orlyt 14. CE-14. Appl. author: Alfred Howard Cross. © 9Aug56; KK125598.

Vertical section curved eave alum.; Orlyt lean-to 9. Appl. author: Alfred Howard Cross. © 9Aug56; KK122435.

Vertical sections Scotty 15 and 22. Appl. author: Alfred Howard Cross. © 25Apr57; KK125878.

## BURT, CHARLES M. ©

Gelatin Silit for figure beauty; a dietary supplement. 201 ten gr. capsules. © 7Feb57; KK124426.

## BUSINESS PROMOTION.

Card aid ... enables you to type a full message ... [on] postal card. © Harvey D. Ahlstrom sole owner business promotion; 11Nov56; KK123554.

BUSLIK, D. & M. HERSH d.b.a. HERSH EXTERMINATING SERVICE. SEE Hersh Exterminating Service.

BUTLER PAPER PRODUCTS CO. © Arrow Lakes brand lightly salted sweet cream butter; terr. des. 432, 4 quarters; one pound net. © 5Nov52; KK122412.

Brian Farm super-fine brand vanilla strawberry ice-cream; territorial flavor design no. 52712. 1 pint liquid. © 6Nov51; KK122745.

Butler sweet cream butter; terr. des. 10356. One pound net weight. © 26Oct56; KK124709.

Butter; terr. des. 424 B. Four quarters; one pound net weight. © 21Jul50; KK123514.

Chester Rose pure lard shortening; terr. des. 112256. One pound net wt. © 15Dec56; KK123578.

Cloverleaf brand process butter; terr. des. 155A. One pound net. © 14May57; KK125457.

Country Maid brand Wisconsin grade A4 sweet cream, lightly salted, butter; terr. des. 433. One pound net. © 30May54; KK123044.

Customer brand creamery butter; terr. des. 440, 4 quarters; 1 lb. net. © 10Jun54; KK123041.

Dougan's butter; terr. des. 100L. One pound net. © 10Apr57; KK124490.

Eastern sweet cream butter; terr. des. 436 P. One pound net. © 10May54; KK123045.

Eauty sweet cream butter; terr. des. 1003. One pound net; four quarters. © 10Apr57; KK124689.

George L. Sisler's creamery butter; terr. des. 435 A-K. One pound net weight; 4 quarters. © 28May54; KK123046.

Gerstlauer's butter; terr. des. 447-R. One pound net; four quarters. © 15May54; KK123043.

Goodrich delicious ice cream; territorial flavor design no. 530 L2. One pint liquid. © 6Jul51; KK122744.

Ice cream; territorial flavor design no. 524 BL2. One-half gallon liquid. © 21Jul50; KK123515.

Ice cream; territorial flavor design no. 52612. One pint liquid. © 8Mar51; KK122612.

Ice cream; territorial flavor des. 531 L2. One half gallon liquid. © 2Jun52; KK122417.

Keystone frozen dessert; terr. 111956. One half gallon liquid. © 15Dec56; KK122416.

Lucas butter. Net weight one pound; 4 quarters. (Carton design) no. 102556. © 25Oct56; KK123039.

Meadowland sweet cream butter; terr. des. 1001. One pound net; four quarters. © 28May57; KK125882.

Med-o-Cream lightly salted sweet cream butter; terr. des. 10356E. One pound net, 4 quarters. © 1Apr57 (in notice: 1956); KK124691.

Processed (from sweet cream; Walker Farms butter; terr. des. 434. One pound net. © 30Jun53; KK122408.

Quality butter; terr. des. 431. One pound net. © 2Jan53; KK124413.

Sisler's quality creamery butter; terr. des. 1000. One pound net; four quarters. © 19Dec56; KK124688.

Squire strawberry ice cream; territorial design 529 L2. One pint liquid. © 18Sep51; KK122611.

Stirling lightly salted sweet cream butter; terr. des. 433. One pound net. © 12Oct53; KK122407.

Strawberry ripple ice cream; terr. des. 533 L2. One pint liquid. © 14Mar53; KK123243.

Sunny Farm brand ice cream; terr. des. 533 L2. Contents one pint liquid. © 10Jun53; KK122415.

Supreme butter; terr. des. 441. One pound net. © 14Jun54; KK123040.

Supreme butter; terr. des. 442. One pound net. © 12Jun54; KK122411.

Toledo brand sweet cream butter; terr. des. 10656. One pound net. © 26Oct56; KK122410.

Virginia strawberry-vanilla ice cream; territorial flavor design no. 528 L2. One pint liquid. © 20Jun51; KK122613.

Vita Goo creamery butter; terr. des. 439. One pound net. © 10Jun54; KK1242.

BUTTERFLY ART JEWELRY, INC. © Butterfly mounting kit; educational fun for the entire family; catch, mount, collect your own butterflies. © 2May57; KK124982.

BUXTON, INC. © A girl just can't get enough Spark-Jeans. You like ... leather accessories star-studded with rhinestones; Sparklers; by Lady Buxton. (In Ladies' home journal, May 1957, p. 27) Appl. author: Doyle Dane Bernbach, Inc. © 25Apr57; KK126155.

The most masculine accessories are in the hands of the ladies. (In Esquire, June 1957, p. 131) Appl. author: Doyle Dane Bernbach, Inc. © 9May57; KK125651.

Only the Contour by Buxton has this new trap purse. Buxton, best for your money. (In Ladies' home journal, Mar. 1957, p. 130) Appl. author: Doyle Dane Bernbach, Inc. © 2Feb57; KK123927.

This is the Contour by Buxton, the billfold that holds a lot and still looks slim and neat. (In Life, Dec. 10, 1956, p. 83) Appl. author: Doyle Dane Bernbach, Inc. © 6Dec56; KK122191.

This is the Contour by Lady Buxton; show all your cards and pictures, insert your coins without opening purse. (In Life, Dec. 10, 1956, p. 85) Appl. author: C. Barnett, Doyle Dane Bernbach, Inc. © 6Dec56; KK122193.

This is the Convertible by Buxton; shows all your cards and pictures, carries your spare keys, hides big bills. (In Life, Dec. 10, 1956, p. 87) Appl. author: C. Barnett, Doyle Dane Bernbach, Inc. © 6Dec56; KK122192.

This is the French Purse by Lady Buxton; you put your bills in the billfold, you take them out of the coin purse. (In Life, Dec. 10, 1956, p. 89) Appl. author: Doyle Dane Bernbach, Inc. © 6Dec56; KK122194.

You can take your bills out through the coin purse; the French Purse by Lady Buxton. (In Ladies' home journal, Apr. 1957, p. 193) Appl. author: Doyle Dane Bernbach, Inc. © 21Mar57; KK124254.

You give the best when you give a Buxton; best for your money. (In Ladies' home journal, Dec. 1956, p. 19) Appl. author: Doyle Dane



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K122190.
- BUYER SERVICE, INC. ©**  
The B.S.I. approved plan. Automobile service stations.  
© 28Mar57; K124394.
- C**
- C & S SALES CO.**  
Porkey, the pet porcupine. Porcupine Egg. © 2moot W. Gough d.b.a. C & S Sales Co. 1Mar57; K123767.
- CBS-TYRON, a division of COLUMBIA BROADCASTING SYSTEM, INC. SEE** Columbia Broadcasting System, Inc.
- CBS TELEVISION FILM SALES, INC. ©**  
Mighty Mouse Playhouse. 29/1651-29. Made by E. E. Fairchild Corp. © 27Feb57; K124174.  
Mighty Mouse Playhouse. 30/1651-29. Made by E. E. Fairchild Corp. © 27Feb57; K124175.  
Mighty Mouse Playhouse. 31/1651-29. Made by E. E. Fairchild Corp. © 27Feb57; K124176.  
Mighty Mouse Playhouse G. Lithographed by E. E. Fairchild Corp. © 28Dec56; K124175.  
Mighty Mouse Playhouse H. Lithographed by E. E. Fairchild Corp. © 28Dec56; K124171.
- CADIE CHEMICAL PRODUCTS, INC. ©**  
I do my hardest household chores in 20 minutes with Cadie Dry-Magic cloths. © 4Feb57; K124776.
- CAFFEINATI, NEWTON J., ALFRED A. WILDER, ED. C. MOSESIAN & CHARLES J. VAGIM** composing the partnership agreement. SEE Cenatron Industries.
- CAIRNS, HENRY W. d.b.a. ROX PRODUCTS CO. SEE** Rox Products Co.
- CAL-DAK CO. ©**  
America's best-selling washday work-savers ... laundry carts. (Item no. 654, 65) Appl. author: Zepha Bogert. © Cal-Dak Co. d.b.a. Cal-Dak; 12Mar57; K123795.
- Black modern King-Size Roll-A-Tray set.** (Item no. 46) Appl. author: Zepha Bogert. © 31Jan57; K122975.  
**Black modern King-Size Roll-A-Tray set.** (Item no. 454) Appl. author: Zepha Bogert. © 31Jan57; K122976.
- Ironing Caddy.** (Item no. 550) Appl. author: Zepha Bogert. © 31Jan57; K122977.
- Ironing Caddy, portable clothes hanger.** Appl. author: Zepha Bogert. © 28Dec56; K122267.
- Special offer for smaller stores; basic merchandise display.** (Item no. 401 & 402) Appl. author: Zepha Bogert. © 31Jan57; K122974.
- Tray table sets, tray tables and cupboards and trays; Queen-Size, Florentine brass.** Appl. author: Zepha Bogert. © 28Dec56; K122264.
- CALCON MANUFACTURING CO., INC.**  
Install Maco wire for top reception. © Washington Wire & Cable Co. wholly owned by Calcon Manufacturing Co., Inc.; 1Dec56; K124246.
- CALCON, INC. ©**  
Better dishwashing for restaurants, for institutions, for hotels.
- Aura; Calgonite [and others] © 16Sep56; K123326.**
- CALIFORNIA & WASHINGTON CO. ©**  
Asparagus spears; C & W. Net weight 10 oz. NM: "all art work except the representation of asparagus." © 29Apr55; K121950.  
Small size green peas; C & W. Net weight 10 oz. NM: "all art work as well as text." © 30Jul55; K121949.
- CALIFORNIA TINK CO., INC. ©**  
Spring 1957 Colorized report. © 23Jan57; K12327.
- CALIFORNIA LONG WHITE POTATO ADVISORY BOARD. ©**  
Those good-lookin', good cookin' California Long White potatoes! Fiesta cakes. (In Los Angeles times, May 3, 1956, p.24) Appl. author: William H. Wood. © 3May56; K124497.
- CAMAC CO.**  
New Pudd'n-Krunch mix; vanilla. A quick delicious dessert base. © Esther Bisdorf Patterson d.b.a. Camac Co.; 11Feb57; K123518.
- CAMDEN COUNTY BEVERAGE CO. ©**  
Balance makes the difference. Camden beer is balanced brewed. (In Courier-post, Camden, N. J., Oct. 11, 1956, p.31) © 11Oct56; K124753.
- CAMPBELL, ANDREW J., JR. ©**  
All my chicks will be like me. Ornamental buttons, plaques, flags [and others] © 27Apr57; K124944.  
All my cuts will be like me. Ornamental buttons, plaques, pennants [and others] © 4Nov56 (in notice: 1957); K125062.  
All my kids will be like me. Ornamental buttons, plaques, pennants [and others] © 1Jan57; K125871.
- CAMPBELL SOUP CO. ©**  
Smart new recipe just made for stay-trim moderns, the alhouette salad. Swanson boned chicken. (In This week magazine, May 26, 1957, p.11) © 26May57; K126158.
- CANADIAN NATIONAL RAILWAYS. ©**  
Take a Canadian vacation; in the heart of North America's scenic wonderland. [Filing scene in] Canadian Rockies. (In Los Angeles examiner, May 28, 1956, p.14) Appl. author: McCann Erickson, Inc. © 28May56; K124291.  
Take a Canadian week-end; enjoy glorious days you can't get at home. [Couple & boy outside] Ottawa's Houses of Parliament. (In The New York world telegram & sun, May 3, 1956, p.5) Appl. author: McCann Erickson, Inc. © 3May56; K123269.  
Take a Canadian week-end; leave by train Thursday night, back Monday early and bright; new idea for weekend fun. (In Oregon Journal, Portland, Or., May 13, 1956, p.C-7) © 13May56; K122257.  
Take a Canadian week-end; leave by train Thursday night, back Monday early and bright. [Couple & child outside cattle] (In Philadelphia Inquirer, Oct. 10, 1956, p.40) Appl. author: McCann Erickson, Inc. © 10Oct56; K123794.  
Take a Canadian week-end; leave by train Thursday night, back Tuesday early and bright. [Couple feeding Mountie's horse] (In The New York
- Journal American, May 23, 1956, p.15) Appl. author: McCann Erickson, Inc. © 23May56; K122490.**
- CANTON REDWOOD YARD, INC. ©**  
Book of redwood fences; 1957. © 10Jan57; K122314.
- CAPEZIO, INC. ©**  
This is the new Tip-Toe Capezio ... very like the ballerina's toe shoe from whence it came. © 25Feb57; K122417.
- CAR-FRESHER CORP. ©**  
Chrome goes from rust to shine in half the time; Car-Fresher Magic Rust Eraser. © 4Feb57; K122874.
- CARDINAL CLOTHES, INC. ©**  
Clothes with snob appeal; Jared-Stevens suits and sportcoats. (In Esquire's apparel arts, Jan. 1956, p.43) © 1Jan56 (in notice: 1955); K122517.
- CARNEY CADILLAC RENTING. ©**  
Your Carney air-conditioned Cadillac is waiting at the pier, sir. Appl. author: Kelly, Nason, Inc. © 15Mar57; K124181.
- CARNATION CO. ©**  
Carnation is the secret of failure-proof gravy; evaporated milk. (In Life, Feb. 4, 1957, p.55) Appl. author: A. Culver Boyd, Jr. © 1Feb57; K122819.  
Carnation, the milk that whips; evaporated milk. (In Life, June 17, 1957, p.83) Appl. author: A. Culver Boyd, Jr. © 14Jun57; K126572.  
Contented; his doctor recommended Carnation; evaporated milk. (In Life, May 6, 1957, p.2 of cover) Appl. author: A. Culver Boyd, Jr. © 3May57; K125015.  
For tastier Lenten dishes ... smoother cheese sauce in just 3 minutes; the secret is better-blending Carnation, no other form of milk will do. (In Life, Mar. 11, 1957, p.5) Appl. author: A. Culver Boyd, Jr. © 8Mar57; K123702.  
Never a watery custard; evaporated milk. Failure proof Carnation custard. (In Life, Apr. 1, 1957, p.5) Appl. author: A. Culver Boyd, Jr. © 29Mar57; K124111.  
Stays juicy, never crumbles, when you cook ground beef with ... Carnation evaporated milk. Bunches. (In Life, June 3, 1957, p.125) Appl. author: A. Culver Boyd, Jr. © 31May57; K126355.
- CARON. ©**  
The greatest name in perfume; Bel-lodrie, Fleurs de Roselle [and others] (In The New Yorker, Dec. 22, 1956, p.33) Appl. author: Parfums Caron, © Caron Corp. d.b.a. Caron; 20Dec56 (in notice: 1957); K122738.
- CARON CORP. d.b.a. CARON. SEE** Caron.
- CARPOCO. ©**  
Dual-flow rotary dryer. (Bulletin no. RDB-101) © Carpo Manufacturing, Inc. d.b.a. Carpo; 1Feb57; K125092.  
Laboratory model high intensity induced roll magnetic separator. (Bulletin no. MB-103) © Carpo Manufacturing, Inc. d.b.a. Carpo; 20Feb57; K125093.  
Precision sample splitters. (Bulletin no. SSB) © Carpo Manufacturing, Inc. d.b.a. Carpo; 15Feb57; K125094.
- CARPOCO MANUFACTURING, INC. d.b.a. CARPOCO. SEE** Carpo.

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Assembling instructions for Bit-Well storage cabinet units.  
Appl. author: Allen E. Stoltz.  
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- Assembling instructions for louver door storage cabinets. Bit-Well.  
Appl. author: Allen E. Stoltz.  
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- Assembling instructions for Bit-Well fold-away table BW-3809.  
Appl. author: Allen E. Stoltz.  
© 21Jun57; KK125040.
- Double-jointed bar operator installation instructions; build well with Bit Well wood work. Appl. author: Allen E. Stoltz.  
© 2Feb57 (in notice: 1956); KK123029.
- Important installation instructions for Bit-Well awning window units.  
Appl. author: Allen E. Stoltz.  
© 30Apr57; KK124985.
- Instructions; assemble and install 27-USC, 27 UCSC. Appl. author: Allen E. Stoltz. © 23Apr57; KK125040.
- Instructions for assembling and installing half circle swing-out shelves for unit 42-156. Appl. author: Allen E. Stoltz.  
© 30Apr57; KK124986.
- Instructions for assembling Bit-Well upper or wall units.  
Appl. author: Allen E. Stoltz.  
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- Instructions for assembling Bit-Well upper or wall units. Appl. author: Allen E. Stoltz. © 3Apr57; KK124412.
- CARRINGTON, BEN. SEE Carrington, Marvin Benson.**
- CARRINGTON, MARTIN BENSON. ©**  
Colorful fiberglass or aluminum porch patios, carpets ... designed for your home ... Ben Carrington, architectural artist.  
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- CARTER, A. K. ©**  
Vic Pines known as Outside ... Quitsie's Restaurant and Hotel Village. © 17Oct56; KK122697.
- CARTER PRODUCTS, INC. ©**  
New spray deodorant solves a man's perspiration odor problem, underarm hair; new Arvid men's spray. (In New York Journal American, Jan. 15, 1957, p.23) Appl. author: Ted Bates & Co., Inc. © 15Jan57; KK122577.
- Tired, constipated, liverish, head-achy? ... a remedy for that run-down feeling; Carter's Little Liver Pills. (In New York daily news; Jan. 7, 1956, p.161) Appl. author: Ted Bates & Co., Inc. © 7Jan57; KK122997.
- CARTER'S INK Co. ©**  
Individualize your Christmas cards, too; from kitty. Carter's different inks; gold, silver, white. (In Life, Nov. 12, 1956, p.161) Appl. author: Hoag & Provandie, Inc. © 9Nov56; KK124844.
- Liquid glue. No.244, 246. 2 1/2 fl. oz., 3/4 fl. oz. © 14Jan57; KK125495.
- Office managers ... win an 8 day trip for 2 to the West Indies. Enter Carter's name the kitten contest. Electric line of carbons and ribbons. (In Life, Jan. 21, 1957, p.100) Appl. author: Hoag & Provandie, Inc. © 18Jan57; KK125636.
- Secretaries ... win an 8 day trip for 2 to the West Indies. Name the kitten contest. Electric line of carbons and ribbons. (In Life, Mar. 25, 1957, p.15) Appl. author: Hoag & Provandie, Inc. © 21Mar57; KK124061.
- Secretaries ... win an 8 day trip for 2 to the West Indies; enter Carter's name the kitten contest. Electric Line of carbons and ribbons. (In Life, Feb. 25, 1957, p.10) Appl. author: Hoag & Provandie, Inc. © 21Feb57; KK123408.
- CASSIDY (THOMAS F.) Co. ©**  
Eight-lax, a mineral laxative. Right fluid ounces. NM: "Pictorial design." © Thomas Francis Cassidy d.b.a. Thomas F. Cassidy Co. © 22Feb57; KK123901.
- CASSIDY, THOMAS FRANCIS d.b.a. THOMAS F. CASSIDY Co. SEE Cassidy (Thomas F.) Co. ©**
- CASTLE & COOK, LTD. ©**  
Royal Hawaiian macadamia nuts. Net wt. 7 ounces. © 12Oct56; KK124176.
- CATALINA, INC. ©**  
Catalina designs swim suits just for you; Catalina color wheel. Appl. author: Foote, Cone & Belding. © 5Apr57; KK124887.
- CAVALIER CORP. ©**  
By Cavalier, the new Dimension. If you care that the wood in your furniture ... Appl. author: Virginia Wing Power. © 19Apr57; KK125006.
- CEDERROSEN FROZEN PACK CORP. ©**  
Gauliflower. Net weight 10 ounces. Appl. author: Crown Zellerbach Corp. © 19Dec56; KK122163.
- Fordhook lima beans. Net weight 10 ounces. Appl. author: Crown Zellerbach Corp. © 7Dec56; KK122081.
- Potato patties. Net weight 9 ounces. Appl. author: Crown Zellerbach Corp. © 16Jan57; KK123213.
- Shredded potatoes for hash browning. Net weight 12 ounces. Appl. author: Crown Zellerbach Corp. © 12Apr57; KK125490.
- Sorghum. Net weight 12 ounces. Appl. author: Crown Zellerbach Corp. © 15Nov56; KK121919.
- CENATRON INDUSTRIES. ©**  
Chp.-A-Sav. © Cenatron Industries, a partnership consisting of Alfred A. Wilder, Ed C. Moessan, Newton J. Caffeyan & Charles J. Ingers. Mar57; KK126047.
- CENTRAU BRAND PRODUCTS Co. ©**  
Two-vue double faced mirror; plain and magnifying; for make-up and shaving. Appl. author: Stanford Favenick. © 26Apr57; KK125396.
- CENTRAL MACHINE WORKS Co. ©**  
Perma-Dock makes specialties. Make a stronger float this easy way with Perma-Dock float brackets. Appl. author: Foulke Agencies, Inc. © 22Feb57 (in notice: 1956); KK123387.
- CHAMPION-INTERNATIONAL Co. ©**  
For precise colors, specify the standard of excellence; C-I coated papers. Gaetjens, Berger & Wirth, Inc. (In The National geographic magazine, Mar. 1957) Appl. author: Harold Gabot & Co., Inc. © 12Feb57; KK124262.
- For superb color detail, specify the standard of excellence. C-I coated papers. Blix movie camera. (In The National geographic magazine, Jan. 1957) Appl. author: Harold Gabot & Co., Inc. © 10Dec56; KK123163.
- For the finest reproduction: Kromecote brand cast coated papers. (No.32 in a series of textual studies) (In The Inland printer, May 1957, p.78) © 21May57; KK126234.
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- CHARMIN PAPER MILLS. ©**  
Babies your skin; Charmin cleansing tissues. 200 single sheets; 100 two ply tissues. © 15May56; KK124653.
- Charmin kitchen towels; white. 150 towels. © 14Jul56; KK124524.
- Charmin tissue; white. 4 rolls. © 5Jun56; KK124513.
- Dinner napkins; snowy white; heavy weight. 100. © 4Jun56; KK125111.
- Lady Charmin facial quality two-ply tissue. 850 single sheets; 425 two ply sheets. © 17Aug56; KK124513.
- New2ply Charmin facial quality dinner napkins. 50. © 26Jun56; KK125112.
- New2ply Charmin facial quality dinner napkins; 190. © 26Jun56; KK124512.
- CHARTER PRODUCTS Co. SEE Safeway Stores, Inc. ©**
- CHASE-SHAWMUT Co. ©**  
How to prevent fault current damage to busway systems ... or Amp-trap vs. circuit breakers, dual element & standard fuses. (In Electrical engineering, Mar. 1957, p.64-65A) Appl. author: Meissner & Co., Inc. © 1Mar57; KK123574.
- Shawmut's form 480 Amp-trap. (In Electrical engineering, Feb. 1957, p.59A) Appl. author: Meissner & Co., Inc. © 1Feb57; KK123178.
- CHELSTED (JIM) ASSOCIATES. ©**  
Go Western prize contest for you and your family. Western Pennsylvania National Bank. Appl. author: S. H. Chelsted. © 1Mar57; KK125115.
- Flourish you or your family with an amount up to \$5,000 in a savings account. Pay'n Save Club. Appl. author: S. H. Chelsted. © 1Mar57; KK125114.
- CHEMEX CORP. ©**  
Bonded filterpaper for the pint, the fifth ... of the Chemex



- coffeemaker. Appl. author: Peter Schlumborn. © 10Dec56; KK123959.
- Chemex coffeemaker.** (Prospectus Chemex coffeemaker) Appl. author: Peter Schlumborn. © 2Apr57; KK125012.
- Coffeemaker, filters, bonded filter-paper, Drinkwater boiler [and other products]** Appl. author: Peter Schlumborn. NM: all new cocktail glass. © 9Mar57; KK124170.
- Electric coffee urn; Samovar.** Appl. author: Peter Schlumborn. © 15Jan57; KK123173.
- Hello, New York.** The chemist who invented ... the Chemex coffeemaker ... Dr. Peter Schlumborn. © 10Jul56; KK123647.
- Hourglass coffeemaker; bonded filter-paper.** One single piece of Pyrex brand glass. (In Tea & Coffee Journal) Appl. author: Peter Schlumborn. © 2Nov56; KK123360.
- News letter no.8. Filterjet fan [and others]** Appl. author: Peter Schlumborn. NM: The 1945 copyright refers only to Filterjet. © 9Mar57; KK124119.
- CHEMICAL PRODUCTS DIVISION, CROWN ZELLERBACH CORP.** SEE Crown Zellerbach Corp.
- CHEMWAY CORP.**  
Stop make-up damage. Lady Esther purpose face cream. (In McCall's, Sept. 1956, p.17) Appl. author: Dancer-Fitzgerald-Sample, Inc. © Lady Esther, division of Chemway Corp.; 25Aug56; KK124645.
- CHICAGO CORNED BEEF CORP. ©**  
Papa David's Delicatessen brand old fashioned corned beef. © 13Apr56; KK126057.
- CHICAGO DIETETIC SUPPLY HOUSE, INC. ©**  
Cellu artificially sweetened apricot ... unspeled halves; for special dietary use. Contents 1 lb. Appl. author: Rose Straka Fowler. © 1Nov56; KK125955.
- Cellu artificially sweetened Bartlett pears ... halves; for special dietary use.** Contents 1 lb. Appl. author: Rose Straka Fowler. © 1Nov56; KK125956.
- Cellu artificially sweetened fruit cocktail ... for special dietary use.** Contents 1 lb. Appl. author: Rose Straka Fowler. © 1Nov56; KK125954.
- Cellu artificially sweetened yellow cling peaches ... peeled halves; for special dietary use.** Contents 1 lb. Appl. author: Rose Straka Fowler. © 1Nov56; KK125953.
- Cellu dietary products for sodium restricted diets.** Boned chicken, condensed butter [and others] Appl. author: Rose Straka Fowler. NM: revision & additions. © 2Jan57; KK125952.
- CHICKEN CHARLIE'S, INC. ©**  
Where the entire family enjoys dining. Your host is Charles Charlene. (Place mat) © 20Feb57; KK123660.
- CRICKEN OF THE SEA, INC., division of VAN CAMP SEA FOOD CO., INC. SEE Van Camp Sea Food Co., Inc.**
- CHIN, POY. ©**  
Anti paralysis and poliomyelitis germ. (In The China Tribune, New York, Mar. 29, 1957) © 29Mar57; KK124631.
- Inflamation [sic] infection & high blood pressure.** Capsules made with 4 Chinese medicines. (In The China Tribune, New York, Mar. 29, 1957) © 29Mar57; KK124634.
- Tuberculosis and cancer medicine; relieve pain medicine.** (In The Chinese nationalist daily, New York, Mar. 11, 1957) © 11Mar57; KK124633.
- CHISM ICE CREAM CO. ©**  
Chism ice cream always stars. Look for the Pok-A-Dot Pak. (In Reno evening gazette, Apr. 4, 1957, p.31) Appl. author: Thomas Cave Wilson. © 4Apr57 (in notice: 1956); KK124937.
- Everybody loves Chism ice cream. Cherry vanilla ice cream; heart center brick.** Look for the Pok-A-Dot Pak. (In Mineral County independent news, Feb. 9, 1957, p.5) Appl. author: Thomas Cave Wilson. © 6Feb57; KK123162.
- Flying high with Chism pectinico nut ice cream, shamrock center brick.** Look for the Pok-A-Dot Pak. (In Reno evening gazette, Mar. 7, 1957, p.19) Appl. author: Thomas Cave Wilson. © 7Mar57; KK123815.
- Ice cream always wins the ski poll; English toffee.** Look for the Pok-A-Dot Pak. (In Reno evening gazette, Jan. 10, 1957, p.22) Appl. author: Thomas Cave Wilson. © 10Jan57 (in notice: 1956); KK125979.
- Oil, ole; Chism burgundy cherry ice cream.** Look for the Pok-A-Dot Pak. (In Reno evening gazette, May 2, 1957, p.24) Appl. author: Thomas Cave Wilson. © 2May57; KK125189.
- CHOCK FULL O' NUTS CORP. ©**  
The secret ingredient. In this coffee is money. (In Look Haven express) © 21Mar57; KK124628.
- CHRISTIE, DEAN G. d.b.a. CHRISTIE FOOD PRODUCTS.** SEE Christie Food Products.
- CHRISTIE FOOD PRODUCTS.**  
Instant-Chef french onion soup mix, for soups and seasoning. © Dean G. Christie d.b.a. Christie Food Products; 1May57; KK125937.
- CHRISTY CO. ©**  
Christy makes pocket knife history with a blade guaranteed for 25 years. (In Cutlery & gift reporter, v.103, no.12, NM: all new except several pictures. © 30Apr57; KK125341.
- Sliding blade pocket knife; finest surgical steel.** © 25Apr57; KK125248.
- CHRYSLER CORP. ©**  
And for 1957 the forward look also brings you the year's outstanding engineering advance; new Torston-Aire ride, it carpets the road. (In The Saturday evening post, Nov. 3, 1956, p.150) Appl. author: McCann Erickson, Inc. © 3Nov56; KK122145.
- Coming.** From the forward look, the outstanding engineering advance of 1957; new Torston-Aire ride. (In The Detroit news, Oct. 15, 1956, p.24) Appl. author: McCann Erickson, Inc. © 12Oct56; KK122360.
- Coming.** the biggest news yet from the forward look: the newest new cars in 20 years ... an entirely new kind of suspension; Torston-Aire. (In Look, Oct. 1, 1956, p.46) Appl. author: McCann Erickson, Inc. © 1Oct56; KK122477.
- Coming, the biggest news yet from the forward look: the newest new cars in 20 years ... an entirely new suspension system, a new kind of ride; Torston-Aire. (In The Detroit news, Oct. 1, 1956, p.13) Appl. author: McCann Erickson, Inc. © 1Oct56; KK122361.**
- For 1957, the forward look invites you to compare. Compare style, compare ride, compare brakes. (In Detroit news, Oct. 22, 1956, p.15) Appl. author: McCann Erickson, Inc. © 22Oct56; KK122147.**
- The forward look makes another big move; the new shape of motion in the newest new cars in 20 years. (In Detroit times, Oct. 22, 1956, p.16) Appl. author: McCann Erickson, Inc. © 23Oct56; KK122148.**
- Newest new cars in 20 years with the new shape of motion, with the new Torston-Aire ride, and new push-button Torqueflite. 1957 Flymouth, 1957 Dodge [and others]. (In The New Yorker, Dec. 8, 1956, p.28) Appl. author: McCann Erickson, Inc. © 8Dec56; KK123084.**
- 1957 Plymouth, newest new cars in 20 years; 1957 Dodge, with the new shape of motion, and others. (In Detroit-Boston College Football game program, Oct. 28, 1956, p.7) Appl. author: McCann Erickson, Inc. © 28Oct56; KK122284.**
- Now, the biggest news yet from the forward look; the newest new cars in 20 years. (In The Saturday evening post, Nov. 3, 1956, p.10) Appl. author: McCann Erickson, Inc. © 3Nov56; KK122146.**
- See the biggest car news of the year, the forward look at the Chicago auto show, January 8 to January 16. (In Chicago sun-times, Jan. 9, 1955, section 5, p.19) Appl. author: McCann Erickson, Inc. © 9Jan55; KK121916.**
- Soon, the forward look makes styling news again; the new shape of motion. (Introduced by) Russell Patterson, Lana Turner [and others] (In The Detroit news, Oct. 8, 1956, p.11) Appl. author: McCann Erickson, Inc. © 8Oct56; KK122379.**
- CHURCH & DWIGHT CO., INC. ©**  
Cakes made with baking soda. Arm & Hammer brand & Gow brand baking soda. (In What's new in home economics, Feb. 1957, p.41) Appl. author: Harvey & Howe, Inc. © 25Jan57; KK123367.
- Modern ways in modern homes with baking soda. Arm & Hammer brand & Gow brand baking soda. What's new in home economics. Mar. 1957, p.81) Appl. author: Harvey & Howe, Inc. © 25Feb57; KK123362.**
- CID AIR STRUCTURES. ©**  
It doesn't seem possible; a low-cost, all-weather, temporary storage structure ... John-Manville plant. Appl. author: Addison Brown. © 29Apr57; KK125045.
- CITY DIRECTORY PUBLISHERS, INC. ©**  
Industrial register of the United States classified buying guide; read the following pages ... © 2May57; KK128758.
- Industrial register of the United States classified buying guide; return this form with payment ... © 28May57; KK125790.**
- Who's who in American Lab. National Biographical Register of Attorneys. © 5May57; KK126074.**

**CLAPP (M. B.) & SONS, INC. ©**  
 Duchess, by Rex. © 17May55;  
 KK124668.  
 Miss Dainty Dot. GS. © 10Jun55;  
 KK125595.  
 Rex, fine footwear. © 31Jan56;  
 KK124669.  
 Town Trampers, teen-tempo footwear. © 23Jul56; KK125659.

**CLAIROL, INC. ©**  
 The adventures of Claire Hall.  
 Miss Clairol Hair Color Bath.  
 Talk about the hair-dressing.  
 (In American hairdresser & beauty culture, Oct. 1956, p.6-7)  
 Appl. author: Foote, Cone & Belding. © 20Dec57.  
 Beautiful hair color, naturally:  
 Miss Clairol. (Miss Clairol Negro displays) Appl. author: Richard L. Gelb. © 15Nov56;  
 KK123571.  
 Clairol salon formula red fashion color; oil shampoo tint. Contents 1 1/2 Fl. oz. Appl. author: Richard L. Gelb. © 23Oct56;  
 KK123570.  
 Does she, or doesn't she? Hair color so natural only her hair-dresser knows for sure: Miss Clairol Hair Color Bath. Snowman. (In Glamour, Jan. 1957, p.39)  
 Appl. author: Foote, Cone & Belding. © 22Dec56 (in notice: 1957); KK124555.  
 Does she, or doesn't she? Hair color so natural only her hair-dresser knows for sure: Miss Clairol Hair Color Bath. Teacher. (In American weekly, Nov. 11, 1956, p.22) Appl. author: Foote, Cone & Belding. © 11Nov56;  
 KK124267.  
 Does she, or doesn't she? Hair color so natural only her hair-dresser knows for sure: Miss Clairol Hair Color Bath. Argentine. (In Life, Feb. 4, 1957, p.2 of cover) Appl. author: Foote, Cone & Belding. © 24Jan57;  
 KK126231.  
 Exciting, new red fashion colors; Clairol salon formula. Fire Silver, Sun Silver, Pink Silver, Cherry Silver. Appl. author: Richard L. Gelb. © 17Jul56;  
 KK123569.  
 How to achieve beautiful new reds without pre-bleaching, by Louis Schmidt ... Red Fashion Salon colors. (In American hairdresser & beauty culture, Jan. 1957, p.6-7) Appl. author: Foote, Cone & Belding. © 20Dec56 (in notice: 1957); KK124556.  
 How to lighten and brighten dull hair with new five-minute treatment, by Charles Fairman ... Miss Clairol Hair Color Bath. (In American hairdresser & beauty culture, Feb. 1957, p.6-7) Appl. author: Foote, Cone & Belding. © 20Jan57; KK124558.  
 Salon formula Clairol creme toner series; oil shampoo tint. Cont. 2 fl. oz. Appl. author: Richard L. Gelb. © 29Jan57; KK124051.

**A** stocking full of Christmas cheer and gladness from Clairol. (In American hairdresser & beauty culture, Dec. 1956, p.6-7)  
 Appl. author: Foote, Cone & Belding. © 20Nov56; KK123001.

**CLARDY, BERT. ©**  
 Rovin' down auto row; I'm in a dither. Curtis Parker Plymouth. (In The Orange leader, Apr. 18, 1957, p.12) © 18Apr57; KK124671.

**CLARK EQUIPMENT CO. ©**  
 Planning field fresh menus; Clark Carrier. (In The Atlantic, Jan. 1957, p.3) © 30Jan57 (in notice: 1957); KK124638.

Planning for unique highways of the future; Clark Carrier. (In The Atlantic monthly, May 1957, p.18) © 30Apr57; KK125872.  
 A projection for those who will fly the jet age. Clark Carrier. © 28Apr57; KK124632.

**CLARK GRAVE VAULT CO. ©**  
 When suddenly you must know what to do. (In Household magazine, Mar. 1957, p.52) Appl. author: Ronald S. West. © 20Feb57;  
 KK123771.  
 When your strength and wisdom are needed most. (In The Saturday evening post) Appl. author: Ronald S. West. © 9Mar57;  
 KK123001.

**CLAUSIN (S. H.) & CO., INC. ©**  
 Princess diamond rings. Display embodying photo of girl with upraised hand. Appl. author: Alfred Groth. © 15Aug56;  
 KK123896.

**CLAYTON (A. C.) PRINT. CO. ©**  
 Joseph. Joseph Salon shoes. © 25May57; KK126330.

**CLEMENTS MANUFACTURING CO. ©**  
 Cadillac Quik-Vac model 14 vacuum cleaner. © 1Mar57; KK124900.

**CLEVELAND HOSPITAL SERVICE ASSN. ©**  
 Live long and like it; he believed the sign meant a-t-o-p, he didn't. Blue Cross. (In The Cleveland press, Apr. 29, 1957, p.20) Appl. author: Jonathan F. Davis. © 29Apr57; KK125310.  
 Live long and like it; he had his hearing checked, he didn't. Blue Cross. (In Cleveland press, Feb. 4, 1957, p.2-24) Appl. author: John F. Davis. © 4Feb57;  
 KK122972.

Live long and like it; he kept the radio out of the bathroom, he didn't. Blue Cross. (In Cleveland press, Apr. 15, 1957, p.30) Appl. author: Jonathan F. Davis. © 15Apr57; KK124943.

Live long and like it; he looked both ways before crossing, he didn't. Blue Cross. (In The Cleveland press, May 27, 1957, p.9) Appl. author: Jonathan F. Davis. © 27May57; KK125780.

Live long and like it; he saw his dentist regularly, he didn't. Blue Cross. (In Cleveland press, May 13, 1957, p.7) Appl. author: Jonathan F. Davis. © 13May57;  
 KK124948.

Live long and like it; he stopped, looked and listened; he didn't. Blue Cross. (In Cleveland press, Mar. 18, 1957, p.7) Appl. author: Jonathan F. Davis. © 18Mar57; KK124184.

Live long and like it; her mother kept pot handles out of her reach, her's didn't. Blue Cross. (In Cleveland press, Apr. 1, 1957, p.13) Appl. author: Jonathan F. Davis. © 1Apr57; KK125487.

Live long and like it; she wasn't ashamed to discuss constipation, she was. Blue Cross. (In Cleveland press, Mar. 4, 1957, p.9) Appl. author: John F. Davis. © 4Mar57; KK123886.

Live long and like it; she watched her diet, she didn't. Blue Cross. (In Cleveland press, Jan. 21, 1957, p.6) Appl. author: John F. Davis. © 21Jan57; KK122971.

Live long and like it; she worried about an unexplained lump on her chest. Blue Cross. (In Cleveland press, Feb. 18, 1957, p.13) Appl. author: Jonathan F. Davis. © 18Feb57; KK123364.

**CLOROX CHEMICAL CO. ©**  
 Are you getting the most out of this Clorox selling support? (In Progressive grocer, Nov. 1956, p.12d) Appl. author: Honig-Cooper Co. © 1Nov56; KK122219.

He'll love you for starting his day right with a Clorox-clean wash shirt; you get a cleaner wash with Clorox. (In San Francisco examiner, Jan. 17, 1957, p.23) Appl. author: Honig-Cooper Co. © 17Jan57; KK122524.

I always make my linens guest-clean with Clorox. (In San Francisco examiner, Nov. 15, 1956, section 3, p.7) Appl. author: Honig-Cooper Co. © 15Nov56; KK122250.

I can't afford to be out-of-stock on Clorox ... America's favorite bleach and household disinfectant. (In Progressive grocer, Feb. 1957, p.177) Appl. author: Honig-Cooper Co. © 1Feb57; KK126012.

I just love the sunshine-freshness of a Clorox-clean wash. (In San Francisco examiner, Mar. 4, 1957, section 4, p.2) Appl. author: Honig-Cooper Co. © 7Mar57;  
 KK125256.

New, Clorox 2-finger easy-lift handle; America's favorite bleach and household disinfectant. (In Progressive grocer, Jan. 1957, p.113) Appl. author: Honig-Cooper Co. © 1Jan57; KK126011.

Protect precious health with a wash that's Clorox-clean. (In San Francisco examiner, Mar. 21, 1957, section 1, p.26) Appl. author: Honig-Cooper Co. © 21Mar57;  
 KK125257.

Spring cleaning promotion to build store-wide traffic ... America's no.1 house-cleaning aid. (In Progressive grocer, Mar. 1957, p.150-151) Appl. author: Honig-Cooper Co. © 1Mar57; KK126013.

There's added health protection when baby's wash is Clorox-clean. (In San Francisco call-bulletin, Feb. 18, 1956, p.17) Appl. author: Honig-Cooper Co. © 18Oct56; KK122251.

This little lady is safer because her wash is Clorox-clean. (In San Francisco examiner, Feb. 14, 1957, section 3, p.4) Appl. author: Honig-Cooper Co. © 14Feb57;  
 KK125255.

**CLUB SPECIALTY, INC. ©**  
 Mills; special award. Slot machine. Appl. author: Harry H. Brown. © 28Feb57; KK123644.

**COATS & CLARK, INC. ©**  
 ABC of embroidery. O.N.F. six strand floss. © 25Jul56;  
 KK123227.  
 The ABC of knitting; rib stitch clip-on cap. Red Heart yarns. © 30Apr56; KK123222.

Crocheted beanie. Sped-Cro-Sheen mercerized cotton. Appl. author: Frances B. Govett. © 25Feb56;  
 KK123233.  
 Sew in your dress zipper 1-2-3, the trouble-free way; Crown. © 25Jun56; KK123235.

Sew in your neck zipper 1-2-3, the trouble-free way; Crown. © 25Jun56; KK123236.

Sew in your skirt zipper 1-2-3, the trouble-free way; Crown. © 25Jun56; KK123237.

Threads and needles. O.N.F. sewing threads. © 22Apr56;  
 KK123231.  
 COCA-COLA CO. ©  
 Ah, spring; ah, Coke. Boy & girl & robin. Appl. author: McCann-Erickson, Inc. © 1Apr57;  
 KK125279.

- All I did was bring home the Coke. Man's head. Appl. author: McCann Erickson, Inc. © 1Jan57 (In notice: 1956); KKI22002.
- And a Merry Christmas to all. [B&W] (In American druggist, Dec. 3, 1956, p.68) Appl. author: McCann Erickson, Inc. © 3Dec56; KKI22155.
- And a Merry Christmas to all. [B&W] (In The Modern theatre, Dec. 8, 1956, p.11) Appl. author: McCann Erickson, Inc. © EDec56; KKI21998.
- And a Merry Christmas to all. [Color] (In Ebony, Jan. 1, 1957, p.41) Appl. author: McCann Erickson, Inc. © 1Jan57 (In notice: 1956); KKI22157.
- And a Merry Christmas to all. [Color] (In National Geographic magazine, Dec. 1956, p.4 of cover) Appl. author: McCann Erickson, Inc. © 1Dec56; KKI21996.
- As always, your Coca-Cola bottler does more for you; announcing big news in quality restaurants. Cola Bottling Co. of New York, Inc. (In Food topics, Sept. 10, 1956, p.69) Appl. author: McCann Erickson, Inc. © 10Sep56; KKI22156.
- Coke in his new King-size at the popular 12-ounce party, your great big in quality restaurants. Cola Bottling Co. of New York, Inc. (In Holland sentinel, Holland, Mich., Nov. 19, 1956, p.12) Appl. author: McCann Erickson, Inc. © 19Nov56; KKI21999.
- Coke with chow; wow. Boy & dispenser. Appl. author: McCann Erickson, Inc. © 1Aug56; KKI22240.
- Coming, in person; he comes round regularly ... Coca-Cola Company representative. (In Box office, Dec. 5, 1957, modern theatre section, p.2 of cover) Appl. author: McCann Erickson, Inc. © 5Jan57; KKI24467.
- Family favorite. Coca-Cola. [Couple & boy carrying cartons] Jackson Coca-Cola Bottling Co. (In Jackson advocate, Jackson, Miss., Mar. 3, 1956, p.2) Appl. author: McCann Erickson, Inc. © 3Mar56; KKI21993.
- For a great break, have a cold Coke. (In Scholastic, Nov. 1957, p.9) Appl. author: McCann Erickson, Inc. © 1Mar57; KKI24873.
- Free in every carton of Coca-Cola; & sparkling Christmas decorations for plaques, mirrors, windows. The Akron Coca-Cola Bottling Co. (In Akron Beacon Journal, Dec. 3, 1956, p.5) Appl. author: McCann Erickson, Inc. © 3Dec56; KKI21995.
- A gracious social custom ... Sun Valley pauses for a Coca-Cola ... (In The Saturday evening post, Feb. 16, 1957, p.4 of cover) Appl. author: McCann Erickson, Inc. © 1Feb57; KKI24468.
- Hurry, last chance to enter big local contest; over 10,000 in prizes still to be won; enter now. The Coca-Cola Bottling Co. of New York, Inc. (In Newark evening news, Newark, N. J., Oct. 8, 1956, p.12) Appl. author: McCann Erickson, Inc. © 8Oct56; KKI22000.
- I like money, that's why I'm promoting Coke with meals ... (In Chain store age, Jan. 1957, p.31) Appl. author: McCann Erickson, Inc. © 2Dec56 (In notice: 1957); KKI24872.
- In England, they call a friendly tavern, a cheery local; the Prospect of Whitby; Coke. (In The Server, Jan. 28, 1957, p.4) Appl. author: McCann-Erickson, Inc. © 28Jan57; KKI24469.
- In exotic Acapulco ... ice cold Coca-Cola. Artist Robert Pawcett captures a moment ... (In The Saturday evening post, Jan. 19, 1957, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 5Jan57; KKI24463.
- It's just good business; drink Coca-Cola. (In Time, Dec. 31, 1956, p.2 of cover) Appl. author: McCann-Erickson, Inc. © 31Dec56; KKI24461.
- Lunch-time is a cheerful time; a high note in the day ... Coke, the best-loved sparkling drink ... [Setted boy pouring drink for girl] (In New Haven register, Jan. 27, 1957) Appl. author: McCann-Erickson, Inc. © 27Jan57; KKI24471.
- Lunch-time is a cheerful time; a high note in the day ... Coke, the best-loved sparkling drink ... [Standing boy pouring drink for girl] (In This week, Jan. 27, 1957, p.16) Appl. author: McCann-Erickson, Inc. © 27Jan57; KKI24460.
- Make sure your fountain attendants say this extra-profit word: large? (In Drug topics, Jan. 21, 1957, p.10) Appl. author: McCann-Erickson, Inc. © 21Jan57; KKI24464.
- More time to enjoy your friends; more ways to enjoy your leisure. [Col. drawing] (In New Haven register, Jan. 13, 1957, p.7) Appl. author: McCann-Erickson, Inc. © 13Jan57; KKI24462.
- More time to enjoy your friends; more ways to enjoy your leisure. [Col. photo] (In This week, Jan. 13, 1957, p.5) Appl. author: McCann-Erickson, Inc. © 13Jan57; KKI24462.
- Now, 58 million times a day. (In Vend, Jan. 1957, p.50) Appl. author: McCann-Erickson, Inc. © 2Jan57; KKI24465.
- Pass the word along, large? And get extra profit on Coke with food just for the asking. Appl. author: McCann Erickson, Inc. © 3Sep56; KKI22946.
- The pause that refreshes. Housewife. Appl. author: McCann-Erickson, Inc. © 1Mar57; KKI24472.
- The pause that refreshes with Coca-Cola. [Aircraft plant scene] (In Time, Dec. 3, 1956, p.8) Appl. author: McCann-Erickson, Inc. © 3Dec56; KKI21997.
- A pleasant family gets together; a famous beverage joins in ... (In This week, Feb. 10, 1957, p.6) Appl. author: McCann-Erickson, Inc. © 10Feb57; KKI24459.
- See you at the N.A.N.A. convention; present of vending. (In Vend, Dec. 1956, p.101) Appl. author: McCann Erickson, Inc. © 1Dec56; KKI24498.
- Sign of good taste. Bottle & glass dispenser. Appl. author: McCann-Erickson, Inc. © 1May57; KKI25277.
- Sign of good taste, anytime. Woman & dispenser. Appl. author: McCann-Erickson, Inc. © 3Jun57; KKI25278.
- Sip, sip, hooray. Couple in booth. Appl. author: McCann Erickson, Inc. © 1Feb57; KKI22824.
- Taste the difference; Coca-Cola puts you at your sparkling best. [Boy & girl in sweaters, drinking from bottles] (In Time, Dec. 3, 1956, p.8) Appl. author: McCann Erickson, Inc. © 3Dec56; KKI22828.
- They go for Coke at lunchtime, too; the beverage they like makes money for you. (In Inplant food management, Jan. 1957, p.57) Appl. author: McCann-Erickson, Inc. © 2Jan57; KKI24466.
- You can "C" the difference; Coke. (In Editor & publisher, Jan. 19, 1957, p.45) Appl. author: McCann-Erickson, Inc. © 13Jan57; KKI24468.
- You put a life in living when you live with good taste. [Father & daughter at table; mother pouring coke] (In The Wall Street Journal, Dec. 5, 1956, p.6) Appl. author: McCann-Erickson, Inc. © 5Dec56; KKI22001.
- COHN, HERMAN t.a. HOUSE OF PUZZY. SEE HOUSE OF PUZZY.
- COLE OF CALIFORNIA. Cole says: this is the year to be a lady on the beach. (In Holiday, Jan. 1957, p.28-29) Appl. author: Doyle Dane Bernbach, Inc. © 13Dec56; KKI22821.
- From this, to this, in less than two minutes ... revolutionizes your swimsuit collection. (In Women's wear daily, Dec. 18, 1956, p.19) Appl. author: Doyle Dane Bernbach, Inc. © 18Dec56; KKI22199.
- Inside Venus a brafom. Inner Strategy Bra. (In Women's wear daily, Feb. 27, 1957, p.5) Appl. author: Doyle Dane Bernbach, Inc. © 27Feb57; KKI24351.
- J. P.: need his help; deputy lady take a look at these new Cole promotions. (In Women's wear daily, Jan. 16, 1957, p.10-11) Appl. author: Doyle Dane Bernbach, Inc. © 16Jan57; KKI22820.
- Light up the beach with Cole white. (In California stylist, Nov. 1956, p.50-51) Appl. author: Doyle Dane Bernbach, Inc. © 10Nov56; KKI22736.
- More by Dior for Cole of California. (In California stylist, Nov. 1956, p.52-53) Appl. author: Doyle Dane Bernbach, Inc. © 10Nov56; KKI22735.
- Precious cargo of India spice; lavish swimsuit collection of oriental stripes ... (In Vogue, May 1957, p.24) Appl. author: Doyle Dane Bernbach, Inc. © 1May57; KKI25549.
- Preview; advance fashions from Cole's 1958 resort collection, ready for you to sell in July. Preview collection of swimsuits. (In Women's wear daily, May 22, 1957, p.31) Appl. author: Doyle Dane Bernbach, Inc. © 22May57; KKI2651.
- The really big ideas in swimsuits are at Cole this season. (In Women's wear daily, Jan. 2, 1957, section 2, p.7) Appl. author: Doyle Dane Bernbach, Inc. © 2Jan57; KKI25530.
- Hot, Cole, Jr. of California. Cole's Junior collection is disarming; the peace in the juvenile wear daily, Jan. 2, 1957, section 2, p.9) Appl. author: Doyle Dane Bernbach, Inc. © 2Jan57; KKI2651.
- Shy, but oh, my! a Cole swimsuit in Chromopus. (In McCall's, June 1957, p.18) Appl. author: Doyle Dane Bernbach, Inc. © 21May57; KKI26518.
- There's never been anything like it; the Coral Ice swimsuit ... (In Seventeen, Aug. 1957, p.10) Appl. author: Doyle Dane Bernbach, Inc. © 1Aug57; KKI26599.
- You may need protection, when you wear riot red. (In Seventeen, Jr. of California. (In Seventeen, Aug. 1957, p.19) Appl. author:



- COLE OF CALIFORNIA, © Cont'd.**  
Doyle Dane Bernbach, Inc.  
© 1May57; KK125650.
- COLGATE-PALMOLIVE CO. ©**  
Galley slaves ahoy; Ajax, the foam-  
ing cleanser. (In Motor boating,  
Jan. 1957, p.19) Appl. author:  
Bryan Houston, Inc. © 1Jan57;  
KK122103.  
Spring cleaning tip; go into com-  
mission with Ajax. Foaming  
cleanser contains bleach. (Galley  
slaves ahoy) (In Motor boating,  
Mar. 1957, p.75) Appl. author:  
Bryan Houston, Inc. © 1Mar57;  
KK129959.
- COLUMBIA BEDDING CO. ©**  
Sleep like a child again on a new  
mattress ... with exclusive Bal-  
ance-Bilt construction. Betsy  
Ross, RestoSleep, Velvasleep.  
Appl. author: David J. Wilson.  
© 19Feb57; KK123230.
- COLUMBIA BROADCASTING SYSTEM, INC.**  
For your TV repairs call the man  
who cares, the Independent serv-  
ice-dealer. (In TV guide, May 11,  
1957, p.A-16) Appl. author:  
Bennett & Northrop, Inc. © CBS-  
Hytron, a division of Columbia  
Broadcasting System, Inc.;  
11May57; KK125574.  
Have your picture tube cleaned to-  
day. (In TV guide, Feb. 25,  
1957, p.A-1) Appl. author: Ben-  
nett & Northrop, Inc. © CBS-  
Hytron, a division of Columbia  
Broadcasting System, Inc.;  
23Feb57; KK124057.
- COLUMBIA TECHNICAL CORP. ©**  
The delay line ... Columbia Tech-  
nical delay-line flats. (Bulletin  
no. 5-56) Appl. author: Dimitri  
Stein. © 20Sep56; KK125861.  
High impedance delay lines with  
magnetic core. HR-1500A,  
HR-2000 [and others]. (Bulletin  
no. 17) Appl. author: Dimitri  
Stein. © 12Mar57; KK125860.
- COLUMBIA WAX CO. ©**  
Columbia liquid self polishing car  
wax. Duck's-back; water resistant  
and. Contents: 1 U. S. quart  
liquid. Appl. author: Keith N.  
Thomas. © 1Feb57; KK129498.  
New Columbia Polyfin floor finish.  
Appl. author: V. James De Santis.  
© 16Jan57; KK126387.
- COMAR INDUSTRIES, INC. ©**  
A completely new way to take care  
of lawns and gardens; your spray  
gun does your work for you.  
© 3Jun57; KK126099.  
Easy-to-use, fast acting Comar  
products mean easy money in your  
pocket; lawn and garden products  
distributor. © 1Mar57;  
KK124950.  
Fertidyne ... growth discovery in  
Comar concentrates, gives you more  
profit from your soluble fertili-  
zer department; plan and lawn  
foods. © 1Mar57; KK128949.  
Who says money doesn't grow on  
trees, and gardens, too; fast-  
acting ... spray-on fertilizers,  
weed-killers and insecticides.  
© 1Mar57; KK125900.
- COMBS, L. M. ©**  
Gun gadgets by Combs; Frontier Colt  
replicas, Colt Heger. (In The  
Gun report, Nov. 1956, p.4 of  
cover) NM: advertising message,  
art work and layout. © 15Nov56;  
KK122302.
- COMET RICE MILLS, ©**  
Special, free with this package;  
7-day reducing diet. © 11Feb57;  
KK123150.
- COMMONWEALTH MANUFACTURING CO. ©**  
New triumph over unruly hair; Mary  
Lyons Be-deck hair and scalp  
conditioner. © 1Mar57;  
KK125848.
- COMMERCIAL DEVELOPMENT FUND OF THE  
GREATER PATERSON CHAMBER OF COM-  
MERCE. SEE Greater Paterson (N. J.)  
Chamber of Commerce.**
- COMMONWEALTH EDISON CO. a.k.a. COMMON-  
WEALTH EDISON - PUBLIC SERVICE CO.**  
SEE Commonwealth Edison - Public  
Service Co.
- COMMONWEALTH EDISON - PUBLIC SERVICE  
CO. ©**  
Get see these exciting live better  
electrically exhibits. (In Chic-  
go Sunday Tribune magazine, June  
16, 1957, section 2, pt. 8, p. 36)  
© Commonwealth Edison Co. a.k.a.  
Commonwealth Edison - Public Ser-  
vice Co.; 16Jun57; KK126345.
- Dry your clothes electrically, 6¢  
a load. Little Bill. (You can  
dry your clothes electrically)  
No. 59668. Appl. author: Leo  
Burnett Co., Inc. © Commonwealth  
Edison - Public Service Co.;  
1Feb57; KK124524.  
Hours of TV. G-8227. © Common-  
wealth Edison Co. a.k.a. Common-  
wealth Edison - Public Service  
Co.; 1Mar56; KK122014.
- Look what pennies buy today when  
you live the modern electric way.  
(In Chicago daily tribune, Jan.  
15, 1957, pt. 1, p. 12) Appl. au-  
thor: Leo Burnett Co., Inc.  
© Commonwealth Edison Co. a.k.a.  
Commonwealth Edison - Public Ser-  
vice Co.; 15Jan57; KK123170.
- COMMONWEALTH SHOE & LEATHER CO. ©**  
And there you are in famous Boston-  
this Christmas. (In Life, De-  
c. 3, 1956, p.7) Appl. author:  
Footo, Cone & Belding.  
© 29Nov56; KK122274.  
[Endorsed by Howard Lindsay.  
(In Life, June 13, 1955, p.20)  
Appl. author: Footo, Cone & Beld-  
ing. © 9Jun55; KK122275.
- COMPONE CO., LTD. ©**  
Dazzling collection of French sun-  
glasses. Fine optical lenses,  
set in rhinestone studded and  
delicately brilliant frames; made  
in France. Appl. author: Leo  
Bernstein. © 21Sep56; KK124731.  
Protex cool-eyes multi-tone sun-  
glasses; scientifically designed  
6 base lenses; unbreakable.  
Appl. author: Leo Bernstein.  
© 1May57; KK125244.
- CONGOLUM-NATRIN, INC. ©**  
Match plastic counter to plastic  
floor, to sell more. Gold Seal  
Naltron correlated colors. (In  
American builder, Sept. 1956,  
p.135) © 18ep56; KK123984.
- CONN ORGAN CORP. ©**  
The modern approach to a wonderful  
musical experience; Conn Rhapsody  
organ. © 7Dec56; KK123122.
- CONRAD (JOHN A.) INC. ©**  
Lifetime road hazard guarantee;  
warranty and sales agreement.  
Lifetime guarantee registration.  
© 15Feb57; KK129063.
- CONRAD, ERNEST DON. ©**  
Bingo King price list; effective  
January 1, 1957. (Bingo King Co.,  
Inc. © 31Dec56 (in notice);  
1957); KK123754.
- Soft breeze, the quietest blower  
ever made. Bingo King Co., Inc.  
JD 1: SD 1. © 11Feb57;  
KK123104.
- This is the tops of all hand oper-  
ated Bingo signs. Bingo King Co.,  
Inc. (Catalog no. 103 & 104)  
© Ernest R. Conrad; 18Feb57;  
KK123188.
- CONSOLIDATED CIGAR SALES CO., INC. ©**  
Best brand for profits; Dutch  
Masters. (In Indiana Tobacco &  
Candy Distributors Assn. annual,  
1956, p.27) Appl. author: Erwin,  
Wasey & Co., Inc. © 6Jun56;  
KK124929.  
For Christmas cheer give him Harves-  
ter cigars. (In New York daily  
news, Dec. 18, 1956, p.49) Appl.  
author: Erwin, Wasey & Co., Inc.  
© 18Dec56; KK122441.  
Man's world. Dutch Masters. (In  
Life, Mar. 25, 1957, p.58)  
Appl. author: Erwin, Wasey & Co.,  
Inc. © 21Mar57; KK124199.  
New, Dutch Masters President.  
The blunt end makes the flavor  
difference. (In New York Sunday  
news, Mar. 10, 1957, p.92)  
Appl. author: Erwin, Wasey & Co.,  
Inc. © 10Mar57; KK124200.  
Now enjoy full flavor from your  
very first puff with the new  
Dutch Masters President; it's the  
blunt end that makes the flavor  
difference. (In Chicago daily  
tribune, Jan. 16, 1957, pt. 3,  
p.3) Appl. author: Erwin, Wasey  
& Co., Inc. © 16Jan57 (in notice:  
1956) KK122653.
- This Christmas give the rare gift  
of real pleasure, Dutch Masters  
cigars. (In New York daily news,  
Dec. 17, 1956, p.8) Appl. au-  
thor: Erwin, Wasey & Co., Inc.  
© 17Dec56; KK122440.
- CONSOLIDATED METAL PRODUCTS CORP.**  
A different Christmas present; Ti-  
conium. Appl. author: A. J.  
Griffin. © Ticonium Division,  
Consolidated Metal Products Cor-  
p.; 4Apr57; KK122019.
- Get the new facts; Ticonium; put  
the fit into profit. Appl. au-  
thor: A. J. Griffin. © Ticonium  
Division, Consolidated Metal Pro-  
ducts Corp.; 3May57; KK125692.
- Pick up and delivery; Ticonium show  
case; Tru-Rugae. Appl. author:  
A. J. Griffin. © Ticonium Divi-  
sion, Consolidated Metal Products  
Corp.; 4Jan57; KK122934.  
Skilled hands working for you;  
Ticonium. Appl. author: A. J.  
Griffin. © Ticonium Division,  
Consolidated Metal Products  
Corp.; 4Mar57; KK124308.
- What's missing? Another Ticonium  
show case. Appl. author: A. J.  
Griffin. © Ticonium, Division  
of Consolidated Metal Products  
Corp.; 4Apr57; KK125242.
- CONSOLIDATED METAL PRODUCTS CORP.**  
SEE ALSO Ticonium.
- CONTAINER CORP. OF AMERICA. ©**  
Borden's ice cream; neapolitan.  
Half gallon liquid. (Design no.  
1409) © 20Feb57; KK123456.  
Tasty ice cream. Sealtest Central  
Division, National Dairy Products  
Corp. One gallon liquid. (De-  
sign no. 1169) © 1Mar57;  
KK123773.
- CONTEX CORP. ©**  
Trade dollar. Contax system.  
© 15Nov56; KK124403.
- CONTINENTAL BAKING CO., INC. ©**  
Age means little when you keep vi-  
tality up; Staff special formula  
bread. [Endorsed by] Margaret  
Keene. (In The Evening Star, Wash-  
ington, D. C., Jan. 17, 1957,  
p.B-1) Appl. author: Ted Bates  
& Co., Inc. © 17Jan57; KK122824.



Are you buying Wonder bread to help your child grow bigger & stronger 12 ways? (In Daily news bulletin, Brookfield, Mo., Jan. 21, 1957, p.6) Appl. author: Ted Bates & Co., Inc. © 31Jan57; KK123241.

Boys and girls, win tickets to the R. C. A. world championship rodeo, May 15-19, Annie Oakley coloring contest, Wonder bread and Hostess cake. (In Shreveport Journal, Shreveport, La., Apr. 22, 1957, p.1-13) Appl. author: Ted Bates & Co., Inc. © 22Apr57; KK125093.

Buttermilk makes the difference; new taste thrill, old southern flavor, Wonder buttermilk bread. (In Davenport times, Davenport, Iowa, May 8, 1957, p.23) Appl. author: Ted Bates & Co., Inc. © 8May57; KK125520.

Buttermilk makes the difference; new taste thrill, Wonder enriched bread. (In Memphis press scimitar, Apr. 17, 1957, p.24) Appl. author: Ted Bates & Co., Inc. © 17Apr57; KK124938.

Famous Wonder bread comes to town. (In Green Bay press-gazette, Green Bay, Wis., Dec. 11, 1956, p.25) Appl. author: Ted Bates & Co., Inc. © 11Dec56; KK123392.

Is Wonder bread helping your child grow bigger and stronger 12 ways? Bones & tests, body cells [and others] (In Brookfield news bulletin, Brookfield, Mo., Feb. 14, 1957, p.4) Appl. author: Ted Bates & Co., Inc. © 14Feb57; KK124186.

Is your child getting the help of Wonder bread to grow bigger & stronger 12 ways? (In Brookfield news bulletin, Brookfield, Mo., Feb. 7, 1957, p.6) Appl. author: Ted Bates & Co., Inc. © 7Feb57; KK124187.

It's not a dream, it's a wonderful fact. Wonder bread helps build strong bodies 12 ways. (In Press gazette, Green Bay, Wis., Jan. 3, 1957, p.33) Appl. author: Ted Bates & Co., Inc. © 3Jan57; KK128298.

New double milk Wonder bread; a must for every family with children. (In Buffalo news, Apr. 25, 1957, section 3, p.46) Appl. author: Ted Bates & Co., Inc. © 25Apr57; KK125256.

New taste thrill; old southern flavor, Wonder buttermilk bread. (In St. Louis post-dispatch, Feb. 16, 1957, p.1-B) Appl. author: Ted Bates & Co., Inc. © 16Feb57; KK123254.

Now, a bread to help you control weight; Profile. [Endorsed by Eileen Ford. (In Alexandria daily town talk, Alexandria-Bayville, La., Jan. 31, 1957, p.22) Appl. author: Ted Bates & Co., Inc. © 31Jan57; KK123194.

Only 28¢, special introductory price on new taste thrill; old southern flavor, Wonder buttermilk bread. (In The Evening bulletin, Philadelphia, Jan. 24, 1957, p.2) Appl. author: Ted Bates & Co., Inc. © 15May57; KK125521.

Only 25¢; special introductory price on new taste thrill; old southern flavor, Wonder buttermilk bread. (In The Evening bulletin, Philadelphia, Jan. 24, 1957, p.2) Appl. author: Ted Bates & Co., Inc. © 24Jan57; KK122625.

Thank you, thank you, thank you; Wonder enriched bread. (In Press gazette, Green Bay, Wis., Jan. 17, 1957, p.33) Appl. author: Ted Bates & Co., Inc. © 17Jan57; KK122619.

They're different, delicious and they bake perfectly every time. Wonder brown 'n' serve French rolls. (In Richmond news leader, Apr. 9, 1957, p.18) Appl. author: Ted Bates & Co., Inc. © 9Apr57; KK124687.

Thousands hail new ... bread ... Profile special formula bread. [Endorsed by] Eileen Ford & Marilyn J. Byrnes. (In Davenport daily times, Davenport, Iowa, Jan. 22, 1957, p.14) Appl. author: Ted Bates & Co., Inc. © 22Jan57; KK123193.

Thousands hail new ... bread ... Profile, special formula bread. [Endorsed by] Joseph Haber & Eileen Ford. (In Davenport daily times, Davenport, Iowa, Feb. 5, 1957, p.17) Appl. author: Ted Bates & Co., Inc. © 5Feb57; KK123221.

Thousands of thoughtful mothers are changing to Wonder bread; it must be good to be so popular. (In Press gazette, Green Bay, Wis., Dec. 27, 1956, p.20) Appl. author: Ted Bates & Co., Inc. © 27Dec56; KK122617.

Try it, old southern flavor Wonder buttermilk bread. (In Des Moines tribune, Apr. 25, 1957, p.2) Appl. author: Ted Bates & Co., Inc. © 25Apr57; KK124965.

Vicinity is better than money in the bank. [Endorsed by] Donald E. Hudson. Staff special formula bread. (In The Evening star & Washington, D. C., Jan. 31, 1957, p.16) Appl. author: Ted Bates & Co., Inc. © 31Jan57; KK123220.

CONTINENTAL CAN CO., INC. © Bondware. Design showing broad waving stripes with thinner waving stripes; called Ripple design. © 15Dec56; KK124515.

CONTINENTAL CHEMICAL CO. © Wild Rose hair tonic, with oil; 5 in 1 results. Contents 4 fl. oz. © 26Dec56; KK122796.

CONTINENTAL OIL CO. © Conoco hits a new high in octane. Appl. author: Benton & Bowles, Inc. © 15Oct56; KK123291.

Partner and faster, only one quart added. As Jenkins cracks 24-hour stock car endurance record ... Conoco super motor oil. (In San Antonio express, July 25, 1956, p.36) Appl. author: Benton & Bowles, Inc. © 25Jul56; KK123301.

The tank truck. Blue of blood, pure of brand. Conoco super gasoline with XGP. (In Western star life, Aug. 1, 1956, p.4 of cover) Appl. author: Benton & Bowles, Inc. © 1Aug56; KK121917.

Today's the day to get a great new high in octane, plus XGP, both in Conoco super gasoline with XGP. (In Dallas times herald, Sept. 5, 1956, p.17) Appl. author: Benton & Bowles, Inc. © 5Sep56; KK124044.

What one great all-season oil maintains you full-time protection against both friction and corrosive wear? Conoco all-season super motor oil; Oil-Plating. (In Des Moines register, Aug. 25, 1956, p.18) Appl. author: Benton & Bowles, Inc. © 25Aug56; KK128045.

CONTROL ENGINEERING UNIT, DETROIT CONTROL CORP. SEE Detroit Controls Corp.

CONVERTPEARL NECKLACE CO. Cherub has been added; Converti-pearl, convertible cultured pearl youth necklaces. © Converti-pearl Necklace Co., wholly owned subsidiary of Elmer Ellsworth & Son; 1Mar57; KK123743.

COOK & DUNN PAINT CORP. © Painting's fun with Cook & Dunn Harmony Blues; semi-gloss, odorless-alkyd. One gallon U.S. measure. © 17Jul56; KK122501.

COOK MACHINERY CO., INC. © Washette, by Cook; open-end washers. The first family of commercial laundry equipment. © 15Mar57; KK123885.

COOPER (EUGENE) STUDIO. © Cathy's Cuddle Club for babies and little ones; photographers of children exclusively. Appl. author: Earene Phillips Cooper. © 1Jul56; KK125270.

COORS PORCELAIN CO. © Ceramic; how it solves problems of abrasion and corrosion in reciprocating pump plungers. High strength alumina ceramics. Appl. author: Galen B. Broyles Co., Inc. © 13Mar57; KK123910.

CO-PHOTO, INC. © Elvis Presley Co-Photo sales plan for amusement parks and centers. Every teen-ager ... will want their [sic] personalized picture taken with Elvis Presley ... NM: all matter except the name & pictorial reproduction of Elvis Presley. © 24May57; KK125774.

Elvis Presley Co-Photo sales plan for department stores. All teen-agers ... will want their personalized picture[s] taken with Elvis Presley ... NM: all matter except the name & pictorial reproduction of Elvis Presley. © 24May57; KK125775.

Elvis Presley Co-Photo sales plan for photographers. All teen-agers ... will want their personalized picture[s] taken with Elvis Presley ... NM: all matter except the name & pictorial reproduction of Elvis Presley. © 24May57; KK125776.

Elvis Presley Co-Photo sales plan for shopping centers. All teen-agers ... will want their personalized picture[s] taken with Elvis Presley ... NM: all matter except the name & pictorial reproduction of Elvis Presley. © 24May57; KK125777.

Elvis Presley Co-Photo sales plan for theaters, drive-in & indoor. All teen-agers ... will want their personalized picture[s] taken with Elvis Presley ... NM: all matter except the name & pictorial reproduction of Elvis Presley. © 24May57; KK125778.

It's our Elvis Presley Co-Photo promotion. Presley spells profit ... have your picture taken with Elvis Presley. NM: all matter except the name & pictorial reproduction of Elvis Presley. © 24May57; KK125779.

- COPPER CLAD PRODUCTS, INC. ©**  
Same instant copper cleanser; recommended for Reverse. Contents 12 fl. oz. © 10oct56; KK123117.
- CORBIN & CONWELL, INC. ©**  
Pharmaceuticals. Retadine accepted for N. D. F. 012. © 13Mar57; KK12134.
- COSEL PUBLICATIONS, INC. ©**  
Gift book; 1957. Appl. author: Edward Amixer. © 15Nov56; KK12377.
- COTY, INC. ©**  
L'Almat parum, by Coty; Coty 24 lipstick; French formula liquid make-up, by Coty. (In The New Yorker, Mar. 9, 1957, p.74) Appl. author: Franklin Bruck Advertising Corp. © 9Mar57; KK12319.
- Are you a quiz-whiz on graduation glamour? Coty 24 lipstick [and others] (In Seventeen, May 1957, p.16) Appl. author: Franklin Bruck Advertising Corp. © 1May57; KK12453.
- Atomizer with every purchase of Coty toilet water. (In San Francisco examiner, June 6, 1956, section 1, p.23) Appl. author: William F. Siegel. © 6Jun56; KK12280.
- Beautiful perfumes say beautiful things about you. L'Almat, L'Origan, Emeraude, Paris, by Coty. (In St. Louis globe-democrat, Feb. 17, 1957, p.144) Appl. author: Franklin Bruck Advertising Corp. © 17Feb57; KK12382.
- A bright future for Coty perfumes, and a wonderful present for your customers; Air Spun powder and perfume selector kit. (In Beauty fashion, Apr. 1957, p.13) Appl. author: Franklin Bruck Advertising Corp. © 12Apr57; KK124618.
- Cool, refreshing bath essentials by Coty. (In The Mobile press, July 18, 1956, p.1-6) Appl. author: William F. Siegel. © 18Jul56; KK12281.
- Crowning touch for Easter: L'Almat parum by Coty. (In The New Yorker, Apr. 13, 1957, p.108) Appl. author: Franklin Bruck Advertising Corp. © 11Apr57; KK12481.
- Designed by Cartier, Vanitie Parisienne; cream powder compact, Coty 24 lipstick kit. (In The New York Times, Jan. 24, 1957, p.3) Appl. author: Franklin Bruck Advertising Corp. © 2Jan57; KK12282.
- Dusting powder and perfume bath oil, each with Correct deodorant stick. (In San Francisco chronicle, July 1, 1956, p.58) Appl. author: William F. Siegel. © 1Jul56; KK12283.
- Essence of French fashion; L'Almat parum by Coty. (In The New York Times, June 2, 1957, p.16) Appl. author: Heineman, Kleinfeld, Shaw & Joseph, Inc. © 2Jun57; KK12591.
- Legend of love and luck surrounds Muguet des Bois. (In The New York Times, May 1, 1957, p.3) Appl. author: Heineman, Kleinfeld, Shaw & Joseph, Inc. © 1May57; KK12492.
- New perfumed hair spray; curls without lacquer odor. Curl-Set by Coty. (In The New York Times, May 13, 1957, p.3) Appl. author: Heineman, Kleinfeld, Shaw & Joseph, Inc. © 13May57; KK12546.
- 9 out of 10 men prefer natural beauty, so look natural, yet twice as lovely; French Formula liquid make-up. (In The Indianapolis star magazine, Jan. 13, 1957, p.18) Appl. author: Franklin Bruck Advertising Corp. © 13Jan57; KK12262.
- Nothing makes a woman more feminine to a man; L'Almat parum, by Coty. (In Playboy, May 1957, p.14) Appl. author: Franklin Bruck Advertising Corp. © 17Apr57; KK12492.
- Obey that impulse... semi-self-service display jumps cosmetic sales at least 25% (In N. A. R. D. Journal, Apr. 1, 1957, p.32-33) Appl. author: Heineman, Kleinfeld, Shaw & Joseph, Inc. © 1Apr57; KK12647.
- Paris originals; luxury lipsticks by Coty. (In Waikanae news-sun, July 20, 1956, p.12) Appl. author: William F. Siegel. © 20Jul56; KK12279.
- Play this pajama party beauty game. Cosmetic counselors for wide-awake beauties. (In Seventeen, Mar. 1957, p.69) Appl. author: Franklin Bruck Advertising Corp. © 1Mar57; KK124122.
- Proven popularity of world-famous fragrances guarantees your sales of new perfumed Curl-Set, by Coty. (In Beauty fashion, June 1957, p.11) Appl. author: Heineman, Kleinfeld, Shaw & Joseph, Inc. © 10Jun57; KK12619.
- Score yourself; Easter preview quiz. Lilly Dache. Cosmetic specialists for budding beauties. (In Seventeen, Apr. 1957, p.50) Appl. author: Franklin Bruck Advertising Corp. © 1Apr57; KK12403.
- Score yourself. How do you rate as a model? Coty 24 lipstick [and others] (In Seventeen, Feb. 1957, p.3) Appl. author: Franklin Bruck Advertising Corp. © 1Feb57; KK12296.
- Score yourself. How far can you go as a model? Coty French Formula liquid make-up [and others] (In Seventeen, June 1957, p.21) Appl. author: Heineman, Kleinfeld, Shaw & Joseph, Inc. © 1Jun57; KK12581.
- A stopper for shoppers; new golden perfume pursers featuring the world's most famous perfumes. L'Origan, Emeraude [and others] (In Beauty fashion, Mar. 1957, p.73) Appl. author: Franklin Bruck Advertising Corp. © 10Mar57; KK12294.
- Toilet water with free atomizer. (In The Whittier news, June 4, 1956, p.8) Appl. author: William F. Siegel. © 4Jun56; KK12282.
- A touch of France for mother: L'Almat parum by Coty. (In The New Yorker, May 4, 1957, p.70) Appl. author: Heineman, Kleinfeld, Shaw & Joseph, Inc. © 4May57; KK12518.
- When you take this lipstick off at night, alive color stays on your lips; you wake up beautiful. Coty 24. (In Ladies' home journal, Apr. 1957, p.195) Appl. author: Franklin Bruck Advertising Corp. © 28Mar57; KK12402.
- Year round best seller; Coty 24... a better lipstick (In Chain store age, Feb. 1957, p.17) Appl. author: Franklin Bruck Advertising Corp. © 12Feb57; KK123467.
- You'll sell more Coty perfumes tomorrow, because you promote this Air Spun face powder offer today. (In Chain store age, Mar. 1957, p.12) Appl. author: Franklin Bruck Advertising Corp. © 18Mar57; KK124131.
- CRAFTOOL CO.**  
Doodle page of the month. © Craftool Pub. Co. t.a. Craftool Co. Page 6, series 7, by Raymond W. Pohja. © 4Jan57 (in notice: 1956); KK122187.
- 7, series 7, by Cliff Ketchum. © 1Feb57 (in notice: 1956); KK122962.
- 8, series 7, by Ray Pohja. © 1Mar57 (in notice: 1956); KK124028.
- 9, series 7, by Fletcher Whitlow. © 8May57; KK125251.
- 10, series 7. Signed: Fletcher Whitlow. © 10Jun57; KK126164.
- Magnetic picture. Signed: Christine Stanley. © Craftool Pub. Co. t.a. Craftool Co.; 2Jan57; KK122978.
- CRAFTOOL PUB. CO. d.b.a. CRAFTOOL CO. SEE Craftool Co.**
- CRAWFORD, DAVID L. ©**  
Wall St. © 23Apr57; KK126028.
- CRAWLEY (JOHN J.) & CO., INC. ©**  
New, for little ones from 3 to 6 years; the Children's Corner, for very young Catholics. Wonderful busy books (In The Advocate, Mar. 30, 1957, p.18) Appl. author: Alan Rosenberg. © 30Mar57; KK124694.
- CREAM OF WHEAT CORP. ©**  
Cream of Wheat, topped with sliced bananas; delicious. (In True story, © 7Jan57 (in notice: 1956); KK122328.
- It's Cream of Wheat weather; guard your family with hot Cream of Wheat. Boy with overshoes. (In Modern romances, Mar. 1957, p.71) © 9Feb57; KK123677.
- It's Cream of Wheat weather; guard your family with hot Cream of Wheat. Boys in raincoats. (In Modern romances, Apr. 1957, p.71) © 7Mar57; KK123927.
- New instant Cream of Wheat. Net wt. 14 oz. NM: directions for cooking & wording. © 24Jun57; KK126408.
- CREATIVE PLAYSTRUCTURES, INC. ©**  
Looking through a child's eyes. A child wants to observe, jump... © 21Nov56; KK123573.
- CREOLE DELICACIES CO.**  
From old New Orleans, gifts galore. © Sarah Spato d.b.s. Creole Delicacies Co.; 25Aug53; KK125057.
- CRSTLINE INDUSTRIES, INC. ©**  
Assembly instructions; direct face-mounting hose reel. Appl. author: Zepha Bogert. © 9Feb57; KK121111.
- Tray tables, tray table sets and hostess carts; King-Size. Appl. author: Zepha Bogert. © 26Feb57; KK123462.
- CROCHER (H. S.) CO.**  
Mushrooms. SEE Oxford Royal Mushroom Products, Inc.

## CROTON WATCH CO. ©

This is the watch that went to the Antarctic ... the Antarctic, by Croton Nevada Grenohen. (In The New York Times, June 8, 1957, p. 10) Appl. author: Doyle Dane Bernbach, Inc. © 8Jun57; KK12401.

## CROWMEL, CHRISTOPHER S. d.b.a. THRIFT SPECIALTIES CO. SEE THRIFT SPECIALTIES CO.

## CROWN ZELLERBACH CORP. ©

Artichoke hearts; no.562 vignette. © 1May57; KK125530.

Beef pie; no.459 [vignette] © 1Dec56; KK121924.

Chicken pie; no.460 vignette. © 1Dec56; KK121962.

Chopped spinach; no.501 vignette. Net wt. 12 oz. © 1May57; KK125529.

Control of iron chlorosis with Greenz 26. © Crown Zellerbach Corp., Chemical Products Division; 1Apr57; KK125900.

Discover the new dimension in grocery bags; Shorty. © 15Feb57; KK124330.

Doubly gentle, twice as nice, chiffon Chiffon; twin-ply bathroom tissue that is really facial tissue in rolls. © 1May57; KK125398.

Dust control and road stabilization with Orzan Al-50. © Crown Zellerbach Corp., Chemical Products Division; 1May57; KK125448.

Field peas, with snaps; no.560 vignette. © 1Jun57; KK125971.

Fish and chips; no.462 vignette. © 1Dec56; KK122283.

French fried potatoes; no.303 vignette. © 1Jan57; KK122331.

French fried potatoes; no.463 vignette. © 1Jan57; KK122332.

Impulse; make rev. reach for your brand. Western Waxed taste excitement wrappers ... Increased sales by design. © Crown Zellerbach Corp., Western Waxed Paper Division; 1Nov56; KK124702.

Lady finger peas; no.561 vignette. © 1Apr57; KK125397.

Manufacture of clay bodies and refractories with Orzan A or S. © Crown Zellerbach Corp., Chemical Products Division; 1Apr57; KK125399.

Shrimp-in-shell; no.315 vignette. Net wt. 9 oz. © 1Mar57; KK124230.

Silica dust control with Orzan A. © Crown Zellerbach Corp., Chemical Products Division; 1Mar57; KK124235.

Soft Ze towels drink up moisture; giant roll. © 1Apr57; KK124700.

The Timken Company reports: Orzan A eliminates silica dust. © Crown Zellerbach Corp., Chemical Products Division; 1Mar57; KK124236.

Turkey pie; no.461 vignette. © 1Dec56; KK123332.

Twin luxury, doubly soft chiffon; Chiffon ... facial tissue ... © 1Feb57; KK124331.

Twin luxury, doubly soft chiffon; Chiffon ... facial tissue ... © 1Feb57; KK124701.

Who dat? It's Shorty, the grocer's friend ... grocery bags. No.420; 425; 535. © 15Feb57; KK124329.

## CRUSADER PAPER PRODUCTS.

Hey kids, get the Columbia hit of the week; Hi-Pi loose leaf filler paper. 174 sheets. © Knight Bros. Paper Co. d.b.a. Crusader Paper Products; 11Apr57; KK125991.

## CULLIGAN, INC. ©

Culligan presents new way to have soft water; automatic service. Appl. author: Kenneth E. Edwards. © 1Mar57; KK124345.

Have a clear sparkling water with the Culligan Cut-Clear water filters. Appl. author: Kenneth E. Edwards. © 31Jan57; KK123082.

New, Culligan completely automatic water softener, with the amazing electronic regen-rator. Appl. author: Kenneth E. Edwards. © 22Feb57; KK123734.

Now, everything you've always wanted in a water softener; automatic. Appl. author: Kenneth E. Edwards. © 1Mar57; KK124346.

The value-packed Culligan Cut-Brook water softener. Appl. author: Kenneth E. Edwards. © 31Jan57; KK123031.

## CUMMINS POWER TOOL DIVISION, JOHN OSTER MANUFACTURING CO. SEE OSTER (John) Manufacturing Co.

## CURRIE, MARGARET F. ©

Holds-Fold pleater; make pleats, belt, skirt in one operation. No.1. © 3Feb57; KK123628.

## CUSTOM FINISHERS GUILD.

Finish Feeder facts for antiques dealers; why Finish Feeder is a better product for care of furniture and paneled walls. © Albert Y. Woodward d.b.a. Custom Finishers Guild; 29Apr57; KK125268.

Your furniture can be far more beautiful; Finish Feeder, with beeswax. NM: new text; pictorial matter prev. reg. © Albert Y. Woodward d.b.a. Custom Finishers Guild; 21Mar57; KK124948.

## D

## DAILY PACIFIC BUILDER. ©

Trader Roy's; to brighten your personal day ... © 19Mar57; KK124376.

## DAIRY QUEEN NATIONAL DEVELOPMENT CO. ©

Complete your Pickin' game ... get one piece free with any purchase of 10¢ or more. Appl. author: Jim Condon. © 22Apr57; KK126002.

Free game at Dairy Queen; Pickin'. (In Looney tunes, Dell comic group, June 1957, p.2 of cover) Appl. author: Jim Condon. © 22Apr57; KK125658.

How to play the Pickin' game. Appl. author: Jim Condon. © 13May57; KK126003.

Miniature Dairy Queen store coin banks free, with purchase of special 17th birthday sundae. (In The Saturday evening post, June 15, 1957, p.117) Appl. author: Jim Condon. © 11Jun57; KK126382.

Save 20¢ during Dairy Queen malt and shake days; May 21-23. (In The Saturday evening post, May 18, 1957, p.86) Appl. author: Jim Condon. © 14May57; KK125697.

That lean look, it's the style. Frozen dessert, (Blue form) Appl. author: W. J. Henderson. © 15Jan57; KK124235.

Valuable coupon; yours for only \$1.50, with this DQ coupon. Simulated pearl jewelry ensemble. Appl. author: Jim Condon. © 24May57; KK125694.

You'll want a set of juice glasses and additional sizes to match; valuable coupon. Appl. author: Jim Condon. © 24May57; KK125695.

DALLAS IRON & WIRE WORKS, INC. © Introducing Kove-Ring Kar Covers and patio covers; your profit line, rain or shine. Appl. author: Leighton Garland Dotson. © 16Mar57; KK125577.

Kool-Aire adjustable pitch & length trusses and hardware for patios and carports. Appl. author: Leighton Garland Dotson. © 16Mar57; KK125578.

DALLAS PREFABRICATORS, INC. © Skotty slide and fold folding door units, in louvered and flush door design ... © 25Feb57; KK125601.

DAN-DEE PASTELITE & POTATO CHIP CO. © Fresh old Dutch thin pretzels. Net wt. 6 oz. © 1Dec56; KK122475.

## DAN RIVER MILLS, INC. ©

The sun follows you, when you wear Dan River Sunshades; cottons in radiant new Sunshades, they're Wrinkl-shed. (In Glamour, Mar. 1956, p.61) © 22Feb56; KK123028. Try a touch of sunlight, with salads and summer fashions. Cottons in radiant new Sunshades, they're Wrinkl-shed. (In Seventeen, May 1956, p.171) © 1May56; KK123640.

Twice as wonderful, because they're Wrinkl-shed. Dan River collector's cottons; the fashion finds of the season. (In Life, Aug. 6, 1956, p.14-15) © 2Aug56; KK125897.

Twice as wonderful, because they're Wrinkl-shed. Dan River collector's cottons; the fashion finds of the season. (In Parents magazine, Aug. 1956, p.96) © 26Jul56; KK125986.

What's the big inside tip? The fabulous fashion promotion for fall '56. Dan River collector's cottons. Wrinkl-shed. (In Men's wear, Mar. 9, 1956, p.56) © 9Mar56; KK124123.

## DANA.

A romance in every bottle; Ambush, the tender trap. (In Mademoiselle, Aug. 1956, p.119) Appl. author: Martin Co. © Dana, accepted alternate designation of Dana Perfumes, Inc.; 29Jul56; KK122795.

## DANA PERFUMES, INC. SEE DANA.

## DANIEL (JACK) DISTILLERY.

Bringing in the grain (Dr Jack Daniel's by team and wagon ... Tennessee sour mash whiskey. (In True, June 1957, p.11) Appl. author: Dean Pennington. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 6May57; KK125967.

A tradition lives here; Tennessee sour mash whiskey. (In Territorial enterprise & Virginia City news, May 17, 1957, p.3) Appl. author: Dean Pennington. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 17May57; KK125769.

A tradition lives here; Tennessee sour mash whiskey. (In Time, May 6, 1957, p.109) Appl. author: Dean Pennington. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 6May57; KK125846.



## DAPRATO STAINUARY CO.

Daprato art bulletin. Appl. author: Paul A. Rigall. © Daprato Stainuary Co., parent firm of Daprato Studios.  
No. 258. © 15oct56; KK122186.  
259. © 15nov56; KK122372.

## DAPRATO STUIGIOS. SEE Daprato Stainuary Co.

## DAY-BRITE LIGHTING, INC. ©

DAY-BRITE HICKORY MILLS, INC. ©  
Find your perfect stocking fit with Humming Bird Fittinder.  
© 27Aug56; KK122158.

## DAY-BRITE LIGHTING, INC. ©

CFI-15 for two 8-foot power-groove lamps; Day-Brite catalog. Issued May 1957. (Section 30, sheet 21) Appl. author: Day-Brite Lighting, Inc. employer for hire of Louis J. Rozier. © 1May57; KK125476.

CFI-30 for two 8-foot power-groove lamps; Day-Brite catalog. Issued May 1957. (Section 30, sheet 23) Appl. author: Day-Brite Lighting, Inc. employer for hire of Louis J. Rozier. © 1May57; KK125475.

Double face top or end mounted exit signs, for fluorescent and incandescent lamps; Day-Brite catalog. Issued May 1957. (Section 50, sheet 48) Appl. author: Day-Brite Lighting, Inc. employer for hire of Louis J. Rozier. © 1May57; KK125471.

Exit; the most modern, most complete line of exit signs by Day-Brite; lighting fixtures. (Form OD-682) Appl. author: Day-Brite Lighting, Inc., employer for hire of Louis J. Rozier. © 21Mar57; KK125415.

Parawing-2, with all-white louvers ... (Catalog sheet no. 52, section 10) Appl. author: Day-Brite Lighting, Inc., employer for hire of J. Rozier. © 1May57; KK125519.

Parawing-2 ultra, with aluminum paralouver louvers ... (Catalog sheet no. 56, section 10) Appl. author: Day-Brite Lighting, Inc., employer for hire of L. J. Rozier. © 1May57; KK125518.

Recessed exit signs, for fluorescent and incandescent lamps; Day-Brite catalog. Issued May 1957. (Section 50, sheet 53) Appl. author: Day-Brite Lighting, Inc. employer for hire of Louis J. Rozier. © 1May57; KK125473.

Single face surface mounted exit signs, for fluorescent and incandescent lamps; Day-Brite catalog. Issued May 1957. (Section 50, sheet 38) Appl. author: Day-Brite Lighting, Inc. employer for hire of Louis J. Rozier. © 1May57; KK125472.

Single face top or end mounted exit signs; Day-Brite catalog. Issued May 1957. (Section 50, sheet 18) Appl. author: Day-Brite Lighting, Inc. employer for hire of Louis J. Rozier. © 1May57; KK125474.

Use the Day-Brite Hyde hanger to hang chain suspended fixtures. (Form OD-671) © 19Mar57; KK121201.

## DAYTON PERFORATORS, INC. ©

New punch blank assortments, from Dayton's versatile standard line. Appl. author: Robert J. Gargrave. © 15Mar57; KK124990.

## DAYTON RUBBER CO. ©

General Electric chooses Dayflex hose for easier cleaning. (In

House beautiful, Mar. 1957, p.102) Appl. author: Norman D. Waters & Associates, Inc. © 20Feb57; KK123186.

Kirby selects Dayflex hose for sanitary cleaning ... (In Living for young homemakers, May 1957, p.160) Appl. author: Norman D. Waters & Associates, Inc. © 20May57; KK124843.

Single chooses Dayflex hose for faster cleaning with the greatest ease. (In House & garden, Apr. 1957, p.52) Appl. author: Norman D. Waters & Associates, Inc. © 20Mar57; KK124260.

There's more than meets the eye; the difference in comfort is Dayton Koolfoam Air-Conditioned cushioning. From the new ID collection by Stand-Built. (In House & garden, June 1957, p.38) Appl. author: Norman D. Waters & Associates, Inc. © 20May57; KK125755.

There's more than meets the eye; the difference in comfort is Dayton Koolfoam Air-Conditioned cushioning. Knoll Furniture is planned for today's interiors. (In Living for young homemakers, June 1957, p.5) Appl. author: Norman D. Waters & Associates, Inc. © 20May57; KK126104.

There's more than meets the eye; the difference in comfort is Dayton Koolfoam Air-Conditioned cushioning. No.190 by Sam Moore Chairs, Inc. (In Living for homemakers, May 1957, p.64) Appl. author: Norman D. Waters & Associates, Inc. © 20May57; KK124844.

There's more than meets the eye; the difference in comfort is Dayton Koolfoam Air-Conditioned cushioning. No.302 lounge chair ... (In Living for young homemakers, Apr. 1957, p.37) Appl. author: Norman D. Waters & Associates, Inc. © 20Mar57; KK124524.

There's more than meets the eye; the difference in comfort is Dayton Koolfoam Air-Conditioned cushioning. No.303 Burris Lounger by Burris Mfg. Co. (In House & garden, May 1957, p.11) Appl. author: Norman D. Waters & Associates, Inc. © 20Apr57; KK125299.

There's more than meets the eye; the difference in comfort is Dayton Koolfoam Air-Conditioned cushioning. No.614-3-5 upholstered group by Garsons, Inc. (In House beautiful, Apr. 1957, p.19) Appl. author: Norman D. Waters & Associates, Inc. © 20Mar57; KK124259.

There's more than meets the eye; the difference in comfort is Dayton Koolfoam Air-Conditioned cushioning. No.1400 sectional ... (In House & garden, Apr. 1957, p.5) Appl. author: Norman D. Waters & Associates, Inc. © 20Mar57; KK124523.

There's more than meets the eye; the difference in comfort is Dayton Koolfoam Air-Conditioned cushioning. No.1622 series, Monticello group, by Rowe Furniture Corp. (In House beautiful, June 1957, p.5) Appl. author: Norman D. Waters & Associates, Inc. © 20May57; KK125754.

There's more than meets the eye; the difference in comfort is Dayton Koolfoam Air-Conditioned cushioning. Nos.4844 and 4852 sectionals by Interior Crafts, Inc. (In House beautiful, May

1957, p.39) Appl. author: Norman D. Waters & Associates, Inc. © 20Apr57; KK125998.

## DAZOR MANUFACTURING CORP. ©

Yours to enjoy ... all-new Dazor desk and table lamps. (Form 831) © 7Jun57; KK126127.

## DEAN BROS. PUMPS, INC. ©

General service single stage, end suction centrifugal pumps, type GS (instruction manual no.192) Appl. author: L.T. Sogard. © 28Sep56; KK123754.

## DESOBHEAT DIVISION, AMERICAN MACHINE &amp; METALS, INC. SEE American Machine &amp; Metals, Inc.

## DEISTER CONCENTRATOR CO., INC. ©

Cut your production cost with exclusive Leathy integrated heat screening. The new Model E Leathy screen with FlexElex heating ... (In Brick & clay record, Jan. 1957, p.9) © Deister Concentrator Co.; 1Jan57; KK124409.

Leathy integrated heat screening sets new standards of efficiency. (In Brick & clay record, Nov. 1956, p.93) © Deister Concentrator Co.; 1Nov56; KK122472.

Model E Leathy jacket suspension naturally supplements integrated heat screening. (In Brick & clay record, Dec. 1956, p.73) © Deister Concentrator Co.; 1Dec56; KK122365.

The new Model E Leathy screen presents integrated heat screening. (In Rock products, Dec. 1956, p.170) © 1Dec56; KK122075.

## DELANEY, HARLOW. SEE Delaney, Wilhelmina.

## DELANEY, WILHELMINA. ©

Market timesaver. © Wilhelmina Delaney & Harlow Delaney; 1Mar57; KK125958.

## DELCO PRODUCTS DIVISION, GENERAL MOTORS CORP. SEE General Motors Corp.

## DELTA PRODUCTS, division of AIR ACCESSORIES, INC. SEE Air Accessories, Inc.

## DE MAYO, PAUL d.b.a. PAUL MAYO RIDING SHOP. SEE Mayo (Paul) Riding Shop.

## DENALON CO., INC. ©

Gosse's Denalon, a superior dental plate cleanser. 15oz. Metal Gaspas Co. Appl. author: William Gaspas Gosse. © 20Nov56; KK121940.

## DEWITT'S SUPPLY CO. OF NEW YORK. ©

The moulds and dimensions of Tru-bite New Rue vacuum fired anti-eros ... Appl. author: Alan Jacob Davy. © 15Mar57 (in notice: 1956); KK125095.

## DESSET SAGE.

Postcards, greeting cards, samplers. © Samuel B. Hannah d.b.a. Desert Sage; 20Feb57; KK124639.

## DESIGN ENTERPRISES. ©

Baby bear bottle holder and crib toy; Jumbo bottle holder and heat retainer. Bonnytex Co. (Style no.337; 336) Appl. author: Michael Grabol. © 11Feb57; KK123957.

Beautiful, colorful Bonny bottle holders. Bonnytex Co. (Style no.241; 242; 340; 310; 311) Appl. author: Michael Grabol. © 11Feb57; KK123955.



- Bonny Baby diaper bar, keeps baby's food hot or cold. Bonnytex Co. (Style no. 810) Appl. author: Oscar Schreyer. © 7Jan57; KK123529.
- Bonny hamper, with extra inside-pocket; with Bonny diaper bag, with four compartments. Bonnytex Co. (Style no. 805; 810) Appl. author: Oscar Schreyer. © 11Feb57; KK123555.
- College Babe; unbreakable savings bank and cuddly toy. Bonnytex Co. (Style no. 543) Appl. author: Oscar Schreyer. © 11Feb57; KK123559.
- De lube packaged bottle holder and baby toy. Bonnytex Co. (Style no. 302-305; 309; 312) Appl. author: Michael Graboi. © 11Feb57; KK123558.
- Laugh and cry doll, the doll with 2 faces. Bonnytex Co., Inc. (Style no. 552) Appl. author: Oscar Schreyer. © 12Apr57; KK125635.
- New Bath-Ahoy makes bath time fun; floating toy and soap dish. Bonnytex Co. (Style no. 542) Appl. author: Oscar Schreyer. © 11Feb57; KK123554.
- New Tootsie Babe bottle holder and cuddly toy, style 306. Bonnytex Co. Appl. author: Oscar Schreyer. © 15Jan57; KK126669.
- Teddy bear bottle holder and cuddly toy, style 307. Bonnytex Co. Appl. author: Michael Graboi. © 15Feb57; KK126670.
- Therapy-Doll; bottle holder, heat retainer and toy. Bonnytex Co. (Style no. 324) Appl. author: Oscar Schreyer. © 11Feb57; KK123556.
- DESSAUER, PHIL. ©  
Have fun as you travel, play Punch-O, with Conoco. Conoco service stop. Royal gasoline ... super motor oils. © 18Mar57; KK124532.
- DESTILERIA SERRALLES, INC. ©  
Don Q, finest rum for you. Puerto Rican rum. © 10Apr57; KK126037.  
Don Q, finest rum for you. Puerto Rican rum. Don and carton. © 10Apr57; KK126043.  
Don Q, finest rum for you. Puerto Rican rum. 311houette of Don. © 10Apr57; KK126042.  
Finest rum for you. Glass in hand. © 10Apr57; KK126041.
- DETROIT CONTROLS CORP.  
Rate gyro; temperature compensated damping. Data sheet; GR-B3 series. © Detroit Controls Corp., Control Engineering Unit; 25Jan57; KK124508.
- DETROIT STEEL CORP. ©  
Atoms-for-peace. This is how you get DSC strip fresh-rolled to your order for your job, and fast, too. (In Detroit purchaser, Mar. 1957, p. 29) Appl. author: Simons-Michelson Co. © 11Mar57; KK124151.  
Atoms-for-peace help roll and control DSC strip; DSC stripwrench same up with Acuregry. (In Detroit purchaser, Jan. 1957, p. 47) Appl. author: Simons-Michelson Co. © 10Jan57; KK122614.
- DSC adopts stripmaking improvements no users can get the most out of DSC product. (In Detroit purchaser, Feb. 1957, p. 53) Appl. author: Simons-Michelson Co. © 11Feb57; KK123739.
- DSC electro-welded wire fabric makes concrete crack resistant, puts lasting strength in pavements ... (In Detroit purchaser, Mar. 1957, p. 25) Appl. author: Simons-Michelson Co. © 11Mar57; KK124150.
- DSC gives you this man-size range of strip thickness, from about .010 to .187 ... (In Detroit purchaser, May 1957, p. 16) Appl. author: Simons-Michelson Co. © 10May57; KK126016.
- The idea of customer satisfaction started DSC and still keeps it growing; DSC-Land 1957. (In Detroit purchaser, May 1957, p. 37) Appl. author: Simons-Michelson Co. © 10May57; KK125615.
- The proof of a company, for example, DSC, is in the way it grows ... DSC-Land 1957. (In Detroit purchaser, Apr. 1957, p. 43) Appl. author: Simons-Michelson Co. © 10Apr57; KK125240.
- The proof of the steel is in its performance. DSC can cover all your CR strip requirements, close to home. (In How England purchaser, Feb. 1957, p. 8) Appl. author: Simons-Michelson Co. © 8Feb57; KK123741.
- The proof of the steel is in its performance. DSC high C flat CR spring steel works easily ... (In Detroit purchaser, Apr. 1957, p. 13) Appl. author: Simons-Michelson Co. © 10Apr57; KK125241.
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- DI4-GOLD DIAMOND CO.  
Dia-gold diamond instruments. © Terry Tools, Inc. owner Dia-gold Diamond Co.; 15Aug56; KK122587.
- DIEGEL, HERBERT F. ©  
Tire brand name. © 4Jan57; KK123706.
- DIETS OF ROCHESTER, INC. ©  
Enjoy eating, lose weight; Dream Diet, frozen, quick to fix. Chicken in broth, peas (and others) Approximately 275 calories. © 1Apr57; KK125055.
- DILLON CREAMERY, ©  
Double Dip, dairy dessert. Half gallon 1/2 pint. Appl. author: Marathon Corp. © 28Jan57; KK123663.
- DIRECT MAIL ASSOCIATES, ©  
Protect your investment without hiding it; Lucky Auto Seat Covers. © 4Jan57; KK122882.
- DISNEY (WALT) PRODUCTIONS, ©  
Mouseketeers; Donald Duck. Mickey Mouse Club. Buena Vista Novelty Co. © 27Jun56; KK123229.
- DOC'S APOTHECARY.  
Bootleg Bouquet, a special blend; four months old. Appl. author: Geraldine G. Poutra. © Documentary Framing, Inc. d.b.a. Doc's Apothecary; 10Nov55; KK124540.  
Genuine Texas Bull, smoking tobacco. Appl. author: Geraldine G. Poutra. © Documentary Framing, Inc. d.b.a. Doc's Apothecary; 9Mar56; KK124542.  
Youth pills, for relief in the distress of milestones. Net weight 2 oz. Appl. author: Geraldine G. Poutra. © Documentary Framing, Inc. d.b.a. Doc's Apothecary; 15Nov55; KK124541.
- DOCUMENTARY FRAMING, INC. d.b.a. DOC'S APOTHECARY. SEE Doc's Apothecary.
- DOMORE CHAIR CO., INC. ©  
Some gals who sit at their work all day ... Domore the only chair that's fit for you. Appl. author: Armat, Preston, Chapin, Lamb & Keen, Inc. © 29Apr57; KK124393.  
Some men who sit at a desk all day ... Domore, the only chair that's fit for you. Appl. author: Armat, Preston, Chapin, Lamb & Keen, Inc. © 29Apr57; KK124392.  
You feel as great as all outdoors, with a custom-fitted Domore chair. Domore tees off a great new promotion program ... Appl. author: Armat, Preston, Chapin, Lamb & Keen, Inc. © 29Apr57; KK124394.
- DONAHUE SALES CORP. ©  
Free complete teacher's file on zippers; Talon, Talon Educational Service. (In Modern Miss, Jan. 1957, p. 3) Appl. author: McCann-Erickson, Inc. © 15Jan57; KK124453.
- DONEGAL STEEL FOUNDRY CO. ©  
Dependable Donegal castings in carbon, low alloy and stainless steels. Appl. author: Foltz-Wessinger, Inc. © 5Mar57; KK124445.
- DOTHAM OIL MILL CO. ©  
Domco brand, high quality, peanut salad and cooking oil. Contents 3 lbs. net. © 1Jan54; KK123990.
- DOUGLAS FIR PLYWOOD ASSN. ©  
DFFA tested quality; information about fir plywood. Appl. author: Don W. Lookridge; © 8Jan57 (in notice: 1956); KK123134.  
Texture One-Eleven; how to specify and use fir plywood special products. DFFA tested quality. Appl. author: Mac L. Olds. © 10Oct56; KK123133.
- DOVER CHEMICAL CORP. ©  
Orthochlor; Orthodichlorobenzene. Appl. author: Robert S. Cohen, president. © 18Nov56; KK123140.
- DOW JONES & CO., INC. ©  
Catch these eyes and you're closer to the big sale; The Wall Street Journal. (In Advertising age, Feb. 25, 1957, p. 18-19) Appl. author: Theodore R. Callis. © 28Feb57; KK123411.  
Here's how you can make the right ears listen. Something really happens when you advertise in the Wall Street Journal. (In Advertising age, Mar. 16, 1957, p. 6-69) Appl. author: Theodore R. Callis. © 18Mar57; KK124921.

## DOW JONES &amp; CO., INC. © Cont'd.

What am I supposed to do, read all the magazines? Barron's national financial weekly. (In Advertising age, Dec. 17, 1956, p.69) Appl. author: Theodore E. Callis. © 17Dec56; KK122319.

Who? Why? Ask any really successful man; Wall Street Journal. (In New York world-telegram & sun, Dec. 27, 1956, p.32) Appl. author: Theodore E. Callis. © 27Dec56; KK122300.

## DOWNEY, J. A. ©

The Daily report's silver bonus; each week ... a great patriotic contest. Tomorrow 160 silver dollars. (In The Daily report, Ontario-Upperland, Gal., Jan. 29, 1957, section 1, p.6) Appl. states prev. copyrighted 1941. NM: change in method & rules. © 29Jan57; KK129590.

## DRAKE (WALTER) &amp; SONS, INC. ©

Buried treasure map. [Open treasure chest & map] (In American home, May 1957, p.43) NM: drawing of map and pirate chest. © 20Apr57; KK125638.

Buried treasure map. Photo of boy [looking at map] (In American home, Mar. 1957, p.32) © 20Feb57; KK123939.

Buried treasure map. Photo of family [looking at map] (In American home, Apr. 1957, p.37) Appl. states prev. reg. Mar. 1957, KK123939. NM: see photo. © 20Mar57; KK124657.

## DROMEDARY CO., division of NATIONAL BISCUIT CO. SEE National Biscuit Co.

## DUBONNET CORP. ©

The flavor of Paris is in every drop, and what a flavor it is ... aperitif wine. (In The New Yorker) Appl. author: L. H. Hartman. © 31Mar56 (in notice: 1955); KK121344.

## DUDENHOEFER (JOSEPH) CO., INC. ©

Dudenhoefer American May wine is gay wine. © 10Mar57; KK125388.

## DU MONT (ALLEN B.) LABORATORIES, INC. ©

Du Mont mobile communications. © Mobile Communications Dept., Allen B. Du Mont Laboratories, Inc. Bulletin

MC-327. Model MCA-105-B mobile radio system (25-34 MC) Appl. author: Paul J. Currier. © 3Aug56; KK121985.

MC-418. Model MCA-155-B desk-top console base station (25-34 MC) Appl. author: Frank Newman. © 25May56; KK121984.

MC-426. Model MCA-355-B desk-top console base station. Appl. author: Frank Newman. © 25May56; KK121984.

MC-427. Model MCA-455-B desk-top console base station. Appl. author: Frank Newman. © 25May56; KK121978.

MC-439. Versatile hand microphone. Appl. author: Paul Newman. © 24Jan56; KK121983.

Dynamic EngineScope; a fast, easily and safely operated engine analyzer for complete engine analysis. Appl. author: See McCormack. © Technical Products Division, Allen B. Du Mont Laboratories, Inc. © 20Jun56; KK121981.

The fastest growing name in mobile communications; Du Mont communications equipment. Appl. author: Paul J. Currier. © Mobile Communications Dept., Allen B. Du Mont Laboratories, Inc.; 20Jun56; KK121987.

## Presenting the 400 series by Du Mont.

Appl. author: Neil Uptegrove. © Technical Sales Dept., Allen B. Du Mont Laboratories, Inc.; 10ct56; KK121980.

Quick reference instrument catalog. 20M WP 356. Appl. author: Neil Uptegrove. © 20Mar56; KK125494.

Quick reference instrument catalog. 20M WP 956. Appl. author: Neil Uptegrove. NM: additions. © 26Sep56; KK125493.

Television rack cabinet, type PH77 C; television cabinet end bell set, type PH77 EB. Bulletin TP 953. Appl. author: Paul J. Currier. © 24Jan56; KK121982.

Tune up with Du Mont TV-type Engine-Scope. Appl. author: Neil Uptegrove. © 23May56; KK121979.

## DUNCAN OPEEPE CO. ©

Buy Admiration coffee in the vacuum-fresh bag; richer flavor, lower price. (In Houston, p.12, Feb. 12, 1957, section 1, p.8) Appl. author: Tracy-Loeke Co., Inc. © 12Feb57; KK123185.

If you're satisfied to live without taste, just any coffee will do ... Maryland Club. (In The Houston chronicle, Feb. 5, 1957, section B, p.4) Appl. author: Tracy-Loeke Co., Inc. © 5Feb57; KK123009.

Special low prices during the admiration thrift jubilee. Save money on Admiration, the richer flavored coffee ... (In The Houston chronicle, June 11, 1957, section C, p.6) Appl. author: Tracy-Loeke Co., Inc. of Texas. © 11Jun57; KK123094.

## DUO-TRIM DIVISION, MOTOR WHEEL CORP. SEE Motor Wheel Corp.

## DU PONT DE NEMOURS (E. I.) &amp; CO., INC. ©

Selling slants. Dec. 1956. Zerone, Zerex anti-frees. Appl. author: William T. Hobson. 1Dec56; KK122171.

## DURKEE FAMOUS FOODS DIVISION, GLIDDEN CO. SEE Glidden Co.

## DURO-TEST CORP. ©

The Duro-Test Color-Matcher gives you north sky-lighting 24 hours a day. Appl. author: Roland W. Tiemann. © 26ct56; KK122168.

Duro-Test Slim, America's finest instant start lamps. Appl. author: Roland W. Tiemann. © 30Nov56; KK122169.

Fluorescent 750 watt, 120 volt light-line and application comparison. Appl. author: Roland W. Tiemann. © 22Feb57; KK124367.

For best fluorescent performance use Duro-Test starters. Triglign-Start. Appl. author: Roland W. Tiemann. © 11oct56; KK122167.

Many great industries hall the new Duro-Test Color-Matcher. Appl. author: Roland W. Tiemann. © 21Jan57; KK124793.

More and better light, for less money. America's best lamps. Appl. author: Roland W. Tiemann. © 26Feb57; KK123996.

One Duro-Test lamp vs. three ordinary lamps. Appl. author: Roland W. Tiemann. © 28Dec56; KK124792.

Super white reflector lamps by Duro-Test. Appl. author: Roland W. Tiemann. © 15Feb57; KK124366.

## DUSTEX.

Dri-wax, silicone polish; automobiles, furniture. Net wt. 3.5 oz. © Arthur B. Wesley & Co. Danvers; 1Dec57 (in notice: 1956); KK123981.

## DYER (O. M.) SALES CO. ©

Again for the fourth year to purchasers of brand new 1957 fully guaranteed automobiles at 15% discount. (In Mail sale advertiser, Mar. 1957, p.2) Appl. author: Otto M. Dyer. Appl. states prev. reg. no. KK115091. NM: "additional textural (sil) material." © 23Feb57; KK124029.

Free, a new automobile yearly. (In Mail sale advertiser, Feb. 1957) © O. M. Dyer Sales Co. solely owned by Otto McWhorter Dyer, Sr.; 23Jan57; KK123750.

## DYER, OTTO McWHORTER, SR. SA. owner O. M. DYER SALES CO. SEE Dyer (O. M.) Sales Co.

## E

## EAGLES-PICHER CO.

Enriched means extra vitamins, iron. 6 slices daily supply ... © Fabricon Products, a division of Eagle-Picher Co.; 18Apr57; KK126001.

## EARLY TIMES DISTILLERY CO. ©

Come in and get your copy of Master bartenders' secrets revealed. (In Chicago tribune, Feb. 19, 1957, special section, p.3) Appl. author: Ruthrauff & Ryan, Inc. © 19Feb57; KK123988.

The Early Times recommendation; Kentucky straight bourbon whiskey. (In Denver post, 25Jan56, p.25) Appl. author: Ruthrauff & Ryan, Inc. © 26Jun56; KK123209.

Enter this important bartender event: the 1957 Early Times national mixed-drink competition. You can win two ways. Official 1957 entry blank. (In Illinois beverage journal, Mar. 1957, p.40-41) Appl. author: Ruthrauff & Ryan, Inc. © 10Mar57; KK123989.

Every bit as good as its recommendation. (In Miami herald, Oct. 25, 1956, p.2-0) Appl. author: Ruthrauff & Ryan, Inc. © 25Oct56; KK121945.

Give as good as you serve. (In Life, Dec. 10, 1956, p.174) Appl. author: Ruthrauff & Ryan, Inc. © 7Dec56; KK123324.

Good, so good it's remarkable; Kentucky straight bourbon whiskey. (In Journal courier, Apr. 22, 1957, p.1) Appl. author: Ruthrauff & Ryan, Inc. © 22Apr57; KK123324.

Here are the many ways Early Times will make this a happy holiday season. (In Massachusetts beverage journal, Oct. 1956, p.81) Appl. author: Ruthrauff & Ryan, Inc. © 5Oct56; KK121944.

Inside this jingle gift box ... (In Life, Nov. 5, 1956, p.3 of cover) Appl. author: Ruthrauff & Ryan, Inc. © 10Nov56; KK121947.

Inside this jingle gift box it is in all likelihood the most remarkable whiskey you've ever tasted. (In Arkansas democrat, Nov. 19, 1956, p.10) Appl. author: Ruthrauff & Ryan, Inc. © 19Nov56; KK124259.

Master bartenders' secrets revealed; winners in nationwide professional bartenders competition. (In Life, Feb. 25, 1957, p.54-55) Appl. author: Ruthrauff & Ryan, Inc. © 21Feb57; KK123654.

- Recommendation; give as good as you serve. (In Sacramento bee, Dec. 6, 1956, p.8-5) Appl. author: Ruff & Ryan, Inc. © 6Dec56; KK124344.
- Sugar Bowl, 1957. Who won when? Toast this year's winner with Early Times. (In New Orleans Bee, Dec. 27, 1956, p.17) Appl. author: Ruffrauff & Ryan, Inc. © 27Dec56; KK122640.
- When it's half an hour 'til table time. (In Look, Oct. 16, 1956, p.12) Appl. author: Ruffrauff & Ryan, Inc. © 21Oct56; KK122166.
- When the world's your own again; Kentucky straight bourbon whiskey. (In Life, Apr. 22, 1957, p.26) Appl. author: Ruffrauff & Ryan, Inc. © 18Apr57; KK125365.
- EAST COAST FOOD MERCHANTS CO.  
Vitaminized Vitacore, 5 lbs. net; Vitaminado Vitacore, 5 lbs. net. © East Coast Food Merchants Co., a partnership consisting of Alexander Weineb & Sam Weineb; 20Dec56; KK122536.
- ECBO MANUFACTURING CO. ©  
Rid your basement of the moisture monster; Oasis dehumidifier; air drier. (In Better homes & gardens, May 1957, p.195) © 1May57; KK125087.
- ECONYMI FURNITURE CO. ©  
12-wrapped bed group; complete modern living room. (In Louisville courier-Journal & Times Sunday magazine, Mar. 10, 1957, p.3) Appl. author: Leo Kahn, © 10Mar57; KK123598.
- EGGO FOOD PRODUCTS, INC. ©  
3 toaster size frozen waffles. Appl. author: M11 Print. © 1Nov52; KK125450.
- EKO PRODUCTS CO. ©  
Beats 40 times with new trim; new Improved Flint egg beater. (In M11's, Mar. 1957, p.160) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 21Feb57; KK124677.
- Imagine grandmother's iron pot wrapped in stainless steel ... Flint-Ware. Appl. author: Dancer-Fitzgerald-Sample, Inc. © 28Apr57; KK125533.
- Imagine grandmother's iron pots wrapped in stainless steel ... Flint-Ware. (In Chicago Sunday Tribune magazine, Mar. 10, 1957, p.9) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 10Mar57; KK124967.
- New, Flint cutlery gives you the right knife ... new Waverly edge, hollow ground edge. Helidater set. (Copy no. 5713) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 28Mar57; KK124678.
- New, Flint cutlery gives you the right knife ... new Waverly edge, hollow ground edge; \$5.00 for your old knife. (Copy no. 5712) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 19Feb57; KK124676.
- New, Flint cutlery ... new Waverly edge, hollow ground edge. Mother's Day Special. (In Look, May 14, 1957, p.47) (Copy no. 5714) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 30Apr57; KK125459.
- She likes things with flair; she wants Flint 2000 kitchen tools. (Copy no. 5777) (In Ladies' home Journal, Mar. 1957, p.16) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 28Feb57; KK124679.
- Stainless steel Flint-Ware; cook, bake, store-in-serve in ... greatest name in housewares. Appl. author: Dancer-Fitzgerald-Sample, Inc. © 16Apr57; KK125534.
- Tall, tapered and terrific; Flint 2000 kitchen tools. Appl. author: Dancer-Fitzgerald-Sample, Inc. © 15Nov56; KK122132.
- ELCO TOOL & SCREW CORP. ©  
Elco aids for home and office. Appl. author: Walter Gustaf Larson. Issue no.  
1. © 17Jan57; KK123490.  
2. © 13Feb57; KK123179.  
3. © 13Mar57; KK123812.  
4. © 12Apr57; KK124583.  
5. © 27May57; KK126031.  
6. © 10Jun57; KK126124.  
11. © 14Nov56; KK122729.
- ELDO, INC. ©  
Glen Malt 311m; non-fat milk with added vitamins and minerals; low calorie, high protein. One quart. © 26Dec56 (in notice: 1949); KK123317.
- ELDORADO SALES CORP. ©  
Give me one evening and I'll give you a push-button memory. Meet Harry Lorayne. (In New York Journal-American, June 9, 1957, p.30-L) © 9Jun57; KK126177.
- ELECTROLUX CORP. ©  
Full-color film free for your classes; Electrolux brings you the First Film ... of rug care. (In What's new in home economics, Nov. 1956, p.15) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Nov56; KK125673.
- Never before at such a low price; a brand-new Electrolux lightweight heavy-duty cleaner, only \$49.75. (Now for the first time) (In Salisbury Times, Dec. 13, 1956, p.12) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 13Dec56; KK123445.
- New cleaner, new baby: same weight. (In Ladies' home Journal, Apr. 1956, p.202) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 28Mar56; KK125123.
- New lightweight champ weighs in; it's fully automatic, the cleaner with full-time ... efficiency. (In McCall's, Oct. 1956, p.129) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 28Apr56; KK125672.
- Now ... new Electrolux does automatically what other cleaners can't do at all. Before you buy any cleaner, see a demonstration ... (Cleaner) (In Farm Journal, Mar. 1957) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 23Feb57; KK125676.
- Now ... new Electrolux does automatically what other cleaners can't do at all. Before you buy any cleaner, see a demonstration ... (Cleaner, chair & coffee table) (In Good housekeeping, Jan. 1957) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Dec56; KK125675.
- Now ... new Electrolux does automatically what other cleaners can't do at all. Before you buy any cleaner, see the new ... [Cleaner under Christmas tree] (In Ladies' home Journal, Dec. 1956) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Nov56; KK125674.
- ELGIN AMERICAN, INC. ©  
400 automatic lighter; Aristocrat. © 24Jan57; KK124006.  
400 automatic lighter; Classic. © 24Jan57; KK124004.  
400 automatic lighter; the Golden Fawns. © 24Jan57; KK124007.  
400 automatic lighter; the Golfer. © 24Jan57; KK124005.
- ELLSWORTH (ELMER) & SON. SEE Cover:Pearl Necklace Co.
- ELMORENE CO.  
Important medical facts ... men, too, go thru change of life; After 40 capsules. © Elmorene Co., a firm composed of Nelson J. McMahon, Edward H. Larson & Elmer D. Silha; 5Apr57; KK124713.
- ELSASSER, DAVID N. ©  
Souvenir of Florida, land of sunshine; Flip-Ease, hand carved & painted. © 5Jan57; KK122778.
- EMENEL CO. ©  
Balance, the most important factor in nutrition. The mineral vitamin family; what it can do for you. Vitameal. Appl. author: Daniel A. Mitchell. © 31Dec56; KK123373.
- EMPRE PENCIL CO., division of HASSENFELD BROS., INC. SEE Hassenfeld Bros., Inc.
- ENGHANER MANUFACTURING CO. ©  
A new concept in lasting beauty; modern ornamental iron. Appl. author: Winford L. Enghauer. © 1Apr57; KK125351.
- ENGLANDER CO., INC. ©  
Only the Englander Red-Line guarantees sleep as relaxed as you sleep on vacation. (In Living for young homemakers, Mar. 1957, p.20-21) Appl. author: North Advertising, Inc. © 2Feb57; KK125113.
- ENO, MALCOLM L. ©  
Capt. Mal's art kit. Kids Cartoon Klub; MAL-TV; channel 10, Mobile. © 28Jan57; KK123882.
- ESTERBROOK PEN CO. ©  
Feltie-Pak sets; two precision writing instruments styled just for you; smart new purse case ... © 2Apr57; KK124644.
- EUTECTIC WELDING ALLOYS CORP. ©  
Better, faster, original low temperature Eutectic welding alloys; EutecTrade, 200 (dc) © 12Oct46; KK122518.  
Eutectic Low Temperature Welding Alloys.  
Drill-Tec 88 for torch. © 6May57; KK125133.  
EutecRod 18P, flux coated, for torch. Yellow flux coating. © 22May57; KK125531.  
EutecRod 88PT (FC) for torch. Pale green flux coating. © 6May57; KK125132.  
EutecRod 157-B, for torch. 7Feb57; KK123016.  
EutecRod 15-B, for torch. © 7Feb57; KK123015.  
EutecRod 199, for torch. Purple tip. © 12Apr57; KK124844.  
EutecRod 99PC, flux coated, for torch. White flux coating. 7Feb57; KK123014.  
EutecRod 1702, for torch. Char. blue tip. © 7Feb57; KK123013.  
EutecTrade 0-W, AC-DC. Grey tip. © 1Apr57; KK124582.



## EUTETIC WELDING ALLOYS CORP. © Cont'd.

EutecTrode 71, AC-DC. Orange tip. © 7Feb57; KK123018.

EutecTrode 670, AC-DC. Orange tip. © 6May57; KK125131.

It's an atmosphere producing flux; Amso 1, new low-residue liquid flux. © 17Apr57; KK124642.

## EVANS' (L. B.) 508 CO. ©

Because you know he should relax more, give Evans hand turned slippers; Cherokee Opera, Baronet Opera [and others] (In Life, Nov. 28, 1956, p. 71) Rev. author: Hoag & Provandie, Inc. © 23Nov56; KK122373.

Because you know he should relax more, give Evans hand turned slippers; Feathered Ambassador. (In Ladies' home journal, Dec. 1956, p.101) Appl. author: Hoag & Provandie, Inc. © 29Nov56; KK124945.

Every dad's dream girl gives Evans slippers. Cherokee Opera 2193; Planter's Punch 2355. (In Ladies' home journal, June 1957, p.109) Appl. author: Hoag & Provandie, Inc. © 28May57; KK125914.

Footnotes to comfort; Evans comfortably yours ... for Father's Day or any day. Gondola 2920; Lancer 2805. (In Enquire, June 1957, p.120) Appl. author: Hoag & Provandie, Inc. © 9May57; KK125356.

For men who think they have everything. Evans hand turned slippers; Cherokee Quiet; Lancer Tyne. (In Holiday, Dec. 1956, p.4) Appl. author: Hoag & Provandie, Inc. © 15Nov56; KK124846.

For men who think they have everything; Evans hand turned slippers. (In Enquire, Dec. 1956, p.78) Appl. author: Hoag & Provandie, Inc. © 8Nov56; KK122374.

The gift he looks forward to, every day. Evans hand turned slippers; Cherokee Opera; Senator. (In Ladies' home journal, Nov. 1956, p.184) Appl. author: Hoag & Provandie, Inc. © 31Oct56; KK123483.

Mainstay for leisure, Evans 8070 Panama Shag ... (In Sports Illustrated, May 20, 1957, p.36) Appl. author: Hoag & Provandie, Inc. © 17May57; KK125489.

Your match for comfort; Evans 5500 Sahara boot. (In Sports Illustrated, June 3, 1957, p.73) Appl. author: Hoag & Provandie, Inc. © 31May57; KK125913.

## EVANS &amp; BRISEBOIS. ©

Buying furniture? Ad series; a new way to nail cores. (In Enquire) Appl. author: Leslie A. Brisebois. © 15Mar57; KK125161.

57 ways to save. (Planned promotions No.400 & 400A) Appl. author: Leslie A. Brisebois, owner. © 1Mar57; KK124505.

3 star day and night sale; 3 ... gifts for you. Friendship ship, 10% discount, appreciation gift. Appl. author: Leslie A. Brisebois, owner. © 1Feb57; KK124504.

## EVANS PRODUCTS CO. ©

Colson velcropeeps. Imperial, Cadet [and others] Appl. author: C. Walter Thompson Co. © 6Mar57; KK124939.

Ever see car-styling on bicycles? Harley Earl. Appl. author: J. Walter Thompson Co. © 6Mar57; KK124798.

## EVER-READY TACKLE CO. ©

Ever-Ready snelled mustad hooks on plastic panels. © 14Jan57; KK124933.

Here, now, great new car-style bicycles by Evans. Appl. author: J. Walter Thompson Co. © 6Mar57; KK125089.

A new approach to bicycle merchandising; car-styling. National promotions. Appl. author: J. Walter Thompson Co. © 6Mar57; KK124800.

## EXCELLEN ALUMINUM PRODUCTS. ©

Aluminum combination windows, doors. (Installation and service manual) Appl. author: Lloyd S. Howard Associates, Inc. © 15Jan57; KK125091.

## EXCLUSIVE ENVELOPE CORP. ©

Pat. No. 2,700,000 Jan. 1957. © 1Jan57; KK123857.

## F

FCA DIVISION, HODES-DANIEL CO., INC. SEE Hodes-Daniel Co., Inc.

FABRICON PRODUCTS, a division of EAGLE-PICHER CO. SEE Eagle-Picher Co.

## FABRI EQUIPMENT CORP. ©

Filters; pool maintenance guide. Appl. author: Freivald & Coleman. Appl. states prov. pub. 1955. NF: condensation or revision. © 31Jan57; KK123899.

## FABULOUS FORMULA FOODS, INC. ©

Carmello butterfudge; ice cream copper. Net weight 9 lbs. Appl. author: Edward P. Greene. © 5Aug55; KK128120.

## FAIRBANKS CO. ©

Bronze and iron body check valves prevent return or back flow through pipe lines. Appl. author: William D. Cayton. © 20Dec56; KK122425.

Casters; Fairbanks Lockwood casters without a king-pin. Appl. author: William D. Cayton. © 28Jan57; KK122838.

Iron body U-bolt gate valves; bronze mounted and all-iron. Appl. author: William D. Cayton. © 1Feb57 (in notice: 1956); KK122956.

New, the only reinforced all-plastic industrial wheels first and exclusive from Fairbanks; Lamdon. Appl. author: William D. Cayton. © 28Jan57; KK122839.

Steel-framed trucks. Appl. author: William D. Cayton. © 15Nov56; KK122477.

FAIRBANKS WARD INDUSTRIES, INC. © 11-piece lifetime guaranteed cast aluminum set, with new full-rue glass covers. (In The Miami Herald, Apr. 26, 1957, p.1-C) Appl. author: Alfred H. Howard. © 28Apr57; KK125959.

4 in 1 sale, black & gold gossip desk and 3-way lamp combination. (In The Courier-Journal, Louisville, Ky., June 10, 1956, p.34) Appl. author: Alfred H. Howard. © 10Jun56; KK122521.

4-pc. luggage set, in newest 2-tone style. (In Alliance review, Mar. 25, 1957, p.18) Appl. author: Alfred H. Howard. © 28Mar57; KK124845.

Hedge, shrub and bush electric power trimmer. Appl. author: Alfred H. Howard. © 24Apr57; KK125538.

Less than half-price, decorator

dinnerware in lifetime colors. (In The Cincinnati pictorial enquirer, Sept. 23, 1956, p.35) Appl. author: Alfred H. Howard. © 23Sep56; KK122522.

Melons ... unbreakable dinnerware; complete matched service for 8. (In Empire magazine [The Denver post], Mar. 18, 1956, roto section, p.37) Appl. author: Alfred H. Howard. © 18Mar56; KK124921.

Never before ... 6 1/2 inch power saw. (In The Cincinnati pictorial enquirer, Sept. 9, 1956) Appl. author: Alfred H. Howard. © 9Sep56; KK123478.

6-in-1 ... deluxe all-purpose folding serving cart; folds in seconds ... (In Tulsa Sunday world, Apr. 7, 1957, section 1, p.6) Appl. author: Alfred H. Howard. © 7Apr57; KK124972.

Special carload purchase ... 2 in 1 space-saving money-saving all-purpose folding dinette. (In Omaha world herald, Oct. 7, 1956, p.32) Appl. author: Alfred H. Howard. © 7Oct56; KK123477.

24-pc. nationally advertised Cannon deluxe bedding ensemble. (In Chicago sun-times, Sept. 16, 1956) Appl. author: Alfred H. Howard. © 16Sep56; KK123476.

2 bait casting and still water fishing sets. Flusser ... (In Cleveland plain dealer, Apr. 31, 1957, comic section) Appl. author: Alfred H. Howard. © 31Mar57; KK123846.

2 spin casting and still water fishing sets. Atrex [and others] (In Johnston tribune-democrat, Apr. 12, 1957, p.12) Appl. author: Alfred H. Howard. © 12Apr57; KK124973.

FAIRCHILD (E. E.) CORP. Mighty Mouse Playthings. SEE CBS Television Film Sales, Inc.

FAIRHAVEN FROSTED FOODS, INC. © Bakimo brand red raspberries with sugar syrup. Net weight 10 oz. Appl. author: Crown Zellerbach Corp. © 8Feb57; KK123547.

FAIRMARK MANUFACTURING CO. © Hi-nap cleans; it's capped; it's new. For all upholstered furniture, rugs, car upholstery ... 4 capsules. Appl. author: Gladys Green. © 4Mar57; KK124048.

FAIRMONT RAILWAY MOTORS, INC. © Ballast maintenance car, W23 series A. (Bulletin 727A) Appl. author: R. B. Evans. © 22Mar57; KK124044.

Hy-rail inspection motor car, A24. (Bulletin 707A) Appl. author: Ralph B. Evans. © 25Sep57; KK123567.

Tie coater, W94 series A. (Bulletin 725A) Appl. author: R. B. Evans. © 4Apr57; KK124036.

Tie nipper, W83 series B. (Bulletin 747) Appl. author: R. B. Evans. © 15Jan57 (in notice: 1956); KK122621.

Weed spray car, 1000 gallon tank; W78 series B. (Bulletin 749) Appl. author: Ralph B. Evans. © 25Feb57; KK123566.

FALSTAFF BREWING CORP. © Old tip, fans, go-go-go for Falstaff. That's beer, says the Cool Trio. (In The Battle Creek enquirer & news, June 3, 1957) Appl. author: Paul Gioni. © 3Jun57; KK126277.



Cool your heels with the best of 'em; go-go-go for Falstaff. That's m'beer, says the Old Pro. (In The Battle Creek enquirer & news, May 20, 1957) Appl. author: Paul Gioni. © 20May57; KK126274.

Here's how to fill the sacks; go-go-go for Falstaff. That's m'beer, says the Old Pro. (In The Battle Creek enquirer & news, June 7, 1957) Appl. author: Paul Gioni. © 7Jun57; KK126275.

If they're sold out, bring your own; go-go-go for Falstaff. That's m'beer, says the Old Pro. (In The Battle Creek enquirer & news, May 17, 1957) Appl. author: Paul Gioni. © 17May57; KK126272.

Let's have a beer-be-cue; go-go-go for Falstaff. That's m'beer, says the Old Pro. (In The Battle Creek enquirer & news, June 5, 1957) Appl. author: Paul Gioni. © 5Jun57; KK126273.

Make that next port a picnic; go-go-go for Falstaff. That's m'beer, says the Old Pro. (In The Battle Creek enquirer & news, May 13, 1957) Appl. author: Paul Gioni. © 13May57; KK126270.

Please your better half; America's premium quality beer. Appl. author: Paul Gioni. © 1Jan57; KK129253.

When you steal home, go-go-go for Falstaff. That's m'beer, says the Old Pro. (In The Battle Creek enquirer & news, May 13, 1957) Appl. author: Paul Gioni. © 22May57; KK126275.

When you're breezing over the lake of lakes, go-go-go for Falstaff. That's m'beer, says the Old Pro. (In The Battle Creek enquirer & news, May 24, 1957) Appl. author: Paul Gioni. © 24May57; KK126276.

Wherever you go-go-go in Michigan, you'll have more fun with Falstaff. Allow me to introduce myself; Michiganders, it's the Old Pro ... (In The Battle Creek enquirer & news, May 10, 1957, p.20-21) Appl. author: Paul Gioni. © 10May57; KK126273.

Wherever you go-go-go in Michigan, you'll have more fun with Falstaff. That's my beer, and sure as the Old Pro ... (In The Battle Creek enquirer & news, May 28, 1957) Appl. author: Paul Gioni. © 28May57; KK126280.

**HARM ON THE HILL.** © Together you have dreamed it just like this, your perfect honeymoon in a cozy cottage, yours and yours alone. (In Modern Bride, October 1955, p.217) © 26Mar55; KK122173.

**FARROW, LESTER & RICHARD L. TALBOT** forming the co-partnership LUXURY GIFTS. SEE Luxury Gifts.

**REDCO, INC.** © Handbook; cross connection control. An informative booklet on a beer potential hazards to public health through water pollution. By Edwin Reinecke. © 12May56 (in notice: 1955) KK126102.

**FEDERAL PAPER BOARD CO.** © House of flowers. Speedi corsage. Appl. author: Circle Engraving Co. © Lindley Box Plant, Morris Farm Mills Division, Federal Paper Board Co.; 25Feb57; KK125846.

**FEM PRODUCTS.** © One cloth for everything, all you need is water; Femme, the housewife's maid. © 21Jan57; KK122937.

**FERGUSON DIVISION, MASSEY-HARRIS-FERGUSON, INC.** SEE Massey-Harris-Ferguson, Inc.

**FERRY-MORSE SEED CO.** © Perry's super soil starter, for seeds and cuttings. Appl. author: James W. Wilson. © 5Mar57; KK125794.

**FERTY, CLARENCE LOYAL.** © 01 Field cream. Kamel. © 22Mar57; KK124885.

**FIBREBOARD PAPER PRODUCTS CORP.** © Home-tan ice cream. One quart. (Design no.301-26) Appl. author: Wesley L. Cary. © 25Jan57; KK123152.

**FIELDS PRODUCTS.** © Hi-Gene bathroom mop, with detergent dispenser handle; easy to clean toilet, tub, shower. Appl. author: Donald B. Schoenfield. © 4Mar57; KK123985.

Hi-Gene dish-mop, with detergent dispenser handle. © Fields Products; a copartnership consisting of Milton H. Schoenfield & Donald B. Schoenfield; 1May57; KK125589.

**FILTER PRODUCTS DIVISION, JOHNSON & JOHNSON.** SEE Johnson & Johnson.

**FIRESTONE INDUSTRIAL PRODUCTS.** © Once and for all, change half awake to fast asleep; Foamex. (In Life, Sept. 24, 1956, p.8) © 21Sep56; KK122291.

**FIRESTONE TIRE & RUBBER CO.** © Get triple-action traction when you winterize your car at Firestone. (In The Saturday evening post, Oct. 27, 1956, p.68-69) © 27Oct56; KK126385.

Now, a new front tractor tire that outweighs two ordinary fronts; the great new Firestone Guide Grip. (In The Progressive Farmer, Apr. 1956, p.26) © 1Apr56; KK124710.

Today's headline news for truck owners; less weight, more freight with the new Firestone tubeless truck tire and one-piece rim. (In Business week, Nov. 26, 1955, p.161) © 26Nov55; KK122633.

Truck owners, now you can cut tire costs at both ends, on the road and in the shop, with new Firestone tubeless truck tires and one-piece rims. (In Business week, Feb. 4, 1956, p.9) © 4Feb56; KK122290.

**FISCHER (H. G.) & CO.** © Ultrasonic application areas. Shoulder, elbow, wrist-hand (and others) Appl. author: Edwin McKinley Raney. © 3Mar57; KK123745.

**FISCHER BAKING CO.** © Another new taste thrill, Fischer's Honey Bran Toasties. (In Newark star-ledger, Nov. 8, 1956, p.22) © 8Nov56; KK122502.

**FISHER-PRICE TOYS, INC.** © New 1957 Easter toys. © 2Nov56; KK123746.

**FISHLOWE (H.) & CO.** © Able Mabel, the workbench wench; so nice to grip. No.674. Appl. author: Irving Fishlove. © 6Mar57; KK125105.

Clapping hands; applaud your own jokes. No.520. Appl. author: Irving Fishlove. © 6Mar57; KK125104.

For a laugh riot, stick this phony knox on your apron; Irving Fishlove. No.676. Appl. author: Irving Fishlove. © 6Mar57; KK125102.

Sensational fun gas; phony faucet, good for a million laughs. No.677. Appl. author: Irving Fishlove. © 6Mar57; KK125101.

To mother. Beating Heart. No.524. Appl. author: Irving Fishlove. © 6Mar57; KK125107.

To my sweetheart. Beating Heart. No.522. Appl. author: Irving Fishlove. © 6Mar57; KK125106.

To my valentine. Beating Heart. No.523. Appl. author: Irving Fishlove. © 6Mar57; KK125108.

A tool with appeal, clip it to your pocket. Able Mabel. No.674-D. Appl. author: Irving Fishlove. © 6Mar57; KK125103.

Woman's greatest pleasure. No.675. Appl. author: Irving Fishlove. © 6Mar57; KK125109.

Yak, yak, yak. Woman's Pleasure. No.675. Appl. author: Irving Fishlove. © 6Mar57; KK125110.

**FISKE (J. W.) ARCHITECTURAL METALS, INC.** © Cast metal verandas and railings add charm to the design of today. Metal work by Fiske, since 1858. © J. W. Fiske Architectural Metals, Inc. (In notice: J. W. Fiske Iron Works); 6Jan56; KK124652.

**FISKE (J. W.) IRON WORKS.** SEE Fiske (J. W.) Architectural Metals, Inc.

**FITZGIBBONS BOILER CO., INC.** © The new Fitzgibbons 7700 series boiler-burner unit ... for homes and small buildings. Appl. author: Robert P. McAndrew. © 2Jun57; KK126205.

**FLEER (FRANK H.) COFF. & COMICS.** Dubble Bubble gum. 539-542. © 8Jan53; KK123675.

676-687. © 18Sep56; KK123676.

Dubble Bubble gum. (Illustrations in comic strip style, of certain facts) (Pinner export cartons) 18-32. © 18Feb55; KK123672.

33-34. © 15Jun56; KK123673.

633-648. © 19net56; KK123674.

**FLEXNIT CO., INC.** Wisp-weight shapemaker for smart pretens; Petty Pantie by Flexnit. Appl. author: Zepha S. Robert. © Flexnit Co., Inc. d.b.a. Flexnit; 20Nov56; KK122121.

Wisp-weight shapemaker for smart pretens; Pre-teens by Deimore. Appl. author: Zepha S. Robert. © Flexnit Co., Inc. d.b.a. Flexnit; 20Nov56; KK122117.

**FLORIDA CITRUS COMMISSION.** © I'm Flora, the Florida orange ... How do you feel this minute? (In Farm Journal, Oct. 1956, p.116) Appl. author: Benton & Bowles, Inc. © 25Sep56; KK126209.

Make mine orange juice, and make it Fresh-Frozen. (In Life, Oct. 8, 1956, p.92) Appl. author: Benton & Bowles, Inc. © 3Oct56; KK123067.

**FLORIDA FASHIONS, INC.** © America's most beautiful styles for the least money; for now and right thru summer. (Apr. catalog) © 10Apr57; KK125588.

**FLORIDA MARINE SUPPLY, INC.** © Pinnac yacht finishes; deck paints. 1 B. quart. © 1May56; KK128989.

**FLUIDLESS CONTACT LENSES, INC. ©**  
Why are the brand new tiny Airflo non-pressure contact lenses causing so much interest? Appl. author: Donald L. Golden. © 15Jul56; KK123227.

**FLYING SAUCER ENTERPRISES, ©**  
This is your Norge Juice Dispenser wheel; rush it to your Norge dealer and claim your award. Appl. author: Frank J. Allen. © 1Feb57; KK124015.

**FOAM RUBBER CENTER, ©**  
The fabulous Frol convertible table; from cocktails to dinner. (In New York post, Apr. 29, 1957, p.9) © 29Apr57; KK125762.

**FOOD MART, INC. ©**  
It's fun, it's easy; Food Mart's win-a-bike contest. Appl. author: Warren F. Mithoff.  
2. Second week. © 16Nov56; KK122709.  
3. Third week. © 23Nov56; KK122710.  
4. Fourth week. © 30Nov56; KK122711.  
5. Fifth week. © 7Dec56; KK122712.

**FOOD SPECIALTIES, INC. ©**  
Menu: 7 Steaks Home Ranch, in the forks of the Peachtree, Chamblee, Ga. Appl. author: Thomas B. Ham. © 2Jun57; KK122760.

**FOODS DIVISION, ANDERSON, CLAYTON & CO. SEE Anderson, Clayton & Co.**

**FORD (LUTHER) PRODUCTS CO. ©**  
Mrs. A. Stewart's 14-oz. blue; whiter washing, easier too. 4 fl. oz. © 28Dec56; KK122770.

**FORD MOTOR CO. ©**  
Ford Industrial loader supplement. PA-6660. © 3May57; KK125684.  
Ford LP-Gas tractors; liquid withdrawal fuel system is safe, simple, efficient. AD-6659. © 28May57; KK125685.  
Ford 79 standard loader; for all Ford row crop tractors. AD-6518. © 5Apr57; KK124732.  
Industrial loader attaching kit; model 19-126, for Oliver 55 tractor. SE-6632. © 23May57; KK125685.  
Industrial loader attaching kit; model 19-127, for Ferguson model T0-30 tractors. SE-6633. © 23May57; KK125687.  
Industrial loader attaching kit; model 19-128, for Ferguson model T0-35 tractors. SE-6634. © 23May57; KK125686.  
New capacity for profitable harvests; Ford 7-foot combine. AD-6582. © 2Apr57; KK125681.  
Remote control valve, part no. 231218 ... installation instructions. SE-6623. © 11Apr57; KK125682.

**Scarcity, grade, level, rake ...**  
Roseman filter wheel attachment for Ford rear mounted cultivators. AD-6649. © 3Jun57; KK126262.  
Subsoilers; 1, 2 and 3-shank models for Ford and Fordson major diesel tractors. AD-6519. © 18Apr57; KK125683.  
Take winter in stride; Ford snow equipment. AD-6406. © 30Nov56; KK122345.  
2-row, 4-row rear mounted drill planters; low-cost speed to beat the weather. AD-6576. © 24Apr57; KK125680.

**FOREMOST DAIRIES, INC. ©**  
Berry-Go Round ice cream. One half gallon liquid. © 26Mar57; KK124648.  
Bright and merry, springtime cherry. Foremost cherry-mint ice cream. © 1Jan57; KK123932.  
Cool, creamy, crunchy almond toffee ice cream. © 1Jan57; KK128267.  
Flaming ice cream dessert; snow-balls, wonder of the winterland. © 1Dec56; KK124266.  
Fresh peach ice cream. © 1Jun57; KK126302.  
Fresh peach ice cream sundae. © 1Jun57; KK126303.  
Fresh strawberry crush, made with crushed fresh strawberries. © 1Jun57; KK126305.  
Fun-time favorite: Big Dip Shake. © 1Mar57; KK124270.  
Give it a whirl; Berry-Go-Round sundae. Raspberry and vanilla ice cream. © 1Mar57; KK123933.  
Give it a whirl. Foremost Berry-Go-Round raspberry-vanilla ice cream. © 1Mar57; KK123930.  
Heaps more for the money; ice cream in half gallons. © 1Nov56; KK124264.  
Here's wishing you the happiest of holidays ... Your friendly Foremost milkman. © 1Dec56; KK122152.  
Hot in cold 'n' good all over; hot fudge ice cream cake. (Hot fudge sundae ice cream) © 1Nov56; KK124263.  
In the mood for a la mode? Try our pie with Foremost vanilla ice cream. © 1Jan57; KK123931.  
Nonfat drymilk solids; Instant Milk crystals; dissolves instantly; makes 5 quarts; Net wt. one lb. © 30Mar56; KK123692.  
Springtime cherry; plump cherry nuggettes in minted vanilla ice cream. Half gallon liquid. © 1Feb57; KK123696.  
Strawberry cooler. © 1Jun57; KK128304.  
Tangerine Tango ice cream; velvety ice cream swirled with tangerine sherbet. © 1Mar57; KK124272.  
Tangy 'n' terrific; Tangerine Tango Freeze; made with tangerine vanilla ice cream. © 1Mar57; KK124271.  
Tropical treasure; banana crunch ice cream, with macaroon morsels. © 1Jan57; KK124269.  
Tropical treat; ice cream banana split. © 1Jan57; KK124268.  
Wonderful winterful; egg nog, festive family dairy drink. © 1Dec56; KK124265.

**FOREST LAWN MEMORIAL-PARK ASSN. ©**  
Beauty that comforts. Forest Lawn undertaking \$15, cemetery \$125, plus endowment are. (In Glendale news-press, Glendale, Calif., Mar. 11, 1957, p.12-A) © 11Mar57; KK123935.  
Flowers for Christmas remembrance. © 5Dec56; KK123183.

**FORFEIT INSTITUTE, INC. ©**  
She's the gal who knew the facts on planning your department advertising. Bulletin no.8A; advertising. Appl. author: John Bateman. © 28Dec56; KK122265.

**FORST PACKING CO., INC. d.b.a. THE FORSTS. SEE The Forsts.**

**THE FORSTS.**  
And they all say: Forsts; rave notes; the most delicious delicacies we've ever tasted. Appl. author: The Kaplan Agency, Inc. © Forst Packing Co., Inc. d.b.a. The Forsts; 11Mar57; KK124627.

**FOUGERA (E.) & CO., INC.**  
Your cardiology desk-aide number eighteen is inside: classic signs in cardiology; Digitaline Nativelle. © Varlok Pharmacal Co., Inc., division of E. Fougera & Co., Inc.; 31Jan57 (in notice: 1956); KK122939.  
Your cardiology desk-aide number seventeen is inside: diagnosis of operable congenital cardiac lesions; Digitaline Nativelle. © Varlok Pharmacal Co., Inc., division of E. Fougera & Co., Inc.; 22Oct56; KK122938.

**FRAESDORF, BILL. SEE Praesdorf, William O., Jr.**

**FRAESDORF, WILLIAM O., JR. ©**  
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**FRAM CORP. ©**  
Build more Fram profits with these powerful merchandisers. New combination clock ... sells Fram filters 24 hours a day [and others]! AE-577. Appl. author: Lester F. Barnes. © 28Nov56; KK125422.  
Catalog; oil, air, fuel, water filters; 1957. FC-57. Appl. author: Edwin F. Morgan. © 26Nov56; KK125425.  
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Condensed catalog for wholesale salesmen. The world's most famous oil filters ... AE-577. Appl. author: Edwin F. Morgan. © 28Nov56; KK125421.  
Dirt and dust can ruin your engine. Over 1/2 lb. Laminated card. (Form AH-957) Appl. author: Lester F. Barnes. © 26Nov56; KK124539.  
Dirt and dust can ruin your engine. 3/4 lbs. Laminated card. (Form AH-957-D) Appl. author: Lester F. Barnes. © 26Nov56; KK124538.  
Farm tractors; 1957 Fram cartridge checker. (Form AH-969) Appl. author: Edwin F. Morgan. © 27Nov56; KK125426.  
Filters for marine use; 1957 catalog. (Form AH-986) Appl. author: Edwin F. Morgan. © 27Nov56; KK125424.  
Filtronic air filter for cars ... (Special 1957 filter catalog) (Form AH-973) Appl. author: Edwin F. Morgan. © 26Nov56; KK125412.  
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Ford adopts Fram filtronic carburetor air filter as original equipment for '57. AH-944. Appl. author: Edwin F. Morgan. © 26Dec56; KK124909.  
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- Here comes a carload of profit your way; we bought a solid carload of Fram filters... AH-980. Appl. author: Lester F. Barnes. © 3Dec56; KK125416.
- Here comes a truckload of profit your way; we bought a solid truckload of Fram filters... AH-979. Appl. author: Lester F. Barnes. © 3Dec56; KK125419.
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- Lincoln, Mercury, Ford... adopt new Fram easy change full flow oil filter as original equipment. AH-945. Appl. author: Edwin F. Morgan. © 20Oct56; KK125407.
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- MERHAFF, EDWARD © Should your child be a librarian? See New York Life Insurance Co.
- FRENCH GLASS CO., INC. © A perfume bottle from Paris; Joyeux Noel. Appl. author: Ladislav B. Bork. © 1Nov56; KK125999.
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- This calculator shows your way to an automatic office. (In U. S. news & world report, June 14, 1957, p.123) Appl. author: J. Walter Thompson Co. © 10Jun57; KK126163.
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- FRONCOCK-STEWART CO. Safety cooking spoon made of stainless steel. © John J. Russey d.b.a. Froncock-Stewart Co. © 5Feb57; KK123106.
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- G
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- GARMENT LETTERING CO. OF AMERICA, a division of WEBER SPORTWEAR MANUFACTURING CO., entirely owned by ALBERT WEBER. SEE Weber Sportwear Manufacturing Co.
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- GATWAY MARKETING SERVICE, INC. © Back by popular demand; United Savings Quota Tax Units Savings. © 22Feb57; KK123268.



## GATEWAY MARKETING SERVICE, INC. ©

Cont'd.

Come celebrate with us; grand opening, March 21-22. East Park Savings & Loan Assn. © 21Mar57; KK123768.

Come in; join our big grand opening; May 9-10-11-13. Stanton Federal Savings & Loan Assn. © 3May57; KK125011.

Dividends; dividends for everyone. Friendship Federal Savings & Loan Assn. © 10Jun57; KK126021.

Get extra earnings at United Savings. United Savings & Loan Assn. © 1May57; KK124989.

Here's how to make your money grow. Save regularly at \_\_\_\_\_ where earnings are greater and safety is insured. © 19Feb57; KK123991.

It's for you; a special get-acquainted gift from Foster Federal Savings and Loan Association. © 26Mar57; KK126042.

It's yours, a delightful gift for summer fun ... available to all who save at Pittsburgh Home Savings Vacationer. © 10Jun57; KK125013.

It's yours; a delightful gift for summer fun, from your neighborhood savings headquarters. Brentwood Federal Savings & Loan Assn. © 10Jun57; KK126019.

You may be taking it easy, but your savings dollars are hard at work earning big dividends at Mt. Lebanon Federal Savings and Loan. © 10Jun57; KK126020.

## GERON, G. H.

Ki Bob's; biscuit coated; a banquet on a skewer. Appl. author: Frank D. Hill. © G. R. Gehon (in notice); 5Jan57; KK123090.

GERON, G. R. SEE Gehon, G. H.

## GENERAL CHEMICAL DIVISION, ALLIED

CHEMICAL & DYE CORP. SEE Allied Chemical & Dye Corp.

## GENERAL DAIRY SUPPLY CO. ©

Family-Pac bulk style ice cream; Vega. one-half gallon liquid. (Design no.1001) Appl. author: Oscar Anderson. © 2Feb56; KK122613.

## GENERAL FIREPROOFING CO. ©

Swing to Super Filer for the storage of sheet music. © 1Mar57; KK122470.

## GENERAL FOODS CORP. ©

Bas, bas, black sheep, have you any wool? Jell-O brand gelatin dessert. (In Life, Apr. 15, 1957, p.71) Appl. author: Young & Rubicam, Inc. © 11Apr57; KK125219.

Birds Eye's passport to pleasure contest means more traffic for your store. Frosted foods. (In Supermarket merchandising, Feb. 1957, p.139) Appl. author: Young & Rubicam, Inc. © 4Feb57; KK121124.

Can't wait to taste it; new golden nectar Kool-Aid. (In Life, May 27, 1957, p.47) Appl. author: Eugene F. Gallivan. © 2May57; KK126227.

Free vacations to winners of Birds Eye's winter spectacular Passport to Pleasure contest. Frosted foods. (In Life, Feb. 25, 1957, p.40) Appl. author: Young & Rubicam, Inc. © 2Feb57; KK123766.

Greetings from Birds Eye, to all our good friends of the Cooperative Food Distributors of America. Frosted foods. (In Cooperative merchandiser, Feb. 1957, p.56) © 1Feb57; KK127115.

Kool-Aid comedy. Sheriff. (In Chicago Sunday Tribune comics feature magazine, May 26, 1957, p.9) Appl. author: Eugene E. Gallivan. © Perkins Division, General Foods Corp. (in notice: General Foods Corp.); 26May57; KK126225.

New golden nectar Kool-Aid; cool surprise. (In True story, June 1957, p.149) Appl. author: Eugene F. Gallivan. © 7May57; KK126779.

Sing a song of sixpence, sing a little ballad; serve the king some Jell-O ... (In the Saturday evening post, Jan. 19, 1957, p.45) Appl. author: Young & Rubicam, Inc. © 16Jan57; KK123344.

Somebody say Kool-Aid? Makes it fun to be thirty. (In True story, July 1957, p.121) Appl. author: Eugene F. Gallivan. © 7Jun57; KK126226.

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Something new for you on the Kool-Aid money tree; new space-saver bin. (In Progressive reader, June 1957, p.23) Appl. author: G. Frank Taylor. © 1Jun57; KK126228.

Spectacular promotion from Birds Eye. Your Passport to Pleasure is coming your way in January ... Frosted foods. (In Quick frozen foods, Dec. 1956, p.142) Appl. author: Young & Rubicam, Inc. © 10Dec56; KK123717.

Stir up a pitcher full of fun. 5¢ Kool-Aid makes two quarts. (In The Pittsburgh courier, May 18, 1957, magazine section, p.7) Appl. author: Eugene E. Gallivan. © Perkins Division, General Foods Corp. (in notice: General Foods Corp.); 18May57; KK126229.

To all frozen food dealers; Birds Eye brand frosted foods. Coming February 1, another dazzling, spectacular ... it's a Passport to Pleasure. (In Quick frozen foods, Jan. 1957, p.241) Appl. author: Young & Rubicam, Inc. © 10Jan57; KK123718.

GENERAL GRAVURE SERVICE CO., subsidiary of MODERN ENGRAVING & MACHINE CO. SEE Modern Engraving & Machine Co.

GENERAL MILLS, INC. © Betty Crocker Biscuits; 10 ready-to-bake biscuits; home style biscuits. Net wt. 8 oz. © General Mills, Inc. (in notice: Ready-To-Bake Foods, Inc., a subsidiary of General Mills, Inc.); 25Oct56; KK121380.

Betty Crocker homogenized pie crust mix in 1 1/2 sticks; each stick makes a 9" pie crust 1 1/2" dia. net wt. 20 oz. (Series no.1) © 4Sep56; KK123616.

Betty Crocker new chocolate coconut macaroon mix; add only water. 13 oz. net wt. (Series no.2) © 1Feb57; KK124113.

Betty Crocker new coconut macaroon mix; add only water. 13 oz. net wt. (Series no.2) © 1Feb57; KK124112.

Wheaties; breakfast of champions. Whole wheat flakes. Free, fats-in-food-counter. Net wt. 12 oz. (Series 129) © 1Feb57; KK124114.

## GENERAL MILLS, INC. SEE ALSO Ready-To-Bake Foods, Inc.

GENERAL MOTORS CORP. Delco double acting shock absorber. Engineered ride control. Appl. author: K. J. Wanta. © Delco Products Division, General Motors Corp.; 28Dec56; KK124153.

## GENERAL SLICING MACHINE CO., INC. ©

General presents the new model 750 electric slicing machine; General home slicing machines. (In National housewares directory, 1956 ed., p.244-255) Appl. author: Kaplan Agency, Inc. © 20Apr56; KK122229.

GEOGRAPHIC CO. © Geograph recorder; installation operation manual; parts list. Appl. author: Paul Benson. © 22Apr57; KK125710.

GIBSON REFRIGERATOR CO., division of HUPP CORP. SEE HUPP CORP.

## GILBERT PAPER CO. ©

Bank from the winter vacation, by Bernard DiAndrea; on the American business scene; Gilbert quality papers. (In Fortune, Feb. 1956, p.233) Appl. author: Frank C. Nahser, Inc. © 1Feb56 (in notice: 1955); KK122994.

The convention, by James Dwyer; for further information, write: Gilbert quality papers. (In Fortune, Aug. 1956, p.127) Appl. author: Frank C. Nahser, Inc. © 1Aug56; KK123090.

The first sales call, by Robert Meyers; on the American business scene; Gilbert quality papers. (In Fortune, Apr. 1956, p.89) Appl. author: Frank C. Nahser, Inc. © 1Apr56; KK122993.

Gentlemen, I have their letter here. The conference, by Ken Riley. © 1Jun56; KK122307.

Installing the new business machine, by Fritz Willis; on the American business scene; Gilbert quality papers. (In Fortune, Dec. 1956, p.217) Appl. author: Frank C. Nahser, Inc. © 1Dec56; KK123089.

On the American business scene. The moving mail, by Fritz Willis. © 10Oct56; KK122308.

GILLETTE CO. © Adorn, invisible hair spray; by Toni. Net wt. 7 oz. © Gillette Co., Toni Co. Division; 4Apr57; KK125314.

All new Bobbi; pin curl permanent, with exclusive casual pin curlers. Contents: 3 fl. oz. waving lotion; 55 casual pin curlers; 6 neckline curlers; 15 end tissue. Net wt. entirely revised. © Gillette Co., Toni Co. Division; 8Aug56; KK122957.

Complexion quiz. Question: How can I have a smoother, clearer complexion? Answer: Use new Deep Magic; facial cleansing lotion. (In Seventeen, Mar. 1956, p.25) Net wt. new pictorial material. © Gillette Co., Toni Co. Division; 1Mar56; KK124994.



- Delightful new cream deodorant; Rush by Toni, 2 fingers never touch Rush. (In Parade, May 5, 1957, p.17) © Gillette Co., Toni Co. Division; 5May57; KK125317.
- Ever-loving Viv stays married to your lips, goes on true-color ... [Blonde, holding spoon, hugging man, holding cigarette] (In True story, July 1956, p.32) © Gillette Co., Toni Co. Division; 7Jul56; KK124998.
- Ever-lovin' Viv stays married to your lips, goes on true color ... [Brunette, with bows in hair, hugging man, holding train] (In True story, Aug. 1956, p.24) NM: "new pictorial matter." © Gillette Co., Toni Co. Division; 7Jul56; KK124996.
- Father's Day gift specials; Just see what you get for dad. Super-speed Gillette razor plus Gillette Blue Blade deodorant ... [In Leatherneck, June 1957, p.11] Appl. author: Maxon, Inc. © 25May57; KK126354.
- The first permanent with homogenized waving cream; new creamy From ... Amazing stop-motion test ... (In This week, Mar. 25, 1956, p.19) NM: "new pictorial matter." © Gillette Co., Toni Co. Division; 25Mar56; KK124995.
- The first permanent with homogenized waving cream; new creamy From ... Watch her wave behave. (In This week, Apr. 15, 1956, p.20) NM: "new pictorial matter." © Gillette Co., Toni Co. Division; 15Apr56; KK124997.
- For a sportsman. [Sports theme] © 23Apr57; KK125270.
- For all home permanents, Softstyle curlers, by Toni. Contents: 36 Softstyle and 6 midget spin curlers. © Gillette Co., Toni Co. Division; 1Aug55; KK123059.
- For all home permanents, Softstyle curlers, by Toni; for softer, looser waves that last and last. Contents: 36 Softstyle and 6 midget spin curlers. NM: "new photographs & revised pictorial matter." © Gillette Co., Toni Co. Division; 14May56; KK123955.
- Grocers, get a profitable slice of the \$350,000,000 Father's Day market. Foamy shaving cream; Blue Blades. (In Chain store age, grocery ed., May 1957, p.168-169) Appl. author: Maxon, Inc. © 2May57; KK125010.
- Look what's cooking; Gillette's baker's dozen deal. You get one Gillette super-speed razor free ... (In Retail tobaccoist, Jan. 1, 1957, p.11) Appl. author: Maxon, Inc. © 1Jan57; KK123726.
- Look what's cooking; 3 Gillette what-makes Target blade merchandiser; baker's dozen; no. 1397 blade merchandiser. (In Chain store age, grocery ed., Jan. 1957, p.29) Appl. author: Maxon, Inc. © 30Dec56 (in notice: 1957); KK124307.
- Merry Christmas; 100 Blue Blades in dispensers. Christmas & winter sports themes. © 13Jan56; KK123066.
- New Bobbi pin curl permanent refill; a new way to softly feminine casual waves. Contents: 3 fl. oz. waving lotion; 16 end tiesues. "Revised copy & layouts." © Gillette Co., Toni Co. Division; 8Feb57; KK123659.
- New, deep rinsing White Rain shampoo, by Toni, rinses off twice as clean. 3 1/2 fl. oz. NM: revised copy changes & additions. © Gillette Co., Toni Co. Division; 17Jan57; KK123658.
- New, flushy, by Toni; the only cream deodorant your fingers never touch. © Gillette Co., Toni Co. Division; 2Jan57; KK122527.
- New Rush, cream deodorant and antiperspirant, by Toni. 7 3/4. © Gillette Co., Toni Co. Division; 23Mar57; KK125316.
- New Toni double-easy applicator for permanent waving. © Gillette Co., Toni Co. Division; 8May57; KK125315.
- New! super Toni, home permanent; special offer; double-easy applicator. © Gillette Co., Toni Co. Division; 26Apr57; KK125051.
- Only Bobbi has special casual pin-curlers. Heroine, Spindrift, First Love, Appl. author: Maxon, Inc. (In This week, p.11) © Gillette Co., Toni Co. Division; 28Feb57; KK123650.
- Only Bobbi has special casual pin-curlers. Honeycomb hairdo [and others] (In Mademoiselle, Apr. 1957, p.69) NM: revised copy & layouts; additional pictorial matter. © Gillette Co., Toni Co. Division; 29Mar57; KK125313.
- Pee Wee Reese shows you how to push butt, and how to get slick long-lasting shaves with supreme comfort. Super-speed razors. (In Leatherneck, Dec. 1956, p.13) Appl. author: Maxon, Inc. © 25Nov56; KK123725.
- To a sportsman; 100 Blue Blades in dispensers. Sports theme; Father's Day. © 24Apr56; KK122065.
- Twirl hair spray, by Toni; hair control without lacquer. Net wt. 4 1/2 oz. © Gillette Co., Toni Co. Division; 29Mar57; KK125050.
- What clean, refreshing shaves you get with a Gillette super-speed razor matched to your face and beard; light, regular, heavy. [Endorsed by] Casey Stengel. (In World's Series records, 1957, p.288-289) Appl. author: Maxon, Inc. © 1Feb57; KK123727.
- GINGOLD, LOUIS L. & ABE A. GREEN T. A. RESULTS UNLIMITED. SEE RESULTS UNLIMITED.
- GITTSWARE CORP. ©  
New 2 1/2 quart Gittsware easy-pour pitcher; no.A-1750. Appl. author: Lloyd Wilbur Byrnes. © 15Jan57; KK123866.
- GIVEN (H. W.) CO. ©  
Made with fresh, not powdered, milk. Table King, America's finest margarine. (In The Register, New Haven, Conn., Apr. 15, 1957, p.4) Appl. author: Elizabeth M. Zindel. © 15Apr57; KK124863.
- Within the next few days, this beautiful Swedish style crystal Lucia pattern server will be delivered ... Table King, America's finest margarine. (In The Register, New Haven, Conn., Apr. 8, 1957, p.11) Appl. author: Elizabeth M. Zindel. © 8Apr57; KK124862.
- GLADDING, McBEAN & CO. ©  
Franciscan Ware, a tradition in the finest homes. Appl. author: Lewis K. Woodward. © 2Jan57; KK123726.
- GLASCOCK BROS. MANUFACTURING CO. ©  
Double or triple your profits with 1-2-3 pre-mix drinks from new Glasco remote control dispensers. Appl. author: Applegate Advertising Agency, Inc. © 20Dec56; KK122320.
- Doubled drinks, doubled profits with this new Glasco pre-mix vendor. Appl. author: Applegate Advertising Agency, Inc. © 11Jan57; KK124928.
- Refresh your profits with Glasco automatic pre-mix vendors. Appl. author: Applegate Advertising Agency, Inc. © 1Feb57; KK122326.
- Watch your profits soar with 1, 2, 3 pre-mix drinks from new Glasco electric control dispensers. Appl. author: Applegate Advertising Agency, Inc. © 14Dec56; KK122929.
- Your pre-mix profits multiply with Glasco carry pack portable dispensers. Appl. author: Applegate Advertising Agency, Inc. © 10Dec56; KK121972.
- GLASER BROS. ©  
All over the West; growing with greater Santa Clara County. Call ... for all your cigar, tobacco, candy and sundry requirements. © 30Oct56; KK125281.
- GLASS, ROBERT KELLY. ©  
The Basin magazine; published every month. © on cover only; 10May57; KK126128.
- Bargains and closeouts magazine. © on cover only; 15Feb57; KK124901.
- GLEASON CORP. ©  
New, Gleason wheel deal. Narrow hub wheels give you maximum turnover and profits. (Catalog supplement no.454) Appl. author: John A. Peschek. © 15Mar57; KK123747.
- Slow speed wheels, featuring narrow hub construction ... (Catalog no.452) Appl. author: John A. Peschek. © 15Mar57; KK123748.
- GLEASON CORP. SEE ALSO Gleason Steel Corp.
- GLEASON STEEL CORP. ©  
Gleason dealer new. Narrow hub wheel ed. Appl. author: John A. Peschek. © Gleason Steel Corp. Gleason Corp. Division; 10Mar57; KK123691.
- New, Milwaukee used truck replacement wheels specifically designed for use on hand trucks used in vehicle delivery. (Form no.451) Appl. author: John A. Peschek. © Milwaukee Truck Co., division of Gleason Steel Corp.; 6Dec56; KK122047.
- GLEASON STEEL CORP. SEE ALSO Gleason Corp.
- GENMORE DISTILLENCIES CO. ©  
Col. Thompson always steers the safe course. Old Kentucky Tavern. [Man steering boat] (In San Antonio Light, Nov. 29, 1956, p.31) Appl. author: John D. O'Connell. © 29Nov56; KK124878.
- Colonel Thompson likes to take his time; Old Kentucky Tavern. [Man in jeep on airfield] (In Life, Jan. 21, 1957, p.90) Appl. author: John D. O'Connell. © 21Jan57; KK124880.
- Colonel Thompson likes to take his time; Old Kentucky Tavern. [Man with fast week of jeep; airfield] (In Time, Jan. 21, 1957, p.20) Appl. author: John D. O'Connell. © 21Jan57; KK124879.

GLENNORE DISTILLERIES CO. © Cont'd.  
King-size Texas Fifth; a full half-gallon of very fine bourbon.  
(In The Dallas Morning News, Feb. 8, 1957, p.1.) Appl. author: John D. O'Connell. © 8Feb57; KK123244.

GLIDDEN CO. ©  
Coconut candy cane cake; new Durkee idea. (In Ladies' home Journal, Dec. 1956, p.84.) Appl. author: Meldrum & Fewsmitth, Inc. © Glidden Co., Durkee Famous Foods Division; 26Nov56; KK125116.  
For men only: king-size cook-out set; new flavor ideas for backyard banquets. Durkee's seasoning salts [and others] (In Better homes & gardens, July 1956, p.89.) Appl. author: Meldrum & Fewsmitth, Inc. © Glidden Co., Durkee Famous Foods Division; 18Jun56; KK125753.

How 2 special paints give your home extra colorful protection at no more cost; Spred Glide-On; Imperal. (In Sunset, May 1956, p.267.) Appl. author: Meldrum & Fewsmitth, Inc. © 25Apr56; KK125134.  
It's easy to get spring-bright colors into your home now with Spred Satin ... wall paint. (In The Saturday evening post, Jan. 26, 1957, p.2 of the 25th Annual, author: Meldrum & Fewsmitth, Inc. © 22Jan57; KK126195.)

Make this year's paint tomorrow's protection. Imperial, Glid-Tone [and others] (In The Saturday evening post, May 11, 1957, p.140.) Appl. author: Meldrum & Fewsmitth, Inc. © 7May57; KK126194.

Now, a wonder enamel ... Spred Lustre, in colors matching famous Spred Satin; the latex wonder wall paint. (In The Saturday evening post, Mar. 2, 1957, p.8-9.) Appl. author: Meldrum & Fewsmitth, Inc. © 26Feb57; KK126414.

Now a wonder enamel ... smooth and easy to apply ... new Spred Lustre. (In Better homes & gardens, Mar. 1957, p.190.) Appl. author: Meldrum & Fewsmitth, Inc. © 21Feb57; KK126196.

Now, color harmony guaranteed with Spred Satin ... wall paint, and new Spred Lustre, all purpose enamel. (In The Saturday evening post, Apr. 6, 1957, p.143.) Appl. author: Meldrum & Fewsmitth, Inc. © 2Apr57; KK126415.

Save \$1.25 on Lazy Susan spice holder; the spice you want is always in front with Durkee's Spicemaster. (In Better homes & gardens, May 1957, p.123.) Appl. author: Meldrum & Fewsmitth, Inc. © Glidden Co., Durkee Famous Foods Division; 18Apr57; KK126171.

Smooth and creamy; made with fresh whole eggs; Durkee's fresh egg mayonnaise. (In Sunset magazine, May 1956, p.248.) Appl. author: Meldrum & Fewsmitth, Inc. © Durkee Famous Foods, division of The Glidden Co.; 25Apr56; KK124979.

So smooth, so delicious; tempting goodness for outdoor meals. Durkee's homogenized margarine. (In Life, Aug. 20, 1956, p.54.) Appl. author: Meldrum & Fewsmitth, Inc. © Durkee Famous Foods Division, Glidden Co.; 20Aug56; KK124712.

They're ready for you; gorgeous new array of Spred Satin colors. (Endorsed by) Arlene Francis. (In American home, Mar. 1955.) Appl. author: Meldrum & Fewsmitth, Inc. © 17Feb55; KK122798.

GLUECK, CHARLES H. d.b.a. CHARLES VENDING CORP. SEE Charles Vending Corp.

GOETZ BROS. METAL PRODUCTS, INC. © Aspen glass. Appl. author: William H. Goettl. © 28Mar57; KK124341.

GOLD BOND STAMP CO. © Suddenly it's yours, something you've always wanted; yours with your Gold Bond stamps. (In The Minneapolis star, Mar. 29, 1957, p.32B.) Appl. authors: Bruce B. Brewer & Co. & W. M. Brygelson. © 29Mar57; KK125990.

GOLDBERG, SAM. © Sam's world famous cheesecake. 11 oz. net. © 9Mar56; KK122788.

GOLDEN'S, INC. © No worries ... Golden's custom-made draperies. (In San Jose shopping news, Feb. 14, 1957, p.14.) Appl. author: Mary Chaney Hoffman. © 14Feb57; KK125177.

Not just 45 yards ... All the carpet you need for living room, dining room and hall, wall-to-wall. (In San Jose mercury-news, May 12, 1957, p.26.) Appl. author: Mary Chaney Hoffman. © 12May57; KK125156.

Take your pick of 6 complete groups for your outdoor living room. Free, a \$12.95 gift. (In San Jose mercury-news, Mar. 31, 1957, p.28.) Appl. author: Mary Chaney Hoffman. © 31Mar57; KK126477.

GOMMELS, BILL. © Like surprises? 2 surprises, genuine 23K gold, for you & yours only 35¢. (In Bremen derrick, Bremen, Ohio) © 27Dec56; KK122052.

GOODRICH (B. F.) CO. © A wonder-working Koroseal floor saves half your cleaning time. (In New homes guide, 37th annual ed., Nov. 1, 1956, p.223.) Appl. author: McCann Erickson, Inc. © 1Nov56; KK121922.

GOPHER GAME CO. © The game of Jinx; ideal for children ages 3 to 10; 1000 spills and thrills. © Harold C. Manley d.b.a. Gopher Game Co.; 14Mar57; KK124473.

GORHAM CO. © How can a wife help further her husband's career? Sterling. (In Mademoiselle, Nov. 1956, p.35.) Appl. author: Donahue & Coe, Inc. © 1Nov56; KK122385.

How important than catching the bride's bouquet? Sterling. (In Mademoiselle, Sept. 1956, p.20.) Appl. author: Donahue & Coe, Inc. © 13Apr56; KK122387.

The silver that arrived before they did. (In Charm, Apr. 1956, p.108.) Appl. author: Donahue & Coe, Inc. © 1Apr56; KK122797.

So many things to select for a wedding: First, of course, is the husband. (In McCall's, May 1956, p.15.) Appl. author: Donahue & Coe, Inc. © 1May56; KK122050.

Something a mother can't tell her daughter. Lily of the Valley, Camellia [and others] Sterling. © Apr56; KK124706.

This a girl has to do alone; sterling. (In American girl, Sept. 1956, p.12.) Appl. author: Donahue & Coe, Inc. © 1Sep56; KK122388.

Two decisions young marrieds should make. (In Glamour, May 1956, p.61.) Appl. author: Donahue & Coe, Inc. © 1May56; KK121953.  
When does a girl grow up? Sterling. (In American girl, Oct. 1956, p.10.) Appl. author: Donahue & Coe, Inc. © 1Oct56; KK122386.

GOUGH, SMOOT W. d.b.a. C & S SALES CO. SEE C & S Sales Co.

GOULD-NATIONAL BATTERIES, INC. © Charge control unit; type VSRF. © 30Mar57; KK125158.

Dreadnaught type element in transparent plastic container; type AT-56. © 30May56; KK125155.

Dreadnaught type element in transparent plastic container; type BT-76. © 30May56; KK125156.

Instructions for 32 cell battery in the Budd Co. rail diesel car. © 30Apr56; KK125141.

Kathodene, car lighting and air conditioning accessories. © 30Jan57; KK125143.

Kathodene, diesel locomotive starting batteries. © 30Jan57; KK126072.

Kathodene in plastic jars; types DKR, EER, FR. © 30Apr57; KK126071.

Kathodene strut-steel racks; double row, double tier rack specifications. © 30Apr57; KK125144.

Kathodene strut-steel racks; single row, double tier rack specifications. © 30Apr57; KK125147.

Kathodene strut-steel racks; three step rack specifications. © 30Apr57; KK125484.

Kathodene strut-steel racks; two step, overhang type, specifications. © 30Apr57; KK125148.

Kathodene strut-steel racks; two step rack specifications. © 30Apr57; KK125149.

Lead antimony stationary cells in plastic containers; type EWT. © 30Jan57 (in notice: 1956); KK125142.

Plante in plastic jars; types DFR, EFR, FR. © 30Apr57; KK126070.

Plante strut-steel racks; double row, double tier rack specifications. © 30Apr57; KK125150.

Plante strut-steel racks; single row, double tier rack specifications. © 30Apr57; KK125151.

Plante strut-steel racks; three step rack specifications. © 30Apr57; KK125152.

Plante strut-steel racks; two step, overhang type, specifications. © 30Apr57; KK125153.

Plante strut-steel racks; two step rack specifications. © 30Apr57; KK125154.

Play safe, buy the battery that gives you extra runs every year; industrial truck battery. Appl. author: Hutchins Advertising Co., Inc. © 28Feb57; KK123422.

Play safe, buy the battery that gives you extra runs every year; Kathodene batteries for air conditioning and car lighting. Appl. author: Hutchins Advertising Co., Inc. © 28Feb57; KK123418.

Play safe, buy the battery that gives you extra runs every year; Kathodene batteries for diesel starting. Appl. author: Hutchins Advertising Co., Inc. © 28Feb57; KK123419.

Play safe, buy the battery that gives you extra runs every year; Plante, the aristocrat of station-

ary batteries. Appl. author: Hutchins Advertising Co., Inc. © 28Feb57; KK123421.

Play safe, buy the battery that lets you extra runs every year; shuttle car and locomotive batteries. Appl. author: Hutchins Advertising Co., Inc. © 28Feb57; KK123420.

So you're going to buy an industrial battery. © 30Jan57; KK126069. Stop, no need to be up-in-the-air about batteries; industrial truck battery. (In Factory maintenance & management, Jan. 1957) Appl. author: Hutchins Advertising Co., Inc. © 28Dec56 (in notice: 1957); KK122853.

Stop, no need to be up-in-the-air about batteries; Kathanode batteries for air conditioning and car lighting. (In Railway age, Jan. 7, 1957) Appl. author: Hutchins Advertising Co., Inc. © 28Dec56 (in notice: 1957); KK122851.

Stop, no need to be up-in-the-air about batteries; Kathanode batteries for diesel starting. (In Modern railroads, Jan. 1957) Appl. author: Hutchins Advertising Co., Inc. © 28Dec56 (in notice: 1957); KK122852.

Stop, no need to be up-in-the-air about batteries; Plante, the aristocrat of stationary batteries. (In Telephony, Jan. 5, 1957) Appl. author: Hutchins Advertising Co., Inc. © 28Dec56 (in notice: 1957); KK122850.

Stop, no need to be up-in-the-air about batteries; shuttle car and locomotive battery. (In Engineering & mining journal, Jan. 1957) Appl. author: Hutchins Advertising Co., Inc. © 28Dec56 (in notice: 1957); KK122854.

Storage battery and charging equipment rental agreement for ... Lewis-Sherard Electric Industrial Trucks with 60 uniform monthly payments. © 30Mar57; KK125157.

Super Dreadnaught industrial truck battery. © 30Dec56; KK126068. Thirty and super Dreadnaught batteries for Lift Trucks, Inc.; hydroelectric industrial trucks. Straddle stacker, model KHL. © 30Nov56; KK125144.

Thirty and super Dreadnaught batteries for Revolver Go-Getter electric industrial trucks. © 30Aug56; KK125145.

Thirty and super Dreadnaught batteries for Tommor electric industrial trucks; model W. © 30Aug56; KK125146.

This is the Gould exclusive glass to the Insulator, the added months to battery service; Thirty. © 30Dec56; KK125159.

This is the Gould glass retainer; super Dreadnaught industrial batteries. © 30Dec56; KK125160.

Why worry about batteries, specify Gould and relax; industrial truck battery. Appl. author: Hutchins Advertising Co., Inc. © 31May57; KK126099.

Why worry about batteries, specify Gould and relax; Kathanode batteries for air conditioning and car lighting. Appl. author: Hutchins Advertising Co., Inc. © 31May57; KK126095.

Why worry about batteries, specify Gould and relax; Kathanode batteries for diesel starting. Appl. author: Hutchins Advertising Co., Inc. © 31May57; KK126095.

Why worry about batteries, specify Gould and relax; Plante, the aristocrat of stationary batteries. Appl. author: Hutchins Advertising Co., Inc. © 31May57; KK126096.

You get hidden horsepower from Gould batteries; industrial truck battery. Appl. author: Hutchins Advertising Co., Inc. © 25Jan57; KK123218.

You get hidden horsepower from Gould batteries; Kathanode batteries for air conditioning and car lighting. Appl. author: Hutchins Advertising Co., Inc. © 25Jan57; KK123246.

You get hidden horsepower from Gould batteries; Kathanode batteries for diesel starting. Appl. author: Hutchins Advertising Co., Inc. © 25Jan57; KK123249.

You get hidden horsepower from Gould batteries; Plante, the aristocrat of stationary batteries. Appl. author: Hutchins Advertising Co., Inc. © 25Jan57; KK123247.

You'll go head over heels for Gould extra benefits. Industrial truck battery. Appl. author: Hutchins Advertising Co., Inc. © 25Mar57; KK124727.

You'll go head over heels for Gould extra benefits. Kathanode batteries for air conditioning and car lighting. Appl. author: Hutchins Advertising Co., Inc. © 25Mar57; KK124726.

You'll go head over heels for Gould extra benefits. Kathanode batteries for diesel starting. Appl. author: Hutchins Advertising Co., Inc. © 25Mar57; KK124728.

You'll go head over heels for Gould extra benefits. Plante, the aristocrat of stationary batteries. Appl. author: Hutchins Advertising Co., Inc. © 25Mar57; KK124729.

GRAPEL MANUFACTURING CO. Pla-Like puzzle blocks; the block for the education, entertainment and therapy of children. © Grace Carolyn Lewis d.b.a. Grapel Manufacturing Co.; 3Jan57; KK125870.

GRAHAM MACHINE TOOL CO. © Barrett high speed gap lathe, with pre-selector speed control. © 11Feb57; KK125526.

GRANAT. The first and still the finest of locking rings; Wed-Lok, now in The Saturday evening post. (In The Jeweler's circular-jewelry, Mar. 1957, p.73) © Granat Manufacturing Co. d.b.a. Granat; 1Mar57; KK128925.

Luck and love ... featuring Wed-Lok's Lily of the Valley wedding and engagement rings. Wed-Lok, the rings that lock with a click. © Granat Bros. d.b.a. Granat; 19Mar57; KK124373.

Which is the happier bride? Now profit from your Wed-Lok campaign in the Post. Her diamond rings lock together ... © Granat Manufacturing Co. d.b.a. Granat; 21Feb57; KK124130.

Which is the happier bride? She wears lock-together Wed-Lok rings. (In The Saturday evening post, Mar. 9, 1957, p.62) © Granat Manufacturing Co. d.b.a. Granat; 9Mar57; KK128924.

Which is the happier bride? The happier bride wears Wed-Lok, locking diamond rings. (In San Fran-

cisco examiner, Mar. 16, 1957, section 1, p.4) © Granat Bros. d.b.a. Granat; 16Mar57; KK128218.

Which is the happier bride? The happier bride wears Wed-Lok rings; they lock together ... (In San Francisco examiner, Mar. 10, 1957, section 1, p.3) © Granat Bros. d.b.a. Granat; 10Mar57; KK123890.

GRANAT MANUFACTURING CO. d.b.a. GRANAT. SEE Granat.

GRAND AWARD RECORD CORP. © Leonard Smith plays the cornet. (Award artist series, AAS-701) © 27Dec56; KK122180.

Robert McGinnis plays the clarinet. (Award artist series, AAS-702) © 27Dec56; KK122179.

Sigurd Rascher plays the saxophone. (Award artist series, AAS-703) © 27Dec56; KK122181.

World's greatest music; Bridey O'Toole and her Singin' Lads. World's greatest art: Bird in a gilded cage, by Tracy Sugarman. G. A. 33-345. © 16Apr57; KK124620.

World's greatest music: Calypso. World's greatest art: Calypso drums, by Don Miller. G. A. 33-357. © 22May57; KK125584.

World's greatest music: Eugene Conley & Winifred Heidt. Sentimental serenade. World's greatest art: Venus and Adonis, by Rubens. G. A. 33-305. © 22May57; KK125585.

World's greatest music: Jazz; Dixieland style, Chicago style. World's greatest art: Jazz, by Tracy Sugarman. G. A. 33-313. © 22May57; KK125583.

World's greatest music: Joe Venuti and his fiddle on fire. World's greatest art: Through the ages, by Tracy Sugarman. G. A. 33-351. © 16Apr57; KK124621.

World's greatest music: The Ink Spots' greatest, v.2. World's greatest art: Variation on spots, by Don Miller. G. A. 33-354. © 16Apr57; KK124622.

World's greatest music: The Roaring 20's, v.3. World's greatest art: 23 Skidoo, by Emerson Barron. G. A. 33-353. © 16Apr57; KK124619.

GRAND DUCHESS STEAKS, INC. © 4 sandwich beef steaks; flaked, shaped. Net wt. 7 1/2 ozs. © 19Dec55; KK123764. Grand Duchess 4 beef steaks; flaked, shaped. Net wt. 11 ozs. © 20Dec56 (in notice: 1955); KK128295.

3 breaded beef steaks; flaked, shaped. Net wt. 7 1/2 ozs. © 21Dec55; KK123762.

3 breaded flaked veal shaped steaks. Net wt. 7 1/2 ozs. © 21Dec55; KK123763.

GRANT (W. T.) CO. © Busy beaver children's shoes. B-402-B; B-402-A. Appl. author: Hoague-Sprague Corp. © 10Jun57; KK126315.

GRAY CO., INC. © Oil go direct-from-drum to mixing kettle at Johnson's Wax. Fast-Flo. Orac also pumps direct-from-drum pumps. (In Business week, July 10, 1956, p.92) © 10Jul55; KK119421.



- GRAY CO., INC. © Cont'd.  
Shop Mills always on hand at General Electric. Fast-Flow. Graco air-powered direct-from-drum pumps. (In Labor, Apr. 28, 1956, p.163) © 28Apr56; KK123193.  
You can't pour it, but you can pump it. Graco Flowflo; air-powered direct-from-drum pumps. (In Regions July 1956, p.85) © 11Jul56; KK123920.
- GREAT NATIONAL LIFE INSURANCE CO. ©  
The standard of living in your family... © 13Apr57; KK125496.
- GREATER PATERSON (N. J.) CHAMBER OF COMMERCE.  
Downtown Paterson, as seen by George Wolfe. Look for this certified seal... during 81 Neighbor Month. (In Paterson evening news, May 15, 1957, p.22) © Commercial Development Fund of the Greater Paterson Chamber of Commerce; 15May57; KK125499.
- GREEN, ABE A. & LOUIS L. GINGOLD t.e. RESULTS UNLIMITED. SEE RESULTS UNLIMITED.
- GREEN GIANT CO. ©  
Delicate brand very young, sweet mint-flavored peas. Contents 1 lb. 1 oz. NM: Green Giant figure upon fleur-de-lis pattern; rev. color & wording. © 23Jan57; KK123295.  
Fresh country flavor, at a sweet country saving; Kounty Kist sweet peas. (In Good housekeeping, Oct. 1956, p.219) Appl. author: Leo Burnett Co., Inc. © 20Sep56; KK123203.  
Lovin' touch for any meal, the Green Giant flavor; Green Giant peas. (In Life, Aug. 27, 1956, p.54) Appl. author: Leo Burnett Co., Inc. © 23Aug56; KK123207.  
Lovin' touch for any meal, the Green Giant flavor; Green Giant peas. Country girl doll. (In Life, Nov. 12, 1956, p.158-159) Appl. author: Leo Burnett Co., Inc. © 8Nov56; KK123206.  
Fresh country flavor, at a sweet country saving; Kounty Kist whole kernel vacuum packed corn. (In Good housekeeping, Nov. 1956, p.187) Appl. author: Leo Burnett Co., Inc. © 22Oct56; KK123197.  
Niblets corn, now quick-cooked. Our Mr. 5 x 5 can... (In Life, Oct. 1, 1956, p.11) Appl. author: Leo Burnett Co., Inc. © 27Sep56; KK123204.  
Niblets Mexican; corn with sweet peppers now quick-cooked. (In Life, Dec. 3, 1956, p.4 of cover) Appl. author: Leo Burnett Co., Inc. © 30Nov56; KK123199.  
Now comes to you quick cooked; Niblets, fresh corn vacuum packed. (In Life, Oct. 22, 1956, p.169) Appl. author: Leo Burnett Co., Inc. © 18Oct56; KK123195.  
One date and you'll go steady with the Green Giant flavor; Green Giant peas. (In Life, Dec. 17, 1956, p.114) Appl. author: Leo Burnett Co., Inc. © 13Dec56; KK123201.  
Quick-cooked corn is here; Niblets, fresh corn vacuum packed. (In Life, Sept. 17, 1956, p.150) Appl. author: Leo Burnett Co., Inc. © 13Sep56; KK123208.  
Quick cooked; Niblets, fresh corn vacuum packed. (In Life, Mar. 19, 1956, p.4 of cover) Appl. author: Leo Burnett Co., Inc. © 15Nov56; KK123196.
- Quick-cooking; new milestones in food canning, Niblets, fresh corn vacuum packed. (In Reader's digest, Sept. 1956, p.11) Appl. author: Leo Burnett Co., Inc. © 25Aug56; KK123200.  
Special opportunity; Giant new crop values. Green Giant sweet peas, Niblets [and others] (In Minneapolis morning tribune, Oct. 12, 1956, p.24) Appl. author: Leo Burnett Co., Inc. © 12Oct56; KK123198.  
Sweet moment, when you discover the Green Giant flavor; Green Giant peas. (In Life, Oct. 8, 1956, p.2 of cover) Appl. author: Leo Burnett Co., Inc. © 4Oct56; KK123205.  
They harvest peas by moonlight. (In Reader's digest, Oct. 1956, p.178) Appl. author: Leo Burnett Co., Inc. © 25Sep56; KK123202.  
GRIFFIN, BERNICE MAE d.b.a. QUILT-ERINES. SEE Quiltinaries.
- GROLIER SOCIETY, INC. ©  
Building blocks of success; Richards Topical Encyclopedia. (In Living for young homemakers, Dec. 1956, p.7) Appl. author: Doyle Dane Bernbach, Inc. © 20Nov56; KK123195.  
A child reads the books that talk his language. The Book of Knowledge, the children's encyclopedia. (In Parents' magazine, Mar. 1957, p.7) Appl. author: Doyle Dane Bernbach, Inc. © 25Feb57; KK123227.  
Is there a way to get him started right? The Book of Knowledge, the children's encyclopedia. (In Parents' magazine, Apr. 1957, p.3) Appl. author: Doyle Dane Bernbach, Inc. © 25Mar57; KK123426.  
The man who heard animals talk; Richards Topical Encyclopedia. (In Parents' magazine, Nov. 1, 1956, p.15) Appl. author: Doyle Dane Bernbach, Inc. © 25Oct56; KK123135.  
The 1957 Book of Knowledge annual up-dates your set to this year. © 3Jan57; KK123194.  
The 1957 Encyclopedia Year Book makes your encyclopedia an active living library. © 18Feb57; KK123410.
- GUILD AGENCY. ©  
Red Sox home games, 1957. Merchants Co-operative Bank. Appl. author: C. Howard Guild. © 9Apr57; KK125295.
- GUNLOCKER (W. H.) CHAIR CO. ©  
Scotch Mill means leather luxury; you can feel the difference in Gunlocke chairs. Appl. author: Rogers & Porter. © 23Jan57; KK123521.
- GUTH (EDWIN F.) CO. ©  
'Antovot' the most... for the Guth Brascolite line of incandescent lighting fixtures. Appl. author: Fred E. Guth. © 16May57; KK126371.
- H
- HABITANT FENCE CO.  
Habitant Fence Co. to enhance the pleasure of outdoor living. Appl. author: Wesley Aves Advertising Co. © Habitant Fence Co. (In notice: Habitant Fence, Inc.); 6Jun57; KK126165.
- HAPPENREFFER & CO., INC. ©  
Enjoy its man-size flavor; you get it in Pickwick ale, meant for men who work hard, play hard. [Endorsed by] Tony DeMarco. (In Quincy patriot ledger, Jan. 9, 1957, p.12) NM: additional text, rearrangement. © 9Jan57; KK123752.  
Its man-size flavor is meant for men... Pickwick ale. (In Boston daily record, Apr. 29, 1957, p.12) NM: additional matter, rearrangement & additional text. © 29Apr57; KK125661.  
Meant for men who work hard, play hard; enjoy its man-size flavor, in cans and on draught, too. Pickwick ale. [Endorsed by] Tony DeMarco. (In Boston daily record, Jan. 7, 1957, p.14-19) © 7Jan57; KK123751.
- HAFSTAD, LAWRENCE R.  
Should your child be an atomic scientist? SEE New York Life Insurance Co.
- HAGAN (I. N.) ICE CREAM CO. ©  
Ice cream. One pint liquid. 62OH-3. Appl. author: Marathon Corp. © 28Nov57; KK126136.
- HALPERY (G. P.) & CO. ©  
Pioneer brand fancy red sockeye salmon; a seafood delicacy. Contents 7 3/4 oz. © 25Feb57; KK123448.  
HALL (ROBERT) CLOTHES, INC. ©  
Robert Hall brings down the cost of dressing up. For Easter. Jane Hunter spruce coat originals... [and others] (In Life, Apr. 1, 1957, p.14-15) © 27Mar57; KK124719.
- HALO WEATHERVANE CO. ©  
Put a halo over your home... with a new religious weathervane. (In Catholic chronicle, May 24, 1957, p.2) Appl. author: Frank H. McCarty. © 24May57; KK125910.
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So richly styled... you'll never guess how little it costs; Hamilton Suburban automatic home laundry. (In Ladies' home journal, Mar. 1957, p.125) Appl. author: Robert V. O'Brien, Jr. © Hamilton Manufacturing Co. d.b.a. Hamilton; 25Feb57; KK125188.
- HAMILTON MANUFACTURING CORP. ©  
We're planting 17 million seeds in this Conco April-May step stool promotion. © 21Feb57; KK124669.
- HAMM (THO.) BREWING CO. ©  
Beer, from the land of sky blue waters. Contents 12 fl. ounces. © 26Nov56; KK124306.
- HAMMOND ORGAN CO. ©  
Expect a small miracle, when you play a Hammond organ. (In Ebony, Feb. 1957, p.29) Appl. author: Young & Rubicam, Inc. © 2Jan57; KK123720.  
Feet of products in American business offer dealers price structure as firm as the Hammond organ. (In Piano trade magazine, May 1957, cover) Appl. author: Young & Rubicam, Inc. © 3May57; KK126223.  
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Hammond's dealer margins are a known quantity... (In Piano trade magazine, Apr. 1957, cover) Appl. author: Young & Rubicam, Inc. © 14Apr57; KK125217.



The new and different kind of organ, so easy to play you don't need lessons. (In Ebony, May 1957, p.2) Appl. author: Young & Rubicam, Inc. © 14Apr57; KK125215.

Play and put new magic in simple tunes. (In Etude, Jan. 1957, p.2) Appl. author: Young & Rubicam, Inc. © 27Dec56; KK124811.

Put new spirit all through your school with a Hammond organ. (In Musart, Feb. 1957, p.1) Appl. author: Young & Rubicam, Inc. © 2Feb57; KK124809.

Tremendous tonal resources with Hammonds's harmonic drawbars. (In American Organist, Apr. 1957, p.115) Appl. author: Young & Rubicam, Inc. © 11Apr57; KK125216.

Typical school day in the life of a Hammond organ. (In School equipment news, Feb. 1957, p.97) Appl. author: Young & Rubicam, Inc. © 1Feb57; KK123719.

What they look for in a new organ? (In Your church, Apr. 1957, p.15) Appl. author: Young & Rubicam, Inc. © 31Mar57; KK125218.

You find happy people in a home that has a Hammond organ. (In The Saturday evening post, Apr. 6, 1957, p.67) Appl. author: Young & Rubicam, Inc. © 3Apr57; KK125214.

HANDLIN, JOSEPH A. ©  
2 in hand for mother; Babe-Eze-Chair-Bed. © 23Oct56; KK122634.

HANNAH, SAMUEL B. d.b.a. DESERT SAGE. SER Desert Sage.

HANNU COLOR PRODUCTIONS. ©  
Dugan's, bakers for the home; cakes for special occasions. (In Home, © 24Jan57; KK123836.

Firefighters tell us; we specify Hannay fire hose reels because ... (In Fire engineering, Apr. 1957, p.292) © 15Apr57; KK124824.

Guided unwinding plus level rewinding; quick, easy LPD delivers reels to left or right with the Hannay Outdemaster, with Hannay explosion-proof switch. (In Butane-propane news, Feb. 1957, p.49) © 1Feb57; KK122931.

Hannay; how to make hose behave, and last longer, too; hose reels. © 21Jan57; KK122932.

Overhead approach to a down to earth problem: Hannay Outdemaster. (In National petroleum news, Mar. 1957, p.11) © 1Mar57; KK123649.

Specify Hannay industrial fire hose reels for maximum plant protection. (In Occupational hazards, June 1957, p.66) © 1Jun57; KK126082.

There's a Hannay hose reel for every industrial application. (In Industrial equipment news, May 1957, p.50) © 1May57; KK123773.

To all firefighters. If you were asked to name a famous fire hose reel ... (In Fire engineering, Feb. 1957, p.108) © 15Feb57; KK123765.

Where inches count, specify Hannay hose reels ... (In Fuel oil news, Mar. 1957, p.4 of cover) © 1May57; KK125449.

Where inches count, use Hannay hose reels, with Hannay forged brass swing joints. (In National petroleum news, May 1957, p.41) © 1May57; KK125130.

HANSEN'S (CHRISTIAN) LABORATORY, INC. ©  
Junket brand Danish dessert; current raspberry flavor. 7/3 ozs. net. Appl. author: Jis Wash Associates, Inc. © 20Feb57; KK125926.

Junket brand Danish dessert; strawberry flavor. 4/3 ozs. net. Appl. author: Jis Wash Associates, Inc. © 15Mar57; KK125927.

Rennet-custards for quantity food service, made with Junket brand rennet powder. © 1May57; KK125155.

HAPPY HOUR, INC. ©  
Psychoboard, with mystic crystal ball; 501. Appl. author: Cecil B. Woolfer. © 11Jan57; KK123829.

Color at sea level, by Harlequin. © 1Nov56; KK122951.  
Frames for resort and travel. NM: "front cover & center spread." © 1Dec56; KK124754.

Your eyes deserve a frame of beauty. Harper's bazsar eye; newest fashion accent, color at sea level. (In Harper's bazsar, July 1956) © 8Aug56; KK122952.

HARNISCHFEGGER HOMES, INC. ©  
How to fight 1957's tough building market ... P&H homes. © 14Jan57; KK124425.

Looking for an angel ... announcing 72 new low-cost, high quality homes ... quality P&H homes. © 25Apr57; KK124854.

New economy homes by Harnischfeger Homes, Inc. The Foreston, the Forbes (and others) Quality P&H homes. © 15Apr57; KK124594.

New P&H family plan homes; your opportunity for greater profit. (In Don't Forget Chester, Bedford [and others] © 21Jan57; KK122436.)  
Quality P&H homes; designed for high quality at moderate cost. The Clermont with attached garage. © 16Aug56; KK124424.

HARRIS-SEYBOLD CO. ©  
Harris impressions. June 1956. Appl. author: Calvin D. Harman. © 26Jun56; KK125230.  
Jan.-Feb. 1957. Appl. author: G. C. Higginbotham. © 11Feb57; KK125231.

HARRIS TRUST & SAVINGS BANK. ©  
The king who got squeezed by tight money. (In The Wall Street Journal, Midwest ed., Jan. 18, 1957, p.2) Appl. author: Leo Burnett Co., Inc. © 18Jan57; KK123022.

The man who really had money growing on trees. (In Chicago daily news, Jan. 23, 1957, p.6) Appl. author: Leo Burnett Co., Inc. © 23Jan57; KK123021.

HARTFORD ACCIDENT & INDEMNITY CO. ©  
Advertise with your eyes. Six-count 'em-six. © 27Aug56; KK123783.

How to make a wink work for you. A new idea in newspaper advertising. © 30Apr56; KK123784.

HARTSELL, HAROLD E. ©  
Sparkling New ... watch and instrument miracle cleaning solution; Formula A-1. © 15Jul55; KK121455.

HASSENWELD BROS., INC. ©  
Pedigre, the quality pencil; 5¢ each; cheaper by the dozen. (In Life, Aug. 27, 1956, p.81) Appl. author: Joseph M. Bernatkin. Empire Pencil Co., division of Hassenfeld Bros., Inc.; 22Aug56; KK126109.

HAWAIIAN PINEAPPLE CO., LTD. ©  
Dole concentrated frozen Hawaiian pineapple juice, unsweetened; vitamin C enriched. 6 fluid oz. © 27Sep56; KK124752.

Dole concentrated Hawaiian pineapple juice; unsweetened, frozen fresh. 6 fluid oz. © 20Dec56; KK123313.

Dole, fancy pineapple juice. Contents 1 pt., 2 fl. oz. © 12Sep56; KK122104.

Dole frozen concentrated pineapple and grapefruit juice; vitamin C enriched. 6 fl. oz. © 26Dec56; KK123314.

Dole frozen concentrated pineapple and orange juice; vitamin C enriched. 6 fl. oz. © 26Dec56; KK123315.

Dole Hawaiian crushed pineapple in extra heavy syrup. Contents 1 lb. 14 oz. © 27Sep56; KK123329.

Dole Hawaiian pineapple chunks in extra heavy syrup. Contents 1 lb. 14 oz. © 27Sep56; KK123340.

Dole Hawaiian pineapple sliced. 4 slices. Contents 9 oz. avoird. © 27Sep56; KK123731.

Dole Hawaiian pineapple spears in extra heavy syrup, 15 spears. Contents 1 lb. 4 1/2 oz. © 23Apr57 (in notice: 1956); KK123782.

Dole pineapple-grapefruit drink; vitamin C enriched. Contents 1 qt. 14 oz. © 25Mar57; KK124750.

Plantation Hawaiian sliced pineapple, in heavy syrup, 10 slices. Contents 1 lb. 4 oz. © 21Dec56; KK123316.

HAWAIIAN VILLAGE RECORDS. ©  
Broadway wears a lei. Alfred Apaka with Axel Stordahl and his orchestra. HVL7P00. Appl. author: Henry J. Kaiser. © 17Jan57; KK123054.

HAYDON (A. W.) CO. ©  
A. C. timing motor. 24100 series, 100 cycle. (Bulletin A.W.H. NO 80); Sept. 1956. © 1Sep56; KK122600.

Basic direct current timing motors. (Bulletin A.W.H. NO 805, Mar. 1957) © 1Mar57; KK126122.

Basic hermetically sealed time delay relays, 6400, 11400, 24300 series. Dec. 1956. (Bulletin A.W.H. TD 406) © 1Dec56; KK123915.

Basic-minture repeat cycle timers; 3600, 13600, 24400 series. (Bulletin A.W.H. RC 201, Sept. 1956) © 1Sep56; KK122601.

Reset type elapsed time indicators; 7500, 12500, 24300 series. (Bulletin A.W.H. ET 601) © 1Feb57; KK123872.

HAYWARD CO. ©  
Catch-basin buckets. (Bulletin 806) © 15Apr57; KK124588.

HEIDELBERG BREWING CO. ©  
Heidelberg, the light, slow brewed beer. The product story ... advertising and selling campaign. © 8Apr57; KK126008.

Slow brewed ... have a Heidelberg, the light, slow brewed beer. (In Tacoma news tribune, Mar. 15, 1957, p.24) © 15Mar57; KK126159.

HILLEMAN (d.) BREWING CO. ©  
Drink to the new style for Heileman's Old Style. Hand holding goblet of beer; pine tree background. Appl. author: Campaign Advertising, Inc. © 20Jun57; KK126301.

HELMAN (G.) BREWING CO. © Cont'd.  
He has: have you tasted Old Style? Bus cards. Appl. author: Earle Ludgin & Co. © 1Apr57; KKL25560.

There are two kinds of people in the world; Old Style lager. (In The La Crosse Times-Review, La Crosse, Wis., Mar. 4, 1957, p.7) Appl. author: Earle Ludgin & Co. © 1Mar57; KKL23703.

There are two kinds of people in the world; Old Style lager. [One man holding glass of beer, another man with glasses on forehead] (In The Register Times-Review, La Crosse, Wis., May 17, 1957, p.7) Appl. author: Earle Ludgin & Co. © 17May57; KKL25515.

There are two kinds of people in the world; Old Style lager. [Quizzical man watching smirking man, holding bottles] (In The Register Times-Review, La Crosse, Wis., Apr. 26, 1957, p.7) Appl. author: Earle Ludgin & Co. © 26Apr57; KKL25540.

There are two kinds of people in the world; Old Style lager. [Two men; 1 pouring beer into other's glass] (In The Register Times-Review, La Crosse, Wis., Apr. 5, 1957, p.3) Appl. author: Earle Ludgin & Co. © 5Apr57; KKL24543.

HENTLEY, PAUL PROPER. © Imported new style greens; 1100 series. © 16Jan57; KKL24219.

Wide horizon movable shutters. © Paul Hentley; 25Feb57; KKL23873.

HERMAN BISCUIT CO. division UNITED BISCUIT CO. OF AMERICA. SEE UNITED Biscuit Co. of America.

HERMAN (I. C.) & CO., INC. © New, whiter than white; a Springs Cotton Mills fabric. 10 men's handkerchiefs. Appl. author: B. M. Greenberg. © 22Jan57; KKL23338.

HERSCHEL (R.) MANUFACTURING CO., INC. © Bolt prices current. NM: "price revisions and additions." © 2Jan57; KKL23621.

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HERSH EXTERMINATING SERVICE. Exterminating service. (In Sharon Herald, Sharon, Pa., Jan. 18, 1957, p.22) Appl. author: Clare Kush. © M. Hersh & D. Buslik d.b.a. Hersh Exterminating Service.; 18Jan57; KKL23655.

HERTZ RENT-A-CAR. Now, rent it here, leave it there, at no extra charge. (In Chicago daily tribune, Feb. 20, 1957) © Hertz System, Inc. t.a. Hertz Rent-A-Car & Hertz Rent-A-Car System; 20Feb57; KKL24950.

HERTZ SYSTEM, INC. t.a. HERTZ RENT-A-CAR & HERTZ RENT-A-CAR SYSTEM. SEE Hertz Rent-A-Car.

HERZOG REALTY CO. Gracious living in Dunhurst Heights; quality P & H homes. (In Chicago daily news, Nov. 3, 1956) © L. C. Manke, Herzog Realty Co.; 9Nov56; KKL21207.

HI NEIGHBOR, INC. © Hi Neighbor stamps; use just like cash at Safeway stores. Cowboy sign. Appl. author: Aubrey E. Pilkington. © 29Mar57; KKL24952.

Hi Neighbor stamps; use just like cash at Safeway stores. 50 stamps complete this book. Appl. author: Aubrey E. Pilkington. © 29Mar57; KKL24953.

HICKOK MANUFACTURING CO. Positively finer Christmas gifts by Hickok. Mahogany Sierra belt, Champion sports jewelry [and others] (In Look, Dec. 11, 1956, p.89) Appl. author: Kastor, Farrell, Chesney & Clifford, Inc. © Hickok Manufacturing Co. a.k.a. Hickok; 27Dec56; KKL24626.

HIGH'S DAIRY PRODUCTS CORP. © Family of four; join the swing to High's. © 27Mar57; KKL24447.

HILGEGUD, KENNETH R. © Cuba Cup; instant beverage coffee in tablet form. © 11Jul56; KKL22195.

HILL (P. J.) CO. © Save up to 50% on new 1957 saft-style Wall-0-Steel swimming pools... (In Sunday news, Passaic-Bergen section, Apr. 28, 1957) Appl. author: Jacob Rich. © 28Apr57; KKL25869.

HILTI RAPID FASTENING SYSTEMS, INC. © Hilti drive tools for special applications. Model BD-28; model DCS. Hit-It with Hilti. Appl. author: H. Peter Rossiger. © 5Apr57; KKL24397.

Hilti... hundreds of thousands of tools in daily use; the Hilti Fastfix, model DP4. Appl. author: H. Peter Rossiger. © 25Feb57; KKL23879.

The Hilti Jet, model DC-58. Hit-It with Hilti. Appl. author: H. Peter Rossiger. Appl. states prev. reg. 11Nov56; KKL21133.

Now entire back of sheet is new; in original, back was blank. © 3Apr57; KKL21396.

Rapid fastening system; catalog. Appl. author: H. Peter Rossiger. © 4Mar57; KKL23880.

Safe, revolutionary new fastening method; Hilti. Model DM6 universal. Appl. author: H. Peter Rossiger. © 18Mar57; KKL23878.

HTM SON CO. © New Him Son brand sweet 'n pungent Chinese dressing. Net 8 fl. oz. Appl. author: Albert Orm. © 17Jun57; KKL26410.

HINES, NORMAN G. © Filter tip tall cigarettes for the Texan. © 3Dec56; KKL22118.

HIRSH (S. A.) MANUFACTURING CO. © For smooth fitting plastic bag moulding use the HIRSHUK moulding joiner. Appl. author: Sander Allen. © 20Feb57; KKL24022.

Installation instructions for show-line end units. Appl. author: Sander Allen. © 15Oct56; KKL22734.

HOAGUE-SPRAGUE CORP. © Balboa casuals. B-406-B. © 17Jun57; KKL26384.

Behn Bull means better built foot-wear since 1901. Fed. Walk. P-279-AB. © 8May57; KKL26284.

New Yorker distinctive footwear. N-91-B LN. © 9May57; KKL25524.

HODES-DANIEL CO., INC. Any way you figure it, ready cash for you. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc.; FGA Division; 15Jan57; KKL22734.

Cash account book, for exclusive use by the resident at the above address. Old Dominion Small Loan Corp. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc.; FGA Div.; 11Nov56; KKL21927.

Eaves dropping? Do it yourself with handy cash. HIRA Corp. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc.; FGA Div.; 1May57; KKL25137.

Flattened by bills? Bounce back with a quick cash loan. FCP Finance Corporation. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc.; FGA Division; 15Jan57; KKL22732.

Get extra cash here to pay all your bills. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc.; FGA Div.; 15Jan57; KKL25136.

Here's holiday cash for you. Guardian Financial Corp. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc.; FGA Div.; 15Nov56; KKL21224.

Hi. Industrial Loan Society, Inc. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc.; FGA Div.; 11Nov56; KKL21929.

Just what they wanted with extra holiday cash from North Central. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc.; FGA Div.; 11Nov56; KKL21931.

Looking for extra cash before it's too late. Community Finance Corp. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc.; FGA Div.; 11Nov56; KKL21928.

Now get up to \$400 and reduce your monthly payments; it's big... Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc.; FGA Div.; 22Apr57; KKL25138.

Now, now get up to \$400 and reduce your monthly payments; a new high... Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc.; FGA Service Div.; 29Apr57; KKL25139.

One cash loan from us; make it one for the road... Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc.; FGA Div.; 1May57; KKL25135.

Send them back-to-school at their shining best, with a quick cash loan. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc.; FGA Div.; 1May57; KKL25140.

Short of cash for holiday shopping? Department store scene. General Credit Corp. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc.; FGA Div.; 11Nov56; KKL21930.

Short of cash for holiday shopping. Holiday time is no time to be short of money. Midland Finance Corp. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc.; FGA Div.; 11Nov56; KKL21932.

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You know what happened to Playtex Living bras after only 90 days of TV, 6-2-5280. © 26Oct56; KK123360

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Inco nickel in amplifying tubes of new trans-atomic phone cable. (In Time, Dec. 10, 1956, p.89) © 5Dec56; KK123548

Inco shows how research wreaths these 14 elements from nickel ores. (In Time, Mar. 11, 1957, p.97) © 7Mar57; KK123744

Inco shows how to speed the flow of ores; from nickel mine to smelter. (In Time, Feb. 11, 1957, p.87) © 7Feb57; KK123549

Inco shows how 24 snow freighters run express ... progress report; Snowball Express. (In Time, Apr. 15, 1957, p.137) © 11Apr57; KK124446

New mines in Manitoba will help add over 100 million pounds to nickel output. (In Time, Jan. 14, 1957, p.112) © 10Jan57 (in notice: 1956); KK123550

Projected free world nickel output. (In Time, May 6, 1957, p.55) © 2May57; KK125126

## INTERNATIONAL PAPER CO. ©

Modern papermaking by International; bleaching. Making headlines 25 years ago; world affairs; March 1957. © 15Jun57; KK126318

Modern papermaking by International; pulping. Making headlines 25 years ago; politics; May 1957. © 15Apr57; KK124839

Modern papermaking by International; screening and cleaning. Making headlines 25 years ago; public works; June 1957. © 15May57; KK125477

Modern papermaking by International; wood preparation. 1. Making headlines 25 years ago; science; March 1957. © 13Feb57; KK123190

Modern papermaking by International; wood preparation. 2. Making headlines 25 years ago; science; Apr. 1957. © 15Mar57; KK123786

Modern papermaking by International; wood storage and handling. Making headlines 25 years ago; aviation; Feb. 1957. © 11Jan57; KK122120

INTERNATIONAL SHOE CO.  
the breeze and I. (In Enquire, Apr. 1956, p.31) © Winthrop Shoe Co., division International Shoe Co.; 9Apr56; KK122588

A cool pair, Winthrop's new drawn Nylon, with the tailored front. (In Life, May 6, 1957, p.74)

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Foreign intrigue, the Continental Lira; Winthrop shoes. (In Enquire, Oct. 1956, p.51) © Winthrop Shoe Co., division International Shoe Co.; 9Sep56; KK123329

The Italian slant, Signor by Winthrop. (In Life, May 14, 1956, p.35) © Winthrop Shoe Co., division International Shoe Co.; 11May56; KK123331

It's always fair weather with Weather Grains; Winthrop shoes. (In Enquire, Sept. 1956, p.102) © Winthrop Shoe Co., division International Shoe Co.; 9Aug56; KK123330

A new Italian slant, the Lira, by Winthrop. (In Life, May 7, 1956, p.16) © Winthrop Shoe Co., division International Shoe Co.; 4May56; KK122589

Play it cool; Winthrop shoes. Sliken touch. (In Enquire, Apr. 1957, p.123) © Winthrop Shoe Co., division International Shoe Co.; 7Mar57; KK123687

The smart way to get around; the Ferrari; Winthrop shoes. (In Enquire) © Winthrop Shoe Co., division International Shoe Co.; 9Apr57; KK124592

A supple performer, the Bravo, by Winthrop. (In Life, Apr. 8, 1957, p.104) © Winthrop Shoe Co., division International Shoe Co.; 8Apr57; KK125016

## INTERNATIONAL SWIMMING POOL CORP. ©

The Esther Williams home swimming pool. Appl. author: Wilson, Haight, Welch & Grover, Inc. © 9Jan57; KK122542

The Esther Williams home swimming pool. Appl. author: Wilson, Haight, Welch & Grover, Inc. © 10Jan57; KK122793

## INTERSTATE BAKERIES CORP. ©

In Milwaukee everybody loves Mrs. Karl's fine bread. (In Good housekeeping, Mar. 1956, p.186) © 20Feb56; KK123079

Southern Californians enjoy the bread with that Log Cabin flavor; 21 tempting varieties. (In Good housekeeping, Sept. 1956, p.192) © 20Aug56; KK121934

Southern Californians go for that Log Cabin flavor; variety breads. (In Good housekeeping, Mar. 1956, p.186) © 20Feb56; KK123076

## IOWA NUT CO. ©

Tree Fresh nuts by Tincoc. Net weight 1 lb. or over. © Iowa Nut Co. Gerald Kendall Holmes, owner; 19Mar57; KK124630

## ISODINE PHARMACAL CORP. ©

Amazing truth, by Reach. The sensational new painless iodine called Isodine stops infection amazingly fast. Appl. author: Reach, Yates & Mattoon. © 11Jan57; KK123507

The cold remedy market is bigger than the toothpaste market. Isodine gargle. F 10-1-5262. © 17Jan57; KK123585

Concentrated Isodine gargle; new safe iodine complex. For symptomatic treatment of sore throat. Contents 2 fluid ounces. © 27Apr56; KK123584

Here's how Isodine works. © 5Nov56; KK122347

Included: new painless iodine stops infection best. Isodine anti-infection. Appl. author: Reach,

McClinton & Co., Inc. © 29Mar57; KK125369

Isodine antiseptic; new painless iodine, stops infection fast. © 17Nov56; KK122348

New deodorant toothwash gives you clean, fresh mouth for hours; Isodine gargle. Appl. author: Reach, Mattoon & Co., Inc. © 4Apr57; KK125368

New instant aspirin stops pain in minutes; instant Iso-Aspirin. (In The Evening eagle, Wichita, Kan., May 1, 1957, p.2) Appl. author: Reach, McClinton & Co., Inc. © 1May57; KK126356

New painless iodine stops infection fast; kills nearly twice as many types of germs ... Appl. author: Reach, Yates & Mattoon. © 10Jan57; KK123509

Only one type of antiseptic kills all ten kinds of germs; Isodine. Appl. author: Reach, Yates & Mattoon. © 9Jan57; KK123508

Smoke too much? Now stop smoker's breath ... Isodine gargle. (In Schenectady gazette, Schenectady, N. Y., Apr. 3, 1957) Appl. author: Reach, McClinton & Co., Inc. © 3Apr57; KK125597

Sore throat? How leading hospital stops sore throat pain fast. Appl. author: Reach, Yates & Mattoon. © 9Jan57 (in notice: 1956); KK123511

What do you use for child's infection, scratches, scrapes, cuts? Doctors find new painless iodine stops infection best; Isodine. Appl. author: Reach, Yates & Mattoon. © 9Jan57; KK123510

## JACKSON &amp; CHURCH CO.

Powertub tubular series. Appl. author: H. M. Poehl Associates. NK rev. text. © Jackson & Church Furnace Division, Jackson & Church Co.; 23Feb57; KK123841

Warm air furnaces. Appl. author: H. M. Poehl Associates. © Jackson & Church Furnace Division, Jackson & Church Co.; 23Feb57; KK123423

JACKSON & CHURCH FURNACE DIVISION,  
JACKSON & CHURCH CO. SEE JACKSON &  
CHURCH CO.

JACOBSEN MANUFACTURING CO. ©  
Jacobsen power lawn tools for 1957. Appl. author: Wesley Aves & Associates, Inc. © 1Jan57; KK122500

Lovely to look at, easy to mow with the Estate; Turbo-mower with the mower with shear-cut action. (In House & garden) Appl. author: Wesley Aves & Associates, Inc. © 20Feb57; KK123271

Lovely to look at, easy to mow, with the Lawn King, by Jacobsen, the mower with shear-cut action. (In House & garden, Apr. 1957, p.21) Appl. author: Wesley Aves & Associates, Inc. © 20Mar57; KK124301

Lovely to look at, easy to mow with the Modern Manor by Jacobsen, the mower with shear-cut action. (In Sunset, Feb. 1957, p.163) Appl. author: Wesley Aves & Associates, Inc. © 20Jan57; KK122915

New Jacobsen Turbo-mower the lawn to easy outdoor living. 21-inch power propelled rotary. (In Household, Apr. 1957, p.71) Appl. author: Wesley Aves & Associates, Inc. © 20Mar57; KK124654

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- JANKE DEVELOPMENT CO., INC. © Red Band self-sealing plug-in coupler ... for all aviation: pressures, liquids, gases. © 1Jan57 (in notice: 1956) KK123057.
- JANNKY, SEMPLE, HILL & CO. © Service & quality extra; save during our IRHA Hardware Week sale. © 31Dec56; KK122748.
- JANOPSKY, JACK. © Cool your home with a Worthy exhaust fan, a natural cooling pump, one easy-to-install unit cools entire house. © 22Jan57; KK122596. What are the three C's? Cool your home at lowest cost; Worthy attic fan. Natural cooling is naturally best. © 28Mar57; KK124062.
- JARDINE, GEORGE WINSOR. © Catheters and catheter guides, with extra advantages. © 26Feb57; KK124018.
- JECOTRON CO. © There's a full life ahead, when you wear dentures. Appl. author: I. J. Dresch. © 28Sep56; KK121908.
- JEFFERSON, CHARLES D. © Jaygol kills roaches. SEE Meadows Chemicals, Inc.
- JEL SERT CO. © Aunt Wick's Fla-Vor-Aid; imitation grape flavor. For a cool soft drink. Net wt. 3/4 oz. © 25Mar57; KK124956. Aunt Wick's Fla-Vor-Aid; lemon-lime flavor. Net wt. 3/4 oz. © 25Mar57; KK124944. Aunt Wick's Fla-Vor-Aid; orange flavor. For a cool soft drink. Net wt. 3/4 oz. © 25Mar57; KK124261.
- JOHNSON, CLAUDE R. © Amarilloan; the newest electronic marvel, the Translator. © 22Dec56; KK122910.
- JOHNSON (J. OLIVER) SEED CO. © Rolling Green grass seed mixture. 1 lb. net. Appl. author: Millprint, Inc. © 26Mar57; KK126292.
- JOHNSON & JOHNSON. © Announcing the new large size Band-Aid butterfly closure. (In Industrial medicine & surgery, Jan. 1957, p.2) Appl. author: Cummins Associates, Inc. © 5Jan57; KK123078. Dress-a-Bell Diaper. For dressing highly craft dolls. Jan. the bed doll (and others) Contents 50, 6 inch disks. NW: cover has a few elements of earlier instruction sheet. © 15Oct56; KK125243. For your convenience, 500 sterile Red Cross cotton balls now available in a handy professional package for the doctor's office. (In R.N., a Journal for nurses, Feb. 1957, p.2) Appl. author: Cummins Associates, Inc. © 1Feb57; KK123108. Here are directions for fashioning another Rapid-Flo doll; Carmelite, the glamorous Fiesta doll. Appl. author: Wesley Aves & Associates, Inc. © Johnson & Johnson, Filter Products Division; 1Apr56; KK122794.
- Minimize patient discomfort; Johnson's anesthetic lubricating Jelly. (In American Journal of Obstetrics & Gynecology, Mar. 1957, p.52) Appl. author: Cummins Associates, Inc. © 1Mar57; KK124439.
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- JONES (JESSE) SAUSAGE CO. © Cocoa hogs; enjoy Jesse Jones whole hog sausage. Mohammy. Appl. author: Walter J. Klein. © 21Dec56; KK122790.
- JULLIETTER, JOSEPH A. © Thundercloud Jullietter's. © 12Aug56; KK124509. Velvet Jullietter's. © 12Aug56; KK124510.
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- KAHN (DAVID) INC. © The pen you can refill wearing white gloves; the new Revolver pen, cartridge pen. (In Life) Appl. author: Dowd, Redfield & Johnstone, Inc. © 4Feb57; KK123187.
- KATSER, LEONARD F. © Ask for Bar-B-Corn. SEE Bond, Ross, Jr.
- KASSON, CONSTANT B. © Wetcleaning is costlier than you think. SEE Street (R. R.) & Co., Inc.
- KATHER, ALFRED C. © The clown presents toy of skill and fun for everyone. Ring-O, bounce the ball that rings the bell. © Alfred Kather; 18Mar57; KK123950. Wow, it's the new ring-o Ring-A-Bell toy with bell tone. © 13Mar57; KK125539.
- KELCO CO. © Leading brewery publications agree: Kelcoloid O is news of major importance; Foamometer. Appl. author: William D. Gayton. © 5Dec56; KK123210.
- KELLOOG CO. © New red supplement. Gro-Pup ribbon form dog food. Net weight 1 lb. 9 oz. © 13Mar57; KK124234. Raisin bran, with amazing raisins; honey-comb coated. Free inside; mystery sailboat. Net weight 9 1/2 oz. © 21Mar57; KK124223. Rice Krispies. Outwit Mister Twister; win \$50,000. Net wt. 5 1/2 oz. © 1May57; KK125022. Rice Krispies. Snap, Crackle, Pop. Free inside; little squirt camera. Net wt. 9 1/2 oz. © 15Mar57 (in notice: 1956); KK124238. Rice Krispies; large size. Snap, Crackle, Pop. Free inside; little squirt camera. Net wt. 9 1/2 oz. © 15Mar57 (in notice: 1956); KK124240. Rice Krispies; new king size. Crackle, Snap, Pop. Free inside; little squirt camera. Net wt. 13 oz. © 7Mar57 (in notice: 1956); KK124233. Sugar frosted flakes; 8-r-r-treat. Kids, get the giant 1-sub-machine squirt gun. Net weight 10 oz. © 23Feb57 (in notice: 1956); KK124222. Sugar Pops; shot with sugar. Free wild animal inside. Andy Devine. Large size. Net wt. 8 oz. © 22Mar57 (in notice: 1956); KK124224. Sugar Pops; shot with sugar. Free wild animal inside. Guy Madison. Large size. Net wt. 8 oz. © 22Mar57 (in notice: 1956); KK124221. Sugar Smacks, sugar-toasted puffs of wheat. Free wild animal inside. Net weight 9 oz. © 25Feb57 (in notice: 1956); KK124229.
- KELLY (EMMETT) CORP. © Emmett Kelly as Willie the clown. Emmett with hammer. 7039. Appl. author: Saalfeld Pub. Co. © 2Jan57; KK122513. Emmett Kelly as Willie the clown. Willie and lettuce. 7039. Appl. author: Saalfeld Pub. Co. © 2Jan57; KK122514. Emmett Kelly as Willie the clown. Willie on horse. 7039. Appl. author: Saalfeld Pub. Co. © 2Jan57; KK122515. Emmett Kelly as Willie the clown. Willie with seals. 7039. Appl. author: Saalfeld Pub. Co. © 2Jan57; KK122514.
- KEM-I-KAL ENGINEERING LABORATORIES, INC. © Kem-I-Kal; light reflecting aluminum heat resisting paint. 1 quart silver chrome finish.



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Appl. author: Clarence L. Petty.  
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- KEMPER, FRANK H.** ©  
Dear publisher, editor, and advertising director; Congressmen. White Sales Co. © 6May57; KK125957.
- KENDALL CO.** ©  
From Bauer & Black, now, 51 gauge elastic stockings. (In Ladies' home Journal, Apr. 1956)  
© 29Mar56; KK124378.
- Vartecose veins and the last 4 months of pregnancy... Bauer & Black's new 51 gauge elastic stockings. (In Parents' magazine, June 1956, p.74)  
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- KENMAR MANUFACTURING CO.** ©  
Newest California styling with Stylax treated fabrics on the Pasadena sofa by Kenmar. (In House beautiful) Appl. author: Werner Lentz. © 5Mar56; KK125038.
- Pasadena by Kenmar; exciting new California casual styling with luxurious Firestone Foamex cushioning. (In Living for young housemakers, Nov. 1956, p.79)  
Appl. author: Werner Lentz. © 1Nov56; KK125966.
- KENTILE, INC.** ©  
Businessmen choose Kentile floors for low first cost. (In The Saturday evening post, Jan. 28, 1956)  
© 2Jan56; KK121959.
- How to add fresh new beauty to every room, by Isabelle's Kenmar. Kenrock floors and walls, KenRubber tile floors [and others] (In Better homes & gardens, Feb. 1956, p.146-147)  
© 19Jan56; KK122989.
- KenFlex, vinyl asbestos tile; colorful as a peacock. (Kentile vinyl asbestos tile) (In The Saturday evening post, July 18, 1955, p.72)  
© 12Jul55; KK121961.
- Like walking on a path of pine needles; put spring in your step... KenRubber. (In Ladies' home Journal, May 1956, p.100)  
© 27Apr56; KK121960.
- Like walking on a velvety new mown lawn; put spring in your step with long-wearing KenRubber tile floors. (In The Saturday evening post, July 14, 1956, p.63)  
© 10Jul56; KK123930.
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© 26Jun56; KK125507.
- Low cost Corktone Kentile gives floors new luxury look. (In McCall's, May 1956, p.6)  
© 19Apr56; KK122992.
- Modernize your floors; it's easy with low-cost Kentile. (In Look, July 24, 1956)  
© 10Jul56; KK122990.
- Now, a low-cost vinyl floor; only \$13.90 per carton; KenFlex. (In American home, Feb. 1955)  
© 20Jan55; KK123930.
- Take a businesslike view of your flooring, you'll use low cost Kentile. (In Nation's business, May 1956, p.2 of cover)  
© 25Apr56; KK123381.
- KERKORER, INC.** ©  
Personal pocket file. Productive, personalized advertising. Appl. author: William H. Kerkorer, Jr.  
© 24Jan57; KK122751.
- Too busy? In a rush? Customer relations programs. Appl. author: William H. Kerkorer, Jr.  
© 29Jan57; KK122752.
- Why have an expert do it; do it yourself. How to keep your own car. Productive personalized advertising. Appl. author: William H. Kerkorer, Jr. © 11Feb57; KK123169.
- KETCHPEL ENGINEERING CO.** ©  
Announcing new stainless steel sanitary valve. Appl. author: Paul A. Ketchpel. © 16Mar57; KK124381.
- KETCHUM, CLIFF.** ©  
Doodle page of the month. Page 7, series 4. SEE Craftool Co.
- KIDDI KLIX.** ©  
Instructions for attaching Kiddi Klux. Appl. author: Bernard G. Halloran. © 25Mar56; KK122571.
- KIEKHAEPER OORP.** ©  
A man who loves engines talks about outboards; by Tim Sprinkler; Mercury outboards for 1957. (In Life, Apr. 1, 1957, p.96-97)  
Appl. author: Arthur Gillespie. © 1Apr57; KK125321.
- Mightiest outboard shows its muscles 60 workhorse-power strong. New 6 cylinder Mercury Mark 75... (In Life, Apr. 28, 1957, p.28-29)  
Appl. author: Arthur Gillespie. © 22Apr57; KK125379.
- KIMBERLY-CLARK CORP.** ©  
Spark your large-size promotion with Kleenex in colors; feature the economy-size 400's pack... Kleenex 200's now in colors, too. (In Chain store age, Jan. 1957, p.40-31)  
Appl. author: Lisa Weather. © 10Jan57; KK123136.
- KINGMAN, ZAYA.** ©  
Zaya's White daise cream; let this soft caress enfold your flesh from mom to dusk. Contents net wt. 4 oz. avoid. © 23Jan57 (in notice: 1956); KK122806.
- KINGSPOOT PRESS, INC.** ©  
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- KINNEY PRODUCTS CO.** ©  
Odoriferous; kills most displeasing odors instantly; spray a little in each room. 1 gallon. Designed by Dextrill Duggan Studio. Appl. author: Robert Estie Kinney. © 18Feb57; KK123218.
- KINNEY, WILBUR C.** ©  
News release: Irrigation labor costs \$1/2¢ per acre; Fort-Alum. © W. C. Kinney; 10Jan56; KK122939.
- Port-Alum valve corrosion prevention anode. © 11Jul56; KK125716.
- Water and fertilizer losses. Portable aluminum Irrigation Co. © W. C. Kinney; 12Sep56; KK122394.
- Why? Portable aluminum irrigation systems. © 8Feb56; KK125715.
- KIRSCH MUSHROOM CO.** ©  
Mushroom powder, imported from Europe; 100% pure. This box contains 3 doz. jars. Appl. author: Abraham H. Kirsch. © 1Feb57; KK123785.
- KITCH-N-HANDY PRODUCTS.** SEE Washington Steel Products, Inc.
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- KLEESON'S, INC.** ©  
Wrought iron lamp posts; wrought iron serves the purpose, beautifully. © K. Fred Klee d.b.a. Kleesons, Inc.; 9Feb57; KK123476.
- Yellow pages advertising in phone books. Kleesons will share the cost of these ads on co-op terms. Ornamental iron. © K. Fred Klee d.b.a. Kleesons, Inc.; 9Feb57; KK124117.
- You cannot buy better insurance... now wrought iron K railings give your home such attractive safeguards. © K. Fred Klee d.b.a. Kleesons, Inc.; 15Oct56; KK123175.
- KLEIN, ABRAHAM.** ©  
Little Miss Dressmaker's apron & sewing kit; for girls of all ages. Ready made apron; doll's pattern, materials, trimmings, supplies. © 24Mar57; KK124730.
- K'LENE PRODUCTS CO., INC.** ©  
Rust buster; freeze rusted or corroded areas... Contents 1 gallon. © 3Jun57; KK125912.
- KLOEPFER, ADOLPH HENRY D.B.A. BAR-B-Q CO.** SEE Bar-B-Q Co.
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- KNAPP ENTERPRISES.** ©  
Shampoodle. © Jerome J. Knapp d.b.a. Knapp Enterprises; 10Dec56; KK122493.
- KNELL, BOYD.** ©  
Young Americans. No.3 size adjustable book cover. © 4Apr57; KK124545.
- KNEUBOH, DOUGLASS C.** ©  
Urchins of the sea; Moby, the whale. © 15Oct56; KK123820.
- KNIGHT BROS. PAPER CO. D.B.A. CRUSADER PAPER PRODUCTS.** SEE Crusader Paper Products.
- KNOWLTON'S CREAMERY.** ©  
M-w-m-m; chocolate fudge, marshmallow and peanut. Coconut fudge ice cream with marshmallow swirl. Appl. author: Cusick-Schwerke & Wild. © 30Oct56; KK120725.



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1957 baseball chart; St. Louis Cardinals schedule in other cities. © 24Apr57; KK125020.
- KOONIN, BEN. ©  
Satellite Space-Station action toy. © 6Jun57; KK125972.
- KOZAK AUTO DRYWASH, INC. ©  
Does your car get shameful [sic] dirty? (Ad no.94) Appl. author: E. C. Walker. © 24Mar57; KK124696.  
Does your car get shameful [sic] dirty? [Endorsed by] Mr. and Mrs. J. B. Basil, Mrs. R. J. Ham [and others] Appl. author: E. C. Walker. © 13Jan57; KK123102.
- KRIM-KO CORP. ©  
Toppo; pure chocolate fudge sauce. Net weight 10 1/2 oz. Appl. author: Egon Ungar. © 18Dec56; KK123617.
- KROCK, NATHAN R. d.b.a. BOSTON PRINT. CO. SEE Boston Print. Co.
- KRUBGER (G.) BREWING CO. ©  
True beer drinkers go Krueger, the beer with zing. (In Horristown daily record, Feb. 13, 1957, p.4) © 13Feb57; KK123656.
- KUHLAND ENTERPRISES, INC. ©  
Solution to spectacle puzzle. Appl. author: Jacob Kurland. © 20Jan57; KK122814.
- KWIKSET LOCKS, INC.  
Introducing Kwikset's new Bel Air design; a dramatic achievement in lockset styling. Appl. author: Richard E. McFarland. © Kwikset Sales & Service Co., sales division of Kwikset Locks, Inc.; 13Jul56; KK122858.
- L**
- L. C. A. LABORATORIES.  
Available soon, LCA Laboratories vacuum reagent buret/pipet... Universal band clamps. © Roger William McWhien d.b.a. L. C. A. Laboratories; 4Dec56; KK122912.
- L. O. F. GLASS FIBERS CO. ©  
Different in looks, different in action; new L. O. F. glass fibers' home insulation. Thermo-Sensitive. Appl. author: Brooke, Smith, French & Dorrance, Inc. © 11Apr57; KK125226.  
New kind of home insulation; Thermo-Sensitive. (In House & Home, Apr. 1957, p.55) Appl. author: Brooke, Smith, French & Dorrance, Inc. © 8Apr57; KK124554.
- LADY ESTHER, division of CHEMWAY CORP. SEE Chemway Corp.
- LAMBERT-HUDNUT DIVISION, WARNER-LAMBERT PHARMACEUTICAL CO. SEE Warner-Lambert Pharmaceutical Co., Inc.
- LAMP PROMOTIONS CO., INC. ©  
Plantelite; another Sundial original. Appl. author: Julius Josephohn. © 2Dec56; KK122177.
- LAW, BERTRAND A., SR. ©  
The Bertelien wind-brake, for the beach, camping or in the backyard. © 15Apr57; KK125750.
- LANOLIN PLUS, INC. ©  
Announcing lipstetik 35, by Lanolin Plus. Beauty treat your lips. (In American hairdresser & beauty culture, May 1957, p.9) Appl. author: Russel M. Seeds Co., Inc. © 1May57; KK125434.
- Exclusive complexion control liquid make-up, by Lanolin Plus. (In McKesson profitunities, Apr. 1957, cover) Appl. author: Russel M. Seeds Co., Inc. © 14Apr57; KK125025.  
Now, end problem skin blemishes... doctor's discovery guarantees... (In Rochester times-union, Rochester, N. Y., Feb. 18, 1957, pt.2, p.31) Appl. author: Russel M. Seeds Co., Inc. © 18Feb57; KK125023.  
Now, end problem skin blemishes... sufferers from problem skin... (In The Commercial appeal, Memphis, Tenn., Feb. 15, 1957, p.16) Appl. author: Russel M. Seeds Co., Inc. © 18Feb57; KK125024.
- LANTZ (WALTER) PRODUCTIONS, INC. ©  
Woody Woodpecker's kite book; free color comic book; ask P.G. and E. for your free copy. © 20Jan57 (in notice: 1956); KK123450.
- LARSON, EDWARD H., NELSON J. MCMAHON & ELMER D. SILHA composing the firm ELMORENE CO. SEE Elmorene Co.
- LARUS & BRO. CO., INC. ©  
Amazing proof; only new Holiday cigarettes give you perfect filtration... (In New Haven register, Apr. 29, 1957, p.14) Appl. author: Reach, McClinton & Co. © 29Apr57; KK125166.  
New filter cigarette breaks taste barrier; Holiday cigarettes jet-flow filter gives you real tobacco taste. [Seated man, in cap, smoking cigarette and watching jets] (In New Haven evening register, Feb. 18, 1957, p.9) Appl. author: Reach, Yates & Mattoon. © 18Feb57; KK123823.  
New filter cigarette breaks taste barrier; Holiday jet-flow filter gives you real tobacco taste. [Man smoking cigarette; jet in background] (In New Haven evening register, Feb. 4, 1957, p.12) Appl. author: Reach, Yates & Mattoon. © 4Feb57; KK123822.  
New, Holiday cigarettes give premiums without waiting. Get free Holiday catalog at your dealer. Appl. author: Reach, Yates & Mattoon. © 6Mar57; KK124021.  
New Holiday cigarettes with jet-flow filter give you premiums without waiting. (In Worcester telegram gazette, Apr. 29, 1957, p.20) Appl. author: Reach, McClinton & Co., Inc. © 29Apr57; KK125168.  
Only Holiday cigarettes give you free gifts right now... new Holiday jet-flow filter. (In The Evening gazette, Worcester, Mass., Feb. 4, 1957, p.4) Appl. author: Reach, Yates & Mattoon. © 4Feb57; KK123824.  
Why wait for cigarette premiums? Holiday jet-flow filter. (In Worcester daily telegraph, Feb. 11, 1957, p.3) Appl. author: Reach, Yates & Mattoon. © 11Feb57; KK123821.
- LASSITER CORP. ©  
Corrufilm, cushioned packaging made of Avicel celophane. © 8Apr57; KK124956.  
Exquisite nylon. Zig zag design. Appl. author: Norma Anderson Schmitt. © 11Apr57; KK123693.
- LAVINO (R. J.) & CO. ©  
Refractory brick calculator. © 20Mar57; KK124383.
- LAWTON CO. ©  
22L-610 Rochester-Pean forceps, 6 1/4 inches, curved. © 17Jan57; KK126346.
- LEBOW BROS., INC. ©  
Decade of fashion. Appl. author: Victor Lebow. © 15Aug56; KK124008.
- LEDERER, ALBERT J. sole proprietor PRO-AM PRODUCTS CO. SEE Pro-Am Products Co.
- LEDOUX, WILFRID. ©  
Announcing a new self-opening bread wrapper; one pull on the loose tab and the loaf is open. © 11Jan57; KK123139.  
Announcing a new self-opening label for bread wrappers. © 26Feb57; KK123522.  
A new self-service device to open bread wrappers. © 10Dec56; KK123175.
- LEE (H. D.) CO. ©  
Make that hitch snug, just like our Lee Riders; authentic western jeans. (In The Dude rancher, spring quarterly 1957, p.4 of cover) Appl. author: Grey Advertising Agency, Inc. © 1Apr57; KK124981.  
They fit you, they fit the saddle; Lee Riders are tailored for good looks, lasting comfort. Appl. author: Grey Advertising Agency. © 3Jan56 (in notice: 1955); KK124275.
- LEE, JOHN M. ©  
Thanks; their hopes & abilities need kind stimulation. Thanks Co.; real estate and insurance. Horse with a crutch & one-arm jockey. © 14Feb57; KK123653.
- LEXAS (NICHOLAS) CORP. ©  
Imported 100% pure olive oil; quality supreme. Net contents one half gallon. Appl. author: National Fine Can Manufacturing Co. © 8Jan57; KK124247.
- LENNOX INDUSTRIES, INC. ©  
Did you say Lennox air conditioning? I'd love to see your etchings. Passenger with arm around stewardess, in plane. (In The New Yorker, Mar. 25, 1957, p.135) © 2Mar57; KK124040.  
Everybody talks about women... only Lennox gives you a complete program to sell women. Lennox, world leader in all-season air conditioning for the home. (In American builder, Dec. 1957, p.178-179) © 1Feb57; KK123824.  
Everybody talks about women... only Lennox gives you a complete program to sell women. Lennox, world leader in all-season air conditioning for the home. (In American builder, Mar. 1957, p.194-195) © 1Mar57; KK123874.  
Here's why you're so smart to buy that new home now; Lennox all-season air conditioning. (In Parents' magazine, May 1956, p.29) © 20Apr56; KK123447.  
How to get summer air conditioning out of your warm air heating system. Stayaway air conditioner. (In Better home & gardens, Mar. 1957, p.168) © 20Feb57; KK123516.  
Nobody does more for your family than your local Lennox salesman; Lennox all-season air conditioning. (In Living for your home, Feb. 1957, p.21) © 11Jan57 (in notice: 1956).

**LENNOX INDUSTRIES, INC. © Cont'd.**  
 Now, from Lennox, a whole-house air conditioner for cigarette money; it's the new Lennox Stow-away air conditioner ... (In Better homes & gardens, Apr. 1957, p.313) © 10Mar57; KK121797.  
 Now, from Lennox, world leader in home comfort, a whole-house air conditioner, only \$599. (In Life, July 2, 1956, p.10) © 2Jul56; KK121929.  
 Swap old smoky for modern Lennox automatic heating. (In Living for young homemakers, Sept. 1956, p.10-11) © 21Aug57; KK122697.  
 A totally new concept in classroom heating and ventilation. (In The School executive, Jan. 1957, p.36) © 6Jan57; KK122300.  
 Woman's touch features, to help you give your homes greater sales appeal; Lennox, world leader in all-season air conditioning for the home. © 18Jan57; KK122695.

**LESHER PRINTERS, INC. ©**  
 Place your order, then set up the dea-lish family table; special children's menu, ABC Restaurant, NM; all new except some text & certain illus. © 31May57; KK126006.

**LEVIN BROS. CO. ©**  
 Here's how to make the new Sprycrust lemonade chiffron pie, with Knox sky-hi lemonade chiffron filling; Spry. (In The Flint Journal, June 13, 1956, p.34) Appl. author: Foote, Cone & Belding. © 13Jun56; KK122268.  
 Introducing Sprycrust, simple but sensational; Spry, vegetable shortening, chocolate crunch Sprycrust, coffee pecan Sprycrust, pineapple coconut Sprycrust; Spry, vegetable shortening. (In The Rhode Islander (Providence Sunday journal) Mar. 18, 1956, p.8-9) Appl. author: Foote, Cone & Belding. © 18Mar56; KK124031.  
 Introducing Sprycrust, the first new idea in the history of pie crust; simple but sensational; Sprycrust is flavored piecrust. Chocolate crunch Sprycrust, coffee pecan Sprycrust, pineapple coconut Sprycrust; Spry, vegetable shortening. (In The Flint Journal, Jan. 11, 1956, p.30) Appl. author: Foote, Cone & Belding. © 11Jan56; KK122269.  
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 Introducing Sprycrust, the first new idea in the history of piecrust; Spry, vegetable shortening. Coffee pecan Sprycrust. (In The

Flint Journal, Feb. 29, 1956, p.36) Appl. author: Foote, Cone & Belding. © 29Feb56; KK122270.  
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 Mocha pecan pie mates, simple but sensational; Spry, vegetable shortening; chocolate, instant coffee. (In The Flint Journal, Apr. 18, 1956, p.16) Appl. author: Foote, Cone & Belding. © 18Apr56; KK122273.  
 Simple but sensational; Spry, vegetable shortening. Pineapple coconut Sprycrust. (In The Flint Journal, May 16, 1956, p.22) Appl. author: Foote, Cone & Belding. © 16May56; KK122271.  
 You'll wonder where the yellow went, when you brush your teeth with Peppodent. (Boy) (In Chicago Sunday tribune, Feb. 24, 1957, comic section, p.7) Appl. author: Foote, Cone & Belding. © 24Feb57; KK126281.  
 You'll wonder where the yellow went, when you brush your teeth with Peppodent. (Girl) (In Chicago Sunday tribune, Mar. 24, 1957, comic section, p.6) Appl. author: Foote, Cone & Belding. © 24Mar57; KK126242.

**LEVY (HENRY S.) & SONS, INC. ©**  
 All he can see is Levy's real Jewish rye (and cinnamon raisin bread. (In The New York times, Oct. 1, 1956, p.14) Appl. author: Doyle & Dams Bernbach, Inc. © 1Oct56; KK122334.  
 LEVY ROBERT G. ©  
 8 second quickie. Robert's, in the village. Specialists in adult feminine fashion. (In The Houston post, Nov. 18, 1956) © 18Nov56; KK123695.

**LEWIS, GRACE CAROLYN d.b.a. GRAPEL MANUFACTURING CO. SEE Grapel Manufacturing Co.**

**LEWIS ASPHALT ENGINEERING CORP. ©**  
 Karnak Remu-Top; new waterproofing system that adds years of life to weathered roofs. (In American roofer & siding contractor, Jan. 1957, p.29) Appl. author: Wilson, Haight, Welch & Grover, Inc. © 22Jan57; KK122651.

**LEWIS ELECTRIC CO. ©**  
 Relay adjustment instructions. Appl. author: Alexander Jay Lewus. HI: operating instructions. © 15Jul56; KK122427.

**LEWYTT CORP. ©**  
 New Lewytt power cleaner; model 90. Appl. author: Walter Dally. © 1Nov56; KK125854.  
 New, Lewytt Zephyr vacuum cleaner; model 81. Appl. author: Walter J. Dally. © 1Jan57; KK125855.

**LIBENOW, JULIUS GUSTAVE. ©**  
 Construction procedure for bridged solid dies. © 19Jan57; KK125892.  
 Corrugated die-cutting-rotary. Flat-feed Miehle corrugated die-cutter. © 1Mar57; KK123814.  
 The Reservooyer roll; offset press distribution for Miehle flat-beds. © 22Apr57; KK124718.

**LIEBMAN BREWERIES, INC. ©**  
 Around the world in 80 years, you'll never find a better beer, says Mike Todd ... Black & white. (In New York daily news, Apr. 22, 1957, p.31) Appl. author: Foote, Cone & Belding. © 22Apr57; KK126253.

Around the world in 80 years, you'll never find a better beer, says Mike Todd ... 4 colors. (In New York Sunday news, coloroto magazine, May 19, 1957, p.3) Appl. author: Foote, Cone & Belding. © 19May57; KK126254.

Blooming blossoms bring booming sales for Rheingold dealers. Miss Rheingold. Cheers, blossoms. (In Connecticut beverage journal blue book, Apr. 1957, p.144) Appl. author: Foote, Cone & Belding. © 1Apr57; KK126256.

The course is clear for greater Rheingold sales. Miss Rheingold 1957. Golf. (In Connecticut beverage journal blue book, June 1957, p.152) Appl. author: Foote, Cone & Belding. © 1Jun57; KK126249.

For years, New York's only real book beer. Rheingold. (In New York daily mirror, Mar. 11, 1957, p.7) Appl. author: Foote, Cone & Belding. © 11Mar57; KK124568.  
 Getting up steam for the Rheingold year ... Miss Rheingold 1957. Margie McNally. Ski. (In Connecticut beverage journal blue book, Jan. 1957, p.12) Appl. author: Foote, Cone & Belding. © 1Jan57; KK124570.

The greatest beer on earth, says John Ringling Marx. Rheingold. (In New York daily news, Apr. 8, 1957, p.37) Appl. author: Foote, Cone & Belding. © 8Apr57; KK126256.

How to be a hit in any year. Rheingold. Can of Rheingold & 3 theatre tickets. (In New York post, Mar. 4, 1957, p.22) Appl. author: Foote, Cone & Belding. © 4Mar57; KK126234.

I can't go fast enough when it's Rheingold, says Ray Bolser. (In New York Sunday news, coloroto magazine, May 20, 1957, p.5) Appl. author: Foote, Cone & Belding. © 20May57; KK126260.

I'm never at a loss for words about my favorite beer, says George Jessel ... Rheingold. (In New York mirror, May 20, 1957, p.7) Appl. author: Foote, Cone & Belding. © 20May57; KK126257.

Matchless, and I do mean Rheingold, says Groucho Marx. (In Sunday news, coloroto magazine, Apr. 14, 1957, p.15) Appl. author: Foote, Cone & Belding. © 14Apr57; KK126261.

Miss Rheingold brings you season's greetings, and a word about a great year. I'll never forget 1956 ... says Hillie Merritt ... (In Connecticut beverage journal blue book, Dec. 1956, p.180) Appl. author: Foote, Cone & Belding. © 1Dec56; KK124569.

My beer is Rheingold! the dry beer, says Barbara Bel Geddes. (In New York daily mirror, Dec. 10, 1956, p.31) Appl. author: Foote, Cone & Belding. © 10Dec56; KK124563.

My beer is Rheingold, the dry beer, says Beatrice Lillie. (In New York daily mirror, Jan. 21, 1957, p.11) Appl. author: Foote, Cone & Belding. © 21Jan57; KK126245.

- My beer is Rheingold, the dry beer, says Brian Aherne. (In New York daily mirror, Jan. 14, 1957, p.11) Appl. author: Foote, Cone & Belding. © 14Jan57; KK126243.
- My beer is Rheingold, the dry beer, says David Wayne. (In New York daily mirror, Mar. 25, 1957, p.9) Appl. author: Foote, Cone & Belding. © 25Mar57; KK126232.
- My beer is Rheingold, the dry beer, says Don Ameche. (In New York daily mirror, Nov. 12, 1956, p.9) Appl. author: Foote, Cone & Belding. © 12Nov56; KK124567.
- My beer is Rheingold, the dry beer, says Dorothy Kilgallen. (In New York daily mirror, Feb. 11, 1957, p.9) Appl. author: Foote, Cone & Belding. © 11Feb57; KK124559.
- My beer is Rheingold, the dry beer, says Farley Granger. (In New York daily mirror, Dec. 3, 1956, p.7) Appl. author: Foote, Cone & Belding. © 3Dec56; KK124564.
- My beer is Rheingold, the dry beer, says Fernando Lamas. (In New York daily news, Feb. 18, 1957, p.31) Appl. author: Foote, Cone & Belding. © 18Feb57; KK126246.
- My beer is Rheingold, the dry beer, says Geraldine Fitzgerald. (In New York daily news, Feb. 25, 1957, p.29) Appl. author: Foote, Cone & Belding. © 25Feb57; KK126240.
- My beer is Rheingold, the dry beer, says Hillie Merritt, Miss Rheingold 1956. Mailbox. (In New York daily news, Feb. 18, 1957, p.35) Appl. author: Foote, Cone & Belding. © 18Feb57; KK126236.
- My beer is Rheingold, the dry beer, says Ida Lupino. . . (In New York daily news, Mar. 13, 1957, p.35) Appl. author: Foote, Cone & Belding. © 13Mar57; KK126251.
- My beer is Rheingold, the dry beer, says Lisa Kirk. (In New York daily mirror, Nov. 26, 1956, p.11) Appl. author: Foote, Cone & Belding. © 26Nov56; KK124565.
- My beer is Rheingold, the dry beer, says Margie McNally, Miss Rheingold 1957. Cherry blossom. (In New York daily mirror, Apr. 1, 1957, p.7) Appl. author: Foote, Cone & Belding. © 1Apr57; KK126239.
- My beer is Rheingold, the dry beer, says Margie McNally, Miss Rheingold 1957. Colorado Mountains. (In Connecticut circle, Jan. 1957, p.32-33) Appl. author: Foote, Cone & Belding. © 20Dec56 (In notice: 1957); KK124573.
- My beer is Rheingold, the dry beer, says Margie McNally, Miss Rheingold 1957. Firehouse. (In New York daily mirror, Feb. 4, 1957, p.13) Appl. author: Foote, Cone & Belding. © 1Feb57; KK124574.
- My beer is Rheingold, the dry beer, says Margie McNally, Miss Rheingold 1957. Golf. (In New York daily mirror, June 3, 1957, p.7) Appl. author: Foote, Cone & Belding. © 3Jun57; KK126259.
- My beer is Rheingold, the dry beer, says Margie McNally, Miss Rheingold 1957. Greenhouse. (In New York daily mirror, Mar. 4, 1957, p.13) Appl. author: Foote, Cone & Belding. © 4Mar57; KK126235.
- My beer is Rheingold, the dry beer, says Margie McNally, Miss Rheingold 1957. [Miss Rheingold painting boat] (In New York mirror, May 6, 1957, p.9) Appl. author: Foote, Cone & Belding. © 6May57; KK126250.
- My beer is Rheingold, the dry beer, says Margie McNally, Miss Rheingold 1957. To Silverdell Ski. (In New York daily mirror, Jan. 7, 1957, p.9) Appl. author: Foote, Cone & Belding. © 7Jan57; KK124561.
- My beer is Rheingold, the dry beer, says Patricia Neal. (In New York daily mirror, Nov. 19, 1956, p.7) Appl. author: Foote, Cone & Belding. © 19Nov56; KK124566.
- My beer is Rheingold, the dry beer, says Paul Douglas. (In New York daily mirror, Mar. 16, 1957, p.7) Appl. author: Foote, Cone & Belding. © 16Mar57; KK124560.
- My beer is Rheingold, the dry beer, says Peggy Lee. (In New York post, Dec. 30, 1956, p.11) Appl. author: Foote, Cone & Belding. © 30Dec56; KK126244.
- My beer is Rheingold, the dry beer, says Ray Bolger. (In New York daily news, Apr. 29, 1957, p.35) Appl. author: Foote, Cone & Belding. © 29Apr57; KK126252.
- My beer is Rheingold, the dry beer, says Shelley Winters. (In New York daily news, Dec. 24, 1956, p.15) Appl. author: Foote, Cone & Belding. © 24Dec56; KK124571.
- Our beer is Rheingold, the dry beer, says Hal March and Miss Rheingold 1957. (In New York daily mirror, Apr. 15, 1957, p.7) Appl. author: Foote, Cone & Belding. © 15Apr57; KK126255.
- Prettiest flower girl in town; best beer salesman. 1956. Miss Rheingold 1957. Greenhouse. (In Connecticut beverage journal blue book, Mar. 1957, p.148) Appl. author: Foote, Cone & Belding. © 1Mar57; KK126236.
- Question: Which beer is it? Answer: Rheingold extra dry. \$64,000 question booth. (In New York daily news, Jan. 28, 1957, p.29) Appl. author: Foote, Cone & Belding. © 28Jan57; KK126247.
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- Season's greetings: Rheingold extra dry. Hillie Merritt, Miss Rheingold 1956. Mailbox. (In Connecticut circle, Dec. 1956, p.4 of cover) Appl. author: Foote, Cone & Belding. © 20Nov56; KK126230.
- She just wants to set your eyes on fire. Lovely Margie McNally. . . Firehouse. (In Connecticut beverage journal blue book Feb. 1957, p.153) Appl. author: Foote, Cone & Belding. © 1Feb57; KK126233.
- The welcome mat is out. Rheingold. Man in front of tavern with welcome mat. (In New York daily news, May 1, 1957, p.47) Appl. author: Foote, Cone & Belding. © 1May57; KK126258.
- You've elected Margie McNally Miss Rheingold 1957. Miss Rheingold with bouquet. (In The New York times magazine, Dec. 16, 1956, p.56) Appl. author: Foote, Cone & Belding. © 16Dec56; KK124572.
- LIFE-LOOP TOURNIQUET. © Save the blood of life; Life Loop Touriquet. So easily applied by injured. Appl. author: Joseph L. Yuhas. © 1Nov56; KK124931.
- LINGETT & MENES TOBACCO CO. © Enjoy the full flavor of modern living: live modern, smoke L & M. (In Life, July 9, 1956, p.8-9) Appl. author: Chase Small. © 5Jul56; KK122526.
- Enjoy the full flavor of modern living: live modern, smoke L & M. [Man cranking old-fashioned car; man lighting cigarette of girl in modern car] (In Life, June 11, 1956, p.64-65) © 7Jun56; KK122510.
- Enjoy the full flavor of modern living: live modern, smoke L & M. [Old-fashioned tennis match; modern tennis match] (In Life, Apr. 6, 1956, p.46-47) © 2Apr56; KK122511.
- Like your pleasure big? Smoke for real, smoke Chesterfield. (In Look, Oct. 16, 1956, p.15) Appl. author: McCann Erickson, Inc. © 16Oct56; KK123892.
- Live modern, smoke modern L & M. [Old-fashioned couple listening to phonograph; modern group listening to hi-fi] (In Life, Oct. 22, 1956, p.62-63) © 18Oct56; KK122807.
- Live modern, smoke modern L & M. [Old-fashioned couple playing croquet; modern couple playing golf, candle watching] (In Life, Sept. 3, 1956, p.85) © 29Aug56; KK122808.
- Make today your big red letter day; L & M. [Cats & girl in cat's hat] (In Life, May 7, 1956, p.85) © 4May56; KK122809.
- To the touch, to the taste, Chesterfield packs more pleasure. . . pleasure-packed by AcouRay. (In Life, May 21, 1956, p.56-57) Appl. author: Cunningham & Walsh. © 17May56; KK124348.
- LINCO PRODUCTS CORP. © Lotion-like detergent, the miracle dishwasher. New squeeze can. Contents 12 fl. ozs. © 8Jun56; KK124947.
- LINDLEY BOX PLANT, MORRIS PAPER MILLS DIVISION, FEDERAL PAPER BOARD CO. SEE Federal Paper Board Co.
- LINDSEY, JAMES W. © Sammy says, place your order now; we sell . . . hybrid sorghums . . . Sammy Sorghum. © 30Apr57; KK125690.
- LITCHFIELD CORP. © Washerwoman of Litchfield. © 15Jan57; KK123312.
- LITTLE CORN MILLING CO., INC. © Coco Wheats . . . the delicious cocoa coated hot wheat cereal. Net wt. 1 lb. 6 oz.; 37 av. servings. Appl. author: Alfred Mush. © 5Apr57; KK124581.
- LOCAL TRADEMARKS, INC. © Introduces Snooky. What's Snooky doing today? © 28Jan57; KK122940.
- LOCHMILLER (J. W.) CO. © The Chick-O-Matic story; break out. Appl. author: Jesse W. Lochmiller. © 13Jun57; KK126370.
- LOCKE MANUFACTURING CO. © Here's how the gracious beauty of Locke housewife guaranteed custom crafted wrought iron adds . . . to your home. Appl. author: Edward J. Kusel. © 1Feb57; KK123818.
- The picture book of wrought iron. Housewife guaranteed wrought iron railings . . . Appl. author: Edward J. Kusel. © 15Feb57; KK123808.



## LOS ANGELES SOAP CO. ©

New, new, new; White King cleanser; it bleaches. Net wt. 13 oz.  
Appl. states prev. reg. KK12217.  
New label idea & design; removable label that will leave decorative can. © 29Mar57; KK12179.

## LOUISIANA TELEVISION BROADCASTING CORP. SEE WRBZ-TV, Television Station.

## LOWE (JOB) CORP. ©

Come and get it; Fudgeisle, frozen fudge. 7F3. Appl. author: Richard H. Gross. © 1Mar57; KK125075.

Follow the leader; save coupons for small gifts. 7A8. Appl. author: Sydney L. Weiss. © 8Feb57; KK125078.

Jo-Jo '57; star salesman campaign; prize book. Popsicle; Fudgeisle [and others] Appl. author: Richard H. Gross. © 1Mar57; KK126009.

New Popsicle Sertex, a quiescent frozen product; cooling, tasty. Appl. author: Richard H. Gross. © 11Oct56; KK125106.

Oh, boy, Creamsicle. 7R1. Appl. author: Max Lieberman. © 5Feb57; KK125076.

Out of this world; save coupons for small gifts. 7A3. Appl. author: Sydney L. Weiss. © 8Feb57; KK125077.

Popsicle; for small gifts save coupons from polka dot bags. 7F3. Appl. author: Richard H. Gross. © 25Feb57; KK125072.

Popsicle orange Sertex, a quiescent frozen product. 6 Popsicle confections. Appl. author: Richard H. Gross. © 1Oct56; KK125071.

A real treasure; save coupons for small gifts. 7A2. Appl. author: Richard H. Gross. © 8Feb57; KK125079.

Special Popsicle Pete sports offer for schools ... featuring Wilson sports equipment. Save coupons from ... Popsicle ... Appl. author: Max Lieberman. © 5Mar57; KK125069.

Try Cho-Cho, a chocolate malted on-a-stick; ice cream; crispy crunch coating. 7OC3. Appl. author: Max Lieberman. © 4Mar57; KK126007.

Try Sidewalk Malted, a chocolate malted on-a-stick; crispy crunch coating. Appl. author: Max Lieberman. © 18Feb57; KK125068.

Try Sidewalk Malted, a chocolate malted on-a-stick, with crispy crunch coating. 7SM2. Appl. author: Max Lieberman. © 1Mar57; KK125074.

The world's coolest performer, Popsicle in polka dot bags, wherever good ice cream is sold. Appl. author: Richard H. Gross. © 29Mar57; KK125067.

Worth reaching for; save coupons for small gifts. 7A1. Appl. author: Richard H. Gross. © 8Feb57; KK125070.

## LUCKY HEART LABORATORIES, INC. ©

Christmas gifts by Lucky Heart. Give Blue Mist fragrances. NM: front cover, backgrounds & 11-lue.; Francine Christmas flacon & powdered fragrance, All My Love flacon, & both Touch of Me perfumes. © 25Oct56; KK121322.

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You'll find the touch of Edith Henry near you among these fine stores. © 31Mar57; KK125925.

## LUHRING MOTOR CO., INC. ©

Exclusive five day driving trial. 1 down payment on dependable Luhring cars. Appl. author: Lester L. Luhring. © 8Feb57; KK125551.

## LUMBER DEALERS MERCHANDISING SERVICE.

Lumber converter chart; thickness-width-length to board feet. Appl. author: Harold C. Walker. © 1Nov56; KK123582.

## LUXURY GIFTS.

Do-it-yourself mink-coat instruction card. © Luxury Gifts, a co-partnership consisting of Richard L. Talbot & Lester Farrow; 11Oct56; KK123586.

Do-it-yourself mink-coat kit. 22 piece set. © Luxury Gifts, a co-partnership consisting of Richard L. Talbot & Lester Farrow; 11Oct56; KK123588.

Do-it-yourself mink-coat kit supply card. © Luxury Gifts, a co-partnership consisting of Richard L. Talbot & Lester Farrow; 11Oct56; KK123587.

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## MCBRIEN, ROGER WILLIAM d.b.a. L. C. A. LABORATORIES. SEE L. C. A. LABORATORIES.

MCCARTER INDUSTRIES, INC. © Mac-Tic; the new polymer mat for plastic wall tile. © 25Jan57; KK122749.

## MCCORMICK &amp; CO., INC. ©

For the savvy Easter eggs, for tastier cakes use the finest food colors and vanilla. The Magic Spoonful. McCormick-Schilling ... (In Everywoman's, Apr. 1957, p.2) © 28Mar57; KK124357.

Pan, artificially sweetened carbonated orange soda mix. Contains 6 envelopes. © 25Jan57; KK123746.

McCormick food colors, U.S. certified. 4, 1/4 fl. oz. vials. © 30Jan57; KK123911.

McCormick mayonnaise. One pint. © 20Feb57; KK124398.

McCormick sandwich spread. One pt. © 19Apr57; KK124941.

## MCDANIEL (SAM) &amp; SONS, INC. ©

Bunker Hill brand brown gravy and chopped beef. Net weight 1 1/2 ozs. © 26Nov56; KK124861.

MCDONALD, accepted alternative designation of A. Y. McDONALD MANUFACTURING CO. SEE McDonald (A. Y.) Manufacturing Co.

## MCDONALD (A. Y.) MANUFACTURING CO.

Over a century of service; yesterday, today, tomorrow. Appl. author: W. D. Lyon Co. © McDonald, accepted alternative designation of A. Y. McDonald Manufacturing Co.; 1Mar57; KK124377.

## MCGOWN (PEARL K.) INC. ©

Dear HoKraTaman. Appl. author: Pearl K. McGown. © 15Nov56; KK122160. © 1Jan57; KK124007. © 15Feb57; KK123406. © 15Mar57; KK125252. © 15Apr57; KK125253.

## MCGRAW ELECTRIC CO.

Get Toastmaster's pension plan for old equipment ... trade-in allowance for old toasters. (In Chain

store age, June 1956, p.6)

Appl. author: Edward J. Grabow. © Toastmaster Products Division, McGraw Electric Co.; 5Jun56; KK124121.

It's building my business on satisfied customers. ... Toastmaster products; automatic appliances. (In Electrical merchandising, Jan. 1957, p.4) Appl. author: Edward J. Grabow. © Toastmaster Products Division, McGraw Electric Co.; 1Jan57; KK123936.

Sell more and faster with Toastmaster Model 8B1, 1B16 [and others] Automatic appliances. (In Electrical merchandising, Sept. 1956, p.11-11) Appl. author: Edward J. Grabow. © Toastmaster Products Division, McGraw Electric Co.; 1Sep56; KK123900.

A Toastmaster appliance at Christmas is the warmest gift you can give. 1B16 powermatic toaster, 1A5 automatic toaster [and others] (In Food services, Nov. 1956, p.158) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 6Nov56; KK123798.

Toastmaster sells more toasters in more sizes than any other make. Three automatic models; two powermatic models. (In Better homes & gardens, Nov. 1956, p.97) Appl. author: Frederick J. Wachter. © Toastmaster Products Division, McGraw Electric Co.; 18Oct56; KK123797.

Why proper hot-food protection pays. The new Toastmaster hot-food server. (In Food services, Oct. 1956, p.20) Appl. author: Edward J. Grabow. © Toastmaster Products Division, McGraw Electric Co.; 1Oct56; KK123799.

## MCKESSON &amp; ROBINS, INC. ©

It's Lamplighter time; as dry as you can buy; distilled London gin. (In The New York Times, May 14, 1957, p.22) Appl. author: Erwin, Wasey & Co., Inc. © 14May57; KK125321.

Martin's Scotch, that's the spirit. V. V. O. brand blended Scotch whisky. [Scotchman holding glass & bottle; 2 skiers holding drinks as another plays accordion] (In Time, Mar. 4, 1957, p.43) Appl. author: Erwin, Wasey & Co., Inc. © 2Feb57; KK124709.

Martin's Scotch, that's the spirit. V. V. O. brand blended Scotch whisky. [Scotchman pouring drink; two seated men playing cards, while man watches] (In Time, Apr. 15, 1957, p.3) Appl. author: Erwin, Wasey & Co., Inc. © 10Apr57; KK124717.

The picture of health for April, by Maxine Davis; wonderful new way to win and keep the slim figure of fashion; Kessamin Plan. © 14Mar57; KK124287.

The picture of health for February, by Maxine Davis; have a new beauty figure for spring; the Kessamin plan. © 2Jan57; KK122579.

The picture of health for June, by Maxine Davis; Don't burn, don't peel, tan fast; Tartan. © 2Apr57; KK125247.

The picture of health for March, by Maxine Davis; for the wonderful 21 year old feeling; Bexel vitamins. (In Ladies' home Journal, © 2Jan57; KK122868).

The picture of health for May, by Maxine Davis; now from the laboratories of McKesson comes the first antibiotic deodorant... Yodora. © 21Mar57; KK124989.

- MCMAHON, NELSON J., EDWARD H. LARSON & ELMER D. SILHA composing the firm ELMORENE CO. SEE Elmorene Co.
- MCNEIL BROS. MARSHALLS, INC. © Excellent results in rheumatoid spondylitis; Flexin, orally effective lissive. Case report no. 1. © 7Nov56; KK123006.
- FOOT ailments disabled and in pain from skeletal muscle spasm; Flexin, skeletal muscle relaxant. 10957. © 3Jun57; KK126366.
- Low back syndrome; Flexin, 10257. © 7May57; KK126367.
- Striking results in Fibrositis; orally effective lissive, Flexin. (Case report no. 2) © 9Nov56; KK123942.
- MAGNAFLCO CO. INC. © Lifetime-Charge keeps your battery fresh as a daisy. Appl. author: W. B. Harman. MN: rev. ed. © 25Jan57; KK123941.
- MAIDEN FORM BRASSIERE CO., INC. © I dreamed I raced with the wind in my Maidenform bra ... Concerto. (In Good housekeeping, Apr. 1957, p.40-41) Appl. author: Norman, Craig & Kummel, Inc. © 19Mar57; KK123894.
- I dreamed I raced with the wind in my Maidenform bra; start talk, stop traffic, spark sales with ... Concerto. (In Women's wear daily, Feb. 21, 1957, p.13) Appl. author: Norman, Craig & Kummel, Inc. © 21Feb57; KK124451.
- I dreamed I was a jigsaw puzzle in my Maidenform bra. (In Glamour, Feb. 1957, p.15) Appl. author: Norman, Craig & Kummel, Inc. © 22Jan57; KK124257.
- MAINTENANCE ENGINEERING CO. © Repair resurface floors. Mecro Super-Patch; just add water and use. Appl. author: J. P. Tyrrell. © 21Feb57; KK123216.
- MAJESTIC PAPER & TWINE CO., INC. © Paperity ... crease cut-outs. © 1Nov56; KK121921.
- MALLINCKRODT CHEMICAL WORKS. © Turf disease handbook. © 12Feb57; KK125749.
- MALF-O-MEAL CO. © New instant Malf-O-Meal; double flavored, protein added. Net weight 1 lb. 8 oz. Appl. author: J. S. Campbell. © 14Dec56; KK123219.
- MARCO WATCH STRAP CO., INC. © Colormatch your watchband to your clothes. Topps Products. © 1Jan57; KK122189.
- MANHATTAN SHIRT CO. © Curly are for girls ... only Manhattan Menstay permanently endow collar-curly. (In Time, Oct. 29, 1956, p.42) © 24Oct56; KK126187.
- Golden Needle, symbol of America's first shirt. Austin & Towne, a new modified apparel collar ... (In Time, Sept. 17, 1956, p.8) © 12Sep56; KK126185.
- Who is the Ivy man? Distinction marks the Ivy man. (In Time, Sept. 3, 1956, p.40-41) © 29Aug56; KK126184.
- MANHEIM MANUFACTURING & BELTING CO. © Dos razones por que las correas de transmision Manheim Veelink ... Appl. author: Van Sant, Dugdale & Co., Inc. © 3Jun57; KK126312.
- Here's big news for Veeloc ... distributors. What do you do when Veeloc stretch or break? (In Industrial distribution, April 1957, p.32 & 4p. insert) Appl. author: Van Sant, Dugdale & Co., Inc. © 29Mar57; KK126314.
- Here's proof; Veeloc adjustable V-belts stop costly vibration in motor drives. (In Mill & Factory, June 1957, p.73) Appl. author: Van Sant, Dugdale & Co., Inc. © 1Jun57; KK126313.
- Veeloc, the link V-belt. Appl. author: Van Sant, Dugdale & Co., Inc. © 1Feb57; KK123214.
- MANISGOREWITZ (B.) CO. © Passer 8 day guide to balanced modern Passover meals. (In New York post) Appl. author: A. B. Landau, Inc. © 22Mar57; KK124247.
- MANKE, L. C. SEE Herzog Realty Co.
- MANLEY, HAROLD C. d.b.a. GOPHER GAME CO. SEE Gopher Game Co.
- MANN RANCH. © For real back-to-school comfort ... Tex'n S'ized proportioned fit; Tex'n Jeans (and others) (In The Boys' outfitter, May 1957, p.12) Appl. author: Richard W. Mithoff. © 14May57; KK125947.
- Mann Ranch announces a new exclusive Fit program; Tex'n sized proportioned fit. Get all the facts at the Mann Ranch Corral ... (In The Boys' outfitter, Apr. 1957, p.19) Appl. author: Richard W. Mithoff. © 15Apr57; KK124869.
- Mann Ranch announces a new exclusive Fit program; Tex'n sized proportioned fit. Get all the facts at the Mann Ranch displays in Farlor C. Adolphus Hotel ... (In Southwestern retailer, Apr. 1957, p.4 of cover) Appl. author: Richard W. Mithoff. © 10Apr57; KK124868.
- A story of great proportions; Tex'n sized proportioned fit. Jeans, jackets ... Appl. author: Richard W. Mithoff. © 20Apr57; KK124870.
- MANNEQUIN SHOES, INC. © This is Mannequin; now in 400 great stores ... (In Footwear news, Feb. 1, 1957, p.5) © 1Feb57; KK122966.
- MANNING, JOSEPH L. © Only bowling score sheet of its kind; Sho'all bowling score sheet. © 28Nov56; KK122737.
- MANUFACTURERS BANK & TRUST CO. © Steps in and look around. Appl. author: Warner & Todd, Inc. © 7Jan57; KK125543.
- MARATHON CORP. © Bresler's pall pak bulk ice cream; vanilla. One half gallon. © 27Jul56; KK126136.
- Crystal Fountain Ber ice cream. One pint. © 31Dec56; KK126381.
- First Lady chocolate ice cream. One-half gallon liquid. © 31Dec54; KK126382.
- Northland neopolitan choc-straw-van ice cream. One pint liquid. © 31Dec54; KK126580.
- Verfine ice cream; vanilla. One pint liquid. © 11Jan57; KK122870.
- MARDIQUAN CORP. © Thermo-Core cookery; a guide to delicious and healthful meal preparation ... NW: all material other than charts on p.10, 12, 14, 19, and matter on p.28 and 29. © Buckeye Division, Mardiquan Corp.; 14Dec56; KK123893.
- MANHOLD (JULIETTE) INC. © And thank you, Juliette Marglen, for your gift of lovelier lips and fingertips; to individualists ... lipstick, nail glue. © 24Feb57; KK125504.
- And thank you, Juliette Marglen, for your gift of lovelier lips and fingertips; we are enchanted to introduce ... nail cosmetic, SilverSeal. © 24Feb57; KK125505.
- MARLETTA METAL PRODUCTS CORP. © Magic-Heat; gas heating at its best; steel boiler-burner unit. Appl. author: John Hancock. © 7Jan57; (in notice: 1956); KK122602.
- Magic-Heat; vertical fire-tube; steel heating unit. Appl. author: John Hancock. © 7Jan57 (in notice: 1955); KK122603.
- MARKET PRODUCE CO. © Flavor fresh Sun Valley turkey; ready to cook, with giblets. Appl. author: Arch L. Myrick. © 8Dec56; KK122814.
- MARLENN PRODUCTS CO., INC. © Lucky Rose; fresh-up and sweeten the air. Appl. author: Leonard Allen Irving. © 2Aug56; KK124286.
- MARMAN DIVISION, AERQUIP CORP. SEE Aerquip Corp.
- MARUM KNITTING MILLS, INC. © What does a Nippon slip on under his kimono? Nothing but Marum's new Silk-Flex socks. (In The New Yorker, Apr. 1957, p.10) Appl. author: Arnold & Co., Inc. Advertising. © 3Mar56; KK125959.
- MARVIC CO. © He's reading the big news about ... (The big news card) Appl. author: Irving V. Nissman. © 22Mar57; KK123711.
- Looking for something? Nailable Cinder Block Corp. (the noisy card) Appl. author: Marcel R. Pelletier. © 1Mar57; KK124369.
- Use this Hi-Pl ear. Nailable Cinder Block Corp. Appl. author: Irving V. Nissman. © 1Mar57; KK124368.
- We'd like your comments on precise production ... George Scherr Co. (Jumbo reply card questionnaire) Appl. author: Marcel R. Pelletier. © 15Mar57; KK124370.
- MARZETTI (T.) CO. © Delicious french dressing. Contents one pint. Appl. author: Gansey R. Johnston. © 4Apr57; KK123671.
- Famous and original slaw dressing. Contents one pint. Appl. author: Gansey R. Johnston. © 4Apr57; KK123670.
- Italian style dressing. Contents 1 pint. Appl. author: Gansey R. Johnston. © 4Apr57; KK123669.
- MASAI CO. © Speed Timer; wind it, stop it; like a real stop watch; get ready, set, go. Appl. author: Max Seelheimer. © 7Jan57; KK123668.
- Ticky Tacky; it ticks and it runs; start it, stop it, wind it; like a real watch, luminous dial. Appl. author: Max Seelheimer. © 7Jan57; KK122607.
- MASSBY-HARRIS-PERGUSON, INC. © Ferguson 4-pow swing frame cultivator. (Pork no. 3-2) © 30Apr57; KK125047.
- The Ferguson lister planter; excels for lister planting, bedding, bed planting. © Ferguson Division, Ferguson Manufacturing Co. 30Apr57; 14Dec56; KK123894.

## MASSEY-HARRIS-FERGUSON, INC. © Cont'd.

Ferguson reverse tandem disc harrow, model F-76; mulches after irrigation with one pass. The Ferguson system of mechanized farming. © Ferguson Division, Massey-Harris-Ferguson, Inc.; 16Apr57; KK124695.

Ferguson springtooth harrow, model F-77. (Form no. 3-3710) © 17Apr57; KK125088.

The Ferguson tiller; checks soil erosion ... the Ferguson system of mechanized farming. 3-17A. © Ferguson Division; Massey-Harris-Ferguson, Inc.; 16Apr57; KK125867.

Ferguson trail baler 12; the Ferguson system of mechanized farming. © Ferguson Division, Massey-Harris-Ferguson, Inc.; 14Jan57; KK122552.

Ferguson trail rake 36, F-36 model; greatest pull-type rake you can use; the Ferguson system of mechanized farming. (Form no. 3-3710) © Ferguson Division, Massey-Harris-Ferguson, Inc.; 4Apr57; KK124794.

Ferguson 2-bottom two-way plow. (Form no. 3-7) © 17Apr57; KK125049.

## MASTER METAL PRODUCTS, INC. ©

Masterware; all enamel. Canette, Breadette [and others] © 8Apr57; KK125836.

Masterware in lemon yellow; Canette, Salette [and others] (In Hardware age, Jan. 1957) © 4Dec56 (in notice; 1957); KK122566.

## MASTER PRODUCTS CO. ©

Master, our finest stenels; priced 2% lower than other top brands. Appl. author: Barbara Ann Marquardt. © 26Apr57; KK125031.

Sale days at Masters. Staples, stencils cement, carbon paper [and others] Appl. author: Barbara Ann Marquardt. © 15Mar57; KK124149.

Savings bigger than ever on office and mimeo supplies for our 22nd anniversary sale. Poiding tables, trimming boards [and others] Appl. author: Barbara Ann Marquardt. © 7Jun57; KK126208.

Stock up on supplies during Master's midwinter sale. Appl. author: Barbara Ann Marquardt. © 1Feb57; KK122924.

## MASTERPIECE RINGS. ©

Interlocking diamond rings; flawless investment quality. Appl. author: Hyman A. Massover. © 1Aug56; KK124904.

## MAUCK CO. ©

Makit; 3 dimensions, make it yourself picture and frame (Hawaiian) Appl. author: Nancy Mauck. © 28Jan57; KK123257.

Makit; 3 dimensions, make it yourself picture and frame. (Oriental) Appl. author: Nancy Mauck. © 28Jan57; KK123258.

Makit; 3 dimensions, make it yourself picture and frame. (Provincial) Appl. author: Nancy Mauck. © 28Jan57; KK123259.

Makit; 3 dimensions, make it yourself picture and frame. (Rustic) Appl. author: Nancy Mauck. © 28Jan57; KK123256.

## MAYO (FBI) RIDING SHOP.

Riding apparel ... for ladies, gentlemen and juniors; hunting appointments. © Paul De Mayo d.b.a. Paul Mayo Riding Shop; 15Nov56; KK122581.

MAYZIK, PETER F. sole owner MAYZIK SWITCHGEARY. SEE Mayzik Switchgear.

## MAYZIK SWITCHGEARY.

The new do-it-yourself wall switch; what a difference. © Mayzik Switchgear, solely owned by Peter F. Mayzik; 10Apr57; KK125058.

## MEADOWS CHEMICALS, INC. ©

Jaygol. Appl. author: Charles D. Jefferson. © 11Jun57; KK126394.

Jaygol kills roaches. Signed: Charles D. Jefferson. © 2Jun57; KK126393.

## MEATS DIVISION, JOHN MORRELL &amp; CO.

SEE Morrell (John) & Co.

## MEMCO PRODUCTS CO., INC. ©

The makers of the incomparable Medco-Sonlator present the MDW plan; a guaranteed profit for the surgical supply dealers and their salesmen. The Medco Dealer merchandising plan. © Medco Products Co., Inc., Mark E. De Groff, president; 12Dec56; KK123087.

## MELLON BANK.

Can't find your receipts? [Man searching through drawers] Checking account. (In Pittsburgh press, Sept. 11, 1956, p.10) Appl. author: Paul I. Coble. © Mellon National Bank & Trust Co. d.b.a. Mellon Bank; 11Sep56; KK123500.

Caught short for cash? [Grocer looking at bill; woman looking in pocketbook] Checking account. (In Pittsburgh press, Oct. 9, 1956, p.6) Appl. author: Paul I. Coble. © Mellon National Bank & Trust Co. d.b.a. Mellon Bank; 9Oct56; KK123497.

Caught short for cash? [Mechanic showing man bill for repairs] Checking account. (In Pittsburgh press, Oct. 14, 1956, p.20) Appl. author: Paul I. Coble. © Mellon National Bank & Trust Co. d.b.a. Mellon Bank; 16Oct56; KK123496.

Hate to carry cash? [Cowboy walking with little girl holding pocketbook] Checking account. (In Pittsburgh press, Nov. 6, 1956, p.4) Appl. author: Paul I. Coble. © Mellon National Bank & Trust Co. d.b.a. Mellon Bank; 6Nov56; KK125022.

Hate to carry cash? [Man & woman handcuffed to strong box] Checking account. (In Pittsburgh press, Oct. 30, 1956, p.6) Appl. author: Paul I. Coble. © Mellon National Bank & Trust Co. d.b.a. Mellon Bank; 30Oct56; KK123494.

Hate to carry cash? [Man showing robber check book] Checking account. (In Pittsburgh press, Oct. 23, 1956, p.16) Appl. author: Paul I. Coble. © Mellon National Bank & Trust Co. d.b.a. Mellon Bank; 23Oct56; KK123495.

Hate to send cash? [Man mailing letter while men watch] Checking account. (In Pittsburgh press, Oct. 2, 1956, p.4) Appl. author: Paul I. Coble. © Mellon National Bank & Trust Co. d.b.a. Mellon Bank; 2Oct56; KK123512.

Is bill-paying a chore? [Man counting out money on table] Checking account. (In Pittsburgh press, Sept. 4, 1956, p.11) Appl. author: Paul I. Coble. © Mellon National Bank & Trust Co. d.b.a. Mellon Bank; 4Sep56; KK123501.

Need proof you paid? [Man showing credit manager cancelled check] Checking account. (In Pittsburgh press, Sept. 18, 1956, p.19) Appl. author: Paul I. Coble. © Mellon National Bank & Trust Co. d.b.a. Mellon Bank; 18Sep56; KK123499.

Why pay bills the hard way? [Man on snowshoes, with bill in hand, walking toward trading post] Checking account. (In Pittsburgh press, Sept. 25, 1956, p.12) Appl. author: Paul I. Coble. © Mellon National Bank & Trust Co. d.b.a. Mellon Bank; 25Sep56; KK123498.

MELLON NATIONAL BANK & TRUST CO. d.b.a. MELLON BANK. SEE Mellon Bank.

## MELVILLE SHOE CORP. ©

Beat the heat in style and safety with this Thom McAn safety shoe. S-4352. (In National safety news, May 1957, p.49) Appl. author: Ogilvy, Benson & Mather, Inc. © 1May57; KK125246.

Eddie Arcaro finds Thom McAn surprise winner in thoroughgoing 30-day test. (In Life, June 11, 1956, p.12) Appl. author: Ogilvy, Benson & Mather, Inc. © 7Jun56; KK122134.

Fred Allen's free-waving verdict on Thom McAn shoes' looks and fit. Appl. author: Ogilvy, Benson & Mather. © 10Oct55; KK122646.

Miracle Quilon-tanned safety shoes by Thom McAn protect against acids, alkalis and water. Chemox; Chem-Hi. (In National safety news, Feb. 1957, p.59) Appl. author: Ogilvy, Benson & Mather, Inc. © 1Feb57; KK123277.

New Thom McAn Statter safety-shoe guards off static electricity hazards. (In National safety news, Jan. 1957, p.61) Appl. author: Ogilvy, Benson & Mather. © 1Jan57; KK123278.

Now, America's two most popular casual styles in new safety shoes by Thom McAn. (In National safety news, Mar. 1957, p.153) Appl. author: Ogilvy, Benson & Mather, Inc. © 1Mar57; KK123766.

This is for men only; go modern, go Miles with Milecora's America's outstanding shoe value. © Melville Shoe Corp. d.b.a. Miles Shoes; 29Mar57; KK124152.

Thom McAn's amazing new ripple sole absorbs shock ... S-4386. (In National safety news, Apr. 1957, p.53) Appl. author: Ogilvy, Benson & Mather, Inc. © 1Apr57; KK124790.

Walter Alton scouts Thom McAns through intensive 30-day workout. (In Life, Apr. 30, 1956, p.4) Appl. author: Ogilvy, Benson & Mather. © 26Apr56; KK123278.

Which of these handsome Thom McAns is the safety shoe? S-4322. S-4311. (In National safety news, June 1957, p.52) Appl. author: Ogilvy, Benson & Mather, Inc. © 1Jun57; KK125215.

NEPHSIS DENTAL MANUFACTURING CO. Always in step with progress in dentistry; an amazing new denture resin that cures in 15 minutes in boiling water; Meditions. Appl. author: Warren E. Billingsley. © Edward Richard Acklen d.b.a. Nephesis Dental Manufacturing Co.; 10Sep56; KK122568.

NEWMEN'S BOX WRAP & LABEL CORP. Johnsen, 1876. Creators of America's most beautiful boxes. © Mendle Box Wrap & Label Corp., successors to Mendle Print Co.; 20Mar57; KK123971.



MENDLE FRUIT CO., predecessor of MENDLE BOX WRAP & LABEL CORP. SEE Mendle Box Wrap & Label Corp.

MERIT PRODUCTS CO. © Select ... Handi-brackets, for mounting, bracing, holding, spacing. © 24Apr57; KK126244.

MERRI-LEI accepted alternative designation of AMERICAN MERRI-LEI CORP. SEE American Merri-Lei Corp.

MERRIAM (G. & C.) Co. © The world's greatest information center in your own living room; only \$39.50. A Merriam-Webster. (In The New Yorker, Jan. 26, 1957, p.105) © 24Jan57; KK123112.

MERRY MANUFACTURING CO., INC. © My Merry cleaning closet, just like mommy's. © 7Jan57; KK122313. My Merry dolly's diaper closet. © 7Jan57; KK122312.

My Merry dolly's laundry closet; just like mommy's. No. C-4-100. © 25Feb57; KK124198. My Merry dolly's linen closet, just like mommy's. C-3-100. © 25Feb57; KK125370.

My Merry electric shaver, battery operated; just like dad's. No. 711-100. © 25Feb57; KK125371.

MERRYBEE CO., LTD. Paste-a-face clowns. Creative fun for boys and girls, 5 to 10 years. 10 life size faces, pre-cut parts, packaged paste. © Merrybee Co., Ltd., a partnership consisting of Mary C. Buchanan and Beverly J. Buchanan; 11Mar57; KK124111.

Paste-a-face zoo. Fun for boys and girls, 5 to 10 years. 10 life size faces, pre-cut parts, packaged paste. © Merrybee Co., Ltd., a partnership consisting of Mary C. Buchanan and Beverly J. Buchanan; 11Mar57; KK124110.

METAL CUTTING TOOLS, INC. © Metcut taper torque drive tracing master. © 10May57; KK126362.

METRO COPY CO. Sensational invention makes amazing glass cleaning cloths like magic; dry gleams windows. © Matthew B. Blish d.b.a. Metro Copy Co.; 2Mar57; KK123828. Wonder glass cleaning cloth. © Matthew B. Blish d.b.a. Metro Copy Co.; 13May57; KK125478.

MICHIGAN STATE LABORATORIES. © Dear Mr., thank you for your trial order of No-Hoze. (Letter number two) © 18Jun57; KK126296.

No-Hoze car wash coupon agreement. © 18Jun57; KK126295. MICROCHEMICAL SPECIALTIES CO. © Sample feed device, motor driven. Appl. author: Arthur Karler. © 1Apr56; KK123520.

MICRO-PHNE INSTRUMENTS. © Pistone pump; fluids transferred easily and measured readily. Appl. author: George E. Price. © 30Nov56; KK122700.

MIDLAND COOPERATIVES, INC. © Are you spending too much for fertilizer? (In The Farmer, Feb. 16, 1957, p.42) Appl. author: William F. Eisner. © 16Feb57; KK123907.

Early bird specials on Midland liners; Midland Co-op special. (In The Farmer, Apr. 6, 1957, p.12.) Appl. author: William F. Eisner. © 6Apr57; KK124431.

Free chick feeders when you buy Midland Hi-Energy 225 chick starter. (In Wisconsin agriculturist & farmer, Feb. 2, 1957, p.53) Appl. author: William F. Eisner. © 2Feb57; KK122964.

Hoogie! I've been a hog about that Midland feed, ever since I was a pig. (In Wisconsin agriculturist & farmer, Feb. 16, 1957, p.34) Appl. author: William F. Eisner. © 16Feb57; KK123908.

I added 40 acres to my farm without buying any land when I took advantage of the Midland Operation Soil Test. (In Wisconsin agriculturist & farmer, Mar. 2, 1957, p.24) Appl. author: William F. Eisner. © 2Mar57; KK123662.

I get more corn from fewer acres with Midland liquid Nitro-Gro. (In The Farmer, May 18, 1957, p.28) Appl. author: William F. Eisner. © 18May57; KK126106.

I sure like this new Midland 500 gasoline; it saves me money. (In The Farmer, June 15, 1957, p.24) Appl. author: William F. Eisner. © 15Jun57; KK126139.

Kills flies quickly, safely; Hi-Py stock spray, Fogger. Combination offer \$4.95. (In The Farmer, May 4, 1957, p.87) Appl. author: William F. Eisner. © 4May57; KK125642.

Make nice Midland 18¢ growing mash; I'll give you more eggs sooner. (In The Farmer, Apr. 6, 1957, p.20) Appl. author: William F. Eisner. © 6Apr57; KK124432.

Now from Midland refineries, a powerful formula Midland Supreme gasoline for heavy farm use, new Midland 500. (In The Farmer, May 18, 1957, p.62) Appl. author: William F. Eisner. © 18May57; KK126105.

Now, from Midland refineries, Midland Supreme gasoline in two powerful formulas; new Midland 700, new Midland 500. (In The Milwaukee Journal, May 26, 1957, p.20) Appl. author: William F. Eisner. © 26May57; KK125998.

Protect your fuel oil tank against summer rust and moisture damage; fill it now with Midland Infra-Heat fuel oil ... Smiley Sun says ... (In Wisconsin State Journal, June 9, 1957, section 5, p.1) Appl. author: William F. Eisner. © 9Jun57; KK126188.

Save \$70 on a new Midland Capri freezer; 4th annual carload sale. (In The Farmer, June 15, 1957, p.29) Appl. author: William F. Eisner. © 15Jun57; KK126190.

Special low price \$99.95 for a limited time only; Midland Universal short tube milker. (In Wisconsin agriculturist & farmer, Mar. 2, 1957, p.49) Appl. author: William F. Eisner. © 2Mar57; KK123661.

10 day holiday sale; buy your auto needs now and save. (In The Milwaukee Journal, May 19, 1957, p.17) Appl. author: William F. Eisner. © 19May57; KK125997.

10 day holiday sale; tire head-cups. Co-op cushion (and other) (In The Farmer, May 18, 1957, p.16) Appl. author: William F. Eisner. © 18May57; KK126107.

Tire circus sale at your Midland Cooperative. (In The Farmer, June 15, 1957, p.25) Appl. author: William F. Eisner. © 15Jun57; KK126191.

MIRS, EARL SCHENCK.

For words of which Earl Schenck Miers is the joint author SEE Kingsport Press, Inc.

MILANT (LOUIS) MOORE, INC. © Cherry chifton pie mix. Net weight 16 oz. © 12Apr49; KK121137. Chifton whip base. Frances Pable. Net wt. 16 oz. © 12Apr49; KK124139.

Chifton whip base. Net weight 4 oz. © 12Apr49; KK124135. Chocolate chifton pie mix. Frances Pable. Net wt. 16 oz. © 31Oct56; KK125124.

Hinderale cheese sauce; made with rare shelf aged cheddar cheese. © Net wt. 6 oz. © 11Feb51; KK125212.

MILES SHOES. See Melville Shoe Corp.

MILLER (HARRY) CORP. © Replace flammable, toxic solvents and alkalis with Immunol. Appl. author: John B. Ferguson, Jr. © 16Oct56; KK123303.

MILLER, HOLBROK JAMES, sole owner A-B-A HEARING SERVICE. SEE A-B-A Hearing Service.

MILLER (W. H.) CORP. © Presenting the beautiful new American Boat Carrier. Appl. author: W. H. Miller. © 6Dec56; KK121956.

MILLER BREWING CO. © Always in good taste; M11 or High Life. (In Ebony, Mar. 57, p.36) Appl. author: C. A. Mathison. © 9Apr57; KK123388. Best round of all Miller High Life Golf. (In American Legion magazine, Apr. 1957) Appl. author: C. A. Mathison. © 1Apr57; KK123379.

For the taste of your life, go first class with Miller High Life, the champagne of bottle beer. Fish. (In Life, Feb. 25, 1957, p.147) Appl. author: C. A. Mathison. © 21Feb57; KK124850.

For the taste of your life, go first class, with Miller High Life, the champagne of bottle beer. Steak. (In Life, Apr. 29, 1957, p.83) Appl. author: C. A. Mathison. © 25Apr57; KK124963.

Get set for happy holidays; Miller High Life. Grocer. (In American weekly, Dec. 9, 1956, p.19) Appl. author: C. A. Mathison. © 9Dec56; KK121957.

Quality is always in good taste; good taste is always in Miller High Life. Indoor grill. (In House beautiful, Feb. 1957, p.43) Appl. author: C. A. Mathison. © 22Jan57; KK122762.

Reel companions; for the taste of your life, go first class with Miller High Life. (In American Legion magazine, Feb. 1957, p.3 of cover) Appl. author: C. A. Mathison. © 1Feb57; KK123389.

MILLER-STORMHARD CORP. © First time ever; Miller's greatest sale in 35 years; storm and screen window. Start paying next August. (In New York Sunday news, Mar. 31, 1957, p.65) Appl. author: Lloyd S. Howard Associates, Inc. © 31Mar57; KK124389.

First time ever; Miller's greatest sale in 35 years; storm and screen window. 3-5 years to pay; FHA terms available. (In New York daily news, Apr. 3, 1957, p.40) Appl. author: Lloyd S. Howard Associates, Inc. © 4Apr57; KK124390.

## MILLER-STORVIG GUARD CORP. © Cont'd.

Miller's greatest sale in 35 years.  
3 full channel tilt-in; storm and window screen. (In New York Sunday news, May 12, 1957, p. 62)  
Appl. author: Lloyd S. Howard.  
© 12May57; KK125926.

Over 4 1/2 million satisfied customers must be right; all 3 sections tilt-in; storm and screen window. (In New York Sunday news, June 9, 1957, p. 10)  
Appl. author: Lloyd S. Howard.  
© 9Jan57; © 5Jun57; KK126121.

Thank you on our 35th anniversary sale. Fully extruded aluminum j-track storm windows. (In Sunday news, New York, Feb. 10, 1957, p. 72)  
Appl. author: Lloyd S. Howard Associates, Inc.  
© 10Feb57; KK123904.

## MILLER STUDIO, INC. ©

New wood finish wall plaques.  
Appl. author: Richard A. Miller.  
© 15Jun56; KK122172.

1957 catalog; wall plaques. Appl. author: Richard A. Miller.  
© 1Jan57; KK123261.

## MILLIGAN, JOHN F. d.b.a. RIVER JORDAN ENTERPRISES. SEE River Jordan Enterprises.

## MILLNOT CO. ©

Win a year's pay. These hints will help you win. (In News-magazine, Campaign-Urbana, Ill., Sept 27, 1956, p.13)  
Appl. author: McCann Erickson, Inc. © 27Sep56; KK121909.

Win a year's pay; jingle contest; entry blank. Appl. author: McCann Erickson, Inc. © 21Aug56; KK121912.

Win a year's pay; repeated by popular demand. Appl. author: McCann Erickson, Inc. © 21Aug56; KK121913.

Win a year's pay; 203 other great prizes. Read these hints, they'll help you win. (In Chicago American, Sept. 27, 1956, pt.1, p.20)  
Appl. author: McCann Erickson, Inc. © 27Sep56; KK121911.

Win a year's pay; 203 other great prizes. See page 20. (In Chicago American, Sept. 27, 1956, pt.3, p.28)  
Appl. author: McCann Erickson, Inc. © 27Sep56; KK121910.

Win a year's pay; 203 other prizes. Get contest rules here. Appl. author: McCann Erickson, Inc. © 21Aug56; KK121914.

Win a year's pay; 203 other prizes. Sorry, see proper file entry blank. Appl. author: McCann Erickson, Inc. © 21Aug56; KK121915.

## MILTON MANUFACTURING CO., INC. ©

Handes bend water nozzle. Bend, water's on ... release, it's off. [Black nozzle] (Form no.063)  
Appl. author: Milton Goldish.  
© 15May57; KK125740.

Handes bend water nozzle. Bend, water's on ... release, it's off. [Red nozzle] (Form no.673)  
Appl. author: Milton Goldish.  
© 15May57; KK125739.

Handes bend water nozzle; tough-durable fabric innated hose. (Form no.003)  
Appl. author: Milton Goldish.  
© 15May57; KK125741.

Handes bend water nozzles; Jumbo; regular, deluxe. Jet-stream; Full-Flow. (Form 188)  
Appl. author: Milton Goldish.  
© 15May57; KK125743.

Let our salesman sell for you.

Free, colorful display with eye-catching Westcol clock.  
(Form no.122) Appl. author: Milton Goldish. © 15May57; KK125742.

## MILWAUKEE TRUCK CO., division of GLEASON STEEL CORP. SEE Gleason Steel Corp.

MINIATURE MASTERPIECES.  
Guided missile fleet. SEE Revell, Inc.

MINNESOTA MINING & MANUFACTURING CO. ©  
Another first for 3M research; now, polyester film you can heat seal. Scotchpak brand. (In Packaging parade, Jan. 1957, p.4)  
© 1Jan57 (In notice: 1956); KK122983.

Can you tie this? You certainly can, with crisp Saabean, the ribbon ... Bunny bow. (In Vogue, Apr. 1, 1957, p.109) © 1Apr57; KK125627.

Can you tie this? You certainly can, with gleaming Saabean, the ribbon ... Frou-Frou. (In Vogue, Mar. 15, 1957, p.146) © 15Mar57; KK125626.

Freezer tips; to protect frosting on decorated cakes ... Scotch brand freezer tape. (In The Progressive farmer, June 1957, p.65) © 15May57; KK126356.

Home repair tip no.28. Wrap splintered shovel ... with tough water-proof Scotch brand 33 plastic tape. (In The Progressive farmer, Apr. 1957, p.68) © 1Apr57; KK125634.

Home repair tip, no.21. Scotch colored plastic tape. (In The Progressive farmer, Mar. 1957, p.70) © 15Mar57; KK123978.

How to make your Christmas gifts almost too pretty to open with Saabean brand ribbon and Scotch brand tapes. (In This week, Dec. 2, 1956, p.49) © 2Dec56; KK122984.

Introducing the new narrow Decorette brand ribbon. (In Telegraph delivery spirit, Apr. 1957, p.10) © 1Apr57; KK125625.

Introducing the new 1957 Saabean ribbons n' wraps floorstand; world's only complete Christmas fit-wrap merchandiser. (In Post exchange, Apr. 1957, p.65) © 1Apr57; KK125624.

Kids, you'll have a circus with these free snap-pets, attached to regular rolls of Scotch brand cellophane tape. (In Walt Disney's Mickey Mouse comic book, Apr.-May 1957, p.4 of cover) © 22Feb57; KK125631.

Mend it with Scotch brand, it'll stay mended. It's the magic touch of Scotch brand tape. [Tape on broken crayon] (In The Saturday evening post, Apr. 13, 1957, p.120) © 9Apr57; KK125632.

Mend it with Scotch brand, it'll stay mended. It's the magic touch of Scotch brand tape. [Tape on woman's broken finger-nail] (In Life, Mar. 4, 1957, p.69) © 4Mar57; KK122808.

Mount it with Scotch brand, it'll stay mounted. It's the magic touch of Scotch brand tape. [Tape on recipe card] (In Life, Apr. 8, 1957, p.98) © 4Apr57; KK125633.

Seal it with Scotch brand, it'll stay sealed. It's the magic touch of Scotch brand tape.

[Triangular package sealed with tape] (In Life, Feb. 4, 1957, p.59) © 4Feb57; KK123809.

Seal it with Scotch brand, it'll stay sealed; cellophane tape. (In Life, Dec. 21, 1956, p.76) © 20Dec56; KK122949.

Special offer from Scotch brand; plastic household dispenser plus king size roll of tape. (In New York Journal American, Jan. 27, 1957, p.10)  
© 27Jan57; KK123810.

Tapes that speak up at the point of sale; every day printed Scotch brand pressure-sensitive tapes ... (In Time, June 18, 1956, p.82) © 18Jun56; KK125350.

This year make your Christmas gifts almost too pretty to open. Scotch brand cellophane tape, Scotch brand gift wrap tapes, Saabean brand ribbon. (In McCall's, Dec. 1956, p.113) © 20Nov56; KK122981.

Which Scotch brand tape do you need today? For neater painting ... masking tape. (In Better homes & gardens, Feb. 1957, p.127) © 2Jan57; KK125628.

Which Scotch brand tape do you need today? For painting windows ... masking tape. (In Better homes & gardens, Apr. 1957, p.305) © 21Mar57; KK125628.

Which Scotch brand tape do you need today? For spray painting use Scotch masking tape ... (In Better homes & gardens, June 1957, p.18) © 21May57; KK126355.

Will you use the two-billionth roll of Scotch brand tape? Pressure-sensitive tapes ... (In Business week, Feb. 16, 1957, p.22-23) © 15Feb57; KK123807.

World's fastest tyer: Saabean S-10 magic bow tyer, creates up to 150 bows per hour. (In Merchants trade journal, Mar. 1957, p.25) © 1Mar57; KK123977.

World's strongest tape? Filament tape, one of more than 300 pressure-sensitive tapes ... Scotch brand. (In U. S. news & world report, Mar. 15, 1957, p.35) © 15Mar57; KK125630.

World's toughest packaging film? Scotchpak brand heat-sealable polyester film. (In Packaging parade, Nov. 1956, p.105) © 1Nov56; KK122982.

## MITCHELL MANUFACTURING CO. ©

Keep cool, you'll grow better. For conditioning 2000 A.D. © 12Apr57; KK124708.

1957 Mitchell breaks through the comfort and sound barriers; Mitchell, world's largest maker of fine room air conditioners. (Bulletin no.1200) © 12Oct56; KK125305.

With Roto Cons cooling, Mitchell offers you no.1 market position with air conditioning's no. deal; Ultra-Thin. (In Retailing daily, Mar. 18, 1957, section 2, p.3-5) © 18Mar57; KK124707.

## MOBILE COMMUNICATIONS DEPT., ALLEN B. DU MONT LABORATORIES, INC. SEE DU MONT (Allen B.) Laboratories, Inc.

MODEL 'N' MOLD CO. SEE Absorbene Manufacturing Co., Inc.

MODERN ENGRAVING & MACHINE CO. ©  
A guide to cylinder circumference and related diameters. © General Engraving Service Co., subsidiary of Modern Engraving & Machine Co.; 9Nov56; KK122918.

- Memo 3-D rotary embossing adds prestige, punch and profit to foils and papers. Palmolive. © 15May57; KK125948.
- MOFFATT, CLINTON D.** © Tee-Off practice golf. Any place, any time, any club. © 15Jun57; KK126382.
- MOHAWK FURNITURE FINISHING PRODUCTS, INC.** © Furniture finishing products. Appl. author: Frank Donald Pabis. © 12Nov56; KK122087.
- MOJONNIER BROS. CO.** © Mojonnier testers, for determining either or both butter fat and total solids; model D. Bulletin 25-16. Appl. author: Roy Zeff & Associates, Inc. © 14Feb57; KK125384.
- MOLL, HARRY HERMAN.** © Twirlie Whirlie, for boys, for girls, for adults. Twist the ball in opposite direction. © 24Apr57; KK125800.
- MOLZAHN, WALTER AUGUST.** © Try our latest wafer cake top; the Stinging Cowboy. No.116. © 2Dec56; KK122695.
- MONET JEWELERS.** © The new hue and cry, wonderful, wonderful; a sunburst of tones. 25 Vogue, Feb. 1955, p.12 © 15Feb55; KK122933.
- MONROE CALCULATING MACHINE CO., INC.** © Monroe President simplified accounting machine; operators guide. © 7Jan57 (in notice: 1956); KK125703.
- MONSANTO CHEMICAL CO.** © All washes yellowed nylon white again without bleaching. (In Parade, May 26, 1957, p.3) Appl. author: Needham, Louis & Brorby, Inc. © 20May57; KK126147.
- All washes yellowed nylon white again without bleaching. (In The Kansas City star, May 27, 1957, p.13) Appl. author: Needham, Louis & Brorby, Inc. © 27May57; KK126198.
- All with new whitening discovery washes yellowed nylon white again ... It turns the white back on, by Jane Creel. (In Reader's digest, May 1957, p.34-35) Appl. author: Needham, Louis & Brorby, Inc. © 25Apr57; KK126175.
- Amazing whitener: new all washes yellowed whites back to white again ... Quote and unquote (In Reader's digest, June 1957, p.34-35) Appl. author: Needham, Louis & Brorby, Inc. © 25May57; KK126176.
- And everything nice washed in All. (In Chicago daily tribune, Nov. 27, 1956, pt.3, p.7) Appl. author: Needham, Louis & Brorby, Inc. © 27Nov56; KK126348.
- Baby things wash so safely clean in All. (In Chicago daily tribune, Oct. 23, 1956, pt.3, p.5) Appl. author: Needham, Louis & Brorby, Inc. © 23Oct56; KK126347.
- Baby things wash so safely clean in All; prescribed for automatic washers. (In Chicago daily news, Nov. 1, 1956, p.3) Appl. author: Needham, Louis & Brorby, Inc. © 1Nov56; KK126129.
- Clothes washed in All iron crispily white. (In Chicago daily tribune, Oct. 15, 1956, pt.2, p.10) Appl. author: Needham, Louis & Brorby, Inc. © 15Oct56; KK126349.
- Exclusive, new All with whitening discovery AE-160 now washes yellowed nylons ... (In Chicago daily tribune, Feb. 20, 1957, pt.2, p.1) Appl. author: Needham, Louis & Brorby, Inc. © 20Feb57; KK126353.
- Happy husband; new All with whitening discovery washes his yellowed shirt ... (In This week magazine, Feb. 16, 1957, p.31) Appl. author: Needham, Louis & Brorby, Inc. © 16Jun57; KK126132.
- New All has amazing whitening discovery that washes yellowed nylon fresh white ... (In This week magazine, Apr. 28, 1957, p.16) Appl. author: Needham, Louis & Brorby, Inc. © 28Apr57; KK126131.
- New All has great new whitening discovery that washes yellowed whites back to fresh white ... (In Parade, May 12, 1957, p.40) Appl. author: Needham, Louis & Brorby, Inc. © 12May57; KK126146.
- New All has great new whitening discovery that washes yellowed whites back to fresh white ... (In Wilkes-Barre times leader, May 20, 1957, p.16) Appl. author: Needham, Louis & Brorby, Inc. © 20May57; KK126145.
- New dream detergent; new super-rinse All, with AE-160, washes yellowed nylons ... (In St. Louis globe-democrat, Feb. 15, 1957, p.8B) Appl. author: Needham, Louis & Brorby, Inc. © 15Feb57; KK126166.
- New super rinse All, prescribed for automatic washers; 1st in profit, 1st in volume (In The Grocers' spotlight, Apr. 5, 1957, p.26) Appl. author: Needham, Louis & Brorby, Inc. © 5Apr57; KK126168.
- Only All has new whitening discovery AE-160; yellowed nylons ... can now wash pure white again. (In Chicago daily tribune, Feb. 13, 1957, pt.3, p.16) Appl. author: Needham, Louis & Brorby, Inc. © 13Feb57; KK126352.
- Snow white washes; new super-rinse All gets whites 50% whiter ... (In St. Louis post-dispatch, Jan. 14, 1957, p.10B) Appl. author: Needham, Louis & Brorby, Inc. © 14Jan57; KK126167.
- Whites wash so much whiter in All. (In Chicago daily tribune, Jan. 25, 1957, pt.2, p.10) Appl. author: Needham, Louis & Brorby, Inc. © 15Jan57; KK126350.
- Yellowed whites wash pure white again; new super rinse All ... (In Chicago daily tribune, Jan. 30, 1957, pt.1, p.22) Appl. author: Needham, Louis & Brorby, Inc. © 30Jan57; KK126351.
- MOORE (BENJAMIN) & CO.** © It's time to paint your home! When Moore's house paint is your choice ... (In New York daily news, June 29, 1956, p.27) Appl. author: Monroe F. Dreher, Inc. © 28Jun56; KK125661.
- Moore's paints and enamels do more jobs easier; Impervo enamel. (In Better homes & gardens, Mar. 1956, p.23B) Appl. author: Monroe F. Dreher, Inc. © 20Feb56; KK125621.
- Moore; your home's worth more with Moore's house paint. (In Better homes & gardens, May 1956, p.240) Appl. author: Monroe F. Dreher, Inc. © 20Apr56; KK125600.
- MOORES (H. C.) CO. C** However you cream your coffee, you'll love the fresh taste and the convenience of Pream. Chocolate frosting. (In Better homes & gardens, Nov. 1956, p.22) Appl. author: Benton & Bowles, Inc. © 25Oct56; KK123068.
- However you cream your coffee, you'll love the fresh taste and the convenience of Pream. Orange frosting. (In Collier's, Dec. 7, 1956, p.6) Appl. author: Benton & Bowles, Inc. © 2Dec56; KK123072.
- However you cream your coffee, you'll love the fresh taste and the convenience of Pream. The best tomato soup ... (In The Saturday evening post, Nov. 10, 1956, p.11) Appl. author: Benton & Bowles, Inc. © 8Nov56; KK123066.
- However you cream your coffee, you'll love the fresh taste and the convenience of Pream. Tomato soup. (In Family circle, Nov. 1956, p.59) Appl. author: Benton & Bowles, Inc. © 25Oct56; KK123107.
- It's here; wonderful new instant creamer for those who love fresh cream and modern convenience; Pream. (In Good housekeeping) Appl. author: Benton & Bowles, Inc. © 20Aug56; KK122599.
- Special offer; save 20¢ on your favorite coffee while you discover wonderful new Pream. (In Look, Oct. 16, 1956, p.79) Appl. author: Benton & Bowles, Inc. © 14Oct56; KK123096.
- MOREHOUSE MUSTARD MILLS.** © Pure prepared mustard. (Red flag mustard) Net wt. 13 oz. NK: change of shape; addition of horse & wagon; & statement, quality since 1898; red bottom margin. © 7May57; KK125768.
- MORRELL (JOHN) & CO. C** Big, already advertising builds a real consumer franchise for Red Heart in 3 flavors; dog food. (In Cooperative merchandiser, Feb. 1957, p.69) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 1Feb57; KK125946.
- Dog-gone! I'm in my second puppyhood since I started eating Red Heart; dog food. Red Heart in 3 flavors. (In Chicago tribune, Jan. 10, 1957, pt.2, p.1) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 10Jan57; KK125988.
- Here in time for Easter; new type of ham, the only one that's completely baked 8-2-out ham. (In The Detroit news, Apr. 17, 1957, p.56) Appl. author: Campbell-Mithun, Inc. © 17Apr57; KK124957.
- Maralive; or rather dog alive, Red Heart makes me feel like a pup again; dog food. (In Chicago tribune, Mar. 7, 1957, p.1) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 7Mar57; KK124974.
- More lean; sliced Morrell Pride bacon. (In The Kansas City times-star, Mar. 14, 1957, p.2B) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Meats Division; 14Mar57; KK124958.
- More plump; Morrell Pride skinless tripe. (In Minneapolis times-tribune, May 8, 1957, p.13B) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Meats Division; 8May57; KK125013.



## MORRELL (JOHN) &amp; CO. © Cont'd.

More tender; Morrell Prime E-Z-Cut ham, fully cooked. (In The Kansas City Times-Star, Mar. 28, 1957, p.13) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Meats Division; 28Mar57; KK128958.

Red Heart helps keep your dog younger; dog food. (In Sunset, Dec. 1956, p.148) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 25Nov56; KK122580.

Reddy's big offer: I'll send you \$1.00, in cash, for just 7 Red Heart labels; dog food. (In Chicago daily tribune, Nov. 15, 1956) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 15Nov56; KK122713.

## MORRIS (PHILIP) INC. ©

A frank confession about the old Spud cigarettes. (In Worcester daily telegraph, Dec. 17, 1956, p.3) Appl. author: Ogilvy, Benson & Mather, Inc. © 17Dec56; KK122485.

New filter Spud with a light touch of menthol. (In The Indianapolis star, Oct. 25, 1956, p.14) Appl. author: Ogilvy, Benson & Mather. © 25Oct56; KK121954.

New filter Spud, with a light touch of menthol; cigarettes. (In Morning tribune, Tampa, Fla., Oct. 10, 1956, p.20) Appl. author: Ogilvy, Benson & Mather, Inc. © 10Oct56; KK125720.

Now, a revolutionary new filter cigarette; new filter Spud. (In Life, Apr. 1, 1957, p.99) Appl. author: Ogilvy, Benson & Mather, Inc. © 28Mar57; KK124497.

Sensational new cigarette; new filter and a bright new taste; Spud. (In Look, Feb. 5, 1957, p.75) Appl. author: Ogilvy, Benson & Mather, Inc. © 22Jan57; KK122681.

## MORRIS PAPER MILLS DIVISION, FEDERAL PAPER BOARD CO. SEE Federal Paper Board Co.

MORRIS, SEWALL & CO., INC. ©  
Fine quality Black Gold salad dressing. Black Gold Stamp Co. One fl. quart. © 4Jan57; KK122886.

## MORTHELD, WILLIAM E. ©

Co-Lan-Co, Cosmetique Universalis, more than a cosmetic; just a drop or two, for hair, face, hands, body, feet. © 31Jan57; KK123674.

Smilin' Shaver. Silhouette face of smiling man. © 14Dec56; KK121965.

MOSSIAN, ED C., ALFRED A. WILDER, NEWTON J. CAPPELJAN & CHARLES J. YAGIN composing the partnership CENATRON INDUSTRIES. SEE Cenatron Industries.

## MOSSYTYPE CORP. ©

Specialized services and products for rubber plate printers. Mossytype; Master Mag. Appl. author: Alexander R. Bradie. © 5Apr57; KK124625.

MOTLEY, ROBERT LESTER sole owner ROYAL CLEANING CO. SEE Royal Cleaning Co.

MOTLOW, LEM, prop. JACK DANIEL DISTILLERY. SEE Daniel (Jack) Distillery.

## MOTOR WHEEL CORP.

5 reasons why Red is better; the greatest name in power mowers. (In The Saturday evening post, Apr. 20, 1957, p.94) Appl. author: Young & Rubicam. © Motor Wheel Corp., Red Division; 17Apr57; KK125213.

In a special test... Duo-Trim made a clean sweep of Cypress gardens; the most versatile mower you can buy. (In The Saturday evening post, May 4, 1957, p.60) Appl. author: Young & Rubicam, Inc. © Motor Wheel Corp., Duo-Trim Division; 1May57; KK125211.

Now the mower that vacuum cleans your lawn is power-propelled; Duo-Trim power mowers. (In Better homes & gardens, May 1957, p.303) Appl. author: Young & Rubicam, Inc. © Motor Wheel Corp., Duo-Trim Division; 23Apr57; KK125212.

## MOUNT SINAI MEMORIAL-PARK. ©

In everlasting honor; Mount Sinai Memorial-Park. Appl. author: Forest Lawn Memorial-Park Assn. © 25Sep56; KK123182.

## MULKEY (SAM) CO. ©

The new Mulkey... Hay-O-Vater; manufacturers of portable elevators. © 20Dec56; KK123337.

## MULLINS MANUFACTURING CORP. ©

Color ideas; living ideas; visit National Home Week model homes, Sept. 10-18. Youngstown steel kitchens. (In Better homes & gardens, Sept. 1956, p.130-131) Appl. author: Brooke, Smith, Branch & Dorrance, Inc. © 17Sep55; KK123429.

## MULTIPLE CORP. ©

The new Multi-Pul, model S-100. This... power tool was designed to lift, lower and pull. Appl. author: Thomas J. Gilbert. © 12Jan55; KK124960.

## MULTISTAMP CO. ©

The original hand stamp stencil duplicator. Quick accurate way to mark cartons; print direct. (In Office appliances, Apr. 1956, p.72) Appl. author: Stanley S. Gross & Associates. © 15Apr56; KK124128.

MURCHISON, KENNETH, KENNETH MURCHISON, JR. & JOHN L. TRACY forming the partnership KENNETH MURCHISON & CO. SEE Murchison (Kenneth) & Co.

## MURCHISON (KENNETH) &amp; CO.

Insurance milestones; livestock mortality insurance. (In Dallas Athletic Club news) © Kenneth Murchison & Co., a partnership composed of Kenneth Murchison, Kenneth Murchison, Jr. & John L. Tracy; 6Apr57; KK124921.

Insurance milestones; livestock mortality insurance. (In Dallas Athletic Club news) © Kenneth Murchison & Co., a partnership composed of Kenneth Murchison, Kenneth Murchison, Jr. & John L. Tracy; 6Mar57; KK123875.

Insurance milestones; marine insurance. (In Dallas Athletic Club news, 1957, p.20) © Kenneth Murchison & Co., a partnership composed of Kenneth Murchison, Kenneth Murchison, Jr. & John L. Tracy; 6Feb57; KK123837.

MURCHISON, KENNETH, JR., KENNETH MURCHISON & JOHN L. TRACY forming the partnership KENNETH MURCHISON & CO. SEE Murchison (Kenneth) & Co.

## MYSTIK ADHESIVE PRODUCTS. ©

New extra-thin electrical film tape; Mystik Mylar. (In Aviation age, Dec. 1956, p.30) Appl. author: George H. Hartman Co. © 30Nov56; KK122771.

## MYZON, INC. ©

Myzon poultry builder in drinking water stops summer atoness faster... © 14May57; KK125536.

New Myzon with green speed-up stops laying slumps faster; poultry builder. © 18Dec56; KK122742.

New Myzon with green speed-up stops laying slumps faster; poultry builder. © 15Jan57; KK123085.

New scientific Myzon formula in drinking water helps stop laying slumps; poultry builder. © 18Dec56; KK122743.

Special money saving health offer; Myzon poultry builder, Tryzol one-day wormer, Myzon swine builder. © 25Jan57; KK12537.

Tryzol handbook; the facts about Tryzol 1-day wormer... Appl. author: Blanche Hubert. © 18Dec56; KK124773.

## N

## N. J. THERMEX CO., INC. ©

Infralite, the radiant heater with all the plus features. Appl. author: Joseph Gialanella. © 27Mar54; KK123705.

## N. L. S. CORP. ©

Drink of the month. (Mixed drink display calendar) © 28Nov56; KK122390.

Mixed drink display calendar. Creme de menthe frappe [and others] © 26Nov56; KK122391.

## NRC CONTRACTING CORP. ©

Leak detector, model 8902. © 25Mar57; KK124043.

NACHOWITZ, THEOPHILUS J. sole owner ALAEDEN CANDY CO. SEE Alaeden Candy Co.

## NAME-MAKER CORP. ©

York garden marking pen with waterproof ink, plus 24 wooden stakes. Appl. author: Oscar Greene. © 15Nov56; KK122151.

## NANNETTE MANUFACTURING CO., INC. ©

Dress-ups for the crib set, by Nannette. © 10Nov56; KK123995.

Once upon a time fashions, by Nannette. Hanel and Gretel. © 31May57; KK125976.

Once upon a time fashions, by Nannette. Jack and Jill. © 31May57; KK125977.

Once upon a time fashions, by Nannette. Three Little Kittens. © 31May57; KK125978.

They're outdoorable; Nannette Sportspunks for extra summer sales. S... sports-wear promotion for your best fashion customers. © 7Feb57; KK123769.

## NARCO PRODUCTS CO., INC. ©

The new wonder product... Defer, the new answer to the old soiling problem with dust and dirt. Appl. author: Victor A. Giesey. © 6Feb57; KK122958.

NASH, MARJORIE D. d.b.a. BROADWAY CONTRACTING CO. SEE Broadway Contracting Co.

## NATE (JEAN) INC. ©

Bea's bulliating bath, distinctive bath preparations. (In Beauty fashion, May 1956, p.6) Appl. author: Jill Giesey & Trade Marg. © 11May56; KK122401.

## NATIONAL BIOCHEMICAL CO.

Alomet cold solder with the miracle ingredient Epolite. Net wt. 2 oz. Appl. author: Jerome Swimmer. © Alomet Co. division of National Biochemical Co.; 6Feb57; KK123149.

New, Alomet cold solder, with the miracle ingredient Epolite. (In Popular science, Feb. 1957, p.285) Appl. author: Jerome Swimmer. © Alomet Co., division of National Biochemical Co.; 28Jan57; KK122867.

## NATIONAL BISCUIT CO. ©

Now, Dromedary combines its treasured historic recipes with stay-fresh magic. Only Dromedary guarantees, no other cake tastes so good ... (In Ladies' home journal, Apr. 1957, p.53) Appl. author: Ted Bates & Co., Inc. © Dromedary Co. (in notice: Dromedary Co., division of National Biscuit Co.); 21Mar57; KK124640.

Now, Dromedary combines its treasured historic recipes with stay-fresh magic; pound cake mix. (In Ladies' home journal, May 1957, p.171) Appl. author: Ted Bates & Co., Inc. © Dromedary Co. division of National Biscuit Co.; 30Apr57; KK124964.

Now, Dromedary combines its treasured historic recipes with stay-fresh magic; white cake mix. (In McCall's, Apr. 1957, p.130) Appl. author: Ted Bates & Co., Inc. © Dromedary Co., division of National Biscuit Co.; 29Mar57; KK124930.

Now, Dromedary combines its treasured historic recipes with stay-fresh magic; yellow cake mix. (In McCall's, Feb. 1957, p.111) Appl. author: Ted Bates & Co., Inc. © Dromedary Co., a division of National Biscuit Co.; 22Feb57; KK125261.

Save up to 25¢ with Pal Tiny Bits. So, start today to feed your dog ... (In Transcript-telegram, Holyoke, Mass., May 2, 1957, p.28) © 2May57; KK126090.

## NATIONAL CYLINDER GAS CO. ©

Argon; NCO's vast dealer network now offers prompt supply. (In U. S. news & world report, Sept. 7, 1956, p.111) © 7Sep56; KK126406.

## NATIONAL DAIRY PRODUCTS CORP. ©

It's banana strawberry Sealast ice cream. Win a year's supply of ice cream. One pint liquid. Appl. author: Howard R. Ferguson. © 31Dec56; KK123665.

## NATIONAL HOMES CORP. ©

By fulfilling the needs and desires of thousands of families for better homes at prices within their means, we will produce in 1956 our 100,000th National home. (In Building standards monthly, Aug. 1956, p.4 of cover) Appl. author: Applegate Advertising Agency, Inc. © 4Aug56; KK123329.

## NATIONAL PESTO INDUSTRIES, INC. ©

Frato saves time; 700 cooker. (In Ladies' home journal, June 1955, p.161) © 14Jun55; KK123274.

When you marry, start living better, easier with Presto beauty styled appliances; automatic electric skillet, fry-pan casserole. (In Modern bride, summer 1955, p.151) © 8Jun55; KK123275.

## NATIONAL SURE-FIT QUILTING CO., INC. ©

National Sani-Fit quality; sanforized contour-fitted pad-and-cover combination. Appl. author: Will Kaplan Advertising. © 3Dec56; KK123095.

## NEBRASKA FARMER. ©

Move dirt for us little as 1 1/2¢ per cubic yard with the Soil Mover. © 11Apr57; KK126889.

## NEER-LE-DUN CORP. ©

Neer-le-Dun for you; do it yourself pre-cut sport shirt kit; complete easy instructions included. © 25Jan57; KK122776.

## NEIMAN-MARCUS. ©

The cape supreme. Black sapphire mink. (In The Dallas morning news) © 1Mar57; KK123941. The charming customs of Christmas; a fabulous Neiman-Marcus fur. © 2Dec56; KK123425.

Christmas mink news, the cocoon cape. (In The Dallas morning news) © 3Dec56; KK123688. Final fur reductions, including new and further markdowns. © 3Feb57; KK123936.

Going to Europe? To take a new mink stole. (In The Dallas morning news, Apr. 7, 1957, pt.6, p.12) © 7Apr57; KK124672.

Grand finale of the N-W fur sale. Just a mere days ... (In The Dallas morning news) © 24Feb57; KK123940.

Great Christmas chic; the shiny black fur. © 2Nov56; KK125690.

Have a Fashion fur for 395.00. Black-eyed southeast African Persian lamb ... (In The Dallas morning news) © 8Feb57; KK123971.

If blue's her color, Sapphire mink is her fur. (In The Dallas morning news, Mar. 19, 1957, pt.6, p.16) © 19Mar57; KK124675.

Imagine, shirred mink. © 22May57; KK125765.

An important announcement from n-m concerning the current advantageous price of mink. (In The Dallas morning news) © 18Apr57; KK125766.

Midnight ranch mink stoles, 695.00. (In The Dallas morning news, May 5, 1957, pt.6, p.10) © 5May57; KK125767.

The mink buy for spring travelers. 1500.00. Luxurious midnight ranch mink ... (In The Houston chronicle) © 17Feb57; KK123938. The moonlight white fur; pure glamor for Miami, Malibu ... © 3Mar57; KK123942.

Never before; n-m mink gift values in 5 colors; 795.00. (In The Houston chronicle, Nov. 21, 1956, section E, p.3) © 21Nov56; KK123989.

1 week to choose her mink stole; 795.00. © 1Dec56; KK123688. Our success shape, the deep, rounded cabochon stole ... © 1Feb57; KK123682.

Pick out her mink stole tomorrow. (In The Dallas morning news, Dec. 23, 1956, pt.6, p.8) © 23Dec56; KK123430.

Plan now for her N-m mink, 2975.00. Royal pastel ... Stewart pastel ... (In The Dallas morning news) © 10Mar57; KK123941. Present her with an n-m speciality mink, 1500.00. (In The Dallas morning news) © 12Dec56; KK123442.

Presenting for the first time, Royal pastel mink ... point of view. (In The Dallas morning news) © 22Mar57; KK124578.

Presenting Tourmaline mink (In The Houston post, Apr. 8, 1957, section 2, p.2) © 8Apr57; KK124673.

A rare investment sale for your first Neiman-Marcus fur, 295.00 and 395.00. © 18Jan57; KK123684.

Royal pastel mink extraordinary; 995.00. © 18Jan57; KK123684.

Sale of full-length mink coats for 8 lucky women. (In The Dallas morning news) © 15Jan57; KK123432.

Select your fur from N-M's great January sale. (In The Dallas morning news) © 11Jan57; KK123431.

Shop together tonight for her Christmas mink, 795.00. © 3Dec56; KK123426.

Snow white fur; bleaching white fox 195.00, the making of any holiday. (In The Houston post, Dec. 9, 1956) © 9Dec56; KK123687.

Snowy bleached white mink, the fairest fur of all for her Christmas ... © 9Dec56; KK123428.

Special purchase; 3/4 and full length mink coats 40% off. © 20Jan57; KK123683.

Spring tonic, lighter mink. Blond, beautiful desert sand mink ... (In The Dallas morning news) © 3Mar57; KK123943.

Still choice selection in our great annual fur sale. (In The Houston post, Jan. 13, 1957) © 13Jan57; KK123685.

3 more days to choose her mink stole, 795.00. (In The Dallas morning news) © 21Dec56; KK123429.

White for opening night; deep colored cabochon, 2500.00. (In The Dallas morning news, Apr. 23, 1957, pt.3, p.14) © 23Apr57; KK125764.

Who; your wife; what; the mink caplet ... (In The Dallas morning news, Dec. 7, 1956, pt.3, p.16) © 7Dec56; KK123427.

## NEPCO. SEE New England Provision Co., Inc.

## NESTLE CO., INC. ©

The coffee hunger of man; how and where it all began; by Roger Purdon, Nescafe. (In Life, Mar. 18, 1957, p.83-88) Appl. author: Bryan Houston, Inc. © 14Mar57; KK124242.

Everything's in the box, just add water; Toll House cookies. (In Boston Sunday globe, Dec. 2, 1956, p.28) Appl. author: McCann Erickson, Inc. © 2Dec56; KK122889.

Great news for everyone ... here is the first full-flavor coffee that's caffeine free; Decaf. instant coffee. (In New York daily news, Jan. 16, 1957, p.53) Appl. author: Elisabeth H. Brown. © 16Jan57; KK125377.

Instant coffee has real percolated flavor. (In Niagara Falls gazette, Jan. 28, 1957, p.1) Appl. author: McCann-Erickson, Inc. © 28Jan57; KK124488.

New miracle mix makes delicious gravy for meat - in minutes; Brown Gravy. (In The Evening news, Harrisburg, Pa. Oct. 30, 1956, p.6) Appl. author: McCann Erickson, Inc. © 30Oct56; KK126008.

## NESTLE CO., INC. © Cont'd.

Now drink coffee morning till night and feel wonderful; Decaf, instant coffee. (Man in plaid shirt; eyeglasses on forehead) (In New York Sunday news, coloroto magazine, Mar. 3, 1957, p.33) Appl. author: Elizabeth H. Brown. © 3Mar57; KK125501

Now drink coffee morning till night and feel wonderful; Decaf, instant coffee. (Man, wearing glasses, pouring coffee into cup) (In New York Sunday news, coloroto magazine, Feb. 10, 1957, p.17) Appl. author: Elizabeth H. Brown. © 10Feb57; KK125503

Now drink coffee morning till night and feel wonderful; Decaf, instant coffee. (Moustached man watching woman's hand pouring cup of coffee) (In New York Sunday news, coloroto magazine, Jan. 20, 1957, p.27) Appl. author: Elizabeth H. Brown. © 20Jan57; KK125505

Now, 15¢ off on Nescafe instant coffee. (In New Haven evening register, Feb. 19, 1957, p.17) Appl. author: Bryan Houston, Inc. © 19Feb57; KK124285

Ricory, finest coffee and chicory. Instant coffee with chicory. (In Dixie, Times-ploycane states rote magazine, Sept. 1, 1956, p.29) Appl. author: McCann-Erickson, Inc. © 14Oct56; KK124118

Satisfy your coffee hunger with Nescafe instant coffee; enjoy the rich, delicious freshly roasted flavor... (In Reader's digest, Mar. 1957, p.16) Appl. author: Bryan Houston, Inc. © 29Feb57; KK124285

Save on both sizes of the finest instant coffee and chicory; Ricory. (In New Orleans states rote magazine, Feb. 1, 1956, p.3) Appl. author: McCann-Erickson, Inc. © 1Nov56; KK122007

Save, save 30¢, save 30¢ on Ricory; instant coffee with chicory. (In Times ploycane, New Orleans, Feb. 28, 1957, p.58) Appl. author: McCann-Erickson, Inc. © 28Feb57; KK125276

6 ways to make Christmas more fun; start with Nestle's semi-sweet chocolate morsels. (In Better homes & gardens, Dec. 1956, p.102-103) Appl. author: McCann-Erickson, Inc. © 12Dec56; KK122288

3 famous paintings free, when you buy New Decaf, instant coffee. (In New York Sunday news, coloroto magazine, Mar. 17, 1957, p.53) Appl. author: Elizabeth H. Brown. © 17Mar57; KK125500

## NEW CASTLE PRODUCTS, INC. ©

Entirely new and wonderful way to enclose bathtubs... Tub-Master; Modernfold doors... (In American builder, Sept. 1956, p.189) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Sep56; KK124310

Happy the bride's house with these beautiful new doors; Modernfold Spacemaster. (In Guide for the bride, summer 1955, p.11) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Apr55; KK122922

Noted fashion designer, Anne Fogarty says: If I were an interior decorator, I'd suggest Modernfold doors for saving space. (In Better homes & gardens, Sept. 1956, p.244-245) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 21Aug56; KK125426

Noted fashion designer, Anne Fogarty says: If I were an interior decorator, I'd suggest Modernfold doors... gain the space of a whole new room. (In Sunset, May 1956, p.164-165) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 25Apr56; KK125660

Top designer of casual fashions, Claire McCardell says: If I designed home interiors, I'd include Modernfold folding walls... (In House beautiful, Mar. 1956, p.20-21) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 21Feb56; KK124309

Which door problems get on your nerves? New Modernfold door stays inside the doorway, does away with troublesome door-swing. (In Better homes & gardens, Sept. 1955) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18Aug55; KK123443

## NEW ENGLAND MUTUAL LIFE INSURANCE CO. ©

A better life for her; he's insured in the New England Life. (In Time, Jan. 14, 1957, p.2) © 14Jan57 (in notice: 1956); KK123148

Off to a good start; they're insured in the New England Life. (In The Saturday evening post, Jan. 20, 1956, p.56) © 30Jun56; KK125065

## NEW ENGLAND PROVISION CO., INC. ©

All pure beef; Nepeco brand all-beef king size franks. (In New Haven evening register, Nov. 15, 1956) Appl. author: Ramon Sillton. © New England Provision Co., Inc. (Nepeco); 15Nov56; KK126212

Love those all-beef Nepecos; Nepeco brand all beef franks. (In New Haven evening register, Nov. 1, 1956) Appl. author: Ramon Sillton. © New England Provision Co., Inc. (Nepeco); 1Nov56; KK126211

Nepeco brand all beef franks. Net wt. 1 lb. © 17Jan57 (in notice: 1956); KK122771

## NEW YORK LIFE INSURANCE CO. ©

Should your child be a librarian? By Edward G. Freshafer. (In Life, Mar. 18, 1957, p.58-59) Appl. author: Compton Advertising, Inc. © 11Mar57; KK123952

Should your child be an atomic scientist? By Lawrence R. Hafstad. (In The Saturday evening post, Dec. 1, 1956, p.72-73) Appl. author: Compton Advertising, Inc. © 27Nov56; KK122417

Should your child make a career in the Armed Forces? By Admiral Arthur W. Radford. (In Life, May 13, 1957, p.144-145) Appl. author: Compton Advertising, Inc. © 9May57; KK125567

## NEWS SYNDICATE CO., INC. ©

Accl. & Pictures hand painted. Daily news, New York's picture newspaper. No.2-57. Appl. author: Cunningham & Walsh, Inc. © 27Mar57; KK124220

Hot dog cart. Frankfurters and ice cold drinks. Daily news, New York's picture newspaper. No.6-57. Appl. author: Cunningham & Walsh, Inc. © 16May57; KK126045

Marriage license. Daily news, New York's picture newspaper. No.8-57. Appl. author: Cunningham & Walsh, Inc. © 13Jun57; KK126340

Park attendant. Daily news, New York's picture newspaper. Appl. author: Cunningham & Walsh, Inc. © 4Jan57; KK122536

Rowboat. Sunday news, New York's picture newspaper. No.9-57. Appl. author: Cunningham & Walsh, Inc. © 13Jun57; KK126339

Snow shovel. Daily news, New York's picture newspaper. Defends whips Ludee. No.5-57. Appl. author: Cunningham & Walsh, Inc. © 19Feb57; KK123538

Snow shovel. Daily news, New York's picture newspaper. Ice's big day in pictures. No.4-57. Appl. author: Cunningham & Walsh, Inc. © 19Feb57; KK123539

Vacuum cleaner. Sunday news, New York's picture newspaper. Bonnies, Xavier, Dayton, Memphis win in M.F. No.7-57. Appl. author: Cunningham & Walsh, Inc. © 16May57; KK126046

Watering can. Daily news, New York's picture newspaper. No.5-57. Appl. author: Cunningham & Walsh, Inc. © 27Mar57; KK124219

## NEWSPAPER INSTITUTE OF AMERICA. ©

How do I get my start as a writer? [Endorsed by] Christie Barrett & Darrell Jordan. (In Writer's digest, Jan. 1957, p.9) Appl. author: Kaplan Agency, Inc. © 3Jan57; KK126023

How do you know you can't write? [Endorsed by] Elizabeth Kagan. (In Redbook, Apr. 1957, p.14) Appl. author: Kaplan Agency, Inc. © 26Mar57; KK126027

To people who want to write, but can't get started. [Endorsed by] Marian A. Hayes. (In Good housekeeping, Mar. 1957, p.250) Appl. author: Kaplan Agency, Inc. © 30Feb57; KK126025

To people who want to write, but can't get started. [Endorsed by] Mrs. Garnet D. Gillespie & Gene E. Levant. (In Redbook, Mar. 1957, p.115) Appl. author: Kaplan Agency, Inc. © 26Feb57; KK126026

What makes writing ability grow? [Endorsed by] Mae G. Renn & Glenn Dunlap. (In Redbook, Feb. 1957, p.103) Appl. author: Kaplan Agency, Inc. © 31Jan57; KK126024

Why can't you write? It's much simpler than you think. [Endorsed by] Mrs. Nolen C. Miller & Albert M. Himmam. (In Redbook, Jan. 1957, p.87) Appl. author: Kaplan Agency, Inc. © 27Feb56 (in notice: 1957); KK126022

## NIAGARA MANUFACTURING &amp; DISTRIBUTING CORP. ©

Niagara heat-massage pad soothes pain of arthritis; Thermo-Cyclopod. (In Sunset, Mar. 1956, p.256) © 21Feb56; KK126269

## NITEY NITE SLEEPERS. ©

Just look who's glad it's bedtime. It's... tropic-mesh sleepers by Nitey Nite. (Black & white photo) (In My baby, Apr. 1957, p.21) Appl. author: Doyle Dane Bernbach, Inc. © 5Mar57; KK124352

Just look who's glad it's bedtime. It's... tropic-mesh sleepers by Nitey Nite. (Color photo) (In Ladies' home journal, Apr. 1957, p.187) Appl. author: Doyle Dane Bernbach, Inc. © 21Mar57; KK124353



Just look who's glad it's bedtime. It's ... tropic-mesh sleepers by Nitey Nite. Rag Doll (and others) (In Parents' magazine, May 1957, p.72) Appl. author: Doyle Dane Bernbach, Inc. © 25Apr57; KK125647.

Just look who's glad it's bedtime. It's ... tropic-mesh sleepers by Nitey Nite. Southern Belle (and others) (In Good housekeeping, May 1957, p.41) Appl. author: Doyle Dane Bernbach, Inc. © 23Apr57; KK125130.

The most elegant softness that ever touched a little girl, Angelapun. (In McCall's, Apr. 1957, p.14) Appl. author: Doyle Dane Bernbach, Inc. © 26Mar57; KK125151.

NIXON CAMERA & PHOTO-SUPPLY CO. © The Nixon Camera Shop View-Finder. It's easy to make color slides. Appl. author: J. Stanley Nixon. © 6Jun57; KK125932.

NORCROSS, INC. © Blush rose. 12 notes and envelopes. (Signature Notepaper, 598N35) © 21Dec56; KK122780.

Collie pups. 12 notes and envelopes. (Signature Notepaper, 598N36) © 21Dec56; KK122781.

Fifth Avenue Card Shop puts Norcross research to work. (In Modern stationer & office equipment, Apr. 1957, p.49) Appl. author: Young & Rubicam, Inc. © 15Mar57; KK124210.

Forever yours. 20 notes and envelopes. (Signature Notepaper, 100S867) © 6Mar57; KK121742.

Greeting cards; make sales multiply ... new Honey Bunny promotion. See how Honey Bunny hops up your sales. (In Department store economist, Jan. 1957, p.76-77) Appl. author: Young & Rubicam, Inc. © 31Dec56; KK123477.

Greeting cards; success story, plus spring promotion news from Norcross to bring pre-sold customers your way. (In Department store economist, Feb. 1957, p.26-27) Appl. author: Young & Rubicam, Inc. © 31Jan57; KK124125.

Happy Easter, honey bunny. Send Honey Bunny cards to say happy Easter ... (In Life, Apr. 25, 1957, p.132) Appl. author: Young & Rubicam, Inc. © 11Apr57; KK125210.

Hi, I'm Honey Bunny. You'll find me on Norcross greeting cards. (In Ladies' home journal, Mar. 1957, p.113) Appl. author: Young & Rubicam, Inc. © 28Feb57; KK123721.

Morning violets. 12 notes and envelopes. (Signature Notepaper, 598N33) © 21Dec56; KK122782.

New Norcross King-size and Queen-size greeting cards. (In Ladies' home journal, May 1957, p.15) Appl. author: Young & Rubicam, Inc. © 30Apr57; KK125209.

A Norcross greeting card puts a bit of you in Merry Christmas. (In Life, Dec. 10, 1956, p.30) Appl. author: Young & Rubicam, Inc. © 6Dec56; KK122800.

A Norcross valentine says what's in your heart. (In Life, Feb. 4, 1957, p.74-75) Appl. author: Young & Rubicam, Inc. © 31Jan57; KK123345.

Fanlets for remembrance. 12 notes and envelopes. (Signature Notepaper, 598N32) © 21Dec56; KK122779.

Rose token. 20 notes and envelopes. (Signature Notepaper, 100S865) © 6Mar57; KK124743.

Snowball. 20 notes and envelopes. (Signature Notepaper, 100S868) © 6Mar57; KK124745.

There's a message here for someone you know; greeting cards. (In Life, Jan. 14, 1957, p.109) Appl. author: Young & Rubicam, Inc. © 10Jan57; KK123346.

Violet nosegay. 20 notes and envelopes. (Signature Notepaper, 100S866) © 6Mar57; KK124744.

NORBERG MANUFACTURING CO. © Dun-Rite Bronco mechanized propulsion. (Bulletin 269) © 22Mar57; KK125688.

Performance review ... to help supervisors and employees in accomplishment of their jobs. (Form no.2284R) © 14Feb57; KK123750.

Symons heavy duty impact crusher with structural steel base. (Bulletin 270) © 22Apr57; KK125689.

NORMAN, CRAIG & KUMMEL, INC. © Empathy in action for Maiden Form Brassiere Company, Inc.; Norman, Craig & Kummel client for 9 years. I dreamed I was Venus de Milo in my Maidenform bra; advertising agency. (In The New York times, Feb. 1, 1957, p.50) © 1Feb57; KK124251.

Empathy in action for the Colgate-Palmolive Company; empathy; because you are the very air he breathes ... advertising agency. (In The New York times, Apr. 3, 1957, p.46) © 8Apr57; KK124452.

NORTH AMERICAN STEVENS CORP. © Now, a tranquilizing pill without a doctor's prescription; TR-34. (In Greensboro daily news, Feb. 3, 1957, woman's section, p.12) © 2Feb57; KK123215.

NORTH AMERICAN VAN LINES, INC. © High-value products gentled just like North American Fire-Approved moves. (In Transport topics, Sept. 17, 1956, p.20) Appl. author: Applegate Advertising Agency, Inc. © 17Sep56; KK122305.

Moving? Guard fine furnishings with a Wife-Approved household move. (In The Saturday evening post, Nov. 17, 1956, p.145) Appl. author: Applegate Advertising Agency, Inc. © 1Nov56; KK123006.

North American Van Lines meets the challenge of 30,000,000 people on the move. Wife-Approved moves. (In Traffic world, Feb. 2, 1957, p.2 of cover) Appl. author: Applegate Advertising Agency, Inc. © 2Feb57; KK123817.

Only North American Van Lines moves business so well. (In Traffic world, Jan. 5, 1957, p.2 of cover) Appl. author: Applegate Advertising Agency, Inc. © 5Jan57; KK123237.

NORTHERN ILLINOIS GAS CO. © Hey Santa; she wants the newest ... clothes dryer, he wants a clothes dryer that is easy on the budget. Penny Flame. (In Aurora beacon-news, Dec. 6, 1956, p.12) © 6Dec56; KK123912.

Penny Flame says: Get rid of your garbage and trash problems. Get a gas incinerator ... (In The Herald, Feb. 9, 1956, p.32) © 9Feb56; KK123886.

Penny Flame says: Yippe-ee, we're trading high on this herd of top brand range buys. Old stave round-up. (In La Orange citizen, Nov. 10, 1956, p.14) © 10Nov56; KK123911.

NORTHERN NATURAL GAS CO. © Connie's column, by Constance Flame. Peoples Natural Gas. (In The Wayne herald, Wayne, Mich., Jan. 17, 1957, p.3) Appl. author: Bozell & Jacobs, Inc. © 17Jan57; KK123480.

NORTHGATE PUB. BROKERS, INC. © Play the game that teaches the signs of life; safety check. American Automobile Assn. © 16Nov56; KK122389.

NORTHEAST PAPER CO. © Northwest pedigreed papers always make good printing better. Child with Moutie hat. © 27Dec56 (In notice: 1957); KK122538.

Northwest pedigreed papers always make good printing better. Moutie and Indian headress. © 23Apr57; KK125447.

Northwest pedigreed papers always make good printing better. Moutie and woodsman with ax. © 28Feb57; KK124016.

Northwest pedigreed papers always make good printing better. Moutie, boy and colt. © 23Jan57; KK123180.

Northwest pedigreed papers always make good printing better. Moutie on horse, watching boat going down river. © 20Mar57; KK124937.

Northwest pedigreed papers always make good printing better. Moutie reading letter. © 20Mar57; KK126126.

NOWICKI, BRUNO. © Powiadomiamy wszystkich kresmych ... (In Polish daily news, Detroit, Mich., Apr. 6, 1957, p.8) © 8Apr57; KK124402.

NU-METHOD DANCE STUDIOS, INC. © Don't miss the joy of dancing ... Dance-A-Scope method; 1000-elimination picture home dance course. Gene Zachary and Maxine. © 1Apr57; KK121961.

NUTRITIONAL QUALITY CONTROLS, INC. © What good is living, when you're all worm out? Dr. Parker's vitalizing tonic kapps. (In The Cleveland press, May 1957, p.52) © 4May57; KK126294.

What good is springtime, when you're all worm out? Dr. Parker's vitalizing tonic kapps. (In The Cleveland press, May 4, 1957, p.52) © 4May57; KK126293.

Yours for only \$1.00; 30 days supply of vitamin D. Dr. Parker's vitalizing tonic kapps. (In The Seattle times, June 9, 1957, p.24) © 9Jun57; KK126319.

NUTRITIONAL SCIENCE CORP. © Delicious Deric concentrated food wafers; an exclusive concentration of natural land and sea plant ingredients. NW: revision of food wafer brochure. © 13Feb57; KK123891.

NYLON-IMPACT CORP. © Looking, sealing, adjusting: Nylink Locking threaded parts. © 21Jan57; KK124075.

- O'BRIEN, JAMES J. ©  
Tanni, sun-tan cream. 5 ounces.  
Aqua green; bathing girls in  
white circle; sun; seaside.  
© 27Nov56; KK123518.
- O'BRIEN CORP. ©  
120 new symphonic colors; just add  
tube to standard colors. Liquid  
Velvet, the original velvet wall  
finish. © 8Oct56; KK124395.
- Only O'Brien Symphonic Colors lend  
such depth of beauty to painted  
walls. Liquid Velvet. (In Bet-  
ter homes & gardens, Apr. 1957,  
p.27) Appl. author: Campbell-  
Mithun, Inc. © 19Mar57;  
KK123853.
- A tour of beauty through O'Brien's  
house o'color; paints. (In Coro-  
net, Apr. 1957, p.85-92) Appl.  
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Blue jay. © 27Mar57; KK124095.  
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Buckeye. © 27Mar57; KK124071.  
Camellia. © 27Mar57; KK124079.  
Chipmunk. © 27Mar57; KK124083.  
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Dog face. © 27Mar57; KK124080.  
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Hairstreak. © 27Mar57; KK124100.  
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Siamese fighting fish.  
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Extra; 2 new ultra-small series TW  
subminiature tantalum capacitors.  
Now Tan-O-Mites offer ... (Bul-  
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- A new star on the electrical hori-  
zon, the Ohmite variable trans-  
former model VT185. (Bulletin  
151) © 20May57; KK125886.
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precision resistors. (Bulletin  
154) © 20May57; KK125845.
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(Bulletin 150) © 8Mar57;  
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quality. (In New York Journal-  
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- Have you seen these latest facts on the cost of medical care? (In the Wall Street Journal, Dec. 17, 1956, p.13) Appl. author: Young & Rubicam, Inc. © 17Dec56; KX122802.
- Hay fever santrap, or vernal encephalitis? Benadryl makes the difference. PD-D-805. © 17May57; KX125947.
- Help! Get support for your finicky and fussy patients; Taka-Combex Kapsels. PD-D-681. © 23Nov56; KX122626.
- Histories... Diagnosis... Treatment; Barbas. PD-D-684. © 16Nov56; KX122829.
- Keep the liver in trim in your over-weight patients; Hepa-Desicol. PD-D-627. © 14Oct56; KX122555.
- An open letter to mothers and dads. (In Detroit news, Jan. 21, 1957, p.11) Appl. author: Young & Rubicam, Inc. © 21Jan57; KX123749.
- Pediatric Patterns, including Polio Patterns... a service for the exclusive use of the medical profession. Week ending Aug. 25, 1956. Abdec drops. © 31Aug56; KX122561.
- Jeek ending Nov. 10, 1956. Abdec drops. © 23Nov56; KX122553.
- Week ending Dec. 1, 1956. Abdec drops. © 14Dec56; KX122552.
- Week ending Dec. 29, 1956. Paladac. © 15Jan57; KX122826.
- Week ending Jan. 26, 1957. Natabex Kapsels. © 1Feb57; KX123659.
- Week ending Feb. 23, 1957. Abdec drops. © 1Mar57; KX123969.
- Week ending Mar. 23, 1957. Abdec drops. © 5Apr57; KX124990.
- Week ending Apr. 20, 1957. Paladac. © 26Apr57; KX125944.
- Week ending May 11, 1957. Abdec drops. © 17May57; KX123959.
- Week ending May 25, 1957. Paladac. © 31May57; KX126144.
- Polio Patterns, including Pediatric Patterns... a service for the exclusive use of the medical profession. Week ending Aug. 18, 1956. Natabex Kapsels. © 26Aug56; KX122543.
- Week ending Sept. 1, 1956. Paladac. © 10Sep56; KX122544.
- Week ending Sept. 8, 1956. Natabex Kapsels. © 12Sep56; KX122559.
- Week ending Sept. 15, 1956. Paladac. © 21Sep56; KX122560.
- Pollen jungle, or springtime delight? Benadryl makes the difference. PD-D-802. © 22May57; KX126141.
- Prompt relief in functional intestinal hypermotility; Barbas. PD-D-758. © 27Mar57; KX124409.
- Sniffler's nightmare, or beckoning woodland? Benadryl makes the difference. PD-D-803. © 27May57; KX126142.
- Start now to help them enjoy the later years; new Eldec Kapsels. PD-D-659. © 24Sep56; KX122533.
- Start now to help them profit from the later years; Eldec Kapsels. PD-D-724. © 7Apr57; KX124889.
- Start now, to help them resist stresses of aging; Eldec Kapsels. PD-D-680. © 30Nov56; KX122451.
- Start now to help them take the later years in stride. Eldec Kapsels. PD-D-718. © 21Mar57; KX124407.
- Start now to help your mature patients enjoy their later years. Eldec Kapsels; mineral-vitamin-hormone supplement. PD-D-714. © 11Mar57; KX123966.
- Start now to help your over forty patient enjoy the later years; Eldec Kapsels. PD-D-705. © 16Apr57; KX124888.
- Start now to prepare your over forty patient for the later years; Eldec Kapsels; mineral-vitamin-hormone supplement. PD-D-703. © 30Jan57; KX123964.
- Start today to help him maintain his physiologic fitness; Eldec Kapsels. PD-D-679. © 19Nov56; KX122449.
- Start today to help them age gracefully; new Eldec Kapsels. PD-D-658. © 17Sep56; KX122556.
- Taka-Combex. Andrew S., who recently suffered a heart attack... PD-D-759. © 15Mar57; KX124406.
- Taka-Combex. Charles F. needs Taka-Combex to cope with carbohydrate diet... PD-D-789. © 29May57; KX126143.
- Taka-Combex. Charlotte D., gravida I, needs Taka-Combex... PD-D-720. © 30Jan57; KX123662.
- Taka-Combex. For Billy M., who is on the go from breakfast to bedtime... starch-digestant, vitamin supplement. PD-D-751. © 6Mar57; KX123968.
- Taka-Combex. Jane G. needs Taka-Combex to cope with her high carbohydrate diet... PD-D-788. © 22May57; KX126140.
- Taka-Combex. Margaret K., whose thyroid is overactive... starch digestant, vitamin supplement. PD-D-754. © 28Feb57; KX123967.
- Taka-Combex. Martin R., convalescing from surgery... PD-D-721. © 8Feb57; KX123661.
- Taka-Combex. Norma H., who is nursing her new daughter, needs Taka-Combex... PD-D-787. © 10May57; KX125942.
- Taka-Combex. Thomas D., who has poor eating habits... PD-D-761. © 25Mar57; KX124408.
- Tom's back; Tom had tuberculosis. (In Journal of the American Medical Assn., Apr. 13, 1957, p.58-59) Appl. author: Young & Rubicam, Inc. © 10Apr57; KX125208.
- When infection occurs... Hepa-Desicol. PD-D-628. © 17Sep56; KX122565.
- When liver function falters prescribe Hepa-Desicol. PD-D-685. © 26Nov56; KX122830.
- When you prescribe Carbrital, you prescribe sleep; abed but awake, time for Carbrital. PD-D-711. © 4Mar57; KX123963.
- When you prescribe Carbrital, you prescribe sleep; for a sound nights sleep. PD-D-710. © 21Jan57; KX122833.
- When you prescribe Carbrital, you prescribe sleep; for the double bed that's half-awake. PD-D-713. © 28Jan57; KX122834.
- When you prescribe Carbrital, you prescribe sleep; no need to count them. PD-D-708. © 17Jan57; KX122831.
- When you prescribe Carbrital, you prescribe sleep; real comforter for insomniacs. PD-D-709. © 21Jan57; KX122832.
- When you prescribe Carbrital, you prescribe sleep. Sleep's assured in romantic no.3. PD-D-712. © 25Jan57; KX122837.
- You control insomnia all night with Carbrital; two-stage hypnotic. PD-D-750. © 13Mar57; KX124404.
- You say you paid \$9.00 to get that one prescription filled? (In Life, Jan. 14, 1957, p.105) Appl. author: Young & Rubicam, Inc. © 10Jan57; KX123948.
- PARKER ERG., INC. ©  
American Magic doll; her clothes cling like magic. © 20Jun57; KX126376.
- Baseball, football and checkers. 3 games in 1. © 9May57; KX125320.
- Bingo, with automatic selector. © 4Apr57; KX124448.
- Bonanza rummy, complete with cards and chips. © 11Jan57; KX122623.
- Game of Peg Baseball. © 2May57; KX125319.
- Game of States and Cities; on Turn Over Cards. © 9Mar57; KX123767.
- Nonolly; real estate trading game. © 28Jan57; KX122117.
- Ping Pong automatic tension net, posts and springs; the standard of excellence in table tennis equipment. © 7May57; KX125318.
- Spin and Step; a game for little tots, ages 5 to 9. © 20Feb57; KX123255.
- PARKER PEN CO. ©  
Excitingly new from Parker for Christmas; Parker liquid lead pencil. (In Army times, Nov. 27, 1956, p.19) Appl. author: Tatham-Laird, Inc. © 27Nov56; KX122659.
- From Parker comes a gift that's right for the occasion of your Christmas list; Parker #1, Parker #1, Parker #2, Parker Lady's set. (In Army times, Oct. 2, 1956, p.19) Appl. author: Tatham-Laird, Inc. © 20c56; KX122660.
- From Parker comes the ball point that writes like a fine pen; writes 5 times longer. (Pen crossing off nonpareil. (In Army times, oct. 9, 1956, p.17) Appl. author: Tatham-Laird, Inc. © 9c56; KX122656.
- From Parker comes the ball point that writes like a fine pen; writes 5 times longer. (Pen writing number 5) (In Army times, Sept. 18, 1956, p.9) Appl. author: Tatham-Laird, Inc. © 18Sep56; KX122655.
- From Parker comes the ball point that writes like a fine pen; writes 5 times longer. (Pen writing the word five) (In Army times, Nov. 13, 1956, p.13) Appl. author: Tatham-Laird, Inc. © 13Nov56; KX122657.
- From Parker for Christmas, the ball point that writes like a fine pen; writes 5 times longer. Jotter. (In Life, Nov. 19, 1956, p.100) Appl. author: Tatham-Laird, Inc. © 19Nov56; KX123358.
- Have a pen party; recommended for grades 4 through jr. high; every pupil will have his own pen party. (In The Instructor, Mar. 1957) Appl. author: Richard Holzmecht. © 7Feb57; KX123528.
- Have a pen party, send today for your letter writing kit for grades 4 through jr. high. (In The Instructor, Feb. 1957, p.91) Appl. author: Richard Holzmecht. © 1Jan57; KX123523.
- Make it a Parker Christmas for everyone on your list; Parker #1, Parker #1, Parker Jotter. (In Army times, Nov. 20, 1956, p.7) Appl. author: Tatham-Laird, Inc. © 20Nov56; KX122661.

## PARKER PEN CO. © Cont'd.

Parker 21 writes another, better than any set you've ever owned, except another Parker. (In Army times, Aug. 28, 1956, p.4) Appl. author: Tatham-Laird, Inc. © 28Aug56; K112861.

See ... at Booth 149-150, the finest line for stationers. Parker Parkers, Parker diagraphs [and others] (In National Stationer, Sept. 1956, p.135) Appl. author: Tatham-Laird, Inc. © 18Sep56; K112956.

Unlike any gift in this world, or any other; Parker 61. (In The Overseas weekly, Nov. 25, 1956, p.44) Appl. author: Tatham-Laird, Inc. © 25Nov56; K1123159.

Unlike any pen in this world, or any other; see the startling new Parker 61 at Booth 149-150. (In Modern stationer convention daily, Sept. 29, 1956, p.5) Appl. author: Tatham-Laird, Inc. © 29Sep56; K1123159.

Whatever your assignment, you'll want the pencil that's always ready to write; new Parker liquid lead pencil. (In Army Times, Oct. 30, 1956, p.43) Appl. author: Tatham-Laird, Inc. © 30Oct56; K112654.

## PARKS LABORATORIES. ©

Sculpture wave hair setting formula; neutral. 8 oz. Appl. author: Harold Charles Parks. © 1Feb57; K112936.

## PARMET (JOSEPH) CO., INC. ©

Now watch him smile; One-Wipe, new auto cleaning cloth. (In Intelligence-Journal, Lancaster, Pa., June 6, 1957, p.13) Appl. author: Joseph Parmet. © 6Jun57; K112608.

## PARVIN MANUFACTURING CO. ©

Everybody's chuckling at ... Newd Nick bartender set. Bartender apron, bar towel [and others] (Form no.757) Appl. author: Floyd & Sam W. Levin. © 13Jun57; K1126161.

## PASADENA WINE CO. ©

Mission Country Club California Tokay wine. Appl. author: Milgram Food Stores, Inc. © 12Mar57; K112492.

## PATRIOT LIFE INSURANCE CO. ©

Now, \$2,500 of straight life insurance for only \$4.10 a month. (In Life, Sept. 24, 1956, p.69) © 20Sep56; K112569.

Now, \$2,500 of term life insurance for only \$1.90 a month; Ratemaster policy. (In The New York Times magazine, Jan. 6, 1957, section 6, p.31) © 6Jan57; K112265.

Now, \$2,500 of term life insurance for only \$1.90 a month; Ratemaster policy. (In The Reader's digest, Feb. 1957, p.8-9) © 25Jan57; K112667.

## PATTERSON, DAVID D. ©

Math-d; a game designed to teach the multiplication tables; entertaining through the ages of 8 to 80. Another product of Drawes Educational Games. (Game no.100) © 20Jan57; K1122941.

## PATTERSON, ESTHER BIRDORF d.b.a. CAMAC CO. SEE Camac Co.

## PEARSON (BEN) INC. ©

Now you get all 3, and even more ... to sell more archery equipment for you than ever before. Appl. author: E. W. Bogert. © 31Jan57; K112362.

## PELLON CORP. ©

The miracle interfacing; Pellon sewing selector. © 1Feb57; K1123276.

## PELTAN &amp; LERU CORP. ©

As seen in Vogue, Charm, Glamour; Jewelry by Leru, the luxury look. Jeweled bouquets, dowdrip bouquet [and others] (In Charm, Mar. 1957, p.22-23) © 22Feb57; K112169.

Leru calyxos whites, the most important jewelry you'll wear this summer. (In Mademoiselle, Apr. 1957, p.32) © 29Mar57; K112490.

## PEN DIVISION, AMERICAN PENCIL CO. SEE American Pencil Co.

## PENICK &amp; FORD, LTD., INC. ©

Brer Rabbit book of molasses magic; something different for everyday dishes. © 22Oct56; K1123055.

Crude bluecast molasses. Contents 24 fl. oz. © 8Jan57; K1122692.

## PENNSYLVANIA REFINING CO. ©

Self-emulsifying TSG oil 350 for control of tobacco suckers; general directions for use of TSG oil 350 or TSG oil. Penn Drake Products. 2 U. S. gallons. NM: general rev. of prev. pub. directions. © 25Apr57; K1125260.

## PENNZOIL CO. ©

Look what rusty shears can teach you; get rid of engine rust to unlock your car's horsepower. Pennzoil, the Tough-Pain motor oil. (In The Saturday evening post, June 25, 1955, p.100) Appl. author: A. Schneider. © 21Jun55; K112583.

## PEOPLES DRUG STORES, INC. ©

Peoples capsules. In recent capsule columns we have talked about Boards ... of Medical Examiners ... (In The Evening star, Washington, D. C., Aug. 28, 1956, p.A-5) Appl. author: N. W. Ayer & Son, Inc. © 28Aug56; K1122520.

## PEPPERIDGE FARM, INC. ©

Champagne cookie assortment. Net wt. 1/2 oz. © 28Dec56; K112777.

Lido cookies. Net wt. 8 1/2 oz. © 5May57; K115132.

Lisbon delicious coconut cookies. Net wt. 6 oz. © 5May57; K1125183.

Pepperidge Farm cookies. Net weight 5/8 oz. © 5Apr57; K1124935.

## PERK DOG FOOD CO.

New Peak mix for instant mixing with dry dog food. Contents 14 oz. net. © Perk Foods Co. d.b.a. Perk Dog Food Co.; 20Jun56; K1124999.

## PERKINS DIVISION, GENERAL FOODS CORP. SEE General Foods Corp.

## PERKINS PRODUCTS CO. ©

Summer, winter, spring and fall, kids love Kool-Aid best of all. (In Tarzan comics, Jan. 1957, p.2 of cover) Appl. author: Eugene E. Gallivan. © 2Jan57; K1123135.

## PERMACEL TAPE CORP. ©

Epoxy resins; controlled insulation with process freedom; Permacel Epocast epoxy resins. © 1Aug56; K1122774.

Instructions for use of Permacel antibody resin repair kit. © 10Aug56; K1122775.

Permacel and Texcel catalog for the electronics industry. © 13Nov56; K1122773.

## PERMAPROSE CORP. ©

W-35 brake bonding adhesive. One U. S. gallon. Appl. author: Sydney G. Tilden, Jr. NM: "new text and pictorial illustration." © 7Mar57; K1125712.

## PERMAGLAS DIVISION, A. O. SMITH CORP. SEE Smith (A. O.) Corp.

## PERMA-STONE CO. ©

Low cost, decorative trims ... new ledge stone design. (Form MF-6-B) Appl. author: J. E. Bateson. © 15Apr57; K1124591.

Many ways to beautify interiors with Perma-Stone; fireplaces, book cases [and others] (Form P3-5) Appl. author: J. E. Bateson. © 25May57; K1125937.

Modernizing magic; Perma-Stone, for beauty, permanence, strength, for old and new homes. (Form no.B-3) Appl. author: J. E. Bateson. NM: general revision. © 13Nov56; K1122913.

New ledge stone design makes it really modern. (Form MFC-4) Appl. author: J. E. Bateson. © 22Apr57; K1124878.

Perma-Stone perpetuates and protects the investment in your church. (Form no.P3-6) Appl. author: J. E. Bateson. © 20Mar57; K1125938.

## PERMUTIT CO. ©

Nuclear purifier; model XP 15. Appl. author: William R. Peisk. © 9Apr57; K1124584.

## PERRYGRAF CORP. ©

Stainless steel scrap price guide. Young of Youngstown. Appl. author: Lester Earl Perry. © 9Apr57 (in notice: 1956); K1125770.

Wolverine profit calculator. Appl. author: Lester Earl Perry. © 13Jun49; K1125708.

## PERSONAL PRODUCTS CORP. ©

Your beauty. Coets, quilted cotton squares. NM: "new cover and makeup." © 15Mar57; K1125760.

## PET CREATIONS, INC. ©

Fill-o-Mat, tiled-sliding dog mat. Appl. author: Richard Dusse. © 15Oct56; K1122426.

## PETER, STRONG &amp; CO., INC. ©

Benzodent, the original multi-purpose aid to comfortable denture adjustment. Twelve 4-gram tubes. Appl. author: Ted Seller. © 15May57; K1126316.

Now, Benzodent in new smaller tubes, new bigger package; the original multi-purpose denture adjustment aid. (In Dental survey, June 1957, p.732-733) Appl. author: Ted Seller. © 15May57; K1126329.

## PETERSON, BENJAMIN R., JR. ©

Dean's chocolate cherry ice cream. One pint 11 oz. (Serial no. B-24) © 1Aug56; K1124442.

## PFENDER, F. CARL t.s.a. OMAR CO. SEE Omar Co.

## PHARMA-CRAPT CO. ©

Coldene attacks all these symptoms in any stage of cold. (In Life, Mar. 4, 1957, p.116) Appl. author: J. Walter Thompson Co. © 1Mar57; K1124911.



Coldene attacks the 5 stages of the common cold. (In Life, Nov. 5, 1956, p. 32) Appl. author: J. Walter Thompson Co. © 2Nov56; KK123143.

The 5 stages of the common cold and how to attack each. Coldene, the 1st cold medicine. (In Life, Nov. 19, 1956, p.82) Appl. author: J. Walter Thompson Co. © 16Nov56; KK124000.

PHYSICIANS & HOSPITALS SUPPLY CO., INC. d.b.a. ULMER PHARMACAL CO. SEE Ulmer Pharnacal Co.

PIATT & SWILLIE CHEMICALS, INC. © The nationally advertised name First that sells sanitary supplies; an open letter to all sanitary maintenance supply distributors ... (In Sanitary maintenance, Jan. 1957, p.86-87) © 25Dec56; KK124935.

PICO NOVELTY CO. © Amaze and bewilder your friends; Hindu cut-and-restored string trick. © 11Apr56; KK122336.

Ancient Chinese handcuffs; the harder you pull, the tighter they grip. © 26May56; KK122217.

Authentic bird call. © 2Aug56; KK122222.

An authentic replica of a Jivaro native from the land of the Amazon shrunken heads. © 27May56; KK122216.

Bunny finger puppet. © 23Oct56; KK122211.

Cigar fan, a terrific party and celebration favor. © 27May56; KK122209.

Drunkometer. © 10Oct56; KK122201.

Evil cigarettes and cigar. © 5Oct56; KK122230.

Fill fake-nose with water, then squirt; squirt-nose. © 9Nov56; KK122213.

Fishing float. © 3Dec56; KK122212.

Pool 'em with snappy gum. © 5May56; KK122205.

Fun for everyone; Laf-Pack. © 30Aug56; KK122232.

The gadget will make you the life of the party. © 29Aug56; KK122200.

Great sport fishing set. © 17Dec56; KK122219.

Help ... I've got a sore finger. © 28Sep56; KK122227.

Hollywood squirt-ring. © 2Aug56; KK122239.

Jumping bandage; the bandage that jumps and scares 'em. © 5May56; KK122211.

Junior detective magnifying glass. © 19Apr56; KK122221.

The life of the party; gold bell harmonica. © 5May56; KK122202.

Looks like you have a sore finger; then you squeeze a hidden bulb, then out pops a snake; snake bandage. © 27May56; KK122208.

Love-meter. © 2Aug56; KK122210.

Lucky horseshoe magnet. © 9Sep56; KK122220.

Lucky top; watch the lucky top make other objects move. © 17Dec56; KK122206.

Magic money changer. © 10Oct56; KK122229.

Magic puzzle pak. © 3Dec56; KK122219.

Nyctic Hindu cord trick. © 19Apr56; KK122237.

Official compass and reflector-mirror. © 9Sep56; KK122221.

Official compass-ring; adjustable to any size finger. © 19Sep56; KK122223.

Oriental shell flower; like magic. © 28Sep56; KK122224.

Puppet mouse; he squeaks, he crawls, he wiggles. © 28Sep56; KK122225.

Remote controlled racer. © 24Nov56; KK122233.

Shut up the loud-mouth with the p-a-a-z-berries whistle. © 26May56; KK122208.

Snake chocolate; looks so good you'll fool yourself. © 24Apr56; KK122230.

Snake cigar. © 20May56; KK122212.

Snake cigarettes; press the pack, out crawls snake. © 24Nov56; KK123341.

Snake hot dog. © 19May56; KK122215.

Snake lighter; offer a light, out pops a snake. © 24Aug56; KK122240.

So realistic, they'll never suspect it to squirt; squirt cigar. © 5May56; KK122235.

Squirt cigarettes. © 24Nov56; KK122234.

Squirt flower boutoniere. © 27May56; KK122211.

Squirt hot dog. © 19May56; KK122207.

Trick coin box. © 5May56; KK122203.

Trick hearing aid. © 10Oct56; KK122228.

Yip, the place is haunted; the amazing plate lifter. © 3Dec56; KK122241.

PIEL BROS. ©

Am I on camera, Harry? Harry Piel. Light beer. (In New York daily news, Apr. 16, 1957, p.10) Appl. author: Young & Rubicam, Inc. © 16Apr57; KK125207.

Announcing the biggest sales year in Piel history. Harry & Bert Piel. (In Grocer-graphic, Feb. 18, 1957, p.17) Appl. author: Young & Rubicam, Inc. © 18Feb57; KK123723.

Asieta a la noche de gala de la cervesa Piel en el teatro Puerto Rico; light beer. (William Valentin Rico [ & ] S.M. Lucy Cruz. (In El Diario, Mar. 8, 1957, p.23) Appl. author: Young & Rubicam, Inc. © 9Mar57; KK124306.

Bert and Harry Piel plastic food plaques. Piel's light beer. Appl. author: Young & Rubicam, Inc. © 17Jan57; KK123995.

Easy Bert; but don't forget to buy Piel's. Harry [ & ] Bert Piel. Appl. author: Young & Rubicam, Inc. © 1Apr57; KK124813.

Gentlemen, it gives me great pleasure ... light beer. (In Beverage times, Dec. 20, 1956, p.8) Appl. author: Young & Rubicam, Inc. © 20Dec56; KK123950.

Good, Bert, do you realize we sold more Piel's in 1956 than ever before? Light beer. (In N. Y. daily news, Jan. 15, 1957, p.29) Appl. author: Young & Rubicam, Inc. © 15Jan57; KK123951.

Here's your invitation to try Piel's; light beer. Harry [ & ] Bert Piel. Appl. author: Young & Rubicam, Inc. © 19Sep57; KK124311.

Piel's regalo; \$2,000.00 en premios. Escoja el equipo ganador ... y gane premios en efectivo de la cervesa Piel's. [ Endorsed by ] William Valentin Rico. Appl. author: Young & Rubicam, Inc. © 18Jan57; KK123953.

Piel's regalo; \$2,000.00 en premios. Escoja el equipo ganador de la serie del Caribe. [ Endorsed by ] William Valentin Rico. (In La

Prensa; Jan. 16, 1957, p.3) Appl. author: Young & Rubicam, Inc. © 16Jan57; KK123952.

Take home this handy 6-Pak; take two, you may have guests. Light beer. Appl. author: Young & Rubicam, Inc. © 5Dec56; KK123555.

Thirds, Harry. Harry, Bert & Harry Piel. Light beer. (In New York daily news, Apr. 30, 1957, p.18) Appl. author: Young & Rubicam, Inc. © 30Apr57; KK125206.

Today I speak directly to you dil-lers and dairlers ... light beer. (In New York daily news, Apr. 3, 1957, p.46) Appl. author: Young & Rubicam, Inc. © 3Apr57; KK125198.

You know, Bert, in the spring a young man's fancy turns to thoughts of Piel's light beer, Harry. Harry & Bert Piel. Appl. author: Young & Rubicam, Inc. © 15Apr57; KK125220.

PIGGLY WIGGLY CORP. ©

Plymouth brand margarine. Four yellow quarters. Net wt. 1 lb. © 29May57; KK125904.

Plymouth brand margarine. PIGGLY Wiggly, the original self-service. Four golden quarters; one pound net weight. © 19Apr57; KK125911.

Plymouth brand pure apple jelly. Net wt. 12 ozs. © 5Dec56; KK123266.

PILLSBURY MILLS, INC. ©

Coconut icebox cookies; just slice and bake ... Best XXXX. Net wt. 1 1/2 lbs. oz. Appl. states prev. reg. KK113272. NM: new pictorial material. © 1Dec56; KK125237.

Crunchy peanut icebox cookies; just slice and bake ... Best XXXX. Net wt. 1 1/2 oz. Appl. states prev. reg. KK118237. NM: new pictorial material. © 1Dec56; KK125239.

8 unbaked rolls ... Pillsbury Best XXXX new, quick cinnamon rolls with icing. Net wt. 10 oz. Appl. states prev. reg. KK114693. NM: new pictorial material. © 13Sep56; KK125236.

Pillsbury Best XXXX butterscotch nut icebox cookies; just slice and bake, makes up to 4 1/2 dozen. Net wt. 12 oz. Appl. states prev. reg. no.118238. NM: new pictorial matter. © 1Dec56; KK125229.

Pillsbury Best XXXX & stick pack; 19 oz. net wt. Appl. states prev. reg. no.108319. NM: new pictorial material. © 23Jan57; KK125922.

Pillsbury Best XXXX pie crust mix. New, king; 1/2 pie, but one package and second, 10 oz. net wt. Appl. states prev. reg. KK11491. NM: "new art work & new wording." © 10Apr56; KK123889.

Pillsbury's Best XXXX bleached, enriched flour; new shaker package. 18 oz. © 18Mar57; KK125238.

Sno Shcen cake flour; Best XXXX. Net wt. 24 oz. Appl. states prev. reg. no.114638. NM: new pictorial material. © 1Dec56; KK125238.

16 Pillsbury sweetstalk enriched biscuits; all you do is bake 'em. Best XXXX. Net wt. 8 ozs. Appl. states prev. reg. KK114699. NM: new pictorial material. © 13Oct56; KK125236.

## PILSEN BREWING CO. ©

Land of Lakes pale dry beer.  
© 21May57; KK125512.

## PIPER (PIETER) CO.

Peter Piper's hot jalapeno pickled peppers. Contents 8 oz. Bust of Mexican boy in sombrero with accentric background. © John B. Ogletree d.b.a. Peter Piper Co.; 10ct56; KK122562.

## PITTSBURGH PIPE &amp; COUPLING CO. ©

The key to more than 44 uses of Anvil brand pipe couplings. Appl. author: James B. McIlroy. © 28Sep56; KK122595.

## PITTSBURGH PLATE GLASS CO. ©

Design of the month.  
Dec. 1956. © 17Dec56; KK123092.  
Jan. 1957. © 12Feb57; KK123576.  
Feb. 1957. © 11Mar57; KK124440.  
Mar. 1957. © 25Mar57; KK124585.  
Apr. 1957. © 26Apr57; KK125038.  
May 1957. © 3Jun57; KK125737.  
June 1957. © 18Jun57; KK126199.

## PLANTABS CORP. ©

Feeds plants to beauty; Plantabs, odorless plant food tablets. 50 tablets. © 1Dec56; KK122487.

## PLAS-TEX CORP. ©

All purpose utility basin; can't rust, chip or break. © 12Dec56; KK124661.  
Baby bath; can't rust, chip, dent or break. © 27Dec56; KK124659.  
Large size polyethylene pail. © 20Dec56; KK124664.

## Miracle material polyethylene

laundry basket; can't snag, unbreakable ... \$3.98. © 27Dec56; KK124662.

## Miracle material polyethylene

laundry basket; can't snag, unbreakable ... \$2.98. © 12Dec56; KK124663.

Polyethylene diaper pail, with exclusive sealing lid. © 19Dec56; KK124660.  
Sport cooler; keeps drinks ice cold for 18 hours. © 27Dec56; KK124658.

## PLASTIC PRODUCTS CO. ©

Plastoid quality crack filler. Net weight 1 pound. © 14May57; KK126342.  
Plastoid quality wood putty, contains wood. Net weight 1 pound. © 14May57; KK126341.

## PLEASANT VALLEY WINE CO. ©

You'll remember forever your Great Western wedding reception. (In Bride's magazine, winter 1955, p.168) Appl. author: Rogers & Porter and Lynde M. Simpson. © 19Oct55; KK123834.

## PLIBRICO CO. ©

Whyzit ... woont'yano ... have your refractory work done now. © 7May57; KK125523.

## PNEUMATIC-HYDRAULIC DEVELOPMENT CO. ©

Tom Thumb air and hydraulic cylinders. © 19Apr57; KK125640.

## POHJA, RAYMOND W.

Double page of the month. Pages 6 & 8, series 7. SEE Craftool Co.

## POLA-ROHA, INC. ©

12 Deep-Fry Cookies. Appl. author: Edward B. Ransom. MN; wording & design. © 14Oct56; KK122567.

## POLAN, KATZ &amp; CO., INC. ©

Ready set, Touch 'n Go; get more profits with 'n go, an umbrella that opens and closes with one hand. Appl. author: Joseph Katz Co. © 14Jan57; KK122519.

## POLAR MOIRIS, INC. ©

Caullflower. Net weight 10 oz. Appl. author: Crown Zellerbach Corp. © 5Apr57; KK125491.

## Cut corn. Net weight 10 oz. Appl.

author: Crown Zellerbach Corp. © 17Jan57; KK122212.

French fried potatoes. Net weight 9 oz. Appl. author: Crown Zellerbach Corp. © 17Jan57; KK122211.

Potato patties. Net weight 9 oz. Appl. author: Crown Zellerbach Corp. © 18Mar57; KK125489.

Shredded potatoes for hash browning.

Net weight 12 oz. Appl. author: Crown Zellerbach Corp. © 9May57; KK125598.

Squash. Net weight 12 oz. Appl. author: Crown Zellerbach Corp. © 14Nov56; KK121918.

## POLYMER CORP. ©

Whirlsint coating powders product data; Whirlsint cellulose powders, series T. Polypenco. NM: "new editorial matter added." © 22Mar57; KK125958.

## POPEL BROS., INC. ©

New Beauty-Rite plastic plant-maker; beautify your home with exciting life-like decorator plants. Appl. author: Samuel J. Popell. © 22Mar57; KK124957.

## PORCELAIN ENAMEL INSTITUTE, INC. ©

Pre-treated Safe Transit shipment. National Safe Transit Committee. © 15Oct49; KK122676.

## PORCELENE, INC. ©

The sensational new porcelain repair discovery. Appl. author: William F. Hensel. © 21Apr56; KK122336.

## PORTO RICAN AMERICAN LIQUOR CO.,

INC. ©  
Boca Chica rum, the treasure of them all. [Pirate bottles in front of ship] © 10Apr57; KK126044.

Boca Chica rum, the treasure of them all. [Pirate, holding mug, standing by treasure chest] © 10Apr57; KK126038.

Boca Chica rum, the treasure of them all. [Pirate, holding mug, standing on beach by 2 bottles] © 10Apr57; KK126039.

Boca Chica rum, the treasure of them all. [Pirate standing on beach, holding mug & sword] © 10Apr57; KK126040.

## POSTERLOID CORP. ©

New Fin-Ups catch attention. Colorful, attention-compelling, walking billboards for quick personnel identification. Appl. author: Henry E. Orkin. © 1Mar57; KK123206.

## POWDER-POWER TOOL CORP. ©

Wham, and it's packed in steel or concrete with the Creary Drive-It. The Creary 410 Drive-It tool and drive pins ... (In Business week, Oct. 15, 1955, p.77) © 5Oct55; KK124115.

## PREMIER PEAT MOSS CORP. ©

Flower Line; here's how to sell the best known brand, peat moss. (In Garden supply merchandise, 7th annual green book issue, Dec. 1955, p.47) Appl. author: Fredwald & Coleman. © 20Nov56; KK122051.

## PREPARED PRODUCTS CO., INC. ©

Dixie Fry; golden crust mix for fried chicken. Net weight 8 oz.

© 23Nov56 (in notice: 1957);

KK123242.

PRESCOTT, ROBERT WILLIAM, JR. sole owner B-F AIRCRAFT CO. SEE B-F Aircraft Co.

## FREE-TO-LOGS DISTRIBUTORS OF CALIFORNIA, INC. ©

Instant fire pak; ignitor enclosed. Appl. author: Joseph Sampietro. © 21Dec56; KK122058.

## PREZANT (S. M.) CO. d.b.a. SHELTON M. PREZANT. SEE PREZANT, SHELTON M.

PREZANT, SHELTON M.  
Service means Prezant Co.; for quality, promptness ... © S. M. Prezant Co. d.b.a. Shelton M. Prezant; ©Feb57; KK123620.

## PRICE, GEORGE L. ©

Moon Tigers. Vertical & horizontal border (Price book covers) © 15Oct56 (in notice: 1957); KK123320.

North Allegheny Tigers. Checkerboard background. (Price book covers) © 15Oct56 (in notice: 1957); KK123320.

North Versailles Bobcats. Polka dot background. (Price book covers) © 15Oct56 (in notice: 1957); KK123319.

## PRO-AM PRODUCTS CO.

Combination golf ball washer, dryer. © Pro-Am Products Co. Albert J. Lederer, sole proprietor; 20Mar57; KK124791.

## PRO-CAPA PRODUCTS, INC. ©

Up 'n down Universal hair dressing wax. 11 oz. Appl. author: Michael Franzani. 1Apr57; KK125097.

## PROCTER &amp; GAMBLE CO. ©

For more party fun, Big Top's colorful game bird glasses ... (In The Sandusky register-star-news, Dec. 6, 1956, p.42) Appl. author: Compton Advertising, Inc. © W. T. Young Foods, Inc., subsidiary of Procter & Gamble Co.; 6Dec56; KK122418.

Get in on the new idea that's changing washday for the better; new Oxydol, the only detergent in America that contains its own bleach. (In McCall's, Oct. 1956, p.38) Appl. author: Walter Mead. © 20Sep56; KK125330.

Get set for a wonderful change in your washday; new Oxydol, the only detergent in America that contains its own bleach. (In McCall's, Nov. 1956, p.73) Appl. author: Walter Mead. © 20Oct56; KK125329.

Get this exclusive early American glassware every time you buy Big Top Peanut Butter. (In Better homes & gardens, Jan. 1957, p.4 of cover) Appl. author: Compton Advertising, Inc. © W. T. Young Foods, Inc., subsidiary of the Procter & Gamble Co.; 20Dec56; KK122079.

It's here, a suds unlike any you've ever used before; American Family Detergent adds heart of bluing. [Powder pouring from box into open hand of woman] (In Chicago Sunday Tribune magazine, Feb. 10, 1957, p.37) Appl. author: H. W. Kantor & Sons Advertising Co. © 10Apr57; KK123458.

It's here, a suds unlike any you've ever used before; American Family Detergent adds heart of bluing. [Woman holding towel; powder pouring into washer] (In Chicago

- Sunday Tribune Magazine, Feb. 24, 1957, p. 32) Appl. author: E. W. Kastor & Sons Advertising Co. © 24Feb57; KK123457.
- It's pink; nothing like it for dishes and hands; new pink Dref. Jif's-cleans ... (In Ladies' home Journal, Feb. 1957, p.10) Appl. author: Elizabeth Brown. © 29Jan57; KK125282.
- It's woman's home companion, Oct. 1956, p.5) Appl. author: Elizabeth Brown. © 25Sep56; KK125321.
- It's pink; nothing like it for special-care washables; new pink Dref. Prove it with diapers ... (In Woman's home companion, Oct. 1956, p.5) Appl. author: Elizabeth Brown. © 25Sep56; KK125321.
- It's pink; nothing like it for special-care washables; new pink Dref. Prove it with diapers ... (In Woman's home companion, Oct. 1956, p.5) Appl. author: Elizabeth Brown. © 25Jan57; KK125327.
- Lock, a completely new kind of cleanser; Comet cleanser with Chlorinol. (In Better homes & gardens, Mar. 1957, p.19) Appl. author: Compton Advertising, Inc. © 19Feb57; KK123365.
- New, Big Top's gay glasses for every occasion; Game Bird glasses, Sing-A-long glasses; peanut butter. (In Albuquerque Journal, Feb. 17, 1957, p.1 of comics) Appl. author: Compton Advertising, Inc. © W. T. Young Foods, Inc., subsidiary of the Procter & Gamble Co.; 17Feb57; KK12325L.
- New, for automatic dishwashers; Safe-Clean, safe detergent. (In American Home, Mar. 1956, p.11) Appl. author: Compton Advertising, Inc. © 21Feb56; KK122413.
- New from Procter & Gamble; Jif, it's terr-r-riff; the new peanut butter ... You'll jump for Jif. (In Erie Sunday times, Jan. 6, 1957, comic section, p.3) Appl. author: Leo Burnett Co., Inc. © 6Jan57; KK122699.
- New from Procter & Gamble; Jif, it's terr-r-riff; the new peanut butter that melts in your mouth. (In Buffalo courier express, Jan. 13, 1957, comic section) Appl. author: Leo Burnett Co., Inc. © 13Jan57; KK122684.
- New from Procter & Gamble; Jif, it's terr-r-riff; the new peanut butter that melts in your mouth. (In Democrat & chronicle, Rochester, N. Y., Dec. 16, 1956, comic section) Appl. author: Leo Burnett Co., Inc. © 16Dec56; KK122652.
- New from Procter & Gamble, the new peanut butter that melts in your mouth. Jif, it's terr-r-riff. (In Erie Sunday times, Dec. 9, 1956, comic section) Appl. author: Leo Burnett Co., Inc. © 9Dec56; KK122944.
- New, squeeze-emb Litt home permanent. Only Litt with comb-tip squeeze-bottle ... (In Look, Apr. 30, 1957, p.113) Appl. author: Grey Advertising Agency, Inc. © 16Apr57; KK121717.
- Now be a pin-up girl with the pin-up curl; Pin-It. (In Seventeen, May 1955, p.59) Appl. author: B. J. Boules, Inc. © 17Apr55; KK122059.
- Now packed in this exclusive early American glassware; Big Top peanut butter. (In Daily local news, West Chester, Pa., Dec. 6, 1956, p.21) Appl. author: Compton Advertising, Inc. © W. T. Young Foods, Inc., subsidiary of Procter & Gamble Co.; 6Dec56; KK122415.
- Pink gladiolus bulbs free, when you mail in this special box to get new pink Dref. (In Good housekeeping, Apr. 1957, p.48) Appl. author: Elizabeth Brown. © 19Apr57; KK125328.
- Save 10¢ on Big Top peanut butter in early American glassware; use coupon below. (In Toledo blade, Mar. 13, 1957, p.18) Appl. author: Compton Advertising, Inc. © W. T. Young Foods, Inc., subsidiary of Procter & Gamble; 13Mar57; KK123954.
- Save 10¢ on Big Top peanut butter in refrigerator jar; use coupon below. (In Nashville banner, Nov. 1, 1956, p.40) Appl. author: Compton Advertising, Inc. © W. T. Young Foods, Inc., subsidiary of Procter & Gamble Co.; 1Nov56; KK122416.
- Save 10¢ on Big Top peanut butter with coupon below; sing-a-song glassware, game bird glasses. (In Monroe evening news, Monroe, Mich., Nov. 28, 1956, p.20) Appl. author: Compton Advertising, Inc. © W. T. Young Foods, Inc., subsidiary of Procter & Gamble Co.; 28Nov56; KK122414.
- Save 10¢ on Jif; the new peanut butter that melts in your mouth. (In Times-union, Rochester, N. Y., Dec. 13, 1956, p.15) Appl. author: Leo Burnett Co., Inc. © 13Dec56; KK122498.
- Stop using another woman's shampoo; 3 Velvet Blend shampoos. (In Minneapolis Sunday Tribune picture, Jan. 13, 1957, p.3) Appl. author: Grey Advertising Agency, Inc. © 13Jan57; KK124506.
- Tennessee Eric's new ... says: Your big opportunity to win 16 tons of money; new pink Dref. (In Good housekeeping, Sept. 1956, p.74) Appl. author: Elizabeth Brown. © 2Aug56; KK125309.
- There's never been a cleanser like this. New Comet fortified with Chlorinol; bleaches out stains ... (In Better homes & gardens, Apr. 1957, p.19) Appl. author: Compton Advertising, Inc. © 19Apr57; KK123952.
- What a peanut butter ... Big Top, it's naturally fortified. (In Better homes & gardens, May 1957, p.4 of cover) Appl. author: Compton Advertising, Inc. © W. T. Young Foods, Inc., subsidiary of Procter & Gamble Co.; 18Apr57; KK125362.
- What a peanut butter; so nourishing a sandwich equals a square meal; Big Top. (In Better homes & gardens, Mar. 1957, p.4 of cover) Appl. author: Compton Advertising, Inc. © W. T. Young Foods, Inc., subsidiary of Procter & Gamble Co.; 19Feb57; KK125366.
- PROMISOR, CHARLES, © Abraham Lincoln; selected writings bearing his own signature; authentic reproductions on antiqued parchment paper. © 24Dec56; KK122140.
- Famous patriots of Virginia; selected letters and documents bearing their signatures; authentic reproductions on antiqued parchment paper. © 24Dec56; KK122142.
- 4 documents of freedom; authentic reproductions on antiqued parchment paper. © 24Dec56; KK122141.
- General Robert E. Lee; selected writings bearing his own signature; authentic reproductions on antiqued parchment paper. © 24Dec56; KK122130.
- George Washington; selected writings bearing his own signature; authentic reproductions on antiqued parchment paper. © 24Dec56; KK122139.
- Plymouth and the Mayflower; selected old documents and maps; authentic reproductions on antiqued parchment paper. © 24Dec56; KK122137.
- Thomas Jefferson; selected writings bearing his own signature; authentic reproductions on antiqued parchment paper. © 24Dec56; KK122141.
- 3 documents of freedom; authentic reproductions on antiqued parchment paper. © 24Dec56; KK122143.
- PROSPERITY CO., INC. © Air-operated clothing manufacturers' presses; standard of excellence in the trade. Appl. author: Syracuse Advertising, Inc. © 13Jan57 (in notice: 1956); KK123232.
- Get Prosperity quality and production; the cabinet sleeve finisher makes the big difference. Appl. author: Syracuse Advertising Co. © 8Mar57; KK124722.
- Melvar Jr. to divide space quickly, easily, economically. (In Office equipment & methods, May 1957, p.21) Appl. author: Barlow Advertising Agency. © 1May57; KK125099.
- New high production ... the new Prosperity Econo-matic, complete with recovery tumbler ... cleaning unit. Appl. author: Syracuse Advertising Co. © 8Mar57; KK124721.
- Now by Prosperity ... it's the new Econo-matic cleaning unit complete with Econo-miser recovery tumbler ... 2-bath unit-tumbler. (In American dryer-cleanser, Apr. 1957, p.108-109) Appl. author: Barlow Advertising Agency. © 1Apr57; KK125247.
- Property 25 pound washers for fast service and flexibility. Appl. author: Syracuse Advertising, Inc. © 12Feb57; KK123231.
- Sleeping Col. brings you dream profits; quality shirt finishing. Cabinet unit ... speeds production ... (In Cleaning & laundry age, Apr. 1957, p.6-7) Appl. author: Barlow Advertising Agency. © 1Apr57; KK125345.
- PROTEK-BAK CORP. © Comfort for the rest of your life; Orthopedic Cushion. Appl. author: Jacob Shapiro. © 20Dec56; KK123262.
- PUEBLO RICO DISTILLING CO. © Chico says: North'n, south, east'n, west, all agree Ronrico's best! For daiquiris, collins, colas or on the rocks. Best rum, bar none (In Time, Oct. 15, 1956, p.114) Appl. author: Erwin, Wasey & Co., Inc. © 10Oct56; KK123889.
- Chico says: This holiday time, let's all be merry with a cheery Ronrico Tom & Jerry. Best rum, bar none. (In Newsweek, Nov. 19, 1956, p.124) Appl. author: Erwin, Wasey & Co., Inc. © 14Nov56; KK123881.



**PUERTO RICO DISTILLING CO.** © Cont'd.  
Chico says: Want to give your taste a holiday? Get by serving delicious Ronrico eggnog. Best rum, bar none. (In Time, Nov. 26, 1956, p.109) Appl. author: Edwin, Wasey & Co., Inc. © 21Nov56; KK12860.

**PULLMAN CO.** ©  
Ask for a Pullman ticket and get all these travel extras. (In The Saturday evening post, Feb. 9, 1957, p.93) Appl. author: George Drake. © 9Feb57; KK124282.

**Ball of Fire; next trip he'll travel by Pullman.** (In Time, Feb. 18, 1957, p.58) Appl. author: George F. Drake. © 18Feb57; KK12734.

**Brother, that's for me; tonight I'll be on a Pullman.** (In Time, Sept. 10, 1956, p.66) Appl. author: George Drake. © 10Sep56; KK122317.

**Can't I travel in privacy?** (In Time, Mar. 25, 1957, p.92) Appl. author: George F. Drake. © 25Mar57; KK124741.

**Just arrived, raring to go.** (In Time, Jan. 21, 1957, p.30) Appl. author: George F. Drake. © 21Jan57; KK124733.

**Main line to bigger sales; sell Pullman to increase railroad revenues.** (In The Ticket agent, Nov. 1956, p.4-5) Appl. author: George Drake. © 1Nov56; KK124281.

**Plan your vacation around a Pullman ticket, and get all these travel extras.** (In Look, Mar. 19, 1957, p.57) Appl. author: George F. Drake. © 19Mar57; KK125454.

**Pullman passengers travel a distance equal to 1,600,000 trips around the world, without a fatal accident.** (In The Ticket agent, Mar.-Apr. 1957, p.4-5) Appl. author: George F. Drake. © 1Mar57; KK125445.

**We asked for a Pullman ticket, and got all these travel extras.** (In Life, Feb. 25, 1957) Appl. author: George F. Drake. © 25Feb57; KK124735.

**PURE OIL CO.** ©  
Our America. Appl. author: Joe Pearson. © 19Oct56; KK12309.

**PUZZY-SIZZY ENTERPRISES.** SEE House of Fuzy.

Q

**Q-PANEL CORP.** ©  
Beautify your home with architecturally designed screen enclosures. Appl. author: F. Frederick Albee, Jr. © 15Jan57; KK125211.  
Beautify your home with architecturally designed screen enclosures; package screening. Appl. author: F. Frederick Albee, Jr. © 15Jan57; KK123119.

**QUAKER STATE METALS CO.** ©  
Aluminum roll roofing; goes on in a jiffy ... (In Farm Journal, Mar. 1957, p.84) Appl. author: Foltz-Wessinger, Inc. © 23Feb57; KK126375.

**Demand for aluminum roofing in rolls up 284%.** Appl. author: Foltz-Wessinger, Inc. © 25Mar57; KK126180.

**5 1/2 miles of Quaker State aluminum roll roofing on one job.** Appl. author: Foltz-Wessinger, Inc. © 13Jun57; KK126182.

**Quaker State aluminum building products to build your profits.** Corrugated aluminum roofing in rolls (and others) (In Plan, July 1956, p.31) Appl. author: Foltz-Wessinger, Inc. © 15Jul56; KK126183.

**Quaker State corrugated aluminum in rolls can cover any farm roof better.** Appl. author: Foltz-Wessinger, Inc. © 24Aug56; KK126179.  
**Roll away your roofing troubles with Quaker State aluminum roofing in rolls.** Appl. author: Foltz-Wessinger, Inc. © 23Sep56; KK126181.

**QUALITON.** ©  
An entirely new concept in desk accessories design. (California modern series 2000) Appl. author: Morris Piltzer. © 15Mar57; KK123913.

**QUALITY BAKERS OF AMERICA COOPERATIVE, INC.** ©  
Get Sunbeam energy first; Sunbeam enriched bread. Miss Sunbeam, with boy holding bowling ball. © 1Mar57; KK124956.  
Sunbeam energy ... and so much more. Fridge winner, Strohmann's enriched bread. Miss Sunbeam holding trays of hot dogs, hamburgers and sandwiches. © 1Jun57; KK126081.  
That's my girl; Sunbeam enriched bread. Clown. © 1Apr57; KK124955.

**QUALITY CHECK DAIRY PRODUCTS ASSN.** ©  
Atkins jolly root beer, Quality Check ice cream, 1/2 gal. liquid. © 1Feb57; KK123664.  
Sutter's Pure Milk Co. Quality Check praline pecan ice cream, 1/2 gal. liquid. © 11Feb57; KK123666.

**QUALITY STEEL PRODUCTS, INC.** ©  
Memo to dealers and distributors - March 1957. Here's why you'll want to recommend Qual-Craft's ... Universal railings and columns. NW pictorial matter. © 16Apr57; KK123960.

**QUICK-WAY CORP.** ©  
Quick-way brand Quik-Glo silver polish for sterling, plated, gold, brass, copper, pewter. Appl. author: Fred Wilcox Spencer. © 25Jan57 (in notice: 1956); KK123371.  
Quick-way brand 2,4-D weed killer for lawns. Appl. author: Fred Wilcox Spencer. © 9Feb57 (in notice: 1956); KK123372.

**QUILTINES.** ©  
No tools ... do it yourself; Quiltines. A pair of pictures, city slicker, schoolmar. © Bernice Mae Griffin d.b.a. Quiltines; 17Aug56; KK124695.

R

**RKO TELE-RADIO PICTURES, INC.** ©  
Sevenkins; watch WNACTV, channel 7. © 18Jan57; KK124595.

**RADER.** ©  
P. D. Atrics. © Edward E. Rader d.b.a. Rader; 10Apr57; KK125924.  
**RADER, EDWARD E. d.b.a. RADER. SEK Rader.**

**RADPOHD, ANTHONY W.**  
Send your child make a career in the Armed Forces? SEE New York Life Insurance Co.

**RADIO CORP. OF AMERICA.** ©  
Danny, the draftsman, asks: Drafting work seem routine? RCA. (In The Philadelphia inquirer, Mar. 17, 1957, p.23) Appl. author: Al Paul Letton Co., Inc. © 17Mar57; KK124423.

**Danny, the draftsman, knows the most secure draftsman heretofore are working at RCA ...** (In The Philadelphia inquirer, Mar. 24, 1957, p.48) Appl. author: Al Paul Letton Co., Inc. © 24Mar57; KK126120.

**RAIN SEV CORP.** ©  
The Rain Jiv performance story; waters your lawn like a gentle rain with the patented rotary, pop-up plus pendulum action. RW: new arrangement of pictures & descriptions. © 2Jul56; KK122513.

**RAMSEY CORP.** ©  
Both have it; for finest get up and go, say Ramco piston rings: 10-Up, C-9. (In Motor age, Nov. 1956, p.3 of cover) Appl. author: Van Aulken, Ragland & Stevens. © 10Nov56; KK122084.  
Double life principle circumferential expansion; Ramco piston rings: 10-Up, C-9. (In Motor age, Dec. 1956, p.3 of cover) Appl. author: Van Aulken, Ragland & Stevens. © 5Dec56; KK122083.

**For finest circumferential expansion in old and new engines, it takes 2, and only Ramco has both. Chrome C-9; Chrome Spiro-Seal.** (In Southern automotive journal, Feb. 1957, p.3 of cover) Appl. author: Van Aulken, Ragland & Stevens. © 6Feb57; KK123646.  
**For finest get up and go ... Ramco 10-Up, assure the correct prescription for every engine; piston ring sets.** (In Motor age, Apr. 1957, p.3 of cover) Appl. author: Hanson & Stevens, Inc. © 5Apr57; KK124697.

**For finest re-powering results in old and new engines ... only Ramco has both. 10-Up piston ring sets. R1947.** (In Motor age, May 1957, p.3 of cover) Appl. author: Hanson & Stevens, Inc. © 5May57; KK126299.  
Only Ramco has both Spiro-Seal and C-9 chrome oil rings, both with years-ahead side sealing action. 10-Up piston ring sets. R-1946. (In Motor age, Apr. 1957, p.3 of cover) Appl. author: Hanson & Stevens, Inc. © 5Apr57; KK125744.

**Only Ramco has both types of circumferential expansion chrome oil rings ... for every engine. 10-Up piston ring sets. R-1948.** (In Southern automotive journal, June 1957, p.4 of cover) Appl. author: Hanson & Stevens, Inc. © 6Jun57; KK126298.  
Ramco again proves its leadership in sales building programs for jobbers; piston ring headquarters. RYB-1621. (In Motor service, Apr. 1957, p.4-6, 18-19) Appl. author: Hanson & Stevens, Inc. © 15Apr57; KK125745.

**Ramco engineering leadership is important to jobbers who want to become better known piston ring headquarters. Chrome Spiro-Seal; chrome Duomatic C-9. 10-Up.** (In Motor service, Feb. 1957, insert between pages 1-18-19) Appl. author: Hanson & Stevens, Inc. © 15Feb57; KK124197.

- Two for the money; exclusive 2 pellet cooling system conditioner; Ramco. (In Super service station, Mar. 1957, p.157) Appl. author: Ramco & Stevens, Inc. © 12Mar57; KK12823.
- Whatever is finest for the engine you get in every Ramco engineered 10-4½ set. (In Motor age, Jan. 1957, p.3 of cover) Appl. author: Van Auken, Bagland & Stevens. © 5Jan57; KK12012.
- RAPHAE LACE & EMBROIDERY CO. © Why, embroideries by Raphael. © 1Dec56; KK122128.
- RAPP-RAMSEY CO. © Tidy house Shina Dish for dishes and fine fabrics. 12 Fluid ounces. Appl. author: Buchanan-Thomas Advertising Co. © 11Oct56; KK122150.
- RAVEN INDUSTRIES, INC. Now, a professional skating rink in your own backyard; Dorothy Lewis skating rink. Designed by Dorothy Lewis. © Raven Industries, Inc., Cyrus, Holzgard, sole owner; © 22Feb57; KK123452.
- READY-TO-BAKE FOODS, INC. © Puffin ready-to-bake biscuits. Net weight 8 ozs. © 15Mar54 (in notice: 1953); KK125056.
- READY-TO-BAKE FOODS, INC. SEE ALSO General Mills, Inc.
- REARDON CO. © Colors available in Dramex, texture finish; resurfaces and redecorates in one easy coat. Appl. author: D'Arcy Advertising Co. © 1Nov56; KK122632.
- Dramex, texture finish; a new dimension in paint. Appl. author: D'Arcy Advertising Co. © 1Jan57; KK122677.
- For every water problem, Reardon, dry-it-yourself products; Bondex. (In The Saturday evening post, Apr. 21, 1956, p.84) Appl. author: D'Arcy Advertising Co. © 16Apr56; KK122170.
- For every water problem, Reardon dry-it-yourself products; Bondex; Quick Plug. (In Life, Apr. 16, 1956, p.94) Appl. author: D'Arcy Advertising Co. © 16Apr56; KK122596.
- For waterproofing and decorating exterior masonry wall surfaces, colors available in Bondex cement paint, Bondex heavy duty. Appl. author: D'Arcy Advertising Co. © 1Nov56; KK122631.
- Here today; gone tonight. Brush away those ugly cracks with Dramex, it replasters as it paints. (In Sunset, Apr. 1956, p.125) Appl. author: D'Arcy Advertising Co. © 2Mar56; KK125511.
- A new dimension in paint with Dramex, ready mixed texture finish for interior walls and ceilings. Appl. author: D'Arcy Advertising Co. © 1Dec56; KK122630.
- Kutik Plug, for active leaks; Bondex Hydraulic Patcher, ends water penetration; Bondex Primer, for non porous masonry. Appl. author: D'Arcy Advertising Co. © 1Jan57; KK123036.
- SK Joint cement and Reardon's Orange Co. . . . joint tape for dry wall construction. Appl. author: D'Arcy Advertising Co. © 1Jan57; KK124900.
- RECORD GUIDO OF AMERICA, INC. © Little red engine, a musical story fully orchestrated; Record Guido kiddie recordings. © 27May54; KK122616.
- RED HEART DIVISION, JOHN MORRELL & CO. SEE MORRELL (John) & Co.
- REDDI-WIP, INC. © Bring spring to your table, 3 months early; taste what fresh cream Reddi-wip does for frozen strawberries. (In Life, Feb. 13, 1956) © 13Feb56; KK124468.
- REDNER, J. A. © Easy record to help you save on income taxes. Redner's Deductible tax record for every taxpayer. © 15Apr57; KK123934.
- REFLECTOR-HARDWARE CORP. © Reflections on better merchandise presentation, v.11; December 1956-January 1957. NH: p.2, 3, 4, 6 & 7 contain drawings of new RHC products. © 20Dec56; KK122740.
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- Coming into Cincinnati today, a new kind of men's shoe store. (In Cincinnati enquirer, Apr. 1, 1957, p.9) Appl. author: Doyle Dane Bernbach, Inc. © 1Apr57; KK125176.
- Coming to 181 Main St. today; the most unusual men's shoe store in Rochester. (In Rochester times-union, Apr. 3, 1957, p.23) Appl. author: Doyle Dane Bernbach, Inc. © 3Apr57; KK125178.
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- Opens today; Richmond's breath-taking new men's shoe store. (In Richmond news leader, Mar. 6, 1957, p.7) Appl. author: Doyle Dane Bernbach, Inc. © 6Mar57; KK124243.
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- Snap, it's open; snap, it's closed. A revolution in men's shoes . . . (In The New York Times, Apr. 16, 1957, p.18) Appl. author: Doyle Dane Bernbach, Inc. © 16Apr57; KK125177.
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- REO DIVISION, MOTOR WHEEL CORP. SEE Motor Wheel Corp.
- RESULTS UNLIMITED. It takes two . . . it also makes sense to have at least two checking accounts. National Community Bank. © Abe A. Green & Louis L. Gingold t.a. Results Unlimited; 24Apr57; KK124831.
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- This is your Save-D-Deposit for dollar dividend shares. Appl. author: John G. Magnuson. © 13Oct56; KK120909.
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- Even the smartest make-up can't hide tired, strained eyes. Look at the difference Revlon Eye-Fresh makes. (In The Indianapolis star magazine, Feb. 24, 1957, p.14) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © Revlon Pharmaceutical Division, Revlon, Inc.; 24Feb57; KK123580.
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If you look your age, you've only yourself to blame; Build-up, the liquid firming cream. (In New York Herald Tribune, Apr. 7, 1957, p.48) Appl. author: C. J. La Roche & Co., Inc. © 7Apr57; KK124950.

Millions tried it ... economy size Satin-Set; remember there's a big 80¢ profit ... (In Chain store age, Jan. 1957, p.16) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Jan57; KK124446.

Must you grow old? Yes, but you need not look old. Moon Drops, moisture balm. (In Philadelphia bulletin, Mar. 10, 1957, section W, p.14) Appl. author: C. J. La Roche & Co., Inc. Men: change in last paragraph from copy of Feb. 17, 1957. © 10Mar57; KK123905.

Now every woman can have nails that look lvelly, longer; nail enamel in 33 fabulous colors. (In McCall's, Apr. 1957) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 26Mar57; KK125430.

Now, Revlon puts romance at your fingertips; now, there's romance on your hands. Nail enamel in 33 fabulous colors. (In Photo-play, May 1957) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 4Apr57; KK125432.

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Now, with a 5 second Satin-Set spray, your hair can look ... naturally curly. (In Look, Apr. 30, 1957) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 6Apr57; KK125442.

Now you can look lovelier in just 5 days; Revlon's New Clean and Clear uncovers a purer, finer, brighter skin. (In Charm, Feb. 1957, p.9) Appl. author: C. J. LaRoche & Co., Inc. © 22Jan57; KK122925.

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Revlon shook the spectrum and a peach tumbled down; Snow Peach lipstick (and nail enamel). (In Vogue, June 1956) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Jun56; KK124949.

Revlon shook the spectrum and a peach tumbled down; Snow Peach Lipstick; nail enamel. (In Vogue, June 1, 1956) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Jun56; KK125662.

Say it With Rubies; Revlon's new color for lips and matching fingertips. (In Vogue, Nov. 1, 1956) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Nov56; KK125665.

## REYNOLDS MANUFACTURING CO. ©

Be sure it's a genuine Reycoc, the best copied suspension. (In Motor transportation, Mar. 1, 1956) Appl. author: Ralph Aquila Nelas. © 10Nov56; KK122430.

Get the facts; only the Reycoc tandem has the Reycoclastic Bearing ... T-157. (In Power wagon,

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Aluminum foil packaging as protection against contamination. (Report no. 7) (In Food processing, Jan. 1957, p.93) Appl. author: Buchanan & Co., Inc. © 7Jan57; KK122761.

America's most famous prize package, Cracker Jack, is now Reynolds Wrap aluminum packaging. (In McCall's, Oct. 1956, p.131) Appl. author: Buchanan & Co., Inc. © 20Sep56; KK122983.

Biggest bonus in the world of insulation; the Triple Plus of Reynolds aluminum foil on famous-brand bats and blankets. (In Better homes & gardens, May 1957, p.246) Appl. author: Buchanan & Co., Inc. © 19Apr57; KK124860.

Something new in packaged living, with Reynolds Wrap aluminum packaging. (In Family circle, Nov. 1956, p.53) Appl. author: Buchanan & Co., Inc. © 25Oct56; KK122985.

Steaks, burgers, franks, chicken; make 'em easier and better with Reynolds Wrap, the original pure aluminum foil. (In Parade, Aug. 26, 1956, p.13) Appl. author: Buchanan & Co., Inc. © 26Aug56; KK122987.

We live more and more out of packages; Reynolds Wrap aluminum packaging. (In Reader's digest, Sept. 1956, p.23) Appl. author: Buchanan & Co., Inc. © 25Aug56; KK122986.

## RICHARD (ANDRE L.) CO., INC. ©

Cedar closet spray. © 1Apr57; KK125013.

## RIISE (CHARLES W.) AGENCY. ©

Be first to solve an old, old problem; service club and fraternity member accident insurance. Appl. author: Charles Willis Riise. © 10Apr57; KK125303.

## RYCHIE (HAROLD F.) INC. ©

Brylcreem special offer ... pocket comb; Brylcreem for smart hair grooming. © 26Dec56; KK125622. Shop hours; Brylcreem for smart hair grooming. © 15Dec56; KK125747.

## RIVER BRAND RICE MILLS, INC. ©

Easy does it, and quickly, too. River brand and Carolina brand rice. (In Ebony, Mar. 1955, p.80) Appl. author: Donahue & Coe, Inc. © 10Feb55 (in notice: 1954); KK121906.

## RIVER JORDAN ENTERPRISES.

Water from the River Jordan. © John F. Miligan d.b.a. River Jordan Enterprises; 7Mar57; KK126368.

## RO-SEARCH, INC. ©

Una oportunidad unica. Suelaes;puma, Paso Doble ... © 4Jan57; KK122967.

## ROBERTS DAIRY CO. ©

Sales training and procedure manual. Appl. author: J. Gordon Roberts. © 19Oct56; KK121951.

Sales training and procedure manual [with] supervisor's section. Appl. author: J. Gordon Roberts. © 19Oct56; KK121952.

## ROCKWELL SPRING &amp; AXLE CO. ©

Do you have the 50 years experience ... Timken-Detroit axles. (In Agri-culture, engineering, Apr. 1957, p.210) Appl. author: George F. Drake. © Timken-Detroit Axle Division, Rockwell Spring & Axle Co. 1Apr57; KK125233.

Exchange dead weight for as much as 980 lbs. of extra payload ... TDA tandem driving and trailer axles. (In Commercial car journal, Feb. 1957, p.170-171) Appl. author: George F. Drake. © Timken-Detroit Axle Division, Rockwell Spring & Axle Co.; 1Feb57; KK124829.

From Timken-Detroit, today's broadest range of planetary axles, both steering and rigid. (In Construction equipment, Mar. 1957) Appl. author: George F. Drake. © Timken-Detroit Axle Division, Rockwell Spring & Axle Co.; 1Mar57; KK124738.

Growth and progress facts about Rockwell Spring & Axle Company. Beneath almost a hundred per cent ... (In Newweek, Feb. 25, 1957, p.85) Appl. author: George F. Drake. © 25Feb57; KK124739.

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Growth and progress facts about Rockwell Spring & Axle Co. (In Newweek) Appl. author: George F. Drake. © 10Dec56; KK123839.

How to gain up to 980 lbs. ... use this money-saving commercial ... (In Commercial car journal, Jan. 1957, p.22-23) Appl. author: George F. Drake. © Timken-Detroit Axle Division, Rockwell Spring & Axle Co. 1Jan57; KK124280.

Made stronger, made lighter to give you up to 140 extra payload pounds every trip; TDA TR-500 series trailer axles. (In Commercial car journal, Feb. 1957, p.193) Appl. author: George Drake. © Timken-Detroit Axle Division, Rockwell Spring & Axle Co.; 1Feb57; KK124276.

Men or missiles ... the 6x8's always deliver. Rugged ... multi-wheel driving assemblies keep them on the go. (In Ordnance, Mar.-Apr. 1957, p.754-755) Appl. author: George F. Drake. © Timken-Detroit Axle Division, Rockwell Spring & Axle Co.; 1Mar57; KK124747.

On open highway or city street, TDA axles and brakes assure smoother, safer runs at lower operating costs. (In Transportation, Jan. 1957, p.2-3) Appl. author: George Drake. © Timken-Detroit Axle Division, Rockwell Spring & Axle Co.; 1Jan57; KK124278.

On the road, off the road, the improved TDA 3 for 1 letter series driving axles ... (In Commercial car journal, Nov. 1956, p.124-129) Appl. author: George F. Drake. © Timken-Detroit Axle Division, Rockwell Spring & Axle Co. 1Nov56; KK123216.

TDA brakes, if it moves, we can stop it. DH, duplex hydraulic balanced brake. (In Modern materials handling, Nov. 1956, p.115) Appl. author: George Drake. © Timken-Detroit Brake Division, Rockwell Spring & Axle Co.; 1Nov56; KK123216.

TDA brakes; if it moves, we can stop it; new T brake. (In Commercial car journal, Nov. 1956,



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- When the terrain is roughest ...** the versatile 6X8 military vehicles challenge them all; TDA. (In Ordnance, Nov. 1956, p.502-503) Appl. author: George F. Drake. © Timken-Detroit Axle Division, Rockwell Spring & Axle Co.; 1Nov56; KKI124521.
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Unretouched micro-photo of new Robinson shaver head proves: the Robinson shaver head, the clear shaver shave. (In Life, May 30, 1955, p.143) Appl. author: Norman Craig & Kummel, Inc. © 27May55; KKI121108.
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Tubeless tire Ko-Rok-Ting balance. Uses weight forms for counter weighting. © 27Dec56; KKI123572.
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How does your baby sleep? There is only one Posturized Kantwet orb mattress; Dorsal Construction; Five-Point. (In Ladies' home journal, Oct. 1955, p.55) © 24Sep55; KKI123376.
- ROSE HILLS MEMORIAL PARK ASSN. ©**  
All at one convenient location; modern all-inclusive mortuary-cemetery services. (In Los Angeles herald & express) Appl. author: Smalley, Levitt & Smith. © 12Mar57; KKI125961.
- At time of need, look to Rose Hills** for dignified complete service. Mortuary, cemetery combined. (In East Whittier review) Appl. author: Smalley, Levitt & Smith. © 13Dec56; KKI124794.
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- At time of need, look to Rose Hills** where convenience is the keynote. Mortuary-cemetery combined ... (In Los Angeles examiner) Appl. author: Smalley, Levitt & Smith. © 14Jan57 (in notice: 1956); KKI124778.
- At time of need, look to Rose Hills** where one call arranges everything. Mortuary-cemetery combined at ... (In Whittier news, Whittier, Calif.) Appl. author: Smalley, Levitt & Smith. © 27Dec56; KKI124779.
- Mortuary, cemetery, churches, flower** shops combined at Rose Hills Memorial Park. Appl. author: Smalley, Levitt & Smith. © 1Dec56; KKI127292.
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And who's the barber? Worsted luxury suits; Loden cloth tops. (In The New York Times) © 12Mar57; KKI123742.
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- Don't fiddle while the fire burns;** 61st semi-annual sale ... suits and furnishings. (In The New York Times) © 3Jan57 (in notice: 1956); KKI122076.
- Sale ho, every day of the year;** hand-tailored year-round suits. (In The New York Times) © 21May57; KKI125522.
- We sell tranquilizers;** pure imported lamb's wool overcoats. (In The New York Times) © 27Nov56; KKI123425.
- We're making history by chopping,** too. Celebrate Washington's birthday ... all wool worsted suits; worsted-and-silk suits. (In The New York Times) © 21Feb57; KKI123273.
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Wanted, man with problems. Garden care is quick and easy with Roto-Hoe; Roto-Cutter makes lawn mowing fun. Appl. author: Howard C. Ober. © 14Feb57; KKI125541.
- You can depend on Roto-Hoe power** equipment; America's favorite garden & lawn combination. Appl. author: Howard C. Ober. © 14Feb57; KKI125542.
- ROWLEY, CLARENCE H. ©**  
Merchant Prince wedding anniversary merchandise check. © 25May57; KKI126033.
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Confidential report; confidential tests tell why; masonry paint. Appl. author: W. B. Doner Advertising. © Henry W. Cairns d.b.a. Rox Products Co.; 22Feb57; KKI123996.
- First aid for w.b.; Rox masonry** paint; guaranteed protection against water leakage. (In Peoria Journal star, Peoria, Ill., May 6, 1957, p.5) Appl. author: W. B. Doner Co. © Henry W. Cairns d.b.a. Rox Products Co.; 6May57; KKI125965.
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- Make basements bone dry; Rox masonry** paint. Girl (in bathing suit) on skis. (In Detroit times, pictorial living, Feb. 28, 1957, p.2) Appl. author: W. B. Doner Co. © Henry W. Cairns d.b.a. Rox Products Co.; 24Feb57; KKI124362.
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ROX PRODUCTS Co. Cont'd.  
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 W. B. Doner Co. © Henry W.  
 Cairns d.b.a. Rox Products Co.;  
 9Feb57; KK121360.

Make bathtubs bone dry; Rox masonry  
 paint. Girl with book [standing  
 knee-deep in water] (In Detroit  
 news, pictorial living, Mar. 24,  
 1957) Appl. author: W. B. Doner  
 Co. © Henry W. Cairns d.b.a. Rox  
 Products Co.; 2Mar57; KK124365.

Manufacturers of Rox masonry paint  
 announces the appointment of a  
 new jobber in this area. Appl.  
 author: W. B. Doner Advertising.  
 © Henry W. Cairns d.b.a. Rox Pro-  
 ducts Co.; 21Oct56; KK128188.

Masonry paint; guaranteed protec-  
 tion against water leakage.  
 Appl. author: W. B. Doner Adver-  
 tising. © Henry W. Cairns d.b.a.  
 Rox Products Co.; 27Dec56;  
 KK122608.

Past; here's the low down, on the  
 level; masonry paint. Appl. au-  
 thor: W. B. Doner Advertising.  
 © Henry W. Cairns d.b.a. Rox  
 Products Co.; 22Feb57; KK123297.

ROYAL CLEANING Co.  
 Red Lightning; cleans rugs, up-  
 holstery, auto upholstery ...  
 1 liquid pint. © Robert Lester  
 Motley sole owner Royal Cleaning  
 Co.; 2May55; KK123633.

ROYAL MOORE CORP. ©  
 Your new Royal; the Royal Typewriter  
 Company has always endeavored to  
 produce ... model FF. © 18Mar57;  
 KK124013.

ROYAL, BOB. ©  
 Files; hand tied for better fishing.  
 © 1Apr55; KK122255.

RUPPERT, JACOB. ©  
 As a true New Yorker, be known for  
 your good taste; choose Knick ...  
 Knickerbocker beer. (In New York  
 Amsterdam news, May 11, 1957,  
 p.27) Appl. author: Warwick &  
 Legler, Inc. © 9May57; KK125481.

As a true New Yorker, show your  
 taste for the finest, ask for  
 New York's famous beer; Knicker-  
 bocker. (In New York Amsterdam  
 news, May 18, 1957, p.20) Appl.  
 author: Warwick & Legler, Inc.  
 © 16May57; KK125482.

Be known as a man of good taste;  
 have a Knick, New York's famous  
 beer. Knickerbocker. (In New  
 York Amsterdam news, May 25,  
 1957, p.30) Appl. author: War-  
 wick & Legler, Inc. © 23May57;  
 KK125905.

Buy knok quarts; 5 full glasses of  
 New York's famous beer; Knicker-  
 bocker. (In New York daily news,  
 Nassau-Suffolk Co. ed., May 1,  
 1957, p.H85) Appl. author: War-  
 wick & Legler, Inc. © 1May57;  
 KK125197.

Good taste tells; Knickerbocker  
 beer. (In New York Amsterdam  
 news, Apr. 27, 1957, p.36)  
 Appl. author: Warwick & Legler,  
 Inc. © 27Apr57; KK125194.

Guests know you for your good  
 taste; choose Knick, New York's  
 famous beer. Knickerbocker.  
 (In New York Amsterdam news, June  
 1, 1957, p.29) Appl. author:  
 Warwick & Legler, Inc. © 30May57;  
 KK126201.

Memorial Day is Thursday; enjoy  
 good taste with Vermont's favorite  
 beer; have a Knick. Knicker-  
 bocker. (In The Burlington free  
 press, May 27, 1957, p.8) Appl.  
 author: Warwick & Legler, Inc.  
 © 27May57; KK125906.

6 ways to feel refreshed; Enick 6-  
 can pak; Knickerbocker beer.  
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 Suffolk Co. ed., May 9, 1957,  
 p.H83) Appl. author: Warwick &  
 Legler, Inc. © 9May57; KK125190.

Take home Knick this weekend;  
 Knickerbocker beer. (In New York  
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 ed., May 1, 1957, p.N87) Appl.  
 author: Warwick & Legler, Inc.  
 © 1May57; KK125196.

This label says you serve the  
 finest; Knickerbocker beer.  
 (In New York Amsterdam news, June  
 8, 1957, p.18) Appl. author:  
 Warwick & Legler, Inc. © 6Jun57;  
 KK126202.

A true sign of your good taste;  
 have a Knick, New York's famous  
 beer; Knickerbocker. (In New  
 York Amsterdam news, May 4,  
 1957, p.16) Appl. author: War-  
 wick & Legler, Inc. © 2May57;  
 KK125480.

RUPPERT, JACOB. SEE ALSO Ruppert  
 Knickerbocker Beer.

RUPPERT KNICKERBOCKER BEER.  
 Refreshing surprise. Hand holding  
 large glass of beer. (In New  
 Haven evening register, Oct. 19,  
 1956, p.31) Appl. author: War-  
 wick & Legler, Inc. © Ruppert  
 Knickerbocker Beer, Jacob Rup-  
 pert; 19Oct56; KK122250.

RUPPERT KNICKERBOCKER BEER. SEE ALSO  
 Ruppert, Jacob.

S

S. O. S. CO. ©  
 Easy ways to clean your stove;  
 magic scouring pads. (In Sunset,  
 Apr. 1956, p.247) Appl. author:  
 McCann-Erickson, Inc. © 25Mar56;  
 KK124940.

How do you clean stubborn spots off  
 floors? S.O.S. magic scouring  
 pads. (In McCall's, May 1956,  
 p.99) Appl. author: McCann-  
 Erickson, Inc. © 21Apr56;  
 KK122591.

Magic scouring pads; cleans and  
 shines aluminum. P-122-57.  
 © 13Mar57; KK123577.

S.O.S. cleans white-wall tires  
 really white; magic scouring  
 pads. (In Life, Apr. 16, 1956,  
 p.51) Appl. author: McCann-  
 Erickson, Inc. © 16Apr56;  
 KK122592.

SALFIELD PUB. CO. ©  
 Darling dolls with wavy hair, front  
 and back costumes. 6079.  
 © 2Jan57; KK122505.

Diane Darling; a doll with wavy  
 hair, front and back costumes. 5127.  
 © 2Jan57; KK122504.

Dottie Darling; a doll with wavy  
 hair, front and back costumes.  
 5168. © 2Jan57; KK122503.

A fuzzy puzzle; cowboy pup. 7040.  
 © 22Apr57; KK125292.

A fuzzy puzzle; fox and pool.  
 7040. © 22Apr57; KK125295.

A fuzzy puzzle; Indian penguin.  
 7040. © 22Apr57; KK125291.

A fuzzy puzzle; prising robin.  
 7040. © 22Apr57; KK125293.

A fuzzy puzzle; rabbit with net.  
 7040. © 22Apr57; KK125297.

A fuzzy puzzle; tiger tramp.  
 7040. © 22Apr57; KK125296.

Fuzzy puzzles, with the velvet  
 touch; 3 to 6 years. 5 flopped  
 puzzles. 7478. © 19Apr57;  
 KK125294.

New FunMaker box; 6 faces with inter-  
 changeable features. 7519.  
 © 2Jan57; KK122516.

A pre-school inlaid puzzle; bear.  
 7034. © 2Jan57; KK122506.

A pre-school inlaid puzzle; nutter-  
 fly and rose. 7034. © 2Jan57;  
 KK122509.

A pre-school inlaid puzzle; fam. 7034.  
 © 2Jan57; KK122511.

A pre-school inlaid puzzle; goat.  
 7034. © 2Jan57; KK122507.

A pre-school inlaid puzzle; poodle.  
 7034. © 2Jan57; KK122508.

A pre-school inlaid puzzle; burkey.  
 7034. © 2Jan57; KK122510.

SAFEMAY STORES, INC.  
 Plain pure white Snow-White salt.  
 Net wt. 1 lb. 10 oz. © Safeway  
 Stores, Inc. d.b.a. Charter Pro-  
 ducts Co.; 31Dec56; KK122865.

ST. PIERRE & PATTERSON MANUFACTURING  
 CO. ©  
 Frankster exhaust whistle.  
 © 4Oct56; KK121907.

SALERNO-MEGOWEN BISCUIT CO. ©  
 Salerno, chock-full of chocolate  
 chips, average 3 dozen cookies.  
 Net weight 7 ozs. Appl. author:  
 Glenn Sontag. © 5Feb57 (in notice  
 1956); KK122959.

Salerno chocolate chip 'n' nut  
 cookies. Net weight 9 ozs.  
 Appl. author: Glenn Sontag.  
 © 12Nov56; KK122086.

Salerno dainty oyster crackers.  
 Net weight 10 ounces. Appl. au-  
 thor: Arno Juntunen. NB: New  
 color and artistic layout; rev.  
 pictorial matter. © 6Feb57;  
 KK123076.

Salerno genuine butter cookies.  
 Average 50 cookies, net weight  
 9 ozs. Appl. author: John  
 Stewart Cloud. © 2Dec56;  
 KK122085.

Salerno pure chocolate mint cookies.  
 Net weight 7 ounces. Appl. au-  
 thor: Arno Juntunen. © 21Feb57;  
 KK123517.

Salerno vanilla wafers; average 3  
 dozen cookies. Net weight 6 ozs.  
 Appl. author: William R. Cox.  
 © 1May57; KK123552.

SALTWATER FARM. ©  
 Saltwater Farm timely Bulletin.  
 © 20Feb57; KK123272.

SAMANN, JULIUS. ©  
 Makes air forest-fresh in home, car  
 and office. Peter Pine (and  
 others) © 9Nov56; KK125007.

Pretty Kitty air refresher, for  
 fresh in sweet air everywhere;  
 product of Mikak, Inc. © 11Jan57;  
 KK128212.

SANDPIPER PRESS.  
 Four hymns. SEE Simon & Schuster,  
 Inc.

I'm getting nutty! for Christmas  
 and Wlshy wasn't wish. SEE Simon &  
 Schuster, Inc.

Rock Island Line and Hot diggity dog  
 ziggy boom. SEE Simon & Schu-  
 ster, Inc.

Silent night, also it came upon the  
 midnight clear. SEE Simon & Schu-  
 ster, Inc.

SANTNYNET PRODUCTS CO., INC. ©  
 Toilet compartments, shower stalls,  
 hospital cubicles; catalog 90.  
 1957 ed. Appl. author: John P.  
 Spencer. © 1Nov56; KK122264.

SARNA (S. S.) INC. ©  
 Mullah's Koran holder. Appl. au-  
 thor: S. S. Sarna. © 2May57;  
 KK125984.

- Ringling bell key chains, Bells of Sarma. Appl. author: Sajjan Singh Sarma. © 3Apr57; KK126306.
- SAVINGS & LOAN FOUNDATION, INC.** © The day you take off your hat to your new boss. Where you save does make a difference. (In the Saturday evening post, Mar. 2, 1957, p.94) Appl. author: McCann-Erickson, Inc. © 26Feb57; KK124874.
- Her first formal; where you save does make a difference. (In the Saturday evening post, Feb. 2, 1957, p.83) Appl. author: McCann-Erickson, Inc. © 29Jan57; KK124457.
- 1956 again showed where you save does make a difference... (In the Saturday evening post, Jan. 5, 1957, p.10-13) Appl. author: McCann-Erickson, Inc. © 2Jan57; KK124456.
- Present, with a future. You give more than money when you give a savings account... (In Reader's Digest, Dec. 1956, p.193) Appl. author: McCann-Erickson, Inc. © 2Nov56; KK124871.
- SAVIER BISCUIT CO.** division of UNITED BISCUIT CO. OF AMERICA. SEE United Biscuit Co. of America.
- SCALLON, FRANK J. ©**  
Ventilating problems solved for children fans; light-proof blind louvers. © 1Dec56; KK122418.
- SCHMEL, NICHOLAS T. d.b.a. PALMLOOM CO.** © Palmloom Co.
- SCHMEL LEATHER GOODS CO., INC. ©**  
Carry the world over, physician's bags by Schmell. Emdee; Diagnostic Emdee. (Catalog no.34) © 6Dec56; KK123451.
- SCHENK, A. L. ©**  
Bunion ease; the perfect protector. © 1Feb57; KK125302.
- SCHENLEY DISTILLERS CO. ©**  
Whiskey of elegance, Schenley; here's the new Showcase bottle, clear as a crystal. (In Life, May 14, 1956, p.89) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1May56; KK122499.
- SCHENLEY IMPORT CO. ©**  
Newest drink thrill, Carioca rum Calypso. Non Cariocha, Puerto Rican rum. Appl. author: Peck Advertising Agency, Inc. © 4May57; KK125702.
- SCHENLEY LABORATORIES, INC. ©**  
Checks the threats of hypertension and cardiovascular disease; Rutaminal-RQ, Vascutum. 42156. © 26Nov56; KK122133.
- Clinically proved; the modern method in constipation management... Dorbantly. 43457. © 3May57; KK125839.
- Guard against every threat in hypertension and cardiovascular disease; Rutaminal-RQ, Vascutum. 42557. © 17Mar57; KK125841.
- In proportions proved optimal; the modern method. Dorbantly. 43157. © 18Mar57; KK124255.
- In proportions proved optimal, the modern method; Dorbantly. 43257. © 15Apr57; KK125000.
- The latest word in evacuants; the modern method; Dorbantly. 42756. © 26Nov56; KK122154.
- Outstanding among evacuants; the modern method; Dorbantly. 42956. © 11Jan57 (in notice: 1956); KK122369.
- The preparation of choice, the modern method; Dorbantly. 43257. © 1Apr57; KK125001.
- Security at the danger points in hypertension and cardiovascular disease; Rutaminal-RQ; Vascutum. Y-39856. © 11Dec56; KK122366.
- Shield the vulnerable areas in hypertension and cardiovascular disease; Rutaminal-RQ; Vascutum. 42357. © 13Mar57; KK124258.
- Significant advance in evacuants; the modern method, Dorbantly. 42856. © 3Dec56; KK122367.
- A superior evacuant; the modern method. Dorbantly. 43057. © 4Mar57; KK124252.
- Titralac; buffering action like milk. Titralac-Sp. 40957. © 11Mar57; KK124253.
- Titralac; relief hour after hour. Touchy Toco. 41157. © 6May57; KK125838.
- Titralac; relief in minutes, lasts for hours. Avid aviator. 41556. © 7Jan57 (in notice: 1956); KK123770.
- Titralac, unique antacid with milk-like action. Crusty crutacean. 41857. © 22Apr57; KK125003.
- Titralac, unique antacid with milk-like action. Irascible Indian. 41057. © 8Apr57; KK125005.
- Titralac, unique antacid with milk-like action. Lament lockdown. 41757. © 25Mar57; KK125008.
- Titralac; unique antacid with milk-like action. Hegalotic mouser. Y-39956. © 10Dec56; KK122368.
- Titralac; unique antacid with milk-like action. Phlying phalanger. 41656. © 25Feb57 (in notice: 1956); KK126552.
- Titralac, unique antacid with milk-like action. Placid plodder. 40456. © 11Feb57 (in notice: 1956); KK123651.
- Uniform composition and potency; the modern method. In constipation... Dorbantly. 43557. © 20May57; KK125400.
- Ward off multiple jeopardy in hypertension and cardiovascular disease. Rutaminal-RQ; Vascutum. 42357. © 1Apr57; KK125002.
- SCHICK, INC. ©**  
Act now while there's still time... new Lady Schick electric shaver free, when you buy the famous Schick 25. (In Life, p.25 1957, p.135) Appl. author: Warwick & Legler, Inc. © 21Mar57; KK124817.
- The finest of the feminine shavers is the finest gift for her; Lady Schick. (In Life, Nov. 6, 1956, p.58) Appl. author: Warwick & Legler, Inc. © 2Nov56; KK122061.
- For cooler, smoother summer shaving, now, a special Schick electric shaver for every member. Variety, Lady Schick, Schick 25. (In Life, June 10, 1957, p.74) Appl. author: Warwick & Legler, Inc. © 6Jun57; KK126017.
- Let's give daddy the red one. 4 shavers in Christmas window with woman and boy looking on. (In The Saturday evening post, Dec. 1, 1956, p.43) Appl. author: Warwick & Legler, Inc. © 2Nov56; KK122385.
- New, Schick Variety electric shaver - custom-built for young men. (In Life, May 6, 1957, p.174-175) Appl. author: Warwick & Legler, Inc. © 2May57; KK125307.
- New, Schick Variety electric shaver; custom-built for young men. (In Life, May 13, 1957, p.8) Appl. author: Warwick & Legler, Inc. © 9May57; KK126508.
- Schick is the gift; the gift of closeness, the gift of comfort; in colors for men; Schick 25, first in electric shaving. (In Life, Dec. 10, 1956, p.20-23) Appl. author: Warwick & Legler, Inc. © 6Dec56; KK122584.
- Sensational electric shaver offer; buy his, get hers free. Limited time only. Schick 25; Lady Schick. (In Life, Feb. 11, 1957, p.12) Appl. author: Warwick & Legler, Inc. © 7Feb57; KK126102.
- Sensational electric shaver offer; buy his, get hers free. Schick 25 in man's hand; Lady Schick in woman's hand. (In Life, Mar. 11, 1957, p.8) Appl. author: Warwick & Legler, Inc. © 7Mar57; KK125266.
- Sensational electric shaver offer. New Lady Schick electric shaver free, when you buy the famous Schick 25. (In Life, Feb. 25, 1957, p.1) Appl. author: Warwick & Legler, Inc. © 25Feb57; KK123565.
- Wonderful gift for young men; new Schick Variety electric shaver, with handsome plaid pouch. (In Life, May 27, 1957, p.113) Appl. author: Warwick & Legler, Inc. © 23May57; KK125699.
- SCHLITZ (JOSEPH) BREWING CO. ©**  
Afterwork Schlitzpause... (In The New York Times, Mar. 17, 1957, roto magazine section, p.19) Appl. author: J. Walter Thompson Co. © 17Mar57; KK124916.
- Greatest treat ever; ever hits Chicago land... be a Schlitzer, grow with Schlitz-draught. (In The Server, Ill. ed., Apr. 8, 1957, p.5) Appl. author: J. Walter Thompson Co. © 8Apr57; KK124915.
- Life is wonderful in Schlitzerland. U. S. A. ... (In Life, Apr. 8, 1957, p.12) Appl. author: J. Walter Thompson Co. © 4Apr57; KK124914.
- Light refreshment for your holidays. (In Life, Dec. 17, 1956, p.69) Appl. author: J. Walter Thompson Co. © 14Dec56; KK123146.
- Lighten the fun; for Thanksgiving, add Schlitz. (In Life, Nov. 12, 1956, p.81) Appl. author: J. Walter Thompson Co. © 9Nov56; KK123155.
- Look for this tap of quality; Schlitz. Refresh at your tavern. (In Chicago daily Tribune, Apr. 25, 1957, pt.5, p.14) Appl. author: J. Walter Thompson Co. © 25Apr57; KK125498.
- Neighborhood Schlitzfest... the Schlitzfest is a profit maker for you. (In Beverage bulletin, Mar. 1, 1957, p.10) Appl. author: J. Walter Thompson Co. © 1Mar57; KK124917.
- New Tall Boy economy 3-Pak. No.908. Appl. author: J. Walter Thompson Co. © 20Dec56; KK123513.
- Refresh at this sign. [Draft beer glass on bar; 2 epitags] Appl. author: J. Walter Thompson Co. © 1Feb57; KK125393.
- Refresh; Schlitz; so light. Boy and girl eating popcorn. No.998A.1. Appl. author: J. Walter Thompson Co. © 2Jan57; KK124670.
- Refresh your holidays. Man & Girl. No.416. Appl. author: J. Walter Thompson Co. © 20Nov56; KK124944.
- Schlitzfest at Joe's place; where Schlitzfests get together. (In Life, May 6, 1957, p.11) Appl. author: J. Walter Thompson Co. © 5May57; KK124917.



## SCHLITZ (JOSEPH) BREWING CO. © Cont'd.

Schlitzness is adult refreshment; shake hands with your Schlitz-saler. (In Life, Apr. 11, 1957, p.17) Appl. author: J. Walter Thompson Co. © 8Mar57; KK124002.

Sign of quality refreshment;

Schlitz. [Beach scene] No. 544. Appl. author: J. Walter Thompson Co. © 20Dec56; KK124815.

Sign of quality refreshment;

Schlitz. [Winter scene] No. 543. Appl. author: J. Walter Thompson Co. © 20Dec56; KK124816.

So refreshing; never bitter, never harsh. [Couple in bowling alley] (In Life, Apr. 1, 1956, p.105)

Appl. author: Lennen & Newell Advertising, Inc. © 13Apr56; KK123562.

Tavern keepers of America, we're for you; Schlitz, on draught. (In Illinois beverage journal, Feb. 1957, p.35-38) Appl. author: J. Walter Thompson Co. © 10Apr57; KK124817.

Tavern Schlitzfest. Appl. author: J. Walter Thompson Co. © 1May57; KK126135.

Tavern Schlitzfest or the fun begins at Schlitz 'o'clock. (In Chicago daily tribune, May 2, 1957, pt.4, p.1) Appl. author: J. Walter Thompson Co. © 2May57; KK125499.

## SCHLUMBOHN, PETER.

Chemex coffee-maker; the chemist's way; extract the best and skip the rest. © Peter Schlumohrn;

29Nov56; KK122460.

Hello, New York. SEE Chemex Corp.

## SCHMID (JULIUS) INC. ©

Continued douching schedule for You are to continue with Vagisec liquid douches on the days checked. © 20Feb57;

KK123369.

Do you know about Skins? XXXX Pouches Skins; prophylactics. © 8Feb57; KK125846.

Jottings on conjugal contagion; control of re-infection in vaginal trichomoniasis; Rames. © 20Feb57; KK123368.

Watch this infection checked within 30 minutes by explosion of trichomonads; Vagisec. © 21Jan57; KK122968.

Within 24 hours of explosion of trichomonads; Vagisec. © 20Feb57; KK123370.

## SCHMITT/SCHES (GEORG &amp; KARL LUDWIG) WEINBURG. ©

Light Rhine wine, Rheinhessen. Liebfraumlch Queen Koelnigin. Contents 1 pint 8 fl. ozs.

© 26Jan56; KK124156.

1953 Hlersteiner Domhal. Light white Rhine wine. Contents 1 pt. 8 fl. ozs. © 14Mar56; KK124156.

1953 Oppenheimer Goldberg. Light white Rhine wine. Contents 1 pt. 8 fl. ozs. © 14Mar56; KK124157.

## SCHNEIERSON (A. J.) &amp; SON, INC. ©

Nite-brief; Beauty Loom introduces the all-in-one Sleep-'n-see nightie ... (In Life, Apr. 11, 1957) © 11Apr57; KK124485.

SCHNELLER HOMES, INC. ©

We've got the low-cost answer; Forever Yours feature-packed homes. Model 410-PO-V, model 410-V [and others] © 12Jan57; KK123627.

## SCHROENEMAN (J.) INC. ©

Country Cousin Tweed suits, Custom Fabric. Kingsridge. Hamburgers. Appl. author: Stuart E. Stern. © 11Mar57; KK124193.

Dreyfuss & Son cordially invite you to test their exclusive imported fabric Bulldog Twist suits. Appl. author: Stuart E. Stern. © 11Mar57; KK124194.

For the girl who cares most about turn him looser; let him relax in style. Kingsridge lounge sport coats. Muse's, the style center of the South. Appl. author: Stuart E. Stern. © 11Mar57; KK124188.

Imported fabric. Saks Fifth Avenue. Appl. author: Stuart E. Stern. © 11Mar57; KK124191.

It's fun. Kingsridge Custom Fabric wadded suits. Metropolitan. Appl. author: Stuart E. Stern. © 11Mar57; KK124196.

Maybe you're a doctor or lawyer ... Hammer'nails is a suit that can take it. Jacob Reed's Sons. Appl. author: Stuart E. Stern. © 11Mar57; KK124192.

Rich. The cashmere-and-wool suit. Demond's. Appl. author: Stuart E. Stern. © 11Mar57; KK124189.

Sounds like a tall story. Saxonie wadded suits. Godchaux's. Appl. author: Stuart E. Stern. © 11Mar57; KK124190.

A striking match. Kingsridge Sportswear Ensemble ... in a man's suit. Juster's. Appl. author: Stuart E. Stern. © 11Mar57; KK124195.

SCHOENFIELD, DONALD B. & MILTON H. SCHOENFIELD, composing the co-partnership FIELDS PRODUCTS. SEE FIELDS PRODUCTS.

SCHOENFIELD, MILTON H. & DONALD B. SCHOENFIELD, composing the co-partnership FIELDS PRODUCTS. SEE FIELDS PRODUCTS.

SCHOPIEL MANUFACTURING CO. © Now, Sna-Pans, Schofield rocker panels that make a man a Joe, the Schofield bodyman. © 12Mar57; KK123770.

SCHOLL MANUFACTURING CO., INC. © Sensational new line; Dr. Scholl's V1-Poam foot and walking comforts. Appl. author: William Mathias Scholl. © 10Dec56; KK123137.

SCHOLEY, ARTHUR B. d.b.a. DUSTEX. SEE DUSTEX.

SCHULZE & BURCH BISCUIT CO. © Flavor-Kist pizza crackers. Net weight 6 3/4 ozs. Appl. author: Charles Myers. © 14Feb57; KK124136.

SCIENTIFIC LUBRICANTS CO. © Hunters, shooters, reloaders use Motor Mics, anti-friction compound. Appl. author: Frank L. Moscow. © 25Mar57; KK124375.

Shooters discovered it ... clean, white, dry lubricant is essential. Motor Mica. Appl. author: Frank L. Moscow. © 25Mar57; KK123374.

SCALDING LOCKS CORP. © M.Jorette rubber tip bob pins, styled by Scaldy Lox. © 16Nov56; KK121948.

SCOTT PAPER CO. © Waldorf; white. 650 sheets, 4 1/2 x 4 1/2 in. © 20Mar57; KK125367.

SCOTTVILLE CHEESE, INC. © Old style Parme, a Cheese made in Michigan; Manyles Farms. Net wt. 1 lb. © 20May57; KK125767.

Starodawny Polski ser; Maki ser. Net wt. 1 lb. ozs. © 30Mar57; KK125532.

SCULLEY SIGNAL CO. ©

Evergreen profits from Ventalar, whitening tank fill signal. Appl. author: Kenneth Garland. © 15Mar54; KK123304.

SEABURY PRESS, INC. © But Guy hath revealed Himself into us ... (WhitSunday bulletin no. 758 611) © 1Feb57; KK124900.

He has risen. (Easter bulletin no. 758 411) © 1Feb57; KK124895.

Lift up your heads ... (Palm Sunday bulletin no. 758 331) © 1Feb57; KK124897.

The Lord is King and hath put on glorious apparel. (Easter bulletin no. 758 421) © 1Feb57; KK124896.

There break he the arrows of the bow ... (Good Friday bulletin no. 758 351) © 1Feb57; KK124899.

Turn ye even to me, saith the Lord. (758 311) © 1Feb57; KK124898.

SEALY, INC. © Greatest sale ever; Sealy button-free Enchanted Nights mattress. (In Life, Aug 6, 1956, p.42) © 2Aug56; KK125046.

Relief from morning backache, and the most comfortable night's sleep; you've ever had or your money back; Posturepedic ... mattress. (In Life, Feb. 1, 1956, p.20-26) © 25Sep56; KK122371.

Win \$50,000 in prizes; name the Sealy Posturepedic girl. Sealy Mattress Co. (In Life, May 7, 1956, p.132-133) © 1May56; KK123933.

SEARLE (G. D.) & CO. © Searle government price list, 1956, 1957. Pharmaceutical products of Searle research. © 15Sep56; KK124474.

SEARS, ROEBUCK & CO. © From flame and ice, a new Tradition stainless; Pizama. (In Ladies' home journal, May 1957, p.17) © 30Apr57; KK126076.

Look what happens when Sears helps you remodel. Kitchens made new; bathrooms transformed. (In Life, Mar. 25, 1957, p.60-61) © 21Mar57; KK124666.

Look what you can do with Harmony House coordinated colors from Sears; only at Sears, Harmony House furniture, accessories ... (In Better homes & gardens, May 1957, p.40-41) © 18Apr57; KK126078.

Here's family food center; only in the new Goldspot 2-door refrigerator-freezer from Sears. (In Life, May 6, 1957, p.134-135) © 21Mar57; KK126077.

New Lady Kenmore washer has first full time lint filter. (In Life, Mar. 18, 1957, p.122-123) © 1Mar57; KK124665.

Sears puts new power in power mowers; all-new Craftsman rotary mower ... (In Life, Apr. 22, 1957, p.120-121) © 18Apr57; KK126079.

Spring-fresh ideas for bedroom and bath; Lazy Days washable ensembles from Sears. New Harmony House all-nylon ... (In Better homes & gardens, Apr. 1957, p.60-61) © 19Mar57; KK126077.

- Talk about features ... new Kenmore and Coldspot work savers ... appliances. (In Better homes & gardens, Mar. 1957, p.136-139) © 13Apr57; KK126075.
- Tops for automatic cooking; new Kenmore ranges from Sears.** (In Life, Apr. 15, 1957, p.72-73) © 11Apr57; KK126075.
- SEATON, CHARLES LEONARD & RAY ALEXANDER WILSON, JR.** Forming the partnership SEATON WILSON MANUFACTURING CO. SEE Seaton-Wilson Manufacturing Co.
- SEATON-WILSON MANUFACTURING CO.** Couplings-Fluid. General design information on common aircraft structural materials. © Seaton-Wilson Manufacturing Co., a partnership consisting of Charles Leonard Seaton & Ray Alexander Wilson, Jr.; 18Jan57 (in notice: 1956); KK123833.
- SEE-DISC, INC. ©**  
This is a record. Happy birthday, honey. 50-3521, girl.  
© 1May57; KK125789.  
This is a record. Happy birthday, 1 year old. 50-3591.  
© 1May57; KK125798.  
This is a record. Happy birthday, 2 years old. 50-3502.  
© 1May57; KK125797.  
This is a record. Happy birthday, 3 year old. 50-3503.  
© 1May57; KK125799.  
This is a record. Happy birthday, 4 year old. 50-3504.  
© 1May57; KK125796.  
This is a record. Happy birthday, 5 year old. 50-3505.  
© 1May57; KK125795.  
This is a record. Happy birthday, 6 year old. 50-3506.  
© 1May57; KK125794.  
This is a record. Happy birthday, 7 years old. 50-3507.  
© 1May57; KK125793.  
This is a record. Happy birthday, 8 year old. 50-3508.  
© 1May57; KK125792.  
This is a record. Happy birthday, 9 years old. 50-3509.  
© 1May57; KK125791.  
This is a record. Happy birthday, sweet sixteen. 50-3516.  
© 1May57; KK125788.  
This is a record. Happy birthday, young man. 50-3520, boy.  
© 1May57; KK125790.
- SEEBURG MUSIC LIBRARY, INC. ©**  
It costs much less than you'd think to have Seeburg background music. (In Business week, June 16, 1956, p.112-113) © 15Jun56; KK122672.  
Seeburg, the most versatile music system ever developed for business use. (In Fortune, Apr. 1956, p.26-27) © 25Mar56; KK122973.  
Whatever or wherever your business, you, too, can have background music. (In Fortune, Feb. 1956, p.33) © 29Jan56; KK122316.
- SEEMAN BROS., INC. ©**  
Stop; stop ruining your nylons with soap. New and wonderful Nylant washes new strength and beauty into every thread. (In Syracuse herald-journal, Feb. 13, 1957, p.15) Appl. author: Norman, Craig & Kummel, Inc. © 13Feb57; KK124241.
- SENTINEL BAG & PAPER CO., INC. ©**  
Meyer's Bakery, the home of finer appetites and bakery goods. Appl. author: Irving Guyer. © 15Feb57; KK123189.
- SEROT, ISADORE. ©**  
Beautiful patina fire baked on solid brass; these latest designs from Israel ... R-201, R-205 [and others] © 8Mar57; KK125586.
- SERTA ASSOCIATES, INC. ©**  
For San Francisco's garden hotel, we naturally bought more Perfect Sleeper units when we built our new annex. [Endorsed by] Leopold Meyer, Gen'l Mgr., Holiday Lodge. (In American motel magazine, Nov. 1956, p.28) Appl. author: Ruthrauff & Ryan, Inc. © 5Nov56 (in notice: 1957); KK122641.  
Get that Serta feeling, wake up chigger as a robin ... the greatest mattress invention of all, Serta Perfect Sleeper. (In Life, May 6, 1957, p.116-117) Appl. author: Ruthrauff & Ryan, Inc. © 2May57; KK125361.  
Secret of the world's most refreshing sleep; Perfect Sleeper, mattresses and box springs. (In Los Angeles examiner, Feb. 17, 1957, section 1, pt.D, p.9) Appl. author: Ruthrauff & Ryan, Inc. © 17Feb57; KK128343.  
Serta-Posture; extra-firm mattress with extra leveling layer for spine-level sleep; now on sale for only \$39.95. (In Life, Jan. 14, 1957, p.10) Appl. author: Ruthrauff & Ryan, Inc. © 19Jan57; KK122642.  
Wake up chigger as a robin from the world's most refreshing sleep; Serta Perfect Sleeper, smooth-top mattress and box springs. (In The Denver post, Apr. 22, 1957, p.25) Appl. author: Ruthrauff & Ryan, Inc. © 22Apr57; KK125362.
- SERVICE INDUSTRIES AGENCY, INC. ©**  
Now you can dryclean your own carpeting the new way professionals do ... Host dryer-cleaner. (In The Washington post & times herald, Washington, D. C., May 27, 1957, p.C16) © 27May57; KK128412.  
Now you can save money by drycleaning your own wall-to-wall carpeting the new easy Host way. (In The Washington post & times herald, Washington, D. C., June 3, 1957, p.A18) © 3Jun57; KK126413.
- SERVO CORP. OF AMERICA. ©**  
Price list; Servoscope, Servobard and others. © 15Aug56; KK122152.  
Price list; Servoscope, Servobard [and others] © 25Jan57; KK23112.  
Servoscope servo analyzers. (Series 1100) © 29Apr57; KK125866.
- SETON, FENMORE R. d.b.a. SETON NAME PLATE CO. SER Seton Name Plate Co.**
- SETON NAME PLATE CO.**  
America's highest quality lowest cost name plates. Bulletin No. 56190. © Fenmore R. Seton d.b.a. Seton Name Plate Co.; 18Nov56; KK122445.
- SEVEN-UP CO. ©**  
Clean, the tonic's started. For your Memorial Day outing, nothing does it like Seven-Up. (In Chicago daily tribune, May 23, 1957, pt.5, p.16) Appl. author: J. J. Walter Thompson Co. © 23May57; KK126213.  
Cool pet of the teen set; it's Seven-Up, the real thirst quencher. (In Life, Apr. 8, 1957, p.7) Appl. author: J. J. Walter Thompson Co. © 5Apr57; KK124913.
- For your dryness, your highness, this fresh clean taste. Nothing does it like Seven-Up. (In The Saturday evening post, Jan. 12, 1957, p.93) Appl. author: J. J. Walter Thompson Co. © 9Jan57; KK123153.  
Get set for new sparkle, too, with this quick, refreshing lift. Nothing does it like Seven-Up. (In American girl, May 1957, p.2 of cover) Appl. author: J. J. Walter Thompson Co. © 25Apr57; KK126222.  
Goldilocks and the grouchy bears; 1957 version. Nothing does it like Seven-Up. (In Dell comic group, June 1957) Appl. author: J. J. Walter Thompson Co. © 24Apr57; KK124907.  
How to age your whiskey in the glass; mix with Seven-Up. (In True magazine, May 1957, p.22) Appl. author: J. J. Walter Thompson Co. © 18Apr57; KK124906.  
Indians on a mountain high ... Nothing does it like Seven-Up. (In Dell comic group, July 1957, p.2 of cover) Appl. author: J. J. Walter Thompson Co. © 2May57; KK126220.  
Little Red and the crazy mixed-up wolf; 1957 version. Nothing does it like Seven-Up. (In Dell comic group, July 1957, p.2 of cover) Appl. author: J. J. Walter Thompson Co. © 2May57; KK126218.  
May all your highbails be mellow ones; they will be, with Seven-Up. (In Collier's, Dec. 21, 1956, p.22) Appl. author: J. J. Walter Thompson Co. © 6Dec56; KK123161.  
Pizza pie-ing? Goes great with this fresh, clean taste. Nothing does it like Seven-Up. (In Look, March 1957, p.129) Appl. author: J. J. Walter Thompson Co. © 19Feb57; KK124001.  
Pure pleasure; Seven-Up is so pure, so wholesome. (In Life, Nov. 5, 1956, p.164) Appl. author: J. J. Walter Thompson Co. © 1Nov56; KK123144.  
Seven-Up presents Sam's lingo lessons. Disc jockey would say [and others] (In Dell comic group, July 1957, p.2 of cover) Appl. author: J. J. Walter Thompson Co. © 24May57; KK126218.  
Seven-Up presents Sam's lingo lessons. Teacher would say [and others] (In Dell comic group, June 1957) Appl. author: J. J. Walter Thompson Co. © 24Apr57; KK124918.  
7-Up, the most widely distributed product of St. Louis. (In Globe-democrat, St. Louis, Aug. 26, 1956, p.31) Appl. author: J. J. Walter Thompson Co. © 26Aug56; KK123145.  
Snap back to par fast with this quick, refreshing lift; nothing does it like Seven-Up. (In The Saturday evening post, May 4, 1957, p.111) Appl. author: J. J. Walter Thompson Co. © 1May57; KK126216.  
Takes less than a minute with Seven-Up in it; best Collins ever. (In True, June 1957, p.31) Appl. author: J. J. Walter Thompson Co. © 16May57 (in notice: 1956); KK126201.  
To flatter your whiskey, not just fix it; nothing does it like Seven-Up. (In Collier's, Nov. 23, 1956, p.74) Appl. author: J. J. Walter Thompson Co. © 8Nov56 (in notice: 1957); KK123141.

## SEVEN-UP CO. © Cont'd.

To please the holiday crowd at your house ... Nothing does it like Seven-Up. (In Look, Dec. 11, 1956, p.24) Appl. author: J. Walter Thompson Co. © 27Nov56; KK123147.

We know a smart little pony named Twink. Nothing does it like Seven-Up. (In Dell comic group, June 1957) Appl. author: J. Walter Thompson Co. © 24Apr57; KK124908.

You're sure to have a ball with this real thirst-quencher. Fresh up with Seven-Up. (In Look, Feb. 5, 1957, p.97) Appl. author: J. Walter Thompson Co. © 22Jan57; KK123154.

## SHAFFER (H. W.) GAME CO. ©

Don Future, Rocketeer. Appl. author: Hyman Walter Shaffer. NM: "new pictorial illustrations." © 1Jan57; KK124706.

## SHAVER, ISABELLE.

How to add fresh new beauty to every home. SEE KETLINE, Inc.

## SHEAFFER (W. A.) PEN CO. ©

At times like this, only Sheaffer's white dot will do. Snorkel pen. Valiant ensemble. (In Reader's Digest, May 1957, p.26) Appl. author: Russel M. Seeds Co., Inc. © 1May57; KK124988.

Notice the white dot? Everyone does. Snorkel pen. (In The National geographic magazine, May 1957, p.4 of cover) Appl. author: Russel M. Seeds Co., Inc. © 1May57; KK124987.

## SHIELDON SUN.

Christmas Bonus day. SEE Worthington, Clair Brice.

## SHELL OIL CO. ©

Now he sews a finer seam. (In The Saturday evening post, Aug. 18, 1956, p.2) Appl. author: J. Walter Thompson Co. © 15Aug56; KK122073.

## SHERMAN PAPER PRODUCTS CORP. ©

Case history.

1106. Corroflex protects heavy furniture ... © 5Nov56; KK123525.

1107. Spot-Seal replaces news to save 50% in labor. © 5Nov56; KK123526.

1108. Sperm-A-Pak; metal rolls. © 19Nov56; KK123527.

1109. Specialty package; airplane propellers. © 19Nov56; KK123528.

1110. Specialty package; corrugated roll-edge protector ... © 14Jan57 (in notice: 1956); KK123529.

1111. Sperm-A-Pak; precision tools. © 14Jan57; KK123530.

1112. Corroflex; machined parts. © 28Jan57; KK123531.

1113. Corroflex; industrial wooden doors. © 28Jan57; KK123532.

1114. Specialty package; plastic products. © 11Feb57; KK123533.

1115. Spot-Seal; electronic tubes. © 11Feb57; KK123534.

## SHILLING, G. R. ©

Custom designed works of art in ornamental iron. Atlas Iron Co. © 4Apr56; KK121974.

## SHINE MAGIC CO. ©

Instant Shine Magic, with magic Vitacolor, dries to a high shine instantly; the one shoe shine the whole family can use. Appl. author: A. Y. Schultz. © May57; KK125129.

## SHOW-HOUSE.

Best in the House. KitchenAid, Sattin Luminall (and others) (In Good housekeeping, Mar. 1957, p.28-29) © Show-House, a co-partnership composed of Jule R. Von Sternberg & Charles H. Albin; 21Feb57; KK125192.

Best in the House. Tile-Text, Fornica (and others) (In Good housekeeping, Apr. 1957, p.70-71) © Show-House, a co-partnership composed of Jule R. Von Sternberg & Charles H. Albin; 21Mar57; KK125191.

Western open house. Virco, Bemico (and others) No.2. (In Sunset, Apr. 1957, p.80-81) © Show-House, a co-partnership composed of Jule R. Von Sternberg & Charles H. Albin; 25Mar57; KK125193.

## SHOW-PIECE RINGS. ©

Hi-value diamond rings. Appl. author: Hyman A. Massover. © 1Aug56; KK124903.

## SHULMAN, MAX. ©

On campus, with Max Shulman. A guide for the unsmokey. Philip Morris cigarettes. (In The Crimson-white, University of Ala., Oct. 22, 1956, p.5) © 29Oct56; KK124935.

On campus, with Max Shulman. Another year, another dollar; Philip Morris cigarettes. (In University daily Kansan, University of Kansas, Lawrence, Kan., Sept. 10, 1956, p.6) © 10Sep56; KK122705.

On campus, with Max Shulman. Eat, drink, and be married. Philip Morris cigarettes. (In San Francisco foghorn, University of San Francisco, Dec. 7, 1956, p.5) TDec56; KK124934.

On campus, with Max Shulman. Football: its cause and cure; Philip Morris cigarettes. (In Connecticut daily campus, University of Connecticut, Storrs, Conn., Sept. 17, 1956, p.4) © 17Sep56; KK122704.

On campus, with Max Shulman. Happy talk; Philip Morris cigarettes. (In San Francisco foghorn, University of San Francisco, Nov. 9, 1956, p.2) © 9Nov56; KK123840.

On campus, with Max Shulman. It's easier than you think; Philip Morris cigarettes. (In Emory wheel, Emory University, Ga., Apr. 19, 1956, p.5) © 19Apr56; KK122706.

On campus, with Max Shulman. Language made simple, no.1. Philip Morris cigarettes. (In The Crimson-white, University of Ala., Oct. 16, 1956, p.5) © 16Oct56; KK124934.

On campus, with Max Shulman. Little stories with big morals. Philip Morris cigarettes. (In The Crimson-white, University of Ala., Oct. 20, 1956, p.5) © 30Oct56; KK124936.

On campus, with Max Shulman. Marking on the curve, and what to do about it; Philip Morris cigarettes. (In Connecticut daily campus, University of Connecticut, Storrs, Conn., Oct. 1, 1956, p.4) © 1Oct56; KK122707.

On campus, with Max Shulman. Some more little stories with big morals. Philip Morris cigarettes. (In The Prospector, Texas Western College, El Paso, Nov. 28, 1956, p.2) © 28Nov56; KK124938.

On campus, with Max Shulman. Studying can be beautiful. Philip Morris cigarettes. (In Connecticut daily campus, University of Conn., Storrs, Conn., Oct. 2, 1956, p.5) © 9Oct56; KK123475.

On campus, with Max Shulman. The dress parade. Philip Morris cigarettes. (In New Mexico lobo, Albuquerque, N. M., Jan. 26, 1957) © 10Jan57; KK123471.

On campus, with Max Shulman. The gift horse. Philip Morris cigarettes. (In The Stanford daily, Stanford University, Calif., Nov. 27, 1956, p.2) © 27Nov56; KK123477.

On campus, with Max Shulman. The search for Bridget Stiefanos; Philip Morris cigarettes. (In Connecticut daily campus, University of Connecticut, Storrs, Conn., Sept. 21, 1956, p.5) © 21Sep56; KK122703.

On campus, with Max Shulman. The true and typical case of Chataworth Coccolai; Philip Morris cigarettes. (In Yale daily news, Yale University, New Haven, Conn., May 11, 1956, p.11) © 11May56; KK122701.

On campus, with Max Shulman. Till we meet again; Philip Morris cigarettes. (In Emory wheel, Emory University, Ga., May 3, 1956, p.5) © 3May56; KK122702.

On campus, with Max Shulman. Who went to the prom, and why. Philip Morris cigarettes. (In The Cavalier daily, University of Virginia, Charlottesville, Va., Jan. 4, 1957, p.2) © 4Jan57; KK123440.

SHURON OPTICAL CO., INC. © Can your eyes pass the telephone directory test? (In The Saturday evening post, Aug. 1, 1956, p.4) Appl. author: Wilson Royer. © 31Jul56; KK123471.

Can't see anything you like? (In The Saturday evening post, Oct. 27, 1956, p.120) Appl. author: Wilson Royer. © 23Oct56; KK123473.

Do your eyes play tricks? (In The Saturday evening post, Jan. 12, 1957, p.61) Appl. author: Wilson Royer. © 6Jan57; KK123474.

Easier on the eyes; sunglasses can make all the difference ... (In The Saturday evening post, May 18, 1957, p.52) Appl. author: Wilson Royer. © 14May57; KK123530.

Maybe, your Johnny can't see. (In The Saturday evening post, Sept. 22, 1956, p.104) Appl. author: Wilson Royer. © 18Sep56; KK123472.

Now you see it? (In Life, Feb. 11, 1957, p.114) Appl. author: Wilson Royer. © 7Feb57; KK123475.

See it now? (In The Saturday evening post, Mar. 16, 1957, p.140) Appl. author: Wilson Royer. © 12Mar57; KK123476.

Take better care of your car than your precious eyes? (In The Saturday evening post, July 7, 1956, p.72) Appl. author: Wilson Royer. © 3Jul56; KK123470.

You've got 2 strikes against you when you can't see. (In Life, Apr. 15, 1957, p.76) Appl. author: Wilson Royer. © 15Apr57; KK123474.

SILHA, ELMER D., NELSON J. MCMANOR & EDWARD H. LARSON composing the firm ELMORENE CO. SEE Elmorene Co.



## SILLS, D. N. ©

Wood Products Company. Appl. author: P. P. Leithiser. © 1Apr57; KK125801.

## SIMMONS CO. ©

Be your own designer of a Hide-A-Bed sofa. (In Better homes & gardens, May 1957, p.50) Appl. author: Young & Rubicam, Inc. © 23Apr57; KK125204.

Denver needs Beautyrest; here's why only Beautyrest offers single-bed comfort in a double bed. (In Denver post, Nov. 4, 1956, p.6AA) Appl. author: Young & Rubicam, Inc. © 4Nov56; KK121001.

Denver wives bring your husbands and make this lie-down test today. Single-bed comfort ... at your nearest Denver store selling Beautyrest; mattress. (In The Denver post, Oct. 21 1956, p.1E) Appl. author: Young & Rubicam, Inc. © 21Oct56; KK121094.

Everyone can afford a Simmons mattress. Slumber King and others! (In Look, Apr. 2, 1957, p.16-17) Appl. author: Young & Rubicam, Inc. © 10Mar57; KK124302.

Quest for furniture color schemes; for personalized interior decoration. Appl. author: Buchen Co. © 31Dec56; KK122350.

He weighs 205; she weighs 109; each gets separate comfort, separate rest on Beautyrest. (In The Saturday evening post, Mar. 16, 1957, p.78-79) Appl. author: Young & Rubicam, Inc. © 13Mar57; KK124804.

He weighs 210; she weighs 102. Both get private, undisturbed rest on Beautyrest. (In The Saturday evening post, Feb. 15, 1957, p.68-69) Appl. author: Young & Rubicam, Inc. © 13Feb57; KK123724.

How 11-year sleep research helps you get better rest; Beautyrest mattress. (In Reader's digest, Apr. 1957, p.22-23) Appl. author: Young & Rubicam, Inc. © 25Apr57; KK125202.

New custom shop: Design your own Hide-A-Bed sofa; Simmons mattress, DeepSleep, Beautyrest. (In Today's living, winter 1956, p.2 of cover) Appl. author: Young & Rubicam, Inc. © 20Oct56; KK122803.

Simmons will custom-make your Hide-A-Bed sofa; new design-it-yourself service. (In Better homes & gardens, Apr. 1957, p.231) Appl. author: Young & Rubicam, Inc. © 21Mar57; KK124803.

Sleep; 11-year research explores the four stages of sleep; Beautyrest mattress. (In Life, Apr. 22, 1957, p.13-15) Appl. author: Young & Rubicam, Inc. © 18Apr57; KK125203.

They slept 25,136 hours to help you get better sleep; Beautyrest mattress. (In Time, Apr. 15, 1957, p.8) Appl. author: Young & Rubicam, Inc. © 11Apr57; KK125201.

Wake up wonderful ... sounder sleep on Beautyrest. (In Living for young homemakers, May 1957, p.67) Appl. author: Young & Rubicam, Inc. © 29Apr57; KK125205.

What adds up to an ideal item for a furniture or department store? Beautyrest mattress. (In Retailing daily, Mar. 22, 1957, p.8-9) Appl. author: Young & Rubicam, Inc. © 22Mar57; KK124808.

Winners of the national Retail Jury award. Simmons dual-purpose furniture styles ... Hide-A-Bed; Beautyrest. (In The Saturday evening post, Mar. 2, 1957, p.16-17) Appl. author: Young & Rubicam, Inc. © 27Feb57; KK123714.

## SIMON &amp; SCHUSTER, INC. ©

Four hymns. Jesus wants me for a sunbeam. Oungard Christian soldiers ... Sung by the Golden Choirs directed by Mitch Miller. Designed by Sandpiper Press. (Golden record, R307) © 10May56; KK123124.

I'm getting nuttin' for Christmas and Minky winky wish. Billy Quinn, Dickie Beals, the Sandpipers, Mitch Miller and orchestra. Designed by Sandpiper Press. (Golden record, R290) © 10May56; KK123125.

Rock Island Line and Hot diggity dog ziggy boom. Jimmy Leyden, the Sandpipers, Jimmy Carroll and orchestra. Designed by Sandpiper Press. (Golden record, R316) © 10May56; KK123123.

Silent night, also it came upon the midnight clear. The Sandpiper Chorus directed by Mitch Miller. Designed by Sandpiper Press. (Golden record, R34) © 10May56; KK123126.

## SIMONIZ CO. ©

Bodyshoen. Contentido: 0.473 litros. NM: new advertising copy. © 27Sep54; KK121912.

Limpador Liquido. Contentido: 0.473 litros. NM: new advertising copy. © 27Sep54; KK121911.

## SIMPLICITY PATTERN CO., INC. ©

Airy and beguiling. (Large poster, 2122) © 1Mar57; KK124038.

Back-interest bouffant. (Large poster, 2105) © 1May57; KK125559.

The cape takes over. (Large poster, 1089; 1229) © 2Jan57; KK122863.

Exciting new summer fashions; the regatta look. (Summer 1957 pattern book) © 1Apr57; KK124477.

New Simplicity spring issue ... The 1957 look for spring. (Pattern book poster) © 2Jan57; KK124045.

Printed patterns. (Chain store poster, 1943; 1944) © 1Feb57; KK123402.

Printed patterns. (Chain store poster, 2000; 2008) © 1Feb57; KK123403.

Printed patterns. (Chain store poster, 2052; 2032) © 1Mar57; KK124037.

Printed patterns. (Chain store poster, 2071; 2101) © 1Apr57; KK124476.

Printed patterns. (Chain store poster, 2122; 2128) © 1May57; KK125556.

Romantic portraits come to life. (Double poster, 1983; 1982; 1948; 1795) © 1Mar57; KK124039.

See our catalog for the new slender-eter... designs for women and half sizes. (Large poster, 1322) © 1Mar57; KK124039.

Spring suit silhouette. (Large poster, 1954) © 2Jan57; KK124478.

Striped floral gardens. (Double poster, 1944; 1943; 1924; 1911) © 1Feb57; KK123404.

3 dresses; 1 pattern; simple to make. (Large poster, 2089) © 1Apr57; KK124478.

To catch the eye, and the sun. (Double poster, 2075; 2074; 1902; 2076) © 1May57; KK125557.

A triple-treat; 1 pattern; 3 sun-seekers. (Large poster, 2064) © 1Apr57; KK124479.

Triple-treat fashion. (Large poster, 2103) © 1May57; KK125558.

## SINGER MANUFACTURING CO. ©

Advanced engineering features ... make the Singer 2026 ideal for quality, high-speed tacking operations. (Form 1096MT (157)) © 17Jan57; KK124146.

Consistently smooth, even seams and even plies on heavy fabrics and medium weight leather; Singer 42-5. (Form no.1106MT (1256)) © 18Dec56; KK124147.

For general binding work, Singer 108W20. Singer 108W21 for binding soft hats ... single-needle lockstitch machines. (Form no. 1156MT (1156)) © 13Nov56; KK123592.

For precision two-needle lockstitching, the new Singer 218W145 machine. (Form no. 1085MT (1156)) © 19Nov56; KK123591.

Here's the completely new high-speed bar tacking machine; the Singer 269W lockstitch tacking machine. (Form no.1089MT (956)) © 18Sep56; KK123589.

Instructions for use of S-73 carry-in case. Sewbuddy machine. NA 3637. © 10Dec56; KK122016.

It's convenient, dependable, quick. Singer 178-1, hand operated button sewer. (Form 1090MT (157)) © 15Jan57; KK124145.

New Singer offers 3 types of vacuum: Magic Mite, Roll-A-Magic, Magic Carpet. NA 3624 856. © 28Oct56; KK122279.

107W1; single needle, short arm lockstitch zigzag machine, for oversewing and serging ... (Form no.1076MT (956)) © 18Dec56; KK124143.

107W4, 107W6; short arm lockstitch zigzag machines. (Form no. 1084MT (1256)) © 17Dec56; KK123594.

107W13; short arm, two-needle lockstitch zigzag machine, for straight or zigzag air tucking ... (Form no.1078MT (1256)) © 17Dec56; KK124144.

107W18, 3-needle, 107W19, 4 needle. Automatic cam controlled lockstitch zigzag machines. (Form no.1079MT (956)) © 18Dec56; KK123590.

107W50; cylinder bed lockstitch zigzag machine, for stitching seams to caps and cloth hats. (Form no.1081MT (1256)) © 17Dec56; KK124140.

107W100, 107W102; lockstitch zigzag embroidery machines. (Form no. 1077MT (956)) © 17Sep56; KK124142.

Saddle-comfort sewing chair. No.100562. NA 3626, W-10 (Form no.100562) © 18Dec56; KK123591.

Simplify your multiple needle stitching with Singer class 52 machines. (Form no.1003MT (157)) © 15Jan57; KK124144.

Singer now offers the most advanced combination sewing and cutting tables for schools and colleges. NA 945.5 (157). © 13Feb57; KK124479.

Three-way sewing decks. Ideal for all-purpose classrooms. Sewing deck 430 [and] 431. NA 920 W-11 (157). © 15Feb57; KK124479.

## SEWING MACHINES AND ACCESSORIES

Verastility: Singer 114w class. • Sewing machines. (Form no. 114w) © 1956/57; KK191993.

## SKYLARK RINGS, C

Diamond rings, with an interlocking feature. Appl. author: Hyman A. Massover. © 1Aug56; KK124924.

## SLAVIN (S. T.) &amp; SONS

Speed-Max car wash. © S. T. Slavin & Co., Edward T. Slavin, owner. © 2Mar57; KK124164.

## SLAVIN, EDWARD T. owner S. T. SLAVIN &amp; CO. SEE Slavin (S. T.) &amp; Co.

## SLIMMETER GLANDERIZING PRODUCTS, C

Kandi-Slim, appetite control lozenges. Appl. author: Merritt Edward Rowley. © 15Feb57; KK123749.

## SMITH (A. O.) CORP. ©

Burkay dual water chilling and water heating system for ... photographic film and print ... Appl. author: M. B. Mackay.

© A. O. Smith Corp., Permaglas Division; 1Apr57; KK125008.

Permaglas, the glass-lined electric water heater that outlasts all others. (Form WH-369) Appl. author: Cramer-Krasselt Co.

© 2Jan57; KK125979.

Permaglas, the glass-lined gas water heater that outlasts all others. (Form WH-332) Appl. author: Cramer-Krasselt Co.

© 25Feb57; KK125979.

Permaglas, with C. P. P., outlasts all others; water heaters. (Form WH-262) Appl. author: Cramer-Krasselt Co. © 25Feb57; KK125981.

There's only one Permaglas; here's the complete line of Permaglas glass-lined water heaters. Gas-fired models FG and FGW [and others] (Form WH-361) Appl. author: Cramer-Krasselt Co. © 25Feb57; KK125982.

There's only one Permaglas; here's the full line of Permaglas automatic electric water heaters. Model FE [and others] (Form WH-367) Appl. author: Cramer-Krasselt Co. © 25Feb57; KK125980.

There's only one Permaglas; here's the full line of Permaglas automatic gas water heaters. Models FG, FGW [and others] (Form WH-330) Appl. author: Cramer-Krasselt Co. © 25Feb57; KK125983.

SMITH, WYBON & JOSEPHINE A. SMITH composing the partnership HOUSE OF WINDSOR. SEE House of Windsor.

SMITH, JOSEPHINE A. & WYBON SMITH composing the partnership HOUSE OF WINDSOR. SEE House of Windsor.

SMITH, JOSEPHINE A. & WYBON SMITH composing the partnership HOUSE OF WINDSOR. SEE House of Windsor.

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SMITH, JOSEPHINE A. & WYBON SMITH composing the partnership HOUSE OF WINDSOR. SEE House of Windsor.

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SMITH, JOSEPHINE A. & WYBON SMITH composing the partnership HOUSE OF WINDSOR. SEE House of Windsor.

SMITH, JOSEPHINE A. & WYBON SMITH composing the partnership HOUSE OF WINDSOR. SEE House of Windsor.

SMITH, JOSEPHINE A. & WYBON SMITH composing the partnership HOUSE OF WINDSOR. SEE House of Windsor.

SMITH, JOSEPHINE A. & WYBON SMITH composing the partnership HOUSE OF WINDSOR. SEE House of Windsor.

10,037 free gifts for Ohio boys and girls ... Sohio's \$100,000 baseball jacket; May 19 to June 15. (In The Cleveland Press, May 21, 1957, p.6) Appl. author: Richard E. Fry. © Standard Oil Co. of Ohio d.b.a. Sohio; 2May57; KK124100.

## SOM (HIM) CO. SEE Him Son Co.

SOUTHWEST EQUIPMENT CO. © Finest food-serving equipment for schools, colleges, universities. © 1Jan57; KK123449.

## SOUTHERN YELLOW PINE, C

Free to retail lumber dealers. Tie-in ads that hit the lumber market. (In The Gulf Coast Lumberman, June 15, 1957, p.15) Appl. author: Eric Hacey & Associates.

© 15Jan57; KK126373.

Safety in numbers; SP1B mill numbers, that is. (In The Dallas morning news, Jan. 20, 1957, p.9, p.4) Appl. author: Eric Hacey & Associates. © 20Jan57; KK126374.

Safety in numbers; yes, there's real safety in numbers when you sell Texas grown, kiln dried SP1B grade-marked Southern Yellow Pine lumber. (In The Gulf coast lumberman, Jan. 15, 1957, p.19) Appl. author: Eric Hacey & Associates. © 15Jan57; KK122850.

SOUTHLAND PAPER CO., INC. © Female mix-match series. © 12Dec56; KK123209.

Jack and Jill series. © 12Dec56; KK122263.

Male mix-match series. © 12Dec56; KK123208.

SOUZA, JOHN. © Oscar's Big old salad dressing. Original recipe by Johnny Souza of Oscar's. © 16Apr57; KK125090.

SPALDING (A. G.) & BROS., INC. © Big Boy, original Tinkertoy; 1000 toys in one, with color safe rods. Ages 8 to 12. 265 pieces. Appl. author: John H. Wright. © Toy Tinkers Division of A. G. Spalding & Bros., Inc.; 25Mar57; KK124449.

Tinkertoy direction box for Big Boy Tinkertoy showing color with a purpose. Appl. author: John H. Wright. © Toy Tinkers Division of A. G. Spalding & Bros., Inc.; 25Mar57; KK125092.

SPATO, SARAH d.b.a. CREOLE DELICACIES CO. SEE Creole Delicacies Co.

SPENCE ENGINEERING CO., INC. © Calculation and operating instructions; type ET124, series temperature regulators. (Form no. S-1, 0.1-18) © 1Aug56; KK123397.

Instructions for replacing thermostat on T124 and T134 pilots. (Form no. S.I.O.I.-12) © 1Aug56; KK123398.

--- - - - -: type E main valves; cast iron. (Form no. S.P.1) NM: "price change." © 1Aug56; KK123399.

Parts list; type E2 main valves; cast iron. (Form S.P.P.-2) NM: "price change." © 1Aug56; KK123400.

Parts price list, pressure safety pilot. Effective Aug. 1, 1956. (Form S.P.P.40) NM: "price change." © 1Aug56; KK123615.

Parts price list, regulator fittings for all main valves and pilots. (Form S. P. P.-41) NM: "price change." © 1Aug56; KK123614.

Parts price list, type D pilot. Effective Aug. 1, 1956. (Form S.P.P.31) NM: "price change." © 1Aug56; KK123605.

Parts price list, type D2 pilot. Effective Aug. 1, 1956. (Form S.P.P.32) NM: "price change." © 1Aug56; KK123610.

Parts price list, type D3 pilot. Effective Aug. 1, 1956. (Form no. S.P.P.29 8-56) © 1Aug56; KK123606.

Parts price list, type D5 pilot. Effective Aug. 1, 1956. (Form no. S.P.P.30) © 1Aug56; KK123597.

Parts price list, type E3 main valve. Effective Aug. 1, 1956. (Form no. S.P.P.3) © 1Aug56; KK123591.

Parts price list, type H pilot. Effective Aug. 1, 1956. (Form S.P.P.32) NM: "price change." © 1Aug56; KK123609.

Parts price list, type P and P2 pilots. Effective Aug. 1, 1956. (Form S.P.P.36) NM: "price change." © 1Aug56; KK123607.

Parts price list, type Q pilot. Effective Aug. 1, 1956. (Form S.P.P.35) NM: "price change." © 1Aug56; KK123606.

Parts price list, type T pilot. Effective Aug. 1, 1956. (Form S.P.P.37) NM: "price change." © 1Aug56; KK123608.

Parts price list, type T100 pilot. Effective Aug. 1, 1956. (Form S.P.P.36) NM: "price change." © 1Aug56; KK123611.

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Parts price list, type T150 pilot. Effective Aug. 1, 1956. (Form S.P.P.39) NM: "price change." © 1Aug56; KK123612.

Parts price list, type W pilot. Effective Aug. 1, 1956. (Form S.P.P.42) NM: "price change." © 1Aug56; KK123615.

Spence regulators; maximum capacity chart for steam control. © 27Dec56; KK123377.

Type ET124 temperature regulator. (Data sheet no. 4-7) © 1Aug56; KK123395.

Type ET134 temperature regulator. (Data sheet no. 4-8) © 1Aug56; KK123394.

SPENNY & HUTCHINSON CO. © Arlene Francis says: Look at all these magnificent things you can get saving S. & H. green stamps. (In Good Housekeeping, Feb. 1957, p.59) © 2Jan57; KK121972.

Look at all the lovely things you can get by saving S. & H. green stamps, and imagine, you don't pay a penny for any of them. (In LIFE, May 25, 1956, p.42-43) © 1May56; KK121973.

Over 20,000,000 American families live better; thanks to S. & H. green stamps. (In Grand Rapids (In Toy country, May 1957, p.21) © 7May57; KK123108.

Why don't you get a discount for cash on your daily purchases? Shop at stores that give you S. & H. green stamps. (In Better Homes & Gardens, Oct. 1956, p.108-109) © 10Sep56; KK123533.

- Wyo 20 million smart women save  
S. & H. green stamps. (In Life,  
June 25, 1956, p.84-85)  
© 25Jun56; KK123639.
- You know, Helen, I remember my  
grandmother saving S. & H. green  
stamps. Mary, she started me sav-  
ing them ... (In Better homes &  
gardens, Dec. 1956, p.30)  
© 10Nov56; KK123973.
- You take the third generation in  
family, Jane, to save S. & H.  
green stamps. (In Life, July 23,  
1956, p.102-103) © 23Jul56;  
KK123638.
- SPIRIT & CO., INC. ©**  
Paorlasia; Lipan. (In Bulletin,  
New York Academy of Medicine, Jan.  
1957, p.24) Appl. author:  
Henry I. Hoffman. © 1Jan57 (in  
notice: 1956); KK122499.
- SQUIRT CO. ©**  
Another bridge club switched to  
Squirt; never an after-thrill. (In  
Life, June 11, 1956, p.114)  
© 7Jun56; KK123650.
- If sweet soft drinks leave you  
thirsty, switch to Squirt; never  
an after-thrill. (In Life, July 2,  
1956, p.25) © 25Jul56;  
KK123629.
- If sweet soft drinks leave you  
thirsty, switch to Squirt; never  
an after-thrill. (In The American  
weekly, May 26, 1957, p.21)  
© 26May57; KK126170.
- If sweet soft drinks leave you  
thirsty, switch to Squirt; never  
an after-thrill. [Freckled boy,  
wearing skull cap, holding bottle]  
(In Look, June 25, 1957, p.99)  
© 1Jun57; KK126169.
- Smart business men switch to Squirt  
... the one soft drink with never  
an after-thrill. (In The American  
soft drink journal, Nov. 1956,  
p.11) © 3Nov56; KK123955.
- Start the New Year right; switch  
to Squirt for lively year 'round  
volume. (In The American soft  
drink journal, Dec. 1956, p.75)  
© 10Dec56; KK123694.
- STAMBE, ALBERT. ©**  
Butch inlaid puzzle. Butch and cat.  
Saalfield Pub. Co. 7042.  
© 7May57; KK125646.
- Butch inlaid puzzle. Butch and  
fishing pole. Saalfield Pub. Co.  
7042. © 7May57; KK125643.
- Butch inlaid puzzle. Butch in bike  
basket. Saalfield Pub. Co.  
7042. © 7May57; KK125644.
- Butch inlaid puzzle. Butch in  
ocean. Saalfield Pub. Co. 7042.  
© 7May57; KK125645.
- STAMBER, BERNHARDT. ©**  
Twin pack Buckeye Doubles, now with  
MSG, dipping chips. Cheese dip  
for chips; California potato chip  
dip. By George V. Woodling. Net  
wt. 9 oz. or over. © 2Mar57;  
KK124822.
- STALEY (A. E.) MANUFACTURING CO. ©**  
Current information on bulk handling  
of starch. Hopper cars, storage  
bin. © 9Apr57; KK125358.
- STANDARD BRANDS, INC. ©**  
Exclusive ... new margarine discov-  
ery; Blue Bonnet; free pound.  
(In Life, Apr. 1, 1957, p.133)  
Appl. author: Ted Bates & Co.,  
Inc. © 1Apr57; KK124966.
- When it's time for coffee, give  
yourself a flavor break; Chase &  
Sanborn instant coffee. (In  
Life, Apr. 15, 1957, p.149)  
Appl. author: Compton Advertising,  
Inc. © 11Apr57; KK125568.
- A wise coffee-loving M. D. ...  
next time, give yourself a flavor  
break. Chase & Sanborn instant  
coffee. (In Life, May 13, 1957,  
p.121) Appl. author: Compton  
Advertising, Inc. © 9May57;  
KK125566.
- STANDARD OIL CO. OF OHIO d.b.a.**  
SOHIO. SEE Sohio.
- STANLEY, CHRISTINE E.**  
Magnetic picture. SEE Craftool Co.
- STANLEY HOME PRODUCTS, INC. ©**  
Air Freshener, Blue-scented. Stan-  
home. Contents 12 oz. net weight.  
© 25Oct56; KK123069.
- Aquilau, cold water wash, for fine  
woolens, cashmere ... Stanhome.  
12 fl. oz. © 9Mar57; KK124288.
- I promise you'll have a wonderful  
time when you shop this way.  
Hostess Parties. Stanhome. (In  
Ladies' Home Journal, Mar. 1957,  
p.15-159) © 23Feb57; KK123424.
- New, this feather-light Slimline  
Broom can cut your sweeping time  
and work in half. (In Good  
housekeeping, Mar. 1957, p.23)  
© 20Feb57; KK123422.
- Roach and ant spray. Stanhome.  
Contents 12 oz. net wt.  
© 9Nov56; KK123070.
- Sachet Mist; a spray fragrance for  
lingerie, linens, closets. Stan-  
home. Net wt. 6 oz. © 21Feb57;  
KK123678.
- STA-RITE GENNIE LOU, INC. ©**  
Easy to set hair curler styles  
with Sta Rite cushion tip bobby  
pins. 48 pins. (Style no.S-1--  
S-6) © 18Jan57; KK123222-  
123227.
- STATE BANK OF SUFFOLK. ©**  
Bankers; ours, by Dick Mackay.  
Rate to ask you ... (In News  
review, May 2, 1957, p.2) Appl.  
author: C. M. Johnson & Associ-  
ates, Inc. © 2May57; KK125266.
- Bankers; ours, by Dick Mackay.  
Hope I make it. (In Lindenhurst  
star, Feb. 28, 1957, p.3) Appl.  
author: C. M. Johnson & Associ-  
ates, Inc. © 28Feb57; KK123777.
- Bankers, ours, by Dick Mackay. I  
know I had my safe deposit key  
right here. (In News-review,  
Riverhead, N. Y., Jan. 31, 1957,  
p.8-B) Appl. author: C. M. John-  
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I know we're the friendliest  
tellers in town ... (In News  
review, Riverhead, N. Y., May 16,  
1957, p.2-B) Appl. author: C. M.  
Johnson & Associates, Inc.  
© 16May57; KK126004.
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I know what the sign says, lady  
... (In Lindenhurst star, Apr.  
18, 1957, p.12) Appl. author:  
C. M. Johnson & Associates, Inc.  
© 18Apr57; KK125186.
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What about this 42 dollar item on  
your statement? (In Lindenhurst  
star, Apr. 4, 1957, p.9) Appl.  
author: C. M. Johnson & Associ-  
ates, Inc. © 1Apr57; KK125185.
- Bankers; ours, by Dick Mackay.  
You people certainly do have the  
friendliest tellers in town. (In  
Long Island sun, Feb. 14, 1957,  
p.13) Appl. author: C. M. John-  
son & Associates, Inc. © 11Feb57;  
KK123776.
- STEINEN (WILLIAM) MANUFACTURING CO. ©**  
New complete line of Steinen draft  
regulators; 7 ways better than  
any other make; featuring ex-  
clusive Acro-Lok. (In Fuel oil  
oil heat magazine, Feb. 1957,  
p.137) Appl. author: Carpenter-  
Proctor, Inc. © 1Feb57;  
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- Steinen introduces new complete line  
of draft regulators. (In Fuel Oil  
(In American artisan, Apr. 1957,  
p.148) Appl. author: Carpenter-  
Proctor, Inc. © 13Apr57;  
KK125704.
- STENCIL-IT MANUFACTURING CO. ©**  
Letter-it yourself; Stencil-It  
Letter-it yourself; Stencil-It  
and Roman & Gothic letters and  
numerals. (Set no.14) Appl.  
author: Bernard A. Aaronson.  
© 11Feb57 (in notice: 1956);  
KK124183.
- STERLING (JOHN) CORP. ©**  
Sterling T-frame goes up fast, pre-  
vents warping, sliding door  
hardware; no other pocket unit  
like it. (In American builder,  
Sept. 1956, p.2) © 1Sep56;  
KK123500.
- STERN'S NURSERIES, INC. ©**  
Mira-Cell, a special horticultural  
formulation containing Gibrel, a  
product of Merck & Co. New  
growth stimulant makes plants  
grow ... (In The New York times,  
Feb. 28, 1957, garden section,  
p.44X) Appl. author: Fairfax,  
Inc. © 24Feb57; KK123378.
- Now, give your garden the never-  
before-possible benefits ...  
Mira-Cell, containing Gibrel, a  
product of Merck & Co. (In The  
New York times, Apr. 7, 1957,  
garden section, p.32X) Appl. au-  
thor: Fairfax, Inc. © 7Apr57;  
KK124401.
- STEVENS (EUGENE) INC. ©**  
Car owners, this tiny invention  
helps you prevent major repair  
bills in 10 seconds flat; Magna-  
Rod acid destroyer. (In Phila-  
delphia daily news, Apr. 1,  
1957, p.48) © 1Apr57; KK125375.
- Now, a two-pronged attack on gas  
waste; yours for only \$3.98; up  
to 10 miles more per gallon;  
Power-Rod. (In The Canton re-  
pository, Canton, Ohio, Mar. 31,  
1957, p.75) © 31Mar57;  
KK125376.
- STEVENSON'S HOKK LAUNDRY SUPPLIES. ©**  
Snow-White washing fluid. Appl.  
author: Robert G. Stevenson.  
© 26Apr57; KK125249.
- STILLER, WILLIAM B. ©**  
Quikoin, world's quickest coin  
holder. © 1May57; KK125342.
- World's finest; Quikoin rosary  
purse. Quikoin Sales Co.  
© 1Apr57; KK124297.
- STORY OLDSMOBILE, INC. ©**  
Service safety note; your car was  
assigned to me for repair.  
© 30Nov56; KK122517.
- STARTIME, INC. ©**  
Bacon; Mepco brand. One pound net  
weight. © 5Feb57 (in notice:  
1956); KK124379.
- STOW MANUFACTURING CO. ©**  
The case of the narrow concrete  
forms. Power midget vibrator and  
twin-beam screed. (Bulletin 573)  
Appl. author: Clarence P. Hoch-  
kiss. © 2Jan57; KK124064.



## STOW MANUFACTURING CO. © Cont'd.

The roto-trowel that would never start. (Bulletin 572) Appl. author: Clarence F. Hotchkiss. © 2Jan57; KK124063.

Smooth; Stow roto-trowel. (Bulletin 5617) Appl. author: Clarence F. Hotchkiss, Jr. © 2Jan57; KK124770

Talk of two concrete finishers. Roto-trowels. (Bulletin 575) Appl. author: Clarence F. Hotchkiss. © 2Jan57; KK124065.

Twin-beam screed. (Bulletin 5616) Appl. author: Clarence F. Hotchkiss. © 1Dec56; KK124069.

The vibrator that cost a fortune. (Bulletin 576) Appl. author: Clarence F. Hotchkiss. © 2Jan57; KK124067.

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STRATENEYER SYNDICATE. ©  
The Hobbes twins; Flossie, Freddie, Georgene Novelties, Inc. Appl. author: William C. Erskine. © 6Mar57; KK124027.

The Nancy Drew mystery game. Parker Bros., Inc. © 3May57; KK125842.

## STRAUS-DUPARQUET, INC. ©

Kitchen equipment; designing, fabrication, installation. © 19Jun57; KK126197.

STREET (R. R.) & CO., INC. ©  
Extractor-Rinse; mycel controlled dryingcleaning. XR-266. (In National cleaner & dyer, Feb. 1957) Appl. author: Paul Warren. © 1Feb57; KK126067.

Extractor-Rinse process; provides all the advantages of the 2-bath method ... By Paul Warren. (Bulletin no. 5445) (In National cleaner & dyer, Oct. 1956) © 1Oct56; KK126067.

15 charged systems reported. Electronic conductivity control unit. MF-267. (In National cleaner & dyer, Feb. 1957) Appl. author: Paul Warren. © 1Feb57; KK126066.

Here is how Street's converts your present extractor for recovering and rinsing the 4% charge; Mycel controlled dryingcleaning. XR-278A. (In American drycleaner, June 1957) Appl. author: Paul Warren. © 1Jun57; KK126054.

It costs so little to install Street's Extractor-Rinse. XR-279. (In Texas laundry & cleaning Journal, May 1957) Appl. author: Paul Warren. © 1May57; KK126066.

Longer cleaning cycle provides greater water-soluble soil removal; Extractor-Rinse. XR-275. (In National cleaner & dyer, May 1957) Appl. author: Paul Warren. © 1May57; KK126057.

NID Convention at Atlantic City marks the fourth anniversary of conductivity control, the first automatic moisture control. MF-268. (In National cleaner & dyer, Mar. 1957) Appl. author: Paul Warren. © 1Mar57; KK126059.

New formula for spotting board use; Takalab TLM, the fast digester. TLM-271A. (In American drycleaner, Apr. 1957) Appl. author: Paul Warren. © 1Apr57; KK126058.

New Rep, liquid water repellent, combines the convenience of a liquid ... SR-251. (In National cleaner & dyer, July 1956) Appl. author: Paul Warren. © 1Jul56; KK126064.

New Rep, liquid water repellent. The rain and snow test ... SR-265. (In National cleaner & dyer, Dec. 1956) Appl. author: Paul Warren. © 1Dec56; KK126061.

Non-volatile matter removed by spray rinsing in extractor parallels that removed by immersion rinsing in washer. XR-276. (In Cleaning laundry world, May 1957) Appl. author: Paul Warren. © 1May57; KK126056.

Florin, volatile dry spotter; unusually efficient in touch-up spotting. SP-2-744. (In American drycleaner, June 1957) Appl. author: Paul Warren. © 1Jun57; KK126051.

The separate purified rinse, a necessary step in the modern concept of advanced dryingcleaning; 2-bath method. By Paul Warren. (Bulletin no. 5439) (In National cleaner & dyer, Sept. 1956) © 1Sep56; KK126048.

Street's celebrates 80th anniversary; 1976-1956. Mycel controlled dryingcleaning. S-253A. (In American drycleaner, Aug. 1956, p.30-31) Appl. author: Paul Warren. © 1Aug56; KK126060.

Takalab TLM, the fast digester; ask your Jobber for Street's free spotting kit ... TLM-273A. (In American drycleaner, May 1957) Appl. author: Paul Warren. © 1May57; KK126050.

They do such beautiful work. Dry Size. DS-264. (In Laundryman's guide, Dec. 1956) Appl. author: Paul Warren. © 1Dec56; KK126063.

The 2-bath method becomes simple with Street's Extractor-Rinse. XR-280. (In Pacific laundry & cleaning Journal, May 1957) Appl. author: Paul Warren. © 1May57; KK126052.

Wetcleaning is costlier than you think; Extractor-Rinse process. XR-261. (In National cleaner & dyer, Nov. 1956) Appl. author: Paul Warren. © 1Nov56; KK126062.

Wetcleaning is costlier than you think; the Mycel process. By C. B. Kasson. (Bulletin no. 5442) (In National cleaner & dyer, July 1956) © 7Jul56; KK126049.

Your own test proves that Street's Extractor-Rinse recovers the 4% charge from cleaned fabrics. XR-277. (In Laundryman's guide, May 1957) Appl. author: Paul Warren. © 1May57; KK126055.

STRETTMANN BISCUIT CO., division of UNITED BISCUIT CO. OF AMERICA. SEE United Biscuit Co. of America.

STRUNK CHAIN SAWS, INC. ©  
The Strunk Machet. is the greatest direct drive chain saw ... Appl. author: Leonard M. Strunk. © 1Sep57; KK125560.

STUDEBAKER BROS. ©  
Say goodbye to trailer hitch problems and protect car beauty with Studemaker Bros. Snapper Hook. Appl. author: Deaver W. Hook. © 7Jan57; KK123894.

STURDY, DALE C. ©  
I find my glasses. I Find, protective storage for spectacles. Sturdy Manufacturing Co. © 10Sep56; KK123902.

## SU-LITE DISTRIBUTING, INC. ©

Free, all Su-Lite home remodeling backed by free customer trust fund policy; genuine Ray-Stone, pre-cast wonder stone that insulates. (In Elgin daily courier press, Elgin, Ill., Apr. 11, 1957, p.20) Appl. author: Hanson & Stevens, Inc. © 11Apr57; KK125757.

Free, all Su-Lite home remodeling ... fill your home with living windows; porch enclosures, with wonderful Florida jalopies. (In The Du Page press, Elmhurst, Ill., Apr. 22, 1957, p.9) Appl. author: Hanson & Stevens, Inc. © Su-Lite, Inc. (In notice: Su-Lite Distributing, Inc.); © 22Apr57; KK124946.

New year 'round miracle siding ... aluminum siding, with wood grain finishes; Solmica. (In Chicago daily tribune, May 12, 1957, pt.3, section 2, p.11) Appl. author: Hanson & Stevens, Inc. © 12May57; KK125596.

## SU-LITE, INC. ©

Su-Lite, Inc. guarantees your old bathroom can be as beautiful as this; consumer trust fund. Additions, roofing-siding [and others] (In Chicago sun-times, Mar. 13, 1957, p.40) Appl. author: Hanson & Stevens, Inc. © 13Mar57; KK124976.

SULLINS, CHARLES P. & EUGENE F. SULLINS sole owners of & d.b.a. SULLINS MANUFACTURING CO. SEE Sullins Manufacturing Co.

SULLINS, EUGENE F. & CHARLES P. SULLINS sole owners of & d.b.a. SULLINS MANUFACTURING CO. SEE Sullins Manufacturing Co.

## SULLINS MANUFACTURING CO. ©

America's most exasperating game, for children from eight to eighty. Irish Checkers, the game that never ends the same. © Eugene F. Sullins & Charles P. Sullins manufacturing Co.; © Nov56; KK123728.

## SUN CHEMICAL CORP. ©

Lab hopping with Willy Waxheart. On a police tip, he won't give up the slip, Skip! Warwick wax. (In Chemical week, Mar. 9, 1957, p.93) Appl. author: Kenneth Bernhard. © 9Mar57; KK126024.

Solving product problems with Willy Waxheart. Maybe the pack lacks wax, Max. Warwick wax. (In Paper, film & foil converter, Mar. 1957, p.5) Appl. author: Kenneth Bernhard. © 1Mar57; KK126023.

## SUNBEAM CORP. ©

First on the Christmas want list; Sunbeam automatic controlled heat frypan; everything you cook tastes so much better. (In Reader's digest, Nov. 1956, p.163) © 25Oct56; KK124767.

First on the Christmas want list; Sunbeam automatic frypan with controlled heat; easy-to-set dial ... (Ad no.N-493) (In The Saturday evening post, Nov. 17, 1956, p.59) © 13Nov56; KK124766.

Give the him Sunbeam, the best electric appliances made; home workshop tools. Electric saw, electric sander [and others] (Ad no.DM-28) (In The Saturday evening post, Dec. 1, 1956, p.61) © 27Nov56; KK124765.

Give Sunbeam the best electric appliances made, for a merry Christmas. Automatic Mixmaster, controlled heat automatic frypan [and others] (Ad no. N-498) (In The Saturday evening post, Dec. 1, 1956, p.77-79) © 2Nov56; KK124756.

Now, two great Sunbeam sales leaders for controlled heat top-of-stove cooking; automatic saucepan automatic frypan. (Ad no. N-500) (In Electrical Merchandising, Jan. 1957, p.202-203) © 1Jan57; KK124774.

Only Sunbeam Automatic Mixmaster does more things better. (Ad no. N-499) (In Reader's digest, Oct. 1956, p.20) © 25Sep56; KK124771.

Only Sunbeam automatic Mixmaster gives you all these advantages; famous Mix-Pinder Dial. (Ad no. N-495) (In Good Housekeeping, Sept. 1956, p.10) © 21Aug56; KK124762.

Only Sunbeam automatic percolator gives you all these advantages. (Ad no. N-503) (In Good Housekeeping, Nov. 1956, p.10) © 18Oct56; KK124768.

Only Sunbeam toasts with radiant control; automatic beyond belief. (Ad no. N-497) (In Good Housekeeping, Oct. 1956, p.11) © 20Sep56; KK124757.

Only the original and genuine Sunbeam automatic controlled heat frypan gives you all these advantages. (Ad no. N-500) (In Better homes & gardens, Oct. 1956, p.33) © 20Sep56; KK124772.

Presenting... Sunbeam Golden Glide Shavermaker; shaves close and smoother than blades or other electric shavers. (Ad no. R-163M-L) (In Life, Sept. 10, 1956, p.166-167) © 6Sep56; KK124758.

Sensational new electric hand saw, by Sunbeam, the best electric appliances made. Add-A-Tool box. (Ad no. DM-24) (In Better homes & gardens, Oct. 1956, p.240) © 20Sep56; KK124773.

Sensational new electric hand saw, by Sunbeam, the best electric appliances made. Drillmaster & garden book of building, fall-winter 1956 ed., p.229) © 15Sep56; KK124767.

Start enjoying this new safe way... only the Lady Sunbeam has the compact shape and... micro-twin head. Back-to-College companion. (Ad no. R161-N) (In Mademoiselle, Aug. 1956, p.206) © 29Jul56; KK124755.

Start enjoying this new safe way... only the Lady Sunbeam has the compact shape and... micro-twin head. See Sunbeam products demonstrated... (Ad no. R-164N) (In Photoplay, Nov. 1956, p.26) © 7Oct56; KK124770.

Sunbeam automatic frypan with controlled heat; easy-to-see fry-guide. (Ad no. N-494) (In Good Housekeeping, Sept. 1956, p.11) © 21Aug56; KK124761.

Sunbeam, the best electric appliances made; first choice of brides everywhere. (Ad no. N-501 rev.) (In Bride's magazine, spring 1957, p.56-57) © 15Jan57; KK124764.

Sunbeam, the best electric appliances made. Mixmaster & Mixmaster Junior; controlled heat frypan; steam or dry iron.

(Ad no. N-498) (In Forecast for home economists, Sept. 1956, p.3 of cover) © 17Aug56; KK124763.

Swearing America, the sensational new Sunbeam steam or dry iron, with exclusive steam-flow vents. (Ad no. N-487 rev.) (In The Saturday evening post, Sept. 8, 1956, p.22) © 4Sep56; KK124759.

You get perfect coffee every time; Sunbeam automatic Coffeemaster. (Ad no. N-506) (In Better homes & gardens, Nov. 1956, p.163) © 18Oct56; KK124768.

SUNSET LINE & TWINE CO. ©  
Coral King is helping Hub Sporting Goods increase sales 31%; fishing lines. [Endorsed by] C. J. Lauer. (In The Sporting goods dealer, Mar. 1957, p.33) © 15Mar57; KK125807.

SUPERIOR SUPPLY CORP. ©  
Look what Superior's doing. Count the Stars contest. Win a \$250.00 scholarship award. © 15Feb57; KK123922.

SUPERIOR SLEEPERITE CORP. ©  
Amazing new invention for sound sleep; sensational new Level-Best Mattress Foam rubber mattress and box spring foundation. (In Chicago daily tribune, Jan. 7, 1957, pt.3, p.32) Appl. author: John G. Howell. © 7Jan57; KK122766.

Twin bedding sale; your choice, 2 Hollywood decorator beds for only \$29.95. Appl. author: John G. Howell. © 3May57; KK125602.

SUTHERLAND PAPER CO. ©  
Bubble print on cold cup. 9 oz. cold drink cup. No.9-CD. Appl. author: Associated Advertising Artists. © 1Feb57; KK166210.

Ice cream; strawberry. On pint liquid. No.652 ABF. Appl. author: Clifton T. Wilson. © 1Mar57 (in notice: 1956); KK124954.

SUZANNE'S FROZEN FOODS. ©  
Fresh frozen coffee cake; all butter cake; ready baked, just heat'n serve. Net wt. 1 1/2 oz. © 1Jan57; KK124550.

SWIFT & CO. ©  
Eating out gives life a lift; a great way to your gal's heart. Fried chicken. (In Life, Feb. 18, 1957, p.116) Appl. author: William-Erickson, Inc. © 14Feb57; KK123832.

Eating out gives life a lift. Baked ham. Swift's Premium ham. (In Life, May 20, 1957, p.21) Appl. author: William-Erickson, Inc. © 16May57; KK126268.

Pink drops of instant nourishment; water soluble instant Vigoro, complete plant food for leaf and root feeding. (In Sunset, May 1956, p.276) Appl. author: J. Walter Thompson Co. © 25Apr56; KK124720.

Sure death for lawn weeds; End-o-weed, lawn weed killer; End-o-weed, Vigoro. (In Sunset, May 1956, p.317) Appl. author: J. Walter Thompson Co. © 25Apr56; KK123921.

Sure death for rose pests; End-o-pest Rose Dust; End-o-pest, End-o-weed, Vigoro. (In Sunset, May 1956, p.304) Appl. author: J. Walter Thompson Co. © 25Apr56; KK123920.

SWISS FEDERATION OF WATCH MANUFACTURERS. ©

Getting thinner by the minute. Time is the art of the watchmakers of Switzerland. (In The Reader's digest, Feb. 1957, p.193) Appl. author: Foote, Cone & Belding. © 55Jan57; KK126272.

It likes to be in the zone. Time is the art of the watchmakers of Switzerland. (In Reader's digest) Appl. author: Foote, Cone & Belding. © 25May56; KK124304.

The town that put time under glass. Time is the art of the watchmakers of Switzerland. (In Reader's digest) Appl. author: Foote, Cone & Belding. © 25Nov56; KK124303.

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New universally adjustable Swiveler lighting units. Bulletin no.137, effective Nov. 1, 1956. Appl. author: Nathan R. Schwartz. © 8Nov56; KK122691.

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Elegance on a budget; Syroco sunburst clock and art plaques. © 1Apr57; KK124421.

Natural beauty by Syroco; Syroco-wood works of art... dogwood, roses, mums [and] holly. © 1Apr57; KK124422.

Syroco national advertising is making... impressions in 1957; Syroco sales booster; decorative wall accessories. © 10Apr57; KK125308.

Syroco songbirds; real-as-life wall decorations. Swallows, warbler [and others] © 1Apr57; KK124422.

The trend toward elegance; Syroco, decorative wall accessories. © 15Jan57; KK124116.

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Don't keep her in suspense, give her that Tailored look. (In Fall Street journal, Dec. 6, 1956, p.3) © 6Dec56; KK121969.

Joseph will the facts before you buy your Fine Furs. (In Wall Street journal, Dec. 4, 1956, p.3) © 4Dec56; KK121968.

Why gamble on getting the best mink buy? (In Wall Street journal, Dec. 3, 1956, p.3) © 3Dec56; KK121971.

A yardstick for Fine Furs. (In Wall Street journal, Dec. 5, 1956, p.3) © 5Dec56; KK121970.

TAIT MANUFACTURING CO. ©  
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TALMAN FEDERAL SAVINGS & LOAN ASSN. OF CHICAGO. ©  
Personal declaration of independence. © 15Oct56; KK126281.

TALMAN FEDERAL SAVINGS & LOAN ASSN.  
OF CHICAGO. © Cont'd.

Talman asks, see you proud to be a conservative? (In Chicago Sunday Tribune, June 24, 1956, pt. 2, p.11) © 24Jun56; KK126282.

Tight money protects all savers, says Talman. (In Chicago Daily Tribune, Dec. 14, 1956, pt. 1, p.16) © 14Dec56; KK126283.

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TASTY BAKING CO. ©

Tasty-Pie; presto, 5 flavors. (Poster design no.177) © 3May57; KK125017.

Tastykake; so good, so fresh. 3 cupcakes on dish. Shoe recorder, Dec. 15, 1956. © 3Jan57; KK122340.

Tastykake; tandy-takes, cupcakes, creamies. (Poster design no. 176) © 3Apr57; KK124755.

TAYLOR, OLIVER. ©

Muchas gracias. Fertilize the plantation fertilizer. © 1Mar57; KK124851.

TAYLOR (THOMAS) & SONS. ©

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TEA COUNCIL OF THE U. S. A., INC. ©

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TEC TORCH CO., INC. ©

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TECHNIC, INC. ©

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TECHNICAL MATERIEL CORP. ©

Communications receiver, model FFR. Sales service bulletin no.200) © 27Feb57; KK127556.  
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TECHNICAL PRODUCTS DIVISION, ALLEN B. DU MONT LABORATORIES, INC. SEE Du Mont (Allen B.) Laboratories, Inc.

TECHNICAL SALES DEPT., ALLEN B. DU MONT LABORATORIES, INC. SEE Du Mont (Allen B.) Laboratories, Inc.

TELAUTOGRAPH CORP. ©

Work smarter, not harder; Electronic Longhand. (In The Wall Street Journal) © 12Feb57; KK123464.  
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Work smarter, not harder; use Electronic Longhand. (In Wall Street Journal) © 5Dec56; KK122789.

TELETRONICS LABORATORY, INC. ©

New modular instruments; identification of modular instrumentation. © 15Jun57; KK126295.

TELL-A-STAIN CO. ©

Got a spot on your best suit or shirt? Gas-ton a real French ... dry cleaner. (In Lafayette sun, Jan. 18, 1957, p.17) Appl. author: Joe Connor. © 18Jan57; KK126289.

New dry cleaning service helps on difficult spots and stains. Gas-ton, a real French ... dry cleaner. (In Lafayette sun, Jan. 11, 1957, p.2) Appl. author: Joe Connor. © 11Jan57; KK122628.

TERRY POOLS, INC. owner DIA-GOLD DIAMOND CO. SEE Dia-Gold Diamond Co.

TERRY TUCK, INC. ©

Rest your head with Pillow-Head ... contoured-to-neck pillow for relaxed comfort. © 16Jul56; KK123416.

TEXAS PHENOTHIAZINE CO. ©

A new look at Phenothiazine; in drench, in the feed ... Dr. Rogers Tena-Bov drench. Appl. author: R. L. Rogers. © 13Apr57; KK127777.

THEMOPATCH CORP. ©

How's your production schedule? On mending that is. Themopatch; Thermopress. Patch-to-match. (In linen supply news, Mar. 1957, p.33) © 11Mar57; KK124651.

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New Thomas cost calculator takes the guess work out of any collating job. (In The Inland printer, Feb. 1957, p.100) Appl. author: Carpenter-Proctor, Inc. © 10Feb57; KK124656.

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THOMAS INDUSTRIES, INC. ©

For decorative inspiration-lighting Cordette Casuals, by Moe Light. (Form no. M-305A) Appl. author: R. W. Minnett, Jr. © 1Nov56; KK123598.

Moe Light fixture fashions for '57.

(Form no.1600) Appl. author: R. W. Minnett, Jr. © 1Nov56; KK123599.

THOMPSON (GEORGE S.) CORP. ©

No more complimentary gift at any price than these genuine Capitol paper grinders and sets. Trophy. Copenhagen. (and others) Appl. author: Jack Johnstone. © 22Jan57 (in notice: 1956); KK123010.

THORN (J. S.) CO. ©

Aluminum and steel windows. (Catalog) NM: new items in metal window industry. © 30Dec56; KK124011.

Curtain wall. (Catalog)

© 30Dec56; KK124010.

THRIFT SPECIALTIES CO.

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Metal Products Corp.

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Appl. author: Charles Henry Chad-  
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SPRING & AXLE CO. SEE Rockwell  
Spring & Axle Co.
- TIMKEN-DETROIT BRAKE DIVISION, ROCK-  
WELL SPRING & AXLE CO. SEE Rock-  
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- TIMKEN ROLLER BEARING CO. ©  
After 3000 years, they've improved  
them: Timken fine alloy steel.  
(In U. S. news & world report,  
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Appl. author: Batten, Barton,  
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Don't travel on a question mark;  
have your tires Master-Retreaded.  
(In Time, Apr. 16, 1956, p.11c)  
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County center super-branch bring-  
ing huge savings ... (In New York  
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ELECTRIC CO. SEE McGraw Electric  
Co.
- TODD (MICHAEL) CO. ©  
Around the world in 80 days. Travel  
game; based on Jules Verne's  
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Appl. author: Erwin Benkoe.  
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Gillette Co.
- TOY THINKERS DIVISION OF A. G. SPALDING  
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KENNETH MURCHISON, JR. forming the  
partnership KENNETH MURCHISON &  
CO. SEE Murchison (Kenneth) & Co.
- TRANSEORAM CO., INC. ©  
Black and white Magic Slate; white  
slide for crayons, black slide for  
chalk. No.1286. Appl. author:  
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etc. No.3167. Appl. author:  
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every-week in the year. Checkers,  
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plastic. Contains 6 colors of  
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youngsters of all ages. Ring-not-  
race [and others] Quality ed.  
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Play Tools, with soft plastic  
patented Flex-Strips and design  
board. No.1555. Appl. author:  
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Buttermilk pancake mix. Net wt.  
1 lb. © 20Dec56; KK123596.
- TRIPARI. ©  
She can't see a thing but jewels by  
Trifari; Whirlwind necklace and  
bracelet. (In Vogue, Feb. 1,  
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d.b.a. TRIPARI. SEE Trifari.
- TROPICAL PAINT CO. ©  
Rubber base Cementok; waterproofs  
and decorates: concrete, stucco  
... Appl. author: Ralph E.  
Meermans. © 1Feb57; KK122960.
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RATORIES. SEE G. E. Laboratories.
- TRUY LAUNDRY MACHINERY DIVISION,  
AMERICAN MACHINE & METALS, INC.  
SEE American Machine & Metals, Inc.
- TRUCKWELL MANUFACTURING CO. ©  
Hydro-Trac; 3rd axle suspensions,  
with cab-controlled traction.  
It's Truckwell for tandems ...  
Appl. author: Harry D. Kurtz.  
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- TUBULAR LINING CORP. ©  
Corrosion and paraffin prevention  
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Specially formulated for new acrylic  
car finishes; Acrylowax, auto  
polish. (In The Republican,  
Paoli, Ind.) © 18Dec56;  
KK122166.
- Wash woollens ... with Angel Rinse,  
the perfect cold water soap,  
exclusive; with Orlite, Lamb,  
with halo, on cloud. Contents  
12 oz. © 5Apr57; KK124488.
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Wash woollens ... with Angel Rinse.  
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- TWIN-TEX NYLONS. ©  
Mail your order to Twin-Tex Nylons.  
© 13ep54; KK124858.
- TRUENY, FRANCES G. ©  
Christmas is a time to remember:  
Friends: Italian Fudge. By  
Frances & John Truemy. © John  
P. Truemy & Frances G. Truemy;  
18Dec56; KK123786.
- Once again it's Christmas: Italian  
Fudge. By Frances & John Truemy.  
© John P. Truemy & Frances G. Truemy;  
18Dec56; KK123786.
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TYLER REFRIGERATION CORP. ©  
Easier shopping, better performance, lower upkeep, says outstanding merchandiser, A. P. Vallancourt, owner of Vallancourt's Super Markets, Inc., Barlin, N. H. (In Supermarket news, Dec. 10, 1956, p.10) Appl. author: John Jay Phillip. © 10Dec56; KK122254.

Naturally we'd go Tyler, says ... John Grego, partner, new G & E IGA Foodliner, (In Supermarket news, Mar. 4, 1957, p.18) Appl. author: John Jay Phillip. © 4Mar57; KK124502.

New Tyler steps out ahead again with another big first: super-ase-cooled multiple assemblies ... (In Air conditioning & refrigeration news, Mar. 25, 1957, p.17) Appl. author: John Jay Phillip. © 25Mar57; KK124723.

Only Tyler has the new low 33" front. New series Y frozen food and ice cream chest ... Romano's Shop-Rite [and others] (In Supermarket news, Jan. 7, 1957, p.60) Appl. author: John Jay Phillip. NK bottom 3 inches; addition of store floor plan & legend. © 7Jan57; KK123042.

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Outstanding merchandisers look to Tyler, pioneer of important improvements. (In Supermarket news, Feb. 4, 1957, p.40) Appl. author: John Jay Phillip. © 4Feb57; KK124047.

Sign of profitable merchandising; efficient refrigeration; low cost operation. Series Y produce sales cases (and others) (In Supermarket news, Apr. 8, 1957, p.104) Appl. author: John Jay Phillip. © 8Apr57; KK124724.

Tyler helps create ... Giant Food Store goes Tyler, all the way. (In Supermarket news, Apr. 15, 1957, p.60) Appl. author: John Jay Phillip. © 15Apr57; KK124725.

Tyler sales-cases spearhead profitable merchandising at new Chat-ham Supermarket. (In Supermarket news, Jan. 21, 1957, p.36) Appl. author: John Jay Phillip. © 21Jan57; KK122943.

You bet we've gone Tyler again; this time in our newest store in Park Forest, Illinois. (In Supermarket news, Nov. 26, 1956, p.24) Appl. author: John Jay Phillip. © 26Nov56; KK122252.

**U**

ULMER PHARMACAL CO.  
Dear doctor: This is an Ulvical tablet; because of its timed-release ... Appl. author: Robert W. Bostrom. © Physicians & Hospitals Supply Co., Inc. d.b.a. Ulmer Pharmaceutical Co. © 22May57; KK125591.

Dear doctor: This is an Ulvical tablet; place on this circle one of your present prenatal tablets or capsules. Appl. author: Robert W. Bostrom. © Physicians & Hospitals Supply Co., Inc. d.b.a. Ulmer Pharmaceutical Co.; 27Dec56; KK122260.

UNION SPECIAL MACHINE CO. ©  
Class 35800 feed-off-the-arm feeding machines; hinged and tractor

foot styles. Appl. author: Arthur James Feigel. © 28Jan57; KK123618.

UNITED BISCUIT CO. OF AMERICA.  
Heikman's Potato Snax. The new dipping cracker. 12 oz. net wt. © United Biscuit Co. of America (in notice: Heikman Biscuit Co. division of United Biscuit Co. of America); 4Mar57; KK123579.

Little America Penguin cookies. 16 count. © United Biscuit Co. of America (in notice: Sawyer Biscuit Co., division of United Biscuit Co. of America); 27Mar57; KK124256.

Nut Krige cookies, by Strietmann. Wt. 14 oz. © United Biscuit Co. of America (in notice: Strietmann Biscuit Co., division of United Biscuit Co. of America); 16Jan57; KK124012.

UNITED SHRIMP SALES CO. ©  
Deep Water royal red shrimp. Net weight 5 lbs. when packed. © 15Apr57; KK124646.

UNITED STATES BREWERS FOUNDATION. ©  
From here it is, by Joe Marsh. (In The Lyons republican & Clyde times) Appl. author: J. Walter Thompson Co.  
Barnyard whoodint. © 18Oct56; KK122068.  
Changed her whole point of view. John Jay Phillip. © 27Sep56; KK122069.  
Just call me cupid. © 13Dec56; KK122067.

UNITED STATES GYPSUM CO. ©  
The Business of Farming; Handyman plan.  
Modern barn for changing farms. No.BP366. © 10Aug56; KK122787.  
Solar house for hogs or hens. No.BP358. © 6Nov56; KK122786.  
Store-front machine shed. No.BP372. © 6Mar57; KK125082.  
Decorating idea file for double-duty rooms, from your local home & color headquarters. Textilite paint products. © 8May57; KK125348.  
Decorating idea file ... for your bedrooms; hose & color head-quarters. © 20Mar57; KK125083.  
Decorator's digest, from your home & color headquarters. Textilite paint products. © 20Mar57; KK125084.  
Idea file for porches and patios, from Popular home, the business of farming. © 17Apr57; KK125346.  
Idea file ... for room additions; home improvement headquarters. © 6Mar57; KK125085.  
Idea file for your attic remodeling, from Popular home; the Business of farming. © 9Jan57; KK125347.  
Popular home; the Business of farming; Handyman plan. Interior finishing. No.FUB371. © 9Jan57; KK125080.  
Laundry helpers. No.FUB372. © 6Mar57; KK125081.  
A room in your garage. No.FUB367. © 21Sep56; KK122785.

U. S. INDUSTRIES, INC. ©  
Soberly bolted field joint. Appl. author: Ramsey, Brown & Co. © 5Dec56; KK122039.

UNITED STATES PLYWOOD CORP. ©  
Design manual on welded curtain wall panel. © 21Feb57; KK125545.

UNIVERSAL C. I. T. CREDIT CORP. ©  
Enjoy spring in a new car. Valley Forge State Park. (In The Sat-

urday evening post, Mar. 16, 1957, p.22) Appl. author: Fuller & Smith & Ross, Inc. © 12Mar57; KK123772.

Enjoy year-round fun with the C. I. T. plan; C. I. T. time purchase plan. Itasca State Park. (In Life, Jan. 28, 1957, p.73) Appl. author: Fuller & Smith & Ross, Inc. © 28Jan57; KK122662.

The way to go is with the C. I. T. plan; C. I. T. time purchase plan. Mount Mitchell State Park. (In Progressive Farmer, Apr. 1957, p.90) Appl. author: Fuller & Smith & Ross, Inc. © 15Mar57; KK123864.

Weekends are more fun with the C. I. T. plan. Otsego Lake State Park (In Life, May 6, 1957, p.195) Appl. author: Fuller & Smith & Ross, Inc. © 7May57; KK125312.

UNIVERSAL MATCH CORP. ©  
Another car load of good will from your Phoenix Fuel Company, Inc. Appl. author: Russell J. Fanning. © 12May57; KK125464.

Atlas Equipment Corporation. Appl. author: Russell J. Fanning. © 26Dec56; KK122773.

Babcock Quality Check homogenized fortified milk. Appl. author: Russell J. Fanning. © 15Mar57; KK125843.

Borden's homogenized fortified milk; butter-flake buttermilk; Dutch chocolate milk. Appl. author: Russell J. Fanning. © 15Feb57; KK123269.

Cheer than eating at home; Lucas Farms. Lucas B & B Restaurant. Appl. author: Russell J. Fanning. © 22Mar57; KK124107.

Dillon, the perfect tribute; serving Cleburne & Johnson County. Appl. author: Russell J. Fanning. © 12May57; KK125463.

Drink orange Crush. Britania Aerated Water & Trading Co. Appl. author: Russell J. Fanning. © 13Jun57; KK126358.

Duncan Industries, specialists in centerless grinding. Appl. author: Russell J. Fanning. © 18Jun57; KK126358.

E. P. Lambert Company. Neville coal tar chemicals. Appl. author: Russell J. Fanning. © 25Apr57; KK125009.

Fairmont B-Slenda; grade A modified skimmed milk. One quart liquid. Appl. author: Russell J. Fanning. © 8Feb57; KK123260.

First National Bank in Grand Prairie, the bank that service and courtesy built. Appl. author: Russell J. Fanning. © 16Apr57; KK123879.

For quick service ... United Box & Lumber Co. Appl. author: Russell J. Fanning. © 18Jun57; KK126337.

Girard Supply Corporation. Appl. author: Russell J. Fanning. © 20Dec56; KK125254.

Help them in their battle to breathe. Give to the J.N.H.A.C. Light-a-Life for an asthmatic child. Appl. author: Russell J. Fanning. © 22Mar57; KK124109.

Help yourself; match books are man's best friend. Appl. author: Russell J. Fanning. © 22Mar57; KK124108.

- The house of high speed. Machine Tool Supply Co. Appl. author: Russell J. Fahning. © 11Mar57; KK123803.
- International 200. Appl. author: Russell J. Fahning. © 11Jan57; KK2115.
- K electrolets; Killark. Appl. author: Russell J. Fahning. © 13Jun57; KK126559.
- Milwaukee Chaplet & Manufacturing Co. The very finest chaplets and chills on the market today. Appl. author: Russell J. Fahning. © 28Jan57; KK128666.
- North Penn, Inc.; fast, sure. Appl. author: Russell J. Fahning. © 28Dec56; KK123019.
- Not too big, not too small. Citizens State Bank. Appl. author: Russell J. Fahning. © 20May57; KK125044.
- Prier freezeless wall hydrant. Appl. author: Russell J. Fahning. © 31Dec56; KK122060.
- What's your need? French Worsted Co. Appl. author: Russell J. Fahning. © 28Dec56; KK122523.
- UNIVERSAL-RUNDLE CORP. ©**  
Here's the new trend in bathrooms; it's by ... maker of the world's finest bathroom fixtures. (In Living for young homemakers, Mar. 1957) © 1May57 [in notice: 1956]; KK125044.
- The spotlights are on U/R; the world's finest bathroom fixtures by Universal U/R Rundle. © 1Apr57; KK124597.
- UTENSIL DIVISION, BRIDGEPORT BRASS CO. SEE Bridgeport Brass Co.**
- UTTERBACK, JOHN D. ©**  
All Star sherbet. 12 oz. pint liq. © 12Dec56; KK124933.
- American Dairy All Star grade A cream top, pasteurized milk; Hopp's favorite milk. One quart liquid. © 20May56; KK122167.
- Med-Pure dairy cream. All Star ice cream; Hopp's favorite. One pint; vanilla. © 5Sep56; KK122465.
- UTTERBACK, JOHN D. ©**  
Reach for me; Sunrise All Star ice cream; Hopp's favorite. 1/2 gal. liquid; vanilla. © 4Sep56; KK122466.
- V**
- VAGIM, CHARLES J., ALFRED A. WILDER, ED C. MOSEIAN & NEWTON J. CAFFEY** composing the copartnership **CENATRON INDUSTRIES. SEE Cenatron Industries.**
- VAL-LO-WILL FARM. ©**  
Frozen chicken pie. Net wt. 8 oz. Appl. author: Hal G. Nickel. © 5Jun57; KK126137.
- VAN CAMP SEA POOD CO., INC.**  
Chicken of the Sea, egg noodles and tuna, in cheese sauce. Contents 15 oz. avoird. © Chicken of the Sea, Inc., Division of Van Camp Sea Pood Co., Inc.; 20Mar57; KK124939.
- VANDERBILT (R. T.) CO., INC.**  
Batteryl, for whole egg cakes. © 15Dec56; KK123100.
- The Liqueurshot cake process with Vanilla. 15Dec56; KK123099.
- A modern sponge cake made with Vanilla. © 15Dec56; KK123099.
- Vanade, an emulsifier for use in cakes containing shortening. © 15Dec56; KK123097.
- VANITY FAIR MILLS, INC. ©**  
Autumn's bride, romantic in moonbeams in nylon treetot (said with lace). (In Modern bride, fall 1956, p.17) Appl. author: Abbott Kimball Co., Inc. © 11Jul56; KK122110.
- Cape collar of fluting and layers of lace encircles the peignoir ... (In Bride's magazine, spring 1957, p.59) Appl. author: Abbott Kimball Co., Inc. © 15Jan57; KK125995.
- Directoire; defined by bands of handclipped French Chantilly. (In Harper's bazaar, Apr. 1956, p.12) Appl. author: Abbott Kimball Co., Inc. © 1Dec56; KK122116.
- Empire rising in flowered lace. (In Christian Science monitor, Sept. 15, 1956, p.3) Appl. author: Abbott Kimball Co., Inc. NM: "same photo & copy as Nov. 1956 Mademoiselle; different layout." © 15Sep56; KK122109.
- The fencing shirt, properly laced and ruffled. (In The New Yorker, Dec. 1, 1956, p.23) Appl. author: Abbott Kimball Co., Inc. © 29Nov56; KK122110.
- Fluttering layers of nylon treetot adrift with Alençon lace ... (In Vogue, Mar. 1, 1957, p.36) Appl. author: Abbott Kimball Co., Inc. © 1Mar57; KK125992.
- Lace, new perfection in pleats. (In Christian Science monitor, Oct. 13, 1956, p.3) Appl. author: Abbott Kimball Co., Inc. NM: "same photo & copy as Nov. 3, 1956 New Yorker; different layout." © 13Oct56; KK122106.
- The mandarin shirt ... for sleepwear ... (In Vogue, May 1, 1957, p.56) Appl. author: Abbott Kimball Co., Inc. © 1May57; KK125991.
- Narrow new view of the nylon treetot perle skirt ... (In Mademoiselle, Feb. 1957, p.57) Appl. author: Abbott Kimball Co., Inc. © 29Jan57; KK125988.
- The new fluid line in gently flowing nylon treetot ... (In Harper's bazaar, Apr. 1957, p.20) Appl. author: Abbott Kimball Co., Inc. © 1Apr57; KK125994.
- New measure of elegance, the ballet length gown. (In Harper's bazaar, Oct. 1956, p.14) Appl. author: Abbott Kimball Co., Inc. © 1Oct56; KK122111.
- The new spring ease begins with a pettiakirt ... (In The New Yorker, Feb. 23, 1957, p.5) Appl. author: Abbott Kimball Co., Inc. © 21Feb57; KK125989.
- Perfectionist; plastic; permanent, particularly Vanity Fair. (In Charm, June 1956, p.4) Appl. author: Abbott Kimball Co., Inc. © 22May56; KK122115.
- Plants for a sheath. (In Christian Science monitor, Aug. 1, 1956, p.3) Appl. author: Abbott Kimball Co., Inc. NM: "same copy & photo as Sept. 1956 Harper's bazaar; different layout." © 11Aug56; KK122108.
- Romantic as twilight, the look of lillies [sic] and lace. (In Charm, Sept. 1956, p.20) Appl. author: Abbott Kimball Co., Inc. © 22Aug56; KK122114.
- The romantic mood reflected in yards of flowing nylon treetot and flowered Alençon lace. (In Christian Science monitor, Nov. 10, 1956, p.3) Appl. author: Abbott Kimball Co., Inc. NM: "same photo & copy as Nov. 15, 1956 Vogue; different layout." © 10Nov56; KK122117.
- Roses rising above a double drift of nylon treetot. (In Glamour, Nov. 1956, p.30) Appl. author: Abbott Kimball Co., Inc. © 22Oct56; KK122112.
- The sheathed sheath, a single sinuous stroke of nylon treetot. (In Vogue, Sept. 1956, p.165) Appl. author: Abbott Kimball Co., Inc. © 1Sep56; KK122113.
- The spring sheath, a sleek curve of nylon treetot ... (In Harper's bazaar, Feb. 1957, p.16) Appl. author: Abbott Kimball Co., Inc. © 1Feb57; KK125993.
- The water by pajama ... (In Glamour, Apr. 1957, p.10) Appl. author: Abbott Kimball Co., Inc. © 22Mar57; KK125990.
- Young and gentle bedtime story portrayed in nylon treetot ... (In Mademoiselle, Apr. 1957, p.37) Appl. author: Abbott Kimball Co., Inc. © 23Mar57; KK125996.
- VARICK PHARMACAL CO., INC., division of E. FOUGERE & CO., INC. SEE Fougere (E.) & Co., Inc.**
- VENUS PEN & PENCIL CORP. ©**  
Down to the last inch; smooth, black, uniform writing; Venus Velvet trio-pack. (In The Saturday evening post, May 18, 1957, p.96) Appl. author: Doyle Dane Bernbach, Inc. © 14May57; KK126150.
- Ride the winner. Venus Velvet ball PENcil. (In National stationer, Feb. 1957, p.39) Appl. author: Doyle Dane Bernbach, Inc. © 10Feb57; KK125990.
- Venus crossed the pen and pencil to bring you today's new writing tool ... Venus velvet ball PENcil. (In The Saturday evening post, Feb. 23, 1957, p.109) Appl. author: Doyle Dane Bernbach, Inc. © 19Feb57; KK123825.
- VERSA PRODUCTS CO. ©**  
The simplicity of Versa railing, the only practical do-it-yourself iron railing; only 2 basic parts. Appl. author: Edward J. Kusel. © 22Apr57; KK124855.
- VETROCHEM. ©**  
Flukill, for veterinary use only. Appl. author: Louis R. Moretti. © 8Oct56; KK122133.
- Vetrodine, an iodine medication for livestock only. Ap. l. author: Louis R. Moretti. © 11Feb57; KK123105.
- VICTOR'S LABORATORY.**  
Headache & cold tablets. 24 tabs. © Victor Zahout d.b.s. Victor's Laboratory; 9Aug56; KK122454.
- VITASAFE CORP. ©**  
Are you giving your wife the companionship she craves? C. F. capsules. (In Los Angeles examiner pictorial living, June 2, 1957, p.44) © 23Jun57; KK126331.
- Are you giving your wife the companionship she craves? High potency capsules. (In The Cincinnati post, May 11, 1957, p.2A) © 11May57; KK126204.
- I was anahmed to always be so tired. C. F. capsules. (In Columbus star, May 14, 1957, p.3E) © 9May57; KK126328.
- Recharge your body with pep and strength for 30 days at our expense. C. F. capsules. (In Detroit news stationer, May 12, 1957, p.15) © 12May57; KK126332.



## VITASAFE CORP. © Cont'd.

Yours for only 25¢; 30 days supply ... vitamins, minerals and amino acid. (In The New York Times magazine, May 26, 1957, p.66)  
© 26May57; KK126203.

VON STEINBERG, JULIE R. & CHARLES H.  
ALEN forming the partnership  
SHOW-HOUSE. SEE SHOW-HOUSE.

## VOSS, HANS CONRAD. ©

Roll-A-Cover Application ... a part of your standard truck equipment. © 2Feb57; KK124127.  
Roll-A-Cover, the efficient way of covering all trucks; long life for your canvas. © 2Feb57; KK124126.

## VULCAN MOTOR PRODUCTS CO., INC. ©

Heater shut off valve assemblies for Ford and Mercury, 1952-57. Vulcan no. HV-25; Vulcan no. HV-30. Appl. author: Alfred C. Greene.  
© 19Apr57; KK124698.

Vacuum chambers for Auto-Lite, Delco-Remy Ford 1957 ed. Appl. author: Alfred C. Greene.  
© 26Dec56; KK122138.

## W

## WBZ-TV, TELEVISION STATION.

Only sunshine reaches more homes in this billion dollar market; channel 2. (In Television age, Dec. 3, 1956, p.83) Appl. author: Douglas Manship. © WBZ-TV (Louisiana Television Broadcasting Corp.). © 3Dec56; KK122384.

## WAGNER, C. ROBERT. ©

A big girl. © 29Mar57; KK124204.

## MAKE-UP MAKE-UP, INC. ©

For your loveliest photograph ever, please accept your personal photographic Make-up Make-up kit. © 10Oct56; KK125228.

## WALDES KOHNORNO, INC. ©

Custombuilt suits, by Clinton Swan, feature Waldes zippers ... (In Apparel arts, Jan. 1, 1956)  
© 20Dec55; KK125058.

## WALDORF MUSIC HALL, INC. ©

After hours. Gory Gory's big 7; Jimmy McPartland Quintet; Full Dynamic Range ... recording. MH 33-162. © 27Dec56; KK122174.

Cafe, performed by Billy Rowland and his trio; Full Dynamic Range ... recording. MH 33-160. © 27Dec56; KK122176.

Calypso beat. Count of Monte Cristo, Congo Bey [and others] Full Dynamic Range ... recording. MH 33-182. © 22May57; KK125579.

Calypso, starring Paul Whiteman and his orchestra, the Ink Spots, Lord Marlboro and the Monarchs. Full Dynamic Range ... recording. MH 33-181. © 16Apr57; KK124618.

Eiton Britt ... western recording star. I hung down my head and cried [and others] Full Dynamic Range ... recording. MH 33-174. © 16Apr57; KK124615.

Gay nineties. Wonderful performances by ... the Harmonizing Clippers. Full Dynamic Range ... recording. MH 33-173. © 16Apr57; KK124614.

Hit songs from Oklahoma and South Pacific. Enoch Light and his orchestra; Full Dynamic Range ... recording. MH 33-171. © 27Dec56; KK122175.

Hit songs from the show, South Pacific. Enoch Light and his orchestra and chorus ... Full Dynamic Range ... recording. MH 33-180. © 22May57; KK125582.

Music to remember, starring Vincent Lopez and his orchestra [and others] Full Dynamic Range ... recording. MH 33-178. © 22May57; KK125581.

The Paris I love, featuring Enoch Light and his orchestra ... Full Dynamic Range ... recording. MH 33-159. © 27Dec56; KK122178.

Paris in the spring. Enoch Light and his orchestra; Full Dynamic Range ... recording. MH 33-177. © 16Apr57; KK124616.

Songs from Walt Disney's great movie; Westward Ho the Wagons. Sung and played by ... Bob Eberly, Jimmy Blaine [and others] Full Dynamic Range ... recording. MH 33-175. © 16Apr57; KK124617.

Songs of the South Seas, starring Ray Rafofs and his Islanders [8] Ray Kinney and his orchestra; Full Dynamic Range ... recording. MH 33-172. © 22May57; KK125580.

Western roundup, featuring Tex Fletcher with Shorty Warren and his Western Rangers; Full Dynamic Range ... recording. MH 33-169. © 27Dec56; KK122177.

## WALKER (HIRAM) &amp; SONS, INC. ©

The cordials that give casserole suppers that dinner-at-eight elegance. (In Gourmet, Jan. 1957, p.3 of cover) © 1Jan57; KK123263.

No whiskey anywhere is more deluxe than Walker's Deluxe. [Elevator scene] (In Life, Apr. 22, 1957, p.142) © 19Apr57; KK125547.

No whiskey anywhere is more deluxe than Walker's Deluxe. [Men's clinic scene] (In Life, Mar. 25, 1957, p.59) © 23Mar57; KK125546.

No whiskey anywhere is more deluxe than Walker's Deluxe. [Yacht scene] (In Life, May 20, 1957, p.22) © 16May57; KK125548.

Taste it; no wonder it has defied imitation for 72 years; Canadian Club, blended Canadian whiskey. (In Time, Feb. 4, 1957, p.3 of cover) © 30Jan57; KK122963.

## WALPOLE WOODWORKERS, INC. ©

Rustic cedar fencing. [Fence; chair, potted plants, urn; swimming pool] Appl. author: Philip Sheridan Metcalf. NM; rev. ed. of 1955 catalog. © 24Feb57; KK125946.

Rustic cedar fencing. [Fence; wicker table and chairs; swimming pool] Appl. author: Philip Sheridan Metcalf. NM; rev. ed. of 1955 catalog. © 24Feb57; KK125946.

Walpole cedar furniture; 1957. Appl. author: Philip Sheridan Metcalf. NM; rev. ed. of 1956 catalog. © 6Mar57; KK126030.

## WALSH, PHYLLIS. ©

Luminous decals; the friendly stars that glow. (In envelope) © 11Feb57; KK123906.

## WALSLOW PUB. CO., INC. ©

Hey, dig this ... My school notebooks with a classy photo of your very own school ... Appl. author: E. D. Walslow. © 1May57; KK125623.

## WALTER (ARTHUR) SEED CO. ©

Nutrition guide, for 100 bu. corn. Genuine Fifties hybrids. Appl. author: F. P. Shaffer. © 13Jul54; KK124859.

## WANDER CO. ©

Dulce, an omelet chocolate. Instantane Ovaltine; suplemento dietetico. Peso neto omelet oznas. © 6Nov56; KK124045.

Original omelet flavor. Instant Ovaltine; dietary supplement. Net weight fourteen ounces. © 23Aug56; KK124046.

Sabor original de cebada. Instantane Ovaltine; suplemento dietetico. Peso neto omelet oznas. © 6Dec56; KK124283.

## WARD (C. E.) CO. ©

Kinder-Grad cap and gown. Appl. author: Paul M. White. © 5Mar57; KK125402.

## WARNER-LAMBERT PHARMACEUTICAL CO., INC. ©

Here comes Bliss, new creme home permanent. (In Camerica tabloid magazine section [News, Dayton, Ohio], Mar. 31, 1957, p.23) Appl. author: Norman, Craig & Kummel, Inc. © Lambert-Hudnut Division of Warner-Lambert Pharmaceutical Co.; 31Mar57; KK126361.

I'll take the Sportman type, any time; D-Bar solidified deodorant. (In Life, Oct. 29, 1956, p.134) Appl. author: Norman, Craig & Kummel, Inc. © Richard Hudnut, Division of Warner-Lambert Pharmaceutical Co.; 26Oct56; KK123116.

I'll take the Sportman type, any time; shaving lotion. (In Life, Oct. 8, 1956, p.113) Appl. author: Norman, Craig & Kummel, Inc. © Richard Hudnut, Division of Warner-Lambert Pharmaceutical Co.; 5Oct56; KK123116.

I'll take the Sportman type, any time; Sportman D-Bar, solidified deodorant. (In The New Yorker, Apr. 27, 1957, p.54) Appl. author: Norman, Craig & Kummel, Inc. © Richard Hudnut, Division of Warner-Lambert Pharmaceutical Co.; 25Apr57; KK125721.

I'll take the Sportman type, any time; Sportman D-Bar, solidified deodorant. (In Life, with head resting on hand [In Sports Illustrated, Mar. 25, 1957, p.6) Appl. author: Norman, Craig & Kummel, Inc. © Richard Hudnut, Division of Warner-Lambert Pharmaceutical Co.; 22Mar57; KK125735.

Sportman grooming essentials; Sportman shaving lotion. (In The New Yorker, Mar. 17, 1956, p.165) © 17Mar56; KK123325.

Wouldn't it be heaven to have hair like this? It's Bliss, new creme home permanent. (In Syracuse post-standard pictorial, Apr. 18, 1957, p.3) Appl. author: Norman, Craig & Kummel, Inc. © Warner-Lambert Co., Richard Hudnut Division (In notice: Lambert-Hudnut Division); 14Apr57; KK124921.

## WARREN, PAUL.

Extractor-Rinse process. SEE Street (R. R.) & Co., Inc. The separate purified rinse. SEE Street (R. R.) & Co., Inc.

WASHINGTON STEEL PRODUCTS, INC. © Cabinet construction coats cut 22½ with the new no.1032 flush door pin hinge by Washington. © 14Mar56; KK122042.

- Here's a ready-to-install wall pocket frame. © 9Oct56; K122047.
- Hundreds of cabinet hardware color combinations to choose from with Tempo cones and pulls using a plastic laminate ... Formica. © 6Sep56; K122046.
- Ideas for kitchens. © Washington Steel Products, Inc. d.b.a. Kitchen-Handy Products; 1Apr56; K122045.
- Kitchen work savers by Washington, with the no.500 storage in motion display. © 1Feb56; K122044.
- Franchising the approved Kitchen-Handy line at new low prices; automatic pop-up, serv-a-cup, [and others] Effective Sept. 1, 1956. © Washington Steel Products, Inc. d.b.a. Kitchen-Handy Products; 1Apr56; K122042.
- Rolling door hardware display demonstrators. © 21Sep56; K122049.
- Save time, labor, and materials with Washington Line Plaster Ground aluminum track. © 15Jan56; K122048.
- Simplified rolling door hardware; universal track in steel or aluminum at new low prices. © 1May56; K122043.
- Space-saving, come-to-you storage with Washington full circular revolving shelves. © 20Mar56; K122040.
- Washington line Clear Cluster cabinet hardware. © 1Oct56; K122041.
- Washington line hardware for the home. (Catalog no. 334) © 1Sep56; K122042.
- Washington line Tempo cabinet hardware. © 6Sep56; K122043.
- WASHINGTON WIRE & CABLE CO. wholly owned by CALCON MANUFACTURING CO., INC. SEE Calcon Manufacturing Co., Inc.
- WATER CONDITIONING PRODUCTS CO.**  
Pre-cast, pre-stressed concrete Lincoln pools. Appl. author: Charles E. Russell. © 9Apr57; K124864.
- Spring Clear.** Appl. author: Charles E. Russell. © 9Apr57; K124844.
- Spring Clear swimming pool water conditioning plants.** Lakeview Park Ice Rink. Appl. author: Charles E. Russell. © 9Apr57; K124865.
- Spring Clear water conditioner;** 24 models, one to fit your home. Direct salt model; brine tank model. Appl. author: Charles E. Russell. © 9Apr57; K124866.
- WAYNE KNITTING MILLS.** © The enchanting Belle-Sharmere lag-size stockings. (In Vogue, Dec. 1956, p.60) Appl. author: John J. Finlay. © 1Dec56; K122082.
- WEAVER (W. R.) CO.** © A big bright target, fast easy aim, better accuracy with a Weaver-Scope. Model K4 scope. (In Field & stream, Mar. 1957, p.143) Appl. author: Warren T. Mithoff. © 28Feb57; K125932.
- Bring your target up close with a Weaver-Scope, model B4 or BG on your .22. (In Field & stream, May 1957, p.137) Appl. author: Warren T. Mithoff. © 30Apr57; K125921.
- For dependable accuracy; Weaver-Scope. (In Field & stream, Jan. 1957, p.59) Appl. author: Warren T. Mithoff. © 26Dec56; K122478.
- For varnishes, targets, small game, precision shooting; Weaver-Scope. Model KB. (In Field & stream, Apr. 1957, p.125) Appl. author: Warren T. Mithoff. © 26Mar57; K122441.
- A model B4 or B6 Weaver-Scope for your .22; a sharp, clear magnified target with a model B scope. (In Field & stream, Feb. 1957, p.131) Appl. author: Warren T. Mithoff. © 24Jan57; K122815.
- New, and only in model K Weaver-Scope;** fixed reticule scopes with internal adjustments. Model KB. (In Field & stream, June 1957, p.135) Appl. author: Warren T. Mithoff. © 28May57; K125933.
- WEBER, ALBERT,** sole owner, WEBER SPORTWEAR MANUFACTURING CO. SEE Weber Sportwear Manufacturing Co.
- WEBER, J. PIERRE.** © The famous Luxembourg herb salve. Quickly relieves pain, swelling and aids healing. 4 oz. net. © 12Dec56; K124288.
- WEBER SPORTWEAR MANUFACTURING CO.**  
This is your garment lettering kit. Your team, firm, or own name ... on matching fabric ... © Garment Lettering Co. of America, a division of Weber Sportwear Manufacturing Co., entirely owned by Albert Weber; 20Mar57; K123970.
- WEBSTER, WILLIAM.** © From the Silver Strait to the Golden Gate. Canceled stamps, foreign & domestic. (In The Brooklyn Spectator, March 29, 1957, p.9) © 29Mar57; K124289.
- WECO PRODUCTS CO.** © Dr. West's insta-clean denture cleanser. Contents 4 oz. © 7Jan57; K122769.
- The germ-fighter works while he plays.** The all new Dr. West's germ-fighter toothbrush. (In Parent's magazine, Nov. 1956, p.4) Appl. author: J. Walter Thompson Co. © 25Oct56; K123160.
- Germ-fighter, you've had a busy day.** The all new Dr. West's germ-fighter toothbrush. (In Parent's magazine, Apr. 1957, p.4) Appl. author: J. Walter Thompson Co. © 29Mar57; K124912.
- Germ-fighters are clean as Sunday all week long; the all new Dr. West's germ-fighter toothbrush.** (In Parent's magazine, May 1957, p.4) Appl. author: J. Walter Thompson Co. © 25Apr57; K126217.
- Joel McCrea's toothbrush; the all new Dr. West's germ-fighter toothbrush.** (In Look, May 28, 1957, p.30) Appl. author: J. Walter Thompson Co. © 14May57; K126214.
- Look what we found in our fan mail; the all new Dr. West's germ-fighter toothbrush.** (In Life, Dec. 3, 1956, p.6) Appl. author: J. Walter Thompson Co. © 30Nov56; K123142.
- New germ-fighter toothbrush destroys or inhibits germs that fall on and hold to it.** The all new Dr. West's germ-fighter toothbrush. (In Parent's magazine, Feb. 1957, p.4) Appl. author: J. Walter Thompson Co. © 25Jan57; K123150.
- New products for daily living; Dr. West's germ-fighter toothbrushes.** New toothbrush leads two lives. (In Life, Apr. 15, 1957, p.207) Appl. author: J. Walter Thompson Co. © 12Apr57; K124910.
- New products for daily living.** New toothbrush comes out germ-fighting. Dr. West's. (In Life, Mar. 4, 1957, p.6) Appl. author: J. Walter Thompson Co. © 1Mar57; K123999.
- New products for daily living; the germ-fighter action begins right now.** The Dr. West's germ-fighter's ... toothbrush. (In Life, May 27, 1957, p.88) Appl. author: J. Walter Thompson Co. © 24May57; K126215.
- Question column.** Question of the month. How much time do you spend brushing your teeth? Charles E. Cox, Mrs. Michael McCormack [and others] (In Look, Feb. 5, 1957, p.16) Appl. author: J. Walter Thompson Co. © 22Jan57; K123156.
- Question column.** Question of the month. What is your most important reason for toothbrushing? Mrs. John Hickey, Joseph Sklover [and others] (In Look, Jan. 8, 1957, p.4) Appl. author: Dr. J. Walter Thompson Co. © 24Dec56 (in notice: 1957); K123157.
- Question column.** Question of the month. What qualities do you look for in a toothbrush? Victor Young, Elizabeth Johnson [and others] (In Look, Mar. 5, 1957, p.26) Appl. author: J. Walter Thompson Co. © 19Feb57; K123998.
- Question column.** Question of the month. Who buys the toothbrushes for your family? Mitchell Lazarus [and others] The all new Dr. West's germ-fighter toothbrush. (In Look, Apr. 2, 1957, p.14) Appl. author: J. Walter Thompson Co. © 19Mar57; K124909.
- Where's the fight? Dr. West's germ-fighter toothbrush.** (In Parent's magazine, Mar. 1957, p.4) Appl. author: J. Walter Thompson Co. © 25Feb57; K123997.
- Who are the best germ-fighters, girls, boys? The all new Dr. West's germ-fighter toothbrush.** (In Parent's magazine, Jan. 1957, p.4) Appl. author: J. Walter Thompson Co. © 24Dec56 (in notice: 1957); K123156.
- WEINBERG, ALEXANDER & SAM WEINBERG,** co-partners, EAST COAST FOOD MERCHANTS CO. SEE East Coast Food Merchants Co.
- WEINBERG, SAM & ALEXANDER WEINBERG,** co-partners, EAST COAST FOOD MERCHANTS CO. SEE East Coast Food Merchants Co.
- WEISBROD, HAROLD & LOUIS WEISBROD** forming the co-partnership FALOMAR CO. SEE Falomar Co.
- WEISBROD, LOUIS & HAROLD WEISBROD** forming the co-partnership FALOMAR CO. SEE Falomar Co.
- WEISZ, C. H.** © Dun Jerks no.2. (In West antique weapons portfolio, 1956) Appl. author: W. L. Hawkins. © 11Dec56; K114741.
- WELCH GRAPE JUICE CO., INC.** © Refreshment wine. 4/5 qt. concord grape wine. © 1Sep56; K113970.

**WELCKER CORP. ©**  
**CID dry-storage, anti-corrosive**  
 care for idle and reserve equip-  
 ment; gives full protection to  
 boilers, tanks, etc. Appl. au-  
 thor: Clyde Joseph Welcker.  
 © 10Jan57; KX126134.  
**Dry-storage, anti-corrosive CID**  
 for boilers, tanks, storage bins;  
 stops rusting ... 1 unit.  
 Appl. author: Clyde Joseph Welcker.  
 © 28May57; KX126135.

**WELCO SHOE CORP. ©**  
 My mommy always buys us those nice  
 Welco Foamtread ... washable  
 slippers. (In Parents' magazine,  
 Apr. 1957, p.130) © 21Mar57;  
 KX124416.

Presenting Welco's new de luxe  
 slippers: slimline Foamtread super  
 lightweight slippers ... (In  
 Footwear news, Feb. 22, 1957,  
 p.17) © 22Feb57; KX129645.

Win a '58 Cadillac by getting the  
 most out of life with Welco Foam-  
 tread slippers. (In Footwear news,  
 Jan. 1, 1957, p.8-9) © 1Jan57;  
 KX122303.

You have just bought your child the  
 finest slippers ever made; Foam-  
 tread. © 12Dec56; KX122675.

**WESSNER, FRANCES C. ©**  
 The revolutionary new flower-clip,  
 by Marfran. Now, use fresh flow-  
 ers for accessories ...  
 © 23May57; KX126607.

**WESSON OIL & SNOWDRIFT SALES CO. ©**  
 Fry in the living room, if you like,  
 there's no smoke with delicate  
 Wesson oil. Pan-fried shrimp  
 royal. (In Good housekeeping,  
 Apr. 1957, p.137) Appl. author:  
 Fitzgerald Advertising Agency,  
 Inc. © 19Mar57; KX124795.

A great baking discovery may be  
 right on your pantry shelf; stir-  
 n-drop cookies. (In Good housekeep-  
 ing, Jan. 1957, p.115) Appl.  
 author: Fitzgerald Advertising  
 Agency, Inc. © 20Dec56; KX126774.  
 New idea: quick start, just pour  
 Wesson oil. (In Good house-  
 keeping, Feb. 1957, p.123)  
 Appl. author: Fitzgerald Adver-  
 tising Agency, Inc. © 22Jan57;  
 KX122510.

New Wesson oil recipe makes tender,  
 flaky pie crust in half the time.  
 Cherry pie. (In Good housekeep-  
 ing, Mar. 1957, p.136-137)  
 Appl. author: Fitzgerald Advertis-  
 ing Agency. © 19Feb57; KX123413.

**WESTERN PLASTIC PRODUCTS.**  
 As you decide what you need in West-  
 ern plastic sink badges, this  
 sheet will come in handy for fig-  
 uring your order. (Estimate and  
 order blank) © William Earl  
 Williams sole owner Western Plastic  
 Products; 1Jan57; KX123103.

**WESTERN WAXED PAPER DIVISION, CROWN  
 ZELLERBACH CORP. SEE Crown Zeller-  
 bach Corp.**

**WESTINGHOUSE, accepted alternative  
 designation of WESTINGHOUSE ELECTRO  
 CORP. SEE Westinghouse Electric  
 Corp.**

**WESTINGHOUSE ELECTRIC CORP.**  
 Valance, cornice and cover lighting.  
 (Westinghouse home lighting  
 department) © Westinghouse  
 accepted alternative designation  
 of Westinghouse Electric Corp.  
 2May57; KX125544.

**WHIPPLE, E. L. a.k.a. EDSON L.**  
 Whipple, Sr. SEE Whipple, Edson L.,  
 Sr.

**WHIPPLE, EDSON L., SR.**  
 Mobile shoe service. (Mobile shine)  
 © E. L. Whipple a.k.a. Edson L.  
 Whipple, Sr.; 27Mar57; KX125604.

**WHIRLPOOL-SEEGER CORP. ©**  
 The better food budget selector;  
 better food budget with RCA Whirl-  
 pool freezers. © 15Aug56;  
 KX122784.

**WHITNEY-REHBOCK ADV., INC. ©**  
 The choice of the 1956 Olympic team  
 should be yours too. Ocean Cham-  
 pion nylon racing trunks. (In  
 Scholastic coach, Mar. 1957, p.67)  
 "New formula, business reply  
 ad." © 5Mar56; KX123707.

**WHITE, WELD & CO. ©**  
 Hercules Powder Company; a study  
 of its common stock. © 8Mar57;  
 KX125125.

**WHITFIELD PHARMACAL CO. ©**  
 Announce new way to drain sinus  
 cavities without puncturing;  
 Dristan tablets. (In The York  
 dispatch, York, Pa., Jan. 8,  
 1957, p.11) Appl. author: Robert  
 Pasch. © 8Jan57; KX123295.

Car-sick, air-sick, sea-sick nau-  
 sea stopped in minutes by new  
 discovery; Triptone. (In Jackson-  
 ville Journal, Nov. 16, 1956,  
 p.10) Appl. author: Reginald G.  
 Damerrell. © 16Nov56; KX122455.

Car-sick stomachs; Triptone. (In  
 Fresno bee, Fresno, Calif., Nov.  
 25, 1956, p.20) Appl. author:  
 Reginald G. Damerrell. © 25Nov56;  
 KX122456.

Cold misery stopped by tablet dis-  
 covery that drains all 8 sinus  
 cavities; Dristan. (In Schene-  
 cady gazette, Jan. 23, 1957,  
 p.15) Appl. author: Thomas L.  
 Greer. © 23Jan57; KX122764.

Cold sufferers; substance doctors  
 prescribe most to restore free  
 breathing available now without  
 prescription; Dristan. (In Toledo  
 blade, Oct. 8, 1956, p.13) Appl.  
 author: Robert Pasch. © 8Oct56;  
 KX122457.

Drug prescribed most by doctors for  
 nervous indigestion now available  
 without prescription; Soochol.  
 (In Deseret news, Salt Lake tele-  
 gram, Nov. 23, 1956, p.12A)  
 Appl. author: Emory Ward. ©  
 23Nov56; KX123294.

Famous doctor for women tests new  
 douche for feminine hygiene, re-  
 ports 100% satisfaction; Needol.  
 (In The Charlotte news, Charlotte,  
 N. C., Mar. 20, 1957, p. 6B)  
 Appl. author: Emil L. Friedard.  
 © 20Mar57; KX125908.

Faster, easier way to relieve acid  
 indigestion; rid stomach of gas;  
 EISODOL. (In Knoxville news-  
 sentinel, Feb. 6, 1957, p.8)  
 Appl. author: Emory Ward.  
 © 6Feb57; KX123294.

Hay fever victims can now breathe  
 freely again, curb further pollen  
 irritation; Drial. (In The Cedar  
 Rapids gazette, Cedar Rapids,  
 Iowa, Aug. 23, 1956, p.15) Appl.  
 author: Harold D. Fraze. ©  
 23Aug56; KX122098.

How women can remove facial hair  
 without electrolysis; special re-  
 lease to this paper; Nea. (In  
 Charleston evening post, Char-  
 leston, S. C., Oct. 9, 1956, p.5A)  
 Appl. author: Florence O'Brien.  
 © 9Oct56; KX122627.

New discovery brings relief from  
 acid indigestion, never before  
 possible without prescription;  
 Soochol. (In Rochester times-  
 union, Oct. 1, 1956, p.13)  
 Appl. author: Emory Ward.  
 © 19Oct56; KX122097.

New drug for coughing reaches chest  
 areas in minutes; Dandary. (In  
 Birmingham press, Jan. 14, 1957,  
 p.2) Appl. author: Norman  
 Graham. © 14Jan57; KX122763.

New nose-head mist formula clears  
 nasal congestion, actually  
 kills germs, safely; Drial. (In  
 Rochester times-union, Oct. 16,  
 1956, p.10) Appl. author: Harold  
 D. Fraze. © 16Oct56; KX122099.

New relief for hay fever victims  
 with this new tablet invention;  
 Dristan. (In Toledo blade, Aug.  
 13, 1956, p.6) Appl. author:  
 R. Norman Graham. © 13Aug56;  
 KX121989.

New spray mist for hay fever vic-  
 tims; quickly restores deep,  
 clear breathing; Drial. (In  
 Rochester times-union, Aug. 16,  
 1956, p.14) Appl. author:  
 Harold D. Fraze. © 16Aug56;  
 KX122100.

Science discovers new way to remove  
 warts before they spread; Com-  
 pound W. (In Evening news,  
 Harrisburg, Pa., Apr. 1, 1957,  
 p.11) Appl. author: Irwin A.  
 Levine. © 1Apr57; KX125909.

Sinus relief without surgery; new  
 instant-acting nose-head mist ...  
 Drial. (In New Britain herald,  
 New Britain, Conn., Mar. 5, 1957,  
 p.6) Appl. author: Harold D.  
 Fraze. © 5Mar57; KX126200.

2 scientists find easy way to re-  
 move facial hair; no heat without  
 electrolysis, by Nadine Wright.  
 Meet. (In The Charleston gazette,  
 Oct. 8, 1956, p.18) Appl. au-  
 thor: Florence O'Brien. ©  
 8Oct56; KX122626.

**WHITWATER RAINCOAT CO. ©**  
 Plassic plastic rainwear; bingo  
 rainhood. Figure of woman in  
 rainhood that extends over  
 shoulders. Appl. author: Mil-  
 print, Inc. © 25Feb57; KX123951.

Plassic plastic rainwear; boy's  
 raincoat. Figure of boy [wearing]  
 raincoat. Appl. author: Mil-  
 print, Inc. © 25Feb57; KX123954.

Plassic plastic rainwear; girl's  
 raincoat. Figure of girl [wearing]  
 raincoat. Appl. author: Mil-  
 print, Inc. © 25Feb57; KX123953.

Plassic plastic rainwear; lady's  
 raincoat. Figure of lady wearing  
 raincoat. Appl. author: Mil-  
 print, Inc. © 25Feb57; KX123949.

Plassic plastic rainwear; man's  
 raincoat. Figure of man [wearing]  
 raincoat. Appl. author: Mil-  
 print, Inc. © 25Feb57; KX123952.

Plassic plastic rainwear; shrimp  
 cape. Figure of girl with rain-  
 cape over her. Appl. author:  
 Milprint, Inc. © 25Feb57;  
 KX123953.

**WHITLOW, FLETCHER.**  
 Do not page of the month. Pages  
 9 & 10, series 7. SEE Craftool  
 Co.

**WHITMAN (STEPHEN P.) & SON, INC. ©**  
 Who says men don't understand women.  
 Sampler. [Brunette girl kissing  
 smiling blonde man] (In The Sat-  
 ury evening post, Dec. 15, 1956)  
 © 15Dec56; KX121990.



- Who says men don't understand women. Sampler; chocolates & confections. [Blonde hugging smug man] (In The Saturday evening post, Feb. 9, 1957) © 3Feb57; KK123217.
- Who says men don't understand women. Sampler; chocolates & confections. Pinwheel assortment. [Brunette holding rabbit; hugging man] (In The Saturday evening post, Apr. 20, 1957) © 20Apr57; KK124829.
- Who says men don't understand women. Sampler, chocolates & confections. [Silver-haired girl leaning against man in tuxedo] (In The Saturday evening post, Mar. 2, 1957) © 2Mar57; KK123385.
- WHITMAN PUB. CO. ©  
Clown Capers. Loads of fun for all ages; a game that's different ... Game board, cards and instructions for 2, 3 or 4 players. No. 4725-100. © 10Mar57; KK124749.
- Tell-a-Tale picture puzzles; fun time. Tell-A-Tale Games. 3 puzzles on heavy board. No. 4429;29. © 2Jan57 (in notice: 1956); KK124746.
- Tell-a-Tale picture puzzles; pet animals. Tell-A-Tale Games. 3 puzzles on heavy board. No. 4429;29. © 2Jan57 (in notice: 1956); KK124748.
- Tell-a-Tale picture puzzles; play time. Tell-A-Tale Games. 3 puzzles on heavy board. No. 4429;29. © 2Jan57 (in notice: 1956); KK124747.
- 12 cute Mickey Mouse valentines with gummed envelopes. 6048. © 7Jan57; KK123138.
- WHITMORE MANUFACTURING CO. ©  
Liquid gear composition; Handi-Lube. Net wt. 16 ozs. © 13May57; KK125901.
- WILDER, ALFRED A., ED C. MOSSIAN, NEWTON J. CAPPEJIAN & CHARLES J. VACIM composing the copartnership CENTRON INDUSTRIES, SEE Centron Industries.
- WILLIAMS (R. R.) INC. ©  
Amazing new ... Wash 'n Dri; the most cleansing tissue in the neat carry-pak that washes and cools face and hands ... (In The New Yorker, May 18, 1957) Appl. author: Ellington & Co., Inc. © 18May57; KK126287.
- The feminine hygiene need that has been missing for difficult days. Frances Neil, hygienist, advises ... Memo. (In Binzhangton press, May 27, 1957) Appl. author: Ellington & Co., Inc. © 27May57; KK126286.
- Memo, premoist towelte for personal hygiene. Twenty-one packets. © 7Sep56; KK123537.
- New concept in clean-up convenience; Wash 'n Dri. SE-2-1. © 20Aug56; KK123536.
- Wash-'n-Dri, the miracle moist towelte; washes hands and face without water, soap, towel. © 1956; KK123535.
- WILLIAMS (WALTER) CANDY CO. ©  
Delicious salt water taffy. Wt. 10 oz. Appl. author: Bowman's Print. Co. © 1May57; KK125301.
- Halloween tricks or treats. Full round. © 8Mar57; KK124055.
- WILLIAMS, WILLIAM EARL sole owner WESTVIEW PLASTIC PRODUCTS, SEE Western Plastic Products.
- WILLIAMSON-DICKIE MANUFACTURING CO. ©  
Dickies new look for everyday best; action-fitted work clothes. (In The New Yorker, June 11, 1957, p.116) Appl. author: Albert Evans, Jr. © 4Jun57; KK125761.
- In a bind on the job? Get Dickies action-fitted work clothes. (In The New Yorker, Mar. 18, 1957, p.153) Appl. author: Albert Evans, Jr. © 14Mar57; KK124500.
- Look better in Dickies Slacktimes, for less than you'd guess; washable casuals. (In Esquire, Apr. 1957, p.142) Appl. author: Albert Evans, Jr. © 7Mar57; KK124499.
- Men who wear the pants in the family wear Dickies action-fitted work clothes for pride and comfort. (In Sunset, June 1957, p.112) Appl. author: Albert Evans, Jr. © 25May57; KK126118.
- Whistle bait, that's you in Dickies Slacktimes; casual clothes. (In Esquire's apparel arts, Apr. 1957, p.10) Appl. author: Albert Evans, Jr. © 1Apr57; KK124945.
- WILLY MOTORS, INC. ©  
Extraordinary now, the completely new forward control Jeep FC-150. (In The Saturday evening post, Dec. 29, 1956, p.38-39) Appl. author: Norman, Craig & Kummel, Inc. © 25Dec56; KK122406.
- New capacity; new maneuverability; new style; new forward control 4-wheel drive FC-150. (In The Saturday evening post, Jan. 26, 1957, p.73) Appl. author: Norman, Craig & Kummel, Inc. © 22Jan57; KK124286.
- WIL-O-WAY FARM, INC. ©  
Good-E milk, Purple Cow brand; homogenized milk. One half gallon liquid. © 3Dec56; KK122315.
- WILSON, RAY ALEXANDER, JR. & CHARLES LEONARD SEATON forming the partnership SEATON-WILSON MANUFACTURING CO. SEE Seaton-Wilson Manufacturing Co.
- WILSON & CO., INC. ©  
Eager; Ideal dog food has more beef; pressure cooked. (In The American home) Appl. author: United States Advertising Corp. © 27Dec56; KK123846.
- Eager; Ideal has more beef, pressure cooked ... nutrients essential for dog health. (In Parade, St. Petersburg Times, Mar. 3, 1957, p.30) Appl. author: United States Advertising Corp. © 3Mar57; KK123463.
- He knows; Ideal has more beef, pressure cooked; dog food. (In Parade, Apr. 14, 1957, p.14) Appl. author: United States Advertising Corp. © 14Apr57; KK124248.
- He knows; Ideal has more beef, pressure cooked; dog food. (In The American home, Apr. 1957, p.46) Appl. author: United States Advertising Corp. © 21Mar57; KK124299.
- Precious moments; Ideal dog food has more beef, pressure cooked. (In The American home, Mar. 1957, p.40) Appl. author: United States Advertising Corp. © 21Feb57; KK123460.
- Precious moments; Ideal has more beef, pressure cooked; dog food. (In Parade, Mar. 17, 1957, p.25) Appl. author: United States Advertising Corp. © 17Mar57; KK124427.
- WILSON REFRIGERATION, INC. ©  
Greatest news in bulk cooling history; here are complete facts about Wilson's new dimension ... Appl. author: John Powers Conde. © 17Jun57; KK125339.
- I'm selling; open frozen food sales cases. Appl. author: John Powers Conde. NM: "revision of illustrations and type changes describing alteration of product." © 22Jan57; KK123843.
- I'm storing; I'm selling. New profit for food stores; frozen food sales cases. Appl. author: John Powers Conde. NM: "revision of illustrations and type changes describing alteration of product." © 22Jan57; KK123844.
- New dimension bulk coolers. Pocket selection chart. Appl. author: John Powers Conde. © 12Mar57; KK124503.
- New dimension; there's a Wilson bulk cooler to fit your needs. Appl. author: John Powers Conde. © 17Jun57; KK125339.
- No matter how large your herd, you need a new dimension in your milk cooling. Appl. author: John Powers Conde. © 3Jun57; KK126288.
- Zero safe upright expandable storage freezers; this freezer grows. Appl. author: John Powers Conde. NM: "revision of illustrations and type changes describing alteration of product." © 22Jan57; KK123845.
- WINKLER, LILLIAN S. ©  
Mrs. Winkler's ... original Texas chili pie. Net wt. 7 1/2 ozs. or more. © 20Mar57; KK126411.
- WINTHROP SHOE CO., division INTERNATIONAL SHOE CO., SEE International Shoe Co.
- WOLCH NUT & CANDY CO. ©  
Fresh Pak salted mixed nuts. 14 ounces net. (Associated with the representation of a dairy) © 10Oct56; KK123181.
- WOMAN'S DAY, INC. ©  
Everyone agrees: we've made a new woman out of Woman's day, the A & P magazine. (In The New Yorker, Mar. 23, 1957, p.62-63) © 21Mar57; KK123975.
- Scissors, typewriter ribbon, layout pad, rubber cement. Woman's Day, the A & P magazine. (In The New Yorker, Feb. 16, 1957, p.65-66) © 14Feb57; KK123171.
- 6 great soup recipes from 6 famous restaurants. All in one Woman's day, the A & P magazine. (In The New Yorker, Oct. 27, 1956, p.60-61) Appl. author: Doyle Dane Bernbach, Inc. © 25Oct56; KK124033.
- Some operation we just did; we've made a new woman out of Woman's day ... the A & P magazine. (In The New Yorker, Jan. 19, 1957, p.46-47) © 17Jan57; KK123004.
- WONDER-BRA CO., INC. ©  
You can see it in her face; she's wearing Wonder-Bra. (In Chara, Apr. 1956, p.167) Appl. author: C. J. Herrick Associates. © 22Mar56; KK123336.
- WOOD (ALBERT) & FIVE SONS, INC. ©  
They found the answer, by Francis Wood. How to invest over a million dollars in synagogue furnishings ... Sprague. © 21Apr57; KK124826.
- They found the answer, by Francis Wood. How to invest ten million dollars in church furnishings ... Church. © 21Apr57; KK124825.
- WOOD, FRANCIS PRINCE.  
They found the answer. SEE Wood (Albert) & Five Sons, Inc.

WOOD (J. R.) & SONS, INC. © Actual letters prove Artcarved's permanent value plan ... for selling diamond rings. (In Jewelers' circular-keystone, Oct. 1956, p.84-85) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10c655; KK125664.

Artcarved diamond and wedding rings; precious beauty, permanent value. Van Wyck set, Divinity set [and others] (In Seventeen, Nov. 1955, p.121) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 11c0v55; KK122902.

Artcarved diamond and wedding rings; the diamond that's guaranteed for permanent value. Canterbury set, Wellesley set [and others] (In Glamour, Apr. 1957, p.13) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 22Mar57; KK125668.

Artcarved diamond and wedding rings; the diamond that's guaranteed for permanent value. Serenade set, Andover set [and others] (In Life, Feb. 18, 1957, p.123) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 14Feb57; KK123400.

Artcarved diamond and wedding rings. (Which ring can you be sure will always keep its value.) (In Life) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Sep56; KK122875.

Artcarved diamond and wedding rings; your loveliest selection of wedding rings, guaranteed for a lifetime. Iona set, Heartbeat set, Brilliance set [and others] (In Bride's magazine, spring 1957, p.125) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Jan57; KK122848.

Beloved brides for over 106 years; Artcarved diamond and wedding rings. Largo set, Eternally Yours set [and others] (In Bride's magazine, spring, 1956, p.94) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Apr56; KK122903.

Beloved by brides for over 106 years; Artcarved diamond and wedding rings. Tenderness set, Devotion set [and others] (In Bride's magazine, spring, 1956, p.10) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Jan56; KK122901.

Choose the diamond that's guaranteed for permanent value; Artcarved. [Bride holding pink bouquet] (In Seventeen, May 1956, p.14-15) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 11May56; KK122026.

Choose the diamond that's guaranteed for permanent value; Artcarved. [Bride holding tulleman roses] (In Seventeen, Mar. 1956, p.29) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18e56; KK122024.

Choose the diamond that's guaranteed for permanent value; Artcarved. [Bride with hand on flowers] (In Seventeen, Feb. 1956, p.18) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Feb56; KK122023.

Choose the diamond that's guaranteed for permanent value; Artcarved. Casablanca set, Revelation set [and others] (In Life, Mar. 8, 1956) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 08a56; KK122947.

Choose the diamond that's guaranteed for permanent value; Artcarved. Dept.S-36. (In Seven-

teen, Apr. 1956, p.17) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Apr56; KK122025.

Choose the diamond that's guaranteed for permanent value; Artcarved. Dept.S-56. (In Seventeen, June 1956, p.17) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Jun56; KK122027.

Choose the diamond that's guaranteed for permanent value; Artcarved diamond and wedding rings. Berkshire set, Vogue set [and others] (In Look) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Mar56; KK122879.

Choose the diamond that's guaranteed for permanent value; Artcarved diamond and wedding rings. Brookdale set, Socrates set [and others] (In Mademoiselle, May 1956) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 23Apr56; KK122905.

Choose the diamond that's guaranteed for permanent value; Artcarved diamond and wedding rings. Brunswick set, Oxford set [and others] (In Look) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 21Feb56; KK122878.

Choose the diamond that's guaranteed for permanent value; Artcarved diamond and wedding rings. Imperial set, Prudence set [and others] (In Mademoiselle, Feb. 1956, p.23) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 29Jan56; KK122907.

Choose the diamond that's guaranteed for permanent value; Artcarved diamond and wedding rings. Miramar set, Carlton set [and others] (In Look) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 17Apr56; KK122860.

Choose the diamond that's guaranteed for permanent value; Artcarved diamond and wedding rings. Princeton set, Franciscan set [and others] (In Life) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10May56; KK122876.

The diamond that's guaranteed for permanent value; Artcarved diamond and wedding rings. Casablanca set, Miramar set [and others] (In Seventeen, Apr. 1957, p.125) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Apr57; KK125438.

The diamond that's guaranteed for permanent value; Artcarved diamond and wedding rings. Casablanca set, Wellesley set [and others] (In Mademoiselle, Mar. 1957, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 28Feb57; KK125434.

The diamond that's guaranteed for permanent value; Artcarved diamond and wedding rings. Tyrone set [and others] (In Look, Mar. 19, 1957, p.95) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5Mar57; KK125436.

The diamond that's guaranteed for permanent value; Artcarved diamond and wedding rings. Tyrone set, Princeton set [and others] (In Life, Apr. 15, 1957, p.143) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 21Apr57; KK125437.

The diamond that's guaranteed for permanent value; Artcarved diamond and wedding rings. Wellesley set, Rochester set [and others] (In Seventeen, Feb. 1957, p.33) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Feb57; KK125498.

For the second consecutive year Artcarved diamond and wedding rings have been awarded a Diamonds U.S.A. Award for excellence of design. (In the Jewelers' circular-keystone, Dec. 1956, p.53) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18e56; KK122906.

My Jim is the smartest on earth. Artcarved diamond and wedding rings. (In Seventeen, Mar. 1957, p.24-25) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Mar57; KK125435.

My Jim is the smartest man on earth. Artcarved diamond and wedding rings. (In the Jewelers' circular-keystone, Feb. 1957, p.52-53) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Feb57; KK125439.

Permanent value, plus precious beauty. Artcarved Sheraton set. (In Look, Nov. 1, 1956, p.21) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 11c0v56 (in notice: 1955); KK122022.

Precious beauty, permanent value; Artcarved diamond and wedding rings. Berkshire ring, Balmoral set [and others] (In Life) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 22Sep56 (in notice: 1955); KK122877.

Precious beauty, permanent value; Artcarved diamond and wedding rings. Brookdale set, Tenderness set [and others] (In Seventeen, Oct. 1955, p.15) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10c55; KK122900.

Precious beauty, permanent value; Artcarved diamond and wedding rings. Brunswick set, Heartbeat set [and others] (In Mademoiselle, Sept. 1955, p.47) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 29Aug55; KK122897.

Precious beauty, permanent value; Artcarved diamond and wedding rings. Brookdale set, Princeton set [and others] (In Mademoiselle, Oct. 1955) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 29Sep55; KK122902.

This spring Artcarved's permanent value plan ... diamond and wedding rings. (In the Jewelers' circular-keystone, Feb. 1956, p.62-63) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Feb56; KK125661.

Today and on your silver anniversary, can you be sure of your diamond's value? Artcarved. Dept.S-56. (In Look, Oct. 2, 1956, p.127) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Oct56; KK122021.

Today and on your silver anniversary, can you be sure of your diamond's value? Artcarved. Dept.S-56. (In Seventeen, Aug. 1, 1956,

p.95) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Aug56; KK122028.

Today and on your silver anniversary, can you be sure of your diamond's value? Artcarved, Dept. S-86. (In Seventeen, Sept. 1, 1956; p.24-25) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 13Sep56; KK122029.

Today and on your silver anniversary, can you be sure of your diamond's value? Artcarved, Dept. S-86. (In Seventeen, Oct. 1, 1956; p.125) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Oct56; KK122030.

Today and on your silver anniversary, can you be sure of your diamond's value? Artcarved, Dept. S-86. (In Seventeen, Nov. 1956, p.29) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Nov56; KK125666.

Today and on your silver anniversary can you be sure of your diamond's value? Artcarved diamond and wedding rings. Brunswick set, Oxford set [and others] (In Glamour, Dec. 1956, p.19) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 22Nov56; KK125934.

Today and on your silver anniversary can you be sure of your diamond's value? Artcarved diamond and wedding rings. Canterbury set, Woodmere set [and others] (In Madame, Dec. 1956) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 29Oct56; KK122886.

Today and on your silver anniversary can you be sure of your diamond's value? Artcarved diamond and wedding rings. Sheraton set, Casablanca set [and others] (In Look) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 7Sep56; KK122881.

Today and on your silver anniversary can you be sure of your diamond's value? Artcarved diamond and wedding rings. Woodmere set, Miramar set [and others] (In The Saturday evening post, Dec. 1, 1956; p.87) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 27Nov56; KK122884.

Which ring can you be sure will always keep its value? Artcarved diamond and wedding rings. (In Look, Nov. 27, 1956, p.54) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 13Nov56; KK125667.

Your great chance to increase diamond profits; Artcarved's next FVF ad in Look, March 19 1956. Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 2Mar57; KK125429.

Your loveliest selection of wedding rings, guaranteed for a lifetime. Artcarved. Iona set, Heartbeat set [and others] (In Modern bride, spring 1957, p.2) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Jan57; KK123399.

Your loveliest selection of wedding rings, guaranteed for a lifetime; Artcarved diamond and wedding rings. Largo set, Garland set [and others] (In Bride's magazine, summer 1957, p.68) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Apr57; KK125440.

Your loveliest selection of wedding rings guaranteed for a lifetime; Artcarved diamond and wedding rings. Prudence set, Tenderness set [and others] (In Bride's

magazine, winter 1956, p.13) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Oct56; KK122905.

Your loveliest selection of wedding rings, guaranteed for a lifetime; Artcarved diamond and wedding rings. Tenderness set, Simplicity set [and others] (In Bride's magazine, autumn 1956, p.37) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Jul56; KK122904.

**WOODLAND FURNITURE MANUFACTURING CO. ©**  
Dream home decorating within your reach with... ready-to-finish furniture by Woodland. Appl. author: Ben Duben. © 1May57; KK125187.

**WOODLING, GEORGE V.**  
Twin pack Buckeye Doubles. SEE Stahmer, Bernhard.

**WOODWARD, ALBERT Y. d.b.a. CUSTOM FINISHERS GUILD. SEE Custom Finishers Guild.**

**WOOLWORTH (F. W.) CO. ©**  
For kids of all ages; the bubble balloon... makes dozens of different shapes... © 2May57; KK125752.

**WORLD WIDE EXTERMINATING CORP. ©**  
W.W. loves cleanliness, and promptly puts the kiss of death on roaches, ants, bedbugs... © 7Feb57; KK123005.

**WORTHINGTON, BRICE. SEE Worthington, Clair Brice.**

**WORTHINGTON, CLAIR BRICE.**  
Christmas Bonus day; Sheldon is most convenient Christmas gift shopping center. © Brice Worthington & Sheldon Sun; 16Dec56; KK122912.

**WRIGHT & MCGILL CO. ©**  
The Mainliner Pre-Line reel for spinning rods, for fly rods. (Circular PL-57) Appl. author: Karl E. Gerarden. © 29Mar57; KK124226.

**Mr. Dealer, we have something for you; Eagle Claw hooks. (Circular NL-557) Appl. author: Karl E. Gerarden. © 22Apr57; KK125096.**

**Stream & Lake spinning reel; gives finger-tip touch control of line and cast. (Circular NL-257) Appl. author: Karl E. Gerarden. © 22Jan57; KK122671.**

**WYBRANT SYSTEM. ©**  
Action speaks louder than words. Mr. H. H., Mr. F. G. [and others]... take your hair and scalp problems to Wybrant. (In New York daily news, Mar. 11, 1957, p.55) Appl. author: William Wybrant. © 11Mar57; KK124922.

**Do you have cherephobia? Wybrant hair treatments. Introductory trial coupon. (In New York post, Apr. 2, 1957, p.48) Appl. author: William Wybrant. © 2Apr57; KK124507.**

**45 minutes of sheer pleasure... stops hair loss in 6 treatments... (In New York daily news, Apr. 1, 1957, p.58) Appl. author: William Wybrant. © 1Apr57; KK124391.**

**Hair-raising pictures. (In New York post, Mar. 12, 1957, p.54) Appl. author: William Wybrant. © 12Mar57; KK125386.**

**Hair-raising pictures. Mr. R. W. If you have a hair or scalp problem... (In New York post, Mar. 5, 1957, p.41) Appl. author: William Wybrant. © 5Mar57; KK124901.**

**Stop hair loss with six treatments... no other shampoo... (In New York daily news, Apr. 8, 1957, p.62) Appl. author: William Wybrant. © 8Apr57; KK124399.**

**Stop hair loss with six treatments, or your money back. Accept a free nylon hair brush... (In Daily news, New York, Feb. 25, 1957, p.47) NM: revised wording. © 25Feb57; KK123847.**

**Stop hair loss with six treatments or your money back. If you are worried about your hair and scalp... (In New York daily news, Apr. 15, 1957, p.51) Appl. author: William Wybrant. © 15Apr57; KK124394.**

**Stop hair loss with six treatments or your money back; if you value your personal appearance... (In New York daily news, Mar. 4, 1957, p.55) Appl. author: William Wybrant. © 4Mar57; KK125372.**

**Stop hair loss with six treatments or your money back. Mr. M. S., Mr. M. L. [and others] (In New York daily news, Mar. 18, 1957, p.59) Appl. author: William Wybrant. NM: rev. wording to conform to current practices. © 18Mar57; KK124382.**

**WYLER & CO. ©**  
Chicken noodle soup; a ready soup mix, made with chicken meat. Cooks in 7 minutes, serves four. Net weight 2 ounces. Appl. authors: Arma S. Wyler & Norbert Schwartz. © 1Aug56 (in notice: 1944); KK123003.

**Chicken rice soup, made with chicken meat; a ready soup mix. Net weight 2 ounces. Appl. authors: Arma S. Wyler & Norbert Schwartz. © 10Sep56 (in notice: 1949); KK122009.**

**WYNN OIL CO. ©**  
Friction proofing; upper cylinder for farm. Net contents: 1 U. S. gallon. © 1May57; KK125535.

Y

**YAKIMA COUNTY PROCESSORS, INC. ©**  
Grape Juice brand, pure Washington State concord grape juice. Net contents 1 pint 8 fl. ozs. © 1Nov55; KK124009.

**YOGO & CO. ©**  
The ideal gift for birthdays, weddings... a gift certificate. © 1Feb57; KK124154.

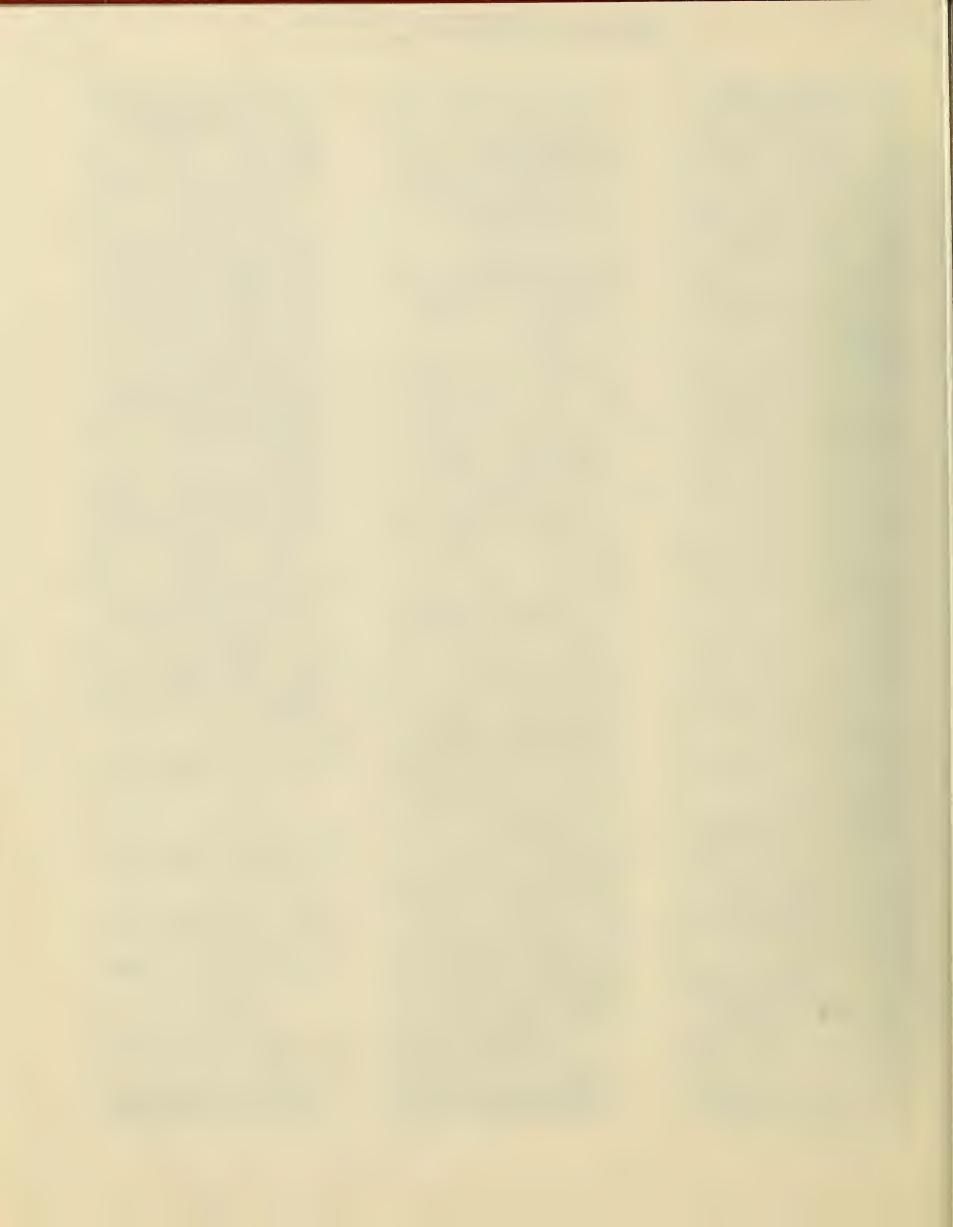
**YOUNG (W. T.), FOODS, INC., subsidiary of FROSTER & GAMBLE CO. SEE Froster & Gamble Co.**

Z

**ZAHOUT, VICTOR d.b.a. VICTOR'S LABORATORY. SEE Victor's Laboratory.**

**ZIFFY, INC. ©**  
Do your clothes feel wonderful to wear? Ziffy, easy ironing starch. one quart. Appl. author: Mitchell Root. © 21Jun56; KK125479.





## RENEWAL REGISTRATIONS

A list of prints and labels for which renewal registrations were made during the period covered by this issue. Arrangement is alphabetical under the name of the claimant of renewal copyright. Information relating to both the original and the renewal registration is included in each entry.

- AMERICAN POP CORN CO.**  
 American Beauty giant pop corn.  
 © 18Sep29; Label 36820. American  
 Pop Corn Co. (P); 28Jan57;  
 R185447.
- Jolly Time brand pop corn.**  
 © 17Mar30; Label 37434. American  
 Pop Corn Co. (P); 12Jun57;  
 R193338.
- BLUM, MRS. E. H.**  
 Horseshoe brand, for pants & summer  
 suits. © 23Jul29; Label 36273.  
 Mrs. E. H. Blum (P); 17May57;  
 R192177.
- BRUNSON, SOPHIA B.**  
 Rose balm. © 1Jun29; Label 36124.  
 Sophia B. Brunson (P); 22Jan57;  
 R184886.
- COLLINS-LEE CO.**  
 Freshur fish fillets. © 4Apr29;  
 Label 35962. Collins-Lee Co.  
 (P); 7Feb57; R186019.
- DUNN & MCCARTHY, INC.**  
 You need no longer be told that you  
 have an expensive foot.  
 © 29May29; Print 11922. Dunn &  
 McCarthy, Inc. (P); 15Apr57;  
 R190031.
- You need no longer be told that you  
 have an expensive foot.  
 © 19Jun29; Label 36242. Dunn &  
 McCarthy, Inc. (P); 15Apr57;  
 R190030.
- GENERAL INSECTICIDE CO., INC.**  
 Crow Tox. © 20Mar29; Label  
 36013. General Insecticide Co.,  
 Inc. (P); 6Feb57; R185902.
- GRUENDLER CRUSHER & PULVERIZER CO.**  
 On making molasses for Gruendler  
 equipment; for cold mixing so-  
 lasses feeds. © 3Sep29; Print  
 12155. Gruendler Crusher & Pul-  
 verizer Co. (P); 21Jun57;  
 R194065.
- LIPTON (THOMAS J.) INC.**  
 Lipton's Tea. (Olive) © 10Oct29;  
 Label 38986. Thomas J. Lipton,  
 Inc. (P); 14Feb57; R186333.
- Lipton's Tea. (Red) © 10Oct29;  
 Label 13136. Thomas J. Lipton,  
 Inc. (P); 14Feb57; R186315.
- Lipton's Tea. (Salmon) © 10Oct29;  
 Label 38827. Thomas J. Lipton,  
 Inc. (P); 14Feb57; R186314.
- MAKRANSKY (S.) & SONS, INC.**  
 As competition grows keener our  
 business grows larger. © 28Jan29;  
 Print 11934. S. Makransky & Sons,  
 Inc. (P); 24Jan57; R184930.
- MARRIOTT, ELIZABETH K.**  
 Nu-Pyo. © 1Aug29; Label 36447.  
 Mrs. John E. (Elizabeth K.)  
 Marriott (P); 13Feb57; R186326.
- PICARD PHARMACY, INC.**  
 Venus the motor oil with the perfect  
 body. © 13Apr29; Label 36012.  
 Picard Pharmacy, Inc. (P);  
 11Feb57; R186079.
- STANDARD BRANDS, INC.**  
 Fleischmann's baking powder.  
 © 30Sep29; Label 37107. Standard  
 Brands, Inc. (P); 1Apr57;  
 R188911.
- Fleischmann's Phos-Fo-Lac.  
 © 26Dec29; Label 37187. Standard  
 Brands, Inc. (P); 1Jul57;  
 R194336.
- TODD (E. M.) CO., INC.**  
 Old Virginia bacon. © 11Apr29;  
 Label 36014. E. M. Todd Co.,  
 Inc. (P); 20Feb57; R187100.
- WALKER, IDA G.**  
 El Pato. © 1Jul29; Label 36372.  
 Ida G. Walker (P); 1Apr57;  
 R188912.
- ZIMMER (M. D.) & CO.**  
 If you still demand the best.  
 © 22Mar29; Print no. 11990. M. D.  
 Zimmer & Co. (P); 7Feb57;  
 R186020.









CATALOG OF COPYRIGHT ENTRIES

*Third Series*

VOLUME 11, PART 11B, NUMBER 2

# Commercial Prints and Labels

JULY-DECEMBER

1957



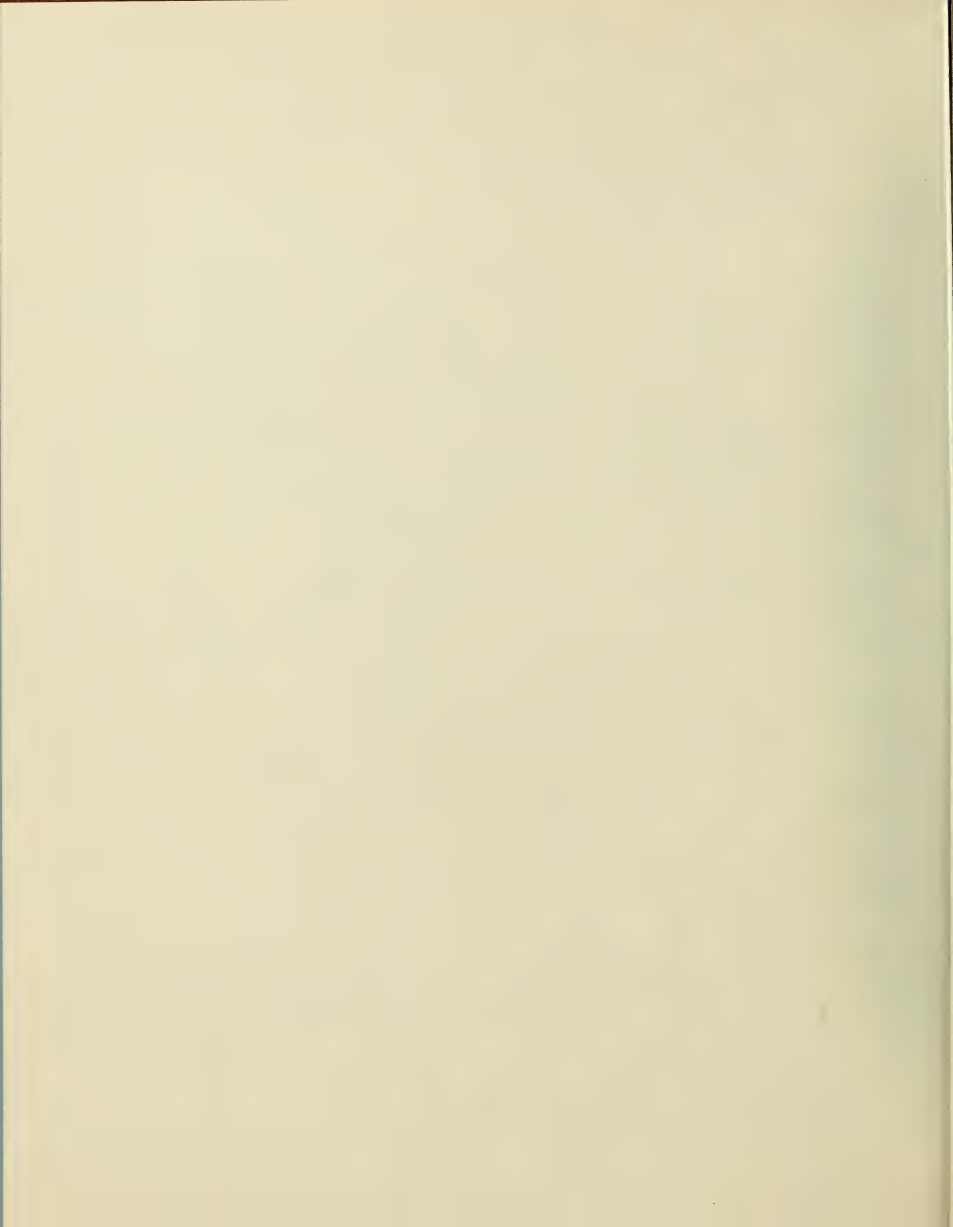
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CATALOG OF COPYRIGHT ENTRIES

*Third Series*





CATALOG OF COPYRIGHT ENTRIES

*Third Series*

VOLUME 11, PART 11B, NUMBER 2

# Commercial Prints and Labels

JULY-DECEMBER

1957



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WASHINGTON : 1958



## Preface

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

The *Catalog* is subdivided to represent the classes of material listed in section 5 of said Title 17. The table at the end of this preface shows the organization of the *Catalog*, the symbols used with the registration numbers to distinguish the classes, and the prices of the semiannual issues. The annual subscription for each part is twice the price of a single issue and the complete catalog, including all parts, may be secured on a subscription basis for \$20 a year.

The record of each copyright registration listed in the *Catalog* includes a description of the work copyrighted and data relating to the copyright claim (the name of the copyright claimant, as given in the application for registration, the copyright date, the copyright registration number, etc.). Available information in the records of the Copyright Office, including information relating to subsequent changes of ownership, can be obtained upon request and upon payment to the Register of Copyrights of the fee specified in section 215 of said Title 17 (\$3 for each hour of time consumed) for the conduct of a search of the records.

In the case of each registration listed, except for renewals, the deposit of a copy (or copies) of the work has been made in accordance with the provisions contained in sections 12, 13, or 215 of said Title 17, or, in the case of published three-dimensional works of art, there has been compliance with section 13 of said Title 17, which provides for the deposit of identifying reproductions in lieu of the work itself. Foreign works, two copies of which

were deposited with a catalog card and application for registration under the waiver-of-fee provision in section 215 of Title 17 of the *United States Code*, are indicated by a zero immediately following the alphabetical symbol in the registration number.

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

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

The Copyright Office welcomes inquiries, suggestions and comments on the content and organization of the *Catalog*. Such communications should be addressed to the Chief of the Cataloging Division, Copyright Office, Library of Congress, Washington 25, D. C.

### Table of Organization

Each part listed in the table records all current registrations in the class or classes indicated by the alphabetical symbols given. 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 the purposes of statistical analysis. A zero immediately following the symbol (e. g., AFO, EFO) distinguishes a foreign work deposited under the waiver-of-fee provision. The symbol R does not represent a class designated by the copyright law, but has been adopted by the Copyright Office to distinguish renewal copyright registrations. These are recorded in a separate section of those parts of the *Catalog* which cover the classes in which the works were originally

registered. Some parts also contain registrations made under other symbols if the subject matter or type of material is similar to that generally included in the part.

	Price per semiannual issue
<b>PART 1 BOOKS AND PAMPHLETS, INCLUDING SERIALS AND CONTRIBUTIONS TO PERIODICALS</b> . . . . .	\$2.50
A Books	
AF Books in foreign languages published abroad	
AI Books in the English language first published abroad	
BB Contributions to periodicals	
R Renewal registrations	
<b>PART 2 PERIODICALS</b> . . . . .	1.00
B Periodicals	
BF Periodicals in foreign languages published abroad	
BI Periodicals in the English language first published abroad	
R Renewal registrations	
<b>PARTS 3-4 DRAMAS AND WORKS PREPARED FOR ORAL DELIVERY</b> . . . . .	1.00
C Lectures and other works prepared for oral delivery	
DF Dramatic and dramatico-musical works published abroad	
DP Published dramatic and dramatico-musical works	
DU Unpublished dramatic and dramatico-musical works	
R Renewal registrations	
<b>PART 5 MUSIC</b> . . . . .	3.50
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	Price per semiannual issue
<b>PART 6 MAPS AND ATLASES</b> . . . . .	\$.50
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<b>PARTS 7-11A WORKS OF ART, REPRODUCTIONS OF WORKS OF ART, SCIENTIFIC AND TECHNICAL DRAWINGS, PHOTOGRAPHIC WORKS, PRINTS AND PICTORIAL ILLUSTRATIONS</b> . . . . .	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 Reproduction 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 published in the United States	
KF Prints and pictorial illustrations published abroad	
R Renewal registrations	
<b>PART 11B COMMERCIAL PRINTS AND LABELS</b> . . . . .	1.00
KK Commercial prints and labels	
R Renewal registrations	
<b>PARTS 12-13 MOTION PICTURES AND FILMSTRIPS</b> . . . . .	\$.50
LP Published motion picture photoplays	
LU Unpublished motion picture photoplays	
MP Published motion pictures other than photoplays	
MU Unpublished motion pictures other than photoplays	
R Renewal registrations	



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### INTRODUCTION

PART 11B lists prints and labels, published in connection with the sale or advertisement of articles of merchandise or of services, which were registered in Class K under the symbol KK.

Arrangement is alphabetical under the name of the copyright claimant. Each work is described in a main entry which includes information pertinent to the copyright claim. References lead from the names of joint claimants and authors and from variant forms of names. Works for which the subsisting copyright has been renewed are listed separately in the Renewal Registrations section. The copyright symbol © following the name under which the entry is listed signifies that the form of name used is that appearing in the application as claimant. The name is not repeated following the copyright symbol © in the entry proper unless it is necessary to record additional information from the application not included in the heading; e. g.:

DILLON CREAMERY. ©  
Double Dip. © 28Jan57; KK123663.

CRAFTOOL CO.  
Doodle page of the month. © Craftool Pub.  
Co. t.a. Craftool Co.; 4Jan57; KK122187.

Each main entry for currently registered works includes, in addition to the name under which it is filed, the following items of information if available and applicable:

- 1) Title, amplified if necessary by a brief description of the pictorial content of the work and followed by any variant title.
- 2) Names of contributors to the work.
- 3) Series statement
- 4) Special descriptive data, limited to registrations which appeared in a newspaper or periodical, giving the name and issue date of the publication, and the number of the page on which the item will be found.

- 5) Names of authors given in the application which do not appear elsewhere in the entry.
- 6) Name of the employer in the case of a work made for hire, if so named in the application, together with the name of the employees when given.
- 7) Copyright symbol ©.
- 8) Name of the copyright claimant when it is necessary to record information given in the application which is not included in the heading.
- 9) Date of publication as given in the application.
- 10) Registration number.

Whenever it is necessary to indicate a variation between the information given in the application and in the copy of the work with respect to the claimant's name or the date of publication, the data from the application are given first, followed by the phrase "in notice" and the data given in the work; e. g.: © Richard Roe & Co.; 8Jan57 (in notice: 1956); KK113000.

For renewal registrations, the main entry includes, in addition to the name under which it is filed, the following items of information if available and applicable:

- 1) Title.
- 2) Copyright symbol.
- 3) Date of original copyright.
- 4) Original registration number.
- 5) Name of the renewal claimant followed by a statement in parentheses, usually in abbreviated form, giving the basis of the renewal claim as supplied by the claimant, e. g., "John Doe & Co. (P)" indicates that renewal of copyright is claimed by John Doe & Co. as proprietor.
- 6) Date of receipt of the renewal application or the fee, whichever is later.
- 7) Renewal registration number.

## ABBREVIATIONS AND SYMBOLS

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

a.k.a.	—also known as
appl.	—application
©	—copyright symbol
d.b.a.	—doing business as

NM	—new matter
P.	—page, pages
(P)	—proprietor of a commercial print or label
pseud.	—pseudonym
pub.	—published, publishing
rev.	—revised
t.a.	—trading as
v., vol., vols.	—volume, volumes

## COPYRIGHT REGISTRATIONS FOR COMMERCIAL PRINTS AND LABELS

July–December 1957

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1957, but do not necessarily represent the exact number of entries in this issue of the *Catalog of Copyright Entries*. Registration figures for other classes of material may be found in the respective parts.

These figures represent the number of registrations or commercial prints and labels for July–December

# COMMERCIAL PRINTS AND LABELS

## CURRENT REGISTRATIONS

A list of prints and labels published in connection with the sale or advertisement of articles of merchandise or of services, registered during the period covered by this issue. Arrangement is alphabetical under the name of the copyright claimant. References from the names of joint claimants and authors and from variant forms of names are interfiled.

### A

#### AA WIRE PRODUCTS CO. ©

Block-Lok; flush welded Block-Lok controls these cracks. (In Construction news, May 13, 1957, p.28) © 13May57; KK127439.  
Block-Lok flush-welded presenting data sheet no.1 for the new Econo-Lok; increases wall strength ... (In Modern concrete, Oct. 1957, p.5) © 17Oct57; KK129900.

Block-Lok masonry reinforcing controls shrinkage cracking. (In The Concrete manufacturer (Bit and quarry), May 1957, p.344) NM: diagrammatically related to prev. reg. KK125550 with changed text. © 14May57; KK127441.

Block-Lok, the flush-welded masonry reinforcement ... (In Mason contractor news, July 1957, p.3) © 27Jun57; KK128161.

Data sheet no.2 for Block-Lok; increases wall strength, reduces wall coats. (In Modern concrete, Nov. 1957, p.5) © 14Nov57; KK130817.

New Econo-Lok; flush-welded masonry reinforcement. (In Construction news, May 23, 1957, p.15) © 23May57; KK127440.

New ideas in design and building depend on AA wire masonry reinforcement. Econo-Lok cavity (and others) (In Building supply news, Oct. 1957, p.202) NM: heading & description. © 10Oct57; KK129743.

#### ACP INDUSTRIES, INC. ©

Controlled force seating upstream and downstream W-K-M valves. (In World oil, July 1957, p.25) Appl. author: W-K-M Division of ACP Industries, Inc. © 13Jul57; KK128570.

New exclusive double-tight seal gives W-K-M valves unequalled sealing ability. (In World oil, Aug. 1, 1957, p.203) Appl. author: W-K-M Division of ACP Industries, Inc. © 1Aug57; KK128569.

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#### AMP, INC.

Another result ... Fastin-Paston harness connectors for simultaneous engagement of multiple circuits in appliance and automotive

wiring. (In Refrigerating engineering, Mar. 1956, p.7) © AMP, Inc., formerly Aircraft-Marine Products, Inc.; 1Mar56; KK128169.

#### A. P. CO. ©

All nylon; protect your records; magnetic action. Record cleaning cloth ... Appl. author: Moe Herman. © 9Oct57; KK130659.

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Abbott presenta un nuevo producto ... Dayamin Inyectable en duplenvas. Appl. author: Thomas Sheldon Bird. © 10Jun57; KK128905.

La asexualita desganada, ya no come casi nada ... Dayamineral filmtab. Appl. author: Thomas S. Bird. © 21Sep57; KK129195.  
Un bistec en una botella; Nitrisyl 5%, solucion. Appl. author: Thomas S. Bird. © 14Nov57; KK130275.

But, doctor, I said, I'd rather be sick than square; a good B-complex, Sur-Bex with C. Print no.711510. Appl. author: C. S. Downs. © 13Dec57; KK130720.

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Caspa? Prescriba Selsun. 11-18-57. (In Man holding bottle) Appl. author: Thomas S. Bird. © 20Nov57; KK130272.

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Here's thorough, modern cough therapy; Calcitrine. Print no.710505. Appl. author: C. S. Downs. © 2Nov57; KK130252.

The higher blood levels of penicillin V; Compoicillin, in easy-to-swallow Filmtab ... 705521. Appl. author: C. S. Downs. © 17Jun57; KK126573.

The higher blood levels of penicillin V; Filmtab Compoicillin-V ... Print no.709513. Appl. author: C. S. Downs. © 11Dec57; KK130656.

In peptic ulcer treatment; Tral Filmtab. 88-15-57. (Man in cap) Appl. author: Thomas S. Bird. © 8Jul57; KK127204.

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Introducing a new, extra-potent vitamin-mineral tablet; Optilets-M. Print no.709505. Appl. author: C. S. Downs. © 23Sep57; KK128707.

Is iron alone enough? IberoI gives antianemia therapy ... Print no.704516. Appl. author: C. S. Downs. © 1Aug57; KK128133.

Kaltin, antiarritico y corrector electrolitico en suspension de uso oral. E064/RI-30-0857. Appl. author: Thomas S. Bird. © 10Aug57; KK128103.

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Meal-wise, the doc's probably right; Sur-Bex with C. Print no.709515. Appl. author: C. S. Downs. © 26sep57; KK129706.

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Relief comes quickly for itching, burning, scaling scalp ... Selsun. 706508. Appl. author: C. S. Downs. © 28Jun57; KK127000.

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When the oral route is not feasible, short-acting Nembutil, sodium suppositories. Print no.708507. Appl. author: C. S. Downs. © 26Sep57; KK129708.

You can treat her mastitis right with potent, new Sulvelit-E3. 705523. Appl. author: C. S. Downs. © 10Jul57; KK127126.

## ACCURATE STEEL RULE DIE MANUFACTURERS. ©

Double your profits by die cutting. Appl. author: Erhardt K. Scott. © 10ct57; KK130308.

Paper converters know. Appl. author: Erhardt K. Scott. © 15Jul57; KK127424.

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How to install fold-aside doors using Acme concealed fold-aside door hardware; two-door, four-door. © 10Sep57; KK128892.

Smart new style trend to folding doors demands concealed fold-aside door hardware by Acme. no.2022 [and others] Form F-457. © Acme Appliance Manufacturing Co., Acme Builders Hardware Division; 25Oct57; KK129566.

Supplementary list price schedule, effective August 15, 1957. Series 2000 concealed fold-aside door hardware; rotary shelf hardware. SP-451. © 30Aug57; KK128080.

## ACME BUILDERS HARDWARE DIVISION, ACME APPLIANCE MANUFACTURING CO. SEE Acme Appliance Manufacturing Co.

ACME CHEMICAL CO. © Prevent corrosion in your low-pressure system with Voltreat, the volatile return line treatment. (Voltreat bulletin) Appl. author: George J. Halaska. © 18Jul57; KK127776.

Spicymist; glycolized spray deodorant. Net wt. 16 oz. Appl. author: George J. Halaska. © 30ct57; KK129111.

## ACME PET PRODUCTS CORP. ©

Genuine Acme brand distinctive cat play toy. Appl. author: George Tagle. © 22Jul57; KK130924.

Genuine Acme brand dog play toys. Appl. author: George Tagle. © 22Jul57; KK130923.

Genuine Acme brand perch cleaner for parakeets, canaries ... Appl. author: George Tagle. © 22Jul57; KK130925.

## ACROMAG, INC. ©

Summing amplifier, model 410. © 25Oct57; KK130652.

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Hot stamping press; model 2AH multi-color with dial feeds and electronic controls. 14J. Appl. author: Harold O. Bates. © 28Jun57; KK127498.

Hot stamping press; model 2AH with dial feed and stacker. 14H. Appl. author: Harold O. Bates. © 28Jun57; KK127496.

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ADDRESSOGRAPH-MULTIGRAPH CORP. © Here's practical low-cost paperwork automation for your business ... Graphotype class 350; Addressograph class 200. (In Business week, Oct. 12, 1957, p.8-9)

Appl. author: Charles Farran. © 12Oct57; KK129404.

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Appl. author: Charles Farran. © 20Nov57; KK130459.

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Appl. author: Charles Farran. © 25Nov57; KK130357.

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Appl. author: Charles Farran. © 28Nov57; KK130358.

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Best bw, half-price steak. Seasoned meat tenderizer. (In Life, Oct. 29, 1956, p.120) NM: some new sales points. © 29oct56; KK128874.

Chef's special; steak a la Adolph's; tender-tasty-terrific. [Cook holding platter] NM: illus. & wording. © 20Dec57; KK130892.

Chef's special; steak a la Adolph's; tender-tasty-terrific. [Cook snapping fingers] NM: illus. & wording. © 20Dec57; KK130891.

These frozen steaks have been specially processed to ... eliminate waste, control size and quality ... © 20Dec57; KK130890.

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Adjustable band clamps. © Marman Division, Aeroquip Corp.; 21Nov57; KK130319.

Conosel tubing joint. © Marman Division, Aeroquip Corp.; 25Nov57; KK130563.

Flexmaster pipe coupling. © Marman Division, Aeroquip Corp.; 21Nov57; KK130327.

Heavy duty Patchmaster. © Marman Division, Aeroquip Corp.; 21Nov57; KK130300.

Marman channel-band coupling. (Form 1154, CB) © Marman Division, Aeroquip Corp.; 4Oct57; KK129130.



- Marman V-band couplings used on test engine.** © Marman Division, Aeroquip Corp.; 15Jul57; KK130325.
- Ropelock;** locks tension on rope. © 10Apr57; KK127663.
- Sanitary hose clamps.** © Marman Division, Aeroquip Corp.; 21Nov57; KK130325.
- Service-master V-band tube joint.** © Marman Division, Aeroquip Corp.; 21Nov57; KK130318.
- Universal band clamp.** © Marman Division, Aeroquip Corp.; 21Nov57; KK130321.
- Universal bracket-master.** © Marman Division, Aeroquip Corp.; 21Nov57; KK130324.
- Universal Plagmaster.** © Marman Division, Aeroquip Corp.; 21Nov57; KK130324.
- Universal Patchmaster.** © Marman Division, Aeroquip Corp.; 21Nov57; KK130323.
- Ventiduct flexible coupling.** © Marman Division, Aeroquip Corp.; 21Nov57; KK130321.
- Weblock strap with the tension-locking buckle.** © 15May57; KK127664.
- AFFILIATED DISTILLERS BRANDS CORP.**  
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- AFFILIATED FOODS, INC.**  
AF always-fresh candies.  
© 15Oct56; KK128886.
- AFFILIATED TELEVISION LABORATORIES, INC.**  
U-check-'em automatic tube tester; free. © 23Oct57; KK130666.
- AGRICULTURAL EXPERIMENT STATION, ECONOMICS DEPT., SOUTH DAKOTA STATE COLLEGE,** See South Dakota State College, Agricultural Experiment Station, Economics Dept.
- AID ASSN. FOR LUTHERANS.** ©  
Over half a million Lutherans have confidence in ... largest fraternal life insurance society in the world. A. A. L. sales kit.  
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- The transparent chair mat ... Flexiglas Floor Show chair mats accentuate fine carpet or floors.**  
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- AK-MAK BAKERIES.**  
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- ALADDIN INDUSTRIES, INC.** ©  
For the gift giver ... famous vacuum ware by Aladdin; vacuum pitcher, outing kit 932A, Thermo-King. (In The Saturday evening post, Nov. 24, 1956, p.135) Appl. author: William Hart Adler, Inc. © 20Nov56; KK128152.
- I like the Thermo-King because it keeps beverages really hot or cold; aluminum vacuum bottle.** (In Life, Oct. 22, 1956, p.176) Appl. author: William Hart Adler, Inc. © 18Oct56; KK128153.
- Lunch time's fun-time with Aladdin school lunch kits. Jet Patrol, Disneyland [and others] (In Good housekeeping)** Appl. author: William Hart Adler, Inc. © 20Aug57; KK128623.
- What's for lunch? I'm the Aladdin best-buy, the original wide mouth vacuum bottle.** (In Look, Oct. 2 1956, p.105) Appl. author: William Hart Adler, Inc. © 20Oct56; KK128151.
- ALBERS MILLING CO.** ©  
End of a Frisky day; meat-loving dogs love Friskies. (In Family circle, May 1, 1956, p.139) © 1May56; KK129702.
- For the little man's best friend, I'm the sweet dreams of Friskies, the balanced diet meat-loving dogs love.** (In Life, Mar. 11, 1957, p.177) © 11Mar57 (in notice: 1956); KK130365.
- A Frisky dog is a friendly dog; meat-loving dogs love Friskies.** (In Better homes & gardens, Sept. 1956, p.28) © 10Aug56; KK126606.
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- ALCON LABORATORIES, INC.** ©  
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- Dormeyer mixer, grinder, juicer with new slicer & shredder.** (In The Marietta daily journal) Appl. author: Milton L. Altheimer. © 22Aug57; KK129822.
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- Here's fun for the whole family; regulation size ... official table tennis and utility serving table.** (In The Flint journal, Flint, Mich., May 7, 1957, p.2) Appl. author: Milton L. Altheimer. © 7May57; KK127113.
- New 45 piece unbreakable dinnerware service for 8.** (In Fort Madison democrat, Fort Madison, Iowa, July 26, 1957, p.5) Appl. author: Milton L. Altheimer. © 26Jul57; KK129379.
- 95 piece unbreakable dinnerware plus stainless tableware; service for 8.** Appl. author: Milton L. Altheimer. © 19May57; KK127118.
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- 2 in 1 ... sun umbrella & clothes dryer. Appl. author: Milton L. Altheimer. © 22May57; KK127115.
- 2 spinning and still-fishing fishing outfits; 304 pieces. Appl. author: Milton L. Altheimer. © 22Apr57; KK127111.

## ALTNOW, GEORGE GUSTAV.

Pacific Wire-grams. SEE Pacific Wire Works Co.

## AMERICAN AUTOMATIC ICE MACHINE CO. ©

Crystal Tips, best ice made; every Crystal Tips ice maker makes two kinds of ice ... cubes or chips. (In Fast Food, June 1957, p.63) © 6Jun57; KK129426.

## AMERICAN BAKERS ASSN. ©

Enriched bread for services health; the national slogan and emblem ... © 21Oct57; KK129538.

## AMERICAN BAKERS COOPERATIVE, INC. ©

Special formula bread, Form; high protein white. W. 1 lb. © 18Nov57; KK130339.

## AMERICAN BREWERY, INC. ©

American beer annual fishing derby, June 1 to Sept. 8. Okay, bub, what're you waiting for. (In Queen Anne's record-observer, Centerville, Md., June 13, 1957, p.5) Appl. author: Van Sant, Dugdale & Co., Inc. © 13Jun57; KK126190.

Catch Diamond Jim II, win \$25,000 cash. Fishing derby, June 1 - Sept. 8. (In The Baltimore evening sun, July 25, 1957, p.39) Appl. author: Van Sant, Dugdale & Co., Inc. © 25Jul57; KK128738.

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## AMERICAN CAN CO. ©

This coupon worth 10¢ on purchase of 3 cans, or more, of soft drinks of brands you choose in Miracans. © 15Jun55; KK128185.

## AMERICAN CYNAMID CO. ©

Mayan ball game at Chichen Itza, Mexico, among earliest uses of live rubber in America; calendar. Painted ... by John Clymer. © 14Nov56; KK128327.

## AMERICAN DAIRY ASSN. ©

Anyone on your list will enjoy a gift box of cheese; do your Christmas shopping by mail ... (In The National geographic magazine, Oct. 1957, p.7) Appl. author: Campbell-Mithun, Inc. © 10Oct57; KK129150.

By George, let's have a party with ice cream and cherries. (In Look, Feb. 19, 1957, p.39) Appl. author: Campbell-Mithun, Inc. © 5Feb57; KK126446.

Campaign plans for February. New milk, ice cream and butter. (In Dairy record, Jan. 9, 1957, p.2 of cover) Appl. author: Campbell-Mithun, Inc. © 9Jan57; KK126549.

Campaign plans for February; new milk, ice cream ... (In American milk review, Jan. 1957, p.12) Appl. author: Campbell-Mithun, Inc. © 1Jan57; KK126494.

Campaign plans for March; Lenten drive features cheddar ... (In American milk review, Feb. 1957, p.16) Appl. author: Campbell-Mithun, Inc. © 1Feb57; KK126436.

Campaign plans for April; more milk and butter ideas. (In American milk review, Mar. 1957, p.57) Appl. author: Campbell-Mithun, Inc. © 1Mar57; KK126432.

Campaign plans for May; big month for cottage cheese, cream ... (In American milk review, Apr. 1957, p.83) Appl. author: Campbell-Mithun, Inc. © 1Apr57; KK126433.

Campaign plans for June; June is dairy month. (In American milk review, May 1957, p.49) Appl. author: Campbell-Mithun, Inc. © 1May57; KK126435.

Campaign plans for July; ice cream, butter ... (In American milk review, June 1957, p.12) Appl. author: Campbell-Mithun, Inc. © 1Jun57; KK126437.

Campaign plans for August; milk and butter ideas for summer. (In Southern dairy products journal, July 1957, p.63) Appl. author: Campbell-Mithun, Inc. © 1Jul57; KK127120.

Campaign plans for September; meet the new star of our sales team. Perry Como on NBC-TV. (In American milk review, Aug. 1957, p.69) Appl. author: Campbell-Mithun, Inc. © 1Aug57; KK127844.

Campaign plans for October; big plans for milk, nonfat dry milk and cheese festival. (In American milk review, Sept. 1957, p.81) Appl. author: Campbell-Mithun, Inc. © 1Sep57; KK129154.

Campaign plans for November; holiday ideas ... for butter, evaporated milk, ice cream and milk. (In American milk review, Oct. 1957, p.113) Appl. author: Campbell-Mithun, Inc. © 1Oct57; KK130247.

Campaign plans for December. Time to feature butter and eggnog. (In American milk review, Nov. 1957, p.43) Appl. author: Campbell-Mithun, Inc. © 1Nov57; KK130248.

Especially on hot foods, that real butter flavor is still nature's secret. Cherry muffin. (In Ladies' home journal, Feb. 1957) Appl. author: Campbell-Mithun, Inc. © 29Jan57; KK127817.

Especially on hot foods, the flavor of real butter is still nature's secret. Corn. (In Ladies' home journal, July 1957, p.81) Appl. author: Campbell-Mithun, Inc. © 25Jun57; KK127122.

Extra flavor, more juice, more turkey when you bake it with real butter. (In Farm journal, Nov. 1957, p.43) Appl. author: Campbell-Mithun, Inc. © 26Oct57; KK130246.

Extra flavor, more juice, more turkey when you bake it with real butter. (In Woman's day, Nov. 1957, p.85) Appl. author: Campbell-Mithun, Inc. © 25Oct57; KK130245.

Extra flavor, more juice, more turkey when you bake it with real butter. Serving idea: cranberry sherbet ... (In Better homes & gardens, Nov. 1957, p.110-111) Appl. author: Campbell-Mithun, Inc. © 22Oct57; KK130250.

5 ways to put glamour into supper with cheese. (Cheese pouring over shrimp) (In Ladies' home journal, Mar. 1957, p.210) Appl. author: Campbell-Mithun, Inc. © 28Feb57; KK127694.

The flavor of real butter is still nature's secret. Appasagus. (In Ladies' home journal, June 1957, p.59) Appl. author: Campbell-Mithun, Inc. © 28May57; KK126449.

The flavor of real butter is still nature's secret. Baked potato[s]. (In Ladies' home journal, Apr. 1957, p.101) Appl. author: Campbell-Mithun, Inc. © 28Mar57; KK126449.

Here are 3 ... strawberry desserts made with delicious whipped cream ... (In Look, May 28, 1957, p.78-79) Appl. author: Campbell-Mithun, Inc. © 14May57; KK126445.

I want to call more wheateas, you want to sell more milk. (In U. S. news & world report, June 14, 1957, p.133) Appl. author: Campbell-Mithun, Inc. © 14Jun57; KK127698.

June is dairy month; a \$2,000,000 event ... (In Nargus bulletin, May 1957, p.16-17) Appl. author: Campbell-Mithun, Inc. © 5May57; KK127695.

June is dairy month; it's a \$2,000,000 promotion ... (In Restaurant management, May 1957, p.140-141) Appl. author: Campbell-Mithun, Inc. © 1May57; KK127696.

Meat loaf has smoother flavor ... because it's made with evaporated milk. Liver sausage meet loaf. (In Parade, Oct. 13, 1957, p.21) Appl. author: Campbell-Mithun, Inc. © 12Oct57; KK129415.

Milk with your meal, and coffee later? (In Fast food, Sept. 1957, p.67) Appl. author: Campbell-Mithun, Inc. © 5Sep57; KK129786.

Milk with your meal, and coffee later? Waitress (holding pad & pencil) (In Dairy record, May 22, 1957, p.7) Appl. author: Campbell-Mithun, Inc. © 22May57; KK126547.

New, big milk ads start Jan. 14. (In Dairy record, Jan. 9, 1957, p.9) Appl. author: Campbell-Mithun, Inc. © 9Jan57; KK126548.

New butter idea; almond butter ... (In Better homes & gardens, May 1957, p.111) Appl. author: Campbell-Mithun, Inc. © 13Apr57; KK126448.

New butter idea; butter-baked sweet corn. (In Better homes & gardens, July 1957, p.98) Appl. author: Campbell-Mithun, Inc. © 20Jun57; KK127121.

- New butter idea; butter-puff baked potato. (In Better homes & gardens, Mar. 1957, p.96) Appl. author: Campbell-Mithun, Inc. © 17Jan57; KK127629
- New butter idea; butterburgers. (In Better homes & gardens, Aug. 1957, p.78) Appl. author: Campbell-Mithun, Inc. © 18Jul57; KK73941
- New butter idea ... cherry butter. (In Better homes & gardens, Feb. 1957, p.69) Appl. author: Campbell-Mithun, Inc. © 19Jan57; KK126447
- New butter idea; spread hot muffins with cherry butter. (In Better homes & gardens, Feb. 1957, p.89) Appl. author: Campbell-Mithun, Inc. © 17Jan57; KK128868
- New for the holidays, orange-glazed pumpkin pie. Evaporated milk. (In Parade, Nov. 17, 1957, p.24) Appl. author: Campbell-Mithun, Inc. © 16Nov57; KK130251
- New speed-up salads ... with creamy cottage cheese and golden crouton pieces. (In Life, Mar. 11, 1957, p.73) Appl. author: Campbell-Mithun, Inc. © 7Mar57; KK126444
- Nonfat dry milk is the dairy food with pantry-shelf convenience. (In Ladies' home journal, Jan. 1957, p.92) Appl. author: Campbell-Mithun, Inc. © 27Dec56 (in notice: 1957); KK126438
- Put more flavor ... into your favorite food-to-use nonfat dry milk. Barbecued meat balls. (In Ladies' home journal, Oct. 1957, p.197) Appl. author: Campbell-Mithun, Inc. © 24Sep57; KK129417
- A refreshing story about dairy farmers. (In U. S. news & world report, Jan. 25, 1957, p.115) Appl. author: Campbell-Mithun, Inc. © 25Jan57; KK127691
- See who's on TV. You never outgrow your need for milk. (In U. S. news & world report, Sep. 29, 1957, p.135) Appl. author: Campbell-Mithun, Inc. © 16Sep57; KK129153
- 6 new ideas for quick 'n' easy one dish meals ... with evaporated milk. Cheeseburgers de luxe [and others] (In Better homes & gardens, Jan. 1957, p.98-101) Appl. author: Campbell-Mithun, Inc. © 20Dec56 (in notice: 1957); KK127703
- Thanks, mom, thanks for giving us lots of ice cream and chocolate. (In Look, May 12, 1957, p.70) Appl. author: Campbell-Mithun, Inc. © 29Oct57; KK130249
- 350 years of dairy progress. (In U. S. news & world report, May 17, 1957, p.108) Appl. author: Campbell-Mithun, Inc. © 17May57; KK127693
- Today, the world's best cheese comes from the good old U. S. A. Cheese Festival. (Endorsed by) Eugene Erlie. (In Desert news, Salt Lake City, Sept. 25, 1957, p.A12) Appl. author: Campbell-Mithun, Inc. © 25Sep57; KK129152
- Today, the world's best cheese comes from the good old U. S. A.; Cheese Festival U. S. A. (Endorsed by) Eugene Erlie. (In Life, Oct. 7, 1957, p.172-173) Appl. author: Campbell-Mithun, Inc. © 2Oct57; KK129416
- 2 beverage profits ... milk with yogurt and coffee later. (In American restaurant magazine, Aug. 1957, p.5) Appl. author: Campbell-Mithun, Inc. © 10Aug57; KK127045
- Yep, butter's way up in sales with us. (In U. S. news & world report, Mar. 15, 1957, p.127) Appl. author: Campbell-Mithun, Inc. © 15Mar57; KK127697
- You can do the darn'dest things with vanilla ice cream; it's true, there's nothing quite like ... (In Look, July 9, 1957, p.36-37) Appl. author: Campbell-Mithun, Inc. © 25Jun57; KK127123
- You can do the darn'dest things with vanilla ice cream; there's nothing quite like ... (In Chicago Sunday tribune magazine, July 7, 1957, p.36) Appl. author: Campbell-Mithun, Inc. © 6Jul57; KK127118
- You can feel like this, when you refresh with milk. Bathing cap. color. (In The Reader's digest, July 1957, p.27) Appl. author: Campbell-Mithun, Inc. © 25Jun57; KK127119
- You can feel like this, when you refresh with milk. Bathing cap. (In Reader's digest, Aug. 1957, p.195) Appl. author: Campbell-Mithun, Inc. © 25Jul57; KK127812
- You can feel like this, when you refresh with milk. Bathing cap. (In Reader's digest, Feb. 1957, p.18) Appl. author: Campbell-Mithun, Inc. © 25Jan57; KK127692
- You can feel like this, when you refresh with milk. Family snow scene. (In Life, Aug. 5, 1957, p.80-81) Appl. author: Campbell-Mithun, Inc. © 1Aug57; KK127843
- You can feel like this, when you refresh with milk. [Girl] in bathing cap. (In Life, June 10, 1957, p.56-57) Appl. author: Campbell-Mithun, Inc. © 6Jun57; KK126441
- You can feel like this, when you refresh with milk. [Little girl, in] pigtail [in surf] (In Life, May 13, 1957, p.14-15) Appl. author: Campbell-Mithun, Inc. © 9May57; KK126413
- You can feel like this, [Little girl, with] pigtail [in surf] (In Life, July 8, 1957, p.75) Appl. author: Campbell-Mithun, Inc. © 4Jul57; KK127124
- You can feel like this when you refresh with milk. Man & boy in snow. (In Life, Nov. 4, 1957, p.1) Appl. author: Campbell-Mithun, Inc. © 31Oct57; KK130244
- You can feel like this, when you refresh with milk. Man & boy in surf. (In Life, Jan. 8, 1957, p.100-101) Appl. author: Campbell-Mithun, Inc. © 10Jan57; KK126442
- You can feel like this, when you refresh with milk. Man & boy in surf. (In Life, Sept. 2, 1957, p.54) Appl. author: Campbell-Mithun, Inc. © 29Aug57; KK129151
- You can feel like this, when you refresh with milk. Man & boy with snow. (In Reader's digest, Oct. 1957, p.12) Appl. author: Campbell-Mithun, Inc. © 25Sep57; KK129695
- You can feel like this, when you refresh with milk. Rain in face. (In Life, Apr. 15, 1957, p.190-191) Appl. author: Campbell-Mithun, Inc. © 11Apr57; KK127702
- You can feel like this, when you refresh with milk. Snow in face. (In Reader's digest, Apr. 1957, p.20) Appl. author: Campbell-Mithun, Inc. © 25Mar57; KK127701
- You can feel like this, when you refresh with milk. Snow in face [of girl] (In Life, Feb. 11, 1957, p.22-23) Appl. author: Campbell-Mithun, Inc. © 7Feb57; KK126440
- AMERICAN FLANGE & MANUFACTURING CO., INC. © Tri-Sure assemblies with Clinch-on Nozzle. Push-pull spout assemblies ... [and others] Appl. author: Freilwald & Coleman. © 6Dec57; KK130566
- AMERICAN GREASE STICK CO. © RuGlyde; new clear type; triple purpose rubber lubricant. Contents one 8 1/2 gallon. © 23Sep57; KK130657
- AMERICAN GREETINGS CORP. © Here's an old time favorite; Forget-Me-Not greetings. (In Chain store age, variety combination, Oct. 1957, p.8) Appl. author: Merritt Johnquest. © 7Oct57; KK130658
- An old-fashioned toast; greeting cards. (In American druggist, Nov. 4, 1957, p.77) Appl. author: Merritt Johnquest. © 4Nov57; KK129922
- AMERICAN INSTITUTE OF MEN'S & BOYS' WEAR. © I didn't get the promotion, Tom did. Dress right, you can't afford not to. (In Life, Oct. 7, 1957, p.27) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 4Oct57; KK130074
- AMERICAN LEGION. © Folding bridge sets; folding chairs; banquet-game tables and accessories. Appl. author: James S. Whitfield. © 24Oct57; KK129536
- Make this an American Legion Christmas; here's the answer ... gift certificate for American Legion and Auxiliary merchants. Appl. author: James S. Whitfield. © 16Oct57; KK129248
- The new official sport shirt for Legionnaires ... Appl. author: James S. Whitfield. © 14Aug57; KK127808
- AMERICAN MOLASSES CO. © Grandma's old fashioned unphosphured molasses. Appl. states prev. pub. KK103829. Nm: picture[s] & wording. © 22Nov57; KK130537
- AMERICAN OVERSEAS PETROLEUM CORP. © 'Round-world Penn motor oil. One U. S. quart. © 20Sep57; KK128222
- AMERICAN PFAFF CO. © So automatic, you just dial for style; Dial-A-Stitch. Find out how easy real automatic sewing is. (In Parade, Mar. 4, 1956, p.21) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 4Mar50; KK128274
- AMERICAN RADIATOR & STANDARD SANITARY CORP. © Kewanee boiler conditioning compound. Appl. author: Lois Spiegel. © American-Standard, Kewanee Boiler Division (in notice: American Radiator & Standard Sanitary Corp., Kewanee Boiler Division; 1Apr57 (in notice: 1956); KK126358
- AMERICAN SCREEN PRODUCTS CO. © New, improved Harvey Slide-A-Bold mesh B hardware with Kush-N-Stop jamb hinges; installation instructions. © 27Nov57; KK130660



## AMERICAN SEATING CO. ©

From the American Seating family of fine school furniture.

American Seating makes more complete lines... Classroom & auditorium views. 80 folding chair. © 15Jan57; KK128900.  
Every unit of American Seating furniture; 70, 90 spring-arch seat folding chairs. © 15Jan57; KK128979.

352 Envoy desk; 368 Envoy chair. © 15Jan57; KK128978.

445 high-school and college desk; 542, 543 Classmate chair-desks. © 15Jan57; KK128977.

534 lifting-1ld desk; Bodiform 16-001 chair. © 15Jan57; KK128971.

534 lifting-1ld desk; 53TA, 73, 50 folding chairs. © 15Jan57; KK128973.

536 Ten-Twenty desk. Bodiform auditorium chairs. © 2Jan57; KK130372.

536 Ten-Twenty desk; 53, 54, 70, 57 folding chairs. © 15Jan57; KK128972.

538 unit table, 540 chair; 140 2-pupil table desk. © 15Jan57; KK128974.

540 Classmate chair; 140 Classmate table. © 15Jan57; KK128976.

540 Classmate table, 540 chair; 540 chair available in 9 sizes. © 15Jan57; KK128981.

549 table, 540 chair; 329 unit table, 368 chair. © 15Jan57; KK128975.

## AMERICAN SISALKRAZ CORP. ©

New Sisal-Glaze, the first low-cost weatherable glass replacement plastic ever developed. © 13Sep57; KK128352.

New Sisal-Glaze, the first real plastic glass replacement. Appl. author: Sutherland-Abbott. © 27Aug57; KK128022.

Packaging & protective covering for shipment & storage with reinforced waterproof paper; the Fibren line. Shipping rooms; industrial plants. Appl. author: Sutherland-Abbott. © 20Jun56; KK130584.

## AMERICAN TOBACCO CO. ©

America is writing fan mail to a cigarette. It's true, your taste can't tell the filter's there.

Hit Parade. [Endorsed by] Jane A. Lundale [and others] (In New York Journal American, May 27, 1957, p.22) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 27May57; KK129500.

American's big 5 go fast. Lucky Strike, Pall Mall [and others] (In Progressive grocer, July 1957, p.28) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 13Jul57; KK128673.

American's big 5 go fast. Lucky Strike, Pall Mall [and others] (In Progressive grocer, Sept. 1957, p.14) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 13Sep57; KK129012.

American's big 5 go fast. Lucky Strike, Pall Mall [and three others] Christmas. (In Progressive grocer, Nov. 1, 1957, p.12) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Nov57; KK130808.

Best thing ever happened to cigarette machines; announcing a new crush-proof box for fast-growing Hit Parade. (In Vend, Sept. 1957, p.125) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 13Sep57; KK130068.

Best thing ever happened to filter smoking; Hit Parade cigarettes. [Man & woman, with hand forming circle over eye] (In Sports Illustrated, July 15, 1957, p.25) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 13Jul57; KK128925.

Best thing ever happened to filter smoking; Hit Parade cigarettes. [Woman & man, with hand forming circle over eye] (In Sports Illustrated, Aug. 12, 1957, p.27) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 9Aug57; KK128932.

Best thing ever happened to filter smoking; Hit Parade. (In New York world-telegram & sun, June 17, 1957, p.18) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 17Jun57; KK130076.

Best thing ever happened to filter smoking; mm-mm, that's tobacco. Hit Parade cigarettes. (In New York Journal-American, June 3, 1957, p.20) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 3Jun57; KK130076.

Best thing ever happened to filter smoking; the fresh taste of fine tobacco in a filter cigarette. Hit Parade. (In Life, Sept. 23, 1957, p.49) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 19Sep57; KK130071.

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Best thing ever happened to filter smoking; the fresh taste of fine tobacco in a filter cigarette. Hit Parade. (In Life, Sept. 23, 1957, p.49) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 19Sep57; KK130071.

[and others] (In The New York Times, May 20, 1957, p.12) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 19May57; KK130075.

Get satisfying flavor, so friendly to your taste. Pall Mall, famous cigarette. (In Life guard scene) (In New York herald tribune, Aug. 6, 1957, p.4) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 1957, p.61.

I judge a cigarette on taste, and Luckies taste better. Lucky Strike. [Endorsed by] Harold De Witt. (In Baltimore Afro-American, May 1, 1957, p.6) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 13May57; KK126705.

I judge a cigarette on taste, and Luckies taste better. Lucky Strike. [Endorsed by] Harold De Witt. (In Ebony, Sept. 1957, p.29) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Aug57; KK128667.

I judge a cigarette on taste and Luckies taste better. Lucky Strike. [Endorsed by] Harold De Witt. (In The Baltimore Afro-American, Aug. 24, 1957, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Aug57; KK130089.

Know something Tarayton taught me? Life, June 28, 1957, p.23 Appl. author: Lawrence C. Gumbinner Advertising Agency, Inc. © 20Jun57; KK126487.

Light up a light smoke, light up a Lucky. Lucky Strike. Block-head. (In The Saturday evening post, Nov. 2, 1957, p.11) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 29Oct57; KK130806.

Light up a light smoke, light up a Lucky. Lucky Strike. Fire-place. (In The Saturday evening post, Nov. 23, 1957, p.57) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 29Oct57; KK130806.

Light up a light smoke, light up a Lucky. Lucky Strike. Stable scene. (In The American weekly, Nov. 3, 1957, p.21) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 3Nov57; KK130803.

Light up a light smoke... When you smoke a Lucky, you're smoking light. Lucky Strike. (In Our Navy magazine, Oct. 15, 1957, p.3 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Oct57; KK130077.

Light up a light smoke... You're smoking tobacco that's superbly in light... Lucky Strike. (In Progressive farmer, Oct. 1957, p.13) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 6Sep57; KK130039.

Luckies are tops with Don Newcombe because Luckies taste better. Lucky Strike cigarettes. (In Baltimore Afro-American, Apr. 6, 1957, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 6Apr57; KK130077.

Luckies taste better, why settle for less? Lucky Strike. [Endorsed by] Robert Bundy. (In Ebony, Nov. 1957, p.3) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Oct57; KK130093.

A Lucky is all cigarette... now is the moment... Lucky Strike. Dining [etc.] (In The Saturday evening post, June 22, 1957, p.42) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18Jun57; KK126694.

The first flavorful filtered smoke. Hit Parade cigarettes; king size. [Endorsed by] Richard R. Schaefer



- A Lucky is all cigarette ... this is the one. Lucky Strike. (In Parade, Aug. 18, 1957, p.10) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18Aug57; KK128671.
- A Lucky is all cigarette ... why settle for less? Lucky Strike. Ball fence [scene] (In Farm & ranch, July 1957, p.7) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Jun57; KK128668.
- A Lucky is every inch a cigarette ... the smoking's fine. Lucky Strike. Beach. (In Parade, July 21, 1957, p.6) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 21Jul57; KK128670.
- Lucky Strike means fine tobacco and tobacco alone tastes right. Baseball. (In Parade, Sept. 15, 1957, p.12) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Sep57; KK130094.
- Lucky Strike means fine tobacco and fine tobacco alone tastes right. TV football. (In The American weekly, Oct. 6, 1957, p.22) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 6Oct57; KK130088.
- Lucky Strike means fine tobacco ... this is a light smoke, this is a Lucky. [Baseball] (In Life, Sept. 23, 1957, p.3 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 19Sep57; KK130099.
- Lucky Strike means fine tobacco ... this is what a cigarette should be; this is a Lucky. Diner. (In Life, Sept. 2, 1957) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 29Aug57; KK128669.
- Lucky Strike means fine tobacco ... this is your money's worth. Baseball. (In The Saturday evening post, Aug. 17, 1957, p.57) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Aug57; KK128674.
- Lucky Strike means fine tobacco ... when you buy Luckies ... Ping Pong. (In Farm & ranch, Sept. 1957, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Aug57; KK128668.
- Lucky Strike means fine tobacco ... when you buy Luckies, you're buying a light smoke. [weenie roast] (In Our Navy, Sept. 15, 1957, p.2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Sep57; KK130096.
- New light on filter smoking: make the tip-off test and taste which filter cigarette is best; Hit Parade. [Man, in three poses, making test] (In New York world telegram & sun, Aug. 19, 1957, p.12) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 19Aug57; KK128029.
- New light on filter smoking: make the tip-off test and taste which filter cigarette is best; Hit Parade. [Scissors cutting cigarette; man holding cigarette] (In Chicago sun-times, July 22, 1957, p.41) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 21Jul57; KK128026.
- New light on filter smoking: make the tip-off test and taste which filter cigarette is best; Hit Parade. [Scissors cutting cigarette; man smoking & holding cigarette; hand holding cigarette] (In New York world telegram & sun, Aug. 5, 1957, p.16) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5Aug57; KK128028.
- No two ways about it ... pick the best one; pick a cigarette ... Lucky Strike. Softball. (In The Progressive farmer, Aug. 1957, p.11) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Jul57; KK128672.
- Now, the one cigarette ... Hit Parade has all you want. At historic Williamsburg in Virginia ... (In Connecticut daily campus, University of Conn., Storrs, Conn., Sept. 23, 1957, p.4) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 23Sep57; KK130070.
- Now, the one cigarette ... Hit Parade has all you want. New Orleans. (In Connecticut daily campus, Oct. 14, 1957, p.2) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 14Oct57; KK130090.
- Now, the one cigarette ... Hit Parade has all you want. Watkins Glen, N. Y. (In New York world-telegram & sun, Sept. 3, 1957, p.20) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 30Sep57; KK130095.
- Now, the one cigarette in tune with America's taste; Hit Parade has all you want. Mystic Seaport in Connecticut. (In New York post, Sept. 9, 1957, p.12) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 9Sep57; KK130072.
- Remember, when you smoke a lot, mildness makes the difference. Filter tip Tareyton. [Brunette holding cigarette] (In Life, Sept. 30, 1957, p.39) Appl. author: Lawrence C. Gumbinner Advertising Agency, Inc. © 26Sep57; KK128751.
- See for yourself, a Lucky is the best-tasting cigarette ... perennial favorite. Lucky Strike. Gardening [scene] (In Farm Journal, June 1957) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 25May57; KK126699.
- Smoke white-tip filter Hit Parade. [Couple with reel; color] (In Time, June 3, 1957, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 29May57; KK126713.
- Smoke white-tip filter Hit Parade. [Man & woman, with reel] (In The Saturday evening post, Apr. 20, 1957, p.63) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 16Apr57; KK126454.
- Smokes so cool, stays lit longer: Half and Half. (In The Saturday evening post, Oct. 27, 1956, p.3) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 23Oct56; KK129735.
- Sticklers are back. Curled world. Lucky Strike. (In The Torch, Oct. 5, 1957, p.7) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 4Oct57; KK130081.
- Sticklers. Bug dog. Lucky Strike. (In The Clark scout, Nov. 15, 1957, p.4) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18Nov57; KK130811.
- Sticklers. Riled child. Lucky Strike. (In The Chase, Nov. 18, 1957, p.4) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 14Nov57; KK130884.
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- Sticklers. Slim gym. Lucky Strike (In The Owl, Oct. 16, 1957, p.6) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 16Oct57; KK128029.
- Sticklers. What is a Lucky to a science major? Lucky Strike. (College stickler) (In Ball State news, Apr. 25, 1957, p.6) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 26Apr57; KK126704.
- Sticklers. What is a New Englander who runs out of Luckies? Lucky Strike. (College-stickler) (In Ball State news, May 10, 1957, p.2) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 22May57; KK126701.
- Sticklers. What is the best present you can give a smoker? Lucky Strike. (College stickler) (In Ball State news, May 10, 1957) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10May57; KK1266702.
- Sticklers. What is the Lucky Strike jingle? (College stickler) (In The Daily Nebraskan, May 24, 1957, p.4) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 24May57; KK126700.
- Sticklers. What's a southwesterner who never has a match? Lucky Strike. (College stickler) (In Ball State news, May 3, 1957) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 3May57; KK126703.
- Testé comes first with be and Luckies tance center. Lucky Strike. [Endorsed by] Natalie Hinders. (In The Baltimore Afro-American, Sept. 7, 1957, p.6) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 3Sep57; KK130100.
- Taste is what counts, and Luckies are the best-tasting cigarette ... there's nothing like it. (In Parade, May 26, 1957, p.17) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 26May57; KK126696.
- Taste matters most to me and Luckies taste better. Lucky Strike cigarettes. [Endorsed by] Margaret Tynes. (In Baltimore Afro-American, Apr. 30, 1957, p.13) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 30Apr57; KK130078.
- Taste matters most to me and Luckies taste better. Lucky Strike. [Endorsed by] Margaret Tynes. (In Ebony, July 1957, p.16) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Jun57; KK126706.
- This Christmas buy cartons of Luckies. Lucky Strike. [Man holding wreath; woman carrying shopping bag] (In Progressive farmer, Dec. 1957) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Nov57; KK130810.
- This Christmas, don't miss the fun of smoking. Fall Mall, famous cigarettes. Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 24Nov57; KK130888.
- This cigarette makes sense; filter tip Tareyton. (In Life, Sept. 1, 1957, p.17) Appl. author: Lawrence C. Gumbinner Advertising Agency, Inc. © 2Aug57; KK128847.
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## AMERICAN TOBACCO CO. © Cont'd.

Try Luckies, you'll rate them the best-tasting cigarette you ever smoked; good practice. Lucky Strike. Tennis [scene in color] (In Parade, June 25, 1957, p.17) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 25Jun57; KK126695.

Try Luckies, you'll rate them the best-tasting cigarette you ever smoked; good practice. Lucky Strike. Tennis [scene] (In V. F. W. Magazine, July 1957, p.3 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 25Jun57; KK126693.

When you smoke steady like me; Tareyton cigarettes. Appl. author: Lawrence C. Gumbinner Advertising Agency, Inc. © 18Jul57; KK126990.

## AMERICAN WHITE CROSS LABORATORIES, INC. ©

New fun in first aid; adhesive first aid bands with colorful playtime pictures; Kiddie Band-Aids. Parents' magazine, July 1, 1956) Appl. author: Irving Tow. © 15Jul56; KK130641.

## AMERICANA CORP. ©

A glance at the latest edition of The Encyclopedia Americana. © 12Nov57; KK130386.

## AMFO-TERIK ASSOCIATES.

A baby's skin is beautiful... our Amfo-Terik cream balances your skin... © Email Kulp d.b.a. Amfo-Terik Associates; 6May57; KK127008.

## AMPEX CORP. ©

Amplex instrumentation products. Proposal for a magnetic tape instrumentation system; Ampex proposal. © 20May57; KK128717.

Multi-channel recorders. © Ampex Corp., Professional Products Division; 22Nov57; KK129268.

Time-base expansion and the Ampex FR-100; magnetic tape instrumentation. © 11Apr57; KK128716.

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Anahist research laboratories announce... new instant-acting chest rub... Super Anahist. (In Parents' magazine, Oct. 1957, p.19) Appl. author: Ted Bates & Co., Inc. © 25Sep57; KK129412.

Clear up nasal congestion faster with 3 nasal sprays in one; Super Anahist. (In The Washington post & times herald, Washington, D. C., Oct. 6, 1957, roto magazine section, p.11) Appl. author: Ted Bates & Co., Inc. © 6Oct57; KK129204.

Hay-fever reaction neutralized without shots; Super Anahist nasal spray; tablets. (In New York Sunday news, Aug. 4, 1957, roto magazine section, p.39) Appl. author: Ted Bates & Co., Inc. © 8Aug57; KK127401.

Mother, stop neglecting 3 virus cold zones; Super Anahist cold tablets. (In Parents' magazine, Oct. 1957, p.180) Appl. author: Ted Bates & Co., Inc. © 25Sep57; KK129410.

New, instant-acting chest rub... Super Anahist. (In Life, Oct. 28, 1957, p.138) Appl. author: Ted Bates & Co., Inc. © 2Nov57; KK130782.

New way to stop sore throat pain. Super Anahist antibiotic throat lozenges. (In American weekly (New York Journal American), Oct. 6, 1957, p.21) Appl. author: Ted Bates & Co., Inc. © 6Oct57; KK129403.

Now stop sore throat pain. Super Anahist antibiotic throat lozenges. (In American weekly (Albany times journal), Oct. 13, 1957, p.22) Appl. author: Ted Bates & Co., Inc. © 13Oct57; KK129202.

Specifically for your younger patients; children's size Super Anahist. A F compound, for relief in virus colds and influenza. (In Registered nurse, Nov. 1957, p.40) Appl. author: Ted Bates & Co., Inc. © 1Nov57; KK129684.

Stop neglecting 3 virus cold zones; Super Anahist cold tablets. (In Ebony, Oct. 1957, p.6) Appl. author: Ted Bates & Co., Inc. © 8Sep57; KK130781.

What does Super Anahist cough syrup do for your child that no ordinary syrup can do? (In Parents' magazine, Oct. 1957, p.200) Appl. author: Ted Bates & Co., Inc. © 25Sep57; KK129411.

## ANCHOR METAL CO., INC. ©

Ultra high purity metals for special solder applications; equilibrium diagrams. Appl. author: Hebert Drapkin, NW. all diagrams. © 13Jun57; KK127038.

## ANCIENT AGE DISTILLING CO. ©

Bourbon still at the same popular price. (In The Tampa daily times, July 28, 1957, p.3) Appl. author: Doyle Dane Bernbach, Inc. © 24Jul57; KK123320.

How to cut the glare from your gun. Sports idea contest. (In Sports afield, Aug. 1957, p.7) Appl. author: Doyle Dane Bernbach, Inc. © 25Jul57; KK127742.

How to keep bears out of camp. Sports idea contest. (In Sports afield, Oct. 1957, p.119) Appl. author: Doyle Dane Bernbach, Inc. © 25Sep57; KK123309.

How to make your decoy look like the real McCoy. Sports idea contest. Kentucky straight bourbon whiskey. (In Sports afield, Sept. 1957, p.32) Appl. author: Doyle Dane Bernbach, Inc. © 25Aug57; KK128448.

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If you can find a better bourbon, buy it. (In Dayton daily news, Dayton, Ohio, June 10, 1957, p.11) Appl. author: Doyle Dane Bernbach, Inc. © 10Jun57; KK127421.

New in August; Ancient Age pints. (In Kennebec Journal, Augusta, Me., July 26, 1957, p.8) Appl. author: Doyle Dane Bernbach, Inc. © 26Jul57; KK128322.

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ANDERSON, CLAYTON & CO., INC. ©

New and modern salad oil lets natural flavors come alive; Golden Capri. (In Lubbock evening journal, Aug. 1, 1957, p.12) © 1Aug57; KK127824.

New Mrs. Zuckers' pure vegetable containing 3 lbs. net weight. © Anderson, Clayton & Co. (in notice: Anderson, Clayton & Co., Foods Division); 14Oct57; KK129469.

Now, fried foods free of heavy fat-film; Golden Capri, the light, light oil... (In Lubbock evening journal, Aug. 22, 1957, section 2, p.2) © 22Aug57; KK128277.

## ANDERSON CO. ©

Two Universal snow blades. Stock no. 375. © 16Aug57; KK128747.

Anco Universal anti wind-lift wiper arms; model DH, model SH. \$11.95 snow blade bonus; Tel-Tale wiper arm pressure indicator. Form 04-0486. © 16Aug57; KK128745.

Anco Universal snow blades; clear a welcome 6" strip... Tel-Tale wiper arm pressure indicator. Form 04-0485. © 16Aug57; KK128744.

Anco Universal snow blades; dealer's factory-sealed snow storm emergency pack. Stock no. 375. 30 pairs; 60 blades. © 16Aug57; KK128749.

Anco Universal snow blades; factory-sealed carton. Stock no. 375. 10 pairs; 20 blades. © 16Aug57; KK128739.

Anco windshield wiper blades and arms; replacement specifications for English and European vehicles. Form 04-0314; rev. 5-57. © 28May57; KK128738.

Easy way to put on Anco Maxi-Vac model MV-7T motor. Form 04-0477. © 28Jun57; KK128740.

Easy way to put on Anco Maxi-Vac model MV-6T motor. Form 04-0479. © 26Jun57; KK128742.

Easy way to put on Anco Maxi-Vac model MV-6T motor. Form 04-0478. © 26Jun57; KK128741.

For clear vision in winter storms, get Anco snow blades. Form 04-0489. © 26Aug57; KK128748.

Snow blade dealer's \$11.85 bonus form; Anco Tel-Tale wiper arm pressure indicators. Form 04-0487. © 16Aug57; KK128746.

## ANEMOSTAT CORP. OF AMERICA. ©

Draftless circulating air diffusers for conventional high temperature differential and high velocity systems. Appl. author: Jess H. Cloude. © 28Aug57; KK128255.

## ANGLE, PAUL M.

For works of which Paul M. Angle is the joint author SEE Kingsport Press, Inc.

## ANHEUSER-BUSCH, INC. ©

Fresh as new snow. Busch Bavarian beer. (ouple taking pictures of snow-covered mountains) (In The Waukegan news-sun, June 28, 1957, p.18) Appl. author: Josephine D. Walsh. © 23Jun57; KK126790.

## ANTLE (L. L.) &amp; CO., INC. ©

A-O; anti-oxidant. Keeps potatoes white without storing in water. Net contents: 5 pounds. Appl. author: W. P. Owens. © 10Sep57; KK128349.

Anco brand liquid malt. Contents: one gallon. Appl. author: W. P. Owens. © 28Aug57; KK128344.

## ANIZIO FOOD PRODUCTS, division of GORDEN-ALLEN CO. SEE Gordon-Allen Co.

APOLLO AD SERVI-LE, INC. ©

Deyo's Lumber Yard, Ellenville, N. Y. [and] Remonson, W. Y. Appl. author: Hans G. Faltin. © 51Jul57; KK128587.

## APPLESTEIN, LEVINSTEIN &amp; GOLMICK ADVERTISING AGENCY, INC. ©

Are you only 3/4 the girl you'd like to be? Perf. Sleeper mattress. (In The Washington post & times herald, Feb. 25, 1957) © 23Feb57; KK129464.

- The story of 3 bears who got 8 hours sleep in 6; Serta Perfect sleeper. Serta Posture, extra-firm mattress. (In Washington Post & Times Herald, Feb. 23, 1957) © 23Feb57; KK129463.
- ARCADY FARMS KILLING CO. ©**  
Arcady feeds big egg profit feeding program. Appl. author: Dick Balzer. © 12Aug57; KK128052.  
Arcady feeds champion turkey weight lifter; Turkey Ranger. (In Turkey world, Aug. 1957, p.3) Appl. author: Dick Balzer. © 5Aug57; KK127976.  
Arcady pig feeds now contain Hygro-mycin. Appl. author: Dick Balzer. © 14Aug57; KK128053.  
Birds gain more on less feed; with Arcady 32% Turkey Ronger. (In Turkey world, July 1956, p.2) Appl. author: Gene Carr. © 5Jul56; KK127136.  
Cocker rabbit profits add extra profits to rabbit raising. Appl. author: Richard Balzer. © 16Aug57; KK127745.  
Out move-to-range slumps, get ready with Arcady Turkey Starter; feeds. (In Turkey world, June 1956, p.3) Appl. author: Gene Carr. © 5Jun56; KK127135.  
Fast start, high livability, Arcady Hi-B-Turkey Starter feeds. (In Turkey world, Apr. 1957, p.3) Appl. author: Paul Downing. © 5Apr57; KK127142.  
Free Delta power-up electric lantern with purchase of Arcady hog feed. Appl. author: Richard Balzer. © 17Jun57; KK126481.  
From a Wabconco, Michigan, poultryman... DeLoo, Michigan, power with Arcady layer feeds. (In Prairie farmer, Sept. 21, 1957, p.27) Appl. author: Richard Balzer. © 13Sep57; KK128092.  
From a Winnebago, Ill., dairyman... 4-milk power from Arcady dairy feeds. (In Prairie farmer, Sept. 7, 1957, p.29) Appl. author: Richard Balzer. © 5Sep57; KK128333.  
Get your pullets ready with Arcady Turkey Starter; feeds. (In Turkey world, May 1956, p.3) Appl. author: Gene Carr. © 5May56; KK127134.  
Hall to Windy Hill Comet... fed only Wonder dog food. Appl. author: Richard Balzer. © 10Aug57; KK126497.  
In-the-field reports prove profitable performance of Arcady complete turkey feeding program. (In Turkey world, Jan. 1957, p.3) Appl. author: Paul Downing. © 5Jan57 (in notice: 1956); KK127143.  
It's the best bloomin' feed for steers; Arcady Bio-Beef with Dynafac. (In Prairie farmer, Sept. 7, 1957, p.28) Appl. author: Richard Balzer. © 5Sep57; KK129334.  
Low-cost farm grains are efficient with Arcady 32% Turkey Ronger. (In Turkey world, Aug. 1956, p.3) Appl. author: Gene Carr. © 5Aug56; KK127137.  
Now, special bonus with Arcady growing mash or crumbles; feeds. (In Prairie farmer, Apr. 20, 1957, p.26) Appl. author: Paul Downing. © 20Apr57; KK127129.  
P\* feeds win Hygroycin kills extra feeds pages. (In Chicago daily drovers journal, Sept. 12, 1957, p.3) Appl. author: Dick Balzer. © 12Sep57; KK130038.
- 32% Turkey Ronger and Wonderfat Finisher give you a double opportunity for extra profits; feeds. (In Turkey world, Oct. 1956, p.3) Appl. author: Gene Carr. © 5Oct56; KK127138.  
Top hatch of sturdy poults with Arcady Turkey Breeder; feeds. (In Turkey world, Feb. 1957, p.3) Appl. author: Paul Downing. © 5Feb57; KK127141.  
Tops on the market; Arcady feeds. Bio-Beef with Dynafac. Appl. author: Richard Balzer. © 7Oct57; KK129331.  
Wonderfat Finisher and Turkey Breeder keep profit potentials high... feeds. (In Turkey world, Dec. 1956, p.3) Appl. author: Gene Carr. © 5Dec56; KK127140.  
Wonderfat Turkey Finisher helps you hit peak market prices... feeds. (In Turkey world, Nov. 1956, p.3) Appl. author: Gene Carr. © 5Nov56; KK127139.  
Worth \$6.31 more... with Arcady feeds; Pasture Pellets. Appl. author: John Phoenix. © 5Jun57; KK126539.  
You need Wonderlas in feeds on silage. Appl. author: Dick Balzer. © 20Aug57; KK128037.
- ARCO SWIMPOOLS, INC. ©**  
Climb the ladder of success with this exciting new Astro-Tred Ladder... with a built-in pool thermometer. Appl. author: Richard Jrtie. © 25Nov57; KK130276.
- ARLENCO LABORATORIES. ©**  
Instant U-Shine, shoe spray for all color shoes; preserves leather. Net wt. 6 oz. © 1May57; KK129923.
- ARMO AGENCY. ©**  
Life would be a lonely journey indeed. (Floral series, no.2) © Max Armstrong d.b.a. Armo Agency; 22Aug57; KK129006.  
Look how easy it is for you to become a two car family; used car values. (In The Fresno Bee, Fresno, Calif., Mar. 28, 1957, p.67) © Max Armstrong d.b.a. Armo; 28Mar57; KK129329.  
Old fashioned, Wash Day [and six others] Fresno Liberty Laundries Inc. © Max Armstrong d.b.a. Armo Agency; 6Sep57; KK129459.  
Please omit the heavens above. (Floral series, no.1) © Max Armstrong d.b.a. Armo Agency; 22Aug57; KK129007.  
Smoke rings by Harry Parker. We've got a tobacco men swear by [and 11 others] © Max Armstrong d.b.a. Armo Agency; 6Sep57; KK129460.
- ARMOUR & CO. ©**  
Absolute uniformity in pure stearic acids is accomplished by Armour Chemical's exclusive 2-system fractionation process. (In Chemical & engineering news, Jan. 13, 1957, p.110-111) Appl. author: William R. Watson, Jr. © Armour Chemical Division; Armour & Co.; 13Jan57; KK127266.  
Clip these 10 coupons; save \$1.50 on these Armour Star... savers. Gained meat line. (In Look, July 9, 1957, p.59) Appl. author: Tatham-Laird, Inc. © 25Jun57; KK127021.  
Highest purity fatty acids; Neo-Fat. Soap & chemical specialties 1957 blue book & catalog, p.99) Appl. author: William R. Watson, Jr. © 10Apr57; KK127724.  
It's the best! Buffed in an exclusive men's club; Armour Star corned beef hash. (In Look, Apr. 16, 1957, p.93) Appl. au-
- thor: Tatham-Laird, Inc. © 2Apr57; KK129619.  
Kid's secret medal; right from Walt Disney's famous movie, Johnny Tremain; Armour Star franks. (In Akron Beacon Journal, July 14, 1957, comic section, p.5) Appl. author: Tatham-Laird, Inc. © 14Jul57; KK127043.  
Leaf while you save with Armour; use the splendid meats... (In McCall's, July 1957, p.104) Appl. author: Tatham-Laird, Inc. © 25Jun57; KK127020.  
A look at today and a glimpse of tomorrow from Armour Chemical. Eshomons O series [and others] (In Chemical & engineering news, June 3, 1957, p.6-7) Appl. author: William R. Watson, Jr. © Armour & Co., Armour Chemical Division; 3Jun57; KK127265.  
New golden Dial; deodorant bath & beauty soap. Highway House, 21 Paso, Texas. (In Tourist court journal, Nov. 1957, p.2 of cover) Appl. author: William R. Watson. © 25Oct57; KK129947.  
New kind of sandwich spreads; 6 different and delicious meat and flavor combinations; Armour Star meat spread. (In Green Bay press-gazette, May 28, 1957, p.31) Appl. author: Tatham-Laird, Inc. © 28May57; KK127042.  
New... secret Disney-Armour tie-up will be the biggest kid promotion since Davy Crockett. Armour Star franks. (In Supermarket news, July 1, 1957, between p.4-5) Appl. author: Tatham-Laird, Inc. © 1Jul57; KK127022.  
Pure lauric acid was first made by Armour Chemical's today continuing with Neo-Fat 12. (In Chemical & engineering news, Apr. 22, 1957, p.12-13) Appl. author: William R. Watson, Jr. © Armour Chemical Division, Armour & Co.; 22Apr57; KK127267.  
Save \$6 on every one pound package of new Armour Star pork sausage. (In The Knickerbocker news, Feb. 7, 1957, p.20A) Appl. author: Tatham-Laird, Inc. © 7Feb57; KK126612.  
Summer's a picnic when you have both Armour Star franks and luncheon meats. (In Pittsburgh post-gazette, July 24, 1957, p.17) Appl. author: Tatham-Laird, Inc. © 25Jul57; KK128753.  
Take a 10-day hot-weather holiday. Armour Star canned meat line. (In McCall's, July 1957, between 104-105) Appl. author: Tatham-Laird, Inc. © 29Jun57; KK127019.  
Three great in flavor, in food value... Armour Star franks, Miss Wisconsin, the better cheddar... Armour Star franks. (In Saturday evening post, Sept. 14, 1957, p.116-117) Appl. author: Tatham-Laird, Inc. © 10Sep57; KK128633.  
Win a 21 day luxury trip through sunny Mexico in the Armour Star \$100.00 name the seatod contest; chills. (In Look, Sept. 17, 1957, p.53) Appl. author: Tatham-Laird, Inc. © 3Sep57; KK128598.  
You get them free, 3 famous perfumes when you buy the special 2-man pack of Armour Star franks; ready to eat, hot and hash. (In Look, June 11, 1957, p.79) Appl. author: Tatham-Laird, Inc. © 28May57; KK130340.  
Your kids will love... the new sandwich spreads... Armour Star meat sandwich spreads. (In Bookford morning star, Aug. 1, 1957, p.A3) Appl. author: Tatham-Laird, Inc. © 1Aug57; KK129241.



- ARMSTRONG, MAX d.b.a. ARMOCO AGENCY.  
SEE ARMO Agency.
- ARNOLD BAKERS, INC. ©  
Erl Over Cookies. Free sample.  
© 19Oct57; KK129503.
- ART ADS SERVICE.  
Sporting spots mat service proof sheet ... matted cartoons.  
© Art Ads Service, solely owned by Clinton L. Harmon; 20Aug57; KKL29008.
- A super service for your classified and circulation departments.  
(Art Ads Service for circulation and classified ads) © Art-Ads Service solely owned by Clinton L. Harmon; 18Apr57; KK107059.
- ART METAL CONSTRUCTION CO. ©  
Art Metal, for maximum yield on your office investment. (In Newsweek, May 20, 1957, p.61) Appl. author: Comstock & Co. © 15May57; KKL26496.
- Art Metal makes better offices pay for themselves. Desks, chairs, files and related facilities.  
(In Office economist, Sept.-Oct. 1957, p.16) Appl. author: Comstock & Co. © 26Sep57; KKL29328.
- Modular; more office in less space. (In The Office economist, Nov.-Dec. 1957, p.16) Appl. author: Comstock & Co. © 26Nov57; KKL30654.
- Point-of-use protection for records you can't afford to lose; Art Metal insulated files ... (In The Office economist, Nov.-Dec. 1957, p.15) Appl. author: Comstock & Co. © 26Nov57; KKL30655.
- Sales are the fruits of nourishing roots; sales-root no.6: office planning service. (In Office appliances, July 1957, p.85) Appl. author: Comstock & Co. © 23Jun57; KKL27030.
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- Value analysis helps Art Metal dealers get orders; the trade mark ... office equipment. (In Office appliances, Nov. 1957, p.85) Appl. author: Comstock & Co. © 23Oct57; KKL30211.
- ARTHUR, J. C., JR. d.b.a. ARTHUR FARMS. SEE Arthur Farms.
- ARTHUR FARMS.  
King Arthur brand Arizona yams. Net wt. 30 lbs. Appl. author: Eugene Corneo. © J. C. Arthur Jr. d.b.a. Arthur Farms; 17Jul57; KKL30047.
- ASHE (WALTER) RADIO CO. ©  
Radio, TV & electronic equipment for amateurs, schools ... 1958.  
Appl. author: Orville H. Kettler. © 19Sep57; KKL29470.
- ASSOCIATED SPRING CORP. ©  
A bundle of the best. Wallace Barnes Steel Division. (In Metal progress, Sept. 1957, p.42) © 18Sep57; KKL129692.
- In step with the nation's production lines; indispensable over present springs. (In The Iron age, June 27, 1957, p.165) © 27Jun57; KKL26917.
- Is yours still in the question stage? Barnes Gibson Raymond. (In Detroit purchaser, May 1957, p.33) © 1May57; KKL26988.
- Spring washers; flat-cupped [and others] (In Electronic design, June 1957, p.92) © 15Jun57; KKL26483.
- The trend is to tailored steels. Wallace Barnes Steel Division. (In Metal progress, July 1957, p.205) © 1Jul57; KKL28286.
- ASSOCIATES FINANCE CORP. ©  
Now for your convenience, the Associates Skipper plan, a seasonal new loan plan that lets you skip a monthly payment any time you wish. (In The Nashville banner, Oct. 7, 1957) © 7Oct57; KKL30353.
- Skipper plan certificate; skip one payment any month you wish. © 7Oct57; KKL30354.
- ASSOCIATION OF HOLY CHILDHOOD, INC. a.k.a. PONTIFICAL ASSN. OF HOLY CHILDHOOD & HOLY CHILDHOOD ASSN. SEE Holy Childhood Assn.
- ASTRANAUT, INC. ©  
Herb Shriner sez: Harmonica player' he always been fun ... with my new TV Harmonica Jamboree. (In Parents' magazine, Dec. 1956, p.72) © 29Nov56; KKL30634.
- ATLANTIC-PACIFIC MANUFACTURING CORP. ©  
APCO marine life saving and water sport equipment. Catalog no.57. Appl. author: Clarence M. Skoldberg. © 15Apr57; KKL28197.
- ATLANTIC PLASTICS CO. ©  
Plastic Pick-er Stok-ers; atak! take magic over and over again; makes pictures without scissors, paste or paint. Abstract catalogue no.1201-A. Contains 200 plastic shapes ... © 25Mar56; KKL26894.
- ATLAS ADVERTISING CO. ©  
Baby birthday card. Community Savings Bank of Rochester, New York. © 1Jan55; KKL27531.
- Credit certification. Peoples National Bank of Miami Shores. © 1Jan54; KKL30480.
- Service for security owners; trusts for your family's protection; your executor, your co-executor; when the time comes to settle your estate. Green, red, blue & gray borders. Bath Trust Co. (Trust cards) © 1Jan55; KKL27530.
- Your priority card. First National Bank of White River Junction. © 1Jan55; KKL27532.
- ATLAS SUPPLY CO. ©  
Favorite mileage merchant. Tires, batteries, accessories. Plycon Cushionaires. (In The Progressive farmer, June 1957, p.41) Appl. author: McCann-Erickson, Inc. © 15May57; KKL29223.
- He builds friendships. Tires, batteries, accessories. (In The Progressive farmer, Aug. 1957, p.45) Appl. author: McCann-Erickson, Inc. © 15Jul57; KKL29224.
- He can't afford to sell you less than the best. Atlas batteries, tires, accessories. (In The Progressive farmer, Oct. 1957, p.53) Appl. author: McCann-Erickson, Inc. © 18Sep57; KKL30307.
- His aim is to keep your friendship. Tires, batteries, accessories. (In The Saturday evening post, Aug. 24, 1957, p.91) Appl. author: McCann-Erickson, Inc. © 20Aug57; KKL29710.
- How to make our highways safer. Tires, batteries, accessories. (In The Saturday evening post, July 1957, p.2 of cover) Appl. author: McCann-Erickson, Inc. © 28May57; KKL26778.
- In his own interest, he must sell you the best. Tires, batteries, accessories. Perma-Guard anti-freeze. (In The Progressive farmer, Sept. 1957, p.43) Appl. author: McCann-Erickson, Inc. © 15Aug57; KKL29222.
- It's new, it's great; the Atlas Plycon Cushionaire ... Tires, batteries, accessories. (In The Progressive farmer, Apr. 1957, p.78) Appl. author: McCann-Erickson, Inc. © 15Mar57; KKL26780.
- Their safety is in his hands. Tires, batteries, accessories. (In The Progressive farmer, May 1957, p.74) Appl. author: McCann-Erickson, Inc. © 15Apr57; KKL26779.
- Winter protection for all-year friendships. Tires, batteries, accessories. (In The Saturday evening post, Nov. 2, 1957, p.115) Appl. author: McCann-Erickson, Inc. © 29Oct57; KKL30036.
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- AUDIO BOOK CO. ©  
The Audio Book of great essays; 41 famous essays by 26 great writers. Reader: Marvin Miller. (Audio book, GL-608) © 1Aug57; KKL28977.
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- AUDIO FIDELITY, INC. ©  
American military marches; Banda Taruna, Genaro Nunes, conductor. A study in high fidelity sound. AFPL 1836. © 18Sep57; KKL29087.
- Bawdy songs & backroom ballads, v.4. Oscar Brand. A study in high fidelity sound. AFPL 1847. © 15Nov57; KKL30202.
- Bullring, music of the bull fight ring; La fiesta brava, v.4. A study in high fidelity sound. AFPL 1855. © 18Sep57; KKL29088.
- Cha cha cha cha cha; Pedro Garcia and his Del Prado orchestra; a study in high fidelity sound, v.3. AFPL 1837. © 18Sep57; KKL29088.
- The day Manolito was killed; written and narrated by Barnaby Conrad. AFPL 1831. © 15May57; KKL28222.
- Giant Wurliizer pipe organ; Leon Berry at the Hub Rink organ, Chicago, v.2. A study in high fidelity sound. AFPL 1829. © 18Sep57; KKL29085.
- Jamaica calypso. Lord Montego and his Calypsonians. AFPL 1832. © 15May57; KKL28224.



Linda's player piano. Linda Carillon Berry and her player piano. A study in high fidelity sound. AFPL 1846. © 15Nov57; KK130018.

Mallet magic. Harry Brewer and his quintet. AFPL 1825. © 1May57; KK128225.

Minimal time ... Dukes of Dixieland, v.5. A study in high fidelity sound. AFPL 1861. © 15Nov57; KK130021.

On Bourbon Street ... Dukes of Dixieland, v.4. A study in high fidelity sound. AFPL 1860. © 15Nov57; KK130022.

Port Sald; music of the Middle East. Mohammed El-Bakkar and his original ensemble. AFPL 1833. © 15Jul57; KK128223.

Railroad sounds, steam and diesel; the sounds of a vanishing era. A study in high fidelity sound. AFPL 1843. © 18Sep57; KK129084.

Sultan of Bagdad, music of the Middle East, v.2. A study in high fidelity sound. AFPL 1834. © 04Oct57; KK129352.

Tango; Pedro Garcia and his Del Prado orchestra, music of Argentina. A study in high fidelity sound. AFPL 1838. © 18Sep57; KK129059.

A tropical affair. Pedro Garcia and his Del Prado orchestra. Latin American dance pot-pourri; a study in high fidelity sound. AFPL 1842. © 15Nov57; KK130019.

Tropical cruise. Pedro Garcia and his Del Prado orchestra. A study in high fidelity sound. AFPL 1841. © 15Nov57; KK130023.

AUTO-ATR INDUSTRIES, INC. © Plastic dispenser for epoxy resins-hardeners; accurately meters all resins. © 20Aug57; KK127859.

AUTOLENE LUBRICANTS CO. © FDA Proctex dispersing agent; water reducing agent for concrete. © 20Aug57; KK128513.

AUTOMATIC SPRINKLER CORP. OF AMERICA © Instructions for installing plastic mercury checks. Appl. author: John Teresko. NM: rev., editing, additional text & pictorial matter. © 30Jul57; KK127473.

AUTOVOTE CO. © A family affair and brightly so; Fairfield ... bath accessories, Estate; Standard. (In Living for Young homemakers, Nov. 1957, p.103) Appl. author: Ben Sackheim, Inc. © 20Oct57; KK130836.

New, budget priced 2 way chrome fixtures for double volume profits. (In Housewares review, Nov. 1957, p.4 of cover) Appl. author: Ben Sackheim, Inc. © 28Oct57; KK130835.

AVALON MANUFACTURING CORP. © Paint your own art masterpieces with oil paints; complete with 3 large pre-sketched picture panels ... (Series 2) No.1400. © 15May57; KK127553.

AVOCA RECORD CO. © Irish memories. Jackie Roche and his orchestra. 33-AV-103. © 20Oct57; KK129849.

Irish violin and accordion. Jackie Roche, violin solos; Jimmy Cronin, accordion solos. 33-AV-102. © 10Jun57; KK129850.

AVON COSMETICS. © Beauty begins with cosmetics by Avon. To A Wild Rose [and others] (In Seventeen, Apr. 1957, p.70) Appl. author: Monroe F. Dreher, Inc. © 1Apr57; KK127313.

Start your beauty life right with Avon. Elegant [and others] (In Seventeen, Mar. 1957, p.147) Appl. author: Monroe F. Dreher, Inc. © 1Mar57; KK127312.

These Avon cosmetics can make your summer. Persian Wood Mist [and others] (In Seventeen, June 1957, p.41) Appl. author: Monroe F. Dreher, Inc. © 1Jun57; KK127314.

AVON STAMP AUCTIONS. © Gold strike grab bag stamp collector's bonanza. Appl. author: Alexander Von Reimers. © 15Aug57; KK129002.

## B

BFD DEPT., DIAMOND MATCH CO. SEE Diamond Match Co.

B-P AIRCRAFT CO. © Flying model airplane cutout; flies 100 ft. or more. -BY-28. Appl. author: Robert William Prescott, Jr. NM: airplane different design but similar to F-102 model pattern prev. reg. 1956. © 24Jun57; KK128097.

B-Q MANUFACTURING CO. © Something new in bar-b-q; just heat and serve. 1 lb. net. © 10Jun57; KK127493.

BAEBITT (B. T.) INC. © Other liquid detergents can get your dishes clean, but Glim gets the gook off. [Blonde holding sauce pan] (In Daily news, New York, Oct. 10, 1957, p.49) Appl. author: Doyle Dane Bernbach, Inc. © 10Oct57; KK129306.

Other liquid detergents can get your dishes clean, but Glim gets the gook off. [Brunette holding frying pan] (In Daily news New York, Oct. 3, 1957, p.49) Appl. author: Doyle Dane Bernbach, Inc. © 3Oct57; KK129305.

Other liquid detergents can get your dishes clean, but Glim gets the gook off. [Brunette holding frying pan] (In The Post standard, Syracuse, N. Y., Oct. 24, 1957, p.20) Appl. author: Doyle Dane Bernbach, Inc. © 20Oct57; KK130291.

BABCOCK & WILCOX CO. New B & W Mul-Set mortar. Bulletin R-49. Appl. author: Jess H. Cloud. © Babcock & Wilcox Co., Refractories Division; 22Aug57; KK128084.

BAGARD IMPORTS, INC. © Light, the new Gilbey's Spey Royal scotch whisky, a blend. (In New York herald tribune, Nov. 22, 1957, p.4) Appl. author: H. Brooke, Smith, French & Borraine, Inc. © 22Nov57; KK130501.

BADER PRODUCTS CO. © New improved formula vitamins and minerals ... Appl. author: Isidor M. Jacobs. © 15Oct57; KK130606.

BADGER MANUFACTURING CO. © New expansion joint design ... 3-R expansion joints; series 150 ... (In Mechanical engineering, Apr. 1957, p.153) © 1Apr57; KK128906.

BAGBY, WILLIAM C. © Duck retricks; duck instructions and uses. © 22Jun57; KK128522.

BAIER, BENNIE J. & MARY PATRICIA BAIER d.b.a. BAIER PIT. SEE Baier Pit.

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BAIER PIT. Miniourti style bar-b-que sauce. Net cont. 10 fl. oz. © Bennie J. & Mary Patricia Baier d.b.a. Baier Pit; 21Aug57; KK130044.

BALD PAT BUSINESS MEN'S CLUB. Chrome dome tonic for nude noggins. © Harry W. Hornback & John B. Young d.b.a. Bald Pats Business Men's Club; 4Sep57; KK128150.

BALE PIN CO. © Camp jewelry. No.50230 pin and guard, no.0C308 pin [and others] NM: additional text, descriptions & illus. © 2Jul57; KK126650.

Future nurses' club pins. No.230 pin and guard set [and others] NM: additional text, descriptions & illus. © 30Oct57; KK129804.

Girls athletic association pins. No.313 pin and guard set [and others] NM: additional text, description & illus. © 5Dec57; KK130601.

Library club jewelry and fund raiser pins. No.230 pin and guard set [and others] NM: additional text, descriptions & illus. © 20Nov57; KK130280.

BALL BROCS. CO. © Compound gives big saving on home-canning lids; dome lids [and] dome caps. (In The Ohio farmer, July 6, 1957, p.19) Appl. author: Applegate Advertising Agency, Inc. © 6Jul57; KK128487.

Enamel lining on Ball dome lids protects all your home-canned foods best; no paraffin needed with Ball half-pints. (In Life, July 22, 1957, p.109) Appl. author: Applegate Advertising Agency, Inc. © 18Jul57; KK128489.

Even tall girls go for half-pints; we mean New Ball half-pint jars. (In Seventeen, Sept. 1957, p.164) Appl. author: Applegate Advertising Agency, Inc. © 18Sep57; KK128532.

Now, jams and jellies sealed easier with Ball dome lids; no paraffin needed. Half-pint jars. (In Life, June 10, 1957, p.100) Appl. author: Applegate Advertising Agency, Inc. © 6Jun57; KK127684.

Perfect size, shape for relishes, jams, jellies; Ball half-pint jars seal with dome lids. (In Life, Aug. 26, 1957, p.88) Appl. author: Applegate Advertising Agency, Inc. © 22Aug57; KK129126.

Valuable coupon ... to introduce the new easy way to seal jam, jelly; half-pint jar. (In The Jackson sun, Jackson, Tenn., May 2, 1957, p.7) Appl. author: Applegate Advertising Agency, Inc. NM: "some new copy." © 2May57; KK126488.

BALLARD, C. M. © Tussle, twin puzzle. © 9Dec57; KK130613.

BANKER (R. C.) & CO. © For our old customers only: pre-Christmas gift sale. © 7Oct57; KK129488.

- BANKERS TRUST CO. ©**  
From a pinch of atomic fuel, power  
for your home for a year. (In  
U. S. news & world report, Oct. 4,  
1957, p.1) Appl. author: Donahue  
& Coe, Inc. © 40Oct57; KK129238.
- How sound you can't hear may wash  
your clothes in 1970. (In U. S.  
news & world report, Sept. 6,  
1957, p.1) Appl. author:  
Donahue & Coe, Inc. © 6Sep57;  
KK130051.
- BARCALO MANUFACTURING CO. ©**  
Pamper pop the stylish way; give  
him a Barcalounger. (In The  
Saturday evening post, May 25,  
1957, p.150) Appl. author:  
Batten, Barton, Durstine & Osborn,  
Inc. © 22May57; KK127708.
- Why is the Barcalounger the world's  
most imitated chair? (In Better  
homes & gardens, Mar. 1957, p.224)  
Appl. author: Batten, Barton,  
Durstine & Osborn, Inc.  
© 22Mar57; KK127709.
- BARNES (WILLIAM) INC. ©**  
Old fashioned Home Brand pure  
strawberry preserves. (In The  
net wt. Appl. author: Raymond Looney.  
© 5Mar56; KK128211.
- BARTON CHEMICAL CO. ©**  
Chloro-San, a new modern liquid  
sanitizer. Appl. author:  
Vincent B. Barton. © 4Sep57;  
KK128279.
- Sav-A-Day bleach disinfectant;  
germicide, deodorant, stain  
remover. Contents 1 gallon.  
© 6Aug57; KK127476.
- BARTON'S CANDY. ©**  
Just arrived, chocolate from Switz-  
erland; Swiss chocolate Alps with  
almonds and raisins. Bonbonniere.  
(In The New York Times, Nov. 3,  
1957, p.85) Appl. author: Doyle  
Dane Bernbach, Inc. © 20Nov57;  
KK130289.
- BARTON'S CANDY CORP. ©**  
At the beginning of the Jewish New  
Year, we show the Synagogue.  
© 26Aug57; KK128097.
- Bonbonniere Halloween mixture.  
Net weight one pound.  
© 20Sep57; KK128458.
- Halloween milk chocolate pops;  
bonbonniere. Net weight 3 ounces net.  
© 20Aug57; KK127959.
- Halloween surprise package; bon-  
bonniere. 4 1/2 ounces net.  
© 3Sep57; KK128088.
- Happy New Year; Bonbonnettes.  
Bonbonniere. One pound net  
parve. © 26Aug57; KK128091.
- The hottest new thing in candy;  
coffee almond kisses. Bonbon-  
niere. (In The New York Times,  
Oct. 22, 1957, p.23) Appl. au-  
thor: Doyle Dane Bernbach, Inc.  
© 22Oct57; KK129682.
- Simchas Torah flag; bonbonniere.  
Hebrew text. © 26Aug57;  
KK128089.
- Swiss milk chocolate pencils;  
bonbonniere. Net weight 1 7/8  
ozs. © 25Sep57; KK128090.
- Wonder Munch, the chocolate candies  
that won't melt; bonbonniere.  
One pound net. © 18Jun57;  
KK126423.
- BASTIC-WITZ FURNITURE INDUSTRIES,  
INC. ©**  
Domain ... an exciting new group of  
bedroom, dining room, living room  
pieces is that kind of furniture.  
(In House & garden, Nov. 1957,  
p.17) Appl. author: Bennett  
Advertising, Inc. © 20Oct57;  
KK130549.
- It's the hidden quality that spells  
true value. Designed by Sanford  
Wallack. (In House & garden,  
Oct. 1956, p.165) Appl. author:  
Bennett Advertising, Inc.  
© 20Sep56; KK130550.
- BASKERVILLE, JOHN. SEE Downs, John  
Baskerville.**
- BATES MANUFACTURING, INC. ©**  
Ride off stand for Harley Davidson  
motorcycles. © 3Dec57;  
KK130913.
- BATHE, CHARLES GORDON. ©**  
Genuine Hickory smoked turkey. One  
pound sliced turkey. Hickory twig  
on scalloped edge signboard.  
© 27May57; KK127250.
- BAUM IRON CO. ©**  
Baum Iron. Sprocket chain, attach-  
ment links, roller chain.  
Appl. author: Slorven & Ilen.  
© 13Jun57; KK127007.
- BAXTER (J. H.) & CO. ©**  
No, Babe, there ain't woodpecker  
holes. Paul Bunyan and his Blue  
Ox ... Baxco Douglas fir poles/  
full length machine incised.  
(In Electrical world, Sept. 9,  
1957, p.95) © 9Sep57; KK128459.
- BAYUK CIGARS, INC. ©**  
Melba Selects, the cigar supreme.  
© 22May57; KK127669.
- BEACON CO. ©**  
Help your heart, use these Beacon  
wax heart-saver tips. (In Boston  
evening American, Feb. 28, 1957,  
p.15) © 28Feb57; KK126506.
- The only wax you need for all  
floors; quick-gloss, self-polishing  
wax. (In The Boston daily globe,  
Nov. 8, 1957, p.48) © 8Nov57;  
KK130770.
- BEAMAN ENTERPRISES, INC. ©**  
Redess, protein concentrated creme  
hair conditioner. Net weight  
8 oz. © 123157; KK129144.
- Redess, protein concentrated shampoo.  
Professional size.  
© 12Jul57; KK128913.
- BEAR PHOTO SERVICE. ©**  
From these color films.  
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- BEARIUM METALS CORP. ©**  
Long before the first pyramid was  
built, a bearing problem existed.  
Prepared by Scribner & Rice,  
Inc. NM: illus. on back page  
prev. used. © 43ep57; KK129518.
- BEATRICE FOODS CO. ©**  
Calypso; colorful, new Meadow Gold  
ice cream flavor. (In The Wichi-  
ta eagle, Wichita; Kan., Sept. 5,  
1957, p.8) Appl. author:  
Doris E. McBrady. © 5Sep57;  
KK128688.
- The taste of fresh pineapple in  
every cool spoonful; Meadow Gold  
Hawaiian sherbet. (In The Nash-  
ville banner, July 2, 1957, p.14)  
Appl. author: Doris E. McBrady.  
© 2Jul57; KK128986.
- BEAD BRUNNELL RIBS, INC. ©**  
4-fold Full Spun Imperial by  
Bead Brunnell; daaron-worated ...  
wash 'n wear. © 11Oct57;  
KK129563.
- BECTOR, DICKINSON J. CO. ©**  
B-D Ace-Hesive elastic adhesive  
bandage; sticks to the task.  
F-7-57. © 20May57; KK130911.
- B-D sterile disposable blood lancet;  
in drawing blood ... N45-57.  
© 20Mar57; KK130910.
- Check this list of prescription  
accessories for your needs; ask  
us to show you the B-D Red Flash  
fever thermometer. T261-57.  
© 21May57; KK130909.
- BENERT (J. P.) CO. ©**  
Heliprom furniture cleaner-polish.  
Contents one pint. © 20Aug57;  
KK128505.
- BENGUE, INC. ©**  
Children's Ben-Gay ... quick relief  
from cold miseries. © 9Aug57;  
KK129627.
- New, greaseless, stainless Ben-Gay;  
Baume Bengue. Net contents  
1 1/4 oz. avoird. © 30Aug57;  
KK129628.
- New, greaseless, stainless Ben-Gay  
penetrates deep and fast to bring  
warm, soothing relief from rheu-  
matic and muscular pains ...  
© 30Aug57; KK129626.
- BENSON, J. M. ©**  
Suggested use of Easy Way liniment;  
quick to penetrate. © 10May55;  
KK127098.
- BERWIDA SHOP, LTD. ©**  
Evening enchantment; unlimited in  
our very own velveteen slacks ...  
(In The New Yorker, Nov. 2, 1957,  
p.58) Appl. author: Johnstone,  
Inc. © 2Nov57; KK130630.
- A highland fling. Not a skirt, nor  
a short, it's both combined;  
a pleated knee-length divided  
skirt. (In The New Yorker, Aug.  
11, 1957, p.70) Appl. author:  
Johnstone, Inc. © 17Aug57;  
KK129982.
- Indispensable flannel shorts;  
perfectly foreshadowed by Florence  
Walsh ... (In The New Yorker,  
Aug. 10, 1957, p.50) Appl. au-  
thor: Johnstone, Inc. © 10Aug57;  
KK129983.
- Kilt news; the skirt of limitless  
use ... worsted flannel. (In  
The New Yorker, Sept. 7, 1957,  
p.66) Appl. author: Johnstone,  
Inc. © 7Sep57; KK129981.
- Silk blouse; nothing surpasses a  
pure silk blouse. (In The New  
Yorker, Oct. 12, 1957, p.134)  
Appl. author: Johnstone, Inc.  
© 12Oct57; KK129979.
- Tartan kilt; worsted tartans of the  
clans Colquhoun ... (In The New  
Yorker, Aug. 24, 1957, p.12)  
Appl. author: Johnstone, Inc.  
© 24Aug57; KK129980.
- BERRY (PAUL) CO., INC. ©**  
Know your furniture. 52-mat series.  
Appl. author: Paul Brandon Berry,  
Jr. © 6Dec56 (in notice: 1957);  
KK129482.
- BEST & CO., INC. ©**  
Baby's bonnet comes from Paris;  
Liliputian Bazaar Imports. Bib,  
dress and slip set [and others]  
(In The New York Herald Tribune,  
Oct. 6, 1957, p.5) © 6Oct57;  
KK128840.
- The classic that launched a fashion  
Shirtmaker. (In The New York  
times, Sept. 25, 1957, p.6)  
© 25Sep57; KK128542.
- The look American women live by  
... British sportswear; school  
outfitters since 1879. (In New  
York Herald Tribune, Sept. 22,  
1957, p.5) © 22Sep57; KK128467.
- BIRELEY'S DIVISION, GENERAL FOODS  
CORP. SEE General Foods Corp.**
- BISON PRINTING SERVICE. ©**  
Your shopping secretary, mam;  
Suzette. © Theodore A. Mueller  
d.b.a. Bison Printing Service;  
10c57; KK130361.

- BLAKE (H. L.) CO. ©  
Big Chief latex rubber prophylactics; special shaped. 3 for \$5. Appl. author: H. L. Blake. © 1Jul57; KK130422.
- BLATZ BREWING CO. ©  
Milwaukee's favorite premium beer; now at local prices. (In Toledo blade, June 5, 1957, p.17) Appl. author: Alin Blatichy. © 5Jun57; KK127018.
- BLATZ BREWING CO., a division of SCHEWLEY INDUSTRIES, INC. SEE ALSO Schewley Industries, Inc.
- BLAZON, INC. ©  
Sand 'n-pool. (Playground apparatus) Stock no.4000-1 Appl. author: Peter M. King. © 2Aug57; KK127972.
- Stock no.160; stock no.161-6. (Playground apparatus) Appl. author: Peter M. King. © 2Aug57; KK128243.
- Stock no.300. (Playground apparatus) Appl. author: Peter M. King. © 2Aug57; KK128244.
- Stock no.360. (Playground apparatus) Appl. author: Peter M. King. © 2Aug57; KK128245.
- Stock no.400. (Playground apparatus) Appl. author: Peter M. King. © 2Aug57; KK128246.
- Stock no.460. (Playground apparatus) Appl. author: Peter M. King. © 2Aug57; KK128247.
- Stock no.560. (Playground apparatus) Appl. author: Peter M. King. © 2Aug57; KK128248.
- Stock no.808. (Playground apparatus) Appl. author: Peter M. King. © 2Aug57; KK128249.
- Stock no.900. (Playground apparatus) Appl. author: Peter M. King. © 2Aug57; KK128250.
- Stock no.960. (Playground apparatus) Appl. author: Peter M. King. © 2Aug57; KK128251.
- Stock no.1200. (Playground apparatus) Appl. author: Peter M. King. © 2Aug57; KK128252.
- Stock no.1260. (Playground apparatus) Appl. author: Peter M. King. © 2Aug57; KK128253.
- Stock no.2712. (Playground apparatus) Appl. author: Peter M. King. © 2Aug57; KK128254.
- Uses for Blazon's stock no.160 baby swing. Appl. author: Peter M. King. © 6Sep57; KK128242.
- Uses for Blazon's stock no.161-6 baby stunt swing; instructions for assembling ... Appl. author: Peter M. King. © 6Sep57; KK128241.
- BLENDA LIFE, INC. ©  
The how and the why of successful no-grain feeding; information a farmer needs when starting his beef cattle ... © 2Aug56; KK127304.
- The how and the why of successful no-grain feeding; information a farmer needs when starting his dairy cattle ... © 10Aug56; KK127303.
- Now you can have a simple, efficient low cost poultry feeding program; C. F. H. poultry balancer. © 15Nov56; KK127305.
- A simple, efficient low cost hog feeding program is yours with Lucky Hog balancer. © 25Nov56; KK127306.
- BLITZ-WEINHARD CO. ©  
Four yourself a glass of the Cascades; Blitz. [Scene view in bottle; goblet of beer] (In Portland Oregonian, Mar. 4, 1957) © 4Mar57; KK126501.
- BLUE CROSS OF NORTHEAST OHIO. ©  
Live long and like it; he is careful, he was careless. Hospital service. (In The Cleveland press, Nov. 15, 1957, p.14) Appl. author: Jonathan F. Davis. © 18Nov57; KK130359.
- Live long and like it; she took no chances with a pain in her side, she did. Hospital service. (In The Cleveland press, Oct. 14, 1957, p.14) Appl. author: Jonathan F. Davis. © 14Oct57; KK129900.
- BLUE FIRE RINGS. ©  
AAl quality interlocking diamond rings; anniversary gift free. Appl. author: Hyman A. Massover. © 1Aug57; KK128640.
- BLUMBERG, JERRY. ©  
Contact lenses featuring personality plus. (In The Detroit news, July 14, 1957, p.811) © 14Jul57; KK127417.
- BODKER DAIRY CO. ©  
Danish American ice cream; vanilla. Half gallon liquid. © 8Jul57; KK128310.
- BOGNER, P. JOSEPH d.b.a. BOGNER & MARTIN d.b.a. CATHOLIC FAMILY NEWSPAPERS. SEE Catholic Family Newspapers.
- BOGNER & MARTIN d.b.a. CATHOLIC FAMILY NEWSPAPERS. SEE Catholic Family Newspapers.
- BOHLEN, EDWARD H. ©  
Instructions for measuring rifle for a well-fitting scabbard. Plain and silver mounted saddlery. © 20Jun57; KK121741.
- BOLD MAGIC CO. ©  
Bold Magic cleans everything; just wipe, no rinse. 32 oz. © Marie Wickless, sole owner, Bold Magic Co.; 29Oct57; KK130342.
- BON AMI CO. ©  
More than dirt goes down the drain; microphotos show ... cleansers bite into luster of porcelain sinks and tubs. (In Reader's Digest, Feb. 1957, p.22) Appl. author: Ruthrauff & Ryan, now Erwin, Wasey, Ruthrauff & Ryan, Inc. © 25Jan57; KK129956.
- Women spellbound by ... new Jet Bon Ami ... cleans window, woodwork ... (In The Saturday evening post, Feb. 16, 1957, p.56-57) Appl. author: Ruthrauff & Ryan, now Erwin, Wasey, Ruthrauff & Ryan, Inc. © 13Feb57; KK129955.
- Women wonder-struck by new white froth cleaning formula; new Jet Bon Ami. (In Life, Oct. 15, 1956) Appl. author: Ruthrauff & Ryan, Inc. © 11Oct56; KK128356.
- BOOTH FISHERIES CORP. ©  
Holland herring. © 23Sep57; KK128358.
- BORDEN CO. ©  
And that's why more mothers give their children Borden's milk. [Woman pouring milk from picher into glass for little girl] (In The Saturday evening post, Sept. 8, 1956, p.80) © 5Sep56; KK128016.
- Butterscotch pecan ice cream. One pint liquid. © 1Apr57; KK127326.
- Celebrate tonight, get some Borden's ice cream and some Borden's fine cream. Chocolate almond ice cream; cheese festival time. (In The Saturday evening post, Sept. 28, 1957, p.68-69) © 24Sep57; KK129942.
- Celebrate with a new dessert made with Starlac, the heart of milk. Crown dessert. Nonfat dry milk. (In The Saturday evening post, Sept. 28, 1957, p.70) © 24Sep57; KK129941.
- Cool off with Borden's buttermilk, says Elsie, the Borden cow. [Porch scene] (In Ladies' home journal, July 1957, p.113) © 19Jun57; KK127323.
- Drink Borden's at bedtime, says Elsie, the Borden cow. Homogenized milk. [Nursery scene] (In Good housekeeping, Sept. 1957, p.27) © 20Aug57; KK128677.
- Evaporated milk. © 11Sep57; KK128683.
- Evaporated milk; homogenized, vitamin D increased. [Gold cow] Wet wt. 14 1/2 ozs. © 3Jun57; KK128679.
- Extra-good because it's made with extra cream; Lady Borden mint chocolate chip. (In Life, Mar. 11, 1957, p.113) © 7Mar57; KK130953.
- Fresh, fresher, freshest Borden's cream cheese. (In Woman's day, June 1956, p.15) © 24May56; KK127322.
- Get milk nourishment the modern, thrifty way with Starlac, the heart-of-milk, says Elsie, the Borden cow. Heart-of-milk Mescalade pie. (In Good housekeeping, Nov. 1957, p.161) © 22Oct57; KK130425.
- I'm up to my horns in plans for our second hundred years, said Elsie, the Borden cow. Vitamin-D milk, instant coffee [and others] (In Reader's Digest, Nov. 1957, p.202-203) © 24Oct57; KK129939.
- It was written almost 100 years ago, said Elsie, the Borden cow. Ice cream, fine cheeses ... [Atic scene] (In The Reader's Digest, Jun. 1957, p.208-209) © 25May57; KK128017.
- It's the modern, thrifty way to get heart-of-milk nourishment, says Elsie, the Borden cow. Starlac; nonfat dry milk. [Hawsk scene] (In Household, July 1957, p.51) © 5Jun57; KK128682.
- It's the modern, thrifty way to get heart-of-milk nourishment, says Elsie, the Borden cow. Starlac; nonfat dry milk. [Sample hanging scene] (In Good housekeeping, Sept. 1957, p.139) © 20Aug57; KK128676.
- Let Borden's treat your youngsters to the movies; a free movie ticket in every package of Borden's new instant Dutch, the most chocolatey milk drink ever. (In The Oregonian, Mar. 21, 1957, society section, p.7) © 21Mar57; KK130424.
- Let's face it, we're not getting any younger, said Elsie, the Borden cow. Milk, cheeses [and others] (In Reader's Digest, July 1957, p.190-191) © 28Jun57; KK127329.
- Magic marshmallow fudge; Eagle brand sweetened condensed milk. (In Ladies' home journal, Apr. 1956, p.26) © 2Apr56; KK127934.



## BORDEN CO. © Cont'd.

New, instant Starlac, the heart of milk; nonfat dry milk solids. Contains 3 one-quat envelopes. © 30Dec54; Kk129321.

New party dessert; make it with Starlac, the heart of milk ... nonfat dry milk. Crown dessert. (In Look, Sept. 17, 1957, p. 2 of cover) © 3Sep57; Kk128684.

No sugar to add to this Eagle brand cow. Sweetened condensed milk. No-look custard cream. © 28Aug57; Kk128675.

No sugar to add to this French fudge recipe, says Elsie, the Borden cow. Eagle brand condensed milk. © 25Sep57; Kk129390.

Order the new Borden's Resinite plastic hose and sprinkler line now; cash in ... during Borden's garden festival. May 24 to June 21, 1958. (In garden supply merchandiser, Sept. 1957, p. 6-7) © 18Sep57; Kk129936.

Ready-mixed and full of good milk nourishment, says Elsie, the Borden cow. Dutch chocolate flavored drink. [Cow & calf looking through window at drinks] (In Look, June 11, 1957, p. 21) © 28May57; Kk127327.

Silver Cow evaporated milk; homogenized, vitamin D increased. Net wt. 14 1/2 oss. © 3Jun57; Kk128690.

Silver Cow-Pearl brand evaporated milk; homogenized, vitamin D increased. Net wt. 14 1/2 oss. © 3Jun57; Kk128688.

Starlac, the heart of milk. Starlac contains all the proteins, B vitamins, calcium ... Nonfat dry milk solids. (In Household, Feb. 1957, p. 55) © 7Jan57; Kk130592.

That's why Starlac is called the heart of milk, says Elsie, the Borden cow. Nonfat dry milk solids. [Cow pushing cart] (In The Progressive farmer, May 1957, p. 108) © 12Apr57; Kk127322.

There's so much to celebrate on Borden's 100th birthday, said Elsie, the Borden cow. Milk. (In The Saturday evening post, Sept. 28, 1957, p. 10) © 24Sep57; Kk129943.

Value circus; evaporated milk. [Crown orchestra] 6 can carrier V-8B. © 7Jun57; Kk127326.

Value circus; evaporated milk. [Snake charmer, fire-eater & others] 6 can carrier V-8C. © 7Jun57; Kk127324.

Value circus; evaporated milk. [Tiger, lion & others] 6 can carrier V-8A. © 7Jun57; Kk127325.

What happened in 1957? asked Elsie, the Borden cow. Milk, ice cream [and others] (In Reader's digest, Sept. 1957, p. 158-159) © 28Aug57; Kk128676.

BORGENICHT (HELEN) SPORTSWEAR, INC. © Campus Continentals; Helene. © 18Sep56; Kk127786.

BORZELLINO, JOSEPH. © Jig-O-Blox; educational, entertaining ... all sorts of designs, patterns and pictures may be made ... © 29Oct57; Kk130363.

BOSTON ENVELOPE CO. © All-purpose loan service at low bank rates. Appl. author: Samuel A. Gilvar. © 18Sep57; Kk128476.

Be proud, be happy, be thrifty; money in the bank can do wonders ... Appl. author: Samuel A. Gilvar. © 18Sep57; Kk128477.

The best auto loan is a bank auto loan. Appl. author: Samuel A. Gilvar. © 18Sep57; Kk128478.

Change your future with your small change; open your savings account, now. Appl. author: Samuel A. Gilvar. © 18Sep57; Kk128479.

Pay bills the write way; pay by check. Appl. author: Samuel A. Gilvar. © 18Sep57; Kk128480.

Whatever you want, we will do it. Appl. author: Samuel A. Gilvar. © 18Sep57; Kk128480.

BOSWELL DAIRIES. © A quart a day helps make an a; milk. Appl. author: Thomas L. Yates Advertising Agency. © 27Aug57; Kk128395.

BOTANY MILLS, INC. © Botany 500 blue bloods; blue ... as ever your wardrobe essential. Tailored by Daroff. (In The Saturday evening post, Nov. 24, 1956, p. 140) Appl. author: Silberstein & Goldsmith. © 25Sep56; Kk127927.

The stamp of fashion; Botany brand 500, tailored by Daroff. Top-coats, sport coats & slacks (and others) (In Esquire, Nov. 1956, p. 60-61) Appl. author: Silberstein & Goldsmith. © 9Oct56; Kk128887.

BOURBON DE LUXE CO. © Relax de luxe; enjoy Bourbon de Luxe, the luxury bourbon blend. Man, globe & whiskey sour. (In Miami daily news, Sept. 25, 1957, p. 1D) © 28Sep57; Kk129657.

Relax de luxe; Kentucky bourbon whiskey. [Man in] butterfly chair & highball. (In Mir daily news, Sept. 18, 1957, p. 4D) © 18Sep57; Kk130518.

Relax de luxe; Kentucky bourbon whiskey. Two men with [huge] old fashioned. (In Miami daily news, Sept. 11, 1957, p. 3D) © 11Sep57; Kk130547.

BOURNS LABORATORIES, INC. © Carbon Trimat. Model 272, flexible leads [and others] New commercial potentiometers. © 16Aug57; Kk129765.

Model 157 Align-O-Fot ... features a self-aligning actuating shaft in a very compact design. © 4Oct57; Kk129665.

Model 605 accelerometer; designed for aircraft and missile control circuits. © 6Sep57; Kk128957.

Potentiometer instruments. Single models, 108 [and others] © 16Aug57; Kk129765.

A sales success by Cap Kierulff. Cap's letter tells of ... Trimpat potentiometers and new low priced Trimat. © 6Sep57; Kk128771.

2nd annual Trimpat national sales conference program; Sept. 9, 1957. © 30Aug57; Kk129664.

Trimpat; a wide variety of sub-miniature potentiometers for many applications. © 21Aug57; Kk129764.

Trimpat and related sub-miniature potentiometers ... (In Electronic industries & tele-tele, July 1957, p. 100) © 17Jun57; Kk127553.

Widening Trimat, Model 272, flexible leads [and others] New commercial potentiometers. © 16Aug57; Kk129766.

Wishing you the merriest Christmas and happiest New Year ever. Appl. author: S. H. Stoetzel. © 9Dec57; Kk130616.

BRACH (E. J.) & SONS. © Best milk chocolate peanuts you ever tasted; double-dipped in Brach's finest real chocolate. (In Life, Nov. 25, 1957, p. 29) © 21Nov57; Kk130430.

Brach's stars are pure goodness; Brach's finest real chocolate ... (In Life, Oct. 14, 1957, p. 23) © 12Oct57; Kk129795.

Enjoy finest real chocolate ever. Royal Anne [and others] (In Life, Nov. 11, 1957, p. 153) © 7Nov57; Kk130025.

BRADLEY (MILTON) CO. © Basic shapes and forms; 1st step to learning. For ages 3 to 4. No. 5101. © 1Mar57; Kk128663.

Color matching; 3rd step to learning. For ages 4 to 6. No. 5103. © 1Mar57; Kk128665.

Introduction to numbers; 10 little Indians; 4th step to learning. For ages 4 to 8. No. 5104. © 1Mar57; Kk128666.

Introduction to telling time; clock and calendar; 6th step to learning. (Times and dates) For ages 6 to 9. No. 5106. © 1Mar57; Kk128662.

Picture building; 2nd step to learning. For ages 3 to 5. No. 5102. © 1Mar57; Kk128664.

Recognition of letters; the A B C's; 5th step to learning. (Alphabets) For ages 5 to 8. No. 5105. © 1Mar57; Kk128661.

BRANCE, HOWARD E. known in the trade as H. E. B. SEE H. E. B. BRANDENFELS, CARL. © Here's the Topp story on growing new hair on bald heads. [Endorsed by] Art Topp. (In Man's world, Dec. 1957, p. 76) © 15Sep57; Kk128476.

If you are bald or losing hair, imagine this transformation on your own scalp; how plan of action; application and massage. (In Man's magazine, Sept. 1957, p. 81) © 28Jul57; Kk127718.

Let me tell you how these people grew new hair on bald heads as I did, by Eldon Beerbow. (In Whisper, Oct. 1957, p. 47) © 1Aug57; Kk127617.

BRANIFF AIRWAYS, INC. © Coming October 20th, El Dorado ... version of the Douglas DC-7C. (In The Saturday evening post, Oct. 6, 1956, p. 71) © 2Oct56; Kk127046.

BRECK (JOHN H.) INC. © Beautiful hair; Breck. Baby Linda Smith with color coded 3, 8 oz. bottles of shampoo. (In Ladies' home journal, Nov. 1957, p. 40) © 25Oct57; Kk129969.

Beautiful hair; Breck. Betsy McLane and 3, 8 oz. bottles of shampoo. (In Ladies' home journal, Oct. 1957, p. 111) © 27Sep57; Kk129119.

Beautiful hair; Breck. Combination Rinse or cream rinse with a Breck shampoo. Jeweled mirror, rectangular frame; 8 oz. shampoo & 2 1/2 oz. cream rinse. (In Ladies' home journal, Sept. 1957, p. 4 of cover) © 30Aug57; Kk128301.

Beautiful hair; Breck Hair Set Mist. Betsy McLane; hand holding 8 oz. hair set [container] (In Ladies' home journal, June 1957, p. 4 of cover) © 31May57; Kk126574.

Beautiful hair; Breck shampoo. Dec. Hobbit; with ribbon & Christmas pint. (In Ladies' home journal, Dec. 1957, p. 88) © 29Nov57; Kk130682.



- Beautiful hair; Breck. There are three Breck shampoos ... Ann Rutener & 3 - 8 oz. bottles of shampoo. (In Ladies' home journal, July 1957, p.126) © 26Jul57; KK127612.
- Beautiful hair; Breck. There are three Breck shampoos ... Blonde Joan Young; 3 - 8 oz. bottles of Breck. (In Ladies' home journal, July 1957, p.2) © 28Jun57; KK127252.
- Man of tomorrow; Breck. Plastic Breck with 3, 6 oz. bottles of shampoo. (In Sports illustrated, Sept. 23, 1957, p.1E0) © 19Sep57; KK130026.
- BRUNT, GEORGE J. ©  
Flying saucer. [Sandwich, with wings, on plate] © 25May57; KK127682.
- BRILL (H. C.) CO., INC.  
Noodle-de-do; egg noodles, mushrooms, tomato sauce. Net wt. 15 ozs. avoird. © H. C. Brill Co., Inc. (in notice: New England Canners, Inc., Division of H. C. Brill Co., Inc.); 6Nov57; KK130844.
- BRISTOL-MYERS CO. ©  
Coach calls the signals; about good grooming for teen-age boys. Appl. author: Sally Dickson Associates. © 7Aug57; KK130412.
- Deodorants are for women, Tris is for men; it's on the ball. (In The Fresno bee, Fresno, Calif., Aug. 11, 1957, p.9) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 11Aug57; KK128797.
- The girl for the job; how to be ... Mum deodorant. Appl. author: Sally Dickson Associates. © 12Aug57; KK130413.
- Janie's diary; all about grooming for early teens. Mum deodorant. Appl. author: Sally Dickson Associates. © 6Apr57; KK130415.
- The man for the job; how to be ... Mum deodorant. Appl. author: Sally Dickson Associates. © 6Aug57; KK130414.
- New deodorant for men that is easier to apply, Tris. New roll-on applicator. Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 29Jul57; KK128796.
- BRODER MARKS CO. d.b.a. PRELUDE DIAMOND RINGS. SEE Prelude Diamond Rings.
- BROW-MINT CO. d.b.a. KENNER PRODUCTS CO. SEE Kenner Products Co.
- BROOKLYN DIVISION, TODD SHIPYARDS CORP. SEE Todd Shipyards Corp.
- BROOKS, LESTER J. ©  
Toujours manure ... this package contains two pounds ... Gold Label quality cow manure. © 19Nov57; KK130303.
- BROOKS-SKINNER CO. ©  
Steel industrial buildings. Catalog no.85. Appl. author: Harold Brooks. NM: new photos & text. © 10Mar57; KK126510.
- BROWN, LLOYD A. ©  
Booster shotgun shells. © 29Nov57; KK130688.
- Why-Shat; the shot in these long range shot shells are increased in a lubricated round case ... © 26Aug57; KK128646.
- BROWN (M. P.) INC. ©  
Holiday letters build good will and good business. Sentiment G-9 [and others] (Christmas holiday letters build good will) © 1Jun57; KK127935.
- Holiday letters build good will and good business. Sentiment G-12 [and others] (Christmas holiday letters build good will) © 1Jun57; KK127934.
- BROWN & WILLIAMSON TOBACCO CORP. ©  
Diving star Zoe Ann Olsen shows that smooth form makes a champion. Viceroy filter tip cigarettes. (In The Overseas weekly, May 12, 1957, comic section, p.15) Appl. author: Ted Bates & Co., Inc. © 9May57; KK128964.
- Frank Carrano of Galro, New York, says: Sure, Viceroy has the smoothest taste of all. (In New England homestead, June 8, 1957, p.7) Appl. author: Ted Bates & Co., Inc. © 8Jun57; KK129505.
- A must in every machine. Viceroy filter tip cigarettes; Kool filter mild menthol cigarettes. (In Vend, Sept. 1957, p.40) Appl. author: Ted Bates & Co., Inc. © 38Sep57; KK128966.
- Now Viceroy comes in 2 packages: filter-open box, familiar pack. Filter tip cigarettes. (In New York Journal-American, Sept. 16, 1957, p.16) Appl. author: Ted Bates & Co., Inc. © 16Sep57; KK128967.
- Only Viceroy gives you filter-power of 20,000 filters. (In New York Journal-American, July 1, 1957, p.6) Appl. author: Ted Bates & Co., Inc. © 1Jul57; KK128964.
- Only Viceroy gives you 20,000 filter traps for that smoother taste. (In Courier magazine section, Pittsburgh, Sept. 23, 1957, p.5) Appl. author: Ted Bates & Co., Inc. © 21Sep57; KK128963.
- Sam Snead, golf champion, says: Viceroy has the smoothest taste of all; filter tip cigarettes. (In The Saturday evening post, June 15, 1957, p.131) Appl. author: Ted Bates & Co., Inc. © 11Jun57; KK128965.
- BROWN BOVERI CORP. ©  
Read the story behind this ad; ... gas turbine. Appl. author: Z. Stanley Stys. © 30Sep57; KK128997.
- BROWN-FORMAN DISTILLERS CORP. ©  
The decenter you'd expect from Old Forester; true for eighty-eight Christmases. Kentucky straight bourbon whisky. (In Life, Nov. 4, 1957, p.3 of cover) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 11Oct57; KK129821.
- The decenter you'd expect from Old Forester; true for 88 Christmases ... Kentucky straight bourbon whisky. (In Patterson's California beverage gazetteer, Oct. 1957, p.3 of cover) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 10Oct57; KK129397.
- The liquor that displays this seal; Early Times Kentucky straight bourbon whisky. (In Electrical merchandising, Oct. 1957, p.23) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 10Oct57; KK129399.
- No better ways to give the best; Old Forester, Kentucky straight bourbon whisky. (In Louisville times, Nov. 26, 1957, section 2, p.5) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 26Nov57; KK130418.
- True for 88 Christmases ... for 1957 giving, the decenter you'd expect from Old Forester. (In Louisville times, Nov. 6, 1957, p.2) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 6Nov57; KK130920.
- Two wonderful ways to sell the best; Old Forester, Kentucky straight bourbon whisky. (In Liquor store, Nov. 1957, p.4 of cover) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 6Nov57; KK130919.
- The whiskey proves the label's 87 year old promise. Old Forester. (In Club magazine, Aug. 1957, p.2 of cover) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 1Aug57; KK129030.
- Your taste agrees with the label's eighty eight year old promise. Old Forester. (In Time, Aug. 26, 1957, p.32) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 21Aug57; KK129031.
- BROWN-MILLER CO. ©  
Rainbo candies; sweet zherkins, panned crispie pie, 12 fl. oz. (each) Appl. author: John A. Miller. © 27Aug57; KK130915.
- BRUCE (E. L.) CO. ©  
Bruce kitchen-floor Kleener. Net contents: one U. S. pint. Appl. author: Thomas Harvey Creech. © 16Sep57; KK129133.
- The easiest floor care ever; floor products. Cleaning wax [and others] Appl. author: John A. Carlyle Fleming. © 14Oct57; KK129262.
- The history of Termainix; over thirty years with the termainix product. Appl. author: Fredell Mullins. © 29Nov57; KK130868.
- How to finish wood floors with the Bruce finishing kit. Appl. author: Claude T. Taylor. © 29Jun57; KK129033.
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## C

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Housewife's Harman, star of Mighty Mouse Playhouse. Post Sugar Crisp sugar-coated puffed wheat; General Foods Corp. © 16Sep57; K1129116.

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Old Can Harry, star of Mighty Mouse Playhouse. Post Sugar Crisp sugar-coated puffed wheat; General Foods Corp. © 16Sep57; K1129116.

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**CAFFEJAN, NEWTON J., ALFRED A. WILDER, ED C. MOSESIAN & CHARLES J. VAGIM** composing the copartnership **CENTRON INDUSTRIES.** SEE Centron Industries.

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Tea chest, cruet, peaker and peaker. One half pound net weight. Appl. authors: Guy Street & Gerry Merten. © 3Jul57; KK128882.
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Mica-moly; drill stem concentrate. © 13Jun57; KK127074.

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Greatest taste on earth; lemon custard; blueberry ice cream. Look for the Pok-A-Dot Pak. (In Mineral County independent news, Hawthorne, Nev., Aug. 7, 1957, p.3) Appl. author: Thomas Cave Wilson. © 7Aug57; KK127782.

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Does she, or doesn't she? Miss Clairol Hair Color Bath. Layman & book. (In Life, Nov. 18, 1957, p.124) Appl. author: Foote, Cone & Belding. © 14Nov57; KK130812.



- Does she or doesn't she? Miss Clairol Hair Color Bath. Nicholas & boy. (In Life, Oct. 21, 1957, p.51) Appl. author: Foote, Cone & Belding. © 17Oct57; KX130107.
- Does she, or doesn't she? Miss Clairol Hair Color Bath. 25,000,000 beauty-conscious women will see this advertisement ... (In Modern beauty shop, Aug. 1957, p.43-46) Appl. author: Foote, Cone & Belding. © 25Jul57; KX127486.
- Does she or doesn't she? Miss Clairol Hair Color Bath. [Woman & boy looking at plant growing in] flower pot. (In Life, May 6, 1957, p.129) Appl. author: Foote, Cone & Belding. © 2May57; KX126715.
- Does she, or doesn't she? Miss Clairol Hair Color Bath. Woman, boy & Christmas gift. (In Chams, Dec. 1956, p.3 of cover) Appl. author: Foote, Cone & Belding. © 2Nov56; KX126464.
- Does she, or doesn't she? 25,000,000 beauty-conscious women ... Miss Clairol Hair Color Bath. Hastings & book. (In Modern beauty shop, Nov. 1957, p.25-28) Appl. author: Foote, Cone & Belding. © 25Oct57; KX130792.
- For shimmering sheen without grease, world famous hairdressing by Clairol; Vitapointe. Appl. author: Richard L. Gelb. © 30Sep57; KX128505.
- Fresh rinse bar; rinse bar and 4 automatic measuring dispensers ... Come Alive Gray. (In Modern beauty shop, May 1957, p.68-69) Appl. author: Foote, Cone & Belding. © 25Apr57; KX126890.
- From the editorial pages of Harper's bazaar; Vitapointe, creme hair-dress and conditioner. Appl. author: Richard L. Gelb. © 22Oct57; KX128289.
- Gray hair sparkles with ... Come Alive Gray. (In Good housekeeping, July 1957, p.196) Appl. author: Foote, Cone & Belding. © 20Jun57; KX127347.
- How to get lighter, brighter, more glamorous colors without pre-bleaching, by Mr. William ... (In Modern beauty shop, May 1957, p.4-5) Appl. author: Foote, Cone & Belding. © 25Apr57; KX126851.
- How to get the best results with the new beige toners, by Andre Anouche ... (In American hairdresser & beauty culture, June 1957, p.6-7) Appl. author: Foote, Cone & Belding. © 20May57; KX126852.
- How to personalized shades of gray for gray-haired women, by Leon Seohyan. Come Alive Gray. (In Modern beauty shop, Oct. 1957, p.4-5) Appl. author: Foote, Cone & Belding. © 25Sep57; KX130789.
- How to mix tint shades for personalized hair coloring by Frank Zone. Miss Clairol Hair Color Bath. (In Modern beauty shop, Aug. 1957, p.4-5) Appl. author: Foote, Cone & Belding. © 25Jul57; KX129271.
- How to pre-bleach properly for ash and silver blonding, by Nicholas Carter ... Lady Clairol whipped creme hair lightener. (In American hairdresser & beauty culture, Mar. 1957, p.6-7) Appl. author: Foote, Cone & Belding. © 20Feb57; KX126394.
- How to prevent costly complaints when tinting, bleaching or permanent waving, by Adolphe Faganò ... Metalex. (In American hairdresser & beauty culture, Apr. 1957, p.6-7) Appl. author: Foote, Cone & Belding. © 20Mar57; KX126633.
- How to restore faded color to natural hair and correct other common summer hair problems, by Mr. Hans ... Miss Clairol Hair Color Bath. (In Modern beauty shop, July 1957, p.4-5) Appl. author: Foote, Cone & Belding. © 25Jun57; KX127486.
- How to tone down unwanted reds, golds and bronzes by Bill Card ... Silver drops. (In Modern beauty shop, Nov. 1957, p.4-5) Appl. author: Foote, Cone & Belding. © 25Oct57; KX130793.
- If she admires redheads, be one; if champagne blondes turn his head, be one. 2 pictures of model, modeling red and blonde shades. (In Harper's bazaar, Apr. 1957, p.46-47) Appl. author: Foote, Cone & Belding. © 1Apr57; KX126718.
- If he responds to beautiful blondes, be one. Silver, beige or golden ... (In Vogue, Oct. 15, 1957, p.10-11) Appl. author: Foote, Cone & Belding. © 10Oct57; KX130108.
- Is it true blondes have more fun than anybody? Lady Clairol whipped creme hair lightener. (In Sixteen stories, July 1957, p.63) Appl. author: Foote, Cone & Belding. © 6Jun57; KX126853.
- New from Clairol, 4 exciting red fashion colors ... hair color. (In American hairdresser & beauty culture, Oct. 1956, p.63) Appl. author: Foote, Cone & Belding. © 20Sep56; KX126466.
- No yellow allowed in my gray hair; that's why I use Come Alive Gray. (In Good housekeeping, Oct. 1957, p.276) Appl. author: Foote, Cone & Belding. © 19Sep57; KX128689.
- Nothing flatters like a little haircolor, says Casello "Frenchie" Casimir ... Miss Clairol Hair Color Bath. (In Beauty trade, Aug. 1957, p.9) Appl. author: Foote, Cone & Belding. © 5Aug57; KX128620.
- Now a fabulous new shade of Come Alive Gray; it's Midnight Opal. (In American hairdresser & beauty culture, Nov. 1956, p.6-7) Appl. author: Foote, Cone & Belding. © 20Oct56; KX126465.
- Quick and easy corrective techniques for several common hair problems by John W. Osborne ... Miss Clairol Hair Color Bath. (In Modern beauty shop, Sept. 1957, p.4-5) Appl. author: Foote, Cone & Belding. © 25Aug57; KX129314.
- Salon formula creme toners; color chart. Eight hair shades. Appl. author: Richard L. Gelb. © 17Jul57; KX128803.
- The secret of beautiful gray hair. Come Alive Gray, by Clairol. (In Good housekeeping, June 1957, p.233) Appl. author: Foote, Cone & Belding. © 21May57; KX126716.
- Want to stay beautifully gray? Come Alive Gray. (In Good housekeeping, May 1957, p.267) Appl. author: Foote, Cone & Belding. © 23Apr57; KX126717.
- We are hair coloring experts; come in for color consultation. Miss Clairol Hair Color Bath [and others] Appl. author: Richard L. Gelb. © 20Sep57; KX128804.
- CLARK EQUIPMENT CO. © Planning a new era for truck transport; expressway trains ... could carry a series of Mobil ... shipping containers ... (In Harper's magazine, Sept. 1957, p.21) © 3Sep57; KX128334.
- Planning for industries' heaviest loads; Clark fork truck. (In Harper's magazine, Aug. 1957, p.85) © 3Aug57; KX127655.
- Planning ways to aid our modern cities; Clark Carrier. (In Harper's magazine, July 1957, p.5) © 3Jul57; KX126647.
- CLARK GRAVE VAULT CO. © When they count on you to know what to do. (In The Saturday evening post) Appl. author: Ronald S. West. © 26Oct57; KX129293.
- CLATTON (A. C.) PRMT. CO. © Feather arch, by Rice-O'Neill; fine footwear. © 30Sep57; KX128615.
- CLOPAY CORP. © Accordion door adds space and beauty to your rooms for only \$8.95. Appl. author: Fairfax, Inc. © 23Apr56; KX128267.
- Make your own storm windows with Clopane ... Variety store merchandiser, Oct. 1956, p.3 of cover) Appl. author: Fairfax, Inc. © 10Oct56; KX126480.
- New Clopane Homicoatons for better living. New do-it-yourself with Clopane crystal clear vinyl film. Appl. author: Fairfax, Inc. © 20Mar56; KX126974.
- CLOREX CHEMICAL CO. © Brighten look their liveliest when they're Clorox clean. (In San Francisco examiner, July 11, 1957, section 1, p.25) Appl. author: Honig-Cooper Co. © 11Jul57; KX127618.
- A fixed mass display of Clorox boosts impulse sales of profitable household supplies; bleach & disinfectant. (In Progressive grocer, June 1957, p.33) Appl. author: Honig-Cooper Co. © 1Jun57; KX127728.
- For top profits on Clorox, I keep ample reserve stock for quick shelf fill-ins; bleach & household disinfectant. (In Progressive grocer, May 1957, p.98) Appl. author: Honig-Cooper Co. © 1May57; KX127728.
- It's spring cleaning time; make your house as fresh as a daisy with Clorox. Disinfectant, bleach ... (In San Francisco examiner, Apr. 4, 1957, section 4, p.4) Appl. author: Honig-Cooper Co. © 4Apr57; KX128634.
- My Clorox saves jump when I stock ample reserves in all sizes; bleach. (In Progressive grocer, July 1957, p.165) Appl. author: Honig-Cooper Co. © 1Jul57; KX127619.
- New nylon blouse? No, just looks new; I keep nylon white with Clorox. (In San Francisco examiner, July 25, 1957, section 3, p.2) Appl. author: Honig-Cooper Co. © 25Jul57; KX127620.
- On a fast mover like Clorox, it pays to keep well stocked in all sizes. (In all times; bleach & household disinfectant. (In Progressive grocer, Apr. 1957, p.171) Appl. author: Honig-Cooper Co. © 1Apr57; KX127725.
- Only a wash that's Clorox-clean is clean enough for you. (In San Francisco examiner, May 9, 1957, section 1, p.23) Appl. author: Honig-Cooper Co. © 9May57; KX128635.

- CLOROX CHEMICAL CO. © Con'd.**  
Only Clorox-clean laundries is safe enough for my baby. (In San Francisco examiner, Apr. 25, 1957, section 4, p.1) Appl. author: Honig-Cooper Co. © 25Apr57; KK128633.
- Put party-dress freshness in your wash with Clorox. (In San Francisco examiner, June 7, 1957, section 4, p.5) Appl. author: Honig-Cooper Co. © 6Jun57; KK128638.
- Thanks Clorox in that washing, son, to protect your precious health. (In San Francisco examiner, May 23, 1957, section 1, p.22) Appl. author: Honig-Cooper Co. © 23May57; KK128637.
- Your fine linens stay lovely long with gentle Clorox care. (In San Francisco examiner, June 20, 1957, section 1, p.27) Appl. author: Honig-Cooper Co. © 20Jun57; KK128637.
- CLOROX CO. ©**  
Gay cottons are to play and fashion; wash them bright with Clorox. (In San Francisco examiner, Sept. 5, 1957, section 4, p.2) Appl. author: Honig-Cooper Co. © 5Sep57; KK129752.
- It's fall house-cleaning time. America's no.1 house-cleaning aid. (In San Francisco examiner, Sept. 19, 1957, section 4, p.5) Appl. author: Honig-Cooper Co. © 19Sep57; KK129751.
- Make fall clean-up time big-money time for you with this Clorox fall house-cleaning promotion. (In Progressive grocer, Sept. 1957, p.26-27) Appl. author: Honig-Cooper Co. © 19Sep57; KK129753.
- CLYMER, JOHN FORD.**  
Mayan ball game at Chichen Itza, Mexico. SEE American Gyanamid Co.
- COATS & CLARK, INC. ©**  
It's sew easy with Coats & Clark's threads; understitching, clean-finishing ... © 20Sep57; KK129254.
- COCA-COLA CO. ©**  
Accent your pleasant moments with the enjoyment only Coke can give. (Family in pier scene) (In American weekly, May 26, 1957, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 26May57; KK127892.
- All over the world; sign of good taste ... best-loved sparkling drink in all the world. Mahara's palace. (In The Saturday evening post, Sept. 28, 1957, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 24Sep57; KK120449.
- Anytime's a good time for the good taste of Coke. (In The Broadcaster, Apr. 1957, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 1Apr57; KK129714.
- Ask him, he'll help; Coca-Cola representative. (In Motion picture herald, Oct. 13, 1956, manager's round table section, p.36) Appl. author: McCann-Erickson, Inc. © 11Oct56; KK126962.
- At Baden-Baden, too ... best-loved drink in all the world. (In The Saturday evening post, Aug. 31, 1957, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 27Aug57; KK129714.
- At Lake Louise, too, sign of good taste. Coca-Cola ... a famous Canadian resort ... from the tal-
- ented brush of Jack Potter. (In The National geographic magazine, July 1957, p.4 of cover) Appl. author: McCann-Erickson, Inc. © Jul57; KK127917.
- At lunch time, too. Coca-Cola puts you at your sparkling best. (Girls at soda fountain, one eating sandwich, other eating hamburger) (In National geographic, Oct. 26, 1956, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 11Oct56; KK126964.
- A bit of new money-eaters for you; now, Coke in king size. (Girl looking up at 3 bottles) (In The Skirmisher, May 1957, p.50) Appl. author: McCann-Erickson, Inc. © 15May57; KK127909.
- Brightest spot in the house. Father & children. Appl. author: McCann-Erickson, Inc. © 10Oct56; KK127172.
- Building business for you in a large way. (Girls at soda fountain, one eating sandwich, other eating hamburger) (In National geographic magazine, Nov. 1956, p.35) Appl. author: McCann-Erickson, Inc. © 1Nov56; KK126964.
- Can you imagine a soda fountain without Coca-Cola ... (New England street seen through soda fountain window) (In The American weekly, Apr. 28, 1957, p.3) Appl. author: McCann-Erickson, Inc. © 28Apr57; KK127891.
- Cheer up, there's always Coke. (Barber shop scene) (In Our Navy, July 1, 1957, p.7) Appl. author: McCann-Erickson, Inc. © 17Jun57; KK127884.
- Cheer up, there's always Coke. (Doctor inoculating new servicemen) (In Our Navy, May 1957, p.11) Appl. author: McCann-Erickson, Inc. © 16Apr57; KK127919.
- Cheer up, there's always Coke; sign of good taste. (Potato peeling scene) (In Our Navy, Sept. 1, 1957, p.7) Appl. author: McCann-Erickson, Inc. © 17Aug57; KK129231.
- Coca-Cola puts you at your sparkling best. (2 couples; 1 woman with embroidery, other with cigarette) (In National geographic magazine, Oct. 1956, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 10Oct56; KK126575.
- Coke with food makes sense to my customers, makes dollars for me. (In Chain store age, grocery ed., Aug. 1957, p.27) Appl. author: McCann-Erickson, Inc. © 30Jul57; KK129230.
- Coke with meals makes sense to my customers ... (Waiter; trays of food) (In Cooperative merchandiser, Mar. 1957, p.16) Appl. author: McCann-Erickson, Inc. © 25Feb57; KK126970.
- Coke with meals really rates with my customers ... (Waiter with three trays of various foods) (In Quartermaster review, May-June 1957, p.44) Appl. author: McCann-Erickson, Inc. © 1Jun57; KK127902.
- Come to Paris in the spring ... Enjoyment of the world-famous pause is captured for you at a Paris cafe by artist Jack Potter. (In The Saturday evening post, May 11, 1957, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 7May57; KK127833.
- Congratulations on the 4th anniversary of National Tavern Month. (In Arizona beverage journal, May 1957, p.5) Appl. author: McCann-Erickson, Inc. © 2Apr57; KK127910.
- Creative entertaining is part of today's good life ... (Indoor spit scene) (In This week magazine, Mar. 24, 1957, p.3) Appl. author: McCann-Erickson, Inc. © 2Mar57; KK126979.
- The crowd drifts in ... always have Coke on hand for any occasion. (Forch party scene) (In This week magazine, July 7, 1957, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 7Jul57; KK127893.
- Customers love it ... sell Coca-Cola by the case. (In National petroleum news, Mar. 1957, p.78) Appl. author: McCann-Erickson, Inc. © 28Feb57; KK126971.
- During sun-brella days, it's best to display Coca-Cola ... best-loved sparkling drink in all the world. (In Cooperative merchandiser, June 1957, p.30) Appl. author: McCann-Erickson, Inc. © 25May57; KK129227.
- During sun-brella days, it pays to display Coca-Cola ... (In chain store age, June 1957, p.148-149) Appl. author: McCann-Erickson, Inc. © 30Jul57; KK127901.
- Eating outdoors adds a lot to the fun. (Coke is the best-loved sparkling drink in all the world. (Badminton scene) (In This week magazine, Aug. 18, 1957, p.5) Appl. author: McCann-Erickson, Inc. © 18Aug57; KK129711.
- Enjoy the holidays at your sparkling best. (2 girls & boy drinking Coke; girl with hand on boy's arm) (In National geographic magazine, Nov. 6, 1956, p.47) Appl. author: McCann-Erickson, Inc. © 6Dec56; KK126965.
- For a great break, have a cold Coke. (Orchestra scene) (In American girl, Feb. 1957, p.2 of cover) Appl. author: McCann-Erickson, Inc. © 25Jan57; KK126966.
- Fun that all the family shares calls for the extra touch ... Coca-Cola can contribute. (Pool scene) (In The American weekly, July 21, 1957, p.3) Appl. author: McCann-Erickson, Inc. © 21Jul57; KK127896.
- Fun-time is a good time for the good taste of Coke. (Couple & boy in swim scene) (In Ebony, Aug. 1957, p.33) Appl. author: McCann-Erickson, Inc. © 14Jul57; KK127899.
- A friendly neighbor earns a special welcome, and Coca-Cola suits the occasion ... (Transplanting scene) (In The American weekly, July 5, 1957, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 5May57; KK127894.
- Great server, Tennis girl. Appl. author: McCann-Erickson, Inc. © 1Aug57; KK127752.
- Have a party up a tree, in the yard, anywhere; and when you do, have Coca-Cola, too-oolid. (Three children on platform in trees) (In Boys' life, July 1957, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 25Jun57; KK127911.
- Have fun, have a Coke. (Boy & girl, sitting in meadow, drinking Coke) (In American girl, Apr. 1957, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 2Mar57; KK126980.
- He helps you pile up profits, helps you maintain top service and quality; he's the only national beverage representative who does. (In Vena, May 1957, p.20) Appl. author: McCann-Erickson, Inc. © 1May57; KK129225.

- How to get more out of a ball game. [Couple drinking Cokes at ball park. (In The Sporting News, July 12, 1957, p.51) Appl. author: McCann-Erickson, Inc. © 12Jun57; KK127889.
- I like money, that's why I like all this Coke with food eating. (In Co-operative merchandiser, Sept. 1957, p.3 of cover) Appl. author: McCann-Erickson, Inc. © 26Aug57; KK125715.
- In Argentina, they call a friendly tavern a cantina simpatica. (In The Server, June 10, 1957, p.20) Appl. author: McCann-Erickson, Inc. © 10Jun57 (in notice: 1956); KK126988.
- In Italy, they call a friendly tavern a ritrovo simpatico. (In The Server, Feb. 11, 1957, p.8) Appl. author: McCann-Erickson, Inc. © 11Feb57; KK126967.
- In romantic Rio, too; sign of good taste. (In The Saturday evening post, Oct. 26, 1957, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 22Oct57; KK130448.
- In Sweden, they call a friendly tavern a frivand vardhus. (In The Server, Mar. 11, 1957, p.6) Appl. author: McCann-Erickson, Inc. © 11Mar57; KK126774.
- In Venice, too, sign of good taste ... an outing on the Grand Canal ... artist Jack Potter. (In The Saturday evening post, Aug. 3, 1957, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 30Jul57; KK127915.
- It's a pleasant custom, to pause for a Coke ... [Mother & daughter fixing meal] (In Pictures (St. Louis post-dispatch) Apr. 7, 1957, p.5) Appl. author: McCann-Erickson, Inc. © 7Apr57; KK127933.
- It's nice to get together, to take time for talk, and for a Coke. [Couple sipping Coke through straws] (In Boys' life, June 1957, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 25May57; KK127912.
- It's right there, any time you want ... selling Coca-Cola by the case. (In The Gasoline retailer, Mar. 20, 1957, p.50) Appl. author: McCann-Erickson, Inc. © 20Mar57; KK126978.
- Keep him busy ... with sandwich month coming up, trade-up with food and food. [Waiter with six arms & six trays] (In N. A. R. D. Journal, July 1, 1957, p.23) Appl. author: McCann-Erickson, Inc. © 1Jul57; KK127922.
- Let the magic name Coca-Cola attract customers who stay longer, spend more. (In National Petroleum News, June 1957, p.3) Appl. author: McCann-Erickson, Inc. © 28May57; KK127887.
- Let the magic name Coca-Cola stop more customers at your station. (In National Petroleum News, May 1957, p.60) Appl. author: McCann-Erickson, Inc. © 27Apr57; KK127888.
- Make a meal in minutes; enjoy Coke with meals. Pizza pie a la mode. (In The Telegraph-herald, Dubuque, Iowa, Feb. 6, 1957, p.2) Appl. author: McCann-Erickson, Inc. © 6Feb57; KK129221.
- Me, too, woman at fountain. Appl. author: McCann-Erickson, Inc. © 1Nov57; KK130043.
- Meal-time is a good time for the good taste of Coke. [Man & boy eating at table] (In Ebony, Oct. 1957, p.85) Appl. author: McCann-Erickson, Inc. © 8Sep57; KK127812.
- Nice to be together, and good to have Coke. [Couple drinking Coke & listening to record player] (In Scholastic magazine, Oct. 18, 1956, p.4) Appl. author: McCann-Erickson, Inc. © 18Oct56; KK126963.
- Now in family-size, too. (Bottle-family. Appl. author: McCann-Erickson, Inc. © 10Oct57; KK129268.
- Now in king-size, too. (Bottle-king) Appl. author: McCann-Erickson, Inc. © 10Oct57; KK129269.
- Oh, mom, bring home Coke. (Teenagers calling) Appl. author: McCann-Erickson, Inc. © 13Sep57; KK129266.
- The pause at the drive-in is part of the fun ... with the sparkling goodness of ice-cold Coca-Cola. [Couple & boy eating from tray at wharf] (In The American weekly, Aug. 4, 1957, p.3) Appl. author: McCann-Erickson, Inc. © 4Aug57; KK127895.
- The pause that refreshes, anytime; a hobby-break ... [Family making aquarium] (In The American weekly, Sept. 29, 1957, p.3) Appl. author: McCann-Erickson, Inc. © 29Sep57; KK130433.
- The pause that refreshes with Coca-Cola ... the best-loved sparkling drink in all the world. [Man talking on phone, holding bottle] (In Postmaster's gazette, Oct. 1957, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 10Oct57; KK130444.
- Penny-wise cheese dishes; enjoy Coke with meals ... American rabbit [and others] (In Bridge-ton evening News, Bridgeton, N. J., Feb. 13, 1957, p.15) Appl. author: McCann-Erickson, Inc. © 13Feb57; KK127885.
- Picnic-time's a good time for the good taste of Coke. [Girl & boy] (In Ebony, June 1957, p.11) Appl. author: McCann-Erickson, Inc. © 12May57; KK127898.
- A pleasant family gets together; a famous beverage joins in. [Couple & boy seated around table] (In The Daily Iberian, New Iberia, La., May 9, 1957, p.11) Appl. author: McCann-Erickson, Inc. © 9May57; KK127908.
- A pleasant party starts, and now's a time when Coca-Cola makes a contribution ... [Barbecue scene] (In Pictures (St. Louis post-dispatch) June 23, 1957, p.4) Appl. author: McCann-Erickson, Inc. © 23Jun57; KK127914.
- Profit 3 ways, put Coca-Cola on your menu. [Restaurant scene] (In Institutions magazine, Mar. 1957, p.16) Appl. author: McCann-Erickson, Inc. © 15Feb57; KK126968.
- The purity ... has helped make Coke the best-loved sparkling drink in all the world. [Hospital scene] (In Journal of American Medical Assn., Oct. 19, 1957, p.2) Appl. author: McCann-Erickson, Inc. © 16Oct57; KK130445.
- Quality builds volume, volume builds profits. (In Film daily, July 8, 1957, equipment news section, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 8Jul57; KK127905.
- Quality is your 'in'. [Man standing in open door, shaking hands] (In Vend, Mar. 1957, p.60) Appl. author: McCann-Erickson, Inc. © 1Mar57; KK126973.
- Quality traffic-items build total volume and profit all along the line; because Coca-Cola is the best-loved sparkling drink ... (In Vend, Apr. 1957, p.39) Appl. author: McCann-Erickson, Inc. © 1Apr57; KK129226.
- Remind your fountain attendants to use this extra-profit word; large? (In N. A. R. D. Journal, Feb. 4, 1957, p.47) Appl. author: McCann-Erickson, Inc. © 4Feb57; KK126775.
- See you all tonight. (Man & case) Appl. author: McCann-Erickson, Inc. © 10Oct57; KK129267.
- Share the fun ... with the best-loved sparkling drink in all the world. [Girl listening to transistor radio; boy with 'Boys' life' Sept. 1957, p.2 of cover] Appl. author: McCann-Erickson, Inc. © 25Aug57; KK129713.
- Sign of good taste at Biarritz, too. Coca-Cola ... scene on sunny coast of France ... from the brush of Jack Potter. (In The Saturday evening post, July 6, 1957, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 2Jul57; KK127916.
- Sparkle ... Coke puts you at your sparkling best. [2 teenage couples at soda fountain] (In Chain store age, Sept. 1956, p.68) Appl. author: McCann-Erickson, Inc. © 5Sep56; KK126960.
- Stock up on Coke; big thirsty week-end ahead. [Station wagon scene] (In The Daily reflector, Greenville, N. C., June 20, 1957, p.7) Appl. author: McCann-Erickson, Inc. © 20Jun57; KK129220.
- Sun-brella days are loads of fun; time for lots of ice-cold Coke. (In Evening herald, Rockhill, S. C., June 20, 1957, p.10) Appl. author: McCann-Erickson, Inc. © 20Jun57; KK127886.
- Thank you, sir. Bathing girl. Appl. author: McCann-Erickson, Inc. © 1Jul57; KK126985.
- There is a doctor in the house ... he's your representative from the Coca-Cola Company ... (In Boxoffice, June 8, 1957, the modern theatre section, p.2) Appl. author: McCann-Erickson, Inc. © 8Jun57; KK129222.
- There's a natural preference ... in over 100 countries around the world. [Three nurses drinking from bottles] (In Journal of American Medical Assn., Sept. 7, 1957, p.108) Appl. author: McCann-Erickson, Inc. © 4Sep57; KK130447.
- They go for a top-quality show; they expect top-quality refreshment. [Couple in theatre] (In Motion picture exhibitor, Apr. 3, 1957, extra profits section, p.2) Appl. author: McCann-Erickson, Inc. © 2Apr57; KK127920.
- They like it best, and they drink it most. [Five hands holding paper cups] (In Motion picture exhibitor, Mar. 4, 1957, extra profits section, p.2) Appl. author: McCann-Erickson, Inc. © 30Apr57; KK127921.
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- The Word of God; simple, beautiful explanations of each Sunday gospel. Silver Jubilee edition. (In The Tidings, Nov. 8, 1957, p.3) Appl. author: Alan Rosenberg; KK120133.
- The Word of God; simple beautiful explanations of each Sunday gospel translated ... by His Eminence Francis Cardinal Spellman. Silver Jubilee ed. Appl. author: Alan Rosenberg. © 19Oct57; KK129796.
- CREAM OF WHEAT CORP. ©**  
It's Cream of Wheat weather; guard your family with hot Cream of Wheat. [Little girl, out in snow, looking through glass door] (In Modern romances, Oct. 1957, p.57) © 2Apr57; KK128147.  
It's Cream of Wheat weather; guard your family with hot Cream of Wheat. [Two little girls walking hand in hand in snow] (In Modern romances) © 5Oct57; KK126880.  
It's Cream of Wheat weather. [Two boys with umbrellas] (In True story, Sept. 1957, p.81) © 7Aug57; KK127552.
- CREAMO BAKING CO., INC. ©**  
Country Style; enriched bread ... Wt. 1 lb. © 5Sep57; KK130195.
- CREATIVE PRESS.**  
Bellevue's historic Main Street. John's Restaurant, Bellevue, O. © Harold & Eileen Detlefsen d.b.a. © 1957. Press; 15May57; KK127315.
- CRESTLINE INDUSTRIES, INC. ©**  
Sanforized replacement basket; slip-on clothes container for ... laundry carts; item no. 245. Form no.245. Appl. author: Zepha Bogert. © 15Jun57; KK126725.
- CRITERION RECORDS. ©**  
The beat of Tahiti; authentically recorded by Gaston Oulibert in Tahiti. Wide range hi-fidelity. LP TP-1700. © 1Jul57; KK130594.
- CROSBY FOREST PRODUCTS CO. ©**  
Var-tung paints & varnishes; interior colors. Tung oil makes the difference. Appl. author: Aubrey Williams Advertising. © 10Sep57; KK128437.
- CROSS PUB. CO., INC. ©**  
Pilgrim's progress puzzle. Appl. author: Ben Hanger. © 16Sep57; KK128802.
- CROTON WATCH CO. ©**  
Now, give the watch that went to the Antarctic; the Antarctic by Croton Nevada Grenchen. [Man drinking from spoon] (In The New York Times, Dec. 16, 1957, p.52) Appl. author: Doyle Dane Bernbach, Inc. © 16Dec57; KK130863.  
Now, give the watch that went to the Antarctic; the Antarctic by Croton Nevada Grenchen. [Man eating spaghetti from can] (In The New York Times, Dec. 9, 1957, p.56) Appl. author: Doyle Dane Bernbach, Inc. © 9Dec57; KK130862.  
This is the watch that went to the Antarctic; the Antarctic by Croton Nevada Grenchen. [Man
- looking through binoculars] (In The New York Times, Nov. 25, 1957, p.54) Appl. author: Doyle Dane Bernbach, Inc. © 25Nov57; KK130517.  
This is the watch that went to the Antarctic; the Antarctic by Croton Nevada Grenchen. [Man wearing eye shields with hands over ears] (In The New York Times, Dec. 2, 1957, p.52) Appl. author: Doyle Dane Bernbach, Inc. © 2Dec57; KK130515.
- CROWN SOAP CO. ©**  
Germex, antiseptic powdered hand soap. Appl. author: Morris Yankeer. © 13Nov57; KK129964.
- CROWN ZELLERBACH CORP. ©**  
Blueberries; no.523 vignette. © 1Jul57; KK127546.  
Careers with Crown Zellerbach. With more than seventy years paper-making experience ... © 1Nov57; KK130617.  
Colorful packages stand out; increased sales by design. © Crown Zellerbach Corp., Western-Waxide Specialty Packaging Division; 1Sep57; KK128123.  
Crinkle cut potato; no.469 vignette. © 1Nov57; KK130202.  
Glamour attracts attention; increased sales by design. © Crown Zellerbach Corp., Western-Waxide Specialty Packaging Division; 1Sep57; KK128126.  
Her emotions make your sale; package design. © Crown Zellerbach Corp., Western-Waxide Specialty Packaging Division; 1Sep57; KK128128.  
Impulse buying is psychological; increased sales by design. © Crown Zellerbach Corp., Western-Waxide Specialty Packaging Division; 1Sep57; KK128127.  
Just toast and serve. Pre-baked waffle; no.467 vignette. © 1Jul57; KK127778.  
Look what happens when you remove the cellophane wrap; a decorative beauty box for Chifon facial tissue. © 1Nov57; KK130389.  
Macaroni and cheese; no.468 vignette. © 1Jul57; KK127777.  
Make her love your brand; increased sales by design. © Crown Zellerbach Corp., Western-Waxide Specialty Packaging Division; 1Sep57; KK128124.  
New Zee zip-apart towels tear easily with neat straight edges. © 1Aug57; KK130255.  
Now, Zee towels with zip-apart tear. © 1Oct57; KK130254.  
Sliced yellow crookneck squash; no.54 vignette. Net wt. 10 oz. © 1Jun57; KK126537.  
Soft, colorful Zee tissue saves you money. © 1Jul57; KK126672.  
Soft Zee napkins are strong when wet. © 1Sep57; KK128222.
- Taboo excitement sells on sight. © Crown Zellerbach Corp., Western-Waxide Specialty Packaging Division; 1Sep57; KK128125.**  
We're in business at Boca Lusa ... new multiwall bag plant ... © 1Nov57; KK130271.
- CRUSADER PUBLICATIONS.**  
Grace. Vocal solo ... 1005.  
Church of Christ. Abundance d.b.a. Crusader Publications; 1Nov56; KK126527.
- CRYSTAL PREFORMING & PACKAGING, INC. ©**  
Delicious apple cider. One quart liquid. © 10Jun57; KK127438.
- CUMMINS PORTABLE ELECTRIC TOOLS, JOHN OSTER MANUFACTURING CO. SEE Oster (John) Manufacturing Co.**
- CURTIS (HELENE) INDUSTRIES, INC. ©**  
Don't ever shampoo your hair without putting on the life ... Suave, hairdressing & conditioner. (In True story, Dec. 1955, p.5) © 10Nov55; KK130362.
- CUSHMAN & WAKEFIELD, INC. ©**  
Re: Cushman & Wakefield, Inc. Real estate services. © 28Apr57; KK126514.
- CUSTOM FINISHERS GUILD.**  
Finish Feeder facts for antique dealers; vol.1, no.2. MM: new & rev. text. © Albert J. Woodward d.b.a. Custom Finishers Guild; 3Jul57; KK126786.

## D

- D. S. C., INC. ©**  
V. P. for vitamin protection; display V. P. for vitamin protection and ask for vitamin business. © 22Aug57; KK128791.
- DAIRY QUEEN NATIONAL DEVELOPMENT CO. ©**  
Curly Top cones; it's the style to take home a package. 57-2. Appl. author: Jim Condon. © 10Mar57; KK126742.  
From coast to coast, it's the style: strawberry sundaes. Poster kit no.5, 1957. Appl. author: Jim Condon. © 10Jun57; KK127582.  
Get this set of 4 juice glasses with your own hand-cut initial ... with every 1/2 gallon Dairy Queen. Appl. author: Jim Condon. © 4Jun57; KK127547.  
It's the style after the dance; cherry room melts and shakes. Poster kit no.4, 1957. Appl. author: Jim Condon. © 10Jun57; KK127579.  
It's the style at TV time; Dilly bars, chocolate coated Dairy Queen on a stick. Poster kit no.1, 1957. Appl. author: Jim Condon. © 10Jun57; KK127575.  
It's the style; English toffee sundaes. 57-2. Appl. author: Jim Condon. © 10Mar57; KK126745.  
It's the style; enjoy lean of the milk Dairy Queen at barbecues. Kit no.4, 1957. Appl. author: Jim Condon. © 10Mar57; KK127581.  
It's the style; enjoy lean of the milk in Dairy Queen, after the dance. 57-3. [Square dancers] Appl. author: Jim Condon. © 10Apr57; KK126750.  
It's the style; enjoy lean of the milk in Dairy Queen at family get-togethers. Poster kit no.6, 1957. Appl. author: Jim Condon. © 10Jul57; KK127588.  
It's the style; enjoy lean of the milk in Dairy Queen at record sessions. Poster kit no.4, '57. Appl. author: Jim Condon. © 10Apr57; KK126750.  
It's the style; enjoy lean of the milk in Dairy Queen at the beach. Poster kit no.5, 1957. Appl. author: Jim Condon. © 10Jun57; KK127577.  
It's the style; enjoy lean of the milk in Dairy Queen. 57-2. Gardening [scene] Appl. author: Jim Condon. © 10Mar57; KK126746.  
It's the style for a merry mix-up; fruit salad sundaes. Poster kit no.5, 1957. Appl. author: Jim Condon. © 10Jun57; KK127576.  
It's the style for parties; Dilly bars, chocolate coated Dairy Queen on a stick. Poster kit no.4, 1957. Appl. author: Jim Condon. © 10Mar57; KK127474.



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Cont'd.  
It's the style for TV parties—snacks; DQ sandwich, Dairy Queen between two chocolate wafers. Kit no. 3, 1957. Appl. author: Jim Condon. © 10May57; KK127583.  
It's the style; king size Dairy Queen sundae. Kit 3, '57. Appl. author: Jim Condon. © Dairy Queen National Development Co. (In notice: National Dairy Queen Development Co.); 10May57; KK127589.  
It's the style; Lady Lavender sundae. 57-2. Appl. author: Jim Condon. © 10Mar57; KK126747.  
It's the style on any trip; enjoy a strawberry sundae. [Train hauling strawberries] Poster kit '57. Appl. author: Jim Condon. © 10May57; KK127574.  
It's the style, says Mary, make mine raspberry sundae. 57-5. Appl. author: Jim Condon. © 10Apr57; KK126751.  
It's the style, smile with Emerald Isle sundae. 57-1. Appl. author: Jim Condon. © 10Feb57; KK126737.  
It's the style to bewitch her with a Dairy Queen black magic sundae. 57-1. Appl. author: Jim Condon. © 10Feb57; KK126734.  
It's the style to celebrate; banana split sundae. 57-2. Appl. author: Jim Condon. © 10Mar57; KK126741.  
It's the style to flow the crowd; chocolate sundae. 57-1. Appl. author: Jim Condon. © 10Feb57; KK126738.  
It's the style to go coconut Isle sundae. Poster kit no. 1957. Appl. author: James Condon. © 10Jul57; KK127572.  
It's the style to go tropical with pineapple sundae. Poster kit no. 6, 1957. Appl. author: Jim Condon. © 10Jun57; KK127590.  
It's the style to have a late date with cherry sundae. 57-4. Appl. author: Jim Condon. © 10Apr57; KK126749.  
It's the style to live it up with banana split. Poster kit no. 6, 1957. Appl. author: Jim Condon. © 10Jun57; KK127585.  
It's the style to travel refreshed; Jack 'n Jill sundae. 57-1. Appl. author: Jim Condon. © 10Feb57; KK126740.  
Like adventure? Try a banana sundae, it's the style. 57-2. Appl. author: Jim Condon. © 10Mar57; KK126745.  
1/2 gal. toy drum filled with Dairy Queen. Poster kit no. 5, 1957. Appl. author: Jim Condon. © 10Jun57; KK127578.  
\$6.00 retail value with every 1/2 gallon Dairy Queen. Appl. author: Jim Condon. © 4Jun57; KK127548.  
Sodas, floats and freezes; a treat that's always in style. Kit no. 4, 1957. Appl. author: Jim Condon. © 10May57; KK127584.  
Styled for you; Dairy Queen wild mountain blackberry sundae. Kit no. 6, 1957. Appl. author: Jim Condon. © 10Jul57; KK127587.  
Styled for your taste; English coffee sundae. Poster kit no. 5, 1957. Appl. author: Jim Condon. © 10Mar57; KK126743.  
Styled to hit the spot; Dilly, chocolate coated Dairy Queen on a stick. Appl. author: Jim Condon. © 10Feb57; KK126735.  
That lean look, it's the style; you get more lean of the milk in Dairy Queen ... White form. Appl. author: W. J. Henderson. © 15Jan57; KK127258.

You get more lean of the milk in Dairy Queen ... 57-1. Farmer. Appl. author: Jim Condon. © 10Feb57; KK126736.  
You get more lean of the milk in Dairy Queen ... 57-1. Girl skaters. Appl. author: Jim Condon. © 10Feb57; KK126739.  
You get more lean of the milk in Dairy Queen ... 57-2. Man. Appl. author: Jim Condon. © 10Mar57; KK126744.  
You get more lean of the milk in Dairy Queen ... 57-3. Man playing tennis. Appl. author: Jim Condon. © 10Apr57; KK126752.  
You get more lean of the milk in Dairy Queen; more proteins and minerals, not fat. [Boy jumping over water hydrant] Poster kit no. 5, 1957. Appl. author: Jim Condon. © 10Jun57; KK127580.  
You get more lean of the milk in Dairy Queen; more proteins and minerals, not fat [Girl in swing] Poster kit no. 6, 1957. Appl. author: Jim Condon. © 10Jun57; KK127586.

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DALLAS IRON & WIRE WORKS, INC. © Announcing another first ... Kover-King Kar Kovers. (In Building specialties & home improvement dealer, Nov. 1957, p.92) © 20Nov57; KK130635.  
Kover-King Kar Kovers double your present parking facilities ... Appl. author: Leighton Sand Dotson. © 6Sep57; KK128314.  
DALTON, ALENE. Story princess dolls. SEE Cooley, Lee.  
DAMPP-CHASER, INC. © Hidden danger of moisture damage in electronic ... equipment. Damp-Chaser, the new low-surface-temperature heater ... Just call, write or wire Allen M. Poote, president. © 10Jul57; KK129540.  
DAN DEE PRETZEL & POTATO CHIP CO. © Chips for dips: Fresh potato Ruffles. Net wt. 6 ozs. NM: All textural & pictorial material, exclusive of potato Ruffles. © Dec57; KK130789.

DANA PERFUMES CORP. © Dana drama; the Tabu woman finds a special welcome among interesting people; the forbidden perfume. (Tabu drama ... people) (In Charm, Sept. 1957, p.72) Appl. author: The Martin Co. © 20Aug57; KK128350.

DANA PERFUMES, INC. © Tabu by Dana; forbidden loveliness for the impatient heart. (In Vogue, Dec. 1956, p.3 of cover) Appl. author: The Martin Co. Advertising. © Dec56; KK127594.

DANIEL (JACK) DISTILLERY. Down a Tennessee lane, an old, old secret; sour mash whiskey. (In Time, Nov. 4, 1957, p.10-11) Appl. author: Dean Pennington. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 24Oct57; KK130389.  
Drop by drop, drop by drop ... Tennessee sour mash whiskey. (In Holiday, Oct. 1957, p.47) Appl. author: Robert De Havilland. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 18Sep57; KK129234.

Drop by drop, drop by drop ... Tennessee sour mash whiskey. (In Time, Sept. 2, 1957, p.77) Appl. author: Robert DeHavilland. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 29Aug57; KK128574.  
An old poster ... hangs in the Tennessee hollow where we make Jack Daniel's whiskey. (In True, Oct. 1957, p.17) Appl. author: Dean Pennington. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 10Oct57; KK129763.  
An old poster ... there's nothing like Jack Daniel's old time sour mash whiskey made in Tennessee. (In Holiday, Nov. 1957, p.97) Appl. author: Dean Pennington. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 11Nov57; KK130632.  
To the good friends of Jack Daniels: May we please tell you why you sometimes can't get Jack Daniels? Tennessee sour mash whiskey. (In Los Angeles evening herald express, June 11, 1957, p.B-4) Appl. author: Dean Pennington. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 11Jan57; KK130125.  
To the valued friends of Jack Daniels', warm holiday wishes. (In Holiday, Dec. 1957, p.58) Appl. author: Dean Pennington. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 25Nov57; KK130632.  
A tradition lives here. Tennessee sour mash whiskey. (In The Wall Street Journal, May 15, 1957, p.16) Appl. author: Dean Pennington. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 15May57; KK127035.  
We hardly ever hurry down here in Tennessee ... sour mash whiskey. (In Territorial enterprise & Virginia City news, June 14, 1957, p.3) Appl. author: Robert De Havilland. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 14Jun57; KK128765.  
What is Jack Daniel's doing in Holiday? Tennessee sour mash whiskey. (In Club management, Sept. 1957, p.14) Appl. author: Dean Pennington. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 13Sep57; KK130333.  
What is Jack Daniel's doing in Time? Tennessee sour mash whiskey. (In Package store management, Oct. 1957, p.6-7) Appl. author: Dean Pennington. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 10Oct57; KK130478.  
What is Jack Daniel's doing in True? Tennessee sour mash whiskey. (In Package store management, May 1957, p.3) Appl. author: Dean Pennington. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 1May57; KK127545.  
DAMO, WILLIAM ORVILLE. © The dime cached is but to attract attention ... Memorials. © 24Jul57; KK129278.  
DARTELL, NORMAN d.b.a. DARTELL LABORATORIES. SEE Dartell LABORATORIES.  
DARTELL LABORATORIES. DFS formula 11; Darleic, a dietary food supplement ... Net contents 8 ounces. © Norman Dartell d.b.a. Dartell Laboratories; 7Oct57; KK129400.  
Darfercin, a dietary food supplement ... DFE formula 10. Net contents 80 tablets. © Norman Dartell d.b.a. Dartell Laboratories; 20Jun57; KK126708.



- V1-Chloro-Mint Mist nasal spray and drops ... for the temporary relief of nasal congestion ... Net contents 20 cc. © Norma Dartell 30c54; Dartell Laboratories; D0c57; KK129211.
- DAVIS, CLYDE, JR. ©  
Dorr-Oliver Incorporated tower size and retention time calculator. © 10Aug57; KK130052.
- DAWN CRAFTS CO. ©  
Dawn gage no.5. Dawn gage is used to find the center of round stock ... © 20Sep57; KK129663.  
Dawn gage no.5; New Dawn gage will locate the exact centers ... appl. states prev. pub. KK129663; NM: function of gage. © 20Nov57; KK130332.
- DAMSON, PAUL K. d.b.a. SUPERIOR IMAGING. SEE Superior Imaging.
- DAY-BRITE LIGHTING, INC. ©  
CFI-XOL with louvers, for two 8-foot power-groove lamps. Section 30, sheet 24. Issued July 1957. Appl. author: Day-Brite Lighting, Inc. employer for hire of L. J. Rozier. © 31Jul57; KK127605.  
CFI-20 Clearart, for two 8-foot power-groove lamps. Section 30, sheet 22. Issued July 1957. Appl. author: Day-Brite Lighting, Inc. employer for hire of L. J. Rozier. © 31Jul57; KK127604.  
Ceiling system P; flange troffers for use with acoustical ceilings ... Section 20, sheet P-1. Appl. author: Day-Brite Lighting, Inc. employer for hire of L. J. Rozier. © 31May57; KK127596.  
Ceiling system G; grid troffers for use with acoustical ceilings ... Section 20, sheet G-1. Appl. author: Day-Brite Lighting, Inc. employer for hire of L. J. Rozier. © 31May57; KK127598.  
Ceiling system M; snap-in troffers for use with metal pan acoustical ceilings ... Section 20, sheet M-1. Appl. author: Day-Brite Lighting, Inc. employer for hire of L. J. Rozier. © 31May57; KK127599.  
Ceiling system P; flange troffers for use with suspended plaster ceilings. Section 20, sheet P-1. Appl. author: Day-Brite Lighting, Inc. employer for hire of L. J. Rozier. © 31May57; KK127600.  
Ceiling system R; hook-on troffers for use with acoustical ceilings ... Section 20, sheet R-1. Appl. author: Day-Brite Lighting, Inc. employer for hire of L. J. Rozier. © 31May57; KK127601.  
Clearart plastic enclosed Mobilux. Section 20, sheet 92-A. Issued Aug. 1957. Appl. author: Day-Brite Lighting, Inc. employer for hire of L. J. Rozier. © 1Aug57; KK127602.  
Day-Text plastic enclosed Mobilux. Section 20, sheet 99-A. Issued Aug. 1957. Appl. author: Day-Brite Lighting, Inc. employer for hire of L. J. Rozier. © 1Aug57; KK127603.  
Lenox-2 plastic slides, for two 4-foot rapid-start lamps. Section 10, sheet 8-A. Issued Aug. 1957. Appl. author: Day-Brite Lighting, Inc. employer for hire of L. J. Rozier. © 1Aug57; KK127606.
- Paraluma-2 with box-wing plastic diffusers for 4-foot rapid-start lamps and 8-foot slimline lamps. Section 10, sheet 5B. Issued Sept. 1957. Appl. author: Day-Brite Lighting, Inc. employer for hire of L. J. Rozier. © 27Sep57; KK129599.  
Paraving-4 with all-white louvers and box-wing plastic diffusers for 4-foot rapid-start lamps. Section 10, sheet 5A. Issued Sept. 1957. Appl. author: Day-Brite Lighting, Inc. employer for hire of L. J. Rozier. © 27Sep57; KK129600.  
Paraving-2 ultra with aluminum paralouver louvers and box-wing plastic diffusers for 8-foot slimline lamps. Section 10, sheet 57. Issued Sept. 1957. Appl. author: Day-Brite Lighting, Inc. employer for hire of L. J. Rozier. © 27Sep57; KK129602.  
Paraving-2, with all-white louvers and box-wing plastic diffusers ... Section 10, sheet 58. Issued Sept. 1957. Appl. author: Day-Brite Lighting, Inc., employer for hire of L. J. Rozier. © 27Sep57; KK129413.  
Waffleplex plastic enclosed Mobilux; two, three and four-lamp Mobilux for single unit ... Section 20, sheet 92-A. Issued Sept. 1957. Appl. author: Day-Brite Lighting, Inc. employer for hire of L. J. Rozier. © 27Sep57; KK129601.
- DAYTON RUBBER CO. ©  
The difference in comfort is Dayton Koolform Air-Conditioned cushioning. No.1250-1208 designer group by Crest, Inc. (In House beautiful, Oct. 1957, p.44) Appl. author: Norman D. Waters & Associates, Inc. © 19Sep57; KK129747.
- DAZOR MANUFACTURING CORP. ©  
Memo: this lamp is the answer. Swing-arm air-cooled incandescent desk lamp, model 1098 [and] Fluorescent desk lamp, model 2002. Form 834. © 17Sep57; KK128551.  
Swing-arm air-cooled incandescent lamp. Catalog supplement for authorized distributor use only, effective Nov. 1, 1957. (Form 761-A) © 17Sep57; KK129192.  
Swing-arm air-cooled incandescent lamp. Catalog supplement for dealer use only, effective Nov. 1, 1957. (Form 751-A) © 17Sep57; KK129193.  
Swing-arm air-cooled incandescent lamp. Catalog supplement for industrial users only, effective Nov. 1, 1957. (Form 741-A) © 17Sep57; KK129194.  
Welcome additions to the comforts of home; air-cooled Dazor lamps. Swing-arm pedestal model 1086 [and other] Form 832. © 12Aug57; KK127616.
- DEPOR PRODUCTS OF FLORIDA. ©  
Your What-Not Olive Branch will bring you peace and prosperity. © 5Jul57; KK129707.
- DE KLON, EDWARD A. & JOSEPH B. OILS-DROP composing the partnership TREGREEN CO. SEE Tregreen Co.
- DELTA PRODUCTS, Division of AIR ACCESSORIES, INC. SEE Air Accessories, Inc.
- DE LUXE PREMIUM CORP. ©  
Beautiful Gall; entire doll made of soft miracle vinyl. © 1Jul57; KK128415.  
Betty; the beautiful bride; entire doll made of soft miracle vinyl ... © 1Jul57 (in notice: 1956); KK128408.
- Cinderella; entire doll made of soft miracle vinyl. © 1Jul57; KK128417.  
Darling Debbie; entire doll made of soft miracle vinyl. © 1Jul57; KK128414.  
12 piece cowboy outfit. © 1Jul57; KK128411.  
Lovable cuddly tiger. © 1Jul57; KK128413.  
Nancy, the nurse doll; free with each doll, nurses'kit. © 1Jul57; KK128409.  
Sweet Rosemary; entire doll made of soft miracle vinyl. © 1Jul57; KK128416.  
30 piece telephone repair unit. © 1Jul57; KK130633.  
12 piece cowboy outfit. © 1Jul57 (in notice: 1956); KK128412.  
U. S. Army mobile unit; free with each mobile unit, 10 unbreakable combat soldiers. © 1Jul57; KK128410.
- DE LUXE TOY CREATIONS, INC. ©  
Fashions for children, styled by Shenman, Little Sweetheart. © 1Aug57; KK129093.
- DEL VECCHIO, JOHN D.  
5 easy dance lessons. SEE Educational Dance Recordings, Inc.
- DERMAL RESEARCH SERVICE BUREAU. ©  
Dermal research topics. Oct. 1957. (Service bulletin no.31) Appl. author: Norman P. Allemeier. © 4Oct57; KK128996.  
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- DETLEPSEN, HAROLD & EILEEN DETLEPSEN d.b.a. CREATIVE PRESS. SEE Creative Press.
- DETROIT STEEL CORP. ©  
DSC electro-welded wire fabric makes concrete crack resistant. Road paver at work ... (In Detroit purchaser, July 1957, p.33) Appl. author: Simons-Nichelson Co. © 10Jul57; KK127625.  
DSC RHP strip scoring 100% job performance on '57 Ford radiator grilles, repeating '56 record. (In Detroit purchaser, Aug. 1957, p.47) Appl. author: Simons-Nichelson Co. © 10Aug57; KK128371.  
DSC's new G/D service offers you ... delivery on DSC high C flat CR spring steel. (In Detroit purchaser, Sept. 1957, p.19) Appl. author: Simons-Nichelson Co. © 10Sep57; KK128995.  
Detroit steel ... on DSC high C flat CR spring steel. (In Detroit purchaser, June 1957, p.27) Appl. author: Simons-Nichelson Co. © 10Jun57; KK127626.  
The proof of DSC steel is in its performance; and here's ... fast, flexible, direct-from-mill delivery on DSC strip. (In New England purchaser, Sept. 1957, p.4) Appl. author: Simons-Nichelson Co. © 5Sep57; KK128996.  
The proof of DSC steel is in its performance; and here's ... DSC strip. (In New England purchaser, July 1957, p.4) Appl. author: Simons-Nichelson Co. © 10Jul57; KK127626.

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The proof of DSC steel is in its performance; DSC can cover all your CR strip requirements ... (In New England purchaser) Appl. author: Simons-Michelson Co. © 5Aug57; KK128370.

The proof of DSC steel is in its performance; DSC RBP strip, the sure-working steel with eye appeal. (In Detroit purchaser, Aug. 1957, p.23) Appl. author: Simons-Michelson Co. © 10Aug57; KK128369.

The proof of DSC steel is in its performance. [Linemen & power lines] (In Detroit purchaser, June 1957, p.43) Appl. author: Simons-Michelson Co. © 10Jun57; KK127269.

The proof of DSC steel is in its performance on your job. DSC close-gauge strip helps bearing makers ... Detroit district ... offices. (In Detroit purchaser, Nov. 1957, p.6) Appl. author: Simons-Michelson Co. © 10Nov57; KK130081.

The proof of DSC steel is in its performance on your job. DSC close-gauge strip helps bearing makers ... Eastern district ... offices. (In New England purchaser, Nov. 1957, p.6) Appl. author: Simons-Michelson Co. © 8Nov57; KK130082.

The proof of DSC steel is in its performance on your job. DSC electro-welded wire fabric makes concrete crack-resistant. (In Detroit purchaser, Nov. 1957, p.57) Appl. author: Simons-Michelson Co. © 10Nov57; KK130083.

The proof of DSC steel is in its performance on your job; here's how DSC deep-rolled RBP strip ... (In Detroit purchaser, Sept. 1957, p.67) Appl. author: Simons-Michelson Co. © 10Sep57; KK128994.

The proof of DSC steel is in its performance on your job; how DSC deep-rolled RBP strip ... Fairlane '56 and '57 radiator grilles. (In New England purchaser, v.7, no.10, p.4) Appl. author: Simons-Michelson Co. © 8Oct57; KK129901.

The proof of DSC steel is in its performance on your job; wherever and however used, DSC Portsmouth wire helps out your final coats. (In Detroit purchaser, Oct. 1957, p.41) Appl. author: Simons-Michelson Co. © 10Oct57; KK129897.

The proof of DSC steel is in its performance; value-wise P.A. pays ... (In Connecticut purchaser, June 1957, p.19) Appl. author: Simons-Michelson Co. © 10Jun57; KK127270.

DEVEL-O-PILL CORP. ©  
De-Vel-O-Inst. film dryer.  
© 9Nov57; KK130330.

DEWEY & ALMY CHEMICAL CO., division of W. R. Grace & Co. SEE Grace (W. R.) & Co.

DIAMOND & CO. ©  
The look of refinement. Diamond & Gerson's apparel. Appl. author: Will Kaplan Advertising.  
© 15Apr57; KK126554.

DIAMOND BROS. ©  
Count the diamonds contest. 1st prize: beautiful, famous Diamond living room suite. Appl. author: Sol Diamond. © 15Aug57; KK127785.

## DIAMOND MATCH CO. ©

Charcoal briquets; Neet-Heet self-starting box. 2 lbs. net weight. © 28Mar57; KK128453.  
'Hickory flavor-chips. 2 lbs. net wt. © 16Aug57; KK128149.  
Liberty Bell matches; strike anywhere 10 boxes. © Diamond Match Co. (In notice: BFD Dept., Diamond Match Co.); 19Oct56; KK129907.

## DIAMOND MILLS CORP. ©

Fruit of the Loom fine nylons; you have just purchased the best stockings made. © 1Jun57; KK127240.

## DICKEL (GEORGE A.) DISTILLING CO.

Cascade whiskey gift carton. Appl. author: John Gierlach. © Schenley Distillers, Inc. d.b.a. George A. Dickel Distilling Co. © 17Oct56; KK126944.

## DICKSTEIN, GEORGE.

Name brand polo pants with western belt 10 oz. per sq. yd. © George Dickstein d.b.a. National Apparel Manufacturers Exchange; 5Jan57; KK128552.

## DICKSTEIN, GEORGE. SEE ALSO Kit's Manufacturing Co.

DIETS OF ROCHESTER, INC. ©  
Delicious, calorie-controlled Dream Diet; frozen, quick to fix. Three course meal. Diced beef with vegetables in gravy ... © 7Oct57; KK129671.

## DISNEY (WALT) PRODUCTIONS, INC.

Disneyland Donald Duck card game; rule card included. No.4434:29. Whitman Pub. Co. © 7Aug57; KK129272.  
Klucky House Club fun box; ages 5 to 9. 32 page stamp book, 6 coloring books ... No.2916:100. Whitman Pub. Co. © 4Sep57; KK129275.

## DIXIE CUP CO. ©

The best ice cream in the world comes in this cup. [Backyard pool scene] (In Life, July 15, 1957, p.82) Appl. author: Hicks & Greist, Inc. © 15Jul57; KK127397.  
The best ice cream in the world comes in this cup. [Barbecue scene; boy in baseball uniform] (In Life, Sept. 23, 1957, p.86) Appl. author: Hicks & Greist, Inc. © 23Sep57; KK129995.

The best ice cream in the world comes in this cup. [Barbecue scene; boy in baseball uniform] (In Life, Sept. 23, 1957, p.86) Appl. author: Hicks & Greist, Inc. © 8Jun57; KK129996.  
The best ice cream in the world comes in this cup. [Children's lunch room scene] (In The Saturday evening post, Jun 8, 1957, p.23) Appl. author: Hicks & Greist, Inc. © 8Jun57; KK129996.  
The best ice cream in the world comes in this cup. [Children's party] (In The Saturday evening post, Oct. 26, 1957, p.92) Appl. author: Hicks & Greist, Inc. © 26Oct57; KK129852.

The best ice cream in the world comes in this cup. [Girl feeding baby from spoon] (In The Saturday evening post, Aug. 24, 1957, p.6) Appl. author: Hicks & Greist, Inc. © 24Aug57; KK129997.  
The best ice cream in the world comes in this cup. [Woman feeding child ice cream from spoon] (In Life, May 13, 1957, p.9) Appl. author: Hicks & Greist, Inc. © 13May57; KK127396.

The best ice cream in the world comes in this cup. [Woman feeding little girl from spoon] (In Life, May 13, 1957, p.9) Appl. author: Hicks & Greist, Inc. © 13May57; KK129994.

Now, millions of housewives will be looking for cottage cheese in Dixie containers. Appl. author: Hicks & Greist, Inc. © 16Oct57; KK130851.

Special introductory offer; buy this new rose gold-colored Dixie cup dispenser and save 25¢. (In Parents' magazine, Nov. 1956, p.2) Appl. author: Hicks & Greist, Inc. © 25Oct56; KK126997.

## DIXIE DIE.

Jump stick. How long can you jump without missing? Appl. author: Richard C. Fralick. © 19Jul57; KK130355.

## DIXIE WHOLESALE FURNITURE CO. ©

The Lilly Spine-Liner; mattress and box springs. (In The Jackson Sun, Jackson, Tenn., Feb. 1, 1957, p.6) Appl. author: Kirby Jones. © 11Feb57; KK126582.

## DIXON, RACHEL TAPT.

My own scrapbook. SEE Platt & Munk Co., Inc.

## DODGE CORK CO., INC. ©

Dodge cork tile. Catalog no.58. Appl. author: Foltz-Wessinger, Inc. © 16Oct57; KK129208.

## DOG-OUT.

Protect your flowers. Dog-Out, positive protection against digging. © Hazel Armita Lambrecht d.b.a. Dog-Out; 20Aug57; KK128462.

## DOLLY MADISON CAKES. SEE Interstate Bakeries Corp.

## DOWRE CHAIR CO., INC. ©

A new achievement in office furniture ... featuring the custom-fitted desk. Series 5800. Appl. author: Arndt, Preston, Chapin, Lamb & Keen, Inc. © 20Nov57; KK130243.

DOUBLE SPRINGS DISTILLERS, INC. ©  
Out of this world; Sputnik distilled vodka. © 4Dec57; KK130509.

DOVER CHEMICAL CORP. ©  
Chlorinated paraffin. Paroil, Liquid; Chlorox, resin. (In Thomas register of manufacturers, Dec. 1956) © 31Dec56; KK129859.

DOW JONES & CO., INC. ©  
He sees, he says, and you sell. The Wall Street Journal. (In Advertising age, June 17, 1957, p.40-41) Appl. author: Theodore E. Gailis. © 17Jun57; KK127005.

DOWLING'S FIFTH AVENUE, INC. ©  
Dowling's ... just arrived, the brand new Konika III [and other photographic equipment] (In Modern photography, Sept. 1, 1957, p.32-33) © 22Sep57; KK129001.

DOWNS, JOHN BASKERVILLE. ©  
Publisher's announcement; two new books for the Bible by John Baskerville. Announcing ... Lotia, the earliest gospel, and Biblos, the third earliest gospel. © 1Aug57; KK127500.

## DRAKETT CO. ©

Blue Mist Windex; cleans windows faster, easier. Net wt. 14 oz. © 5Sep57; KK128431.

DRAKE BAKERIES, INC. ©  
Chocolate chip cookies; new and elegant. Net weight 12 ounces. © 1Aug57; KK129589.

DREWRYS LTD., U. S. A., INC. ©  
Light 'n bright; Drewrys beer  
out-refreshes them all. Beer  
[bottle] (In Columbus republican,  
July 16, 1957) Appl. author:  
Norman A. Fox. © 16Jul57;  
KK129643.

Light 'n bright; Drewrys beer  
out-refreshes them all. Beer  
[glass] (In Lansport phar-  
maceutical press, July 22, 1957)  
Appl. author: Norman A. Fox.  
© 22Jul57; KK129644.

On TV, the adventures of Eillery  
Queen, starring Hugh Harlowe  
Beer. (In Cedar Rapids gazette,  
Apr. 11, 1957) Appl. author:  
George Drake. © 11Apr57;  
KK12727.

On TV tonight, America's master of  
mystery. The new adventures of  
Martin Kane starring William  
Gargan ... Beer. (In Anderson  
bulletin-herald, May 9, 1957)  
Appl. author: Norman A. Fox.  
© 9May57; KK129642.

Tonight on TV, the new adventures  
of Martin Kane starring William  
Gargan ... Beer. (In Anderson  
bulletin-herald, May 16, 1957)  
Appl. author: Norman A. Fox.  
© 16May57; KK129645.

Tonight on TV, your date with  
mystery. The adventures of Eillery  
Queen, starring Hugh Harlowe  
Beer. (In Cedar Rapids gazette,  
Apr. 4, 1957) Appl. author:  
George Drake. © 4Apr57; KK127226.

DRI-HEAT FOOD SYSTEM, INC. ©  
A must in every modern hospital.  
Appl. author: Seward S. Lee.  
© 28Jun57; KK126733.

DRIVE-IN RESTAURANT ASSN. OF AMERICA.  
Now for the first time, a drive-in  
restaurant association for all  
America. © Drive-In Restaurant  
Assn. of America, Rudy A. Fischer,  
owner; 19Jul57; KK128143.

DRYVE FOOD CO. ©  
Can you use more money? Fodettes  
are a new form of better food ...  
Bulletin no. 4. © 4Dec57;  
KK130860.

DUNCAN COFFEE CO. ©  
Announcing the premiere of Maryland  
club coffee in Memphis. (In  
The Commercial appeal, Memphis,  
Oct. 10, 1957, p.35) Appl. author:  
Tracy-Locke Co., Inc. of  
Texas. © 10Oct57; KK130596.

First ladies of fashion serve Mary-  
land Club coffee. [Endorsed by]  
Mrs. Robert V. King. (In The  
Houston post, Sept. 19, 1957,  
section 2, p.7) Appl. author:  
Tracy-Locke Co., Inc. © 19Sep57;  
KK128147.

New idea simplifies making of good  
coffee; handy dispenser ...  
Maryland Club, instant coffee.  
[In The Longview daily news, July  
11, 1957, section B, p.3] Appl.  
author: Tracy-Locke Co., Inc. of  
Texas. © 11Jul57; KK126876.

\$1.00 reward. Maryland Club coffee:  
instant coffee. (In Blytheville  
courier news, Blytheville, Ark.,  
Oct. 14, 1957, p.2) Appl. author:  
Tracy-Locke Co., Inc. of  
Texas. © 14Oct57; KK129373.

DORKEE FAMOUS FOODS DIVISION, GLIDDEN  
CO. SEE Glidden Co.

DURO-TEST CORP. ©  
Dramatize your displays with Duro-  
Test color spots and floor signs.  
Appl. author: Roland W. Tiemann.  
© 10May57; KK128304.

Light the modern way with Fluoseric  
by Duro-Test. Appl. author:  
Roland W. Tiemann. © 19Apr57;  
KK128303.

Reflector lamps ... and the new  
RMS-401's. Appl. author: Roland  
W. Tiemann. © 17May57; KK128305.  
Super V-Beam traffic signal lamps;  
now 5000 and 8000 hours. Appl.  
author: Roland W. Tiemann.  
© 5Sep57; KK129391.

DYER (O. M.) SALES CO. ©  
Would you give \$25 to make \$1,000  
or even more? Independent all-  
corn salesmen. Appl. author:  
O. M. Dyer, Sr. © 30e57;  
KK128897.

DZUS FASTENER CO., INC. ©  
Dzus fastener. This picture por-  
trays the evolution of detachable  
fasteners ... the Dzus Spiral-cam  
fastener. NM: text matter below  
illus. © 28Dec56; KK128112.

## E

EAGLE ROLL LEAP STAMPING CO.  
Children's fairyland book rack;  
will hold up to 24 kiddie books.  
style 225. © Eagle Roll Leap  
Stamping Co., a partnership con-  
sisting of Harold L. Schwartz, Jr.  
& Aaron Harry Fishman; 10Oct57;  
KK130281.

EARLY TIMES DISTILLERY CO. ©  
Good, so good it's remarkable;  
Kentucky straight bourbon whiskey.  
[Hand holding glass; table laden  
with steak, tomatoes and other  
foods] (In Star news, Pasadena,  
Calif., June 26, 1957, p.22)  
Appl. author: Ruthrauff & Ryan,  
Inc. © 26Jun57; KK127829.

Good, so good it's remarkable;  
Kentucky straight bourbon whiskey.  
[Hand pouring drink into glass  
from cocktail shaker] (In Pine  
Bluff commercial, May 28, 1957,  
p.11) Appl. author: Ruthrauff  
& Ryan, Inc. © 28May57; KK127828.

Good, so good it's remarkable;  
Kentucky straight bourbon whiskey.  
[Man holding drink; table laden  
with steak, carrots & other  
foods] (In Newsweek, June 10,  
1957, p.71) Appl. author: Ruth-  
rauff & Ryan, Inc. © 5Jun57;  
KK127827.

Good, so good it's remarkable. Of  
all the fine whiskeys made in  
Kentucky ... (In Constitution  
journal, Atlanta, July 9, 1957,  
p.31) Appl. author: Erwin,  
Wasey, Ruthrauff & Ryan, Inc.  
© 9Jul57; KK129032.

Name this drink for \$10,000 first  
prize. 1957 Grand National  
Champion. (In Life, Sept. 26,  
1957, p.57) Appl. author:  
Erwin, Wasey, Ruthrauff & Ryan,  
Inc. © 19Sep57; KK129029.

1957 Grand National Champion; good,  
so good it's remarkable. Kentucky  
straight bourbon whiskey. (In  
Tuscaloosa news, Sept. 27, 1957,  
p.7) Appl. author: Erwin, Wasey,  
Ruthrauff & Ryan, Inc. © 27Sep57;  
KK129998.

1957 Grand National Champion;  
name this drink ... Kentucky  
straight bourbon whiskey. (In  
Register, Santa Ana, Calif.,  
Sept. 18, 1957, p.89) Appl. author:  
Erwin, Wasey, Ruthrauff &  
Ryan, Inc. © 18Sep57; KK129213.  
This recommendation means business  
for you; Kentucky straight bourbon  
whiskey. (In Package store manage-  
ment, May 1957, p.18) Appl. au-  
thor: Ruthrauff & Ryan, Inc.  
© 15May57; KK127828.

This will pull people into your  
store this summer; a completely  
new idea for a summer promotion.  
Bourbonburger. (In Liquor store,  
June 1957, p.15) Appl. author:  
Ruthrauff & Ryan, Inc.  
© 5Jun57; KK127825.

When the day's battles are over,  
the members gather over Early  
Times Kentucky straight bourbon  
whiskey. (In Club management  
Sept. 1957, p.2 of cover) Appl.  
author: Erwin, Wasey, Ruthrauff  
& Ryan, Inc. © KK129212.  
Who will give you good as you serve?  
[Man seated on stool holding  
drink by Christmas tree; bottles  
& boxes on floor] (In Life,  
Nov. 18, 1957, p.147) Appl. au-  
thor: Erwin, Wasey, Ruthrauff &  
Ryan, Inc. © 18Nov57; KK130455.

EASTCO, INC. ©  
Clears! personality of the month.  
[Endorsed by Jeanmarie Lusier.  
Lotion medication for pimples and  
acne. (In Seventeen, Nov. 1957,  
p.133) © 1Nov57; KK129746.

EASTERN INDUSTRIES, INC. ©  
Electro-Matic radar speed meter,  
model S-2A. Bulletin R-112.  
© 1May57; KK126455.  
Electro-Matic traffic control radar  
vehicle detectors; Traffic-Actu-  
ated. Bulletin no. 221.  
© 9Nov57; KK130328.  
Product notes; Electro-Matic minor  
movement controller, model MM-3.  
© 17May57; KK126479.  
Product notes; Traffic Actuated.  
Three-phase seal-actuated con-  
troller, model T-25. Electro-  
Matic. © 25Jun57; KK126646.

EASTERN MARKET RESEARCH SERVICE,  
INC. ©  
This doesn't that does it. (The PTD  
sound selling series, 3)  
Florists' Telegraph Delivery  
Assn. © 12Sep57; KK129175.  
Keeping posted. (The PTD sound  
selling series, 2) Florists'  
Telegraph Delivery Assn. ©  
12Sep57; KK129176.  
Looking to the future. (The PTD  
sound selling series, 5)  
Florists' Telegraph Delivery Assn.  
© 12Sep57; KK129178.  
Plus dollars. (The PTD sound  
selling series, 4) Florists'  
Telegraph Delivery Assn.  
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Sales starters. (The PTD sound  
selling series, 1) Florists'  
Telegraph Delivery Assn.  
© 12Sep57; KK129174.

EASTERN RESEARCH LABORATORIES, INC. ©  
Contents: 30 Sedetabs, sustained  
release tablets; D-Alpha-amino  
Phosphate. Appl. author: William  
Harold Batt. © 28Sep57;  
KK128733.  
Delifate-sed; Delifetamine wpl. Seda-  
fex. 1000 Tablets. Appl. au-  
thor: William Harold Batt.  
© 28Sep57; KK128734.  
Delifate-sed plus T; Delifetamine with  
Sedafax and Triavid. 1000 tablets.  
Appl. author: William Harold Batt.  
© 28Sep57; KK128735.

EATGOOD (EDDY) PRODUCTS. SEE  
Eddy Eatgood Products.

EMMHAARD, L. V.  
Should your child go into food re-  
sulting? SEE New York Life insur-  
ance Co.

ECONOMICS DEPT., AGRICULTURAL EXPERI-  
MENT STATION, SOUTH DAKOTA STATE  
COLLEGE, SIOUX FALLS, SOUTH DAKOTA  
College. Agricultural Experiment  
Station. Economics Dept.



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Swish powder fire extinguisher.  
Net contents approx. 1 pound.  
© 29Mar57; KK130328.
- EDDY EATGOOD PRODUCTS. ©**  
It's fun to eat with... Appl.  
author: James E. Neighbor.  
© 1Nov56; KK130485.
- EDUCATIONAL DANCE RECORDINGS, INC. ©**  
5 easy dance lessons; fox trot.  
By Ted Nicholas, Philip Lubarsky  
& John D. Del Vecchio; music writ-  
ten & directed by Eric Madri-  
guerra. © 1Apr57; KK126523.  
5 easy dance lessons; rumba. By  
Ted Nicholas, Philip Lubarsky &  
John D. Del Vecchio; music by Ray  
La Luna. © 1Oct56; KK126525.  
5 easy dance lessons; waltz. By  
Ted Nicholas, Philip Lubarsky &  
John D. Del Vecchio; music by  
Ray La Luna. © 1Oct56;  
KK126524.
- EGG MADE NOODLE CO. ©**  
Enriched home style egg noodles;  
over 1½ egg solids. Net wt.  
8 ozs. Appl. author: James B.  
Miller. © 2Jan57; KK123625.
- EKO PRODUCTS CO. ©**  
Flint cutlery, kitchen tools, egg  
beaters in new harmony colors to  
match or mix. Print no. 5733.  
Appl. author: Dancer-Fitzgerald-  
Sample, Inc. © 29Aug57;  
KK130378.  
Get money for your old pans, knives,  
kitchen tools toward beautiful,  
new stainless steel flint. Print  
no. 5747. (In Better homes & gar-  
dens, Oct. 1957, p.158-159)  
Appl. author: Dancer-Fitzgerald-  
Sample, Inc. © 29Sep57;  
KK130374.  
If you like to give pleasure give  
Flint. 2000 kitchen tools, egg  
beater, can opener. Print no.  
5745. (In McCall's, Oct. 1957,  
p.8) Appl. author: Dancer-  
Fitzgerald-Sample, Inc. ©  
26Sep57; KK130373.  
Now in kitchen sinks, Ekco, the  
name that women know. Price  
list, effective Aug. 16, 1957.  
© Ekco Products Co., Sink  
Division; 30Aug57; KK128987.  
Sharp new idea; amazing new stain-  
less steel waverly edge now in-  
cluded in Flint holdster sets.  
Print no. 5746. (In Ladies' home  
journal, Sept. 1957, p.6)  
Appl. author: Dancer-Fitzgerald-  
Sample, Inc. © 27Aug57;  
KK130380.  
Sound-conditioned Kennatrack  
gliding door hardware for  
interior gliding doors.  
© Kennatrack Corp., a subsidiary  
of Ekco Products Co., 16Sep57;  
KK129181.  
You never cooked so good; stainless  
steel Flint-Ware ... Print  
no. 5743. Appl. author: Dancer-  
Fitzgerald-Sample, Inc.  
© 24Sep57; KK130377.
- EKO PRODUCTS CO. SEE ALSO Kennatrack  
Corp.**
- EL AL ISRAEL AIRLINES, LTD. ©**  
Starting Dec. 23, the Atlantic  
Ocean will be 20% smaller; watch  
for the inauguration of the first  
jet-prop service ... the Bristol  
Britannia ... (In The New York  
times, Dec. 6, 1957, p.15)  
Appl. author: Doyle Dane Bernbach,  
Inc. © 6Dec57; KK130864.
- ELCO TOOL & SCREW CORP. ©**  
Elco aids for home and office.  
Appl. author: Walter Gustaf
- Larson.**  
Issue no.  
7. © 2Jul57; KK126869.  
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9. © 4Sep57; KK128135.  
10. © 21Oct57; KK129395.  
11. © 6Nov57; KK129190.  
12. © 6Dec57; KK130611.
- ELDORADO MILLS.**  
Super ... baby pull-on pants.  
2 pairs, small ... © Wilson  
Mills, Inc. d.b.a. Eldorado Mills;  
19Aug57; KK128748.
- ELDRIDGE, WILLIAM H. d.b.a. WILLIAM H.  
ELDRIDGE ADVERTISING SERVICE.**  
SEE Eldridge (William H.) Advertis-  
ing Service.
- ELDRIDGE (WILLIAM H.) ADVERTISING  
SERVICE.**  
Eliminate large winter fuel pay-  
ments; use our streamlined home  
heating payment plan. © William  
H. Eldridge d.b.a. William H.  
Eldridge Advertising Service;  
22Jan57; KK127705.  
Streamlined home heating budget  
plan. © William H. Eldridge  
d.b.a. William H. Eldridge Ad-  
vertising Service; 22Jan57;  
KK127706.
- ELECTRIC RANGE SECTION, NATIONAL  
ELECTRICAL MANUFACTURERS ASSN.  
SEE National Electrical Manufac-  
turers Assn.**
- ELECTRO ENGINEERING PRODUCTS CO.,  
INC.**  
Exclusive shop tool achievement;  
Shopmaker. (Electrical powered  
tools) © Sloan-Ashland Division,  
Electrical Engineering Products Co.,  
Inc.; 15Aug57; KK127880.
- ELECTROLUX CORP. ©**  
Amazing new Electrolux automatically  
does more for you than any other  
cleaner. (In McCall's, May 1957,  
p.146) Appl. author: Batten,  
Barton, Durstine & Osborn, Inc.  
© 25Apr57; KK126692.  
Are you curious? In home cleaning  
convenience ... use handy en-  
velope to order bags.  
© 29Aug57; KK128292.  
Don't keep it a secret, tell your  
friends about Electrolux clean-  
ers; use handy envelope to order  
bags. © 29Aug57; KK128294.  
Electrolux users manual; world's  
lightest weight heavy duty  
cleaner. Special model.  
© 26Sep57; KK129590.  
lat in sales and here's the reason;  
whatever the cleaning job ...  
use handy envelope to order bags.  
© 29Aug57; KK128285.  
Give dad an Electrolux gift;  
TurboTool is power unit. Use  
handy envelope to order bags.  
© 29Aug57; KK128291.  
Handy Electrolux attachments do  
many jobs; sprayer. Use handy  
envelope to order bags.  
© 29Aug57; KK128286.  
Have you a friend considering a  
job change? Use handy envelope  
to order bags. © 29Aug57;  
KK128290.  
It's a snap to keep house with  
Electrolux home-tested products  
... use handy envelope to order  
bags. © 29Aug57; KK128284.  
It's a line up time; use Electrolux  
products to give your home that  
polished look. Use handy en-  
velope to order bags. © 29Aug57;  
KK128289.
- Lets in dust and dirt ... the filter  
bag that seals itself automatic-  
ally. Use handy envelope to order  
bags. © 29Aug57; KK128288.  
No leaks, no spills, no bother;  
America's most sanitary dirt  
disposal. Use the handy envelope to  
order bags. © 29Aug57;  
KK128287.  
Nuvo shampoo, a tidy-package for  
all-round cleaning; use handy  
envelope to order bags.  
© 29Aug57; KK128289.  
See the amazing new Electrolux  
multi-use TurboTool power ap-  
pliance; use the handy envelope to  
order bags. © 29Aug57;  
KK128287.  
Use handy envelope to order bags.  
While others fret with dust and  
dirt, you use a bag that stays  
alert ... © 29Aug57; KK128283.  
Win an invitation to the annual  
Electrolux sales convention at  
Boca Raton Hotel and Club; auto-  
matic cleaner. © 1Jul57;  
KK127665.  
Use handy envelope to order bags.  
Year-round moth protection; moth  
crystals, moth proofers. Use  
handy envelope to order bags.  
© 29Aug57; KK128290.  
Year-round moth protection; vapor-  
izer, garment-aire. Use handy  
envelope to order bags.  
© 29Aug57; KK128295.**
- ELLIOTT PAINT & VARNISH CO. ©**  
Best house paint. One U. S. gallon.  
© 15Dec46; KK128563.
- ELRICH, J. ©**  
Sky Master; guide & check lists.  
© 1Jul57; KK130356.
- ELRON, INC.**  
Inspiration for Christmas gifts;  
1958. Appl. author: Charles  
Edson Rose. © Elron Co. accepted  
alternative designations: Elron,  
Inc.; Elron Mail Order; 9Sep57;  
KK130423.
- ELSSASSER, DAVID N. d.b.a. DAVID N.  
ELSSASSER & CO. SEE Elsassser  
(David N.) & Co.**
- ELSSASSER (DAVID N.) & Co.**  
Exotic Florida man palm hand-  
saw server. © David N. Elsassser  
d.b.a. David N. Elsassser & Co.;  
1Jul57; KK127492.
- EMIGRANT INDUSTRIAL SAVINGS BANK. ©**  
How much should you save for the  
upkeep of your house? Appl.  
author: Kelly, Nason, Inc. Appl.  
states prev. reg. KK121007.  
NM: "statement on inside page  
showing increase of quarterly di-  
vidend beginning 7/1/57."  
© 18Jul57; KK128165.  
Save at Emigrant Industrial Savings  
Bank; a gift to help you reach  
your specific goals. Appl. author:  
gift boxes. Appl. author: Kelly,  
Nason, Inc. © 22Aug57; KK128953.  
Save for a rainy day. Silhouette  
of umbrella. Appl. author:  
Kelly, Nason, Inc. © 22Aug57;  
KK128956.  
Save for education. Silhouette of  
graduation cap and tassel. Appl.  
author: Kelly, Nason, Inc. ©  
22Aug57; KK128948.  
Save for Improvements to your  
home. Silhouette of home owner  
on ladder painting. Appl.  
author: Kelly, Nason, Inc. ©  
22Aug57; KK128950.  
Save for taxes. Illus. of govern-  
ment's great gift bags top with  
spread wings. Appl. author:  
Kelly, Nason, Inc. © 22Aug57;  
KK128955.  
Save for that new car. Silhouette  
of auto. Appl. author: Kelly,  
Nason, Inc. © 22Aug57; KK128949.



- Save for that new home. Silhouette of house. Appl. author: Kelly, Nason, Inc. © 22Aug57; KK128951.
- Save for the baby. Silhouette of baby bassinets. Appl. author: Kelly, Nason, Inc. © 22Aug57; KK128947.
- Save for your vacation. Drawing of traveling bags. Appl. author: Kelly, Nason, Inc. © 22Aug57; KK128949.
- Save for your wedding. Illus. of bridal couple on top of wedding cake. Appl. author: Kelly, Nason, Inc. © 22Aug57; KK128954.
- EMMERICH, ANDRE. ©**  
Charles Collingwood introduces Music before Columbus. V.3. Prelude and presto for ancient American instruments. © 1Oct57; KK130185.
- NELLY, H. R. ©**  
Assembly instructions for your Pioneer covered wagon. © 1May57; KK126768.
- MGLANDER CO., INC. ©**  
Escape from tension ... the mattress designed to help you unwind. Sleep on it for 30 nights, free. (In Chicago sun-times, Oct. 8, 1957, p.9) Appl. author: North Advertising, Inc. © 8Oct57; KK129790.
- Escape from tension ... the mattress designed to help you unwind. Special introductory offer, 30 nights free trial. (In Chicago sun-times, Sept. 10, 1957, p.29) Appl. author: North Advertising, Inc. © 10Sep57; KK129789.
- PERON, ERWIN. ©**  
TV producer, the magazine of commercial and show production. © Erwin Epron & Phillip E. Franznick; 15Oct57; KK130050.
- ESCALON PACKERS, INC. ©**  
June in January, pear tomatoes for salads. Net weight 1 1/2 oz. © 15May57; KK128705.
- SKIMO FIE CORP. ©**  
Eskimo Lady-Fingers vanilla ice cream. Contains 6. Appl. author: Raymond Berry. © 3Sep57; KK128698.
- Eskimo pickle, a water ice pop. Contents 3 fl. ozs. Appl. author: J. Irvin Beasley. © 17Jul57; KK127038.
- STO PUB. CO. ©**  
Eato discovers with slide films. Say hello to modern art with Leonard Edmondson; slide 1. © Jane Thurston sole owner Eato Pub. Co.; 14May57; KK127846.
- VECTIC WELDING ALLOYS CORP. ©**  
Contains one of Eutectic's special low melting, high silver-type alloys ... © 8Nov57; KK130197.
- EuteRod no.157. © 25Nov57; KK130690.
- EuteRod 16 FC, flux coated, for torch. Lt. blue flux coating. © 28Aug57; KK128392.
- EuteRod 16FC, flux coated, for torch. Lt. blue flux coating. © 4Dec57; KK130476.
- EuteRod 21, for torch. Lt. blue tip. © 31Oct57; KK129687.
- EuteRod 22, for torch. Tan tip. © 31Oct57; KK129688.
- EuteRod 146 FC, flux coated, for torch. green. © 24Sep57; KK128539.
- EuteRod 157, available in 2 and 5 lb. pools. © 31Oct57; KK128540.
- EuteRod 185FC, flux coated, for torch. Pink flux coating. © 31Oct57; KK129689.
- EuteRod 186, for torch. Brown tip. © 19Nov57; KK130145.
- EuteRod 196, for torch. Violet tip. © 19Nov57; KK130137.
- EuteRod 199, for torch. Purple tip. © 19Nov57; KK130138.
- EuteRod 1600, for torch. Brown tip. © 19Nov57; KK130142.
- EuteRod 1800, for torch. Black tip. © 24Sep57; KK128540.
- EuteRod 1801, for torch. Lt. blue tip. © 28Sep57; KK128541.
- EuteRod 1900, for torch. Orange tip. © 19Nov57; KK130141.
- Eute-StainTrode A, ac-dc. Gray tip. © 19Nov57; KK130136.
- Eute-StainTrode A-MO, ac-dc. Black tip. © 19Nov57; KK130140.
- Eute-StainTrode B, ac-dc. White tip. © 19Nov57; KK130139.
- Eute-StainTrode B-MO, ac-dc. Violet tip. © 19Nov57; KK129138.
- Eute-StainTrode D, ac-dc. Maroon tip. © 28Jun57; KK126473.
- Eute-StainTrode D, ac-dc. Maroon tip. © 19Nov57; KK130144.
- Eutectic Low Temperature Welding Alloys.
- EuteBor no.9, for torch. Lt. blue tip. © 24Sep57; KK128538.
- EuteTrode 2, ac-dc. Black tip. © 31Oct57; KK129686.
- New EuteTrode 2101, d.c. reverse. Orange tip. © 17Jul57; KK126883.
- UniMatic 6000, ac-dc. Violet tip, red coating. © 31Oct57; KK129685.
- Xyron 2-24, ac-dc. Primary: white tip; secondary: gold. © 4Dec57; KK130464.
- Super stentTectic 110, ac-dc. Olive coating; yellow tip. © 24Sep57; KK128537.
- EVANS' (L. B.) SON CO. ©**  
Fairway to leisure; by the makers of famous Evans hand turned slippers. 3156 Chiaro Oxford. (In Sports Illustrated, Sept. 16, 1957, p.83) Appl. author: Hoag & Provandie, Inc. © 13Sep57; KK128425.
- Give your man that footloose feeling; slippers. 2198 Cherokee; 2950 Balboa Chief. (In Enquire, Dec. 1957, p.77) Appl. author: Hoag & Provandie, Inc. © 1Nov57; KK130492.
- He wants comfort under foot; slippers. 1635 Baron's. (In Ladies' Home Journal, Dec. 1957, p.84) Appl. author: Hoag & Provandie, Inc. © 26Nov57; KK130452.
- It's a comfort to give, or get, Evans slippers. 2455 Ambassador ... In Life, Oct. 28, 1957, p.180) Appl. author: Hoag & Provandie, Inc. © 24Oct57; KK129564.
- Like Santa Claus, Evans slippers say merry Christmas. 2198 Cherokee (and others). (In Life, Nov. 25, 1957, p.165) Appl. author: Hoag & Provandie, Inc. © 21Nov57; KK130457.
- The nicest gift a man can get; slippers. 1109 Feather-Lyte; 2269 Senator. (In Ladies' Home Journal, Nov. 1957, p.127) Appl. author: Hoag & Provandie, Inc. © 29Oct57; KK130493.
- Pair-up with comfort; 2805 Lancer ... wear it as a casual slip-on or a slipper. (In Sports Illustrated, Aug. 11, 1957, p.82) Appl. author: Hoag & Provandie, Inc. © L. B. Evans' Co.; 16Aug57; KK127755.
- Put your man on easy feet, give Evans slippers. 2198 Cherokee ... (In Life, Nov. 11, 1957, p.128) Appl. author: Hoag & Provandie, Inc. © 7Nov57; KK130498.
- Show her you want Evans. 2920 Gondola, glove and the solid leather shoe ... for lazy lounging. (In Sports Illustrated, Dec. 2, 1957, p.93) Appl. author: Hoag & Provandie, Inc. © 29Nov57; KK130462.
- Two feet deep in comfort; by the makers of famous Evans hand turned slippers. 2880 Balboa Faust. (In Sports Illustrated, Nov. 4, 1957, p.19) Appl. author: Hoag & Provandie, Inc. © 1Nov57; KK129816.
- EVANS & BRISEBOIS. ©**  
The exclusive homesaker plan; powerful new selling medium to increase home office sales. Appl. author: Leslie A. Brisebois, owner. © 1Jul57; KK126907.
- Planned promotions 500. Made seasonal purchases; fresh from the nation's great furniture markets. Appl. author: Leslie A. Brisebois, owner. © 1Aug57; KK128893.
- EVANS PRODUCTS CO. ©**  
Bicycles by Evans. Appl. author: J. Walter Thompson Co. © 6Mar57; KK126532.
- Velocipede. Use for toy box. Appl. author: Ottawa River Paper Co. © 2Jul57; KK130786.
- EVER-TITE COUPLING CO., INC. ©**  
New Ever-Tite M. I. D. coupler; installation with Ever-Tite 99 coupler with sight gauge ... Appl. author: Freivald & Coleman. © 11Oct57; KK129384.
- EXLINE (WILLIAM) INC. ©**  
Save a pocket full ... The easiest way to save a dollar is first to save the dimes. © 14Oct57; KK129244.
- EYE RESEARCH FOUNDATION. ©**  
The united worlds of contact lenses. © 15Oct57; KK130830.
- F**
- FCA DIVISION, HODES-DANIEL CO., INC. ©**  
SEE HODES-DANIEL CO., Inc.
- FABER-CASTELL (A. W.) PENCIL CO., INC. ©**  
Castell Locktite, the refill pencil with the bulldog grip. © 30Sep57; KK130214.
- FACTOR (MAX) & CO. ©**  
Out of Max Factor's research for color TV comes a new concept in beauty. Hi-Pi fluid make-up, lipetick, fluid rouge. (In Vogue's beauty book, 1957-1958, p.133) Appl. author: Doyle Dane Bernbach, Inc. © 16Sep57; KK129440.
- 3100 skin dehydration; Max Factor's Cup of Youth. (In Vogue's beauty book, 1957-1958, p.136) Appl. author: Doyle Dane Bernbach, Inc. © 16Sep57; KK129440.
- Which tint of make-up is best for you? Pan-Stik, Pan-Cake, Hi-Pi, Cream Puff. (In Vogue's beauty book, 1957-1958, p.87) Appl. author: Doyle Dane Bernbach, Inc. © 16Sep57; KK129441.

- FAIR LADY MAKE-UP, INC. ©**  
Photographic make-up kit brings your beauty alive in your photograph. Contents: 1 tube cleansing cream ... © 9Oct57; KKL129662.
- FAIRBANKS WARD INDUSTRIES, INC. ©**  
All-purpose full family size food slicer with large 6 1/4 inch blade. (In The Courier-Journal and review, Aug. 12, 1957, p.8)  
Appl. author: Alfred H. Howard. © 12Aug56; KKL128238.
- 15-pc. deluxe portable and folding bowling alley. (In The Milwaukee Journal, Sept. 6, 1957, p.13)  
Appl. author: Alfred H. Howard. © 8Sep57; KKL28969.
- 15-pc. professional quality home barber set. (In Santa Monica evening outlook, Oct. 23, 1957, p.20)  
Appl. author: Alfred H. Howard. © 23Oct57; KKL120204.
- 5-in-1 bookcase, glass-door cabinet & roll-about server. (In The Courier-Journal magazine, Louisville, Ky., Mar. 3, 1957, p.11)  
Appl. author: Alfred H. Howard. © 3Mar57; KKL30028.
- 5-pc. decorator fashioned wall ensemble with deluxe 32-inch electric sunburst clock. (In Marion chronicle, Oct. 24, 1957, p.24)  
Appl. author: Alfred H. Howard. © 24Oct57; KKL20203.
- 4-in-1 super-power electric jig saw filer, sander and deluxe saw table. (In The Milwaukee Journal, Nov. 17, 1957, p.14)  
Appl. author: Alfred H. Howard. © 17Nov57; KKL30564.
- 4-qt. ... automatic controlled heat electric table cooker. (In The Coshocton tribune, Coshocton, Ohio, Oct. 24, 1957, p.22)  
Appl. author: Alfred H. Howard. © 24Oct57; KKL30583.
- Giant 20 inch new 1957 deluxe roll-about 7-in-1 fan and hood cooler. (In The Salt Lake tribune, July 7, 1957, p.16A)  
Appl. author: Alfred H. Howard. © 7Jul57; KKL27176.
- Heavy-duty Fairbanks Ward deluxe round bobbin electric sewing machine. (In The Columbus dispatch magazine, June 9, 1957, p.12)  
Appl. author: Alfred H. Howard. © 9Jun57; KKL26486.
- 103 pieces ... socket wrench and tool set. (In Columbus dispatch, Columbus, Ohio, Apr. 14, 1957, comics)  
Appl. author: Alfred H. Howard. © 14Apr57; KKL20205.
- 102-pc. Royal Swedana genuine imported stainless steel ... service for 12. (In Waco tribune-herald, Sept. 11, 1957, p.7)  
Appl. author: Alfred H. Howard. © 13Sep57; KKL30738.
- Sensational new lightweight all-purpose ac electric deluxe portable air cooler. (In The Newark star-leader, June 18, 1957, p.28)  
Appl. author: Alfred H. Howard. © 18Jun57; KKL26671.
- 7-in-1 portable tennis and deluxe all-purpose folding table. (In The Houston chronicle retro-gravura magazine, June 9, 1957, p.5)  
Appl. author: Alfred H. Howard. © 9Jun57; KKL26670.
- 7-in-1 tennis and deluxe utility portable folding table. (In The Courier-Journal magazine, Louisville, Ky., Oct. 13, 1957, p.70)  
Appl. author: Alfred H. Howard. © 13Oct57; KKL30027.
- 62-pc. Cannon pastel contour sheet & towel deluxe ensemble. (In Syracuse herald-American, July 28, 1957, comics)  
Appl. author: Alfred H. Howard. © 28Jul57; KKL128049.
- 3 miracle fibres ... featured in these luxury Cannon blankets. (In Syracuse herald-American, Aug. 18, 1957, comics)  
Appl. author: Alfred H. Howard. © 18Aug57; KKL28048.
- Tub enclosure with double sliding shower doors. (In The Birmingham news, Sept. 22, 1957, p.20)  
Appl. author: Alfred H. Howard. © 22Sep57; KKL29302.
- 12-in-1 auto and home repair kit and motor testing set; 1001 uses. (In The Milwaukee Journal, Sept. 6, 1957, p.13)  
Appl. author: Alfred H. Howard. © 6Sep57; KKL28968.
- 24-pc. ... Cannon deluxe bedding ensemble. (In The Courier-Journal magazine, Louisville, Ky., Dec. 1, 1957, p.39)  
Appl. author: Alfred H. Howard. © 1Dec57; KKL30653.
- FAIRMONT RAILWAY MOTORS, INC. ©**  
Extinguisher car, W73 series B. (Bulletin 757)  
Appl. author: R. B. Evans. © 8Nov57; KKL30120.
- Hy-rail motor car, A35 series A. (Bulletin 759)  
Appl. author: R. B. Evans. © 15Oct57; KKL29565.
- Hy-rail motor car, A30 series C. (Bulletin 760)  
Appl. author: R. B. Evans. © 11Nov57; KKL30131.
- FALSTAFF BREWING CORP. ©**  
B. prepared for unexpected guests; go-go-go for Palstaff. [Bear touching baseball player on shoulder]  
Appl. author: Paul Gioni. © 16Jul57; KKL28221.
- Best haul of all; go-go-go for Palstaff. [Baseball player holding basket of fish]  
Appl. author: Paul Gioni. © 19Jun57; KKL28219.
- Bright idea for cool refreshment. [Picnickers unloading station wagon]  
Appl. author: Paul Gioni. © 1Aug57; KKL29368.
- Enjoy the peak of cool refreshment. [Country scene; cans of beer on checkered cloth]  
Appl. author: Paul Gioni. © 12Sep57; KKL29370.
- Every drop makes a hit; go-go-go for Palstaff. [Baseball player missing ball]  
Appl. author: Paul Gioni. © 17Jul57; KKL28221.
- Every drop makes a hit. [Poster 57-20]  
Appl. author: Paul Gioni. © 20May57; KKL26515.
- Get in the swim, get cool refreshment. [Swimming pool scene]  
Appl. author: Paul Gioni. © 15Jul57; KKL28216.
- Play it safe, get a case. [Baseball player in racing car]  
Appl. author: Paul Gioni. © 21Jun57; KKL28218.
- Take a cut at this one; go-go-go for Palstaff. [Baseball player cutting cheese]  
Appl. author: Paul Gioni. © 15Jul57; KKL28216.
- When you steal home, no. 350; copy no. 57-21. Appl. author: Paul Gioni. © 20Jun57; KKL27310.
- When you're warming up, go-go-go for Palstaff. [Arm handing cup & bottle to baseball player about to throw ball]  
Appl. author: Paul Gioni. © 17Jun57; KKL28220.
- Wherever you go-go-go in Michigan, you'll have more Fun at the Palstaff. That's my bear, and
- sure as I'm the Old Pro. (In The Flint Journal, July 2, 1957, p.21)  
Appl. author: Paul Gioni. © 2Jul57; KKL29105.
- Wind up your day with Palstaff Bear. No. 57-20. Appl. author: Paul Gioni. © 1Sep57; KKL29125.
- FANSTEEL METALLURGICAL CORP. ©**  
Metals, product divisions and markets. Appl. author: Allan L. Percy. © 10Jan57; KKL27638.
- FARLEE, JIM. ©**  
Who pays the bill when the doctor calls at your house? SEE Mutual Benefit Health & Accident Assn.
- FARNSWORTH, OYD L. ©**  
I am a troll, a distinctive character. © 27Nov57; KKL30585.
- FEATURE RING CO., INC. ©**  
Make your first investment together, the finest; Feature Lock, interlocking diamond rings. Exclusive patented Gem-on-Gem. (In Life, Mar. 25, 1957, p.12)  
NM: "headlines & general copy" © 21Mar57; KKL30395.
- FEDERAL PAPER BOARD CO., INC. ©**  
Bucking bronco. The Western Toggery. Appl. author: Reith Studios. © Lindley Box & Paper Division, Federal Paper Board Co., Inc.; 15Sep57; KKL30715.
- Flower border. Vanity Fair. Appl. author: Reith Studios. © Lindley Box & Paper Division, Federal Paper Board Co., Inc.; 15Sep57; KKL30717.
- Lady on horseback. The Vogue. Appl. author: Reith Studios. © Lindley Box & Paper Division, Federal Paper Board Co., Inc.; 15Sep57; KKL30716.
- Six days. The Tot Shop. Appl. author: Reith Studios. © Lindley Box & Paper Division, Federal Paper Board Co., Inc.; 15Sep57; KKL30714.
- Street scene. The Town Shopper. Appl. author: Reith Studios. © Lindley Box & Paper Division, Federal Paper Board Co., Inc.; 15Sep57; KKL30713.
- FEED-A-JOY CORP. ©**  
Avoid this; feed your joy in comfort with Feed-A-Joy. SEE Stralokas, George.
- FENSTERMAKER, G. B. ©**  
New covered bridge bank; gaudy colors, hand painted. © 26Apr57; KKL27762.
- PENTON LABEL CO. ©**  
Manufacturers of Pent-Onamel labels, distinctly different. Price list, effective Feb. 1, 1957. © 15May57; KKL29091.
- FERRY-WORNS' FEED CO. ©**  
Let the good earth produce. Net weight 1 lb. Appl. author: James W. Wilson. © 1Nov57; KKL30839.
- FIREBOARD PAPER PRODUCTS CORP. ©**  
Nampa Independent Grocers catering ice cream. Design no. 281-20. One half gallon. Appl. author: Francis T. Kane. © 13Nov57; KKL30512.
- FINANCE SERVICE CO. ©**  
Bank kit by mail. Appl. author: Adolph L. Blitch. © 19Nov57; KKL30912.
- FIRESTONE PLASTIC CO. ©**  
We put Stix on the walls of a steam-room to prove it stays put ... Velon. (In The Saturday evening post, Sept. 22, 1956, p.54)  
© 22Sep56; KKL26528.

## FIRESTONE TIRE &amp; RUBBER CO. ©

Announcing the new Firestone nylon 500. (In Life, M. 18, 1957, p. 92-93) © 18Mar57; KK130545.  
Bites deep and pulls out clean; Champion ground grip, a longer lasting tire ... (In Farm Journal, Feb. 1957, p. 159) © 1Feb57; KK123188.

First choice on the 1957 automobiles; the new Firestone De Luxe Champion tires. (In The Saturday Evening Post, Dec. 8, 1956, p. 16-17) © 8Dec56; KK127757.  
Now, for the first time at new low prices ... truck tires; the Firestone transport. (In The Saturday Evening Post, Oct. 6, 1956, p. 67) © 6Oct56; KK126955.

Only new Firestone town & country tires give you triple-action traction. (In Look, Dec. 11, 1956, p. 56-57) © 11Dec56; KK127056.

## FIRST NATIONAL BANK OF TAMPA. ©

A man is as big as his bank. [Man standing beside bank. (In The Tampa daily times, Aug. 16, 1957, p. 3) Appl. author: Louis Benito Advertising. © 16Aug57; KK128020.

A man is as big as his bank. [Man standing by building holding rule & papers] (In Tampa morning tribune, Sept. 4, 1957, p. 24) NM; new illus.; change in copy. © 4Sep57; KK128078.

This is the bank to grow with. [Young couple beside building; boy holding books, girl sitting on suitcase] (In Tampa morning tribune, Aug. 27, 1957, p. 7) © 27Aug57; KK128553.

## FISCHER, RUDY A. owner DRIVE-IN RESTAURANT ASSN. OF AMERICA. SEE Drive-In Restaurant Assn. of America.

## FISHMAN, AARON HARRY &amp; HAROLD L. SCHWARTZ, JR. composing the partnership EAGLE ROLL LEAF STAMPING CO. SEE Eagle Roll Leaf Stamping Co.

## FIT-RITE PANTS CO., INC. ©

Original touch of gold. Doeskin. © 6May57; KK127593.

## FITZGERALDS BOILER CO., INC. ©

Scotch type; low pressure for oil or gas. Catalog SM-10-5. Appl. author: Robert P. McAndrew. © 13Nov57; KK130718.

7700 series boiler-burner unit; the modern oil-fired unit for forced hot water heating systems ... Catalog 7700-10-1A. Appl. author: Robert P. McAndrew. © 18Sep57; KK130113.

## FLATSTEEL MANUFACTURING CO. ©

Pants creaser display. Trouser creators; no ironing. NM; shape of display; changes in printing. © 14Jan57; KK128264.

## FLEETS PRODUCTS CO., INC. ©

Sleep soundly; use Fleets anti-noise ear stoppers and light shields. © 9Apr57; KK126678.

## FLORAL ENTERPRISES, INC. ©

A Christmas greeting that will bloom every spring; this Two-Tone Lilac ... © 26Nov57; KK130358.

## FOAM RUBBER CENTER. ©

Imported flexo-steel-springs. The Denise [and others] Sofa beds. (In The New York times, June 2, 1957, p. 62) © 2Jun57; KK128457.

## FONDE, STUART. ©

Menu for tired new home owners. Compliments of FONDE-Brown Developers, A Fonde-built home ... © 29Sep57; KK130186.

## FOOD SERVICE EQUIPMENT CONSULTANTS.

Food facilities planning. © Food Service Equipment Consultants, D. Dean Rhoads, sole proprietorship; 2Jan57; KK129515.

## FOOD SPECIALTIES, INC. ©

The 7 Steers steak roundup. (Menu - steerburgers) Appl. author: Thomas B. Ham. © 15Sep57; KK129042.

Write your own ticket. 7 Steers honor bluck. (Place mats - steaks & steerburgers) Appl. author: Thomas B. Ham. © 15Sep57; KK129041.

## FOOTE, ALLEN M.

Hidden danger of moisture damage in electronic ... equipment. SEE Lamm-Chesser, Inc.

## FORD, JOHN J., JR. ©

Information concerning gold, aluminum, silver bars & ingots of numismatic interest wanted. NM; describes & illustrates unpublished numismatic assay bars, ingots. © 14Jun57; KK126897.

## FORD (LUTHER) PRODUCTS CO. ©

Mrs. Stewart's liquid bluing; for automatic or regular washing. Ten 1 1/2 oz. © 4Oct57; KK123504.

## FORD MOTOR CO. ©

Dearborn wagon model 21-2 master parts book; July 1957. PA-5413-A. © 10Aug57; KK128156.

Double acting hose kit, part no. 231174. SE 6624. © 25Jul57; KK128160.

Ford rear tool bar equipment ... for Ford tractors and the Fordson major diesel. AD-6603. © 28Jun57; KK127538.

New Ford 100 bushel, 130 bushel PTO manure spreaders. AD-6602. © 28Jun57; KK127537.

Now, 12-gear mobility in Ford's most powerful tractor; new Ford 840 Powermaster. AD-6606. © 27Aug57; KK128157.

Powermaster tractors; 4-plow power. AD-6691. © 10Oct57; KK120151.

Single acting hose kit, part no. 149027; installation instructions. SE 6627. © 25Jul57; KK128159.

Single acting hose kit, part no. 231229; installation instructions. SE 6626. © 25Jul57; KK128158.

3 great models; Ford rotary cutters. AD-6654. © 2Aug57; KK128155.

Workmaster tractors; 3-plow performance, 2-plow economy. AD-6690. © 10Oct57; KK130150.

## FOREMOST DAIRIES, INC. ©

Delicious dietary dessert discovery; Big Dip Ice milk. © 1Mar57; KK126530.

## FOREST LAW MEMORIAL-PARK ASSN. ©

The convenience of undertaking and cemetery together. (In Glendale news-press, June 17, 1957, p. 1A-2) © 17Jun57; KK127088.

## FORMS, INC. ©

Announcing 2 brand new, terrific money-saving time-saving methods. The revolutionary patio mould liners; the fabulous hastenda stone forms. © 25Jul57; KK127435.

## POSTER, VICTOR. ©

I've got a peach of a car, why don't you get one, too? © 17May57; KK127254.  
The peach of '58. © 9Sep57; KK129339.

## POUGERA (E. &amp; CO., INC.)

Your cardiology desk-aid number nineteen is inside: Congenital heart lesions amenable to surgery, part 3; Digitaline Netivelle. © Varick Pharmacal Co., Inc., division of E. Pougera & Co., Inc.; 19Jun57; KK126578.

## FRANZINICK, PHILIP E.

TV producer, the magazine of commercial and show production. SEE Ephron, Erwin.

## FRICK (W. H.) INC. ©

Food service tray. Dispensator. Illustration 2 & 3. © 6Aug57; KK128905.

## FRIDEN CALCULATING MACHINE CO., INC. ©

The best first buy in making your office automatic; among automatic calculators ... (In Business week, Nov. 9, 1957, p. 120) Appl. author: J. Walter Thompson Co. © 8Nov57; KK130039.

The big first step toward automatic office cost-savings; calculator. (In U. S. news & world report, Sept. 27, 1957, p. 30) Appl. author: J. Walter Thompson Co. © 23Sep57; KK128841.

Bustiest office becomes the most relaxed with Friden IDP tape-talk machines. Add-Punch [and others] (In Wall Street Journal, Sept. 9, 1957, p. 5) Appl. author: J. Walter Thompson Co. © 9Sep57; KK129036.

Duck soup for Friden tape-talk machines. Add-Punch [and others] (In The Wall Street Journal, Oct. 14, 1957, p. 5) Appl. author: J. Walter Thompson Co. © 14Oct57; KK129401.

Friden creates a new world for business and tape-talk is the heart of it. Teledata, Flexowriter [and others] (In Wall Street Journal, Nov. 20, 1957, p. 3) Appl. author: J. Walter Thompson Co. © 20Nov57; KK130267.

Friden tape-talk machines do everything except collect a paycheck. Add-Punch, Flexowriter [and others] (In Wall Street Journal, Aug. 12, 1957, p. 3) Appl. author: J. Walter Thompson Co. © 12Aug57; KK127754.

Look what the Friden Street story grew into. Add-Punch [and others] (In Wall Street Journal, Dec. 9, 1957, p. 5) Appl. author: J. Walter Thompson Co. © 9Dec57; KK130648.

What became of the evertine paper work, Friden IDE tape-talk machines did it. Flexowriter [and others] (In Wall Street Journal, Sept. 23, 1957, p. 5) Appl. author: J. Walter Thompson Co. © 23Sep57; KK130815.

## FRITTA, ALEXANDER.

Ave Maria. SEE Calvary Record Co., Inc.

## FRUIT PRODUCTS CORP. ©

Icy-Frost twins' Twin Animal contest headquarters. Appl. author: Murray Moran. © 11Apr57; KK128030.

## FULLER BRUSH CO. ©

Blossom Pulmist room deodorizer. Sprin-tainer. Contents 12 ounces. © 1Jul57; KK128810.



FULLER BRUSH CO. (C) Cont'd.  
 Cedar Pine Fulmist room deodorizer.  
 Spra-tainer. Contents 12 ounces.  
 © 14Oct57; KK130409.  
 Deluxe hang-up case for moth and  
 deodorant blocks. © 1Jul57;  
 KK129311.  
 Dog spray, deodorant & pesticide  
 for dogs. Spra-tainer. Contents  
 11 ounces net weight. © 12Jun57;  
 KK130400.  
 Duster spray; don't just move dust,  
 pick it up. Spra-tainer. Contents  
 12 ounces. © 2Jul57;  
 KK130402.  
 Foam cleaner for all painted and  
 enameled surfaces. Contents  
 10 ounces. © 25Jul57;  
 KK130399.  
 Fresh-air Fulmist room deodorizer.  
 Spra-tainer. Contents 12 ounces.  
 © 1Jul57; KK130411.  
 Ful-Scat, insect repellent.  
 Spra-tainer. Contents 12 ounces.  
 © 12Jun57; KK130401.  
 Garbage can spray. Spra-tainer.  
 Contents 12 ounces. © 12Jun57;  
 KK130403.  
 Insecticide; kills flies, mosquitos  
 ... Spra-tainer. Contents 12 oz.  
 © 12Jun57; KK130405.  
 Nomar Plus, furniture wax. Spra-  
 tainer. Contents 12 ounces.  
 © 14Oct57; KK130406.  
 Pest spray; roach and ant killer.  
 Spra-tainer. Contents 12 oz. net  
 weight. © 12Jun57; KK130408.  
 Pet shampoo. 11 oz. net wt.  
 © 1Jul57; KK128964.  
 Plant spray for indoor and outdoor  
 use ... Spra-tainer. Contents  
 11 oz. net weight. © 12Jun57;  
 KK130404.  
 Spot remover spray. Spra-tainer.  
 Contents 12 ounces. © 12Jun57;  
 KK130407.  
 TILTON COUNTY FEDERAL SAVINGS & LOAN  
 ASSN. ©  
 Who to call when in need of city  
 service. © 15Jul57; KK128554.  
 FUNNY-SAKS CO.  
 Color me. Ali, the gator.  
 © Evelyn R. Robertson & Ralph E.  
 MacKenzie d.b.a. Funny-Saks;  
 1Jun57; KK129301.  
 Color me. Hootin owl. © Evelyn R.  
 Robertson & Ralph E. MacKenzie  
 d.b.a. Funny-Saks; 1Jun57;  
 KK129296.  
 Color me. Jumpy, the frog.  
 © Evelyn R. Robertson & Ralph E.  
 MacKenzie d.b.a. Funny-Saks;  
 1Jun57; KK129300.  
 Color me. Packy, the elephant.  
 © Evelyn R. Robertson & Ralph E.  
 MacKenzie d.b.a. Funny-Saks;  
 1Jun57; KK129298.  
 Color me. Soup Bone, the houn' dog.  
 © Evelyn R. Robertson & Ralph E.  
 MacKenzie d.b.a. Funny-Saks;  
 1Jun57; KK129299.  
 Color me. Whiskers, the rabbit.  
 © Evelyn R. Robertson & Ralph E.  
 MacKenzie d.b.a. Funny-Saks;  
 1Jun57; KK129297.  
 PUT-BAL CO.  
 Play Put-Bal, a scientific card game  
 with all the thrills of football;  
 for teen-agers ... © Willard H.  
 Wendt d.b.a. Put-Bal Co.; 1Aug57;  
 KK129565.

## G

G. H. P. CIGAR CO. ©  
 Brighten His day with La Palina;  
 for Father's Day, give him ...  
 (In Buffalo courier express,  
 June 2, 1957, p.6-B) Appl. au-  
 thor: Compton Advertising, Inc.  
 © 2Jun57; KK128923.

Every inch a better cigar.  
 La Palina. [Man balancing cigar  
 on tip of finger] (In Buffalo  
 courier express, May 12, 1957,  
 p.5-B) Appl. author: Compton  
 Advertising, Inc. © 12May57;  
 KK129523.  
 Every inch a better cigar.  
 La Palina. [Man holding cigar  
 horizontally between two fingers]  
 (In Buffalo courier express,  
 May 19, 1957, p.13-B) Appl.  
 author: Compton Advertising, Inc.  
 © 19May57; KK129524.  
 Fold-a-pak ... holds 5 pleasure-  
 filled cigars; El Producto.  
 (In The Kansas city star, Oct. 22,  
 1957, p.18) Appl. author:  
 Compton Advertising, Inc.  
 © 22Oct57; KK129717.  
 Give dad pleasure with pride; El  
 Producto. (In Syracuse herald-  
 Journal, Syracuse, N. Y., June 4,  
 1957, p.19) Appl. author: Compton  
 Advertising, Inc. © 4Jun57;  
 KK128921.  
 Say hello to a good buy: El Pro-  
 ducto, 2 for 25¢. (In Daily  
 news, New York, July 9, 1957,  
 p. 59) Appl. author: Compton  
 Advertising, Inc. © 9Jul57;  
 KK128925.  
 What Washington needs is a good  
 10¢ cigar ... La Palina. (Smiling  
 man holding cigar. (In Washngton  
 post & times herald, Aug. 2,  
 1957, p.66) Appl. author:  
 Compton Advertising, Inc.  
 © 25Aug57; KK128605.  
 What Washington needs is a good  
 10¢ cigar ... La Palina. (Smiling  
 man in eyeglasses, holding cigar)  
 (In Washington post & times her-  
 ald, Aug. 11, 1957, p.65) Appl.  
 author: Compton Advertising, Inc.  
 © 11Aug57; KK128604.  
 Where there's smoke, there's Lovera  
 and a carefree Texan. [Cowboy  
 hat] (In The Amarillo globe-  
 times, Sept. 23, 1957, p.10)  
 Appl. author: Compton Advertising,  
 Inc. © 23Sep57; KK129721.  
 Where there's smoke, there's Lovera  
 and a carefree Texan. [Ten-glover  
 hat] (In The Amarillo globe-  
 times, Sept. 30, 1957, p.12)  
 Appl. author: Compton Advertising,  
 Inc. © 30Sep57; KK129720.  
 You'll feel like a hero with an El  
 Producto. (In Syracuse herald-  
 Journal, Syracuse, N. Y., May 7,  
 1957, p.26) Appl. author: Com-  
 ton Advertising, Inc. © 7May57;  
 KK128922.  
 You'll feel like a slugger with an  
 El Producto. (In The Milwaukee  
 Journal, Apr. 24, 1957, p.21)  
 Appl. author: Compton Advertising,  
 Inc. © 24Apr57; KK128954.  
 You'll feel like an all-star with an  
 El Producto. Varsity Panetela.  
 (In The Baltimore evening sun,  
 Oct. 29, 1957, p.28) Appl. au-  
 thor: Compton Advertising, Inc.  
 © 29Oct57; KK129716.  
 You'll feel so proud with an El  
 Producto. Bouquet. (In The  
 Kansas City star, Sept. 28, 1957,  
 p.18) Appl. author: Compton  
 Advertising, Inc. © 24Sep57;  
 KK129718.  
 GAIR'S. ©  
 Congratulations, we were very  
 pleased to see you in the press.  
 Gair's, for good clothes.  
 © 28May57; KK128988.  
 GALCO. ©  
 Quadri-Tilt, Quadri-Track; the only  
 self-storing aluminum combination  
 4 track screen-storm window that  
 t. 's. (In Sunday news, New York,  
 ... 31, 1957, Queens-Long Island

section, p.636) © Galco Indus-  
 tries, Inc. d.b.a. Galco;  
 31Mar57; KK129337.

GALCO INDUSTRIES, INC. d.b.a. GALCO.  
 SEE Galco.  
 GALLO (E. & J.) WINERY. ©  
 After 200 years, a new kind of wine,  
 Palsano. Appl. author: Doyle  
 Dane Bernbach, Inc. © 20Jun57;  
 KK126535.  
 Brrr, Gallo on ice. Appl. author:  
 Doyle Dane Bernbach, Inc.  
 © 20Jun57; KK126536.  
 Twice as good with Gallo; burgundy.  
 Appl. author: Doyle Dane Bernbach,  
 Inc. © 28Jun57; KK126569.  
 Twice as good with Gallo; cocktail  
 pale dry sherry. Appl. author:  
 Doyle Dane Bernbach, Inc.  
 © 6Mar57; KK126568.  
 GALLO, PAUL. ©  
 Rippe black olives, roasted-toasted;  
 cured in olive oil with alspices  
 [sic] Net wt. 8 fl. ozs. NM:  
 "roasted-toasted; cured in olive  
 oil with alspices." © 9Aug57;  
 KK128012.  
 GANDRUD (E. S.) CO., INC. ©  
 Gandy Spread-N-Fold spreader-seeder.  
 Appl. author: Ebenhard S. Gan-  
 drud. © 27Sep57; KK130587.  
 GARRISON MACHINE WORKS, INC. ©  
 Automatic Garrison bevel gear  
 chucks. Appl. author: Ralph P.  
 Garrison. © 1Jul57; KK127833.  
 GARVIN-MILBET MANUFACTURING CO., INC. ©  
 The get well pac. Contents: potty,  
 tissue, medicine bag ... Appl. au-  
 thor: Murray H. Garvin. © 5Jun57;  
 KK127540.  
 No drip jiggers; a set of 4 ...  
 Appl. author: Murray H. Garvin.  
 © 5Jun57; KK127539.  
 GATEWAY MARKETING SERVICE, INC. ©  
 For you, gift certificate inside.  
 Freedom Federal Savings & Loan  
 Assn. © 15Oct57; KK130872.  
 Growing, growing, growing! Like  
 small children, savings grow ...  
 Dollar Savings & Loan Assn.  
 © 10Sep57; KK128358.  
 Here it is, a wonderful gift just  
 for you; the Greensburg Savings  
 vacationer. Greensburg Savings  
 & Loan Assn. © 28Jun57;  
 KK128403.  
 An invitation; come see where your  
 money grows. First Federal Sav-  
 ings & Loan Assn. of New Castle.  
 © 4Nov57; KK130873.  
 Is your money in the right place?  
 Union Federal Savings & Loan  
 Assn. © 13Nov57; KK130871.  
 It's a grand and glorious feeling;  
 dividend notice inside. Dollar  
 Savings & Loan Assn. © 28Jun57;  
 KK128404.  
 It's a grand and glorious feeling;  
 dividend notice inside. Dollar  
 Savings & Loan Assn. © 25Jul57;  
 KK127712.  
 Now celebrating our 61st anniversary;  
 we have a gift for you. First  
 Federal Savings & Loan Assn. of  
 Beaver Falls. © 10Sep57;  
 KK128361.  
 Now celebrating our 35th anniver-  
 sary; we have a gift for you.  
 Brentwood Federal Savings & Loan  
 Assn. © 10Sep57; KK128360.  
 Now, your choice of two wonderful  
 gifts. West Erie Savings & Loan  
 Assn. © 10Sep57; KK128363.  
 Over \$200,000 paid to First Federal  
 of Beaver Falls savers ... First  
 Federal Savings & Loan Assn. of  
 Beaver Falls. © 28Jun57;  
 KK128405.

- Security;  $\frac{3}{8}$  current dividend on insured savings. United Savings. © 28Jun57; KK128402.  
Serving more with more service. Fidelity Savings & Loan Assn. © 29Oct57; KK130874.  
Start now; save regularly at United Savings. © 10Sep57; KK128359.  
There's an important gift certificate inside for you. Eagle Savings & Loan Assn. © 21Aug57; KK128051.  
There's an important gift certificate inside for you. Foster Federal Savings & Loan Assn. © 25Jul57; KK127711.  
We're moving. Pittsburgh Home Savings & Loan Assn. © 10Sep57; KK128362.  
Why? Save time ... with a checking account. First National Bank of Mercer. © 30Oct57; KK130869.  
Why take less when you can get  $\frac{3}{4}$ ? Eagle Savings & Loan Assn. © 1Jul57; KK127710.  
You get a lot to like when you save at First Federal Savings & Loan Assn. of Bellevue. © 26Aug57; KK128050.  
You get 7 important benefits when you save regularly ... Friendship Federal Savings & Loan Assn. © 15Oct57; KK130870.
- DAYRAND BAGS, INC. ©**  
Town 'N Travel, by Gaylene, for America on the go; fashion right for every occasion. © 15Aug57; KK128129.  
Town 'N Travel, by Gaylene, for America on the go; travel right, fashion right. © 15Aug57; KK128130.  
Town 'N Travel, for America on the go; big bags with a big sales potential for you. © 15Aug57; KK128131.
- GAYLORD PRODUCTS, INC. ©**  
Be the one with that man. Gayla Hold-Bob hobby pins with Flexi-Grip. (In Seventeen, Mar. 1957, p.189) © 1Mar57; KK129734.  
Here's why Gayla Hold-Bob with ... Flexi-Grip, outsells every other hobby pin on the market. (In Variety store merchandiser, Oct. 1956, p.41) © 10Oct56; KK126494.
- GENERAL ELECTRIC CO. ©**  
Talk about being stacked; motor-generator welders. GED-3356. © 27Jun57; KK127051.
- GENERAL PROTECTING CO. ©**  
OF metal partitions ... in the efficient use of office space. © 10Oct57; KK129854.  
Super Filer for traffic department records. © 10Oct57; KK129853.
- GENERAL FOODS CORP. ©**  
Bireley's because you're thirsty ... Girl & man in racing car; hand holding bottle. Appl. author: Young & Rubicam, Inc. © Bireley's Division, General Foods Corp.; 1May57; KK126939.  
Bireley's because you're thirsty ... Girl serving franks & rolls; hand holding bottle. Appl. author: Young & Rubicam, Inc. © Bireley's Division, General Foods Corp.; 1Jul57; KK126935.  
Bireley's because you're thirsty ... Tennis girl sitting on beach chair; man's hand with bottle. Appl. author: Young & Rubicam, Inc. © Bireley's Division, General Foods Corp.; 1Jun57; KK126934.
- 15¢ off on Birds Eye fresh-fruit pies. (In Detroit news, May 1, 1957, p.58) Appl. author: Young & Rubicam, Inc. © 1May57; KK128627.  
5¢ off on Birds Eye meat pies ... Frosted foods. (In Evening Bulletin, Philadelphia, May 27, 1957, p.29) Appl. author: Young & Rubicam, Inc. © 27May57; KK126936.  
Free, Birds Eye beef or turkey pie; look for chicken pie package with the red sticker. (In The Detroit Times, Oct. 30, 1957, p.20) Appl. author: Young & Rubicam, Inc. © 30Oct57; KK130757.  
How any grocer can come out a-head; Kool-Shake milk shakes. (In Chain store age, Mar. 1957, p.101-103) Appl. author: Charles Blackmore. © 28Feb57; KK128808.  
Kool-Aid comedy. Knight. (In Chicago Sunday Tribune, comics feature magazine, June 30, 1957, p.7) Appl. author: Eugene E. Gallivan. © Perkins Division, General Foods Corp.; 30Jun57; KK127218.  
Kool-Shake makes milk taste like a soda fountain shake. [Boy holding shaker] (In Life, July 19, 1957, p.78) Appl. author: Eugene E. Gallivan. © 13Jun57; KK127837.  
Kool-Shake makes milk taste like a soda fountain shake; cool Mother Goose. (In Chicago Sunday Tribune, comics feature magazine, May 19, 1957, p.11) Appl. author: Eugene E. Gallivan. © 19May57; KK127836.  
Kool-Shake makes milk taste like a soda fountain shake; new flavor, Scotch chocolate. Boy, in plaid coat, holding shaker. (In Family circle, July 1957, p.24) Appl. author: Eugene E. Gallivan. © 27Jun57; KK127835.  
What turns green in winter? It's Capri ... the drink that's a bubbly-bright refresher in summer ... (In Bottling industry, Nov. 5, 1957, p.98) Appl. author: Young & Rubicam, Inc. © General Foods Corp. (In notice: Bireley's Division, General Foods Corp.); 5Nov57; KK130769.
- Wow, listen to this; Kool-Shake**  
comes even greater sale ... milk shakers. (In Supermarket news, Mar. 4, 1957, p.6) Appl. author: Eugene E. Gallivan. © 4Mar57; KK127836.
- GENERAL INSECTICIDE CO., INC. ©**  
Tom Cat rat & mouse pellets. One pound. Appl. author: Benjamin D. Smith. © 4Dec57; KK130510.
- GENERAL MILLS, INC. ©**  
Betty Crocker Bisquick, variety baking mix. Series no.79A. Net wt. 2 1/2 lbs. © 26Mar57; KK127039.  
Betty Crocker Bisquick, variety baking mix. Series no.79-B. Net wt. 2 1/2 lbs. © 1Aug57; KK130031.  
Betty Crocker black walnut flavor cake mix. Series no.1-A. 1 lb. 4 oz. net wt. © 28Oct57; KK130032.  
Betty Crocker cake 'n frosting mix with chocolate fudge. 18 oz. net wt. Series no.2. © 15Jul57; KK130034.  
Betty Crocker cake 'n frosting mix. Series no.1. 18 oz. net wt. © 28Aug57; KK130923.
- Betty Crocker date muffin mix. Series no.1. 14 oz. net wt. © 22Aug57; KK130311.  
Betty Crocker lemon custard flavor angel food cake mix. 1 lb. 1 oz. net wt. Series no.1-B. © 30Jul57; KK128273.  
Betty Crocker orange muffin mix. Series no.1. 18 oz. net wt. © 28Aug57; KK130922.  
Betty Crocker raisin bran muffin mix. Series no.1. 14 oz. net wt. © 4Sep57; KK130312.  
Betty Crocker Sperry wheat hearts; wheat cereal. Series no.35A. 1 lb. 12 oz. net wt. © 19Aug57; KK128386.  
Sperry decorated white cream meal. Series no.19A. 1 lb. net wt. © 26Jul57; KK128385.
- GENERAL MOTORS CORP. ©**  
Wash them all, rinse, too, with 3 1/2 gallons of hot water. '57 Frigidaire automatic washers, electric dryers. (In Ladies' home journal, Jan. 1957, p.105) © 26Dec56; KK129528.  
GENESEE BREWING CO., INC. ©  
The bright taste in beer. Genesee premium beer quality. (In Syracuse herald-journal, Sept. 17, 1957, p.15) Appl. author: Marschalk & Pratt Division of McGann Erickson, Inc. © 17Sep57; KK129104.
- GEO-PHYSICAL MAPS, INC. ©**  
The 6-foot globe; The 12-inch work globe. © 1Dec56; KK128983.
- GILLETTE CO. ©**  
Adorn, invisible hair spray by Toni. Net wt. 7 oz. © Gillette Co., Toni Co. Division; 6Jul57; KK127320.  
Baseball's secret language free, with purchase of Gillette super-speed razor. Finger-tip movies featuring Paul Richardson. (In Leatherneck, Sept. 1957, p.13) Appl. author: Maxon, Inc. © 25Aug57; KK129137.  
Breaking all sales records in food stores year after year. World Series promotion. Super-speed razor; Blue blades. (In Super market merchandising, Aug. 1957, p.96-97) Appl. author: Maxon, Inc. © 5Aug57; KK127560.  
Finales world's invitational match game bowling championships presented on the Gillette Cavalcade of Sports. (In TV guide, Dec. 7, 1957, p.4-78) Appl. author: Maxon, Inc. © 4Dec57; KK130529.  
Gay Gillette gifts; the man who has everything shaves every day. Razors, blades, and Foamy. © Gillette Co. (In notice: Gillette Safety Razor Co., a division of Gillette Co.); 3Sep57; KK128982.  
Gillette Foamy shaving cream. Merchandise gift card. © 3Sep57; KK129121.  
It's here, the new Gillette 195 adjustable razor, in travel case © Gillette Co. (In notice: Gillette Safety Razor Co., a division of Gillette Co.); 13Sep57; KK129100.  
Johnny Logan shows you a fielding trick and how to get swell-looking shaves ... Super-speed razors. (In The Detroit free press, Apr. 21, 1957, comics) Appl. author: Maxon, Inc. © 21Apr57; KK127228.  
Look at this brand-new Christmas line of Gillette dollar catchers. Blue blades, Thin-blades, Foamy. (In Chain store age, variety ed., Sept. 1957, p.46) Appl. author: Maxon, Inc. © 7Sep57; KK129078.

## GILLETTE CO. © Cont'd.

Merchandise gift card showing dwarf and Christmas tree. © 3Sep57; KK129160.

Merchandise gift card showing dwarf, candy cane, and stocking. © 3Sep57; KK129161.

Merchandise gift card showing dwarf, mantle-piece and candle. © 3Sep57; KK129458.

Merchandise gift card showing two prominent dwarfs. © 3Sep57; KK129159.

New care-free Tonette, children's home permanent by Toni. Contents: 3.5 fl. oz. waving lotion ... © Gillette Co., Toni Co. Division; 21Jun57; KK126550.

New Gillette adjustable razor; a superb gift for any man. (In The New Yorker, Nov. 30, 1957, p.66-67) Appl. author: Maxon, Inc. © 28Nov57; KK130420.

New Twirl, home permanent in a tube. Contents: 2.75 avoird oz. waving creme ... © Gillette Co., Toni Co. Division; 9Jul57; KK127731.

New-way Toni, home permanent; with double-easy applicator. Contents: 3.85 fl. oz. waving lotion. © Gillette Co., Toni Co. Division; 6Sep57; KK129465.

Say merry Christmas with Gillette gifts on cards. Super-speed razor with Blue Blade dispenser [and others] (In Look, Dec. 24, 1957, p.89) Appl. author: Maxon, Inc. © 10Dec57; KK130571.

Silver Curl, home permanent - beauty treatment for gray & white hair; by Toni. Contents: 3.85 fl. oz. waving lotion ... © Gillette Co., Toni Co. Division; 21Jun57; KK126551.

Special offer: new-way Toni, home permanent. Contents: 3.85 fl. oz. waving lotion ... © Gillette Co., Toni Co. Division; 1May57; KK126552.

Variety stores can break all sales records; tie in with Gillette's World Series promotion. Super-speed razor; Blue blades. (In Variety store merchandiser, Aug. 1957, p.90-91) Appl. author: Maxon, Inc. © 1Aug57; KK127559.

World Series time is record-breaking time for you. Gillette super-speed razor set. (In Post exchange, Sept. 1957, p.44-45) Appl. author: Maxon, Inc. © 1Sep57; KK129138.

World Series time is record-breaking time for you; signals ... in finger-tip movies. Super-speed razor; Blue blades. (In Buying guide, Sept. 1957, p.33) Appl. author: Maxon, Inc. © 1Sep57; KK129592.

World Series time is record-breaking time for you. Super-speed razor; Blue blades. (In Drug topics, Aug. 5, 1957, p.70-71) Appl. author: Maxon, Inc. © 5Aug57; KK127558.

GILLETTE SAFETY RAZOR CO., a division of GILLETTE CO. SEE Gillette Co.

GILDORF, JOSEPH B. & LEONARD A. DE KLOTZ composing the partnership TREGREEN CO. SEE Tregreen Co.

GINNOLD, LOUIS L. & ABE A. GREEN t.a. RESULTS UNLIMITED. SEE Results Unlimited.

OLASCOCK BROS. MANUFACTURING CO. © Drink Coca-Cola; offer two drinks for increased profits with this new Olasco pre-mix utility vendor. Appl. author: Appl. author: Advertising Agency, Inc. © 27Aug57; KK128529.

New chocolate shake vendor by Glasco; serves pre-mixed chocolate shakes ... serves milk and flavored milk ... Appl. author: Appl. author: Appl. author: Glasco Advertising Agency, Inc. © 12Oct57; KK129749.

## GLEASON, WARD. ©

Gleason Drive In Restaurants, Inc. Hi-Burger. Waiter with tray of hamburgers. © 1Mar57; KK128730.

## GLEASON CORP. ©

Homecrafters, sand it yourself ... with a Gleason all-rubber Sander Blok. Appl. author: John A. Pescheck. © 1Nov57; KK130495.

Make your own boat dolly with this Gleason boat Rowlay kit. Appl. author: John A. Pescheck. © 15Nov57; KK130494.

## GLEASON STEEL CORP.

Milwaukee all-steel platform trucks; catalog sheet no.415. Milwaukee all-steel stock carts; catalog sheet no.415-B. Appl. author: John A. Pescheck. © Milwaukee Truck Co., a division of Gleason Steel Corp.; 29Jun57; KK127650.

## GLENMORE DISTILLERIES CO. ©

Colonel Thompson knows the way; Old Kentucky Tavern. Col. Frank Thompson [standing in dress] (In Life, Feb. 18, 1957, p.8) Appl. author: John D. O'Connell. © 18Feb57; KK129201.

## GLENNAN, T. KEITH.

Should your child be an engineer? SEE New York Life Insurance Co.

## GLIDDEN CO. ©

Any one of these labels, plus \$1.00, gets you this hot 'n cold picnic bag. Durkee's spices, gourmet seasonings [and others] (In Better homes & gardens, July, 1957, p.91) Appl. author: Meldrum & Fewsith, Inc. © Glidden Co., Durkee Famous Foods Division; 18Jun57; KK127840.

Glidden-Durkee makes profit moves ... processors of edible oils. Durkee is also a recognized leader in supplying specialty products to the commercial food industry. (In Barron's, Oct. 7, 1957, p.28-29) Appl. author: Meldrum & Fewsith, Inc. © 7Oct57; KK129848.

How Durkee serves food men who measure ingredients by the car-load. Spices, seasonings [and others] (In U. S. News & World report, Oct. 25, 1957, p.120) Appl. author: Meldrum & Fewsith, Inc. © 21Oct57; KK129835.

Now, add exciting flavor ... Durkee's gourmet seasonings packaged to add a decorator touch to your kitchen. (In Ladies' home Journal, Nov. 1956, p.224) Appl. author: Meldrum & Fewsith, Inc. © Glidden Co., Durkee Famous Foods Division; 29Oct57; KK127247.

The paint that gives you everything: Spread Satin, the 100% latex wonder wall paint. (In Life, Sept. 9, 1957, p.72-73) Appl. author: Meldrum & Fewsith, Inc. © 5Sep57; KK129847.

Wherever you live, a new home can be yours for very few dollars; exterior paints. Spread Glide-On [and others] (In The Saturday evening post, Aug. 31, 1957, p.75) Appl. author: Meldrum & Fewsith, Inc. © 26Aug57; KK129946.

Why Glidden paints are easier to use, look better ... whatever you paint. Spread Satin, Spread Lustre [and others] (In Better homes & gardens home furnishings ideas, Fall, 1957, p.39) Appl. author: Meldrum & Fewsith, Inc. © 18Sep57; KK128879.

## GOES.

Bordered blanks, stock certificate blanks [and others] [Lithographed envelope, size 9 x 12] © Goes Lithographing Co. t.a. Goes; 3Jun57; KK126451.

## GOES LITHOGRAPHING CO. t.a. GOES.

SEE Goes.

## GOLD MEDAL CANDY CORP. ©

Bonomo's banana Turkish taffy; crack it up. Net wt. 1 3/8 oz. © 7Jan57; KK126763.

Bonomo's chocolate Turkish taffy; crack it up. Net wt. 1 3/8 oz. © 7Jan57; KK126760.

Bonomo's strawberry Turkish taffy; crack it up. Net wt. 1 3/8 oz. © 7Jan57; KK126761.

Bonomo's Turkish taffy; crack it up. Cauldron. Net wt. 1 3/8 oz. © 7Jan57; KK126762.

## GOLDEN'S, INC. ©

Custom-made draw draperies for your entire home and wall-to-wall carpeting ... (In San Jose mercury-news, Sept. 8, 1957, p.31) Appl. author: Mary Chaney Hoffman. © 8Sep57; KK128444.

## GOLDEN GIFT, INC. ©

Which is your best orange juice buy for flavor, health and economy? (In Parents' magazine, Sept. 1956, p.137) © 10Aug58; KK128302.

## GOODRICH (B. F.) CO. ©

Smileage; Fri.-Sat. tire specials. (In Cleveland daily banner, Cleveland, Tenn., Oct. 31, 1957, p.7) © 31Oct57; KK130347.

## GORDON-ALLEN CO.

Anzio meatless pizza sauce. Net wt. 6 ozs. © Anzio Food Products, Division of Gordon-Allen Co. 1Jul55; KK127773.

Anzio pizza shell. Net wt. 7 3/4 ounces. © Gordon-Allen Co. In Food service; Anzio Food Products, Division of Gordon-Allen Co.; 1Jul55; KK128555.

## GORDON'S DRY GIN CO., LTD. ©

Blendsmanship, one of a series on the art of being a good mixer. Keep your chit-chat as smooth as your vodka drinks. (In The High-ton sun, Binghamton, N. Y., Oct. 21, 1957) Appl. author: L. H. Hartman Co., Inc. © 21Oct57; KK129535.

Blendsmanship, one of a series on the art of being a good mixer. Keep your humor as dry as your vodka drinks. (In The High-ton sun, Binghamton, N. Y., Oct. 21, 1957) Appl. author: L. H. Hartman Co., Inc. © 21Oct57; KK129364.

For blendsmanship above and beyond the call of duty to the man who perfected the Bloody Mary; vodka. (In Jamestown farm journal, Oct. 21, 1957, p.12) Appl. author: L. H. Hartman Co., Inc. © 21Oct57; KK129418.

## GOREHAM CO. ©

Home, we picnic in style. These, Willow [and others] Sterling. (In Better homes & gardens, May 1956, p.173) Appl. author: Donatus & Coe, Inc. © 1May56; KK129479.



- Bordered blanks, stock certificate blanks [and others] [Lithographed envelope, size 6 x 8.] © Goss Lithographing Co. t. a. Goss; 3Jan57; KK126950.
- The bride who told all; sterling. Celeste, Theme [and others] (In Bride's magazine, winter 1956, p.25) Appl. author: Donahue & Coe, Inc. © 15Oct56; KK127161.
- The bride who told all. The New Celeste, Theme [and others] Sterling. (In Bride's magazine, spring 1957, p.95) Appl. author: Donahue & Coe, Inc. © 15Jan57; KK129480.
- Buy and try plan. Buy one, get four; take 3 place-settings on trial for one year; sterling. Laver, (In The Nashville Tennessean, Aug. 11, 1957, p.10B) Appl. author: Donahue & Coe, Inc. © 11Aug57; KK127851.
- Can you photograph a feeling? Sterling. Girls' party. (In Living for young housewives, Nov. 1957, p.4) Appl. author: Donahue & Coe, Inc. © 1Nov57; KK130282.
- Do Christmas peeking early; sterling. [Girl holding soap; party scene] (In Co-ed magazine, Nov. 1957, p.47) Appl. author: Donahue & Coe, Inc. © 1Nov57; KK130285.
- Does your heart go window-shopping? The New Celeste, Theme [and others] (In Seventeen, Dec. 1956, p.99) Appl. author: Donahue & Coe, Inc. © 1Dec56; KK127549.
- How much does it cost not to own Gorham sterling? The New Celeste [and others] Appl. author: Donahue & Coe, Inc. © 1Oct56; KK126806.
- How to feel like a million; sterling. [Couple eating on crate.] (In Mademoiselle, Feb. 1957, p.19) Appl. author: Donahue & Coe, Inc. © 1Feb57; KK127675.
- It's never too late to start living. Fairfax, Willow [and others] Sterling. (In Better homes & gardens, Apr. 1956, p.62) Appl. author: Donahue & Coe, Inc. © 1Apr56; KK129478.
- Mrs. Americas everywhere chooses Gorham sterling. [Endorsed by] Mrs. America of 1958, Mrs. Linwood Findley ... Stardust [and others] (In McCall's, Oct. 1957, p.180-181) Appl. author: Donahue & Coe, Inc. © 1Oct57; KK129392.
- One time it pays to hint like mad; sterling. [Girl bending over breakfast table holding newspaper] (In Seventeen, Mar. 1957, p.141) Appl. author: Donahue & Coe, Inc. © 1Mar57; KK127677.
- A practical guide for giving or getting; sterling. (In Better homes & gardens, Dec. 1956, p.7) Appl. author: Donahue & Coe, Inc. © 1Dec56; KK127026.
- Reflections on Christmas eve; sterling. [Man by fireplace with dog.] (In Vogue, Nov. 1, 1957, p.39) Appl. author: Donahue & Coe, Inc. © 1Nov57; KK130282.
- A secret you won't need to keep; sterling. [Pour girls, in night clothes, looking at camera.] (In Seventeen, Feb. 1957, p.18) Appl. author: Donahue & Coe, Inc. © 1Feb57; KK127678.
- She has stardust in her eyes; the new Stardust by Gorham sterling. [Girl reclining on bed, looking at picture of man] (In Seventeen, Apr. 1957, p.126-127) Appl. author: Donahue & Coe, Inc. © 1Apr57; KK127681.
- She has stardust in her eyes; the new Stardust by Gorham sterling. [Girl reclining on bed, looking at picture of man] (In Vogue, Apr. 1, 1957, p.161) Appl. author: Donahue & Coe, Inc. © 1Apr57; KK128376.
- So you think she's still a little girl; sterling. [Woman watching young couples dancing.] (In McCall's, Mar. 1957, p.15) Appl. author: Donahue & Coe, Inc. © 1Mar57; KK127680.
- Some things an architect can't specify; sterling. [2 men & woman looking at blueprints.] (In Better homes & gardens, Oct. 1956, p.163) Appl. author: Donahue & Coe, Inc. © 1Oct56; KK127079.
- Spooning can be fun. Sterling. (In Seventeen, Oct. 1957, p.123) Appl. author: Donahue & Coe, Inc. © 1Oct57; KK129393.
- Suddenly someone is today; sterling. [Girl holding up dress while mother watches] (In American girl, May 1957, p.9) Appl. author: Donahue & Coe, Inc. © 1May57; KK127676.
- The talented guest gives Gorham sterling. (In House & garden, Sept. 1957, p.15) Appl. author: Donahue & Coe, Inc. © 1Sep57; KK129111.
- There's a pattern for a happy marriage. The New Stardust, Willow [and others] Sterling. (In Bride's magazine, summer 1957, p.44) Appl. author: Donahue & Coe, Inc. © 15Apr57; KK129481.
- What does a girl feel about her parents? Greenbrier, Rondo [and others] Sterling. (In American girl, Apr. 1956, p.5) Appl. author: Donahue & Coe, Inc. © 1Apr56; KK129477.
- What does a girl feel about her parents? Sterling. [Girl watching parents play game.] (In Seventeen, Oct. 1956, p.113) Appl. author: Donahue & Coe, Inc. © 1Oct56; KK127679.
- Where dreams are kept on file; sterling. [Clerk showing silver to girl.] (In Mademoiselle, Mar. 1957, p.59) Appl. author: Donahue & Coe, Inc. © 1Mar57; KK127674.
- Why some families have more fun; sterling. [Breakfast scene] (In Mademoiselle, Nov. 1957, p.10) Appl. author: Donahue & Coe, Inc. © 1Nov57; KK130284.
- GOTHEM LIGHTING CORP. © Hourglass series; basic unit for direct-indirect illumination No.501. Appl. author: Harry M. Gerstel. © 15Mar54; KK127765.
- Wallites; provide high levels of diffuse illumination ... where localized lighting is required. Appl. author: Harry M. Gerstel. © 29Feb56; KK127764.
- GOULD-NATIONAL BATTERIES, INC. © For full power when it's needed most ... industrial truck battery. Appl. author: Hutchins Advertising Co., Inc. © 28Sep57; KK127566.
- For full power when it's needed most ... Kathadone batteries for air conditioning and car lighting. Appl. author: Hutchins Advertising Co., Inc. © 27Sep57; KK128755.
- For full power when it's needed most ... Kathadone batteries for direct starting. Appl. author: Hutchins Advertising Co., Inc. © 28Sep57; KK128757.
- For full power when it's needed most ... Plante, the aristocrat
- of stationary batteries. Appl. author: Hutchins Advertising Co., Inc. © 27Sep57; KK128758.
- Standard battery assemblies for rider type industrial trucks; trays, KXZ, KZZ and SE steel trays. © 30Jun57; KK127900.
- Standard battery assemblies for rider type industrial trucks; trays, KVLZ, KYZ and SY steel trays. © 30Jun57; KK127799.
- You get more waves of carefree power with Gould batteries; industrial truck battery. Appl. author: Hutchins Advertising Co., Inc. © 28Aug57; KK128201.
- You get more waves of carefree power with Gould batteries; Kathadone batteries for air conditioning and car lighting. Appl. author: Hutchins Advertising Co., Inc. © 28Aug57; KK128200.
- You get more waves of carefree power with Gould batteries; Kathadone batteries for diesel starting. Appl. author: Hutchins Advertising Co., Inc. © 28Aug57; KK128199.
- You get more waves of carefree power with Gould batteries; Plante, the aristocrat of stationary batteries. Appl. author: Hutchins Advertising Co., Inc. © 28Aug57; KK128198.
- You get more waves of carefree power with Gould batteries; shuttle car and locomotive batteries. Appl. author: Hutchins Advertising Co., Inc. © 28Aug57; KK128202.
- GRACE (W. R. & CO. © The vinyl touch of beauty. [Girl, with wings, holding paint brush] © Dewey & Almy Chemical Co., division of W. R. Grace & Co.; 5Apr57; KK129582.
- GRAHAM MACHINE TOOL CO. © Barrett high speed gap lathe with pre-selector speed control. © 30Aug57; KK128101.
- GRAND AWARD RECORD CORP. © Guitar in velvet; featuring George Barnes ... G. A. 33-358. © 29Oct57; KK129582.
- Hammond organ in hi-fi; played by David Harkness ... G. A. 33-364. © 17Dec57; KK130737.
- Happy days are here again; starring Harry Reaser and his all-star orchestra ... G. A. 33-359. © 29Oct57; KK129584.
- Hawaiian magic ... featuring Paul Whiteman and his orchestra. G. A. 33-356. © 20Oct57; KK129581.
- Knuckles O'Toole plays honky tonk piano. v.3. G. A. 33-355. © 29Oct57; KK129580.
- The Roaring Flirty 30's; exciting performances by Knock Light and the Light Brigade ... G. A. 33-601. © 17Dec57; KK130737.
- Roman spectacular ... starring Charles Magnante and his orchestra ... G. A. 33-361. © 29Oct57; KK129583.
- Steppin' in society; starring Stanley Weiba and his Hotel Pierre orchestra. G. A. 33-360. © 29Oct57; KK129585.
- GRANVILLE'S. © For the first time in San Francisco and only at Granville's; Wittnauer cameras. (In San Francisco examiner, Sept. 11, 1957, section 2, p.30) © Granville's Jewelers, Inc. d.b.a. Granville's; 8Sep57; KK128384.

## GRANVILLE'S, Cont'd.

Granny Granville says: Granville's announces an unprecedented 50% discount on ... diamond watches. (In San Francisco examiner, Aug. 26, 1957, section 2, p.22) © Granville's Jewelers, Inc. d.b.a. Granville's; 26Aug57; KK127929.

Granny Granville says: See the weekend games ... with these sensational 7 X 35 German type center focus binoculars. (In San Francisco examiner) © Granville's Jewelers, Inc. d.b.a. Granville's; 7Oct57; KK128856.

Now ... free this beautiful, top quality, aromatic solid cedar chest; with the purchase of any diamond or bridal set ... (In San Francisco examiner, Sept. 16, 1957, section 2, p.20) © Granville's Jewelers, Inc. d.b.a. Granville's; 16Sep57; KK128953.

GRANVILLE'S JEWELERS, INC. d.b.a. GRANVILLE'S. SEE Granville's.

## GRAPHICRAFT. ©

How to use the Isometric-Dimetric projection charts, by Raymond Mickeyper. © 19Jul57; KK127932.

GRAVES, DONALD L. d.b.a. HILBILLY ENTERPRISES. SEE Hilbilly Enterprises.

GREEN, ABE A. & LOUIS L. GINGOLD t.a. RESULTS UNLIMITED. SEE Results Unlimited.

## GREEN, SYLVIA. ©

Aprons are a girl's best friend, says Maisie-Mary. © 30Oct57; KK129648.

I'm Patsy, the puppet pot-hoilder. © 21Oct57; KK129396.

## GREEN GIANT CO. ©

Fresh new idea on the fire; Niblets brand corn ... (In Look, June 25, 1957, p.74-75) Appl. author: Leo Burnett Co., Inc. © 11Jun57; KK126791.

Love at first taste; the Green Giant flavor; sweet peas. (In Life, Apr. 8, 1957, p.124) Appl. author: Leo Burnett Co., Inc. © 1Apr57; KK126795.

New, can opener casseroles ... with Niblets brand corn. (In Life, Mar. 18, 1957, p.46-47) Appl. author: Leo Burnett Co., Inc. © 14Mar57; KK126795.

Now quick-cooked corn in 75-oz. institutional pack; Niblets brand fresh corn vacuum packed. (In Restaurant management, Sept. 1956, p.2) Appl. author: Leo Burnett Co., Inc. © 1Sep56; KK128076.

Now, quick-cooked corn; Niblets brand fresh corn, vacuum packed. (In Life, Apr. 22, 1957, p.114) Appl. author: Leo Burnett Co., Inc. © 18Apr57; KK126792.

Now, quick cooked Niblets Mexican corn with red & green sweet peppers. (In The American weekly, Mar. 28, 1957, p.19) Appl. author: Leo Burnett Co., Inc. © 24Mar57; KK126794.

Now quick-cooked, Niblets Mexican, Niblets brand fresh corn vacuum packed. West Bend stainless steel casserole with warmer. (In Chicago daily tribune, Feb. 28, 1957, p.16) Appl. author: Leo Burnett Co., Inc. © 28Feb57; KK128077.

Quick-cooked corn is here. Mr. 5x5 can. [Little girl, with arms raised toward bowl of corn] (In Life, Jan. 28, 1957, p.109) Appl. author: Leo Burnett Co., Inc. © 24Jan57; KK126799.

Quick cooked corn is here; Niblets. [Lighting; grains of corn; can] (In Life, Feb. 25, 1957, p.142) Appl. author: Leo Burnett Co., Inc. © 21Feb57; KK126796.

Quick-cooked corn; Niblets. Mr. 5x5 can. [Lighting; ears of corn; can] (In Life, Jan. 19, 1957, p.41) Appl. author: Leo Burnett Co., Inc. © 10Jan57; KK126798.

So nice to come home to the Green Giant flavor; sweet peas. (In Life, Feb. 11, 1957, p.82) Appl. author: Leo Burnett Co., Inc. © 7Feb57; KK126797.

Sweet moment, when you discover the Green Giant flavor; sweet peas. (In Ladies' home journal, Jan. 1957, p.21) Appl. author: Leo Burnett Co., Inc. © 24Dec56; KK126800.

GREVE, JAMES D.b.a. GREVE FARMS. SEE Greve Farms.

## GREVE FARMS.

Besting fancy Porto Rican yams. Net wt. 30 lbs. Appl. author: Eugene Corno. © James Greve d.b.a. Greve Farms; 18Sep57; KK130190.

## GREVERS, THEODORE ROBERT. ©

A free gift from Jazz-Lift. © 17Oct57; KK129633.

## GRIFFITH LABORATORIES, INC. ©

Satisfied customers across the nation agree Griffith's Frague Mince Master produces finest emulsion ever. (In The National provisioner, June 15, 1957, p.9) © 15Jun57; KK129232.

## GRÖLER SOCIETY, INC. ©

But daddy, what will I see on Mars? The Book of Knowledge, the children's encyclopedia. (In Parents' magazine, Sept. 1957, p.11) Appl. author: Doyle Dane Bernbach, Inc. © 26Aug57; KK128577.

A child reads the books that talk his language. The Book of Knowledge, the children's encyclopedia. (In Look, Oct. 1, 1957, p.3) Appl. author: Doyle Dane Bernbach, Inc. © 17Sep57; KK129443.

## GROSSET &amp; DUNLAP, INC.

Baby's first playbox ... contains a soft cloth book and colorful plastic blocks that rattle. NW new matter except center illustration on container & book. © McLaughlin-Bros., Inc., a division of Grosset & Dunlap, Inc.; 12Aug57; KK128015.

## GROVER, CHARLES E. ©

Here is the magic wonderland of Colorado ... through the artistry of camera and film; photomurals. © 18Sep56; KK128550.

## GUTHRIE, LARRY E.

Souvenir of Texas. SEE Stevens, Jim A.

## H

H. E. B. My ... shows the time's most here ... H. E. B. advertising card. Chaffin Optical Co. © Howard E. Branch known in the trade as H. E. B.; 6Jan53; KK127716.

## HAPPENREPER CO., INC. ©

Pickwick ale Massachusetts salt water fishermen's guide. [En-dored by] Capt. Everett "Gunny" Eldredge. © 28Jun57; KK127958.

## HAGER TURKEY FARMS. ©

Oven ready turkey; Pullman Turkey-Pak. Appl. authors: Leo Hager & Jean Hager. © 22Oct57; KK130906.

## HAGLE MANUFACTURING CO. ©

See the all-new Hagle Hi-Tractors; matched to modern farming ... 4 models. Appl. author: Thomas Murrane Associates. © 2Dec57; KK130456.

## HALF-NASS CORP. ©

Our policeman. No. 279. Appl. author: Harry Levine. © 26Mar57; KK126882.

HALL (COLLIN) CLOTHES, LTD. SEE Colin Hall Clothes, Ltd.

## HALL (ROBERT) CLOTHES, INC. ©

Robert Hall holds the line and brings down the cost of dressing up your family ... Top coats of imported English tweed [and others] (In Life, Oct. 14, 1957, p.74-75) © 10Oct57; KK129502.

## HAMBURGER HANLEY. ©

Barbecue sauce. Net weight 8 ozs. Appl. author: Harry Lewis. © 1May57; KK128546.

## HAMILTON.

Fall laundry festival; automatic washers and clothes dryer. (In The Saturday evening post, Sept. 28, 1957, p.3 of cover) Appl. author: Robert T. O'Brien, Jr. © Hamilton Manufacturing Co. d.b.a. Hamilton; 24Sep57; KK128575.

## HAMILTON CO. ©

Microsyringes pipet controls, 1957; precision radio chemical. 0010, 0020 [and others] Appl. author: Clark H. Hamilton. © Mar57; KK128612.

## HAMILTON MANUFACTURING CO. d.b.a.

HAMILTON. SEE Hamilton.

HAMMOND, GEORGE W. & HAZEL HOE d.b.a. HAZEL'S FOOD PRODUCTS. SEE Hazel's Food Products.

## HAMMOND ORGAN CO. ©

Behind the Hammond dealer's constantly expanding market ... Ad no. 567. (In Piano trade magazine, Sept. 1957, cover) Appl. author: Young & Rubicam, Inc. © 18Sep57; KK129554.

Christmas morning and you're playing carols without taking a single lesson. (In Coronet, Dec. 1957, p.17) Appl. author: Young & Rubicam, Inc. © 19Nov57; KK130766.

The Christmas spirit's warmer in a home that has a Hammond organ. (In Better homes & gardens, Dec. 1957, p.9) Appl. author: Young & Rubicam, Inc. © 21Nov57; KK130765.

Dads send younger in a home that has a Hammond organ. (In Life, July 15, 1957, p.47) Appl. author: Young & Rubicam, Inc. © 11Jul57; KK127621.

New products in American business offer dealers the solid dollar profits offered by Hammond Organ's music's most valuable franchise. (In Piano trade magazine, Aug. 1957, cover) Appl. author: Young & Rubicam, Inc. © 1Aug57; KK128859.

A Hammond dealer operates a total sales and promotion plan ... (In Piano trade magazine, Nov. 1957, cover) Appl. author: Young & Rubicam, Inc. © 1Nov57; KK130767.

Hammond dealer security reinforced by restrictive franchise policy assures ... profits year after year. (In Piano trade magazine, July 1957, cover) Appl. author: Young & Rubicam, Inc. © 13Jul57; KK127630.

Hammond organ dealers benefit from a national advertising program ... (In Piano trade magazine, Oct. 1957, cover) Appl. author: Young & Rubicam, Inc. © 10Oct57; KK126699.

Magnificent tonal depth with Hammond's solid pedal unit; concert model organ. (In The American organist, June 1957, p.191) Appl. author: Young & Rubicam, Inc. © 13Jun57; KK128858.

Never mind lessons, forget dull practicing ... Hammond chord organ; picture music. (In Life, Aug. 12, 1957, p.57) Appl. author: Young & Rubicam, Inc. © 8Aug57; KK128860.

The new kind of organ, so easy to play you're a musician the first time you try. (In Life, June 3, 1957, p.91) Appl. author: Young & Rubicam, Inc. © 30May57; KK126933.

No room for tension in a home that has a Hammond organ. (In Ebony, Nov. 1957, p.69) Appl. author: Young & Rubicam, Inc. © 13Oct57; KK130768.

No room for tension in a home that has a Hammond organ. (In The Saturday evening post, Oct. 19, 1957, p.1) Appl. author: Young & Rubicam, Inc. © 16Oct57; KK130588.

Play music without lessons on this new kind of organ. (In Life, Oct. 7, 1957, p.139) Appl. author: Young & Rubicam, Inc. © 30Oct57; KK130700.

Price stability is a mark of public acceptance and dealer profit. (In Piano trade magazine, June 1957, cover) Appl. author: Young & Rubicam, Inc. © 13Jun57; KK126932.

There's companionship in a home that has a Hammond organ. (In The Saturday evening post, June 15, 1957, p.13) Appl. author: Young & Rubicam, Inc. © 12Jun57; KK126937.

Wherever Americans worship, Hammond organs help. (In The Military chaplain, Oct. 1957, p.3) Appl. author: Young & Rubicam, Inc. © 10Oct57; KK130698.

HAND (PETER) BREWERY CO. ©

Join us in a toast to your enjoyment all through the year. Meister Brew; Reserve brew. (In Illinois beverage Journal, Feb. 1957, p.4) © 6Feb57; KK130396.

HANNAU COLOR PRODUCTIONS. ©

Your gift problem is solved by Jordan Marsh; epicurean foods in clever containers. © 1Nov57; KK130050.

HANNY (CLIFFORD B.) & SON, INC. ©

All across the country, Hannay hose reels are being used to speed up petroleum deliveries ... (In Oil news) © 13Sep57; KK128848.

For every plant & purpose, a Hannay hose reel. (In Industrial equipment news, Sept. 1957, p.78) © 13Sep57; KK128275.

For faster, more efficient LPG deliveries look for this; Hannay hose reels. (In LF-gas, Aug. 1957, p.12) © 1Aug57; KK128863. Hose reels; quality in every detail. (In National petroleum news, Aug. 1957, p.182) © 1Aug57; KK128592.

Industrial hose reels; boost production, promote safety ... (In Industrial equipment news, Nov. 1957, p.90) © 1Nov57; KK128286.

King of beasts, dangerous? Yes, but loose or tangled hose is much more dangerous. Hannay hose reels. (In Occupational hazards, Oct. 1957, p.107) © 10Oct57; KK129252.

On front line fire equipment, only the best should be used; fire hose reel. (In Fire engineering, Oct. 1957, p.995) © 15Oct57; KK129661.

HAPPY-HOUR, INC. ©

Shish-ka-bob, America's newest game craze. Appl. author: Cecil B. Woofler. © 16Mar57; KK127736.

HARETT-GILMAR, INC. ©

Circus Boy, color by color; match color dots with colored pencils. No.312. Appl. author: Martin H. Lewis. © 1Feb57; KK126499.

HARLEQUIN CORP. ©

Fashion, the common denominator. Eyewear wardrobe. © 15Aug57; KK130003. Select the shape most flattering to your features; these eyeframe colors coordinate with your costume selection. © 15Aug57; KK130005.

HARMON, CLINTON L. sole owner ART-ADS SERVICE. SEE Art-Ads Service.

HARNISCHFEGER HOMES, INC. ©

Application for appointment as an authorized dealer-builder of Harnischfefer P & H homes. © 31Jul57; KK127475. Extensive research and planning add ... to Harnischfefer P & H homes. (In The Mortgage banker, Sept. 1957, p.5) © 15Aug57; KK128422.

Harnischfefer helps FHA dealer-builders every step of the way ... (In Savings & loan news, July 1957, p.14) © 1Jul57; KK126997. Presenting a new line of extra-feature Harnischfefer FHA homes ... (In House & home, July 1957, p.65) © 26Jun57; KK126996. Quality P & H homes; quality-made, low-priced for fast volume sales. (The Gordon, the Geneva [and others] © 7Aug57; KK129280.

HAROLDS CLUB. ©

Museum of the old west and the world's finest gun collection. Appl. author: Thomas Clay Wilson. © 29May57; KK127503.

HARRIS (B. W.) MANUFACTURING CO. ©

Zero King American warmer; sportswear. (In The New Yorker, Nov. 2, 1957, p.31) Appl. author: Fuller & Smith & Ross, Inc. © 2Nov57; KK129676.

HARRISON HOME PRODUCTS CORP. ©

Sprayer; sprays cleaner and wax on your car with one finger. © 19Sep57; KK128455.

HARRIS LIQUOR STORE. ©

Old Kentucky straight bourbon whiskey; blue label. Appl. author: Harry Slavitt. © 15Oct57; KK130581.

HARTFIELD STORES, INC. ©

Sweaterama fair, 1957; 6th annual sweater promotion. © 1May57; KK126468.

HATTON ENTERPRISES, INC. ©

Looking for your money? Let our collection notices retrieve it for you. Appl. author: James R. Hatton. © 1Jul57; KK126676.

HAWAIIAN PINEAPPLE CO., LTD. ©

Dole Bartlett pear halves. Contents 1 lb. 14 oz. © 15Sep57; KK128787. Dole Blue Lake French style green beans ... Contents 1 lb. © 15Sep57; KK128786.

Dole Blue Lake stringless cut green beans. Contents 1 lb. © 15Sep57; KK128788.

Dole fancy quality fruit cocktail ... Contents 1 lb. 1 oz. © 15Aug57 (in notice: 1956); KK128784.

Dole Florida Collier style whole Bartlett pears, stemmed and cored. Contents 1 lb. 14 oz. © 15Sep57; KK128784.

Dole tomato juice; salt added. Contents 1 pt. 2 fl. oz. © 15Sep57; KK128783.

Dole yellow cling peach halves. Contents 1 lb. 1 oz. © 15Sep57; KK128781.

Dole yellow cling peaches sliced. Contents 1 lb. 14 oz. © 15Sep57; KK128782.

HAYDON (A. W.) CO. ©

Precision interval timer. Bulletin A.W.H. RC 300, Sept. 1957. © 15Sep57; KK129557.

Sub-miniature hermetically sealed elapsed time indicators; 25200 series. Bulletin A.W.H. ET 602, Sept. 1957. © 13Sep57; KK129566.

Sub-miniature hermetically sealed repeat cycle timers; 4400, 25800 series. Bulletin A.W.H. RC 301. © 15Sep57; KK129805.

Sub-miniature hermetically sealed time delay relays; 4300, 25300 series. Bulletin A.W.H. TD 502, Sept. 1957. © 15Sep57; KK129568.

HAZEL'S FOOD PRODUCTS. ©

Speedy Fry for chicken; from pan to plate in 15 minutes. Net wt. 8 1/2 oz. © Hazel Hoag & George W. Hammond d.b.a. Hazel's Food Products (in notice: Hazle's Food Products); 19Aug57; KK128171.

HEADS & TAILS, INC. ©

Exciting prizes for exciting profit; hanger bolts. © 24Jan57; KK127032.

Importers of quality fasteners; autumn 1956. Stock list no.10, including current net prices. © 26Oct56; KK127031.

Importers of quality fasteners; spring 1957. Stock list no.11, including current net prices. © 23Mar57; KK127033.

New location, new items, larger stock in Bayonne; attention buyers of screws, nuts ... Eastern warehouse stocks listed no.2 ... Feb. 1957. © 30Jan57; KK128773.

Special; prices reduced on machine screw nuts; offer expires July 15. © 14Jun57; KK127034.

HECKMAN BISCUIT CO., a division of UNITED BISCUIT CO. SEE United Biscuit Co. ©

HEILMAN (O.) BREWING CO. ©

Here's Heilman's Old Style Junior, the biggest little fellow in town; just right, 8 full ounces, not just 7. (In The Becht daily news, Becht Mts. Dec. 3, 1957, p.10) Appl. author: Crompton Advertising, Inc. © 3Dec57; KK130461.

Introducing a new style for Old Style. (In Illinois beverage Journal, July 1957, p.50-53) Appl. author: Crompton Advertising, Inc. © 1Jul57; KK128848.



## HEILEMAN (G.) BREWING CO. © Cont'd.

It's your favorite, or you haven't tasted it yet; Old Style. [Man in glasses looking at man drinking beer] Appl. author: Earle Ludgin & Co. © 1Jun57; KK127277. Old Style: drinking the new style for old Style. (In The Milwaukee Journal, June 26, 1957, pt. 2, p. 22) Appl. author: Compton Advertising, Inc. © 26Jun57; KK125477.

Old Style is now wearing a new smile and Wesely Distributing Company ... has it. (In Manakto free Press, Aug. 6, 1957, p. 2) Appl. author: Compton Advertising, Inc. © 6Aug57; KK128072.

Old Style; light. Lager beer. Contents 12 fluid oz. © 10Jun57; KK128083. Refresh. Old Style. Hand holding goblet; picnic in pine trees. Appl. author: Compton Advertising, Inc. © 10ct57; KK130375.

## HEINLEY, PAUL PROPER. ©

Increase your Malibu shunter panel sales with these titled newspaper mats and copy. For the first time [and others] © 20Nov57; KK130212.

HENSCHEL, JOSEPH; HENSCHEL MANUFACTURING CO. SEE Henschel Manufacturing Co.

HENSCHEL MANUFACTURING CO. Patent notice: Yapo-Cool, the cap with the built-in cooling unit. (In Daily news record, Oct. 18, 1957, p. 12) © Henschel Manufacturing Co., Joe Henschel; 18Oct57; KK130279.

HERBERT INDUSTRIES, INC. © Spark: 1 car shampoo; the car shampoo that waxes, too. 8 fl. ounces. © 1Sep57; KK128337.

## HICKOK MANUFACTURING CO.

Positively finer Father's Day gifts by Hickok. Mahogany Sierra belt [and others] (In Look, June 25, 1957, p. 37) Appl. author: Kastor, Farrell, Chesley & Clifford, Inc. © Hickok Manufacturing Co. a.k.a. Hickok; 11Jun57; KK129621.

Positively finer Hickok belts, jewelry, wallets; the Hickok initials. (In The Saturday evening post, Apr. 13, 1957, p. 74) Appl. author: Kastor, Farrell, Chesley & Clifford, Inc. © Hickok Manufacturing Co. a.k.a. Hickok; 9Apr57; KK127096.

Positively finer Hickok belts; the Hickok colorful C collection. (In Look, June 11, 1957, p. 82) Appl. author: Kastor, Farrell, Chesley & Clifford, Inc. © Hickok Manufacturing Co. a.k.a. Hickok; 23Sep57; KK129620.

Positively finer Hickok jewelry. New champion sports jewelry. (In Field & stream, Oct. 1957, p. 48) Appl. author: Kastor, Farrell, Chesley & Clifford, Inc. © Hickok Manufacturing Co. a.k.a. Hickok; 24Sep57; KK129620.

## HIGGINBOTTOM, LESLIE, owner CASCADE PLASTICS. SEE Cascade Plastics.

HILL & HILL CO. © Tastes so rich, swallows so smooth. Kentucky straight bourbon whiskey. Gofler. © 4Sep57; KK130193.

## HILLBILLY ENTERPRISES.

Pure sorghum. © Donald L. Graves d.b.a. Hillbilly Enterprises; 30Aug57; KK129510.

## HILLS BROS. COFFEE, INC. ©

Dining alone with the family ... I serve Hills Bros. coffee, in-

stant or ground, says Mrs. John McHortor ... (In San Francisco Examiner, Mar. 17, 1957, p. 11) Appl. author: N. W. Ayer & Son, Inc. © 17Mar57; KK127411.

The first instant coffee that smells like coffee and tastes the way good coffee should. (In Sunset, June 1957) Appl. author: N. W. Ayer & Son, Inc. © 25May57; KK127406.

The flavor will tell you this is a wonderful new instant coffee. (In San Francisco Examiner, Nov. 15, 1956, section 3, p. 16) Appl. author: N. W. Ayer & Son, Inc. © 15Nov56; KK127403.

The Hills Bros. trademark, a sure sign of coffee goodness. [Persian man drinking from glass] (In Gazette, Berkeley, Calif., Feb. 19, 1957, p. 31) Appl. author: N. W. Ayer & Son, Inc. © 19Feb57; KK127412.

The Hills family invites your family to enjoy a wonderful new instant coffee. (In San Francisco news, Nov. 8, 1956, p. 21) Appl. author: N. W. Ayer & Son, Inc. © 8Nov56; KK127410.

The Hills family invites your family to enjoy the first instant coffee that smells like coffee. (In Union, San Diego, Calif.) Appl. author: N. W. Ayer & Son, Inc. © 29Nov56; KK127409.

How do you love the happiest husband in the world; ply him with coffee supreme cake ... thrill him with ... instant Hills Bros. coffee. (In Los Angeles times, Apr. 7, 1957, magazine section, p. 36) Appl. author: N. W. Ayer & Son, Inc. © 7Apr57; KK127413.

Instant Hills Bros. coffee; vending machine. One pound. © 3Dec57; KK130457.

It's the life of the party; good strong coffee. West Bend coffee maker. (In Chicago sun times) Appl. author: N. W. Ayer & Son, Inc. © 21Feb57; KK127414.

Now, wonderful flavor in an instant coffee. (In Guide, Fresno, Calif., Nov. 29, 1956, p. 16) Appl. author: N. W. Ayer & Son, Inc. © 29Nov56; KK127404.

What do ten red cents have to do with good strong coffee that's never bitter? (In Times-news, Twin Falls, Idaho, Nov. 12, 1956, p. 7) Appl. author: N. W. Ayer & Son, Inc. © 12Nov56; KK127408.

What do ten red cents have to do with good strong coffee that's never bitter? Two colors. (In Official Journal, Salem, Or., Nov. 16, 1956, p. 3) Appl. author: N. W. Ayer & Son, Inc. © 15Nov56; KK127407.

A wonderful new instant coffee; the taste tells you so. (In Evening gazette, Reno, Nev., Nov. 29, 1956, p. 1) Appl. author: N. W. Ayer & Son, Inc. © 29Nov56; KK127405.

HILTI RAPID FASTENING SYSTEMS, INC. © For fastenings that hold in concrete block, masonry, brick, even steel. Selector chart. Appl. author: H. Peter Rossiger. © 14Nov57; KK129965.

## HIRSE (S. A.) MANUFACTURING CO. ©

For basement and garage, Shely-It-All all steel storage units. Appl. author: Sander Allen. © 22May57; KK129326.

For garage and basement, shely-it-all steel shelving. Appl. author: Sander Allen. © 22May57; KK129189.

## Information and specification sheet.

Door'n Wall shelves by Shely-It-All. Model K-526. Appl. author: Sander Allen. © 15Jul57; KK128066.

New Door'n Wall shelves by Shely-It-All: steel shelving by Hirsch. Appl. author: Sander Allen. © 15Jul57; KK128067.

Specifications sheet; new Shely-It-All made exclusively by Hirsch. Model A 512 & model A 518. © 15Jun57; KK128068.

Specifications sheet; new Shely-It-All made exclusively by Hirsch. Model A 412. Appl. author: Sander Allen. © 15Jun57; KK128069.

## HOBOKON DIVISION, TODD SHIPYARDS CORP. SEE Todd Shipyards Corp.

## HODES-DANIEL CO., INC. ©

Better living begins with holiday cash from us today. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc., FCA Division (In notice: Hodes-Daniel Co., Inc., FCA Service Division); 30Jul57; KK127455.

Bills on your mind? Sweep them away with extra cash today. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc., FCA Division (In notice: Hodes-Daniel Co., Inc., FCA Service Division); 30Jul57; KK127451.

Brighten your home; ask for extra cash right here; right now. [Woman painting window box; man mixing paint] Appl. author: Robert M. Hodes. © 1Jul57; KK127151.

Cash in this gilt edge cash bond. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc., FCA Div.; 15Dec57; KK130884.

Catch this golden opportunity; golden cash request. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc., FCA Div.; 15Dec57; KK130883.

Easter-outfit your family; ask for extra cash right here, right now. [Mother & daughter in flowered hats] Appl. author: Robert M. Hodes. © 1Jul57; KK127152.

Enjoy a care-free vacation; ask for extra cash right here, right now. [Family packing station wagon] Appl. author: Robert M. Hodes. © 1Jul57; KK127147.

Forget a brighter tomorrow; get extra cash today; golden cash coupon. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc., FCA Div.; 15Dec57; KK130878.

For a brighter tomorrow, get extra cash today; golden cash coupon. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc., FCA Division; 30Jul57; KK127450.

Get set for winter; ask for extra cash right here, right now. [Boy & girl on sleigh] Appl. author: Robert M. Hodes. © 1Jul57; KK127146.

Get them set for back-to-school; ask for extra cash right here, right now. [Children coming out of school] Appl. author: Robert M. Hodes. © 1Jul57; KK127148.

Give them what they want with extra holiday cash from us. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc., FCA Division; 30Jul57; KK127449.

Golden cash account book. Appl. author: Robert M. Hodes. © Hodes-Daniel Co., Inc., FCA Div.; 15Dec57; KK130881.

- Good as gold; your name is good as gold here. 1958 credit card. Appl. author: Robert M. Hodess. © Hodess-Daniel Co., Inc., FCA Division; 30Jul57; KK127458.
- Good money bill; trade for a cash loan ... Appl. author: Robert M. Hodess. © Hodess-Daniel Co., Inc., FCA Div.; 15Dec57; KK120877.
- Groping for extra cash? Appl. author: Robert M. Hodess. © Hodess-Daniel Co., Inc., FCA Div.; 15Dec57; KK120886.
- Happy holiday; here is your 1958 credit card. Appl. author: Robert M. Hodess. © Hodess-Daniel Co., Inc., FCA Division; 30Jul57; KK127459.
- Here's your golden key to extra cash. Appl. author: Robert M. Hodess. © Hodess-Daniel Co., Inc., FCA Div.; 15Dec57; KK120886.
- Here's your holiday money; cash coupon. Appl. author: Robert M. Hodess. © Hodess-Daniel Co., Inc., FCA Division; 30Jul57; KK127453.
- Here's your signal to ask for extra cash from M-A-C. Appl. author: Robert M. Hodess. © Hodess-Daniel Co., Inc., FCA Division; 10Oct57; KK129095.
- Join the gold rush; cash claim certificate. Appl. author: Robert M. Hodess. © Hodess-Daniel Co., Inc., FCA Div.; 15Dec57; KK120882.
- Long gift list? Short budget? Ask for extra cash right here, right now. [Girl making out gift list] Appl. author: Robert M. Hodess. © 1Jul57; KK127153.
- Looking for extra cash to pay all your bills? Appl. author: Robert M. Hodess. © Hodess-Daniel Co., Inc., FCA Division; 30Jul57; KK127452.
- Make your car smoother, safer; ask for extra cash right here, right now. [Little boy fixing car] Appl. author: Robert M. Hodess. © 1Jul57; KK127145.
- Now is the time to come to Interstate for cash. Appl. author: Robert M. Hodess. © Hodess-Daniel Co., Inc., FCA Div.; 15Dec57; KK120888.
- Pay your taxes; ask for extra cash right here, right now. [Man making out tax form] Appl. author: Robert M. Hodess. © 1Jul57; KK127146.
- Someone ill? Pay the bill; ask for extra cash right here, right now. [Doctor examining little girl] Appl. author: Robert M. Hodess. © 1Jul57; KK127155.
- Spring clean your bills early; ask for extra cash right here, right now. [Girl sweeping up bills] Appl. author: Robert M. Hodess. © 1Jul57; KK127151.
- Still time for holiday money; extra cash coupon. Appl. author: Robert M. Hodess. © Hodess-Daniel Co., Inc., FCA Division; 30Jul57; KK127457.
- Stop wishing, start enjoying; ask for extra cash right here, right now. [Girl gazing at home appliances] Appl. author: Robert M. Hodess. © 1Jul57; KK127149.
- Time to clean up all your bills with extra cash from North Central. Appl. author: Robert M. Hodess. © Hodess-Daniel Co., Inc., FCA Div., 15Dec57; KK120885.
- Toc many bills? Wipe out all your bills with one quick loan today. Appl. author: Robert M. Hodess. © Hodess-Daniel Co., Inc., FCA Div.; 15Dec57; KK120879.
- What's inside this treasure chest? Extra cash for you; golden treasure coupon. Appl. author: Robert M. Hodess. © Hodess-Daniel Co., Inc., FCA Div.; 15Dec57; KK120880.
- Wipe out all your bills; ask for extra cash right here, right now. [Girl cranking blackboard] Appl. author: Robert M. Hodess. © 1Jul57; KK127150.
- Wrap 'em all up with one quick cash loan. Appl. author: Robert M. Hodess. © Hodess-Daniel Co., Inc., FCA Division; 30Jul57; KK127456.
- Write your own check if you can use extra cash ... First Industrial Bank of Maine. Appl. author: Robert M. Hodess. © Hodess-Daniel Co., Inc., FCA Division; 10Oct57; KK129096.
- Your holiday shopping list; get holiday cash now ... Appl. author: Robert M. Hodess. © Hodess-Daniel Co., Inc. (in notice: Hodess-Daniel Co., Inc., FCA Division); 30Jul57; KK127448.
- You're worth your weight in gold; golden cash voucher. Appl. author: Robert M. Hodess. © Hodess-Daniel Co., Inc., FCA Div.; 15Dec57; KK120889.
- HOGE, HAZEL & GEORGE W. HAMMOND d.b.a. HAZEL'S FOOD PRODUCTS. SEE HAZEL'S Food Products.
- HOLLEN, QUEEN. Foreign dolls to cut out and dress. SEE Platt & Munk Co., Inc. Modern dolls to cut out and dress. SEE Platt & Munk Co., Inc.
- HOLDER, LEONARD H. C. April Showers; right as rain ... The April Showers Company is specializing in all types of equipment for spraying lawns ... © 10Aug57; KK128432.
- HOLSUM UNIFIED BAKERS. © It's quick, it's Holsum, it's Fun. Father's the defending champion ... White enriched bread. (In St. Petersburg times, Jan. 10, 1957, p.28) Appl. author: The W. E. Long Co. © 10Jan57; KK126542.
- It's quick, it's Holsum, it's Fun. If you're playing tag ... White enriched bread. (In St. Petersburg times, Jan. 24, 1957, p.38) Appl. author: The W. E. Long Co. © 24Jan57; KK126544.
- It's quick, it's Holsum, it's Fun. Open the picnic season with a teen-age cook-out. Buns. (In Daily Intelligencer Journal, June 25, 1957, p.7) Appl. author: The W. E. Long Co. © 25Jun57; KK127239.
- It's quick, it's Holsum, it's Fun. The fish may not be hungry ... White enriched bread. (In Tampa morning tribune, June 6, 1957, p.22) Appl. author: The W. E. Long Co. © 6Jun57; KK126543.
- HOLY CHILDHOOD ASSN. Bring the Christ Child to His Friends; sell Holy Childhood Christmas seals. © Assn. of Holy Childhood, Inc. a.k.a. Pontifical Assn. of Holy Childhood & Holy Childhood Assn. 12Aug57; KK128462.
- HOPKINS ENGINEERING CO. © Data-Log. Bulletin no. C-101. C-102. C-103. C-104. C-105. C-106. C-107. C-108. C-109. C-110. C-111. C-112. C-113. C-114. C-115. C-116. C-117. C-118. C-119. C-120. C-121. C-122. C-123. C-124. C-125. C-126. C-127. C-128. C-129. C-130. C-131. C-132. C-133. C-134. C-135. C-136. C-137. C-138. C-139. C-140. C-141. C-142. C-143. C-144. C-145. C-146. C-147. C-148. C-149. C-150. C-151. C-152. C-153. C-154. C-155. C-156. C-157. C-158. C-159. C-160. C-161. C-162. C-163. C-164. C-165. C-166. C-167. C-168. C-169. C-170. C-171. C-172. C-173. C-174. C-175. C-176. C-177. C-178. C-179. C-180. C-181. C-182. C-183. C-184. C-185. C-186. C-187. C-188. C-189. C-190. C-191. C-192. C-193. C-194. C-195. C-196. C-197. C-198. C-199. C-200. C-201. C-202. C-203. C-204. C-205. C-206. C-207. C-208. C-209. C-210. C-211. C-212. C-213. C-214. C-215. C-216. C-217. C-218. C-219. C-220. C-221. C-222. C-223. C-224. C-225. C-226. C-227. C-228. C-229. C-230. C-231. C-232. C-233. C-234. C-235. 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HUDSON (H.D.) MANUFACTURING CO. ☉  
Cont'd.

Keep barn water contamination out of your house; non-back-siphon water bowls. (In SK12919 farming, Oct. 1957, p.114) © 18Sep57; KK129737.

Make turf-treating contracts more profitable; spraying equipment. (In Pest control, June 1957, p.30) © 1Jun57; KK126866.

Now, sell more sprayers and dusters than ever; new Hudson no.58 sales maker. © 35ep57; KK129139.

Only Hudson stalls give you all these features ... tandem type. (In Progressive farmer, Carolinas-Va. ed., Oct. 1957, p.130) © 20Sep57; KK128632.

Service parts; Petye power take-off sprayer pump. Form no.675. © 30Jun54; KK128632.

Winner compression sprayers. No.136 [a] No.116. © 30Aug57; KK129325.

HUDSON PRODUCTS CO. ☉

\$5.00 wise owl certificate. (Make up, spring is here) Appl. author: Max Levy. © 27Mar57; KK128070.

HUGHES AIRCRAFT CO. ☉

Creating a new world with electronics. Can microwave radio someday help you manage your business? Amplifier. (In U. S. news & world report, Mar. 15, 1957, p.28) Appl. author: Foote, Cone & Belding. © 11Mar57; KK127400.

Creating a new world with electronics. How far away are better X-ray pictures? Tonotron electron tube. (In U. S. news & world report, Aug. 2, 1957, p.58) Appl. author: Foote, Cone & Belding. © 29Jul57; KK127522.

Creating a new world with electronics. How soon can you ship by missile? Semiconductor. (In Business week, Nov. 10, 1956, p.151) Appl. author: Foote, Cone & Belding. © 30Nov56; KK127521.

Creating a new world with electronics. These messages about electronic wonders have been published ... (In U. S. news & world report, June 28, 1956, p.76-77) Appl. author: Foote, Cone & Belding. © 24Jun57; KK127523.

HUNTER DOUGLAS ALUMINUM CORP. ☉

Flexalux aluminum awnings; sun control for commercial and industrial buildings. Roll-up and stationary types. Catalog no.2422. © 70ct57; KK129666.

Flexalux custom-made window treatments. Two-Winger venetian blind (and others) Form no.428. © 70ct57; KK129667.

The new vertical look in window treatments; Flexalux draw draperies. Form no.3403. © 38ep57; KK128502.

Nothing takes the place of venetian blind; nothing takes the place ... for decorator versatility. Form no.409. © 25Jul57; KK128506.

Nothing takes the place of venetian blinds; nothing takes the place of Flexalux aluminum louvers and plastic tapes. Form no.420. © 25Jul57; KK128508.

Our venetian blinds made with Flexalux snap-back aluminum slats ... Form no.657. © 25Jul57; KK128507.

HURONELL CORP. ☉

Equine-toner; special formula for thoroughbred horses. Iron, thiamine, riboflavin. One pint. © 12Nov57; KK129970.

HURRICANE STEEL INDUSTRIES. ☉

Fences; commercial, residential, industrial. (In The Houston post, July 18, 1957, section 6, p.5) © 18Jul57; KK127729.

HYATE, L. M. ☉

Your new Ace art calendars, 1959. © 13Nov57; KK130728.

HYDROFONIC CHEMICAL CO., INC. ☉

HYPOXet, African violet food. Net wt. 1 lb. © 14Feb57; KK128844.

KILOMEX, crab grass killer; disodium methyl arsonate. Net wt. 5 oz. © 11Feb57; KK128843.

PELONEX, pelletized volcanic rock plant propagator and soil aerator. © 20Aug57; KK128842.

## I

IDEA HOUSE, INC. ☉

TV and radio Tube Detective; detects weak tubes. Dial your trouble here. © 23Sep57; KK129525.

IDEAL MACHINE SHOPS, INC. ☉

Double eye pressers. © 22Oct57; KK130586.

IGLER, E. T. ☉

Slim-Pac cigarettes. © 1May57; KK127763.

ILG ELECTRIC VENTILATING CO. ☉

Roof types; power ventilators. Type PRV and PRV-L (and others) Appl. author: Clarence William Dexter, Jr. © 19Sep57; KK129677.

Ventilating and heating equipment. Type BC airflow centrifugal fan. Appl. author: Clarence William Dexter, Jr. © 19Sep57; KK129769.

IMPERIAL OIL & GREASE CO., INC. ☉

Up to 8,000 miles between lube jobs with Molub-Alloy; program of metallic lubrication. (In Fleet owner) Appl. author: Western Advertising Agency. © 5Jul57; KK126788.

INDUSTRIAL DIVISION, WARNER ELECTRIC

BRAKE & CLUTCH CO. SEE Warner Electric Brake & Clutch Co.

INLAND AUTOMATIC, INC., subsidiary

INLAND MANUFACTURING CO. SEE Inland Manufacturing Co.

INLAND MANUFACTURING CO. ☉

It's the little things that count, like precision parts by Inland. [Hunter shooting at frightened duck] Appl. author: Buchanan-Thomas Advertising Co. ☉ Inland Automatic, Inc., subsidiary Inland Manufacturing Co.; 20ct57; KK129475.

It's the little things that count, like precision parts by Inland. [Man & dog scratching.] Appl. author: Buchanan-Thomas Advertising Co. ☉ Inland Automatic, Inc., subsidiary Inland Manufacturing Co.; 20Aug57; KK128381.

It's the little things that count, like precision parts by Inland. [Man handing twenty-dollar bill to bus driver.] Appl. author: Buchanan-Thomas Advertising Co. ☉ Inland Automatic, Inc., subsidiary Inland Manufacturing Co.; 20Jul57; KK128011.

It's the little things that count, like precision parts by Inland. [Mouse scaring elephants.] Appl. author: Buchanan-Thomas Advertising Co. ☉ Inland Automatic, Inc., subsidiary Inland Manufacturing Co.; 18ep57; KK128438.

IN-SINK-ERATOR MANUFACTURING CO. ☉ Darling, you're much too nice to be a garbage collector; garbage disposer. (In Vogue June 1957, p.46) © 1Jun57; KK126482.

INSUPERABLE EXTRACT CO., INC. ☉ Coriander, instant natural flavor; Liqui-Spice brand. 1 fl. oz. © 25Aug57; KK128504.

INTERCONTINENTAL MARKETING CORP. ☉ Bauer 68B; 6mm automatic. Now, professionally perfect movies everytime with Bauer's in-built Electro-Master control. (In The New Yorker, Mar. 23, 1957, p.135) © 23Mar57; KK130127.

INTERNATIONAL BUSINESS MACHINES

Color makes a difference; IBM electric typewriters. Appl. author: International Business Machines Corp., employer for hire of Herbert Klumball Saxe. © 8Jun56; KK128800.

There's a world of difference between letters; proportional spacing makes the difference. IBM electric typewriters. NM format, background, all paragraphs except first; Heritage type. © 25Aug56; KK128798.

The trend is clear; IBM electric typewriters. Appl. author: International Business Machines Corp., employer for hire of Harold W. Marvin in bear's den with Klumball Saxe. © 1Feb56; KK128799.

INTERNATIONAL DISTRIBUTORS. ☉

During the next four weeks, more farmers will buy International electric fences than ever before. (Dealer letter) © 1Apr57; KK127423.

Look, money saving value; Hi-Power electric fence battery. © 1Feb57; KK126557.

The most complete line; liberal cartage allowance. Fence wire; steel electric fence posts. © 1Mar57; KK127419.

INTERNATIONAL LATEX CORP. ☉

America's No.1 bra is elastic, all around. Latex Living bra. (In The American weekly, Nov. 10, 1957, p.27) Appl. author: Reach, McClinton & Co., Inc. © 10Nov57; KK130196.

At last, a really pretty cotton bra, only \$2.50 ... Revolutionary Playtex new Cotton-Pretty bra. (In American weekly, Sept. 15, 1957) Appl. author: Reach, McClinton & Co., Inc. © 18ep57; KK129771.

At last, a really pretty cotton bra ... revolutionary Playtex new Cotton-Pretty bra. (In The Courier-Journal magazine, Louisville, Ky, June 13, 1957, p.37) Appl. author: Reach, McClinton & Co., Inc. © 16Jun57; KK129845.

Beautiful in white, now stunning in black; a really pretty cold 'n hold zipper girdle. P7050. © 15Oct57; KK128979.

The biggest splash of the summer; colorful, rose-printed swimsuits. Playtex party brief ... Greta Plattery. (In The Evening bulletin, Philadelphia, June 19, 1957, p.B21) Appl. author: Reach, McClinton & Co. © 19Jun57; KK126808.



- Black and white cottons steal the spotlight. Greta Platry ... Playtex party brief. (In The Evening Bulletin, Philadelphia, June 12, 1957, p.30B) Appl. author: Reach, McClinton & Co., Inc. © 12Jun57; KK126807.
- Can't fool me. Playtex waterproofed silk pants. (In The Providence Journal, May 14, 1957, p.4) Appl. author: Reach, McClinton & Co., Inc. © 14May57; KK126723.
- Comfortable, economical, beautiful Playtex baby pants... © 12Jun57 (in notice: 1956); KK127009.
- Cool Playtex silk pants. P1030. © 20Apr57; KK130152.
- During October only, a \$3.95 Playtex Living bra free. (In Dayton daily news, Oct. 5, 1957, p.1B) Appl. author: Reach, McClinton & Co., Inc. © 6Oct57; KK129519.
- Exciting new Playtex bras, Cotton Pretty, Party Pretty. P8025. © 30Jun57; KK129171.
- The fabulous fit and carefree comfort you see on TV; Playtex high style bra. Ad no.BR159. © 20Jan57 (in notice: 1956); KK127010.
- Fall's smartest figures, most graceful figures will be held by ... Playtex new mold-n hold zipper girdles. (In American weekly, Sept. 29, 1957, p.17) Appl. author: Reach, McClinton & Co. © 29Sep57; KK128961.
- 55,000,000 women are wearing old ... shower caps; now Playtex brings the shower cap market to life. Shower Pretty. 5-3-5262. © 1May57; KK129890.
- The first ad ever to appear in The better way ... featuring the high ruffled, high turnover 100% cotton line. Gargle [and others] (In American druggist, Dec. 2, 1957, p.4 of cover) Appl. author: Reach, McClinton & Co., Inc. © 2Dec57; KK130367.
- For an eye-stopping figure with heavenly comfort ... Playtex party briefs. Ad no. BR524. © 15Apr57 (in notice: 1956); KK128992.
- For this year's smart new poured-in look; Playtex party briefs ... © 15Apr57; KK130167.
- Have softer, smoother, lovelier hands in 9 days plus protected manures. Playtex handsaver gloves. Ad no. GL58. © 31Mar57; KK130170.
- Heavenly comfort all day long for every summer activity. Playtex Living bras in cool, cool cotton. Ad no. BR131. © 1Jun57; KK130158.
- Heavenly comfort for every summer activity. Playtex Living bras in cool, cool cotton. P8007. © 28May57; KK130163.
- Here are some very important facts to help you make those sales. Regular shape cup and a full shape cup strapless bra. © 28Mar57; KK129884.
- Imagine, the freedom and comfort of a strapless bra ... introducing Playtex Living long-line strapless bra with stay-high contour cups. (In Dallas morning news, Oct. 6, 1957, pt.5, p.11) Appl. author: Reach, McClinton & Co., Inc. © 6Oct57; KK129292.
- Imagine, the freedom and comfort of a strapless bra ... new Playtex Living longline strapless bra ... © 11Nov57 (in notice: 1958); KK130110.
- Imagine, the freedom and comfort of a strapless bra ... Playtex long line strapless bra. (In Syracuse Herald-American, Syracuse, N. Y., June 16, 1957, p.20) Appl. author: Reach, McClinton & Co., Inc. © 16Jun57; KK128330.
- Introducing Playtex magic controller party girdle with snap-crotch. © 16Sep57; KK129168.
- Introducing the machine washable bras. Playtex Cotton-Pretty, Party-Pretty. 2032. © 1Nov57; KK130174.
- It's black magic; new Playtex mold 'n hold zipper girdle in black. q-800. © 20Oct57; KK129638.
- It's black magic; new Playtex mold 'n hold zipper girdle in black. Playtex Living longline bra. QB-608-50/50. © 20Oct57; KK129641.
- Keep baby comfortable with pants that stay soft, never stiffen. Playtex Dress-Bez baby pants. (In New York Mirror, Oct. 9, 1957, p.4) Appl. author: Reach, McClinton & Co., Inc. © 9Oct57; KK129123.
- The machine washable bras, Playtex Cotton-Pretty; Party-Pretty. P-3029. © 1Nov57; KK130175.
- The machine-washable bras; Playtex Cotton-Pretty, Party-Pretty. P-8030. © 31Oct57; KK130177.
- Move in beauty naturally in today's soft fluid fashions, Playtex Living bendable bras, mold 'n hold zipper girdle. GR601. © 15Aug57; KK129162.
- Move in beauty naturally in today's soft fluid fashions, Playtex Living longline bra, mold 'n hold zipper girdle. GR-558. © 15Aug57; KK129170.
- Never, never, never such heavenly comfort and fit in bras ... Playtex Living bra. (In Journal, every evening, Wilmington, Del., June 11, 1957, p.36) Appl. author: Reach, McClinton & Co., Inc. © 11Jun57; KK128329.
- New Playtex Cotton-Pretty bra; a really pretty cotton bra ... P8006. © 10May57; KK130166.
- New Playtex Cotton-Pretty bra; you'll never wear a bra like this ... BR122. © 30Apr57; KK130169.
- New Playtex Living longline strapless bra ... as seen on TV. P8029. © 15Oct57; KK129881.
- New Playtex Living longline strapless bra ... P8025. © 15Oct57; KK129880.
- New Playtex Magic-Cling bra with revolutionary lining back. BR-181. © 20Oct57; KK129640.
- New Playtex mold 'n hold zipper party girdle and girdle. 7038. © 30Jun57; KK130172.
- Newest, gayest coverall; Greta Platry's ... Playtex brief. (In The Evening Bulletin, Philadelphia, June 14, 1957, p.10) Appl. author: Reach, McClinton & Co., Inc. © 14Jun57; KK128809.
- Newest shower cap style; Playtex Shower Pretty. 5-2-6240. © 24Jan57 (in notice: 1956); KK127013.
- Newest swim cap fashion; Playtex Swim Pretty; fits all head sizes. © 15May57; KK130471.
- 1957's smartest figures are controlled in heavenly comfort by Playtex; Living long-line bra, mold 'n hold zipper girdle. Ad no. BR162. © 20Jan57 (in notice: 1956); KK127012.
- No dirty diapers to bring home from this trip. Playtex Dryper disposable diapers. 1037. © 30Jun57; KK130161.
- Now complete hand protection from cleanser and detergent chapping. Playtex Living gloves. GL-61. © 15Sep57; KK129154.
- Now get complete protection ... lovelier hands in 9 days. Playtex Living gloves. GL59. © 15Sep57; KK129165.
- Now, Playtex runs ... 10 power-packed ads ... starting Jan. 20th. Mold 'n hold zipper girdle. © 20Jan57 (in notice: 1956); KK127014.
- Now you can have the gift of softer shopping, lovelier hands; Playtex Living gloves, glamorous housework gloves. © 27Nov57; KK130678.
- The party line. Playtex Living bras. Ad no. BR169. © 30Jun57; KK130171.
- Playtex announces ... new brassiere fabric used exclusively in the new Playtex Magic-Cling bra with revolutionary lining back. © 15Oct57; KK129876.
- Playtex baby pants and bibs as seen on TV. © 11Nov57; KK130111.
- Playtex children's swim cap. © 15Mar57; KK130675.
- Playtex Cotton-Pretty bra; the prettiest cotton-and-elastic bra you'll ever find. © 9May57 (in notice: 1956); KK130676.
- Playtex gloves; America's fastest selling household gloves ... P3011. © 5Apr57; KK130155.
- Playtex gloves are the fastest-selling line ... cash in now with Playtex; tremendous advertising. P-1001. © 15Oct57; KK130164.
- Playtex handsaver glove floor self-sever no.3589. © 31Mar57; KK130162.
- Playtex hand saver gloves; the only household glove with saturation TV advertising this season. 3017. © 20Sep57; KK129877.
- Playtex Heart-Rest pillows. P8003. © 10Jul57; KK129163.
- Playtex helps you look your best for a happy honeymoon; bras & girdles. (In Bride & home, fall 1957, p.6) Appl. author: Reach, McClinton & Co., Inc. © 16Jul57; KK127704.
- Playtex Living bra; fabulous bra that young America is claiming ... (In The Knoxville news-sentinel, Apr. 7, 1957, p.D-10) Appl. author: Reach, McClinton & Co., Inc. © 7Apr57; KK126721.
- Playtex Living bra; for heavenly comfort all day long. P8021. © 31Mar57; KK129889.
- Playtex Living bras in cool, cool cotton; heavenly comfort all day long for every summer activity. Ad no. BR128. © 1Jun57; KK130165.
- Playtex Living gloves; bare hand comfort; as seen on TV. P3006. © 17Jan57 (in notice: 1956); KK127015.
- Playtex Living longline strapless bra with stay-high contour cups. BR187. © 20Oct57; KK129639.
- Playtex Magic-Cling bra; revolution a-yi clinging back can't slip. As seen on TV. P8028. © 15Oct57; KK129888.
- Playtex ... mold 'n hold zipper girdle in stunning jet-black. © 15Oct57; KK129886.
- Playtex mold 'n hold zipper girdle, 2032. © 30Jun57; KK130157.

## INTERNATIONAL LATEX CORP. © Cont'd.

Playtex Party-Pretty bra, 11.  
 © 20Oct57; KK130797.  
 Put yourself in a party mood;  
 Playtex Living bra as seen on TV.  
 Long-line; Bandeau. P8002.  
 © 30Jun57 (in notice: 1956);  
 KK129893.  
 Put yourself in a party mood with  
 Playtex Living bras, heavenly  
 comfort ... Living Bandeau;  
 Living longline. Ad no. BR116.  
 © 30Jun57 (in notice: 1956);  
 KK129891.  
 Revolutionary new Playtex Dryper  
 disposable diapers; Dryper pads.  
 P1039. © 1Aug57; KK130159.  
 Revolutionary Playtex new Cotton-  
 Pretty bra; dunk it in your wash-  
 ing machine. Ad no. BR125.  
 © 30Apr57; KK130168.  
 Sale; Playtex waterproof Dress-Bez  
 baby pants. Ad no. B334.  
 © 28May57; KK130672.  
 Sale; Playtex waterproof Dress-Bez  
 baby pants. (In Times-union,  
 Albany, N. Y., Aug. 6, 1957,  
 p.18) Appl. author: Reach,  
 McClin-ton & Co., Inc. © 6Aug57;  
 KK128331.  
 Save your hands from cleanse, and  
 detergent chapping; Playtex  
 hand-saver gloves. P9016.  
 © 30Sep57; KK129878.  
 Save your hands from cleanser and  
 detergent chapping. Playtex  
 Living gloves. P9015.  
 © 16Sep57; KK130155.  
 The smoothest summer lines begin  
 with Playtex bras and girdles.  
 (In Harper's bazaar, June 1957,  
 p.29) Appl. author: Reach,  
 McClin-ton & Co., Inc. © 2May57;  
 KK127689.  
 Special 2-for sale; Playtex water-  
 proof Dress-Bez baby pants.  
 P1032. © 13Nov57; KK130674.  
 Stretch in it ... Playtex Magic-  
 Cling bra with revolutionary  
 clinging back. (In The Miami  
 Herald, Aug. 25, 1957, p.13-2)  
 Appl. author: Reach, McClin-ton &  
 Co., Inc. © 25Aug57; KK128347.  
 Stretch in it, reach in it, bend in  
 it. Playtex Magic-Cling bra ...  
 © 6Nov57; KK130173.  
 They'll do you pretty; exciting  
 new Playtex bra. Cotton-Pretty;  
 Party-Pretty. BR-178.  
 © 1Nov57; KK130176.  
 Through all your shining hours;  
 Playtex Living bra. BR-190.  
 © 8Oct57 (in notice: 1956);  
 KK129637.  
 To give you the greatest holiday  
 volume ... Playtex magic trans-  
 forming magic to transform high  
 style bra ... Party Pretty.  
 © 15Oct57; KK129883.  
 To move in beauty naturally,  
 Playtex creates girdles. (In the look  
 of an all-in-one ... Playtex  
 Living long-line bra, Playtex  
 mold 'n hold zipper girdle.  
 (In American weekly, Oct. 13,  
 1957, p.11) Appl. author: Reach,  
 McClin-ton & Co., Inc. ©  
 13Oct57; KK129124.  
 To move in beauty, naturally, Play-  
 tex Living girdles. (In The  
 American weekly, Dec. 1, 1957,  
 p.12) Appl. author: Reach,  
 McClin-ton & Co., Inc. © 1Dec57;  
 KK130435.  
 Under slacks, shorts, swimuits;  
 Playtex panty briefs. F7017.  
 © 31Mar57; KK130156.  
 We did it; Playtex Living longline  
 strapless bra with contour cups.  
 © 15Oct57; KK129895.

We have the perfect bra for fash-  
 ion's newest lines; Playtex long  
 line bra. Ad no. BR504.  
 © 20Jan57 (in notice: 1956);  
 KK127011.  
 White sale, spectacular savings on  
 first quality Playtex girdles.  
 No. P8. © 25Jun57; KK129167.  
 Wonderful bra news; Playtex dia-  
 covers ... new exciting Playtex  
 Living strapless bra. (In Bingham-  
 ton press, July 23, 1957,  
 p.3-B) Appl. author: Reach,  
 McClin-ton & Co., Inc. © 21Jul57;  
 KK127040.  
 You can machine wash it; new Play-  
 tex Cotton-Pretty bra. P8003.  
 © 30Apr57; KK130154.  
 You can machine wash it; new Playtex  
 Cotton-Pretty bra. P8004.  
 © 30Apr57; KK129887.

INTERNATIONAL NICKEL CO., INC. ©  
 Inco nickel progress report;  
 freezing water to warm a mine.  
 (In Time, Sept. 9, 1957, p.125)  
 © 5Sep57; KK128579.  
 Inco nickel progress report; Inco  
 shows how bubble bath separates  
 nickel and copper minerals. (In  
 Time, July 1, 1957, p.53)  
 © 27Jun57; KK127052.

Inco shows how Canada's deepest  
 subway speeds nickel miners from  
 shaft to job. (In Time, Oct. 7,  
 1957, p.D, between 90-91)  
 © 30Oct57; KK129134.

## INTERNATIONAL PAPER CO. ©

Modern papermaking by International;  
 beating and refining. Making  
 headlines 25 years ago, national  
 news; August 1957. © 15Jul57;  
 KK126895.  
 Modern papermaking by International;  
 calendaring and winding. Making  
 headlines 25 years ago; entertain-  
 ment; November 1957.  
 © 15Oct57; KK129251.  
 Modern papermaking by International;  
 drying and surfacing treatment.  
 Making headlines 25 years ago;  
 national memorials; October 1957.  
 © 16Sep57; KK128427.  
 Modern papermaking by International;  
 finishing and shipping. Making  
 headlines 25 years ago; motion  
 pictures; December 1957.  
 © 18Nov57; KK130132.  
 Modern papermaking by International;  
 the Foundriner. Making head-  
 lines 25 years ago; literature;  
 September 1957. © 15Aug57;  
 KK127810.  
 Paper products in your daily life;  
 January 1958. © 18Dec57;  
 KK130893.

## INTERNATIONAL STEEL WOOL CORP. ©

Elephant brand steel wool; six-pak  
 assortment. 6 big pads. Appl.  
 author: National Folding Box Co.  
 © 14Jun57; KK127244.

## INTERSTATE BAKERIES CORP. ©

A friend of yours. Blue Seal  
 bread. (In Good housekeep-  
 ing, Oct. 1956, p.158) © 20Sep56;  
 KK128215.  
 No mixing, no fixing, just slice  
 and serve; Dolly Madison devil's  
 food cake. (In Good housekeep-  
 ing, Nov. 1956, p.181) © Inter-  
 state Bakeries Corp. a.k.a. Dolly  
 Madison Cakes; 20Oct56; KK128899.  
 See what you can do with a Dolly  
 Madison chiffon ring. (In Ladies'  
 home journal, Mar. 1957, p.219)  
 © Dolly Madison Cakes, a division  
 of Interstate Bakeries Corp.;  
 20Feb57; KK130964.

She's a lucky little girl if she  
 lives in or near Chicago ...  
 Good Housekeeping Butter bread.  
 (In Good housekeeping, Apr. 1956,  
 p.11) © 20Mar56; KK128911.  
 So good, so many ways; Schulz  
 Buttercutt Butter bread. (In Good house-  
 keeping, Nov. 1956, p.26)  
 © 20Oct56; KK127211.  
 Sprinkle with brown sugar; Blue  
 Seal bread. (In Good house-  
 keeping, Mar. 1957, p.202)  
 © 20Feb57; KK129561.

## INTERSTATE DIE CUTTING CO. ©

Printers and lithographers are  
 saying for one day service on  
 fine die cutting ... Appl. au-  
 thor: Erhardt K. Scott.  
 © 15Jul57; KK127420.

## ISODINE PHARMACAL CORP. ©

Announcing companion product to  
 fast selling Isodine gargle,  
 Isodettes antibiotic throat  
 lozenges. P6020. © 20Sep57;  
 KK129169.  
 At the height of the most successful  
 gargle season ... the golden  
 Bottle promotion ... © 15Dec57;  
 KK130799.  
 Concentrated Isodine gargle in the  
 new 4 ounce economy size bottle.  
 P6019. © 30Aug57; KK129166.  
 How leading hospital stops sore  
 throat pain fast. Isodine  
 gargle. (In New York mirror,  
 Oct. 9, 1957, p.46) Appl.  
 author: Reach, McClin-ton & Co.,  
 Inc. © 9Oct57; KK129102.  
 New deodorant mouthwash gives you  
 clean, fresh mouth for hours;  
 Isodine gargle. (In New York  
 daily news, May 14, 1957, p.40)  
 Appl. author: Reach, McClin-ton &  
 Co., Inc. © 14May57; KK126720.  
 New fast aspirin; instant iso-  
 aspirin. 100 tablets.  
 © 18Apr57; KK130673.  
 New instant aspirin stops pain in  
 minutes; iso-aspirin, analgesic  
 tablets. [Endorsed by] J. B.  
 Cizine [and others] (In The Evening  
 eagle, Wichita, Kan., Aug.  
 15, 1957, p.1A) Appl. author:  
 Reach, McClin-ton & Co., Inc.  
 © 15Aug57; KK129672.  
 New instant aspirin stops pain in  
 minutes; Iso-aspirin. (In The  
 News-sentinel, Fort Wayne, Ind.,  
 June 20, 1957, p.4) Appl. au-  
 thor: Reach, McClin-ton & Co., Inc.  
 © 20Jun57; KK130268.  
 New safe ice cream treatment stops  
 athlete's food itch ... Isodine.  
 (In New York daily news, June 24,  
 1957, p.52) Appl. author: Reach,  
 McClin-ton & Co., Inc. © 24Jun57;  
 KK126674.  
 Stop infection fast or we pay the  
 doctor. Isodine antiseptic; new,  
 safe painless iodine. P6010.  
 © 28May57; KK129888.  
 Stop sore throat pain fast with new  
 double-action antibiotic lozenges;  
 Isodettes. (In New York world-  
 telegram & sun, Dec. 2, 1957,  
 p.29) Appl. author: Reach,  
 McClin-ton & Co., Inc. © 2Dec57;  
 KK130460.  
 Stops sore throat pain fast; kills  
 flu virus on contact. Isodine  
 gargle. P6021. © 16Sep57;  
 KK130160.  
 Valuable; this golden Bottle card  
 may be worth \$76.69 to you.  
 Gargle. © 13Dec57; KK130798.  
 World's greatest germ-killer makes  
 world's greatest deodorant mouth-  
 wash; Isodine gargle. (In New  
 York daily news, May 27, 1957,  
 p.46) Appl. author: Reach,  
 McClin-ton & Co., Inc. © 27May57;  
 KK126722.

- JACKSON, PURVIS D. d.b.a. DECOR PRODUCTS OF FLORIDA.** SEE Decor Products of Florida.
- JACOBS [JOSEPH] ORGANIZATION, INC.** © The Best Foods, Inc. wishes you and yours a happy New Year; if the world stood on one foot. © 6Sep57; KK130856.
- Best wishes for a happy New Year from Hoffman Beverage Company; if the world stood on one foot. © 6Sep57; KK130852.
- Cordial New Year wishes; Kraft Foods Company; if the world stood on one foot. © 6Sep57; KK130853.
- A happy New Year; American Home Products Corporation; if the world stood on one foot. © 6Sep57; KK130855.
- The House of Seagram wishes you, your family and friends a happy New Year; if the world stood on one foot. © 6Sep57; KK130859.
- A Joyous New Year; General Foods Corporation; if the world stood on one foot. © 6Sep57; KK130857.
- New Year greetings to all Jewish people from Colgate-Palmolive Company; if the world stood on one foot. © 6Sep57; KK130858.
- To all Jewish people, a happy New Year from Calvert Distillers Company; if the world stood on one foot. © 6Sep57; KK130854.
- JACOBSEN MANUFACTURING CO.** © Jacobsen presents preview for profits; the outstanding power mower sales opportunity for 1958 ... Grass catching rotary, the deluxe 18-in. Turbo-Vac. (In American nurseryman, Sept. 15, 1957, p.27) Appl. author: Wesley Aves & Associates, Inc. © 15Sep57; KK129291.
- Jacobsen presents preview for profits; the outstanding power mower sales opportunity for 1958 ... The deluxe 18-in. Turbo-Vac grass catching rotary. (In Hardware retailer, Oct. 1957, p.238-239) Appl. author: Wesley Aves & Associates, Inc. © 10Oct57; KK129285.
- JERCLAYDON, INC. ©** Glamorene, upholstery cleaner; a concentrate. Net contents 1 pint. NM: all new except trademark on red background, pictures of blue chair, black chair & woman. © 10Jul57; KK128059.
- JIFFY ENTERPRISES, INC. ©** Picture hangers; holds 15 pounds. Appl. author: Joseph M. Margulis. © 10Aug57; KK128185.
- Picture hanging eyelets; holds 5 lbs. Appl. author: Joseph M. Margulis. © 3Dec56; KK128187.
- JOHANNIOMAN, ROBERT & WILLIAM JOHANNIOMAN d.b.a. LOVELAND AQUATICS.** SEE Loveland Aquatics.
- JOHANNIOMAN, WILLIAM & ROBERT JOHANNIOMAN d.b.a. LOVELAND AQUATICS.** SEE Loveland Aquatics.
- JOHNSON, LEO C. ©** Now you can see with Lenz-J; cleans cataracts & binocular lenses ... © 13May57; KK128058.
- JOHNSON & JOHNSON. ©** Create these unique dolls yourself with new J & J Rapid-Flo and Dress-a-Doll disks, now in a rainbow of colors. Little Bo-Pop [and others] © 16Jul57; KK129591.
- Dressing procedure guide; wound classification and dressing requirements. © 10Jun57; KK128618.
- Now, two sizes Band-Aid butterfly closures; surface closures for small wounds. (In Industrial medicine & surgery, June 1957, p.9) Appl. author: Cummins Associates, Inc. © 10Jun57; KK126859.
- 1 - 2 one large Surgic linen saver, 23" x 24" equals two regular underpads, 17" x 24". (In Nursing home administrator, Mar. 1957, p.56) © 25Feb57; KK128619.
- The Rapid-Flo check-up is a common sense method to make more money from milk; Rapid-Flo Fibre-Bonded filter disks. (In The Farmer, Aug. 3, 1957, p.37) © 3Aug57; KK128931.
- Yes, there is a difference in filter disks; Rapid-Flo Fibre-Bonded filter disks. (In Journal of milk & food technology, Shelbyville, Ind., Apr. 1957, p.1) © 20Mar57; KK128750.
- JOHNSON CITY PUB. CO., INC. ©** Miller filter boots. 813-16. © 20Oct57; KK129037.
- JOHNSTON & MURPHY. ©** When I wear the beat, I feel I am the best. The center-buckled Swastbuckler. (In New Yorker, Sep. 28, 1957, p.54) Appl. author: Hookmore Co. © 26Sep57; KK129028.
- JONES BAKERIES, INC. ©** Said Little Jack Horner from his spot in the corner ... Holsum enriched bread, thin slice. (In Winston-Salem Journal, Sept. 21, 1957) Appl. author: Madway B. Sell. © 21Sep57; KK128600.
- JUDSON DUNAWAY CORP. ©** Get rid of toilet bowl odor and stains; use perfumed Tanish toilet bowl cleaner. (In Ladies' home Journal, July 1956, p.112) Appl. author: J. M. Mathes, Inc. © 28Jun56; KK130364.
- JUNO MATE CO. ©** The delightful South American beverage. Toasted; 24 packets. Net wt. 1.6 oz. © 10Dec57; KK130605.
- K**
- K & N MODEL CO.** Miss Bardahl, U-1; unlimited hydro-plane. 1,95-200. © W. A. Knutson & M. I. Nelson d.b.a. K & N Model Co. (In notice: K & N Models); 25Jul57; KK128630.
- KAISER ALUMINUM & CHEMICAL CORP. ©** Imagination in aluminum. Amphibious trailer by Kaiser ... (In Kaiser aluminum news, Sept. 1957, p.4 of cover) © 6Sep57; KK128932.
- Imagination in aluminum. Automobile. (In Kaiser aluminum news, Aug. 1957, p.4 of cover) NM: "discussion of drawing added." © 5Aug57; KK128884.
- Imagination in aluminum. Automobile interior ... (In Kaiser aluminum news, Nov. 1957, p.4 of cover) NM: discussion of drawing. © 12Nov57; KK130179.
- Imagination in aluminum. Desk. (In Kaiser aluminum news, July 1957, p.4 of cover) © 30Jun57; KK128889.
- Imagination in aluminum. Packaging forms ... (In Kaiser aluminum news, Oct. 1957, p.4 of cover) © 10Oct57; KK130178.
- KAR KOVER RENTAL SERVICE. ©** Car dealers, like Jack Mitchell, Inc. ... choose the finest clear-span metal canopies with Kover-King Car Kovers. (In Texas independent automobile dealers news, Oct. 1957, p.42) Appl. author: Leighton Garland Dotson. © 18Oct57; KK129616.
- Fleetwood model Kover-King Car Kover; custom specifications for Leighton G. Appl. author: Leighton Garland Dotson. © 23Jun57; KK130483.
- Imperial model Kover-King drive-in canopy; custom specifications for Leighton G. Appl. author: Leighton Garland Dotson. © 23Jun57; KK130486.
- Rental agreement; 12 x 27 ft. Imperial model. Appl. author: Leighton Garland Dotson. © 8Sep57; KK130487.
- KASHINS, HERMAN. ©** Authentic, original American Tole lamp. Tower Craftsmen, NM: manufacturer's name substituted for Georgian Lighting Studio; 2d paragraph of history. © 17Jun57; KK126820.
- KATHER, ALFRED. ©** Diagram gauges; butyl latex, A B C type. © 18Jun57; KK128889.
- KAY ELECTRIC CO. ©** Attenuators; high frequency switchable attenuators zero or fixed insertions. Appl. author: John Gilmore. © 21Aug57; KK128703.
- Audiolator; all-transistorized beat-frequency audio oscillator. Appl. author: John Gilmore. © 16Oct57; KK129781.
- The calibrated Mega-Sweep, a most wide range sweeping oscillator ... Also three other models. Appl. author: John Gilmore. © 21Aug57; KK128936.
- Complete equipment for precision measurement of gain or loss in components and systems. Gain Set. Appl. author: John Gilmore. © 18Aug57; KK128732.
- For color television as well as black and white ... new Mega-Pix, Sr.; picture and sound carrier. Appl. author: John Gilmore. © 21Aug57; KK128935.
- For noise figure measurement from 10-300 mc; Mega-Noise Sr. Appl. author: John Gilmore. © 18Aug57; KK128734.
- For visual alignment of low frequency amplifiers; Kilo-Sweep. Appl. author: John Gilmore. © 18Aug57; KK128733.
- Marka-Sweep, model video 50; combined video, I.F. sweeping oscillator, with pulse type marks. Appl. author: John Gilmore. © 8Sep57; KK130065.
- Microwave Mega-Nodes; calibrated microwave noise generators. Appl. author: John Gilmore. © 13Sep57; KK130066.
- Proven Kay vacuum-tube voltmeter to 50 mc; Microiter. Appl. author: John Gilmore. © 18Aug57; KK128775.
- Rada-Pulser, Sr.; a wide range pulsed-carrier signal generator. Appl. author: John Gilmore. © 13Sep57; KK130067.
- Transifier; wide-band, plug-in, transistorized video amplifier. Appl. author: John Gilmore. © 16Oct57; KK128788.
- Vari-Sweep ... versatile laboratory sweeping oscillator and signal generator ... Appl. author: John Gilmore. © 21Aug57; KK128937.



**KAYSER (JULIUS) & CO.**

Classic patterns in 1957 ... Catalina's ... Regimentals [k] Madras; planned beachwear catalogues. In Apparel arts, Oct. 1956, p.94-95. Appl. author: Lee Garfield, Peck Advertising Agency. © Catalina, Inc. (In notice: Catalina, Inc., a division of Julius Kayser & Co.); 9Oct56; KK127505.

**KEEBLER BISCUIT CO.**, division of UNITED BISCUIT CO. OF AMERICA. SEE United Biscuit Co. of America.

**KELLEY, WILLIAM O., MARK N. WORTHINGTON & WILLIAM R. KELLEY** composing the partnership KELWORTH FISH LURES. SEE Kelworth Fish Lures.

**KELLEY, WILLIAM R., WILLIAM O. KELLEY & MARK N. WORTHINGTON** composing the partnership KELWORTH FISH LURES. SEE Kelworth Fish Lures.

**KELLOGG CO. ©**

Corn Flakes; large size. PAA's new Jet Clipper; big 9-inch play model. © 21Aug57; KK127577. Kellogg's will pay you 25¢ for trying this big plateful of marshmallow crispy treats. Rice Krispies. Woody Woodpecker. (In Life, Nov. 25, 1957, p.51) Appl. author: Leo Burnett Co., Inc. © 25Nov57; KK130453.

Outwit Mr. Twister, win \$50,000 in new Kellogg's contest. Rice Krispies; notables. Colorado Springs gazette-telegram, July 18, 1957, p.32. Appl. author: Leo Burnett Co., Inc. © 18Jul57; KK127939.

Protein. Kellogg's discovers a great new high-protein food in a delicious new ready-to-eat cereal food. Special K. (In Fortune, May 1957, p.107) Appl. author: Leo Burnett Co., Inc. (In Life, Sept. 16, 1957, p.63) Appl. author: Leo Burnett Co., Inc. © 16Sep57; KK128461.

Protein: Kellogg's discovers a great new high-protein food ... Special K. Father & daughter. (In Life, Oct. 7, 1957, p.146) Appl. author: Leo Burnett Co., Inc. © 7Oct57; KK128962.

Protein; Kellogg's new food discovery. Special K. Man at store counter. (In Life, Nov. 11, 1957, p.3) Appl. author: Leo Burnett Co., Inc. © 4Nov57; KK129756.

**TMT celebration.** [Endorsed by] Patil Page. Corn flakes, Rice Krispies. (In Chicago daily tribune, Oct. 11, 1957, pt.3, p.12) Appl. author: Leo Burnett Co., Inc. © 11Oct57; KK129755.

**TMT celebration.** Supermarket [and others] Corn flakes, 40¢ bran flakes [and others] N-1189. (In Chicago Sunday tribune, Oct. 13, 1957, comic section, p.8-9) Appl. author: Leo Burnett Co., Inc. © 13Oct57; KK129758.

**TMT celebration.** Wild Bill Hickok & Jingles [and others] Corn flakes, Rice Krispies [and others] (In Chicago daily tribune, Oct. 18, 1957, pt.3, p.12) Appl. author: Leo Burnett Co., Inc. © 18Oct57; KK129757.

**3 big coloring contests.** Sugar Pops, Sugar Smacks, frosted flakes. N-1164. (In Chicago Sunday tribune, Oct. 20, 1957, comic section, p.3) Appl. author: Leo Burnett Co., Inc. © 20Oct57; KK129754.

**KELWORTH FISH LURES.**

Sure fire Samhook, salmon egg lure; hook concealed in egg permanent bait ... © Kelworth Fish Lures a partnership consisting of Wil-

liam O. Kelley, Mark N. Worthington & William R. Kelley; 6Apr57; KK127198.

**KEMP (C. M.) MANUFACTURING CO. ©**

Electric reactivated Kemp Oriad dryers. Bulletin D-103. Appl. author: Van Sant, Dugdale & Co., Inc. © 9Sep57; KK128464.

Improved; Kemp model 2 MIKE inert gas producer. Bulletin 1-12. Appl. author: Van Sant, Dugdale & Co., Inc. © 12Aug57; KK128000.

Large capacity Kemp convection dryers. Bulletin D-106. Appl. author: Van Sant, Dugdale & Co., Inc. © 9Sep57; KK128465.

New from Kemp, rare gas purifier. Bulletin no.D-105. Appl. author: Van Sant, Dugdale & Co., Inc. © 12Aug57; KK127939.

Steam reactivated Kemp Oriad dryers. Bulletin D-102. Appl. author: Van Sant, Dugdale & Co., Inc. © 9Sep57; KK128463.

**KENLIE & ASSOCIATES. ©**

Home secretary and household file. Appl. author: Albert A. Beste. © 10Jan57; KK128469.

**KENMAR MANUFACTURING CO. ©**

Relax tensions the natural way ... amazing new chair massages you while you read and relax in your own home. Swing King. (In The Record argo, Greenville, Pa., Aug. 15, 1957) Appl. author: Werner Lentz. © 15Aug57; KK130046.

Relaxes, reduces, revitalizes with soothing massage; use a Kenmar Swing King vibrator plus speed control. (In The Daily leader, East Palestine, Ohio, Aug. 7, 1957, p.3) Appl. author: Werner Lentz. © 7Aug57; KK130045.

Want to lose weight? Use a Swing King vibrator massage chair. (In Scottsbluff daily star-herald, Apr. 25, 1957, p.5) Appl. author: Kenneth M. Rode. © 25Apr57; KK126505.

**KENNRATRACK CORP. ©**

Design idea; the Mr. and Mrs. closet. Mirrors and gliding doors with hardware by Kennatrack. (In Architectural record, Aug. 1957, p.280) © 5Aug57; KK128041.

More fast sales ... with the new Kenna-pak all steel gliding door wardrobe header assembly; sound-conditioned hardware. © 1Aug57; KK128507.

More sales, more profit ... with Seattle fascia track; sound-conditioned hardware. © 1Aug57; KK128506.

Now builders can install a complete wardrobe header assembly ... Kenna-Pak; sound-conditioned gliding door hardware. (In American lumberman & building products merchandiser, Sept. 2, 1957, p.54) © 30Aug57; KK128517.

**KENNRATRACK CORP. SEE ALSO EKO Products Co.**

**KENNER PRODUCTS CO.**

Battery motor play drill, with work bench and 6 play tools. No.245. © Bromo-Mint Co. d.b.a. Kenner Products Co.; 20May57; KK126425.

Instruction sheet for easy building with Kenner's girder and panel building sets. © Bromo-Mint Co. d.b.a. Kenner Products Co.; 6Sep57; KK129355.

New kind of building toy ... girder and panel building set. Set no.1. Contains: 24 upright girders ... © Bromo-Mint Co. d.b.a. Kenner Products Co.; 6Sep57; KK129356.

New kind of building toy ... girder and panel building set. Set no.2. Contains: 40 upright girders ... © Bromo-Mint Co. d.b.a. Kenner Products Co.; 6Sep57; KK129357.

New kind of building toy ... girder and panel building set. Set no.3. Contains: 60 upright girders ... © Bromo-Mint Co. d.b.a. Kenner Products Co.; 6Sep57; KK129358.

Planning book; girder and panel building set. Set no.1. © Bromo-Mint Co. d.b.a. Kenner Products Co.; 6Sep57; KK129354.

Planning book; girder and panel building set. Set no.2. © Bromo-Mint Co. d.b.a. Kenner Products Co.; 6Sep57; KK129353.

Play drill, with work bench and 6 safe play tools ... © Bromo-Mint Co. d.b.a. Kenner Products Co.; 20May57; KK126424.

**KENTILE, Inc. ©**

Now everyone can afford the practical luxury of new Kenokk. Decorators are giving a new, light touch to luxurious floors and walls today. (In Life, May 21, 1956) © 17May56; KK129039.

**KERR-MCGEE OIL INDUSTRIES, INC. ©** Kerr '46, new key to Davy Jones' locker and fuels for the future. (In Fortune, July 1957, p.173) Appl. author: Winius-Brandon Co. © 25Jun57; KK127131.

Wherever you see this emblem, there Kerr-McGee is developing fuels for the future. (In Fortune, May 1957, p.196-197) Appl. author: Winius-Brandon Co. © 30Apr57; KK127130.

**KERSKER, INC. ©**

My personal Christmas card recording; personalized advertising. Appl. author: William H. Kersker, Jr. © 5Aug57; KK127557.

This certificate is valuable; bonded value used car. George Byers Sons, Inc. Appl. author: William H. Kersker, Jr. © 7Aug57; KK127556.

**KETCHAM & MCDUGALL, INC. ©**

The story behind "since 1832", the 125 years of Ketcham & McDugall, Inc. Pat products; Aqua products. Appl. author: Richard McDugall. © 1May57; KK126531.

**KETCHUM, HARRY H. ©**

The Rite Rider; fire-like red reflecting, skull bones. Provides life-saving, night-time protection when applied to cars ... © 22Jun57; KK129240.

**KWANEK BOLLER DIVISION, AMERICAN-STANDARD.** SEE American Radiator Standard Sanitary Corp.

**KEY MUSIC CO.**

Key Music Co. presents Bobby Ladd singing a picture of Christmas b/w No more blues. © Key Music Co., solely owned by Roy W. Laswick; 1Dec57; KK130651.

**KEYBOARD JR. PUBLICATIONS, INC. ©** Keyboard Jr. recordings. 33 1/3 long playing microgroove fidelity. © 10Sep56; KK126753.

**KIEKHAEPER CORP. ©**

I've tried 'em under every condition and I'm a rotary man. by Roy Rogers ... Outboards for 1957. (In Life, June 24, 1957, p.56) © 24Jun57; KK130738.

- Mercury for 1957; outboards, 6 to 60 horsepower. Appl. author: Arthur Gillespie. © 18Jan57; KK127769.
- Mercury's the greatest; way ahead in 1958; 4 great new outboards. Mark 78 (and three others) (In Life, Sept. 23, 1957, p.92-93) © 23Sep57; KK130739.
- KIMBALL (MILES) CO. © Christmas cards by Miles Kimball of Oshkosh. © 11Sep57; KK129445.
- KIMBERLY-CLARK CORP. © Another important promotion from the leader, Kotex; fabulous Pick-a-Pearl bracelet offer. Kotex napkins and Kotex belts. (In Chain store age, grocery executives ed., Aug. 1957, p.36-37) Appl. author: Leslie Mather. © 30Jul57; KK127958.
- Send for this new Pick-a-Pearl bracelet; \$1.00 and the end flap from any box of Kotex napkins... (In Western family, Oct. 1957, p.6) Appl. author: Les Mather. © 26Sep57; KK129636.
- KIMS SANDWICH SHOPPE, INC. © Outgoing menu; when dining out visit Kims. Appl. author: William Outterman. © 11Jun57; KK128100.
- KINGSPOST PRESS, INC. © Colonial Williamsburg. (Essays on Doorways to American culture, by Paul M. Angle & Earl Schenck Miers, no.20) (In Publishers' weekly, Aug. 5, 1957, p.63) © 5Aug57; KK127543.
- Foreign Policy Association. (Essays on Doorways to American culture, by Paul M. Angle and Earl Schenck Miers, no.22) (In Publishers' weekly, Oct. 7, 1957, p.53) © 7Oct57; KK129101.
- Grand Club, New York City. (Essays on Doorways to American culture, by Paul M. Angle & Earl Schenck Miers, no.21) (In Publishers' weekly, Sept. 2, 1957, p.55) © 2Sep57; KK128264.
- The Indiana Historical Society. (Essays on Doorways to American culture, by Paul M. Angle & Earl Schenck Miers, no.23) (In Publishers' weekly, Nov. 4, 1957, p.65) © 4Nov57; KK129904.
- The New York Public Library. (Essays on Doorways to American culture, by Paul M. Angle & Earl Schenck Miers, no.19) (In Publishers' weekly, July 1, 1957, p.77) © 1Jul57; KK126540.
- KINNEY, WILL. The Fountain of Youth; 25 minute 16mm sound color motion picture. What the film is about. © 15Jun56; KK127636.
- KIPLINGER, LELA D. © The Lazy Reader, a new... bedroom accessory. © 30Oct57; KK129617.
- KIRBRO CO. © Saks Fifth Avenue. [Circle design] Appl. author: Kirchheimer Bros. © 18Sep56; KK128168.
- Saks Fifth Avenue. [Straight line design] Appl. author: Kirchheimer Bros. Co. © 18Sep56; KK128167.
- KITCHEN OF SARA LEE, INC. © Sara Lee all butter chocolate brownies with chocolate pecan icing; frozen fresh from the oven. Net wt. 14 oz. © 1Oct57; KK130833.
- Sara Lee all butter pound cake; frozen fresh from the oven. Net weight 12 oz. NM: pictorial illus. & text. © 1Oct57; KK130831.
- Sara Lee chocolate cake; frozen fresh from the oven. Net wt. 10 oz. NM: pictorial illus. & text. © 1Oct57; KK130834.
- Sara Lee cream cheese cake; frozen fresh from the oven. Net weight 1 lb. 5 oz. NM: pictorial illus. & text. © 3Oct57; KK130832.
- KIT'S MANUFACTURING CO. AtomKnee cowboy jeans. 10 oz. per sq. yd. © George Dickstein d.b.a. Kit's Manufacturing Co.; 24Sep57; KK128528.
- Cowboy Jeans; double knee... 10 oz. per sq. yd. © George Dickstein d.b.a. Kit's Manufacturing Co.; 24Sep57; KK128524.
- KIT'S MANUFACTURING CO. SEE ALSO Dickstein, George.
- KLEESON'S, INC. © Call PU 5-2622 for wrought iron columns, railings... (In East Liverpool review, East Liverpool, Ohio, May 27, 1957, p.18) © 27May57; KK130849.
- We aren't millionaires, but wrought iron gives our home a richer look. (In East Liverpool review, East Liverpool, Ohio, Apr. 15, 1957, p.17) © 15Apr57; KK130848.
- KLEIN, PHILIP A. sole owner PAK PIX. SEE Pak Pix.
- KLIEGL BROS. UNIVERSAL ELECTRIC STAGE LIGHTING CO., INC. © Theatrical lighting. Catalog no.T-61. © 1Nov57; KK130778.
- KNIGHT & SILBERT, INC. © Improve your self with this new Roper analyzer... Compliments of the Equitable Life Assurance Society of the United States. NM: instruction & charts. © 20Jun57; KK128009.
- KNOX (CHARLES E.) GELATINE CO., INC. © Lovely fingernails for women whose nails are now brittle, breaking, splitting; Knox protein drink. NM: new pictorial material. © 1Mar57; KK128883.
- KNOX GELATINE CO. © Don't waste money on unproved remedies for spitting nails; drink only once a day... (In Good housekeeping, Oct. 1957, p.290) Appl. author: Charles W. Hoyt Co., Inc. © 19Sep57; KK130440.
- I reduced for keeps, that's why I recommend the Nox eat-and-reduce plan... writes Miss Rose Lee Oger, New York nutritionist. (In Good housekeeping, Oct. 1957, p.239) Appl. author: Charles W. Hoyt Co., Inc. © 19Sep57; KK130439.
- Lovely, pliant fingernails; drink only once a day... (In Vogue, Oct. 15, 1957, p.11) Appl. author: Charles W. Hoyt Co., Inc. © 15Oct57; KK130438.
- The one way to help spitting nails... once a day drink one 5¢ en-velpe... (In Good housekeeping, Sept. 1957, p.219) Appl. author: Charles W. Hoyt Co., Inc. © 20Aug57; KK130437.
- KNUDSEN DAIRY PRODUCTS CO. d.b.a. TODDS DAIRY CO. SEE Todds Dairy Co.
- KNUTSON, W. A. & M. I. NELSON d.b.a. K & N MODEL CO. SEE K & N MODEL CO.
- KONOW, HERMAN W. & REINALD C. REGUA; REKO PRODUCTIONS. SEE Reko Productions.
- KOTARIDES BAKING CO., INC. © Vogue, new formula bread; high protein. Net wt. 1 lb. © 10Jun57; KK129371.
- KUBSY INDUSTRIES, INC. © Modern crayon set; shows how to use colors and create beautiful designs into a picture... No. All. This set contains bright color crayons... Appl. author: Ted Burnett. © 1Oct57; KK129559.
- KULP, EMIL d.b.a. AMPO-TERIK ASSOCIATES. SEE AMPO-TERIK Associates.
- KONSTMANAS, POVLIS. Skadrijoji... vodka. 100 proof. © Povliss Konstmanas & Bally Pakatas; 15May56 (in notice: 1957); KK126592.
- L
- LA BORA, INC. © Foot Pal instant spray for the modern foot care. Net wt. 4 oz. Appl. author: Irene Ekokstein. © 31Jul57; KK128985.
- For the dapper dog; Dogette, dog fresher. Net wt. 5 1/2 oz. Appl. author: Irene Ekokstein. © 23Jul57; KK127160.
- Fresh in Dress clothes fresher. Net wt. 5 oz. Appl. author: Irene Ekokstein. © 31Jul57; KK128994.
- LACLEDE GAS CO. © Still the ultimate complaint; now you're cooking with gas... Roper deluxe model 5284 (In St. Louis globe-democrat, Sept. 2, 1957, p.110) Appl. author: D'Arcy Advertising Co. © 23Sep57; KK128908.
- Who are the coolest cooks in the crowd? Why, you, and Chef Blue Flame, of course. (In From, Aug. 1957, p.2 of cover) Appl. author: D'Arcy Advertising Co. © 6Aug57; KK129110.
- LAKELAND NURSERIES SALES CORP. © Wild about Nearly Wild, the radiant pink hybrid that gives you thousands of roses from a single plant. © 17Nov57; KK130670.
- LAKEVIEW LABORATORIES, INC. © For two of your most troublesome problems... Cantil, For the color; Tidal, for generalized G. I. disorders. 22057. © 1Oct57; KK129866.
- In hospital pediatrics; Infaron, intramuscular Iron-antibiotic complex. 21357. © 1Oct57; KK129867.
- Neohydrin relieves symptoms by promoting diuresis in these clinical conditions: cardiac failure... © 1Jul57; KK127595.
- LAMBERT-HUNDT DIVISION, WARNER-LAMBERT PHARMACEUTICAL CO. SEE Warner-Lambert Pharmaceutical Co.
- LAMBERT RESEARCH ASSOCIATES. © Try this amazing, new, easy weight control plan. Easy-Off reducing agent. 4-11. Appl. author: Theresa Lambert. © 20May57; KK127688.
- LAMBERT, HAZEL ARMINA d.b.a. DOG-OUT. SEE Dog-Out.

- LAMCO CHEMICAL CO., INC. ©  
Prevent-o-Slip; for all types of floors. © 7Sep57; KK128835.
- LAMPKIN LABORATORIES, INC. ©  
FM modulation meter; type 205A.  
Appl. author: Guy Forest Lampkin.  
© 23ep57; KK128622.
- LANGE (A.) FLORIST, INC. ©  
Flo-troughs; specially designed for the florist display refrigerator. [Endorsed by] Tommy Bright & Homer Lange. Appl. author: Homer Lange. © 21oct57; KK129844.
- LANPAR CO. ©  
Twigger dental tablet. 25 tablet family pack. © 43ep57; KK129403.  
Twigger, mouthwash dentifrice. 90 tablets. © 7Jun57; KK128239.
- LANZNER, JOSEPH. ©  
Certificate; \$30.00. Continental Industrial Bank. © 16Aug57; KK127750.
- LA PINE (ARTHUR S.) & CO. ©  
Electrothermal armored heaters; heating cable. Appl. author: Arthur S. La Pine. © 15Nov57; KK130338.  
Electrothermal heat-by-the-yard; heating tapes. Appl. author: Arthur S. La Pine. © 15Nov57; KK130377.  
Electrothermal pipe heaters prevent freezing ... Appl. author: Arthur S. La Pine. © 15Nov57; KK130336.
- LARGE, PHILLIP MURRAY.  
Moccie, you, and M. Large.  
© Phillip Murray Large (in notice: M. Large); 19Jun57; KK126710.
- LARUS & BRO. CO., INC. ©  
All new from tip to taste; Holiday, with jet-flo filter. (In New Haven evening register, June 21, 1957, p.20) Appl. author: Reach, McClinton & Co. © 21Jun57; KK126816.  
New blend, all new, brand new; Holiday, the great new cigarette with jet-flo filter. (In Worcester daily telegram, Worcester, Mass. July 17, 1957, p.8) Appl. author: Reach, McClinton & Co. © 17Jul57; KK127053.
- LASEMVICZ, ROBERT W., sole owner  
KEY MUSIC CO. SEE Key Music Co.
- LASSIE PROGRAMS, INC. ©  
Lassie. 12 books to color; 8 crayons. No. C37 #69. Author: ed. Whitman Pub. Co. © 19Aug57; KK129273.
- LAW, EDWIN D.B.A. JONATHAN LAW. SEE Law, Jonathan.
- LAW, JONATHAN. ©  
Tandem smoker; for smoking comfortably and safely ... authorized law d.b.a. Jonathan Law. © 21oct57; KK129304.
- LAWN SEED CORP. ©  
Nu-Turf's patio grass seed, for beautiful grass with minimum care. Net wt. 2 lbs. © 1Aug57; KK130016.  
Nu-Turf's show place grass seed, for the ultimate in fine lawn elegance. Net wt. 2 lbs. © 1Aug57; KK130017.
- Nu-Turf's sport grass seed, for a surf-proof thicker green turf. Net wt. 2 lbs. © 1Aug57; KK130015.
- LAWSON CO. ©  
Airs retractor, self retaining, for minor surgery. 2L-150. © 17Jun57; KK126784.
- Fraenkel laryngeal forceps ... 95p-960. © 17Jun57; KK126781.  
Lovecalf ball bladder traction forceps ... 11L-480. © 17Jun57; KK126785.  
O'Sullivan-O'Connor abdominal retractor. © 17Jun57; KK127805.  
O'Sullivan-O'Connor vaginal retractor. © 17Jun57; KK127806.  
Rumel myocardial approximating clamp ... 30L-830. © 17Jun57; KK126755.  
Vogel septum forceps ... 72L-300. © 17Jun57; KK126782.
- L.FRODUS, WILLIAMS. ©  
A new bread slogan for the baking industry. Bread is tasty, peppy, healthy. © 9Sep57; KK128276.
- LEE (H. D.) CO., INC. ©  
Any-one body looks trimmer, slimmer in Lee's tailored, tapered slacks. Lee Riders and Frontier Lady Slacks. (In Look, Apr. 8, 1957, p.28) Appl. author: Grey Advertising Agency, Inc. © 16Apr57; KK129012.  
Back from school, get back into Lee. Lee Lesureas. Lee comfort clothes. (In Parade, Aug. 11, 1957, p.3) Appl. author: Grey Advertising Agency, Inc. © 11Aug57; KK129024.  
Back on the job and to work that demands rugged man, rugged clothes. Lee Dungarees. (In Look, Oct. 1, 1957, p.83) Appl. author: Grey Advertising Agency, Inc. © 1oct57; KK129020.  
Back on the job without worry about wear and tear. Lee Chopeta Twills. (In American weekly, Sept. 8, 1957, p.18) Appl. author: Grey Advertising Agency, Inc. © 8Sep57; KK129010.  
Back to boyhood fun, and don't they look every inch the growing guy ... Lee double knee Riders. (In Life, Aug. 12, 1957, p.42) Appl. author: Grey Advertising Agency, Inc. © 12Aug57; KK129027.  
Big overalls; Lee acts tough when the job gets rough with 20 tough-tailored extras. (In Farm Journal & country gentleman, Mar. 1956, p.112) Appl. author: Grey Advertising Agency, Inc. © 15Mar56; KK129455.  
Platter yourself in true western fashion. Lee Frontier Lady [slacks] (In Look, May 29, 1956, p.66) Appl. author: Grey Advertising Agency, Inc. © 29May56; KK129017.  
For fun, for freedom, for your family's good looks, rugged Lee cowboy pants. Lee Riders. (In American weekly, June 2, 1957, p.21) Appl. author: Grey Advertising Agency, Inc. © 2Jun57; KK129008.  
From desk time through disk-time, the school crowd rides with Lee. Lee Riders and Tapered Slacks. (In Life, Aug. 13, 1956, p.83) Appl. author: Grey Advertising Agency, Inc. © 13Aug56; KK129015.  
From desk-time through disk-time, the school crowd rides with Lee. Lee Riders and Tapered Slacks. [Four boys waiting for school bus] (In Look, Aug. 21, 1956, p.2) Appl. author: Grey Advertising Agency, Inc. © 21Aug56; KK129011.
- A handy guy in a handsome gray in Lee tough-tailored shirts and pants. Lee Chopeta Twills. (In American weekly, Apr. 7, 1957, p.27) Appl. author: Grey Advertising Agency, Inc. © 7Apr57; KK129009.  
Here it is, the long look for your active life in Lee tough-tailored Tapered Slacks. (In American weekly, May 12, 1957, p.14) Appl. author: Grey Advertising Agency, Inc. © 12May57; KK129025.  
Lee acts tough when the job gets rough, with 20 tough-tailored extras. Lee Dungarees. (In Look, Mar. 6, 1956, p.91) Appl. author: Grey Advertising Agency, Inc. © 6Mar56; KK129013.  
Lee doubles the knees for double the need. Lee double-knee Riders. (In Look, June 11, 1957, p.137) Appl. author: Grey Advertising Agency, Inc. © 11Jun57; KK129016.  
Lee Riders; from desk-time through disk-time, the school crowd rides with Lee. Western Jeans. (In The Progressive farmer, Aug. 1956, p.35) Appl. author: Grey Advertising Agency, Inc. © 15Jul56; KK129252.  
Lee Riders; ranch-born, rodeo-bred. [Endorsed by] Casey Tibbs. Western jeans. (In National I-H news, Sept. 1956, p.2) Appl. author: Grey Advertising Agency, Inc. © 15Aug56; KK129153.  
Lee Riders; ranch-born, rodeo bred with 20 tough-tailored extras. [Endorsed by] Casey Tibbs. Western jeans. (In Farm Journal & country gentleman, Apr. 1956) Appl. author: Grey Advertising Agency, Inc. © 15Mar56; KK129446.  
Lee wins in a test of strength; bib overalls. (In The Progressive farmer, Dec. 1956, p.35) Appl. author: Grey Advertising Agency, Inc. © 15Nov56; KK129449.  
Lee wins in a test of strength; Chopeta Twills. Shirts and pants. (In The Progressive farmer, Oct. 1956, p.62A) Appl. author: Grey Advertising Agency, Inc. © 8Sep56; KK129447.  
Lee wins in a test of strength; dungarees. Towed 11-ton tractor-trailer ... (In Farm Journal & country gentleman, Nov. 1956, p.70) Appl. author: Grey Advertising Agency, Inc. © 15Oct56; KK129456.  
Lee's Jelt Danica takes the jolt of the toughest jobs you can name. Lee Dungarees. (In Life, Mar. 18, 1957, p.104) Appl. author: Grey Advertising Agency, Inc. © 18Mar57; KK129457.  
Ranch-born, rodeo-bred, Lee, the action-jeans of champion cowboys. Lee Riders. (In Life, May 13, 1957, p.110) Appl. author: Grey Advertising Agency, Inc. © 13May57; KK129018.  
The smart young crowd takes a long look. Lee creates new tapers. (In American weekly, Mar. 25, 1956, p.17) Appl. author: Grey Advertising Agency, Inc. © 25Mar56; KK129023.  
Summer time is a leisure time. Lee Riders. (In Life, June 11, 1956, p.92) Appl. author: Grey Advertising Agency, Inc. © 11Jun56; KK129022.



- Summer time is leisure time. Long  
in lean, long on wear, short  
on price. Lee Tapered Slacks.  
(In American weekly, May 20,  
1956, p.22) Appl. author: Gray  
Advertising Agency. © 20May56;  
KK129024.
- There's no work like farm work ...  
bib overalls. (In The Progressive  
Farmer, Sept. 1957, p.56)  
Appl. author: Gray Advertising  
Agency, Inc. © 15Aug57;  
KK129454.
- Time to smarten-up around the house.  
Chetopa Twills. Shirts and pants.  
(In Argosy, Oct. 1956, p.15)  
Appl. author: Gray Advertising  
Agency, Inc. © 15Sep56; KK129448.
- Time to smarten-up around the  
house. Lee Frontier Lady and  
Riders. (In Life, Sept. 24,  
1956, p.24) Appl. author: Gray  
Advertising Agency, Inc.  
© 24Sep56; KK129019.
- 20 tough-tailored extras ...  
bib overalls. Jelt denim takes  
the jolt ... (In Inside detective,  
Mar. 1957, p.3) Appl. au-  
thor: Gray Advertising Agency,  
Inc. © 15Feb57; KK129451.
- 20 tough-tailored extras ...  
Chetopa Twills. Shirts, pants.  
(In The Progressive Farmer, Apr.  
1957, p.111) Appl. author: Gray  
Advertising Agency, Inc.  
© 15Mar57; KK129450.
- LEE RUBBER & TIRE CORP. ©  
Flint; 12 new games in one. Black-  
jacks; Target (and others) Appl.  
author: H. K. Paxon. © 27Oct57;  
KK130381.
- LEEMING (THOMAS) & CO, INC. ©  
New, greaseless, stainless Ben-Gay  
... pain-relieving action. (In  
Puck, the comic weekly, Nov. 10,  
1957, section 2, p.1)  
© 9Nov57; KK130642.
- LEMPOCO AUTOMOTIVE, INC. ©  
For automatic transmission parts,  
Lempoco ... a single source for  
all your needs. (In Motor  
service, Sept. 1957, p.24)  
© 25Sep57; KK129155.
- For automatic transmission parts,  
look to Lemppo first. (In Jobber  
topics, Aug. 1957, p.273)  
Appl. author: E. J. Howe, Carr  
Liggett Advertising, Inc.  
© 1Aug57; KK128203.
- For automatic transmission parts  
look to Lemppo first. (In  
Motor service magazine, July  
1957, p.2) © 15Jul57; KK129200.
- New, from Lemppo, replacement  
crack parts for Caterpillar,  
International, Allis-Chalmers.  
(In Construction methods and  
equipment, Sept. 1957, p.156)  
© 10Sep57; KK129109.
- LEMHART & CO. ©  
How fit your china accessories are  
made. Appl. author: R. L. Len-  
hart. © 1Jul57; KK127280.
- LENOX INDUSTRIES, INC. ©  
And look, John, this one has the  
newest woman's touch; all-season  
air conditioning. (In Architect-  
ural record house of 1957,  
Mid-May 1957, p.270) © 22May57;  
KK126600.
- Compelling advertising like this  
is for the women; the most important  
woman's touch of all is Lennox  
all-season air conditioning. (In  
American builder, Apr. 1957,  
p.24) © 1Apr57; KK126600.
- Daddy gave our home this newest  
woman's touch; all-season air  
conditioning. (In McCall's, May  
1957, p.143) © 25Apr57;  
KK126602.
- In Bel Air addition, the woman's  
touch home. World leader in all-  
season air conditioning for the  
home. (In American builder,  
Oct. 1957, p.55-58) © 10Oct57;  
KK129295.
- It takes more than a brand name ...  
heating and air conditioning  
equipment. (In House & home, May  
1957, p.38-39) © 26Apr57;  
KK126601.
- A long winter's ahead, don't let  
it get you down; get set ...  
with up-to-date Lennox warm air  
heating; all-season air condition-  
ing for the home. (In Better  
homes & gardens, Aug. 1957,  
p.112-113) © 10Jul57; KK127175.
- Remember-r-r last winter-r-r?  
Fewer colds this winter, if you'll  
call your local Lennox Comfort  
Craftsman, now; heating system.  
(In Ditt, Sept. 22, 1957, p.7)  
© 22Sep57; KK129294.
- Remember-r-r last winter-r-r?  
No mercurious fuel bills this  
winter if you'll call your local  
Lennox Comfort Craftsman, now;  
heating system. (In The Saturday  
evening post, Sept. 28, 1957, p.3)  
© 28Sep57; KK129293.
- We listened to women and then we  
built ... a home with Lennox  
all-season air conditioning.  
(In Family circle, June 1957,  
p.6-7) © 30May57; KK126603.
- LENTHERIC, INC. ©  
Tweedie fragrant bubble bath;  
fragrant bubble bath; toilettries  
for little girls. NM: all  
material except girl and words.  
© 12Jun57; KK129958.
- Tweedie playhouse; bubble bath and  
fragrant bubble powder; toilettries  
for little girls. NM: all  
material except girl and words.  
© 12Jun57; KK129957.
- Tweedie soap on a rope; toilettries  
for little girls. NM: all  
material except girl and words.  
© 12Jun57; KK129956.
- Tweedie toilet water; toilettries  
for little girls. © 12Jun57;  
KK129962.
- Tweedie toilet water with atomizer  
and bubble bath packets; toi-  
lettries for little girls. Party  
box. NM: all material except  
girl and words. © 12Jun57;  
KK129960.
- Tweedie toilet water with atomizer  
and fragrant bath powder; toi-  
lettries for little girls. Beach  
box. NM: all material except  
girl and words. © 12Jun57;  
KK129959.
- Tweedie toilet water with atomizer;  
toilettries for little girls.  
2 fl. oz. NM: all material  
except girl and words. © 12Jun57;  
KK129961.
- LEONARDO SPOT REDUCING SYSTEM. ©  
Now available for free trial;  
amazing new spot reducing plan;  
Magic Wand unit. (In Grand  
Rapids herald, June 30, 1957,  
p.19) © 30Jun57; KK127668.
- LEVER BROS. CO. ©  
Big 40¢ savings; you'll wonder  
where the yellow went, when you  
brush your teeth with Lever Dent.  
(In Puck, the comic weekly (Journ-  
al-American) Nov. 10, 1957, p.3)  
Appl. author: Foote, Cone & Beld-  
ing. © 10Nov57; KK130038.
- There's a refreshing clean feeling  
in Frals; new pink miracle bar;  
much more than a soap ... (In  
Ledger, Lakeland, Fla., July 25,  
1957, p.19) © 25Jul57;  
KK127520.
- You'll wonder where the yellow went,  
when you brush your teeth with  
Peppodent. Boy; three colors.  
(In Journal American, comic weekly,  
June 30, 1957, p.3) Appl. au-  
thor: Foote, Cone & Belding.  
© 30Jun57; KK127129.
- You'll wonder where the yellow went,  
when you brush your teeth with  
Peppodent. Girl; 3 colors.  
(In Journal American, comic weekly,  
June 23, 1957, p.3) Appl. au-  
thor: Foote, Cone & Belding.  
© 23Jun57; KK127280.
- You'll tooth paste business is local,  
and so is Peppodent advertising ...  
85 top men in the Heartland  
States. (In Central pharmaceuti-  
cal journal, Aug. 1957, p.7-10)  
Appl. author: Foote, Cone & Beld-  
ing. © 5Aug57; KK128657.
- Your tooth paste business is local,  
and so is Peppodent advertising ...  
54 top men in the West and  
Midwest. (In The Rocky Mountain  
druggist, Aug. 1957, p.13-15)  
Appl. author: Foote, Cone & Beld-  
ing. © 5Aug57; KK128696.
- Your tooth paste business is local,  
and so is Peppodent advertising ...  
41 top men in the Southeast.  
(In Southeastern drug journal,  
Aug. 1957, p.3-5) Appl. author:  
Foote, Cone & Belding. © 10Aug57;  
KK128702.
- Your tooth paste business is local,  
and so is Peppodent advertising ...  
42 top men in your area.  
(In North Western druggist, Aug.  
1957, p.15-17) Appl. author:  
Foote, Cone & Belding. © 5Aug57;  
KK128700.
- Your tooth paste business is local,  
and so is Peppodent advertising ...  
63 top men in Mid-Atlantic  
States. (In Mid-Atlantic apothec-  
ary, Aug. 1957, p.5) Appl. au-  
thor: Foote, Cone & Belding.  
© 5Aug57; KK128698.
- Your tooth paste business is local,  
and so is Peppodent advertising ...  
38 top men in the Midwest.  
(In Midwest Western druggist, Aug.  
1957, p.37-39) Appl. author:  
Foote, Cone & Belding. © 5Aug57;  
KK128699.
- Your tooth paste business is local,  
and so is Peppodent advertising ...  
38 top men in the West. (In  
Pacific drug review, Aug. 1957,  
p.5-7) Appl. author: Foote,  
Cone & Belding. © 1Aug57;  
KK128701.
- Your tooth paste business is local,  
and so is Peppodent advertising ...  
37 top men in the South and  
Midwest. (In Southern pharmaceu-  
tical journal, Aug. 1957,  
p.21-23) Appl. author: Foote,  
Cone & Belding. © 1Aug57;  
KK128695.
- Your tooth paste business is local,  
and so is Peppodent's advertising ...  
14 top radio stations in New  
England, these 19 top personalities  
... (In The Apothecary, Aug.  
1957, p.28-29) Appl. author:  
Foote, Cone & Belding. © 10Aug57;  
KK128694.
- SPOT CORP. ©  
Falls dirt through 3/4 inch rug;  
new 1957 golden Lewyt power  
cleaner. (In The Saturday  
evening post, Sept. 15, 1956) Appl.  
author: Walter J. Dally.  
© 15Sep56; KK128693.
- This is the vacuum cleaner that  
revolutionizes home cleaning ...  
automatic hi-compression Lewyt  
cleaner. (In The Saturday evening  
post, Nov. 23, 1957, p.3)  
Appl. author: Hicks & Great,  
Inc. © 13Nov57; KK130038.

- LIBBY, McNEILL & LIBBY, ©**  
 Fresh Frozen whole baby okra.  
 Net weight 2 1/2 lbs.  
 © 13Aug57; KK130618.
- Frozen concentrate for Tropical Fruit punch; makes full quart.**  
 6 fl. oz. © 1Jul57; KK130622.
- Frozen concentrated pineapple-grapefruit drink; makes full quart.**  
 6 fl. oz. © 8Oct57; KK130624.
- Frozen fresh Fagioli Italiani Italian green beans. Net weight 9 oz.**  
 © 10Oct57; KK130623.
- Frozen fresh melon slices; cantaloupe and honeydew in light syrup.**  
 Net weight 12 oz. © 16Nov57; KK130619.
- Frozen fresh sweet peas. Net weight 2 1/2 lbs.**  
 © 19Jul57; KK130626.
- Frozen mince pie; family size.**  
 Net wt. 1 lb. 8 oz. © 12Oct57; KK130620.
- Frozen orange drink; concentrated. Makes full quart. Net 6 fl. oz.**  
 © 9Sep57; KK130625.
- Frozen pumpkin pie; family size.**  
 Net wt. 1 lb. 8 oz. © 12Oct57; KK130621.
- LEEMANN BREWERIES, INC. ©**  
 All set for a sensational opening, says Eddie Cantor. Rheingold. (In Daily news, New York, July 17, 1957, p. 29) Appl. author: Foote, Cone & Belding. © 17Jul57; KK127488.
- All set for a sensational opening, says Eddie Cantor. Rheingold. (In New York Sunday news, coloroto magazine, July 7, 1957, p. 7) Appl. author: Foote, Cone & Belding. © 7Jul57; KK127328.
- But they can't beat our beer. Rheingold. Baseball. (In Daily news, New York, Oct. 18, 1957, p. 33) Appl. author: Foote, Cone & Belding. © 14Oct57; KK128953.
- The cap for Capp is Rheingold every time, says Al Capp. Rheingold. (In Sunday news, New York, coloroto magazine, Nov. 24, 1957, p. 9) Appl. author: Foote, Cone & Belding. © 2Nov57; KK130519.
- Everybody seems to reach for Rheingold, says Irene Dunne. (In Sunday news, New York, coloroto magazine, Aug. 11, 1957, p. 3) Appl. author: Foote, Cone & Belding. © 11Aug57; KK128112.
- Going all out to bring you more Rheingold customers. Miss Rheingold. Pony cart. (In Connecticut beverage Journal blue book, Oct. 1957, p. 198) Appl. author: Foote, Cone & Belding. © 10Oct57; KK129316.
- Here's how I hold my guests' attention, says Anne Baxter. Rheingold. (In Sunday news, coloroto magazine, New York, Nov. 10, 1957, p. 56) Appl. author: Foote, Cone & Belding. © 10Nov57; KK130522.
- Here's how I pool my pleasures, says Guy Lombardo. Rheingold extra dry lager beer. (In Sunday news, New York, coloroto magazine, Aug. 18, 1957, p. 7) Appl. author: Foote, Cone & Belding. © 18Aug57; KK128111.
- Here's how to strike a bright note, says Hoagy Carmichael. Rheingold. (In Sunday news, New York, coloroto magazine, Sept. 2, 1957, p. 3) Appl. author: Foote, Cone & Belding. © 2Sep57; KK129317.
- Home, James, and don't spare the Rheingold, says Paul Douglas. (In New York mirror magazine, June 9, 1957, p. 4 of cover) Appl. author: Foote, Cone & Belding. © 9Jun57; KK127328.
- How can you get mad at a man who drinks Rheingold? asks Ida Lupino about husband, Howard Duff. (In Sunday news, New York, coloroto magazine, Oct. 5, 1957, p. 5) Appl. author: Foote, Cone & Belding. © 6Oct57; KK129944.
- I always include Rheingold among my valuable, sayal labels. (In New York Sunday news, coloroto magazine, May 5, 1957, p. 56) Appl. author: Foote, Cone & Belding. © 5May57; KK129455.
- I always serve myself the best, says Noel Coward. Rheingold. (In Sunday news coloroto magazine, New York, Dec. 1, 1957, p. 56) Appl. author: Foote, Cone & Belding. © 1Dec57; KK130794.
- I can can, and you can can, says Victor Borge. Rheingold. (In New York mirror magazine, Nov. 10, 1957, p. 4 of cover) Appl. author: Foote, Cone & Belding. © 10Nov57; KK129873.
- I can't go fast enough when it's Rheingold, says Ray Belger. (In New York daily news, July 22, 1957, p. 31) Appl. author: Foote, Cone & Belding. © 22Jul57; KK127323.
- I can't get my hat to the brewers of Rheingold, says Hedda Hopper. (In New York mirror magazine, June 30, 1957, p. 3) Appl. author: Foote, Cone & Belding. © 30Jun57; KK127341.
- I'm delighted to share the spotlight with my favorite beer, whispers Julie London. Rheingold. (In San, bottle & glass) Daily news, New York, July 29, 1957, p. 27) Appl. author: Foote, Cone & Belding. © 29Jul57; KK127489.
- I'm delighted to share the spotlight with my favorite beer, whispers Julie London. Rheingold. (Fish, with lemon; bottle, can & glass) (In Sunday news coloroto magazine, New York, July 21, 1957, p. 6) Appl. author: Foote, Cone & Belding. © 21Jul57; KK127490.
- I'm the hostess with the moostes' admiration for Rheingold, says Ethel Merman. (In New York Sunday news, coloroto magazine, July 14, 1957, p. 9) Appl. author: Foote, Cone & Belding. © 14Jul57; KK127336.
- The invitation is good all year round; Rheingold. [Couple & bartender] near restaurant. (In New York post, June 3, 1957, p. 24) Appl. author: Foote, Cone & Belding. © 3Jun57; KK127335.
- It's tailor-made to my taste, says Fernando Lamas. Rheingold. (In New York Sunday news, coloroto magazine, Apr. 21, 1957, p. 13) Appl. author: Foote, Cone & Belding. © 21Apr57; KK126455.
- It's way up there on top, says Van Helin. Rheingold. (In Sunday news coloroto magazine, New York, Aug. 4, 1957, p. 40) Appl. author: Foote, Cone & Belding. © 4Aug57; KK127491.
- Matchless, and I do mean Rheingold. [Endorsed by] Groucho Marx. (In Daily news, New York, Sept. 23, 1957, p. 37) Appl. author: Foote, Cone & Belding. © 23Sep57; KK129318.
- Miss Rheingold brings you season's greetings... Miss Rheingold. (In Connecticut beverage Journal blue book, Dec. 1957, p. 124) Appl. author: Foote, Cone & Belding. © 1Dec57; KK127329.
- More calls than ever for Rheingold, says Judy Holiday. (In Sunday news, New York, coloroto magazine, Oct. 13, 1957, p. 5) Appl. author: Foote, Cone & Belding. © 13Oct57; KK129692.
- My beer is Rheingold, the dry beer, says Ella Fitzgerald. (In New York Amsterdan news, July 27, 1957, p. 18) Appl. author: Foote, Cone & Belding. © 27Jul57; KK130825.
- My beer is Rheingold, the dry beer, says Guy Lombardo. (In New York mirror, July 8, 1957, p. 7) Appl. author: Foote, Cone & Belding. © 8Jul57; KK127327.
- My beer is Rheingold, the dry beer, says Hedda Hopper. (In Daily news, New York, Sept. 30, 1957, p. 35) Appl. author: Foote, Cone & Belding. © 30Sep57; KK129319.
- My beer is Rheingold, the dry beer, says Irene Dunne. (In Daily news, New York, Aug. 19, 1957, p. 31) Appl. author: Foote, Cone & Belding. © 19Aug57; KK128110.
- My beer is Rheingold, the dry beer, says James Mason. Tennis. (In Daily news, New York, Oct. 5, 1957, p. 35) Appl. author: Foote, Cone & Belding. © 5Oct57; KK128824.
- My beer is Rheingold, the dry beer, says Lionel Hampton. (In New York Amsterdan news, Oct. 19, 1957, p. 32) Appl. author: Foote, Cone & Belding. © 19Oct57; KK130826.
- My beer is Rheingold, the dry beer, says Margie McNally, Miss Rheingold 1957. Golf. (In Connecticut circle, June 1957, p. 4 of cover) Appl. author: Foote, Cone & Belding. © 20May57; KK129935.
- My beer is Rheingold, the dry beer, says Margie McNally, Miss Rheingold 1957. Heading for my first roundup partner... Western. (In Connecticut circle, Mar. 1957, p. 4 of cover) Appl. author: Foote, Cone & Belding. © 20Feb57; KK126462.
- My beer is Rheingold, the dry beer, says Margie McNally, Miss Rheingold 1957. (In Daily news, New York, Aug. 26, 1957, p. 27) Appl. author: Foote, Cone & Belding. © 26Aug57; KK128821.
- My beer is Rheingold, the dry beer, says Margie McNally, Miss Rheingold 1957. Hunkent. (In Connecticut circle, Oct. 1957, p. 4 of cover) Appl. author: Foote, Cone & Belding. © 20Sep57; KK130104.
- My beer is Rheingold, the dry beer, says Margie McNally, Miss Rheingold 1957. Hunkent. (In Daily news, New York, Nov. 4, 1957, p. 11) Appl. author: Foote, Cone & Belding. © 4Nov57; KK129871.
- My beer is Rheingold, the dry beer, says Margie McNally, Miss Rheingold 1957. It's beer as beer should taste. (In Connecticut circle, Feb. 1957, p. 4 of cover) Appl. author: Foote, Cone & Belding. © 20Jan57; KK128129.
- My beer is Rheingold, the dry beer, says Margie McNally, Miss Rheingold 1957. Lake. (In Daily news, New York, Aug. 5, 1957, p. 19) Appl. author: Foote, Cone & Belding. © 5Aug57; KK127487.
- My beer is Rheingold, the dry beer, says Margie McNally, Miss Rheingold 1957. Lake. (In New York living (Herald tribune magazine), July 28, 1957, p. 4 of cover) Appl. author: Foote, Cone & Belding. © 28Jul57; KK128810.

- My beer is Rheingold, the dry beer, says Margie McNally, Miss Rheingold 1957. Lobster. (In Connecticut circle, July 1957, p.4 of cover) Appl. author: Foote, Cone & Belding. © 20Jun57; KK120166.
- My beer is Rheingold, the dry beer, says Margie McNally, Miss Rheingold 1957. Lobster. (In New York daily news, July 3, 1957, p.7) Appl. author: Foote, Cone & Belding. © 25Jul57; KK127339.
- My beer is Rheingold, the dry beer, says Margie McNally, Miss Rheingold 1957. Mounted police. (In Family circle, Oct. 1957, p.64-A) Appl. author: Foote, Cone & Belding. © 19Sep57; KK129946.
- My beer is Rheingold, the dry beer, says Margie McNally, Miss Rheingold 1957. Mounted policeman. (In Daily news, New York, Sept. 9, 1957, p.35) Appl. author: Foote, Cone & Belding. © 9Sep57; KK128690.
- My beer is Rheingold, the dry beer, says Margie McNally, Miss Rheingold 1957. Pony cart. (In Daily news, New York, Oct. 7, 1957, p.42) Appl. author: Foote, Cone & Belding. © 7Oct57; KK129874.
- My beer is Rheingold, the dry beer, says Margie McNally, Miss Rheingold 1957. Sailboat; 4 colors! (In Connecticut circle, July 1957, p.4 of cover) Appl. author: Foote, Cone & Belding. © 20Apr57; KK124660.
- My beer is Rheingold, the dry beer, says Margie McNally, Miss Rheingold 1957. Western. (In Cue, June 22, 1957, p.4 of cover) Appl. author: Foote, Cone & Belding. © 20Jun57; KK128812.
- My beer is Rheingold, the dry beer, says Noel Coward. (In Daily news, New York, Nov. 18, 1957, p.49) Appl. author: Foote, Cone & Belding. © 18Nov57; KK120821.
- My beer is Rheingold, the dry beer, says Vic Damone. (In Daily news, New York, Aug. 12, 1957, p.27) Appl. author: Foote, Cone & Belding. © 12Aug57; KK128109.
- My favorite picture, the road to Rheingold, says Bob Hope. [Can, bottle & glass] (In New York mirror, June 24, 1957, p.13) Appl. author: Foote, Cone & Belding. © 24Jun57; KK127342.
- My favorite picture, the road to Rheingold, says Bob Hope. [Seafood, can, bottle & glass] (In New York Sunday news coloroto magazine, June 23, 1957, p.40) Appl. author: Foote, Cone & Belding. © 23Jun57; KK127343.
- My plans always include Rheingold, says John Ringling North. (In Sunday news, coloroto magazine, Aug. 28, 1957, p.5) Appl. author: Foote, Cone & Belding. © 28Apr57; KK126461.
- Our beer is Rheingold, the dry beer, says Ethel Merwan and Miss Rheingold 1957. (In New York daily news, June 17, 1957, p.23) Appl. author: Foote, Cone & Belding. © 17Jun57; KK127344.
- Our beer is Rheingold, the dry beer, says Ida Lupino and Howard Durr. (In Daily news, New York, 1957, p.44) Appl. author: Foote, Cone & Belding. © 21Oct57; KK129694.
- Our beer is Rheingold, the dry beer, says Imogene Coe and Miss Rheingold 1957. (In New York mirror, June 10, 1957, p.9) Appl. author: Foote, Cone & Belding. © 10Jun57; KK127345.
- Our beer is Rheingold, the dry beer, say The Platters. (In New York Amsterdam news, May 25, 1957, p.19) Appl. author: Foote, Cone & Belding. © 25May57; KK130826.
- Our victuals being much spent, especially our beer, Margie McNally, Miss Rheingold 1957, welcomes the crew of the Mayflower II. (In New York daily news, July 1, 1957, p.35) Appl. author: Foote, Cone & Belding. © 1Jul57; KK127340.
- Perfect serve; it's Rheingold, says James Mason. Tennis. (In Sunday news, New York, coloroto magazine, Sep. 8, 1957, p.3) Appl. author: Foote, Cone & Belding. © 8Sep57; KK128691.
- The picture is Pal Joey, the beer is Rheingold, says Kim Novak. [Dinner, bottle, can, glasses] (In Sunday news, New York, coloroto magazine, Oct. 27, 1957, p.7) Appl. author: Foote, Cone & Belding. © 27Oct57; KK130109.
- The picture is Pal Joey, the beer is Rheingold, says Kim Novak. [Mag, bottle, can] (In Daily news, New York, Oct. 28, 1957, p.42) Appl. author: Foote, Cone & Belding. © 28Oct57; KK130105.
- Quicker quencher of thirsts ... there's nothing like beer in a hot summer day; Rheingold, bottle & glass of beer set in ice. (In New York daily news, July 5, 1957, p.23) Appl. author: Foote, Cone & Belding. © 15Jul57; KK127332.
- Salute to a youngster in his 70s. Mr. Adam Grimm, who came to Rheingold in 1910 ... (In Daily news, New York, Aug. 30, 1957, p.29) Appl. author: Foote, Cone & Belding. © 30Aug57; KK128822.
- She's always in the public eye, to sell more Rheingold extra dry, Miss Rheingold. Mounted police. (In Connecticut beverage journal blue book, Sept. 1957, p.148) Appl. author: Foote, Cone & Belding. © 18Sep57; KK128625.
- She's catching more customers for Rheingold. Miss Rheingold. Lobster. (In Connecticut beverage journal blue book, July 1957, p.140) Appl. author: Foote, Cone & Belding. © 25Jul57; KK128826.
- Sitting pretty, but working hard, to boost your August Rheingold sales. Miss Rheingold. Lake. (In Connecticut beverage journal blue book, Aug. 1957, p.132) Appl. author: Foote, Cone & Belding. © 1Aug57; KK128693.
- There's no limit to the Rheingold customers she can bring you in November. Miss Rheingold 1957. Huntress. (In Connecticut beverage journal blue book Nov. 1957, p.208) Appl. author: Foote, Cone & Belding. © 1Nov57; KK129875.
- The very model of what beer should be, says Phil Silvers. Rheingold (In Daily news, New York, Sept. 16, 1957, p.35) Appl. author: Foote, Cone & Belding. © 16Sep57; KK128692.
- The very model of what beer should be, says Phil Silvers. Rheingold. Ship. (In Sunday news, New York, coloroto magazine, Sept. 1, 1957, p.3) Appl. author: Foote, Cone & Belding. © 1Sep57; KK128823.
- Who says I can't make up my mind? asks Shelley Winters. Rheingold. (In Daily news, New York, Nov. 25, 1957, p.55) Appl. author: Foote, Cone & Belding. © 25Nov57; KK130820.
- Who wins your vote for Miss Rheingold 1958? Pictures of candid-camera. (In Cue, Aug. 17, 1957, p.22-23) Appl. author: Foote, Cone & Belding. © 15Aug57; KK128311.
- LIGHTS! 00. Hi-wash; shot; radius template. Cat. no.3320. Appl. author: Arthur L. Ferry. © 28Jun57; KK127304.
- LIPE RESEARCH CORP. C. At last, science solves the problem of ... weight control with Way-Rite, a medically proved low calorie high protein food alternate. (In San Francisco examiner, Nov. 27, 1956, section 1, p.19) © 27Nov56; KK130845.
- Sip your way to slimmess ... Way-Rite milk shake diet. (In Sacramento bee, Sacramento, Calif., Nov. 27, 1956, p.B-6) © 27Nov56; KK130846.
- LIQNETT & MYERS TOBACCO CO. C. Get full exciting flavor; live modern, smoke modern L & M. [Couple in] speed boat. (In Look, Aug. 20, 1957, p.6-7) © 6Aug57; KK127860.
- Get full exciting flavor; live modern, smoke modern L & M. Mountain climbing. (In Look, Sept. 17, 1957, p.8-9) © 3Sep57; KK130723.
- Get full exciting flavor; live modern with L & M. Hunting. (In Look, Oct. 15, 1957, p.6-7) © 10Oct57; KK130726.
- Get ... more flavor out of smoking; live modern, smoke L & M. Train. (In Look, Jan. 22, 1957, p.12-13) © 8Jan57; KK127648.
- Just where you'd expect to find L & M. (In petal hat, with man in car) (In Charm, Apr. 1956, p.47) © 6Mar56; KK126896.
- Like your pleasure big? Chesterfield cigarettes. [Girl kissing man under Christmas tree] (In Life, Dec. 17, 1956, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 13Dec56; KK127746.
- Like your pleasure big? Enjoy the real thing. Chesterfield king. (In Life, Oct. 29, 1956, p.102-103) Appl. author: McCann-Erickson, Inc. © 25Oct56; KK126471.
- Like your pleasure big? Just for fun, we baked the world's biggest pizza pie. Chesterfield cigarettes. (In Look, Feb. 19, 1957, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 5Feb57; KK129622.
- Like your pleasure big? Smoke for fun, smoke Chesterfield. Boy in armor costume with first prize ribbon, girl in red costume and hat. (In Look, Jan. 8, 1957, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 25Dec56; KK129108.
- Like your pleasure big? Smoke for real, smoke Chesterfield. [Boy and girl on train with ski equipment] (In Look, Feb. 5, 1957, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 22Jan57; KK130106.
- Like your pleasure big? Three famous funsters cartoon big pleasure. Chesterfield cigarettes. [Endorse by] W. Steig and others] (In Look, Jan. 19, 1957, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 5Jan57; KK130623.
- Live modern, smoke modern L & M holiday cartons, cigarettes. (In Life, Dec. 10, 1956, p.15) © 10Dec56; KK127646.



- LIGGETT & MYERS TOBACCO CO. © Cont'd.  
Live modern, light into that live modern flavor, smoke ... L & M. Helicopter. (In Look, July 23, 1957, p.8-9) © 9Jul57; KK127478.
- Live modern, pick the pack that suits you best; smoke L & M... Ice skater. (In Look, Mar. 5, 1957, p.88-89) © 19Feb57; KK127475.
- Live modern, pick the pack that suits you best; smoke L & M... Speed boat. (In Look, Apr. 16, 1957, p.62-63) © 2Apr57; KK127444.
- Live modern, smoke L & M; get full exciting flavor. [Coupin in] airplane. (In Look, May 14, 1957, p.110-111) © 30Apr57; KK127859.
- Live modern, smoke modern L & M... cigarette. Speed boat. (In Look, May 28, 1957, p.102-103) © 14May57; KK127643.
- Live modern, smoke modern L & M; pick the pack that suits you best. Sports car. (In Life, Mar. 11, 1957, p.148-149) © 7Mar57; KK120724.
- Live modern, smoke modern L & M; pick the pack that suits you best. Water skier. (In Life, Feb. 25, 1957, p.120-121) © 25Feb57; KK127647.
- Live modern, smoke modern L & M. Skin diver. (In Look, June 11, 1957, p.26-27) © 28May57; KK127479.
- Meet the King of Mo. Chesterfield King has everything. (In St. Louis post-dispatch, Jan. 14, 1957, p.7C) Appl. author: McCann-Erickson, Inc. © 11Jan57; KK129107.
- So good to your taste, so quick on the draw; L & M. [Coupin playing] Scrabble. (In Life, Apr. 2, 1956, p.67) © 28Mar56; KK126912.
- Today you owe it to yourself to live modern with L & M. Barbecue. (In Look, Nov. 12, 1957, p.46-47) © 29Oct57; KK120725.
- Today you owe it to yourself to live modern with L & M. Skiers. (In Look, Dec. 10, 1957, p.28-29) © 26Nov57; KK120727.
- You'll be meeting my royal highness on television ... cigarette campaign for Chesterfield king. (In Progressive grocer, Jan. 1957, p.152) Appl. author: McCann-Erickson, Inc. © 2Jan57; KK128531.
- LIMPERT BROS., INC. ©  
Cherry Blossom. Appl. author: Sidney E. Thomas. © 24Oct56; KK121775.  
Cherry Blossom; it's cherry red and apple blossom white. Appl. author: Sidwell E. Thomas. KW "new pictorial matter." © 22Jan57; KK128003.
- LINCOLN ELECTRIC CO. ©  
Weldynamics, arc welding at work cutting coats. © 10Jul57; KK126877.
- LINCOLN METAL PRODUCTS CORP. ©  
Swirl, new dimensional-surface pantryware; Beauty Ware. Triple dispenser (and others) © 1Nov57; KK120539.
- LINDEN PATTERN CORP. ©  
The ultimate in patterns and models ... wood and metal patterns. Appl. author: Harold G. Bates. © 20Aug57; KK128099.
- LINDLEY BOX & PAPER DIVISION, FEDERAL PAPER BOARD CO., INC. SEE Federal Paper Board Co., Inc.
- LINSEY-ROBINSON & CO., INC. ©  
We are giving away 5 million trading stamps. Gambell's Best flour, corn meal (& spoon bread mix. (In The Roanoke times, Sept. 29, 1957, p.A-10) © 29Sep57; KK128759.
- LIPTON (THOMAS J.) INC. ©  
Beef flavor vegetable soup with noodles; a dehydrated soup mix. 3 lb. 8 oz. net wt. © 28Feb57; KK127133.  
Flavor booster and soup base; beef flavor; all-purpose. 12 4/5 oz. net wt. © 31Oct56; KK127132.
- LOCAL TRADEMARKS, INC. ©  
Perce strings by Wammanaker. 10211; 10230. © 30Oct57; KK129908.
- LOCHMILLER (J. W.) CO. ©  
Chick-O-Matic beak cutter; better broiler profits start here. Appl. author: Jesse W. Lochmiller. © 18Jun57; KK126648.
- LODGE & SHIPLEY CO. ©  
Lodge & Shipley lathes condensed catalog. (Bulletin no. 12) Appl. author: Samuel Schindler. © 1Feb57; KK129182.  
Power press brakes. 120 tons capacity; 150 tons capacity. Appl. author: Samuel Schindler. © 1Aug57 (in notice: 1956); KK128558.  
Power squaring shears; series 0600. 3/8" capacity. Appl. author: Samuel Schindler. © 1Aug57 (in notice: 1955); KK128557.  
Power-shaft press-loader; the lathe head with a memory dial and a helping hand. Appl. author: Samuel Schindler. © 1Aug57; KK128556.  
Steel squaring shears; series 0400. Appl. author: Samuel Schindler. © 1Aug57; KK128560.  
24 speed shear. Appl. author: Samuel Schindler. © 1Aug57 (in notice: 1956); KK128559.
- LOFT CANDY CORP. ©  
Halloween greetings. 1 lb. net. © 8Sep56; KK127854.
- LOFT CANDY SHOPS. ©  
Easter eggs. 1 pound net. © Loft Candy Corp. d.b.a. Loft Candy Shops; 31Jan55; KK127853.  
Happy Thanksgiving. 1 pound net. © Loft Candy Corp. d.b.a. Loft Candy Shops; 5Nov56; KK127855.  
Merry Christmas. Pine cone. 1 1/2 pounds net. © Loft Candy Corp. d.b.a. Loft Candy Shops; 5Nov56; KK127858.  
Peppermint canes. (Christmas holiday candy) 5 ounces net. © Loft Candy Corp. d.b.a. Loft Candy Shops; 5Nov56; KK127856.  
Special selection. 1 pound net. © Loft Candy Corp. d.b.a. Loft Candy Shops; 7Mar55; KK127857.
- LOFTIS JEWELRY CO. ©  
Now, our anniversary offer ... Forever diamond set and a free original love song ... (In Variety times, June 8, 1957, p.57) Appl. author: Leo Fersner. © Loftis Jewelry Co. solely owned by Leo Fersner & Co.; 8Jun57; KK127651.
- LOOKHOLDER, THEODORE WILLARD. ©  
A good behavior chart for children; the CBC chart system, a workable child system. © 25Sep57; KK128526.
- LORILLARD (F.) CO. ©  
Introducing an entirely new kind of cigarette ... Newport, with a hint of mint. (In The New York times, May 6, 1957, p.52) © 6May57; KK127836.
- LOS ANGELES DIVISION, TODD SHIPYARDS CORP. SEE Todd Shipyards Corp.
- LOS ANGELES SMOG CORP. ©  
Genuine LOS Angeles smog. Contains hydrocarbons, nitrogen oxides, sulfur dioxide ... © 18Oct57; KK129255.
- LOS ANGELES SOAP CO. ©  
White King liquid detergent for easier, more economical dish washing. Contents 1 pint 6 fl. oz. Appl. states prev. pub. 1954, KK95769. © 5Apr57 (in notice: 1954); KK130483.
- LOVELAND, THERON AUTHOR. ©  
Compost-Rumus, a balanced medium for more favorable plant growth. © 9Jul57; KK126675.
- LOVELAND AQUATICS. ©  
Air pump and filters. NW: "added text & illustrations." © Robert & William Johannigan d.b.a. Loveland Aquatics; 13Sep53; KK128564.
- LOWE (JOE) CORP. ©  
Popalite Sextet is here. 7P542. © Appl. author: Richard J. Gross. © 31Jul57; KK128213.  
6 Cheroio Ice cream bars. Net contents 15 fl. oz. (6 cherry Popalite) Appl. author: Jerome H. Loeb. © 1Apr57; KK128212.
- LUBARSKY, PHILIP. ©  
5 easy dance lessons. SEE Educational Dance Recordings, Inc.
- LURIA (L.) & SON, INC. ©  
10 gallon sturdy stainless steel aquarium. © 1Jul57; KK130481.
- LVP-ALUM, INC. ©  
Built-in for convenience and long on quality; Iyalum louvers ... © 28Sep57; KK128445.
- LYKES, NORMAN ROBERTS. ©  
Bed 'n' chair reader. For more relaxed reading ... © 8Nov57; KK129913.  
Bed 'n' chair reader. Instructions; assemble this easy way. © 8Nov57; KK129912.
- LYNN (GEORGE I.) ADVERTISING. ©  
The little woman's bank. Drink-at-home Co. Appl. author: George I. Lynn. © 17May57; KK126707.

M

- MCCARTHY CO. ©  
If you want your property sold; real estate. © 13Jul57; KK127686.  
Mr. Property owner, are you tired of waiting for your high down payment? Real estate. © 10Jul57; KK127494.  
There is safety in dealing with ... real estate. © 13Jul57; KK127687.  
We don't pound on your door or ring your phone; real estate. © 5Sep57; KK128136.
- MCCORMICK & CO., INC. ©  
McCormick apple pie spice. 1 1/4 oz. net wt. © 25Sep57; KK129215.  
Make a tastier turkey dressing and a pumpkin pie with old-time flavor magic. This Thanksgiving ... McCormick or Schilling pure spices and seasonings. (In Life, Nov. 11, 1957, p.58) © 7Nov57; KK129921.

- Oregano; whole. 7/16 oz. net wt. © 7Jun57; KK126870.  
Pepper; coarse grind. 1 1/2 ozs. net wt. © 25Jun57; KK126871.
- MCPADDEN LIGHTING CO. ©  
Church lighting; public building lighting. Supplement no.157A. Appl. author: Howard Pile Sturgeon. © 1Aug57; KK127666.
- MCGILVERY, ROBERT WARREN. ©  
Internary metabolismism. Volumetric fractionator, preparative fractionator [and others] Gilson Medical Electronics. NM: corrections, reorganization, additions. © Robert Warren McGilvery & Henry James Sallach; 11Oct57; KK129534.
- MCGOWN (PEARL K.) INC. ©  
Dear Hookraftsman. Bulletin 63R. © 13May57; KK126595.  
Dear Hookraftsman. © 15Sep57; KK129703.  
Dear Hookraftsman. © 15Oct57; KK129704.
- MACKENZIE, RALPH E. & EVELYN R. ROBERTSON d.b.a. FUNNY-SAKS. SEE Funny-Saks Co.
- MACKESSON & ROBBINS, INC. ©  
The picture of health for August, by Maxine Davis; kills athlete's foot Fungus on contact; Octofen. © 10Jul57; KK126757.  
The picture of health for September by Maxine Davis. For that wonderful 21 year old feeling; Bexel vitamins and minerals. © 12Aug57; KK127758.
- MCKIERMAN-TERRY CORP. ©  
McKierman-Clayton steam generator for pile driving. Bulletin 63R. Appl. author: Robert P. McAndrew. © 17Sep57; KK129668.
- MCGLOUHLIN BROG., INC., a division of GROSSET & DUNLAP, INC. SEE Grosset & Dunlap, Inc.
- MONEILL LABORATORIES, INC. ©  
Flexin, enteric coated or plain; criteria for selection of a skeletal muscle relaxant. © 04May57. © 17Oct57; KK129776.  
Flexin, skeletal muscle relaxant. 06857. © 21Oct57; KK129775.  
Introducing ... for relaxation of skeletal muscle spasms and relief of pain; Flexilon. 12457. © 28Aug57; KK129777.  
New, for skeletal muscle relaxation plus analgesia; Flexilon. 13257. © 10Sep57; KK129779.  
New combined, skeletal muscle relaxant and analgesic; Flexilon. 13357. © 22Aug57; KK129774.  
Now ... skeletal muscle relaxant plus analgesic; Flexilon. 13557. © 4Sep57; KK129778.
- MADISON MUSIC CO. ©  
Cocktail party songs; a study in lo-fi by Paul Wynn, pseud. of Ben Samberg. © Madison Music Co. Benjamin Samberg, owner; 25Nov57; KK130542.
- MAGNAPLO CO., INC. ©  
Battery additive; Lifetime-Charge keeps your battery fresh as a dead. Appl. author: Webster B. Harpman. © 1Aug57; KK127377.  
Is your battery being choked to death? Lifetime-Charge gives a permanent charge to your battery. Appl. author: Webster B. Harpman. © 21Oct57; KK129506.
- Lifetime Charge permanent battery additive industrial package. 12 ounces net weight. Appl. author: Webster B. Harpman. © 12Aug57; KK127741.  
Mafaflo news. v.2. No.6. Appl. author: James Mahoney. © 15Jul57; KK126789.  
No.7. Appl. authors: James Mahoney & Webster B. Harpman. NM: headlines & first two paragraphs. © 21Oct57; KK129507.
- MAID-EASY CLEANSING PRODUCTS CORP. ©  
Coffee & tea stains vanish with Mel-Ezy, the oxygen cleaner. © 10Sep57; KK128419.  
Now, lightning quick, sunshine bright metal polishing with Maid-easy metal cleaner; it's a wow. © 12Sep57; KK128420.
- MAIDEN FORM BRASSIERE CO., INC. ©  
I dreamed I had tea for two in my Maidenform bra. [Two girls having tea before fireplace.] (In Modern romances, Aug. 1957, p.15) Appl. author: Norman, Craig & Kummel, Inc. © 1Aug57; KK128166.  
I dreamed I played chess in my Maidenform bra. (In Harper's bazaar, Nov. 1956, p.51) Appl. author: Norman, Craig & Kummel, Inc. © 1Nov56; KK128340.  
I dreamed I was a designing woman in my Maidenform bra. [Girl sketching slacks, surrounded by dress forms & material.] (In Family circle, Mar. 1955, p.11) Appl. author: Norman, Craig & Kummel, Inc. © 1Mar55; KK127242.  
I dreamed I was an outdoor girl in my Maidenform bra. [Girl seeing billboard of mode driving.] (In Woman's day, May 1957, p.3) Appl. author: Norman, Craig & Kummel, Inc. © 25Apr57; KK128832.
- MAIN FEDERAL SAVINGS & LOAN ASSN. ©  
Do Bill of Main Federal Savings (In The Ohio State Journal, Columbus, Ohio, July 29, 1957, p.6) Appl. author: Norman H. Sanger. NM: different & improved drawing. © 29Jul57; KK128214.
- MAINTENANCE ENGINEERING CO. ©  
How's your roofing? Mastakas ... mastic coating fortified with fiber glass; Snowbird, Meco's new all season, all weather roof coating. Appl. author: Joseph P. Tyrrell. © 29Oct57; KK129539.
- MALCAM, INC. ©  
Rin-z-Off; an all purpose liquid concentrate for washing anything washable ... Appl. authors: William E. Caniglia & Norman S. C. Malone. © 23Sep57; KK128896.
- MANHATTAN SHIRT CO. ©  
Beyond the ordinary, Manhattan Ultralawn sport shirts; fabric by Everlast. [Man in sunglasses & cap, smoking cigarette.] (In Esquire, July 1957, p.17) © 6Jun57; KK127771.  
The collar stays are sewn-in forever; Manstay. (In Life, Feb. 18, 1957, p.78) © 18Feb57; KK127373.  
The collar stays are sewn-in forever; Manstay. (In Life, Mar. 18, 1957, p.82) © 18Mar57; KK127373.  
The collar stays are sewn-in forever; Manstay. [Man in striped shirt.] (In Life, Apr. 15, 1957, p.133) © 15Apr57; KK127373.
- Docoma, the self-ironing shirt; go 'round the world. (In Holiday, Dec. 1956, p.161) © 15Nov56; KK126609.  
Go 'round the world, or 'round the town; Docoma, the self-ironing shirt. (In Life, Nov. 26, 1956, p.192) © 22Nov56; KK129785.  
If he's in your heart, get him into your arms with Manhattan valentine gifts. (In Life, Feb. 11, 1957, p.16) © 11Feb57; KK127394.  
If Manhattan Docoma could cook, he'd marry it. (In Life, Apr. 1, 1957, p.10) © 1Apr57; KK127370.  
Just one touch reveals the splendid luxury of Manhattan Oasis Batiste. (In The Saturday evening post, May 11, 1957, p.154) © 11May57; KK127392.  
Maddertones; Manhattan brings back an antique color richness to sport shirts. (In Holiday, Oct. 1956, p.72) © 18Sep56; KK126697.  
Make the Manhattan Span collar-face test now. Setlo, Mast [and others] (In Life, Nov. 12, 1956, p.21) © 8Nov56; KK126611.  
Man struts again in Manhattan Elegance-International. (In Time, Oct. 22, 1956, p.2 of cover) © 17Oct56; KK126186.  
Man struts again in Manhattan Elegance International. [Moustached man, in striped shirt, holding drink.] (In Esquire, May 1957, p.107) © 9Apr57; KK127770.  
The man who has everything doesn't have these brand new Manhattan gifts. (In Life, Dec. 3, 1956, p.91) © 29Nov56; KK126610.  
Manhattan shirts to accent your solid color clothes; Checkmates. (In Esquire, Oct. 1956, p.123) © 6Sep56; KK127077.  
May we direct your attention and admiration to Manhattan Pimshreen. (In Sports Illustrated, Apr. 8, 1957, p.12) © 8Apr57; KK127389.  
An open and shut case; Manhattan Dress 'N' Play for wear with or without a tie. (In Sports Illustrated, May 27, 1957, p.75) © 27May57; KK127391.  
Sleep-as-you-like-it sleepwear, in fine no-iron cotton ... (In Esquire, June 1957, p.155) © 9May57; KK127372.  
Span collar wandrobe gives you face a change of pace. Flat, Setlo [and others] (In Life, March 4, 1957, p.137) © 4Mar57; KK127390.  
Squire; Manhattan adapts British hunting patterns in shirts and sport shirts. (In Esquire, Dec. 1956, p.225) © 15Nov56; KK126608.  
Take cool comfort wherever you go. Thanks to Vornado Twin-Thin air conditioners; thanks to Manhattan cool lightweight shirts. (In The Saturday evening post, June 8, 1957, p.82-83) © 6Jun57; KK127371.  
This new shape-it-yourself collar-antiques all other sport-shirts; Random Roll. (In Esquire, Nov. 1956, p.53) © 9Oct56; KK130606.
- MANISCALCO CACTUS RANGE. ©  
Pure cactus apple jelly. Net wt. 18 ozs. Appl. author: Leo W. Maniscalco. © 18Sep57; KK128844.

## MANN RANCH. ©

Biggest news in boyswear; Tex'n sized proportioned fit ... Tex'n jeans [and others] (In Southwestern retailer, June 1957, p. 4 of cover) Appl. author: Richard W. Mithorff. © 17Jun57; KKI126478.

Mann Ranch adds an exciting 4th dimension to boyswear for spring selling; see it at the big Mann-O-Rama. Tex'n sized proportioned contour fit [and others] (In The Boys' outfitter, Oct. 1957, p. 21) Appl. author: Richard W. Mithorff. © 10Oct57; KKI129843.

Off to school dressed right in Mann Ranch jeans and T-shirts. Tex'n sized Proportioned Fit Tex'n Jeans, Tex'n T-shirts. (In Southwestern retailer, July 1957, p. 4 of cover) Appl. author: Richard W. Mithorff. © 13Jul57; KKI127737.

## MARATHON CORP. ©

Brown's velvet ice cream. One half gallon liquid. © 17Jun57; KKI127561.

Brown's velvet ice cream; vanilla. One half gallon liquid. © 17Jun57; KKI127562.

Busley's ice cream; chocolate. One half gallon liq. © 17Jun57; KKI127564.

Busley's ice cream; strawberry. One half gallon liq. © 17Jun57; KKI127563.

Busley's ice cream; vanilla. One half gallon liq. © 17Jun57; KKI127565.

Busley's ice cream; White House. One half gallon liq. © 17Jun57; KKI127562.

Dart-Valley, DV, half gallon strawberry ice cream. © 31Jul57; KKI129336.

Golden Glow butter; Wis. grade A. One pound net. © 12Sep57; KKI129845.

Jewel Maid enriched large white. Net wt. 24 oz. Appl. author: Donald Wallis. © 26Aug57; KKI129163.

Jewel Maid enriched thin sliced sandwich. Wt. 23 oz. Appl. author: Donald Wallis. © 26Aug57; KKI129164.

Jewel Maid enriched white bread. Wt. 16 oz. Appl. author: Donald Wallis. © 26Aug57; KKI129162.

Marvel vanilla ice cream. One-half gallon. © 1Jan50; KKI128847.

O'Gee ice cream; vanilla. One gallon. © 13Sep57; KKI129578.

One gallon liquid Bulk Pak ice cream. © 23Sep57; KKI129579.

Pevely Farmcrest bulk strawberry ice cream. One half gallon. © 1Jan53; KKI128846.

Schwen's 8 ice cream bars; chocolate covered ... © 28Jun57; KKI129577.

Schwen's 8 drum sticks; ice cream. © 3Jul57; KKI129574.

Schwen's 6 Fudge; chocolate fudge on a stick. © 28Jun57; KKI129576.

Schwen's 6 Pop C. Twins; a drink on a stick. © 28Jun57; KKI129575.

Wrigleys ice cream. Half gallon liquid. © 31Jul57; KKI129798.

## MARCAL PAPER MILLS, INC. ©

Hankies; white extra large facial tissue. 100 single (50 2-ply) sheets. © 31Dec56; KKI128621.

Kitchen Charts; waxed paper 100 feet ... © 24Sep57; KKI129350.

## MARCUS, LOUIS. ©

Fall-Christmas display guide; 1957. © 1Jul57; KKI127513.

## MARGLEN (JULIETTE) INC. ©

For Lovellier lips ... and finger-tips; oval lipstick; nail glaze [and others] © 20Aug57; KKI128646.

Juliette Marglen; a quiet advertisement ... Lovellier lips and finger tips. © 31Mar57; KKI126509.

Juliette Marglen answers; oval lipstick; nail glaze [and others] © 10Jul57; KKI128645.

Juliette Marglen; good day to you ... Lovellier lips and finger tips. © 12Apr57; KKI128644.

MARINE TRUST CO. OF WESTERN NEW YORK. © \$5,500,000; Central School District no. 1 ... Broome County, New York. 4.20% school bonds. (Illustration of two high school pupils (boy & girl) in front of school) (In New York Herald Tribune, June 21, 1957, section 2, p. 5) Appl. author: Doremus & Co. NY revisions. © 21Jun57; KKI29346.

MARKKELL (MATRICE J.) SHOE CO., INC. © Shoes that conform to modern orthopedic demands; the Tarsco Spinator [and others] NM: Re-written; descriptions & photos added; style altered; two colors used. © 26Sep57; KKI129358.

## MARKET REFR. CO. ©

Boat accessories; introducing the new Boat-Veyor ... model no. 370, the one man method of transporting boats. Appl. author: Gilbert Arthur Cummings. © 15Sep57; KKI128762.

Crown jewels for the car of distinction; Starliner; Styleliner. Appl. author: Gilbert Arthur Cummings. © 30Jun57; KKI127788.

One stop medicine service; Medi-Prep medicine station; the packaged solution to preparing, dispensing and storing of medicines. Appl. author: Gilbert Arthur Cummings. © 10Oct57; KKI128763.

Quality ski carriers; new Sun Valley trunk ski carrier, model no. 50. Alpine [and others] Appl. author: Gilbert Arthur Cummings. © 15Sep57; KKI128764.

## MARKSMAN PRODUCTIONS. ©

Top gun ... the first television series directed to the 32,500,000 plus sportsman Americans. © 16Sep57; KKI128830.

MARKWELL MANUFACTURING CO., INC. © World Series treat, 1957. RH Tackmaster; staples. © 16Sep57; KKI128736.

World Series treat, 1957; you and your guest may see the first two ... games. RH utility Tackmaster; staples. © 16Sep57; KKI128737.

MARMAN DIVISION, AEROCOUP CORP. SEE Aerocoup Corp.

## MARS, INC. ©

Milky Way ... wrapped in stars in Candyland by Mars. (In The Salt Lake Tribune, Sept. 15, 1957, comic section, p. 7) © 15Sep57; KKI129742.

New taste, cool taste, Milky Way chilled ... wrapped in stars in Candyland by Mars. (In Chicago Sunday Tribune, Aug. 25, 1957, p. 6) © 25Aug57; KKI128933.

MARSHALL-WELLS CO. d. b. a. WESTERN PAINT CO. SEE Western Paint Co.

## MARTEN, EDWARD. ©

Perfumed gardenia air deodorant; keeps rooms flower fresh. Net weight 3 oz. © 13Nov57; KKI130553.

Perfumed lilac air deodorant; keeps rooms flower fresh. Net weight 3 oz. © 13Nov57; KKI130554.

Perfumed rose air deodorant; keeps rooms flower fresh. Net weight 3 oz. © 13Nov57; KKI130552.

MARVAL PRODUCTS, INC. © Marvalum aluminum cleaner. Contents net wt. 12 fl. ozs. © 1Nov56; KKI126181.

## MARVIC CO. ©

All new, all purpose CivRan no. 22 ... for home, office and shop. Appl. author: Irving V. Nissman. © 4Oct57; KKI128873.

Test your eye-g. Request your free copy of idea guide no. 101 ... new sales stimulators. Appl. author: Marcel R. Pelletier. © 15Jul57; KKI127671.

## MARY-O-LUS MANUFACTURING CO. ©

Bootrest clothes king ... is designed to hold wet apparel, boots ... Appl. author: Marvin Glassenberg. © 9Sep57; KKI128486.

Bootrest clothes king; model 200. Appl. author: Marvin Glassenberg. © 26Aug57; KKI296229.

Bootrest tidymaster; model 400. Appl. author: Marvin Glassenberg. © 12Sep57; KKI296230.

Bootrest up-rite; Bootrest circle-master. Appl. author: Marvin Glassenberg. © 13Aug57; KKI128401.

## MASON CANNING CO., INC. ©

Sea view syrup pack sweet potatoes; whole & sliced. Contents 3 oz. avoird. © 30Oct57; KKI129898.

## MASSEY-HARRIS-FERGUSON, INC. ©

Ferguson M-52 rearing-mounted cultivator. The Ferguson system of mechanized farming. Form 3-29. © 16Aug57; KKI127807.

## MASTER PRODUCTS CO. ©

Shop by mail from Master's for your best buys in misc and office supplies. Appl. author: Barbara Ann Marquardt. © 11Oct57; KKI129172.

22nd anniversary sale days ... top quality misc and office supplies. Appl. author: Barbara Ann Marquardt. © 19Jul57; KKI127357.

Year-end sale; don't miss these big savings on office supplies. Appl. author: Barbara Ann Marquardt. © 8Nov57; KKI129449.

## MASTER PUBLICATIONS. ©

Enjoy the prestige of a well-paid professional career ... with the famous DeWitt B. Lucas how study-course in handwriting and character analysis. © 11Sep57; KKI128131.

## MASTERPIECE RINGS. ©

Ladies' gift rings; men's gift rings. Appl. author: Hyman A. Massover. © 1Aug57; KKI128641.

Perfect diamond rings; interlocking sets. Appl. author: Hyman A. Massover. © 1Aug57; KKI128643.

## MASTITIS CONTROL, INC. ©

Instructions for the use of the Hovde HF generator. Appl. authors: Joseph C. Smith & Ann Hovde. © 5Sep57; KKI130468.

Warnings. Do not use the H. C. C. generator when either you or animal are standing in water [and eight others] Appl. authors: Joseph C. Smith & Ann Hovde. © 5Sep57; KKI130469.

## MATISA EQUIPMENT CORP. ©

Flash thorowaid rail. (In Modern railroads, Sept. 1957, p. 84-85) © 15Sep57; KKI128484.



**MATRIX CONTRAST CORP. ©**

Colors reveal wrong fonts. Regular Matrix Contrast Service for line-casting machine matrices. (In Printing equipment engineer, June 1957, p.56) Appl. author: House of J. Hayden Twiss, Inc. © 1Jun57; KK128094.

One-third fewer errors in original composition, when you use Matrix Contrast Service. (In Printing equipment engineer, July 1957, p.22) Appl. author: House of J. Hayden Twiss, Inc. © 1Jul57; KK128062.

**MATTHEW, MARGARET W. ©**

Preda; Preda came to me on my fifth birthday. © 13Aug57; KK127801.

**MATTHEWS (JAMES H.) & CO. ©**

Somewhere, but where? The Pine Bough, individual memorial. Leaflet B-460. © 6Dec57; KK130722.

**MAYWOOD, INC. ©**

Art glass door lights. Price list no. 50. Effective July 22, 1957. © 23Jul57; KK127514.  
Oak threshold, with lifetime vinyl weather seal. Price list no. 55. Effective July 15, 1957. © 17Jul57; KK127515.

**MEAD JOHNSON & CO. ©**

After 3 1/2 years development, Fablum now has meats for babies. (In Indianapolis star, Aug. 23, 1957, p.32) Appl. author: Campbell-Milthun, Inc. © Mead Johnson & Co., Fablum Product Division; 23Aug57; KK128140.

**MEADOWS CHEMICALS, INC. ©**

Manufacture of spray products. Appl. author: Charles D. Jefferson. © 3Jun57; KK126503.

**MEATS DIVISION, JOHN MORRELL & CO. ©**

SEE Morrell (John) & Co.  
MECHRON, a division of CHRONICLE PUB. CO. SEE Chronicle Pub. Co.

**MEDITATION ROSARY. ©**

What was Mary's most important instruction at Fatima? (In Our Sunday visitor, Dec. 1, 1957, p.13) © 1Dec57; KK130632.

**MEIER, LOUIS P. ©**

Golf; softball. Package deal contract. © 15Aug57; KK130582.

**MELVILLE SHOE CORP. ©**

Announcing new Thom McAn soft grain safety shoes, S-4209. (In National safety news, Nov. 1957, p.61) Appl. author: Ogilvy, Benson & Mather. © 1Nov57; KK129748.

It's new shoe time, dress up in Thom McAn's Lancers. (In Scholastic roto, Dec. 1957, p.9) Appl. author: Ogilvy, Benson & Mather, Inc. © 1Dec57; KK130568.

New, Dregs, styled like next year's cars; they're only at Thom McAn. (In Scholastic roto, Oct. 1957, p.11) Appl. author: Ogilvy, Benson & Mather, Inc. © 1Oct57; KK129077.

New miracle process repels acids, oil, water, lets air in. Thom McAn safety shoes, S-4115 Cheem. (In National safety news, Aug. 1957, p.55) Appl. author: Ogilvy, Benson & Mather, Inc. © 1Aug57; KK128731.

Now, Twin Fin Dregs ... they're cool at Thom McAn. (In Scholastic roto, Nov. 1957, p.11) Appl. author: Ogilvy, Benson & Mather, Inc. © 1Nov57; KK130298.

Thom McAn safety shoes are easy on our feet, and our pay checks, too. S-485 [and others]. (In National safety news, Sept. 1957, p.12-13) Appl. author: Ogilvy, Benson & Mather, Inc. © 1Sep57; KK128732.  
3 new Thom McAns that give you safety plus unusual comfort. S-4116 [and others]. (In National safety news, Oct. 1957, p.76-77) Appl. author: Ogilvy, Benson & Mather, Inc. © 1Oct57; KK129739.

Wouldn't it be without Thom McAn safety shoes, says Bill Palmer ... (In National safety news, Dec. 1957, p.67) Appl. author: Ogilvy, Benson & Mather, Inc. © 1Dec57; KK130434.

**MENNEN CO. ©**

To every lady-in-waiting; skin problems ... need not upset your baby. Baby Magic, oil, powder. (In Life, Jan. 7, 1957, p.75) © 3Jan57; KK130393.

**MERCHANT & EVANS CO. ©**

Gardeners, it's here, a new lifetime aluminum cold frame. © 9Oct57; KK129290.

**MERCK & CO., INC. ©**

For more, high-quality birds prevent coccidiosis outbreaks with S. Q.; Sulfaquinoxaline. (In Turkey world, Jan. 1955, p.9) © 31Jan59; KK127759.

**MERIT PRODUCTS CO. ©**

Handi-Brackets; the hot, new hardware item ... for mounting, bracing, holding, spacing. (In Hardware age, Sept. 26, 1957, p.179) © 26Sep57; KK129537.

**MERRY MANUFACTURING CO. ©**

My Merry beauty shop; just like mommy's. No.231:100. NM: "modernization of art work." © 30Jun57; KK127170.  
My Merry dolly's facial kit; just like mommy's. No.88:59. NM: "modernization of art work." © 30Jun57; KK127169.

My Merry make-up; just like mommy's. No.39:39. © 30Jun57; KK127167.

My Merry manure; just like mommy's. No.11:29. NM: "modernization of art work." © 30Jun57; KK127168.

My Merry rise in shine, just like dad's. No.415:100. NM: "modernization of art work." © 30Jun57; KK127171.

My Merry shampoo set; just like mommy's. No.22:39. NM: "modernization of art work." © 30Jun57; KK127166.

My Merry shaving set; just like dad's. No.55:39. NM: "modernization of art work." © 30Jun57; KK127165.

**MERSBACH, CLARENCE M. ©**

Don't be a litterbug; carry and use folding auto litter-box Ash Tray, giant size. © 27Apr57; KK127978.

**MICHIGAN BELL TELEPHONE CO. ©**

Gizle-Snip? If it's not in the Yellow Pages, maybe there's no such thing. (In The Detroit news, Nov. 4, 1957, p.27) Appl. author: part of work prev. pub. 2Nov57. © 4Nov57; KK129831.

**MICHIGAN FEAT, INC. ©**

Bacto peat; it's Bacti-Vated. Nature's finest organic soil conditioner for potted plants ... A full pack. Appl. author: Philip H. Hamerslaugh, Jr. © 1Nov57; KK130390.

Bacto peat; it's Bacti-Vated.

Nature's organic soil conditioner. 25 lbs. Appl. author: Philip H. Hamerslaugh, Jr. © 10Oct57; KK130465.

**MIDLAND CHEMICAL CO. ©**

Now, turn your lawn solid green ... Green Plasma with instant green ... (In Sunday world-herald, Queens, Aug. 11, 1957, p.80) © David Rastke & Co., Midland Chemical Co.; 11Aug57; KK128789.

**MIDLAND COOPERATIVES, INC. ©**

Both dad and I buy new Midland 500 gasoline; we agree. It saves us money. (In The farmer, July 6, 1957, p.11) Appl. author: William F. Eisner. © 6Jul57; KK128667.

Here's big savings for you during the Midland bulk oil sale; 500 gasoline. (In Wisconsin agriculturalist & farmer, July 20, 1957, p.32) Appl. author: William F. Eisner. © 20Jul57; KK127191.

I work my tractor pretty hard; that's why I use Midland 500 gasoline. (In Wisconsin agriculturalist & farmer, Nov. 2, 1957, p.48) Appl. author: William F. Eisner. © 2Nov57; KK130013.

Of course, there's a difference in fuel oil; since we switched to Midland Infra-Heat fuel oil ... (In Wisconsin State Journal, Nov. 3, 1957, section 2, p.3) Appl. author: William F. Eisner. © 3Nov57; KK130014.

Will you invest 2 hours ... to make hundreds of dollars? Then take advantage of the Midland operation soil test. (In The Farmer, Aug. 17, 1957, p.6) Appl. author: William F. Eisner. © 17Aug57; KK127928.

**MIDWEST INDUSTRIES, INC. ©**

Speed unloading, keep costs low with Midwest bolster hoses on your present wagons. © 12Jul57; KK127368.

**MIDWESTERN INSTRUMENTS, INC. ©**

Direct recording paper for use on Midwestern direct riter oscillograph. Model 602, 615. Appl. author: Shirley Green. © 30Oct57; KK130187.

**MIRS, EARL SCHENCK. ©**

For works of which Earl Schenck Miers is the joint author SEE Kingsport Press, Inc.

**MILANI (LOUIS) FOODS, INC. ©**

Diafoods low calorie bar b-q sauce; less than 2 calories per teaspoon. Net cont. 8 fl. oz. © 3May57; KK127355.

Diafoods low calorie punch; raspberry and loganberry concentrate; less than 5 calories per 8 oz. serving. Net cont. 12 fl. oz. © 4Apr57; KK129351.

Diafoods low calorie taua gravy; 5 calories per teaspoon. Net wt. 13 1/2 oz. © 3May57; KK127356.

Diafoods low calorie tomato-garlic dressing; one calorie per teaspoon. Net cont. 6 fl. oz. © 8Mar57; KK127354.

Diafoods low calorie white sauce; less than 2 calories per teaspoon. Net cont. 13 1/2 oz. © 3May57; KK127352.

A double feature hospital promotion ... Milani's for regular diets! Diafoods for special diets. © 8Jul57; KK127405.

## MILANI (LOUIS) FOODS, INC. © Cont'd.

Egg white stabilizer for making meringue. Net weight 5 pounds.  
© 11Mar57; KK127349.  
French onion soup mix; makes 23 servings. Net weight 8 oz.  
© 3Apr57; KK127348.

In the good old summer time, it's Milani's salad time; serve one of these three great dressings ...  
© 28Jun57; KK127480.  
Newburg sauce; the perfect sauce for lobster, crab ... Net wt. 13 ozs.  
© 29Aug56; KK126632.

Punch; raspberry and loganberry concentrate; makes 6 pints ... Net cont. 12 fl. oz. © 0May55; KK127353.  
Serve a salad tonight; salad time. 1890 French dressing.  
© 28Jun57; KK127482.

Smoky flavor barbecue sauce. Net contents 8 fl. oz. © 18Mar57; KK127356.

Summer time is barbecue time; time to promote Milani's bar-b-cutties; smoky flavor [&] Cimarron barbecue sauce[s] © 6Jun57; KK127484.  
Super salad spectacular; all-star dressings. KK127481. © 28Jun57;  
A touch of glamor; add the touch ... to your salad service with the Serv-A-Rack; it holds 6 of the most popular salad dressings ... © 7Jun57; KK127485.

MILES SHOES, INC. ©  
Women's slippers; no.13. Appl. author: Frank C. Meyer Co., Inc. © 25Oct57; KK130387.

MILLER BREWING CO. ©  
The champagne of bottle beer, distinctive in taste; Miller High Life. Chess player. (In Esquire, Oct. 1957, p.11) Appl. author: C. A. Mathison. © 10Sep57; KK128957.

The champagne of bottle beer; High Life. [Man drinking beer & listening to his ...] (In Esquire, Dec. 1957, p.3 of cover) Appl. author: C. A. Mathison. © 7Nov57; KK130278.  
Creating more sales than ever for Miller High Life; an exciting one hour television show, Wire Service ... (In Progressive grocer, Jan. 1957, p.99) Appl. author: C. A. Mathison. © 1Jan57; KK129955.

I'm glad they still brew a beer like this; Miller High Life. Bowling. (In True, Nov. 1957, p.33) Appl. author: C. A. Mathison. © 17Oct57; KK128954.

I'm glad they still brew a beer like this; Miller High Life. Hunting. (In True, Sept. 1957, p.2 of cover) Appl. author: C. A. Mathison. © 20Aug57; KK129003.  
Taste and enjoy the beer with that champagne sparkle; Miller High Life. Food. (In Life, Nov. 11, 1957, p.157) Appl. author: C. A. Mathison. © 7Nov57; KK130277.

Taste and enjoy the beer with that champagne sparkle; Miller High Life. Still life. (In Life, Sept. 9, 1957, p.73) Appl. author: C. A. Mathison. © 5Sep57; KK129186.

MILLER-STORMGUARD CORP. ©  
First at Miller ... Anodized, the lasting finish ... storm and screen window. Full 1" storm ledger, Aug. 14, 1957, p.23) Appl. author: Lloyd S. Howard. © 14Aug57; KK127739.

First time ever; greatest sale in 35 years. Storm and screen window. (In Daily news, New York, Nov. 13, 1957, p.47) Appl. author: Lloyd S. Howard. © 1Nov57; KK129973.

First time ever; greatest sale in 35 years; storm and screen window. (In New York daily news, Oct. 16, 1957, p.52) Appl. author: Lloyd S. Howard. © 16Oct57; KK129295.

First time ever; Miller's greatest sale in 35 years; storm and screen window. (In New York Sunday news, Oct. 13, 1957, p.59) Appl. author: Lloyd S. Howard. © 13Oct57; KK129207.

First time ever; Miller's greatest sale in 35 years; storm and screen window. (In Newark star ledger, Oct. 16, 1957, p.23) Appl. author: Lloyd S. Howard. © 16Oct57; KK129206.

First time ever; Miller's greatest sale in 35 years; storm and screen window. (In Sunday news, New York, Nov. 10, 1957, p.87) Appl. author: Lloyd S. Howard. © 10Nov57; KK129274.

First time ever; 3 full channel tilt storm and screen window ... (In New York Sunday news, July 14, 1957, p.56) Appl. author: Lloyd S. Howard. © 14Jul57; KK126758.

Lowest price in 35 years; storm and screen door. (In Daily news, New York, Dec. 15, 1957, p.46) Appl. author: Lloyd S. Howard. © 1Dec57; KK130651.

New at Miller ... triple tilt, fully Anodized ... storm and screen window; buy with confidence from Miller ... (In Sunday news, New York, Sept. 8, 1957, p.59) Appl. author: Lloyd S. Howard. © 8Sep57; KK128974.

New at Miller ... triple tilt, fully Anodized ... storm and screen window; Miller for 35 years America's largest. (In Daily news, New York, Sept. 11, 1957, p.47) Appl. author: Lloyd S. Howard. © 11Sep57; KK128320.

Now at Miller ... Anodized, the lasting finish ... storm and screen window. Full 1" storm and screen door. (In Daily news, New York, Aug. 16, 1957, p.39) Appl. author: Lloyd S. Howard. © 16Aug57; KK127739.

Now at Miller's ... Anodized the lasting finish ... storm and screen window. Full one inch thick storm and screen doors. (In Sunday news, New York, Aug. 11, 1957, p.48) Appl. author: Lloyd S. Howard. © 11Aug57; KK127740.

MILLER STUDIO, INC. ©  
Home decorator wall plaques now in three distinctive color combinations. #50, male dancer [and others] Appl. author: Richard A. Miller. © 1Jun57; KK129558.

Wall plaques for fall 1957. (In 29, ballerinas [and others] Appl. author: Richard A. Miller. © 1Jun57; KK129557.

MILNOR CO. ©  
Win a year's pay; 203 other great prizes. Milnot milk or cream. (In The Rock Island angus, Sept. 26, 1956, p.15) Appl. author: McCann-Erickson, Inc. © 26Sep56; KK127508.

MILPRINE, INC. ©  
Eskey quality pure lard shortenings. Net wt. 1 lb. © 2Nov57; KK129575.

Potato chips; give a party touch to your everyday sandwiches. © 21Jun57; KK127685.

MILWAUKEE CHEESE CO. ©  
Say cheese; Wisconsin cheese, that is, for a big smile. Appl. author: William G. Carney. © 31Jul57; KK128561.

MILWAUKEE TRUCK CO. division of GLEASON STEEL CORP. See Gleason Steel Corp.

MINNEAPOLIS STAR & TRIBUNE CO. ©  
What makes a newspaper great? (In Editor & publisher, Apr. 27, 1957, p.85) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 27Apr57; KK127733.

MINNESOTA MINING & MANUFACTURING CO. ©  
Can you tie this? You certainly can with glamorous Sashen, the ribbon that makes the magic bow. (In Vogue, Aug. 1, 1957, p.136) © 1Aug57; KK127949.

Compare; read how Scotch brand's built-in dry lubrication reduces recorder abrasion; magnetic tapes. (In Hi-Fi music at home, June, 1957, p.12) © 1May57; KK127943.

A complete gift-wrap emporium; new 1957 Sashen ribbons n' wraps Christmas floorstand. (In Super market merchandising, May 1957, p.30) © 1May57; KK127940.

Dew it, float it, refrigerate it, Lacleon still stays perky permanently; ribbons n' Telegraf deliver spirit. (In June 1957, p.10) © 1Jun57; KK127946.

Famous-name nationally advertised brands; new 1957 Sashen ribbons n' wraps Christmas floorstand. (In Super market merchandising, May 1957, p.136) © 1May57; KK127938.

Free flying saucer and space launcher with roll-ups of Scotch brand cellophane tape. (In Walter Lantz new funnies, Sept. 1957, p.3 of cover) © 22Jul57; KK129345.

Free; free booklet ... about instrumentation tape; Scotch brand magnetic tapes. (In Western electronic news, July 1957, p.21) © 10Jun57; KK128474.

Free, new business tape aka book shows how magnetic tape can help you Scotch brand. (In Sales management, May 17, 1957, p.17) © 17May57; KK127944.

Freezer tips; save by buying day-old bread ... Scotch brand freezer tape. (In Progressive farmer, May 1957, p.102B) © 15Apr57; KK127085.

Hiram Walker; gift wrap program sets new sales records with help of Sashen magic bows. [Endorsed by] Harold Dols. (In Packaging parade, Mar. 1957, p.76) © 15Mar57; KK127937.

Home repair kit no.31. Scotch colored plastic tape. (In Popular science, May 1957, p.204) © 1May57; KK127087.

Listen; hear on tape how magnetic tape can help you in your classroom. Scotch brand. (In The Catholic educator, Sept. 1957, p.103) © 28Aug57; KK129342.

Listen; hear yourself ... with the mirror-clear sound reproduction of Scotch brand magnetic tape. (In The New Yorker, May 13, 1957, p.137) © 10May57; KK127945.

- Low Print, another 3M first; gold seal professional tape cuts print level 8 db. Scotch brand magnetic tape. (In Electronic Industries & Tech., Aug. 1957, p.8-9) © 20Jul57; KK129341.
- Now Scotch brand tapes in all these colors; pressure-sensitive tapes. (In Newsweek, Sept. 16, 1957, p.87) © 18Sep57; KK129344.
- Order your Christmas gift-wrap profits now; new 1957 Sasheen ribbons n' wraps Christmas floor-stand. (In Super market merchandising, May 1957 p.142) © 1May57; KK127941.
- Pre-tested, pre-packed, pre-sold; new 1957 Sasheen ribbons n' wraps Christmas floorstand. (In Super market merchandising, May 1957, p.121) © 1May57; KK127942.
- Seal it with Scotch brand, 16" roll stay sealed; cellophane tape. (In Good hand using cellophane or flower seed package) (In Life, June 10, 1957, p.160) © 6Jun57; KK127947.
- Send your tape sales soaring with these Scotch brand flying saucer deals; cellophane tape. (In McKesson Profitunities, Aug. 1957, p.57) © 27Jul57; KK128472.
- Stick with Scotch brand cellophane tape (In Western Family, May 1957, p.5) © 25Apr57; KK127086.
- Tape that sticks on both sides; Scotch brand double-coated tape, pressure-sensitive. (In Steel, Aug. 19, 1957, p.48) © 19Aug57; KK128475.
- Tapes you can trust; choose from a complete line of Scotch brand instrumentation tapes. (In Control engineering, Sept. 1957, p.232-233) © 20Aug57; KK129343.
- These fine stores gift wrap with Sasheen, the glamorous maric bow ribbon. (In The Gift & art buyer, May 1957, p.56) © 1May57; KK127939.
- Tough tape that takes print; Scotch brand acetate fibre tape. (In Newsweek, July 22, 1957, p.56) © 22Jul57; KK127948.
- Two billionth roll news; the lucky user. Scotch brand pressure-sensitive tape. [Endorsed by Walter S. Rzepka. (In U. S. news & world report, June 7, 1957, p.31) © 7Jun57; KK128473.
- MRS. LAVALLE, INC. © Famous Cuddles Bride walking doll, complete with 7 glamour outfits. (In House beautiful, Oct. 1956, p.113) © 20Sep56; KK129111.
- MODEL WEAPONS, INC. © M1 rifle; Majix kits. © 13May57; KK127951.
- MODERN MASTERS CLUB. © You are invited to join the Modern Masters Club, an association for the lovers of uncensored female art ... (Invitation to join Modern Masters Club) Appl. author: Sheldon Katz, NM; all descriptive matter, except four photos. © 18Jul57; KK127245.
- MOELLER MANUFACTURING CO., INC. © Punch n' Cover; combination opener and cover for use on condensed soups and baby formula cans. Appl. author: Richard L. Peterson. © 5Nov56; KK129572.
- Snap-Tite adjustable boat bailer; adjustable deck and hull-drain plugs; flanging tubes for brass drain tubes. Appl. author: Richard L. Peterson. © 15Oct57; KK129571.
- MONSANTO CHEMICAL CO. © New All has amazing whitening discovery that washes yellowed nylon fresh white again ... (In Wilkes-Barre times leader, May 7, 1957, p.14) Appl. author: Needham, Louis & Brobyr, Inc. © 7May57; KK126598.
- MOOK SIGNS. © Window Cals; decorate your model, use colorful decals. Appl. author: Alden Robbins. © 12Sep57; KK129173.
- MOORE, MARION U. © Best fashions; opening October 1st, 1957 ... at Moore's, Joshua Tree, Calif. Sportswear, dresses [and others] © 26Sep57; KK129508.
- MOREHOUSE MUSTARD MILLS. © Red Flag mustard. 12 - 24 oz. NM: home & delivery wagon with statement "quality since 1898"; yellow strip. © 16Jul57; KK128231.
- MOREY, CLYDE H. © Maw's Mountain Mover. Woolen blankets, sweaters ... may be washed in cold water with this soap. NM: More specific directions. © 23Aug57; KK128309.
- MORGAN, JOHN PIERCE. © Instructions for making plastic Cro-Shay pieces. © 24Sep57; KK129521.
- Plastic Cro-Shay kit. Contents: 1 10-inch plastic dolly ... © 24Sep57; KK129520.
- MORRELL (JOHN) & CO. Chef's barbecue outfit. Franks; bacon. Morrell Pride products. (In Los Angeles mirror news, July 18, 1957, pt.2, p.1) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Meats Division; 18Jul57; KK127402.
- Free, 1 can Red Heart cat food ... (In The Baltimore sun, May 16, 1957, p.24) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Cat Food Division (In notice: John Morrell & Co., Red Heart Division; 16May57; KK126731).
- Get Red Heart's Reddy; this lovable stuffed pup is 22" high. Protein dog diet in 3 flavors. (In The Pittsburgh press, Oct. 13, 1957, comics, p.2) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 13Oct57; KK129520.
- Love those 3 Red Heart flavors; dog food. (In Good housekeeping, June 1957, p.206) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 21May57; KK126730.
- New, jumbo-size Red Heart; protein dog food in 3 flavors. (In Dog world, Sept. 1957, p.4 of cover) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 14Aug57; KK129577.
- Now, we're hanging our hat in Texas; newly-opened Morrell plant in Fort Worth makes fresh sausage and bacon dally ... (In The Fort Worth press, Aug. 1, 1957, p.4) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Meats Division; 14Aug57; KK127977.
- Red Heart variety; protein dog diet in 3 flavors. (In Dog world, Oct. 1957, p.4 of cover) Appl. author: Campbell-Mithun, Inc. © John Morrell & Co., Red Heart Division; 13Sep57; KK129526.
- MORSE, HERBERT A. © Can you measure health and happiness by inches? We have, in abundance, the good foods you want ... Big Bear store. (In Everywoman's, Sept. 1957, p.61) © 26Aug57; KK129735.
- How many peas to the pound? An institutional ad series ... © 15May57; KK127004.
- MOSEMAN, ED C., ALFRED A. WILDER, NEWTON J. CASPER, CHARLES T. VADIM composing the copartnership CENATRON INDUSTRIES. SEE Cenatron Industries.
- MOSS (SAMUEL H.) INC. © Shutterbugs; stamp it, it's the record. Moss Phot-O-Data metal pocket stamps. (In The New York times, Oct. 13, 1957, p.22A) © 13Oct57; KK129253.
- MOTLOW (LOW) INC., prop. JACK DANIEL DISTILLERS. SEE Daniel (Jack) Distillery.
- MOTOR WHEEL CORP. © Duo-Trim's home power mower vacuum cleaned Yankee Stadium. (In The Saturday evening post, June 15, 1957, p.99) Appl. author: Young & Rubicam, Inc. © 12Jun57; KK126938.
- How to make sure your first power mower is the right one. 21-inch Reo power-trim rotary, power propelled. (In The Saturday evening post, May 11, 1957, p.20-21) Appl. author: Young & Rubicam, Inc. © Motor Wheel Corp., Reo Division; 8May57; KK126947.
- Only Reo's power-trim has them all; the 5 greatest power mower features. (In Life, May 20, 1957, p.60) Appl. author: Young & Rubicam, Inc. © Motor Wheel Corp., Reo Division; 16May57; KK126948.
- We tested Duo-Trim ... it took the Pebble Beach Course in easy stride; power mower. (In The Saturday evening post, May 25, 1957, p.85) Appl. author: Young & Rubicam, Inc. © 22May57; KK126950.
- MOUNT HOPE FOWLTRY DEPT. © Of alces and hens; let us do your breeding ... (In Hatchery & feed, Mount Morris, Ill., June 1957, p.9) Appl. author: S. L. Alt-house Advertising Agency. © 3Jun57; KK127249.
- MUELLER, THEODORE A. d.b.a. BISON PRINTING SERVICE. SEE Bison Printing Service.
- MURCHISON, KENNETH, KENNETH MURCHISON, JR. & JOHN L. TRACY forming the partnership KENNETH MURCHISON & CO. SEE Murchison (Kenneth) & Co.
- MURCHISON (KENNETH) & CO. Insurance milestones; auto insurance. Stanley Steamer. (In Dallas Athletic Club news, 1957, p.25) © Kenneth MURCHISON & Co., a partnership composed of Kenneth Murchison, Kenneth Murchison, Jr. & John L. Tracy; 22Oct57; KK124772.
- Insurance milestones; burial insurance. The first burial expense assurance fund ... (In Dallas Athletic Club news, 1957, p.25) © Kenneth MURCHISON & Co., a partnership composed of Kenneth Murchison, Kenneth Murchison, Jr. & John L. Tracy; 3Jul57; KK127848.



**MURCHISON (KENNETH) & CO. Cont'd.**  
Insurance milestones; fire insurance. (Old English sec; man signing paper with quill) (In Dallas Athletic Club news, 1957) © Kenneth Murchison & Co., a partnership composed of Kenneth Murchison, Kenneth Murchison, Jr. & John L. Tracy; 7Aug57; KK127849.

Insurance milestones; general average. (In Dallas Athletic Club news, 1957, p.20) © Kenneth Murchison & Co., a partnership composed of Kenneth Murchison, Kenneth Murchison, Jr. & John L. Tracy; 4Sep57; KK128446.

Insurance milestones; marine insurance. [Private steering ship] (In Dallas Athletic Club news, 1957, p.24) © Kenneth Murchison & Co., a partnership composed of Kenneth Murchison, Kenneth Murchison, Jr. & John L. Tracy; 5Jun57; KK126472.

Insurance milestones; ransom insurance. (In Dallas Athletic Club news, 1957, p.24) © Kenneth Murchison & Co., a partnership composed of Kenneth Murchison, Kenneth Murchison, Jr. & John L. Tracy; 6Nov57; KK130333.

**MURCHISON, KENNETH, JR., KENNETH MURCHISON & JOHN L. TRACY** forming the partnership KENNETH MURCHISON & CO. SEE Murchison (Kenneth) & Co.

**MUSHROOM GROWERS ASSN., SALES CO. ©**  
Fairy ring mushrooms; grower no.29. 6 oz. when packed. © 26Oct56; KK127214.

**MUSICOLOP, INC. ©**  
Colorobor, the light that dances. The machine that paints tones on a screen; an electronic light generator ... NM: changes in text & drawings. © 15Oct57; KK129953.

**MUTUAL BENEFIT HEALTH & ACCIDENT ASSN. ©**  
Who pays the bill when the doctor calls at your house? By Jim Farlee, Information Division, Mutual of Omaha. © 7Jul57; KK126649.

**MYSTIK ADHESIVE PRODUCTS, INC. ©**  
Free, 100 gay decorating ideas with Mystik tape; self-stick cloth. (In Chicago Sunday Tribune, Sept. 29, 1957, magazine section, p.8) Appl. author: George H. Hartman Co. © 29Sep57; KK128801.

**MYTINGER & CASSEIBERRY, INC. ©**  
Mac-O-Gram ... Re: Competitors and Imitators. Nutrilite food supplement. © 24Apr57; KK128901.

**MYZON, INC. ©**  
Great new spray keeps flies off cows up to 3 days; Tryzol, dairy cattle & barn spray. © 24Jun57; KK126765.

**Myzon poultry builder** in drinking water stops sunburns; sticks faster ... © 17Jun57; KK126764.

Now, famous Myzon poultry builder plus adds new gentler super speed warmer. © 29Nov57; KK130779.

## N

**NRC EQUIPMENT CORP. ©**  
Vacuum coaters, model 3138, for experimental use and technical service; models 3135-3136, for development and small piece production. © 15Jun57; KK127180.

**Vacuum coaters, model 3134, for pilot and limited production;** models 3137-3124, for mass production. © 15Jun57; KK127181.

**Vacuum induction furnace;** 12 lb. Model 2551-B. © 14Oct57; KK129360.

**NAREMCO SERVICES INC. ©**  
Paperwork; liability or an asset? Management consultants. Appl. author: Robert A. Shiff. © 3Jun57; KK127662.

**NASH ENGINEERING CO. ©**  
The type CSI; an entirely new Nash that establishes an advanced standard of vacuum heading pump economy. Appl. author: George E. Wright. © 17Oct57; KK130189.

**NATIONAL AIRLINES, INC. ©**  
Newest and most modern club coach fleet to Florida; Lockheed Super 8 Constellations. (In New York Herald Tribune, Oct. 27, 1957, section 4, p.15) Appl. author: Jim Rowland. © 27Oct57; KK13115.

**Only on national, everything your heart desires; Starlight lounge.** (In New York Journal-American, Nov. 5, 1957, p.11) Appl. author: James Rowland. © 5Nov57; KK130349.

**You just can't help feeling at home on National.** (In The Miami Herald, Nov. 4, 1957, p.2B) Appl. author: Jim Rowland. © 4Nov57; KK130116.

**You just can't help feeling at home on National's club coach.** (In New York World-Telegram, 1957, Nov. 5, 1957, p.12) Appl. author: James Rowland. © 5Nov57; KK130350.

**NATIONAL APPAREL MANUFACTURERS EXCHANGE.** SEE Dickstein, George.

**NATIONAL ASSN. OF HOSIERY MANUFACTURERS. ©**  
Some questions and answers; tested and approved for food value; Better Hosiery Council. Appl. author: Ellington Co., Inc. © 5Jun57; KK126510.

**NATIONAL BISCUIT CO. ©**  
New, soda pop in a package that tastes like soda in a bottle; Unesda instant Pizz drink. (In Citizen, Columbus, Ohio, Aug. 4, 1957, comics.) Appl. author: Ted Bates & Co., Inc. © 4Aug57; KK127592.

**NATIONAL BRANCH OFFICES, INC. ©**  
New, national-wide branch office plan for your business. © 1Aug57; KK128356.

**NATIONAL CONCRETE MASONRY ASSN. ©**  
Announcing Shadowal concrete masonry, the block with 1000 faces. (In House & Home, June 1957, p.54-55) Appl. author: John P. Walker. © 28May57; KK126652.

**NATIONAL CYLINDER GAS CO. ©**  
NCG acetylene, so widely preferred because it is backed by the teamwork that assures results. (In U. S. news & world report, Jan. 1957, p.19) © 4Jan57; KK129112.

**NATIONAL DAIRY QUEEN DEVELOPMENT CO. ©**  
Dairy queen. Banana split sundae. Poster kit 1, '57. Appl. author: Jim Condon. © National Dairy Queen Development Co. (In notice: Dairy Queen National Development Co.); 10Feb57; KK127567.

**Dairy Queen. Strawberry sundae.** Poster kit 3, '57. Appl. author: Jim Condon. © 10Feb57; KK127570.

It's the style; enjoy lean of the milk in Dairy Queen. Carton. Poster kit no.1, '57. Appl. author: Jim Condon. © 10Feb57; KK127569.

**You get more lean of the milk in Dairy Queen. Chocolate sundae.** Poster kit no.1, '57. Appl. author: Jim Condon. © 10Feb57; KK127568.

**NATIONAL DAIRY QUEEN DEVELOPMENT CO.** SEE ALSO Dairy Queen National Development Co.

**NATIONAL ELECTRICAL MANUFACTURERS ASSN.**

Today's electric range, modern as tomorrow; epitomizes new concepts in homemaking. (In What's new in home economics, Sept. 1957, p.241-244) Appl. author: Harvey & Howe, Inc. © National Electrical Range Section; 26Aug57; KK128145.

**NATIONAL RURAL ELECTRIC COOPERATIVE ASSN. ©**

Willie Wirehead. Breathe in this fresh, country air, Ratface. Appl. author: William S. Roberts. © 23Jul57; KK130208.

Willie Wirehead. Happy birthday, Mary. Appl. author: William S. Roberts. © 4Mar57 (in notice: 1956); KK130209.

Willie Wirehead. I don't know how pop survives these Christmas Eves. Appl. author: William S. Roberts. © 11Nov57; KK130080.

Willie Wirehead. It says here that most folks have no idea how much they use electricity ... Appl. author: William S. Roberts. © 9Sep57; KK130210.

Willie Wirehead. We've talked about generation and transmission of electricity ... Appl. author: William S. Roberts. © 3Jun57 (in notice: 1956); KK130207.

Willie Wirehead. Y'know, John and Jay, this old mill was 1 is a good example of how we generate or make electricity. Appl. author: William S. Roberts. © 6May57 (in notice: 1956); KK130206.

**NATONE CO. ©**  
Wake up the sleeping beauty of your face ... Skin Up, original Viennaese salon facial treatment. [Endorsed by] Friedl Schreyer; Edith Laudau. Appl. author: Hal Stebbins. © 10Apr57; KK130774.

**NAVACO, INC. ©**  
How to get sales leads by telephone. Ventilated ceilings and doorframes. © 1Aug57; KK128790.

**NEIMAN-MARCUS. ©**  
Empress chinchilla, the precious fur for a precious few. © 13Sep57; KK128728.

Forecast: the black-magic fur. (In Dallas morning news, July 31, 1957, p.3) © 31Jul57; KK127621.

Forecast: the collared mink stole. (In Dallas morning news, July 26, 1957) © 26Jul57; KK127622.

Forecast: the opulent mink jacket. © 30Aug57; KK128723.

Forecast: the opulent mink jacket. (In Dallas morning news, Aug. 9, 1957, p.4, p.2) © 9Aug57; KK127967.

The full length fur's shining hours. (In Dallas morning news, Oct. 27, 1957) © 27Oct57; KK129657.

The fur that folds like fabric; this new broadtail-processed Argentine lamb ... (In Houston chronicle, Sept. 29, 1957, p.3) © 29Sep57; KK129659.

Going up; the elevator jacket. This is the Paris lift ... and before you can say furs, please. (In Dallas morning news, Sept. 13, 1957) © 13Sep57; KK129784.

- The golden age of fabulous furs; black sapphire mink. © 11Sep57; KK128729.
- Imagine, a shirred mink. Neiman-Marcus diamond earrings ... © 21Jul57; KK127261.
- Loved Lubeta mink; mutation. © 6Sep57; KK128724.
- A mantilla of pure luxury-black-dyed Russian broadtail lamb ... (In The Dallas morning news, Oct. 29, 1957, p.5) © 18Aug57; KK127965.
- Mink, wrapped a new way; it's caped and greatly collared ... (In Dallas morning news, Oct. 29, 1957) © 29Oct57; KK129651.
- N-K beaver can be any age; jackets to long coats. © 22Sep57; KK128727.
- The new Elizabethan elegance. Fur for a queen's taste; completely luxurious bleached white mink in draped stoles. (In Dallas morning news, Oct. 25, 1957) © 25Oct57; KK129656.
- New mink mutation, the cape-jacket. © 22Aug57; KK128726.
- New mink mutation, the cape-jacket. (In The Dallas morning news, Aug. 22, 1957, pt. 8, p.5) © 22Aug57; KK127969.
- The new suit stole; sapphire mink. © 12Sep57; KK127966.
- A new traveling salesman story; blonde mink stoles and jackets ... © 16Sep57; KK128725.
- The newest fur? Black fur. (In Dallas morning news, Oct. 1, 1957) © 1Oct57; KK129658.
- The newest mink suit stole, mink's shorter front design ... © 9Jul57; KK127262.
- Newest in mink jackets, the splendid collar. (In Dallas morning news, Sept. 27, 1957) © 27Sep57; KK129655.
- Now for the 1st time, Desert Sand mink or Palomino mink stoles. (In Dallas morning news, Oct. 10, 1957) © 10Oct57; KK129653.
- Our squirrels are the n-mth of fashion. © 12Jul57; KK127260.
- Portraits in mink; designed in three tie of mink, the portrait cape is as mobile as a fur can be ... (In Dallas times herald, Aug. 1, 1957, p.243B) © 1Aug57; KK128911.
- Presenting the N-M fur collection for 1957-58. © 14Jul57; KK127263.
- The royal raiment: Russian sable. (In Dallas morning news, Oct. 20, 1957) © 20Oct57; KK129652.
- Today's curtain raisers, the college furs. (In The Houston post, Aug. 13, 1957, section 2, p.1) © 13Aug57; KK127968.
- Wall-to-wall mink ... if you can't come to us to choose your coat, N-M minks will come to you. (In Dallas morning news, Oct. 6, 1957) © 6Oct57; KK129654.
- Your colorful mink choice 595.00 to 995.00. (In The Dallas morning news, Nov. 26, 1957) © 26Nov57; KK130787.
- NESTLE CO., INC. ©  
Don't put the cocoa away after breakfast; hot Nestle's is a full-time family affair. Ever-ready cocoa. (In Life, Feb. 4, 1957, p.6-7) Appl. author: McCann-Erickson, Inc. © 31Jan57; KK130122.
- Free introductory offer; buy 2 packages of Nestle's brown gravy mix, get 20¢ free! (In The Boston herald, Apr. 23, 1957, p.22) Appl. author: McCann-Erickson, Inc. © 23Apr57; KK127511.
- Hurry, hurry... \$50,000 in prizes in Nescafe's limerick contest; instant coffee. (In Life, Oct. 29, 1956, p.62) Appl. author: Bryan Houston, Inc. © 29Oct56; KK127561.
- Look at Nescafe now; the new miracle self-brewing coffee. Instant. (In The Toledo times, Nov. 1957, p.9) Appl. author: Bryan Houston, Inc. © 1Nov57; KK129832.
- Morsels of interest from the Nestle test kitchen, v.1, no.2. 10th anniversary issue. Semi-weekly chocolate Toll House morsels [and others] Appl. author: McCann-Erickson, Inc. © 4Nov57; KK129971.
- New self-brewing coffee actually brews delicious fresh-acted flavor ... You can see it brew itself. Nescafe. (In The Flint Journal, Flint, Mich., Aug. 21, 1957, p.30) Appl. author: Bryan Houston, Inc. © 21Aug57; KK129115.
- New self-brewing coffee actually self-brews delicious fresh-roasted flavor ... Another outstanding coffee achievement. Nescafe. (In The Flint Journal, Flint, Mich., Sept. 4, 1957, p.30) Appl. author: Bryan Houston, Inc. © 4Sep57; KK129116.
- New self-brewing coffee? Martha, please, remember the truth. New ... Nescafe, instant coffee. (In The Cleveland press, Nov. 14, 1957, p.56) Appl. author: Bryan Houston, Inc. © 14Nov57; KK130005.
- New self-brewing coffee; Nescafe, instant coffee. (In The Hartford times, June 20, 1957, p.44) Appl. author: Bryan Houston, Inc. © 20Jun57; KK127215.
- New self-brewing Nescafe leads the way; lowest prices in 5 years. Instant coffee. (In New York world-telegram & sun, Oct. 16, 1957, p.33) Appl. author: Bryan Houston, Inc. © 16Oct57; KK129250.
- Spectacular value; 3 ... teed coffee spoons. Nescafe, instant coffee. (In The American weekly, The Boston advertiser, June 23, 1957, p.42) Appl. author: Bryan Houston, Inc. © 23Jun57; KK126519.
- Wake up to the magic of self-brewing coffee; Nescafe, instant coffee. (In The Cincinnati post, Nov. 14, 1957, p.32-A) Appl. author: Bryan Houston, Inc. © 14Nov57; KK130240.
- NEW CASTLE PRODUCTS, INC. ©  
Famous fashion and beauty authority Lily Dache says: If I were an interior decorator, I'd love Modern-fold doors ... (In Better homes & gardens, Oct. 1956, p.16-17) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18Sep56; KK126631.
- Famous fashion and beauty authority Lily Dache says: If I were an interior decorator, I'd love Modern-fold doors ... like adding a whole new room. (In Living for young homemakers, Sept. 1956, p.34-35) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Aug56; KK128585.
- Is your restaurant inviting, or just plain? Attract patrons ... with versatile Modernfold doors. (In Restaurant management, Feb. 1956, p.69) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Feb56; KK128366.
- NEW ENGLAND CANNERS, INC., division of H. C. BRILL CO., INC. SEE Brill (H. C.) Co., Inc.
- NEW ENGLAND DAIRY & POOD COUNCIL. © Merry Christmas; 400 years after the first Christmas, herdsmen began to use cowbells ... this one carries our greeting to you. Appl. author: Marillynn Jane Finch. © 18Dec57; KK130785.
- NEW ENGLAND MUTUAL LIFE INSURANCE CO. © Happy days; they're insured in the New England Life. (In The Saturday evening post, Oct. 27, 1956, p.127) © 27Oct56; KK126894.
- NEW ENGLAND TAP CO., INC. © Seems like we really started something several years ago; Crom-clad taps. (In Metalworking, Oct. 1957, p.55) © 25Sep57; KK129570.
- NEW ORLEANS DIVISION, TODD SHIPYARDS CORP. SEE Todd Shipyards Corp.
- NEW YORK LIFE INSURANCE CO. © Should your child be a medical technologist? By Charlotte Street. (In Life, Oct. 21, 1957, p.60-61) Appl. author: Compton Advertising, Inc. © 17Oct57; KK129719.
- Should your child be an engineer? By T. Keith Glennan. (In Life, July 22, 1957, p.72-73) Appl. author: Compton Advertising, Inc. © 18Jul57; KK128926.
- Should your child go into food retailing? By L. V. Eberhard. (In Ladies' home journal, Sept. 1957, p.104-105) Appl. author: Compton Advertising, Inc. © 27Aug57; KK128611.
- NEW YORK TIMES CO., INC. © How to write a better classified real estate advertisement. © 1Jan57; KK129516.
- NEWS SYNDICATE CO., INC. © Beady news. New York's picture newspaper. No.11-57. Appl. author: Cunningham & Walsh, Inc. © 15Aug57; KK128364.
- Man & valet. Daily news, New York's picture newspaper. No.15-57. Appl. author: Cunningham & Walsh, Inc. © 15Nov57; KK130159.
- Santa Claus. Daily news, New York's picture newspaper. No.16-57. Appl. author: Cunningham & Walsh, Inc. © 5Nov57; KK130671.
- Sid Caesar. Daily news, New York's picture newspaper. No.10-57. Appl. author: Cunningham & Walsh, Inc. © 15Jul57; KK128189.
- Steve Allen trio. Daily news, New York's picture newspaper. No.14-57. Appl. author: Cunningham & Walsh, Inc. © 6Nov57; KK130200.
- Umpires. Daily news, New York's picture newspaper. No.12-57. Appl. author: Cunningham & Walsh, Inc. © 8Sep57; KK128865.
- NEPTUNA CORP. ©  
Marinella. International Assn., Glendale, Calif. Appl. author: Roger H. Kendall. © 20Jan57; KK127248.

**NIAGARA MANUFACTURING & DISTRIBUTING CORP. ©**

A Niagara Cyclo-Massage chair is one of the finest investments ... [says] Herbert A. May. (In Financial world, Mar. 14, 1956, p. 4 of cover) © 12Mar56; KKI26662.

A Niagara Cyclo-Massage chair is one of the finest investments ... [says] Herbert A. May. (In House beautiful, Mar. 1956) © 19Feb56; KKI26664.

Save money; slenderize at home with the Niagara salon-type reducing program. (In Charm, June 1956, p. 141) © 20May56; KKI26664.

The Thermo-Cyclo ... new heat-and-massage pad soothes pain of arthritis. (In The American weekly, Feb. 26, 1956, p. 11) © 26Feb56; KKI26663.

**NIAGARA THERAPY MANUFACTURING CORP. ©**

Be part of America's biggest success, be a Niagara salesman; Cyclo-Massage equipment. (In Specialty salesman, Feb. 1957, p. 79) © 15Jan57 (in notice: 1956); KKI26657.

Beautiful slender you, when you slenderize at home the Niagara way. (In Charm, Apr. 1957, p. 38) © 20Mar57; KKI26658.

Cyclo-Massage helps cut down recovery time from injuries ... (In The Athletic Journal, June 1957, p. 23) © 13Jun57; KKI26766.

Cyclo-Massage helps cut down recovery time from injuries ... (In The Athletic Journal, Sept. 1957, p. 50) © 15Aug57; KKI26895.

Dramatically new living furniture by Niagara Cyclo-Massage. Leisure lounge (and others) (In Better homes & gardens furnishing idea, fall 1957, p. 201) © 18Sep57; KKI26894.

Dramatically new living furniture by Niagara Cyclo-Massage; the perfect gift for Christmas. (In House beautiful, Dec. 1957, p. 187) © 21Nov57; KKI26890.

Get a Niagara lease on life ... with the help of Niagara Cyclo-Massage. (In Cosmopolitan, Feb. 1957, p. 9) © 25Jan57 (in notice: 1956); KKI28001.

Give the best gift, an aid to better health; medically-proved Niagara Cyclo-Massage ... Leisure lounges (and others) (In The Saturday evening post, Dec. 7, 1957, p. 141) © 2Dec57; KKI26541.

Hospital tests prove, doctors agree Niagara Cyclo-Massage does increase circulation; Thermo-Cycloped heat-and-massage cushion. (In Look, Nov. 27, 1956, p. 19) © 13Nov56; KKI26661.

Hospital tests prove, doctors agree Niagara Cyclo-Massage does increase circulation; Thermo-Cycloped heat-and-massage deluxe set. (In Coronet, Oct. 1956, p. 19) © 19Sep56; KKI26665.

How you too can be part of America's biggest success story; be a Niagara representative; Cyclo-Massage equipment. (In Specialty salesman, Sept. 1956, p. 17) © 15Aug56; KKI26656.

Living furniture from Niagara's wonderful world of well-being; Cyclo-Massage. [Endorsed by] John S. Hewitt (and 1 other) (In Fortune, Oct. 1957, p. 247) © 24Sep57; KKI28876.

Living in Niagara's wonderful world of well being; Niagara is an advanced form of massage, Cyclo-Massage ... © 8Jul57; KKI26638.

A medically-proved, drug-free way to help ease tension, relieve pain ... Thermo-Cycloped heat-massage set. (In Good housekeeping, Oct. 1957, p. 23) © 19Sep57; KKI28877.

Millions of people use Niagara Cyclo-Massage ... Thermo-Cycloped heat-and-massage deluxe set. (In Good housekeeping, Oct. 1956, p. 256) © 20Sep56; KKI26666.

Most revolutionary advance in direct sales products is here with the introduction of living furniture by Niagara Cyclo-Massage. (In Salesman's opportunity, Sept. 1957, p. 11) © 15Aug57; KKI28470.

My Niagara Cyclo-Massage chair is wonderful ... [says] John S. Hewitt. (In Nation's business, Nov. 1956, p. 72) © 25Oct56; KKI26660.

My Niagara Cyclo-Massage chair was a fine investment in relaxation ... [Endorsed by] George A. Beck. (In House beautiful, Mar. 1957, p. 95) © 20Feb57; KKI27506.

No liner fit; Niagara Cyclo-Massage executive cushion. (In Sales management, Sept. 10, 1957, p. 127) © 10Sep57; KKI26896.

This free booklet tells you how you can get a Niagara lease on life; home massage set with Thermo-Cycloped heat-and-massage pad ... (In The American weekly, Feb. 17, 1957, p. 17) © 17Feb57; KKI26659.

Want to be thoughtful, unusual and practical. This Christmas give ... the Niagara Cyclo-Massage executive cushion. (In Sales management, Sept. 10, 1956, p. 189) © 1Aug56; KKI26661.

You can become a successful Niagara lady; earn a top income in spare time selling famous Niagara Cyclo-Massage products ... (In Specialty salesman, Sept. 1957, p. 18) © 15Aug57; KKI28391.

**NICHOLAS, THEODORE G.**  
5 easy dance lessons. SEE Educational Dance Recordings, Inc.

**NICHOLSON (FRANK) DISTRIBUTING CO. ©**  
Frank's Blue Ribbon egg noodles. Net wgt. 7 oz. Appl. author: Frank Nicholson. © 163ep57; KKI29374.

**NICOTRAYMOND.**  
How to use the Isometric-Diometric projection charts. SEE Graphcraft.

**NITEY NITE SLEEPERS. ©**  
All aboard for a snug trip to dream-land. Sleeper blanket (and others) (In My baby, Sept. 1957, p. 37) Appl. author: Doyle Dane Bernbach, Inc. © 8Aug57; KKI28055.

All dressed up for the evening; they're so snug and elegant in new Arctic Cloth sleepers ... (In McCall's, Sept. 1957, p. 135) Appl. author: Doyle Dane Bernbach, Inc. © 21Aug57; KKI29482.

As seen in the best night spots. Penny candy print grow-sleeper (and others) (In Parents' magazine, Sept. 1957, p. 122) Appl. author: Doyle Dane Bernbach, Inc. © 26Aug57; KKI28054.

As seen in the best night spots. Ski pajamas, cupid print grow-sleeper, grow-sleeper. (In Good housekeeping, Sept. 1957, p. 253) Appl. author: Doyle Dane Bernbach, Inc. © 20Aug57; KKI28323.

**NORCROSS, INC. ©**  
New, Norcross Tri-angle cards; greetings with a new slant. (In

Ladies' home journal, July 1957, p. 128) Appl. author: Young & Rubicam, Inc. © 25Jun57; KKI26930.

New, Norcross Tri-angles; to give greeting card sales a new slant. (In Department store economist, May 1957, p. 26-27) Appl. author: Young & Rubicam, Inc. © 30Apr57; KKI26949.

New religious greeting cards ... (In Geyer's dealer topics, Oct. 1957, p. 60-61) Appl. author: Young & Rubicam, Inc. © 25Sep57; KKI26956.

Queen-Size greeting cards. 50MB977; 50MB909. (In Ladies' home journal, Oct. 1957, p. 7) Appl. author: Young & Rubicam, Inc. © 28Sep57; KKI29551.

Wrap your gifts in beauty; add extra joy to Christmas giving ... with these new Norcross wrappings. (In Life, Nov. 25, 1957, p. 5) Appl. author: Young & Rubicam, Inc. © 21Nov57; KKI26762.

You'll find beautiful cards like these in this Norcross Christmas book; new designing ... for 1957. (In Life, Oct. 14, 1957, p. 26) Appl. author: Young & Rubicam, Inc. © 11Oct57; KKI26951.

**NORDBERG MANUFACTURING CO. ©**

Hydraulic power jack. Bulletin 267. © 1Jul57; KKI27359.

Hydraulically propelled mechanical spike puller. Bulletin 273. Nm. additions. © 11Oct57; KKI26067.

Synons type-F screen capacity calculator. © 29May57; KKI27359.

Your engineering future with Nordberg; heavy machinery manufacturers. Bulletin 339. © 28Mar57; KKI27760.

**NOR-OEZ CORP. ©**

A new mail box you can sell; truly (In Life, p. 64) © 11Nov56; KKI27877.

Sell the original mailbox that holds all the mail; deluxe aluminum mailbox. © 1Nov56; KKI27876.

Super mail box ... truly Life size. © 1Nov56; KKI27876.

**NORMAN, CRAIG & KUMMEL, INC. ©**  
Empathy; empathy in action for the Hudson Pulp & Paper Corp. 2 ply tissue. Norman, Craig & Kummel, Inc., advertising agency for ... (In The New York times, Sept. 12, 1957, p. 64) © 12Sep57; KKI28348.

**NORTH AMERICAN VAN LINES, INC. ©**  
How North American Van Lines solves exhibit display problems. (In Sales meetings, May 3, 1957, p. 3 of cover) Appl. author: Applegate Advertising Agency, Inc. © 3May57; KKI27682.

**NORTHERN INDIANA PUBLIC SERVICE CO. ©**  
Congratulations, Paul ... I'm Peppy Flame, your friendly gas fellow. © 2Jul57; KKI27550.

Hi folks, I'm Peppy Flame. I'm gas ... (In The Hammond times, Hammond-East Chicago, Ind., June 30, 1957, p. C-12) © 30Jun57; KKI26577.

Peppy Flame says: Thank you, friends. The gas company wishes to thank you all ... in Elkhart truth, Elkhart, Ind., Nov. 9, 1957, p. 9) © 9Nov57; KKI26927.

Peppy Flame says: Welcome to mealtime U. S. A. cooking school. Have you seen the new gas range features? (In The Elkhart truth, Elkhart, Ind., Nov. 4, 1957, p. 7) © 4Nov57; KKI26926.



- NORTHWEST PAPER CO. ©**  
 Northwest pedigreed papers always make good printing better. International boundary. © 29Aug57; KKL128946.
- Northwest pedigreed papers always make good printing better.**  
 Moutie & boy pumping water. © 30Oct57; KKL30292.
- Northwest pedigreed papers always make good printing better.**  
 Moutie and dinner bell. © 25Jul57; KKL127752.
- Northwest pedigreed papers always make good printing better.**  
 Moutie and fireman. © 27Sep57; KKL128872.
- Northwest pedigreed papers always make good printing better.**  
 Moutie and Indian spot old campfire. Calendar for 1957 © 21Dec56; KKL30528.
- Northwest pedigreed papers always make good printing better.**  
 Moutie & lineaman. © 25Jun57; KKL126754.
- NORTON (H. G.) CO. ©**  
 Do it right. National marketing service; heavenly foods at earthy prices. (In Food field reporter, July 22, 1957, p.4) © 22Jul57; KKL126833.
- Don't miss temporary special;**  
 barbecue season is now; Chasu Chinese barbecue sauce. (In Telefood magazine) © 1Jul57; KKL12197.
- NORWICH PHARMACAL CO. ©**  
 Introducing Nebs, the shortest distance between you and pain relief. (In Life, Nov. 18, 1957, p.66-67) Appl. author: Foote, Cone & Belding. © 14Nov57; KKL30813.
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 (In Sunday news, New York, Colorado magazine, Nov. 10, 1957, p.35) Appl. author: Foote, Cone & Belding. © 10Nov57; KKL30814.
- Nebs by Norwich, a new and valuable aid in routine mild analgesia.**  
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 (In American druggist, Dec. 2, 1957, p.54) Appl. author: Foote, Cone & Belding. © 2Dec57; KKL30796.
- To introduce Nebs, Norwich announces a \$1,000,000 advertising campaign.**  
 Pain reliever. (In Drug topics, Oct. 28, 1957, p.46-47) Appl. author: Foote, Cone & Belding. © 25Oct57; KKL129872.
- NOVELTY MANUFACTURING CO., INC. ©**  
 Whirlwind atack flash bike streamers; glows, style no.1117. Appl. author: Sol H. Burger. © 15Aug57; KKL128594.
- NU-LIFT CO., INC. ©**  
 Expecting and comfortable in a Nu-lift maternity support. Appl. author: Zepha Bogert. © 10May57; KKL126727.
- NUTRILITE PRODUCTS, INC. ©**  
 Food supplement; this package contains multiple vitamin capsules and mineral tablets ... NM; art work. © 14Jun57; KKL30360.
- NUTRITIONAL QUALITY CONTROLS, INC. ©**  
 Free 30 days supply of vitamins; a super high-potency tonic kapp ... Dr. Parker's vitalizing tonic.
- (In Pittsburgh sun-telegraph pictorial living, June 2, 1957, p.16) © 2Jun57; KKL127195.
- The miracle of it, I'm living again; Dr. Parker's vitalizing tonic; free 30 days supply high potency tonic kapps ...** (In Baltimore American, June 16, 1957, Sunday pictorial review section, p.4 of cover) © 16Jun57; KKL1194.
- 25¢ just to help cover shipping expenses of this free 30 days supply of vitamins ...** Dr. Parker vitalizing tonic kapps. (In The Daily Oklahoman, Oklahoma City, June 20, 1957, Sunday amusements TV section, p.E8) © 30Jun57; KKL126270.
- O'DOWD, P. BEMBLE. ©**  
 The Intercontinental & Intersuburban Co-operative Theatre (Universal or Co-Theatre) (Coming; the Co-Theatre, Presenting the Poolies, Bergere ...) Brisbane, Australia. © 22Sep56; KKL128910.
- OFFICE EQUIPMENT MANUFACTURING CO., INC. ©**  
 The aluminum closure makes the difference; Permalite storage boxes; price list. Form no.1157. Appl. author: James T. Fryor. © 10Dec57; KKL30742.
- ODDIN MANUFACTURING CO. ©**  
 Color me; nursery rhyme color-toys. Appl. author: Wayne Tankersley. © 16Mar57; KKL129038.
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 What a beautiful colonial sofa, it's O'Hearn's Convert-a-Bed with Conceal-or-Matic construction. (In Living for young homemakers, May 1957, p.161) Appl. author: Cory Snow, Inc. © 1May57; KKL128960.
- OHIO EDISON CO. ©**  
 Automotive parts, one of many industries ... in the center of industrial America. (In Business week, Feb. 23, 1957, p.91) Appl. author: Clay Herrick, Jr. © 22Feb57; KKL126772.
- Ceramic, one of many industries ... in the center of industrial America.** (In Business week, Mar. 23, 1957, p.157) Appl. author: Clay Herrick, Jr. © 22Mar57; KKL126773.
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- OHIO NUT & BOLT CO. ©**  
 How well must your fasteners hold? The RN WM & SF weld nuts. Bulletin 573. Appl. author: John Thomas Doheny. © 1Aug57; KKL127749.
- 3 quick steps ... new Ohio RN weld nuts eliminate costly extra steps.** Bulletin 572. Appl. author: John Thomas Doheny. © 1Aug57; KKL127748.
- OBHETS MANUFACTURING CO. ©**  
 Molded composition potentiometers. Bulletin 156. © 18Sep57; KKL30705.
- Ritecra series 77; metal film resistors.** Bulletin 155. © 15Aug57; KKL128141.
- OHRBACH'S, INC. ©**  
 Honestly, Ohrbach's college shop doubled my allowance. (In The New York Times, Aug. 25, 1957, p.57) Appl. author: Doyle Dane Bernbach, Inc. © 25Aug57; KKL128452.
- I could kick myself for not shopping at Ohrbach's.** (In The New York Times, Oct. 13, 1957, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 13Oct57; KKL129678.
- I never knew I could get things like this at Ohrbach's.** (In The New York Times, Sept. 8, 1957, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 8Sep57; KKL128451.
- Just look at this coat, just look at it!** (In The New York Times, Oct. 6, 1957, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 6Oct57; KKL129308.
- Paris; Ohrbach's flew to Paris and Italy, making a revolution in fashion.** (In The New York Times, Sept. 15, 1957, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 15Sep57; KKL129437.
- Starting with Thanksgiving ... great values, created especially for your Christmas shopping.** (In The Newark star-ledger, Nov. 25, 1957, p.12) Appl. author: Doyle Dane Bernbach, Inc. © 28Nov57; KKL30513.
- Sure I feel smug. Wouldn't you feel smug with buys like these?** (In The New York Times, Oct. 20, 1957, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 20Oct57; KKL129681.
- That Ohrbach's, I dressed both kids for what I usually spend for one.** (In New York Journal-American, Aug. 25, 1957, p.11-1) Appl. author: Doyle Dane Bernbach, Inc. © 25Aug57; KKL128450.
- 3rd birthday on 34 St. party starts tomorrow.** Clothes, accessories for men, women, children. (In The New York Times, Sept. 2, 1957, p.20-21) Appl. author: Doyle Dane Bernbach, Inc. © 4Sep57; KKL129447.
- This is the ticket for me; check the election day coat values ...** (In The New York Times, Nov. 3, 1957, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 3Nov57; KKL30287.
- 27th anniversary continues bigger, better than ever.** (In Newark news, Oct. 13, 1957, p.35) Appl. author: Doyle Dane Bernbach, Inc. © 13Oct57; KKL129679.
- Watch your dollars grow with every fashion you buy at Ohrbach's.** (In Los Angeles times, Aug. 28, 1957, pt.2, p.2) Appl. author: Doyle Dane Bernbach, Inc. © 28Aug57; KKL128449.
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- The whole chemise story in three words.** (In The New York Times, Sept. 28, 1957, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 28Sep57; KKL129438.
- Yes, little girl, there is an Ohrbach's; it's true ... the right gifts for everyone at beautifully low prices.** (In Newark news, Dec. 3, 1957, p.12) Appl. author: Doyle Dane Bernbach, Inc. © 3Dec57; KKL130868.
- You'll love yourself for saving tomorrow for Ohrbach's; clear-away.** (In The Newark star-ledger, June 18, 1957, p.9) Appl. author: Doyle Dane Bernbach, Inc. © 18Jun57; KKL126433.

- CHRINGER HOME FURNITURE CO. ©**  
New, exclusive, the Chringer custom floor budget-all plan. Russ. © 50Oct57; KK129135.
- OLD CHARTER DISTILLERY CO. ©**  
Insist on the genuine Old Charter. Kentucky straight bourbon whiskey. Appl. author: Claude M. Stafford. © 15Aug57; KK130597.
- Wherever you go; gold cup pocket flask. Ken's straight bourbon whiskey. Appl. author: Claude M. Stafford. © 15Aug57; KK130599.
- You can take it with you; gold cup pocket flask. Kentucky straight bourbon whiskey. Appl. author: Claude M. Stafford. © 15Aug57; KK130598.
- OLD REBEL - PECOS PETE ENTERPRISES.**  
Old Rebel and Pecos Pete present The Old Rebel's hunting trip, with Cathy, the chipm, and Troubles. 45 RPM. © George E. Perry - James Tucker, owners, Old Rebel - Pecos Pete Enterprises; 20Oct57; KK130543.
- OLSEN, GEORGE A. sole owner SEALER PRODUCTS. SEE Sealer Products.**
- OLSON RUG CO. ©**  
Olson presents some new colors, patterns, textures, weaves in finest carpets, rugs. Appl. author: Arthur W. Frussing. © 15Oct57; KK129210.
- ONFIDA, LTD. ©**  
For Victoria Douglas' seventeenth birthday, her proud father has promised her ... sterling silver; Silver Rose in Heirloom sterling. (In Glamour, June 1957, p.38) Appl. author: J. Walter Thompson Co. © 1Jan57; KK126911.
- I just realized, I've been making do with another woman's silver. (In Ladies' home journal, June 1957, p.52-53) Appl. author: J. Walter Thompson Co. © 25May57; KK126910.
- I won my sterling from dad, says Lendy Firestone ... Heirloom. (In Seventeen, Oct. 1957, p.119) Appl. author: J. Walter Thompson Co. © 1Oct57; KK129791.
- Invest in fresh beauty for your table and get two 6-pc. place settings free; Community, the finest silverplate. (In McCall's, Apr. 1957, p.25) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 21Mar57; KK126687.
- Only fine silverware has lifelong beauty like this; five ways ... with Community. (In Ladies' home journal, Apr. 1957, p.40-41) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 28Mar57; KK126690.
- Only fine silverware keeps its beauty through the years; lifetime beauty ... in all five Community patterns. (In Ladies' home journal, July 1957, p.98-99) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 31Jan57; KK126689.
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- ORAL B CO. ©**  
Can you pass this 1-minute test on dental care? Toothbrush. (In Sunset, Apr. 1957, p.92) Appl. author: Clark Whitely Lawrence. © 25Mar57; KK126427.
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- So gentle you can brush your gums; toothbrush. In Parents' magazine, Nov. 1956, p.93) Appl. author: Clark Whitely Lawrence. © 25Oct57; KK126431.
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- Try this brush, specially designed for gum line protection. (In Ladies' home journal, Apr. 1957, p.37) Appl. author: Clark Whitely Lawrence. © 29Mar57; KK126431.
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- OREGON SAW CHAIN CORP. ©**  
A chain saw, your best friend is his dealer. (In The Ohio farmer, Apr. 7, 1956) © 7Apr56 (in notice: 1955); KK128831.
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Gulf Pearl brand medium shrimp. Wet pack, drained weight 4 1/2 oz. Appl. author: Piedmont Label Co., Inc. © 1Jan57; KK130503.
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At home, anywhere; Cummins portable electric tools. Maxw 717; sander. (In Life, Dec. 2, 1957, p.105) Appl. author: Baker, Johnson & Dickinson. © Cummins Portable Electric Tools, division of John Oster Manufacturing Co.; 2Dec57; KK130451.
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- Smart Santas look to Oster for gifts she's sure to love ... all available wherever quality electric housewares are sold. (In McCall's, Dec. 1957, p.4) Appl. author: C. A. Mattison. © 21Nov57; KK130299.
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- OSTROWSKI, MICHAEL. ©**  
A new and novel method of catching fish as invented by Powerline Mke. Power fishing lines. © 1May57; KK129256.
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Finest protection for your 2 biggest investment - garage door. (In House & garden's book of building, fall-winter 1957-1958, p.39) Appl. author: Applegate Advertising Agency, Inc. © 29Aug57; KK128761.
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OVERLY-HAUTZ CO. ©  
Adjustable motor bases, motor  
rails, Adaptors-mounts, Catalog  
MB-200. © 1Aug57; KK129149.

## P

P & H INDUSTRIES, INC. ©  
Mr. Topper-Matic jobber: here it  
is; the all new engineered  
deluxe Topper-Matic ... trouser  
topper. © 1Jul57; KK127216.

P. S. BUREAU CO. ©  
Your prayer cross. Appl. author:  
Leroy Perry. © 10Dec56;  
KK128595.

P S C EQUIPMENT CORP. ©  
Build low cost, adjustable storage  
racks with ordinary pipe; tube  
strut makes it easy. Appl. au-  
thor: Harold L. Fosner. © 1Aug57;  
KK128685.

PABLUM PRODUCT DIVISION, MEAD JOHNSON  
& CO. SEE MEAD JOHNSON & CO.

PABST BREWING CO. ©  
From one Milwaukee team to another,  
we tip our caps to the Braves.  
Blue Ribbon. (In The Milwaukee  
Journal, Sept. 29, 1957, p.11)  
Appl. author: Norman Craig &  
Kummel, Inc. © 29Sep57;  
KK129968.

Mrs. Fox Cities says: Fabst makes it  
perfect in Fox Cities homes. (In  
Appleton post-crescent, Appleton,  
Wis., July 30, 1957, p.3) Appl.  
author: Norman, Craig & Kummel,  
Inc. © 30Jul57; KK128453.

Fabst makes it perfect; Blue Ribbon  
beer. (In Life, June 24, 1957,  
center spread) Appl. author:  
Norman, Craig & Kummel, Inc.  
© 21Jun57; KK127174.

Fabst makes it perfect; Blue Ribbon.  
[Cable sitting back to back on  
beach, drinking beer] (In Life,  
Aug. 19, 1957, center spread)  
Appl. author: Norman, Craig &  
Kummel, Inc. © 16Aug57; KK128345.

PACIFIC INSTRUMENTS CORP. ©  
Amazing new Stenocord; the modern  
combination dictating-transcrib-  
ing machine with transcribing mag-  
netic belt. © 1Jul57; KK127041.

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I'm king of Skid Row. Up-rite  
tire insert holder. © 1May57;  
KK128850.  
I'm ready to blow. Up-rite tire  
insert holder. © 1May57;  
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PAK PIX.  
Take-apart album, jumbo size. (Mail  
in envelope from panel) © Pak  
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Klein; 12Aug57; KK128207.

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Skaidroj1 ... vodka. SEE Kunstmanns,  
Povilas.

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Artec, the wrought iron frame ...  
shock mount for pictures and  
charts. © 7Dec54; KK126426.

PALMER NURSERIES. ©  
For all plants, shrubs, trees,  
lawns, Palmer-Grow, all-purpose  
fertilizer. (In Sarasota herald-  
tribune, June 13, 1957, p.8)  
© 13Jun57; KK127813.

PAN-AMERICAN COFFEE BUREAU. ©  
Get 3 times the fun from coffee.  
[Bag of groceries; two cups of  
coffee & other articles] (In  
Ladies' home journal, Sept. 1957,  
p.148) Appl. author: Robert W.  
Orr & Associates, Inc. © 30Sep57;  
KK128102.

Going steady; coffee and donuts,  
taste mates. (In Ladies' home  
journal) Appl. author: Robert W.  
Orr & Associates, Inc.  
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New ways to take an iced coffee-  
break. Iced coffee tropicale  
[and others] (In The Saturday  
evening post, June 15, 1957,  
p.66-67 & gatefold) Appl. au-  
thor: Robert W. Orr & Associates,  
Inc. © 11Jun57; KK127660.

Take it easy, make it easy; 3 sure  
ways to make iced coffee. Iced  
coffee float. (In Ladies' home  
journal, July 1957, p.84) Appl.  
author: Robert W. Orr & Associ-  
ates, Inc. © 25Jul57; KK127555.

Take it easy, make it easy; 3 sure  
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coffee nectar. (In Ladies' home  
journal, Aug. 1957, p.24) Appl.  
author: Robert W. Orr & Associ-  
ates, Inc. © 30Jul57; KK127554.

PAPER MATE CO. ©  
Free 194 piggy-back refill with  
... Tu-Tone pen. (In The Chicago  
American, Aug. 25, 1957, comic  
section, p.5) Appl. author:  
John J. Seehof. © 25Aug57;  
KK129870.

Paper Mate pens please everyone;  
give the only pen with the famous  
Figg-Back refill. Capri. (In  
The American weekly (Philadelphia  
Sunday bulletin) Dec. 1957)  
Appl. author: John J. Seehof.  
© 1Dec57; KK130426.

This Christmas give Paper-Mate ...  
each pen in a free gift box. The  
Capri [and others] (In Sales &  
management, Sept. 10, 1957, p.169)  
Appl. author: John J. Seehof.  
© 10Sep57; KK129948.

PARAGON ART & LINEN CO., INC. SEE  
Paragon Needlecraft.

PARAGON MAINTENANCE CO., INC. ©  
Oil burner service security plan;  
your heating plant needs expert  
attention. Appl. author: John J.  
McCartney. © 30Jul57; KK127815.

PARAGON NEEDLECRAFT. © Appl. author:  
Alfred Rosenthal. © 10Dec57;  
KK130649.

Make-it the merriest Christmas ever  
with Paragon needlecraft.  
No.0120 [and others] (In McCall's  
needlework & crafts magazine,  
fall-winter 1957, p.3 of cover)  
Appl. author: Martin J. Rothman.  
© Paragon Needlecraft, alternative  
designation of Paragon Art & Linen  
Co., Inc.; 25Jul57; KK130640.

PARAGON OIL BURNER CORP. ©  
Heating equipment; condensed cata-  
log. Cast iron wet base boiler,  
CS series for oil burners) Appl.  
author: John J. McCartney.  
© 22Jul57; KK127814.

PARAGON OIL CO., INC. ©  
Be sure, be safe; permanent anti-  
freeze. Appl. author: John J.  
McCartney. © 11Sep57; KK129347.  
Here's a suggestion; do you know,  
there's no need to wait at home  
on oil delivery day. Ventalarm.  
Appl. author: John J. McCartney.  
© 12Sep57; KK129237.

It's getting late ... arrange to  
have your oil burner thoroughly  
cleaned and adjusted. Paragon  
Maintenance Co. Appl. author:  
John J. McCartney. © 19Jun57;  
KK126719.  
No need to wait at home on oil  
delivery day. Ventalarm signal.  
Appl. author: John J. McCartney.  
© 29Aug57; KK129236.

PARE & TILFORD. ©  
Valuable order motivator; use this  
easy way to reorder Tintex ...  
© 26Apr57; KK127292.

PARKS, DAVIS & CO. ©  
At Crestview Knolls, 14 residents  
with hay fever; some do better on  
Ambrodyl ... Others do better on  
Sensitry ... PD-B-824. © 7Aug57;  
KK127985.

Bardase lessens hypermotility and  
spasm to relieve pain; control of  
muscle spasm in ulcerative colitis.  
PD-B-795. © 15Jul57;  
KK127989.

Bardase lessens hypermotility and  
spasm to relieve pain; for control  
of smooth muscle spasm in mucous  
colitis. PD-B-799. © 18Jul57;  
KK127990.

Bardase lessens hypermotility and  
spasm to relieve pain; prompt re-  
liever in functional pylorospasm.  
PD-B-792. © 8Jul57; KK128021.

Bermuda grass, important cause of  
hay fever; time to prescribe  
Bendaryl. PD-B-819. © 19Jul57;  
KK127996.

Eldec Kapsaels, mineral-vitamin-  
hormone supplement; combat the  
aging complex now for optimum  
health later in life. PD-B-716.  
© 5Jun57; KK127982.

Eldec Kapsaels, mineral-vitamin-  
hormone supplement; slow down  
middle-aging now for a more vital  
life-time later. PD-B-715.  
© 7Jul57; KK127981.

For control of smooth muscle spasm  
in fermentative colitis: Bardase.  
PD-B-800. © 25Jul57; KK128497.

Joe, the barber, speaks up for  
Joe, who says: sure cure for this  
chest pain of mine? (In Journal of  
American Medical Assn., May 11,  
1957, p.66-65) Appl. author:  
Young & Rubicam, Inc. © 8May57;  
KK126951.

June grass, important cause of hay  
fever; time to prescribe Bendaryl.  
PD-B-815. © 12Jul57; KK127999.

Major advance in female hormone  
therapy; Norlutin, oral progesta-  
tional agent ... In functional  
uterine bleeding. PD-B-848.  
© 15Oct57; KK130579.

Norlutin, major advance in female  
hormone therapy; oral progesta-  
tional agent ... In endocrine  
infertility. PD-B-842.  
© 10Oct57; KK130575.

Norlutin, major advance in female  
hormone therapy; oral progesta-  
tional agent ... In functional  
uterine bleeding. PD-B-841.  
© 20Oct57; KK130576.



- PARKE, DAVIS & CO. Cont'd.
- On Oceanstrand Boardwalk, 31 vacationers with hay fever; some do better on Ambodryl ... others do better on Benadryl ... PD-D-826. © 12Aug57; KKI127986.
- On the Peal St. Ferry, 17 passengers with hay fever; some do better on Ambodryl ... others do better on Benadryl ... PD-D-823. © 5Aug57; KKI127984.
- Pediatric Patterns, including Polio Patterns ... a service for the exclusive use of the medical profession. Week ending June 8, 1957. ABDEC drops. PD-D-727-8. © 28Jun57; KKI128023.
- Week ending June 22, 1957. Paladac. PD-D-727-9. © 2Jul57; KKI128022.
- Week ending July 6, 1957. Apple-flavored ABDEC drops. © 17Jul57; KKI127987.
- Week ending July 20, 1957. Paladac. PD-D-727-11. © 20Jul57; KKI128029.
- Week ending Aug. 3, 1957. Apple-flavored ABDEC drops. PD-D-727-12. © 3Aug57; KKI128034.
- Week ending Aug. 17, 1957. Paladac. PD-D-727-13. © 17Aug57; KKI128493.
- Week ending Aug. 31, 1957. Trigen. © 12Sep57; KKI130052.
- Week ending Sept. 19, 1957. Kids put aside their toys for Paladac. © 14Oct57; KKI130579.
- Week ending Oct. 12, 1957. Immunisses simultaneously against diphtheria ... PD-D-727-17. © 20Oct57; KKI130573.
- Prompt relief in gastric irritation may often be provided by Bardase. PD-D-791. © 5Jul57; KKI128496.
- Prompt relief in intestinal carbohydrate dyspepsia may often be provided by Bardase. PD-D-793. © 11Jul57; KKI127988.
- Prompt relief in nervous diarrhea may often be provided by Bardase. PD-D-797. © 23Jul57; KKI127991.
- Ragweed, important cause of hay fever; time to prescribe Benadryl. PD-D-821. © 19Jul57; KKI127998.
- Redtop, important cause of hay fever; time to prescribe Benadryl. PD-D-822. © 11Jul57; KKI127993.
- Sage, important cause of hay fever; time to prescribe Benadryl. PD-D-820. © 19Jul57; KKI127997.
- Taka-Combex. Florence B., whose digestion isn't what it used to be may benefit. PD-D-859. © 18Oct57; KKI130577.
- Taka-Combex. Florence M., who has poor eating habits, needs Taka-Combex to cope with her high carbohydrate diet ... PD-D-794. © 7Aug57; KKI127985.
- Taka-Combex. Helen W., who can't chew properly, needs Taka-Combex to cope with carbohydrate diet. PD-D-813. © 28Jun57; KKI128024.
- Taka-Combex. Martha K. with an eye on the future may benefit ... PD-D-857. © 25Oct57; KKI130578.
- This is what we work for at Parke-Davis ... better health and longer life that come with better medicines. Immunizing shots ... (In Life, Sept. 30, 1957, p.4) Appl. author: Young & Rubicam, Inc. © 26Sep57; KKI129553.
- This is what we work for at Parke-Davis; the better health and longer life that come with better medicines. (In Life, July 22, 1957, p.84-85) Appl. author: Young & Rubicam, Inc. © 18Jul57; KKI127629.
- This is what we work for at Parke-Davis; the better health and longer life that come with better medicines. Research fact: today's teenagers ... (In Wall Street Journal, Aug. 26, 1957, p.2) Appl. author: Young & Rubicam, Inc. © 26Aug57; KKI128554.
- This is what we work for at Parke-Davis; the better health and longer life that come with better medicines. This little boy has epilepsy ... (In Life, Oct. 28, 1957, p.111) Appl. author: Young & Rubicam, Inc. © 24Oct57; KKI130702.
- Thistle, important cause of hay fever; time to prescribe Benadryl. PD-D-816. © 17Jul57; KKI127995.
- Timothy, important cause of hay fever; time to prescribe Benadryl. PD-D-814. © 8Jul57; KKI127992.
- PARKER PEN CO.
- Brand new for Christmas this year, and only \$5.75; Parker Parkers. Parker Jotter ball pen; liquid ball pencil. (In Life, Dec. 3, 1956, p.34) Appl. author: Tatham-Laird, Inc. © 28Nov56; KKI127196.
- From Parker comes a gift that's right for everyone on your Christmas list. Parker 41 [and others] (In Okinawa morning star, Dec. 18, 1956, p.3) Appl. author: Tatham-Laird, Inc. © 18Dec56; KKI120223.
- From Parker comes a new way to say Merry Christmas; Parkers. Parker ball point set. (In Life, Dec. 17, 1956, p.128) Appl. author: Tatham-Laird, Inc. © 13Dec56; KKI130277.
- From Parker comes the ball point ... writes 5 times longer. Jotter. [Pen adding numbers] (In The Overseas weekly, Mar. 31 1957, p.6) Appl. author: Tatham-Laird, Inc. © 28Mar57; KKI130221.
- From Parker comes the ball point ... writes 5 times longer. Jotter. [Pen crossing off numbers] (In The American weekly, June 9, 1957, p.15) Appl. author: Tatham-Laird, Inc. © 25Jun57; KKI130228.
- From Parker comes the ball point ... writes 5 times longer ... much less to authorized personnel in PX's ... Jotter. [Pen crossing off numbers] (In The Overseas weekly, May 26, 1957, p.33) Appl. author: Tatham-Laird, Inc. © 2May57; KKI130220.
- From Parker comes the ball point ... writes 5 times longer. 1-2-3-4-5. Jotter. (In Look, May 14, 1957, p.50) Appl. author: Tatham-Laird, Inc. © 20Apr57; KKI130229.
- Go back to school with one of these new Parkers. Parkers. Parker 21. Parker 41, Parker Jotter. (In The Detroit news, Sept. 1, 1956, p.17) Appl. author: Tatham-Laird, Inc. © 8Sep56; KKI130198.
- New kind of pen even fills itself ... Parker 61, capillary pen. (Endorsed by) B. Hope (In Esquire, Dec. 1957, p.2 of cover)
- Appl. author: Tatham-Laird, Inc. © 7Nov57; KKI130454.
- New kind of pen even fills itself ... Parker 61 capillary pen. [Endorsed by Carl Sandburg. (In Life, Aug. 26, 1957, p.12) Appl. author: Tatham-Laird, Inc. © 22Aug57; KKI130234.
- New kind of pen even fills itself ... Parker 61 capillary pen. [Endorsed by Charles Coburn. (In Life, Nov. 11, 1957, p.84) Appl. author: Tatham-Laird, Inc. © 10Nov57; KKI130231.
- New kind of pen even fills itself ... Parker 61 capillary pen. [Endorsed by] Doris Day. (In Life, Oct. 14, 1957, p.178) Appl. author: Tatham-Laird, Inc. © 10Oct57; KKI130236.
- New kind of pen even fills itself ... Parker 61 capillary pen. [Endorsed by William Holden. (In Life, Sept. 16, 1957, p.48) Appl. author: Tatham-Laird, Inc. © 12Sep57; KKI130235.
- New kind of pen even fills itself ... Parker T-Ball Jotter, the only ball point that won't skip in any normal use. © 5Aug57; KKI128154.
- The only ball point that won't skip; T-Ball Jotter pen. (In Chicago daily tribune, Oct. 10, 1957, pt.4, p.3) Appl. author: Tatham-Laird, Inc. © 10Oct57; KKI130683.
- See this revolutionary new capillary pen; Parker 61 Jotter [and others] (In Modern stationery convention daily, Oct. 2, 1957, p.5) Appl. author: Tatham-Laird, Inc. © 20Oct57; KKI130207.
- There's a Parker gift for everyone on your Christmas list. New Parker 51. New Parker lady's set [and others] (In Reader's digest, Oct. 1956, p.10-11) Appl. author: Tatham-Laird, Inc. © 25Sep56; KKI129216.
- Unlike any fountain pen in this world, or any other; Parker 61. Two rockets. (In Reader's digest, American ed., pub. in Far East, Nov. 1956, p.136-137) Appl. author: Tatham-Laird, Inc. © 25Oct56; KKI130218.
- Unlike any gift in this world, or any other; Parker 61. All Parkers at special low prices for service personnel ... Parker 61. Four colored star. (In Leatherneck, Dec. 1956, p.2 of cover) Appl. author: Tatham-Laird, Inc. © 28Nov56; KKI130225.
- Unlike any gift in this world, or any other; Parker 61. Parker 41. Parker 21. Star. (In Okinawa morning star, Dec. 11, 1956, p.3) Appl. author: Tatham-Laird, Inc. © 18Dec56; KKI130225.
- Unlike any gift in this world, or any other; Parker 61. Spray. (In The New Yorker, May 11, 1957, p.159) Appl. author: Tatham-Laird, Inc. © 8May57; KKI130688.
- Unlike any gift in this world, or any other; Parker 61. Star. [Black & white] (In The Kansas City star, Dec. 17, 1956, p.17) Appl. author: Tatham-Laird, Inc. © 16Dec56; KKI130215.
- Unlike any pen in this world, or any other; Parker 61 ... available to service personnel ... Rainbow. (In Reader's digest, Overseas Military ed., Oct. 1957, p.137) Appl. author: Tatham-Laird, Inc. © 25Sep57; KKI130217.

- Unlike any pen in this world, or any other; Parker 61. Dramatically new ... Rockets. (In The Reader's digest, Overseas military ed., Aug. 1957) Appl. author: Tatham-LaIRD, Inc. © 25Jul57; KKI30216.
- Unlike any pen in this world, or any other; Parker 61. The Parker 61 alone ... [Iceberg] (In Life, Nov. 26, 1956, p.127) Appl. author: Tatham-LaIRD, Inc. © 22Nov56; KKI30238.
- Unlike any pen in this world, or any other; Parker 61. The shining point ... Iceberg. (In The Saturday evening post, Apr. 6, 1957, p.2 of cover) Appl. author: Tatham-LaIRD, Inc. © 2Apr57; KKI30232.
- Unlike any pen in this world, or any other; Parker 61. The shining point ... Rainbow. (In The Saturday evening post, May 4, 1957, p.11) Appl. author: Tatham-LaIRD, Inc. © 30Apr57; KKI30230.
- Unlike any pen in this world, or any other; Parker 61. The shining point ... [Rockets] (In Life, Mar. 18, 1957, p.81) Appl. author: Tatham-LaIRD, Inc. © 14Mar57; KKI30233.
- Unlike any pen in this world, or any other; Parker 61. The shining point ... Rockets. (In Overseas weekly, May 12, 1957, p.23) Appl. author: Tatham-LaIRD, Inc. © 9May57; KKI30222.
- Unlike any pen in this world, or any other; Parker 61. [Three] rockets. (In Leatherneck, Nov. 1956, p.2 of cover) Appl. author: Tatham-LaIRD, Inc. © 25Oct56; KKI30224.
- PARMET (JOSEPH) CO., INC. ©**  
New easy way to clean your car; One-Wipe auto cleaning cloth. (In The Evening news, Harrisburg, Pa., June 26, 1957, p.21) Appl. author: Joseph Parmet. © 26Jun57; KKI26755.
- PARSONS AMMONIA CO., INC. ©**  
Suday was here; nothing ... cleans like Suday. Floor. (In Syracuse herald-Journal, Feb. 28, 1957, p.24) Appl. author: Hedrick & Johnson. © 28Feb57; KKI28587.
- Suday was here; nothing ... cleans like Suday. Stove top. (In Oregon Journal, Feb. 6, 1957, p.65) Appl. author: Hedrick & Johnson. © 6Feb57; KKI28586.
- Suday was here; nothing ... cleans like Suday. Stove top. (In Oregon Journal, Feb. 6, 1957, p.68) Appl. author: Hedrick & Johnson. © 6Feb57; KKI28584.
- Suday was here; nothing ... cleans like Suday. Windows. (In Jacksonville Journal, Feb. 28, 1957, p.13) Appl. author: Hedrick & Johnson. © 28Feb57; KKI28588.
- Suday was here; nothing ... cleans like Suday. Work shirt. (In Oregon Journal, Feb. 6, 1957, p.225) Appl. author: Hedrick & Johnson. © 6Feb57; KKI28585.
- PARSONS PAPER CO. ©**  
Better records on Parsons. Write ... for our booklet no.1K. (In Business week) Appl. author: Glibney & Barreca. © 5Oct57; KKI28875.
- Bonded by Parsons. [Man seated at desk, reaching for pen] (In Business week, May 4, 1957, p.185) Appl. author: Glibney & Barreca. © 4May57; KKI26518.
- For your records; how to get ... record keeping papers and index cards. [Man standing by plant holding paper, hand in pocket] (In Business week, Aug. 10, 1957, p.120) Appl. author: Glibney & Barreca. © 10Aug57; KKI28580.
- Right start; letterhead designs. [Man shaking hands with hand across table; hat on table] (In Business week, Sept. 7, 1957, p.44) Appl. author: Glibney & Barreca. © 7Sep57; KKI28581.
- PATIO FOODS, INC. ©**  
Barbecue beef dinner; barbecued beef & sauce, whole kernel corn ... Net weight 13 ounces. © 23Sep57; KKI29730.  
Mexican style dinner. Tamales & gravy, rice ... Net wt. 1 pound. © 23Sep57; KKI29259.  
Quick frozen breaded chopped beef steak dinner. Net weight 12 ounces. © 23Sep57; KKI29256.  
Quick frozen 8 beef enchiladas in chili gravy with cheese added. Net wt. 1 1/2 lbs. © 23Sep57; KKI29284.  
Quick frozen 8 chicken enchiladas in chili gravy with cheese added. Net wt. 1 lb. 8 ozs. © 23Sep57; KKI29283.  
Quick frozen Italian style dinner; spaghetti and meat ball in sauce and pizza pie. Net weight 8 ounces. © 23Sep57; KKI29281.  
Quick frozen Mexican style dinner; tamales & gravy, rice ... Net weight 1 lb. © 23Sep57; KKI29282.  
Sliced beef barbecue with barbecue sauce. Net weight 1 pound. © 23Sep57; KKI29285.  
Spaghetti & meat balls with spaghetti sauce. Net weight 8 ounces. © 23Sep57; KKI29287.
- PAUL, EUGENIA SCOTT. ©**  
The Gactactants. © 29Nov57; KKI30580.
- PAUZE, ZOTIQUE GUILMORE D.B.A. PAUZE PRODUCTS CO. SEE Pauze Products Co.**
- PAUZE PRODUCTS CO. ©**  
Fauze (Fozay) antiseptic styptic; stops bleeding of minor cuts ... Contents 2 fluid ounces. © Zotique Guilmore Fauze d.b.a. Fauze Products Co.; 30Oct57; KKI29512.
- PEELERS CO. ©**  
Shrimp processing equipment; automatically devined, peeled. © 14Dec56; KKI28622.
- PERAK TRADING CORP. ©**  
Kalepsy prep. na Bose Narodzenie w Polsce; holiday gift parcels. © 5Sep57; KKI28894.
- PENMETRED CORP. ©**  
Cash in on profit operation 444. Why sell only 2 traction tires for winter use? Now sell 4 Penmetreds ... (In Tire, battery & accessory news, Mar. 1957, cover) Appl. author: Stevens, Inc. © 18Mar57; KKI28511.
- Cut trucking costs and increase road safety with Penmetred tire. Appl. author: Stevens, Inc. Appl. states 2 pictures prev. pub. © 3Jun57; KKI28209.
- Now, the first real advance in traction tire engineering. Appl. author: Stevens, Inc. Appl. states 2 pictures prev. pub. © 3Jun57; KKI28210.
- This is Penmetred; see front cover for protected profit plan. (In
- Tire, battery & accessory news) Appl. author: Stevens, Inc. © 18Mar57; KKI28512.
- Truck recappers; you'll retread each tire more times. (In Tire & TBA review, June 1957, p.69) Appl. author: Stevens, Inc. © 5Jun57; KKI28998.
- PENICK & FORD, LTD., INC. ©**  
Choose-your-dessert contest; 10 exciting new ways to serve My-T-Fine. © 27Feb57; KKI26653.
- PENNSALT CHEMICALS CORP. ©**  
Spring Breeze, air refresher. 12 oz. net weight. © 24May57; KKI27415.
- PEPPERELL MANUFACTURING CO., INC. ©**  
Tas it right ... the cottons that do everything well; Natons that Appl. author: Donald S. McKay. © 12Jun57; KKI26579.
- PEPPERIDGE FARM, INC. ©**  
All purpose herb seasoned stuffing; simply add liquid and use. 8 oz. net weight. © 5Jul57; KKI27178.
- PERFECT FOODS, INC. ©**  
Big Boy cookies. © 6May57; KKI26508.  
Sweetests home style cookies. © 15Jul57; KKI27044.
- PERKINS DIVISION, GENERAL FOODS CORP. SEE General Foods Corp.**
- PERKINS PRODUCTS CO. ©**  
Wow, Kool-Shake tastes like a soda fountain shake. [Boy & girl peeking around two glasses] (In Chicago Sunday Tribune, May 27, 1956, p.10 of comics) Appl. author: James R. Sherburne. © 27May56; KKI28092.
- Wow, Kool-Shake tastes like a soda fountain shake; milk shakes. (In Life, May 21, 1956, p.53) Appl. author: James R. Sherburne. © 17May56; KKI28809.
- PERMA-STONE CO. ©**  
Ageless beauty, the new ledge stone design. Form P. U. 6. Appl. author: J. E. Bateson. © 25Aug57; KKI28342.
- Housing project proves sales value of Perma-Stone; a favored material for outside walls ... Form no. M.P.-3A-1. Appl. author: J. E. Bateson. © 10Sep57; KKI28457.
- Money makers all because Perma-Stone ... gives your motel the well-kept luxury look ... Form no. M.P. 3. Appl. author: J. E. Bateson. © 15Sep57; KKI28456.
- PERRY, GEORGE E. - JAMES TUCKER, owners. OLD REBEL. PECCOS FEETS ENTERPRISES. SEE Old Rebel - Peccos Pete Enterprises.**
- PERNER (LBO) & CO. sole owner LOFTIS JEWELRY CO. SEE Loftis Jewelry Co.**
- PERSONALIZED INDUSTRIES CORP. ©**  
Mother, father, sister, brother. Pic. personalized product. Toothbrush. © 6Jul57; KKI28582.
- PET MILK CO. ©**  
Busy mother ... Mrs. Harry L. Hudson of Atlanta says we use Pet milk so many ways every day. Take a tip ... evaporated milk ... [Woman feeding baby] (In Ebony, Dec. 1957, p.68) Appl. author: Elaine Eastler. © 1Nov57; KKI26836.

## PET MILK CO. © cont'd.

Bust mother ... Mrs. Harry L. Hudson of Atlanta says: We use Pet milk so many ways every day. Take a tip ... evaporated milk ... [Woman holding can] (In The St. Louis Argus, Oct. 25, 1957, p.3A) Appl. author: Elaine Faulter. © 29Oct57; KK130502.

Hot pimiento-cheese dip ... Evaporated milk. (In What's new in home economics, 1957, p.21) Appl. author: Mary Helen Stanley. © 1Nov57; KK129817.

An important announcement for every grocer: the ultimate in nonfat dry milk ... new Pet instant is here. (In Yankee grocer, Oct. 7, 1957, p.10-11) Appl. author: Mary Helen Stanley. © 6Oct57; KK129218.

Important announcement for those who want the fun of feeling good; instant nonfat dry milk. (In Family circle, Nov. 1957, p.87) Appl. authors: Bill Spencer. © 2Nov57; KK130346.

No baking festive fruit cake, a Pet milk exclusive; evaporated milk. (In Life, Dec. 2, 1957, p.184) Appl. author: Elaine Faulter. © 28Nov57; KK130740.

Pet milk presents the fudge that never fails; Marshmallow-O-Fudge. (In Life, Nov. 4, 1957, p.2) Appl. author: Irma Joyce. © 31Oct57; KK129722.

There's nothing as handy as double-rich Pet Milk. [Endorsed by] Mrs. Arthur E. Horne. (In Ebony, Nov. 1957, p.130) Appl. author: Elaine Faulter. © 15Oct57; KK129127.

There's nothing as handy as double-rich Pet Milk. [Endorsed by] Mrs. Arthur E. Horne. (In The St. Louis argus, Sept. 27, 1957, p.2) Appl. author: Elaine Faulter. © 27Sep57; KK129128.

PETER, STRONG & CO., INC. ©  
Laclede Profile tablets and liquid; prophylaxis; dental. © 1Jul57; KK126918.

PETERSEN, CHESTER F. ©  
Smudge-Stoppers. Prevent smudges and scratches around cabinet and drawer pulls; long lasting, made of durable plastic. NM: "artificially designed drawing." © 23Jul57; KK129233.

PETERSEN (P. F.) BAKING CO. ©  
Fresh Peter Pan enriched bread. Wt. 1 lb. 4 oz. © 13Feb57; KK126896.

PFAP INTERNATIONAL CORP. ©  
Min the newest of the new cars; sewing machine sweepstakes. Print no.5723. (In Look) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 29Oct57; KK130375.

Min this newest of the new cars; giant sweepstakes. Sewing machines. Portable deluxe auto-matic big-size and others! Print no.5722. Appl. author: Dancer-Fitzgerald-Sample, Inc. © 17Oct57; KK130376.

PFLAUM (GEORGE A.) PUBLISHER, INC. ©  
4th youth market survey conducted by Young Catholic Messenger; 1957. Your basic guide to the growing parochial school ... market. Appl. author: Leon J. Feabody. © 1Jun57; KK127229.

PHARMACEUTICAL SPECIALTIES, INC. ©  
La Rex Laboratories, Rex-Ac presents a scientific treatment for Acne Vulgaris, the unsightly pimples ... © 5Oct57; KK129097.

PHARMA-CRAFT CO. ©  
For colds; good, better, best. Cold-ene tablets. (In Life, Oct. 28, 1957, p.62) Appl. author: J. Walter Thompson Co. © 25Oct57; KK130519.

How does your cold develop? Coldene attacks all these symptoms in any stage of the common cold; the liquid cold medicine. (In Life, Oct. 7, 1957, p.109) Appl. author: J. Walter Thompson Co. © 4Oct57; KK129820.

Instant relief for athlete's foot itch ... Ting antiseptic medicated cream. (In New York daily news, June 3, 1957, p.17) © 3Jun57; KK128999.

PHILADELPHIA GEAR WORKS, INC. ©  
Mixers; now, for the first time ... complete paddle and turbine fluid mixers. 2800 series [and others] Appl. author: John Connolly. © 23Sep57; KK130126.

PHILAN, INC. ©  
Klar heret, wall fabrics like these; there is only one Wall-Tex, scrubbable ... (In The Daily argus, Mt. Vernon, N. Y.) © 8Oct57; KK130058.

PIEL BROS. ©  
Be sure to get your share of the extra profits ... all-purpose cleaning cloth. Bert & Harry Piel new treasure island contest. Visual aid no.2096. Appl. author: Young & Rubicam, Inc. © 38Sep57; KK129551.

Bert, do we have enough Piel on ice? All they can carry, Harry, and it's cool-brewed. Appl. author: Young & Rubicam, Inc. © 30Jul57; KK128596.

Con solo 2 palabras gana usted dinero de Piel. Light beer. Bert y Harry Piel. (In El diario de Nueva York, June 14, 1957, p.3) Appl. author: Young & Rubicam, Inc. © 14Jun57; KK128625.

Cool brewing makes Piel the beer with the barrel of flavor; in bottles and cans. Display no.20. Harry & Bert Piel. Appl. author: Young & Rubicam, Inc. © 14Jun57; KK128956.

Cool brewing makes Piel the beer with the barrel of flavor; on draught. Display no.20A. Harry & Bert Piel. Appl. author: Young & Rubicam, Inc. © 14Jun57; KK128957.

Don't wait, enter now. Bert and Harry Piel treasure island contest. Beer contest official entry blank. Appl. author: Young & Rubicam, Inc. © 16Sep57; KK129542.

Enter Bert and Harry Piel's new treasure island contest. Beer contest official entry blank. (In Daily news, New York, Sept. 18, 1957, p.58-59) Appl. author: Young & Rubicam, Inc. © 16Sep57; KK129550.

Enter Bert and Harry Piel's new treasure island contest. Behold, Harry, exotic Piel Island. Behold. (In New York Journal-American, Sept. 28, 1957, p.5) Appl. author: Young & Rubicam, Inc. © 28Sep57; KK129544.

Get your Bert and Harry glasses now. Light beer. (In Kingston daily Freeman, Kingston, N. Y., May 3, 1957, p.3) Appl. author: Young & Rubicam, Inc. © 3May57; KK126944.

Hold it, Harry, somebody isn't buying Piel; light beer. Bert & Harry Piel. [Man atop cans look-

ing through telescope] Appl. author: Young & Rubicam, Inc. © 8Jul57; KK127735.

I have completed my 39th consecutive blindfold test. Light beer. Bert & Harry Piel. (In New York daily news, May 7, 1957, p.12) Appl. author: Young & Rubicam, Inc. © 14May57; KK126945.

I think it's our method of cool-brewing ... Harry & Bert Piel. (In New York daily news, June 26, 1957, p.32) Appl. author: Young & Rubicam, Inc. © 26Jun57; KK126929.

If it weren't for the Piel, I wouldn't sell his arguments. Harry & Bert Piel. Display no.28. Appl. author: Young & Rubicam, Inc. © 28Oct57; KK130712.

It had to happen, Bert. Some day someone was bound to write ... (In New York daily news, May 28, 1957, p.18) Appl. author: Young & Rubicam, Inc. © 28May57; KK126946.

It was right here, Harry, the slogan to end all slogans ... Hey, Bert, this must be it. Light beer. (In Daily news, New York, June 11, 1957, p.20) Appl. author: Young & Rubicam, Inc. © 11Jun57; KK128626.

Jolly Piel; will you tropical island ... in Bert and Harry Piel's treasure island contest. Display no.30. Appl. author: Young & Rubicam, Inc. © 16Sep57; KK128709.

Let's have a grand opening, Bert. Harry & Bert Piel. Appl. author: Young & Rubicam, Inc. © 30Jul57; KK128596.

Piel makes good food taste even better; light beer with hot dogs and potato salad ... Bert & Harry Piel. Appl. author: Young & Rubicam, Inc. © 30Jul57; KK128595.

Purveyors of Piel ... we're giving away a tropical island to boost your beer sales. 4 unique weekly contests, 428 prizes in all. (In Grocer-graphic, Sept. 16, 1957, p.17) Appl. author: Young & Rubicam, Inc. © 16Sep57; KK129556.

Se elabora super-fria ... Light beer. Display no.20S. Harry & Bert Piel. Appl. author: Young & Rubicam, Inc. © 14Jun57; KK126956.

We close at ... Light beer. [Clock] Display no.17. Harry & Bert Piel. Appl. author: Young & Rubicam, Inc. © 31May57; KK126959.

FILLSBURY MILLS, INC. ©  
Chocolate angel food mix; Pillsbury Best XXXX 1 lb. 2 oz. net wt. Appl. states prev. pub. KK110787. NM: new pictorial material & new recipes. © 15Aug57; KK128706.

Pillsbury Best XXX chocolate fudge cake mix; loaf-size, 2 oz. net wt. Appl. states prev. pub. KK128454. NM: new art work & recipes. © 38Sep57; KK128707.

Pillsbury Best XXXX. Frosting mix; milk chocolate 1 lb. net wt. Appl. states prev. reg. KK117187. NM: new art work and new recipes. © 10Oct57; KK129587.

Pillsbury Best XXXX golden yellow cake mix; loaf-size, 9 1/2 oz. net wt. Appl. states prev. pub. KK118456. NM: new art work & recipes. © 38Sep57; KK128710.



- Pillsbury Best XXXX white cake mix;** loaf-size, 10 oz. net wt. © 3Sep57; KKI128798.
- PIN-UP TREE CORP.** © Christmas card tree Pin-Up; unfolds 4 times to hold from 20 to over 100 cards. © 26Aug57; KKI130780.
- PINDYCK (CHARLES) INC.** © The backward look; the new Knitmode Kud-L-Nap, sure-cover sleeping garment with drop-seat. (In The New York Times magazine, Oct. 20, 1957, p.54) Appl. author: J. W. Bolland, Bolland-McNary, Inc. © 20Oct57; KKI130631.
- © so magnificent; continental coordinates featuring Knitmode's Malibu and blush. (In Infants' & children review, Apr. 1957, p.17) Appl. author: J. W. Bolland, Bolland-McNary, Inc. © 2Apr57; KKI128170.
- What's new in Kud-L-Nap? Knitmode, backed by popular demand... easy to operate drop-seat. (In Infants' & children's review, June 1957, p.15) Appl. author: J. W. Bolland - Bolland-McNary, Inc. © 3Jun57; KKI128525.
- PIONEER-CHESTER GROVES CO.** © Pioneer-Chester Groves Co.; the best in Indian River fruit. [Winking orange-headed Indian girl] Appl. author: Robert L. Schlemitzauer. © 28Jun57; KKI126557.
- PIONEER GROVES-ROBERT L. SCHLEMITZAUER CO.** © The best in Indian River fruit. [Smiling orange-headed Indian girl; river view] Appl. author: Robert L. Schlemitzauer. © 23Oct56; KKI126558.
- PITTSBURGH PLATE GLASS CO.** © Design of the month. July 1957. © 30Jul57; KKI127879.
- Aug. 1957. © 26Aug57; KKI127960.
- Sept. 1957. © 23Sep57; KKI130049.
- Oct. 1957. © 23Oct57; KKI129618.
- Nov. 1957. © 2Dec57; KKI130458.
- Dec. 1957. © 1Dec57; KKI130744.
- PLANTABS CORP.** © Bulb food tablets; a complete bulb food for all bulbs. 11-15-20. © 8Aug57; KKI127668.
- PLASTIC CONTRACT LENS CO.** © Instructions for finishing Spheron lenses. Appl. author: Newton K. Wesley. © 1Apr57; KKI26803.
- The Spheron lens; vision at your fingertips. Appl. author: Newton K. Wesley. © 15Jul57; KKI127045.
- PLATT & MUNK CO., INC.** © Bible picture puzzles; New Testament. Four inlaid puzzles. No. 148 B. Artist: A. O. Scott. © 20Jun57; KKI128519.
- Bible picture puzzles; Old Testament. Four inlaid puzzles. No. 148 A. Artist: W. Fletcher White. © 20Jun57; KKI128518.
- Color-Magic paint set. 8 books and a brush in this box. No. 169. Artist: Evelyn H. Banovich. © 11Oct57; KKI19780.
- Foreign dolls to cut out and dress, by Queen Holden. 8 lifelike dolls with complete wardrobe. No.241. © 30Sep57; KKI130644.
- Fun-time things to do. No.245. Artist: George Carlson. 8 books in this box. Appl. states 6 books prev. reg. © 11Sep57; KKI129531.
- Modern dolls to cut out and dress, by Queen Holden. 8 lifelike dolls with complete wardrobe. (Foreign dolls to cut out and dress) No.240. © 30Sep57; KKI130645.
- My own scrapbook. No.266. Artist: Rachel Taft Dixon. © 3Sep57; KKI128521.
- Stick 'em color pictures; push-out designs for children to make. No.119. Artist: Hino Carbe. © 28Aug57; KKI128520.
- PLEXTONE CORP. OF AMERICA.** © Multi-colored textured paint, Plextone. © 20May57; KKI126520.
- PLYMOUTH RUBBER CO., INC.** © Never before a plastic tape like this; ZP-50 makes the difference. Slipnot plastic electrical tape. © 2Dec57; KKI130416.
- POLAR FOODS, INC.** © Cut wax beans. Net weight 9 oz. Appl. author: Crown Zellerbach Corp. © 19May57; KKI127863.
- POLK BROS., INC.** © All-time usability? The way we look at it, you put a good deal of money into the furniture, carpeting or appliances you buy from us. (In Chicago daily news, Oct. 23, 1957, p.5) © 23Oct57; KKI130001.
- Free; 2 weeks a year. We're strong for the dishwasher at Polks; carry all seven top dishwasher brands. (In Chicago daily tribune, Oct. 28, 1957, p.1-11) © 28Oct57; KKI130000.
- Inflation; deflation. We offer you America's biggest selection of famous brand appliances for you to compare. (In Chicago daily news, Oct. 21, 1957, p.8) © 21Oct57; KKI130002.
- Portable sippy tanks. Television, hi-fi... all come portable now, too. (In Chicago daily news, Oct. 18, 1957, p.5) © 18Oct57; KKI130003.
- Women experts, phooey. Example: we have... famous brand washers and dryers. (In Chicago daily tribune, Oct. 23, 1957, p.1-7) © 23Oct57; KKI129999.
- POLYMER CORP.** © Whirlaint coating powders; series T. Description of formulations. Engineered resins; Polyence product data. © 22Jul57; KKI127713.
- POND'S GOOD GROOMING SERVICE.** © Young ideas from Polly Ponds. Q: Could you give me some hints on how to use lipstick... (In The Independent, May 31, p.3) Appl. author: J. Walter Thompson Co. © 31May57; KKI127792.
- Young ideas from Polly Ponds. Q: I'm at the head of my class... (In The Oakes times, May 2, 1957, p.3) Appl. author: J. Walter Thompson Co. © 2May57; KKI127790.
- Young ideas from Polly Ponds. Q: I'm 34 years old... (In The Sheldon sun, May 15, 1957, p.4) Appl. author: J. Walter Thompson Co. © 15May57 (In notice: 1956); KKI127791.
- Young ideas from Polly Ponds. Q: Is there anyway I can get rid of my freckles? (In The Advance tribune, May 30, 1957, p.2) Appl. author: J. Walter Thompson Co. © 30May57; KKI127789.
- Young ideas from Polly Ponds. Q: This is my first year for formal dances... (In McLean County Independence, Apr. 25, 1957, p.11) Appl. author: J. Walter Thompson Co. © 25Apr57 (In notice: 1956); KKI127794.
- Young ideas from Polly Ponds. Q: This year I'm allowed to use a face make-up... (In The Wilk-Amit record, May 31, 1957, p.5) Appl. author: J. Walter Thompson Co. © 31May57; KKI127793.
- PONTIFICAL ASSN. OF HOLY CHILDHOOD a.k.a. ASSN. OF HOLY CHILDHOOD, INC. & HOLY CHILDHOOD ASSN.** SEE Holy Childhood Assn.
- PORTO RICO PALE DRY CO.** © Hi Chico, make mine Porto Rico fruit beverages. Appl. author: Stencil Craft Co. © 3Jun57; KKI126484.
- POTTER, JACK.** © At Lake Louise, too, sign of good taste. SEE Coca-Cola Co. Come to Paris in the spring. SEE Coca-Cola Co. In Venice, too, sign of good taste. SEE Coca-Cola Co. Sign of good taste at Biarritz, too. SEE Coca-Cola Co.
- POUST (JACK) & CO., INC.** © It's magic in martinis... Stock imported vermouth. (In Esquire, Nov. 1956, p.145) © 9Oct56; KKI129635.
- FREEM YUM SALES ASSOCIATES.** © Stars Freeman white enriched bread. (Freemium bread wrapper) Wt. 1 lb. 8 oz. © 1Aug57; KKI128704.
- PRELUDE DIAMOND RINGS.** Is this a real diamond? This beautiful diamond ring can be yours free. © Broder Marks Co., Jules Broder, President, d.b.a. Prelude Diamond Rings; 15Jul57; KKI127418.
- PRESBY, EDWIN E. & DANIEL D. PRICE** composing the partnership RAINBOW PLASTICS. SEE Rainbow Plastics.
- PRESS-ON, INC.** © Invisible mender for all purpose fabric repairing, mending, bonding; just press on with a hot iron. No.325. © 9Dec57; KKI130603.
- PRICE, DANIEL D. & EDWIN E. PRESBY** composing the partnership RAINBOW PLASTICS. SEE Rainbow Plastics.
- PRINTED SUPPLIES CO.** The original disposable cap shower soap. (Shower soap disposable cap) © Howard Andersen d.b.a. Printed Supplies Co.; 18Sep57; KKI128480.
- The original disposable cap; Shower Seng. 80 caps. NM; added text & pictorial matter. © Howard Andersen d.b.a. Printed Supplies Co.; 22Oct57; KKI128363.



Man of vision; next trip he'll  
be by Pullman. (In Time,  
July 29, 1957, p.40.) Appl. au-  
thor: Norman Fox. © 29Jul57;  
KK130065.

Only a Pullman ticket brings you  
all these travel extras. (In The  
National Geographic magazine,  
Mar. 1957) Appl. author: George  
Drake. © 1Mar57; KK128194.

Sell Pullman travel extras; only  
the railroads offer them  
(In The Ticket agent, Jan.-Feb.  
1957, p.4-5) Appl. author:  
George Drake. © 15Feb57;  
KK128195.

Sell them up as family vacations by  
Pullman; selling Pullman is a  
good way to keep the railroads  
sold. (In The Ticket agent, May-  
June 1957, p.4-5) Appl. author:  
Norman Fox. © 1May57; KK130429.

This year promote real family  
travel pleasure ... selling  
Pullman is a good way to keep the  
railroads sold. (In The Ticket  
agent, July-Aug. 1957, p.4-5)  
Appl. author: Norman Fox.  
© 1Jul57; KK130427.

You call this relaxation? Make  
travel by Pullman your regular,  
reputable travel habit. (In U. S.  
news & world report, Jan. 11,  
1957, p.91) Appl. author: George  
Drake. © 1Jan57; KK127223.

#### PURCO.

The estate letter; fundamentals of  
estate planning. Appl. author:  
John Milton Zuber. © R. P. Purse,  
Jr. d.b.a. Purco; 13May57;  
KK127257.

#### PURE OIL CO. ©

First thing on my shopping list  
is royal welcome service and  
that super premium gasoline.  
Bud Williams gives royal welcome  
service. (In Chicago tribune)  
© 15Aug57; KK129634.

Pure gasoline has more records ...  
Pure Premium. (In American  
Journal) © 25Jun57; KK126469.

Pure TBA product manual; supplement  
809M. Automotive products for  
passenger cars, light trucks.  
NW: additional text. © 12Jul57;  
KK129899.

Tag your car for Pure's guaranteed  
all-winter anti-freeze protection;  
One-Pull anti-freeze. (In Lima  
citizen, Lima, Ohio, Sept. 17,  
1957, home ed., p.10) © 17Sep57;  
KK128970.

#### PURE, VICTOR. ©

Follow the rose to Quitsie's  
Washington, Pa. diner and motel  
village. © 13May57; KK126469.

#### PUREX CORP., LTD.

Sweatheart sweet, mild toilet  
soap, full label. © Purex  
Corp., Ltd., Manhattan, N.Y.  
Division; 15Jul57; KK128986.

PURSE, R. P., JR. d.b.a. PURCO. SEE  
Purco.

Q

#### QUAKER STATE METALS CO. ©

All the aluminum building products  
you need. (In American lumberman  
& building products merchant, Aug.  
Sept. 3, 1956, p.179) Appl. au-  
thor: Foltz-Wessinger, Inc.  
© 3Sep56; KK127076.

The Babe knew where it was going;  
Magnesium. (In Modern metals  
magazine, Oct. 1957) Appl.  
author: Foltz-Wessinger, Inc.  
© 22Oct57; KK129209.

Beat competition, offer your cus-  
tomers ... Quaker State aluminum  
building products. Corrugated  
aluminum roofing in rolls [and  
others] (In American lumberman &  
building products merchant, Apr.  
29, 1957, p.13) Appl. au-  
thor: Foltz-Wessinger, Inc.  
© 29Apr57; KK127872.

#### QUALITY BAKERS OF AMERICA COOPERATIVE, INC. ©

For extra proteins, young folks  
need Sunbeam bread energy; it  
lasts and lasts. © 8Apr57;  
KK128659.

For more than just surface energy,  
get Sunbeam bread energy. [Swim-  
mer] © 8Apr57; KK126811.

For the extra things you tackle;  
Sunbeam bread energy; it lasts and  
lasts. Smith's Sunbeam enriched  
bread. [Fisherman] © 8Apr57;  
KK126813.

Give yourself a break with Miss  
Sunbeam's wife-saver tips. Reach  
for Sunbeam bread. © 27Sep56;  
KK129382.

Look for Miss Sunbeam, she's a real  
wife-saver. Reach for Sunbeam  
bread. © 27Sep56; KK129383.

To stay alert longer; Sunbeam energy;  
it lasts and lasts. Smith's  
Sunbeam enriched bread. [Airline  
hostess] © 8Apr57; KK126812.

#### QUIGLEY (W. B.) LABORATORY.

Stop Stalls; starts wet motors and  
keeps them running. 4 fluid  
ounces. © Wilfred Bennett  
Quigley d.b.a. W. B. Quigley  
Laboratory; 2Aug57; KK129476.

#### QUIGLEY, WILFRED BENNETT d.b.a.

W. B. QUIGLEY LABORATORY. SEE  
Quigley (W. B.) Laboratory.

R

#### RADLETTE SHOES, INC. d.b.a. PROMETTE. SEE Promette.

#### RADIO CORP. OF AMERICA. ©

Behind RCA's 1955 record; behind  
RCA's 1956 opportunities, stand  
these RCA advantages for you,  
(In Electronics, Dec. 1955, p.  
380-387) Appl. author: Al Paul  
Lefton Co., Inc. © 25Nov55;  
KK129000.

Engineering and science at RCA.  
From the chart details describ-  
ing some of the professionally  
significant positions. (In Elec-  
tronics, Apr. 3, 1955, p.394-395)  
Appl. author: Al Paul Lefton Co.,  
Inc. © 25Mar57; KK129057.

Engineering and science at RCA;  
From the chart, details describing  
some of the professionally sig-  
nificant positions. (In Proceed-  
ings of the IRE, July 1957,  
p.132A-133A) Appl. author: Al  
Paul Lefton Co., Inc. © 10Jul57;  
KK130256.

Engineering and science at RCA;  
from the chart ... (In Elec-  
tronics, Mar. 3, 1957, p.495-  
498) Appl. author: Al Paul  
Lefton Co., Inc. © 25Feb57;  
KK129049.

Engineering and science at RCA  
starting salaries; Non-managerial  
starting salaries. (In Scientific  
American, Mar. 1957, p.173) Appl.  
author: Al Paul Lefton Co., Inc.  
© 25Feb57; KK129071.

Engineers and scientists; as RCA  
moves ahead, you can do the same.  
(In Scientific American, Apr. 1954)  
Appl. author: Al Paul Lefton Co.,  
Inc. © 24Mar54; KK129070.

Engineers and scientists; Check  
the chart below for openings in  
your field. (In Electronics, Dec.  
Apr. 1955, p.382-383) Appl. au-  
thor: Al Paul Lefton Co., Inc.  
© 25Mar55; KK129052.

Engineers; as RCA moves ahead, you  
can do the same. (In Scientific  
American, Mar. 1955, p.91)  
Appl. author: Al Paul Lefton Co.,  
Inc. © 25Mar55; KK129053.

Engineers, scientists select your  
type of work. (In The New York  
times, May 20, 1956, p.F 17)  
Appl. author: Al Paul Lefton  
Co., Inc. © 20May56; KK129016.

Engineers, scientists; starting  
salaries ... Modern benefits pro-  
gram; relocation expenses paid.  
(In The New York times, Sept. 16,  
1956, p.F15) Appl. author: Al  
Paul Lefton Co., Inc. © 16Sep56;  
KK130257.

Engineers, scientists, West Los  
Angeles and 17 other nation-wide  
locations. (In Los Angeles times,  
Aug. 23, 1956, pt.2, p.7)  
Appl. author: Al Paul Lefton Co.,  
Inc. © 23Aug56; KK129051.

Here's proof, opportunity is great-  
est at RCA for experienced  
scientists and engineers. (In  
Scientific American, June 1955,  
p.88) Appl. author: Al Paul  
Lefton Co., Inc. © 25May55;  
KK129066.

Look to RCA for the kind of oppor-  
tunities particular engineers and  
scientists have been looking for.  
(In The New York times, Jan. 15,  
1955, p.12P) Appl. author: Al  
Paul Lefton Co., Inc. © 15Jan55;  
(In notice: 1954) KK129067.

Over 500 experienced engineers and  
scientists chose design and de-  
velopment careers with RCA during  
the last year. (In Electronic  
engineering, June 1955, p.71A)  
Appl. author: Al Paul Lefton Co.,  
Inc. © 22May55; KK129059.

Over 500 experienced engineers and  
scientists chose design and de-  
velopment careers with RCA during  
the last year. (In Scientific  
American, Aug. 1955, p.61)  
Appl. author: Al Paul Lefton Co.,  
Inc. © 25Jul55; KK129073.

Over 500 experienced engineers and  
scientists chose design and de-  
velopment careers with RCA during  
the last year. (In Scientific  
American, July 1955, p.53)  
Appl. author: Al Paul Lefton Co.,  
Inc. © 25Jun55; KK129065.

Over 500 experienced engineers and  
scientists chose design and de-  
velopment careers with RCA ...  
(In The New York times, June 20,  
1955, p.111) Appl. author: Al  
Paul Lefton Co., Inc. © 20Jun55;  
KK130262.

Over 600 experienced engineers and  
scientists chose RCA systems, de-  
sign or development careers.  
(In Scientific American, Dec.  
1955, p.131) Appl. author: Al  
Paul Lefton Co., Inc. © 25Nov55;  
KK130263.

Over 600 experienced engineers and  
scientists chose RCA systems,  
design or development careers in  
the last year. (In Electronics,  
Oct. 1955, p.109) Appl. au-  
thor: Al Paul Lefton Co., Inc.  
© 25Sep55; KK129061.

Over 600 experienced engineers and  
scientists chose RCA systems,  
design or development careers in  
the last year. (In Scientific  
American, Oct. 1955, p.78)  
Appl. author: Al Paul Lefton Co.,  
Inc. © 25Sep55; KK129060.



## RADIO CORP. OF AMERICA. @ Cont'd.

RCA expansion opens immediate, attractive positions for engineers and scientists with college or advanced degrees. (In The New York Times, Nov. 28, 1954, p.F13) Appl. author: Al Paul Lefton Co., Inc. @ 28Nov54; KKL20251.

RCA to IRE: Engineering and science at RCA; starting salaries, non-managerial to \$15,000. (In Electronic daily, Mar. 18, 1957, p.79) Appl. author: Al Paul Lefton Co., Inc. @ 18Mar57; KKL29050.

RCA to IRE: More than 500 experienced engineers and scientists ... (In The New York Times, Mar. 21, 1955, p.L29) Appl. author: Al Paul Lefton Co., Inc. @ 21Mar55; KKL29017.

RCA to IRE: Scientists, engineers. Starting salaries: Non-managerial to \$15,000. (In The New York Times, Mar. 17, 1957, p.F 17) Appl. author: Al Paul Lefton Co., Inc. @ 17Mar57; KKL29044.

RCA to IRE: You can select at RCA. More than 700 engineers and scientists ... (In Electronic daily, Mar. 15, 1956, p.17) Appl. author: Al Paul Lefton Co., Inc. @ 19Mar56; KKL29056.

Scientists, engineers RCA starting salaries ... examples of typical positions from the chart. (In The New York Times, Mar. 24, 1957, p.F13) Appl. author: Al Paul Lefton Co., Inc. @ 24Mar57; KKL27276.

Scientists-Engineers; starting salaries ... Modern benefit program; interview and relocation expenses paid. (In The New York Times, Apr. 28, 1957, p.F11) Appl. author: Al Paul Lefton Co., Inc. @ 28Apr57; KKL30260.

Scientists, engineers; starting salaries ... Modern benefit program; interview and relocation expenses paid. (In The New York Times, Mar. 31, 1957, p.F13) Appl. author: Al Paul Lefton Co., Inc. @ 31Mar57; KKL30259.

Stand these RCA advantages for you; fields of engineering activity. (In The New York Times, Nov. 20, 1955, p.F13) Appl. author: Al Paul Lefton Co., Inc. @ 20Nov55; KKL30264.

To the engineer who is very particular about his future. (In Electronics, Jan. 1955, p.368-369) Appl. author: Al Paul Lefton Co., Inc. @ 25Dec54; KKL29045.

To the engineer who is very particular about his future; RCA expansion opens the kind of permanent opportunities ... (In Electrical engineering, Mar. 1955, p.68A-69A) Appl. author: Al Paul Lefton Co., Inc. @ 22Feb55; KKL29072.

To the engineer who is very particular about his future; RCA expansion opens the kind of permanent opportunities ... (In Electronics, Mar. 1955, p.490-491) Appl. author: Al Paul Lefton Co., Inc. @ 25Feb55; KKL29061.

Within the last year, more than 500 experienced engineers and scientists chose design and development careers with RCA. (In Electronics, July 1955, p.328-329) Appl. author: Al Paul Lefton Co., Inc. @ 25Jun55; KKL29053.

Within the last year, more than 500 experienced engineers and scientists chose design and development careers with RCA. (In Proceedings of the I.R.E.,

Aug. 1955, p.131A-135A) Appl. author: Al Paul Lefton Co., Inc. @ 10Aug55; KKL29058.

You can select at RCA. (In Electronic daily, Aug. 21, 1956, p.2) Appl. author: Al Paul Lefton Co., Inc. @ 21Aug56; KKL29059.

You can select at RCA; more than 700 engineers and scientists selected RCA ... (In The New York Times, Mar. 18, 1956, p.F19) Appl. author: Al Paul Lefton Co., Inc. @ 18Mar56; KKL30258.

You can select at RCA. New opportunities ... (In Scientific American, Feb. 1956, p.147) Appl. author: Al Paul Lefton Co., Inc. @ 25Jan56; KKL29067.

You can select at RCA. New opportunities ... (In The New York Times, Jan. 22, 1956, p.F 15) Appl. author: Al Paul Lefton Co., Inc. @ 22Jan56; KKL29045.

You can select at RCA. Now, pinpoint your future. (In Electrical engineering, Feb. 1956, p.76A-77A) Appl. author: Al Paul Lefton Co., Inc. @ 22Jan56; KKL29063.

You can select at RCA. Now, pinpoint your future. (In Electronic daily, Mar. 15, 1956, p.F19) Appl. author: Al Paul Lefton Co., Inc. @ 25Oct56; KKL29064.

RADIO WIRE TELEVISION, INC. @ Lafayette assembly manual, master audio control center; model KT-300. Appl. author: Max H. Kratzberg. @ 7Oct57; KKL30062.

RAINBOW PLASTICS. Official hardware quality Life-guard floats. Style no. 530, 350. @ Rainbow Plastics, a partnership composed of Edwin E. Presby & Daniel D. Price; 19Nov57; KKL30242.

RALSTON PURINA CO. @ Dial a research formula; turkeys, steer and others) Check-R-Mixer. @ 10Jun57; KKL27504. Purina pig buying guide. 25307-A. @ 28Jun57; KKL29511.

RAMSET FASTENING SYSTEM. @ Hammer-in-fastening tool; Shure-Set, for fastening into concrete, masonry and cinder block. Appl. author: John Schwallier. @ 6Jul57; KKL27182.

Shure-Set; drives like a nail, holds like an anchor, in concrete and masonry; hammer-in fastening tools. Appl. author: John Schwallier. @ 6Jul57; KKL27183.

RAMSEY CORP. @ Now Ramco moves to manufacturing leadership with the newest most modern piston ring plant in the industry. 10-Up chrome piston ring sets. (In Jobber topics magazine, Nov. 1957, p.241-249) Appl. author: Hanson & Stearns, Inc. @ 15Nov57 (in notice: 1458); KKL30569.

RANDOLPH, BROOK. @ Magazine subscriptions solicited. Hurry, hurry; hurry, hurry. (In St. Louis globe-democrat, Nov. 13, 1957, p.14) @ 13Nov57; KKL30024.

Magazine subscriptions solicited. Of their splendor, be you a part. (In St. Louis globe-democrat, Oct. 9, 1957, p.9) @ 9Oct57; KKL30059.

RATKE, DAVID d.b.a. MIDLAND CHEMICAL CO. See Midland Chemical Co.

RAY COUNTY HERALD. Sunny days. See Worthington, Brice.

REARDON CO. @ Bondex for waterproofing and decorating masonry surfaces ... cement paint; heavy duty. @ 29Apr57 (in notice: 1956); KKL28257.

Bondex silicone waterproofing; for waterproofing structurally sound exterior above-grade masonry surfaces. Appl. author: D'Arcy Advertising Co. @ 1Apr57; KKL28394.

Nobody told me, there's a Bondex product for every waterproofing problem. Heavy duty, cement paint, Quick Plug. @ 29Apr57; KKL28256.

RED HEART DIVISION, JOHN MORRELL & CO. SEE Morrell (John) & Co. RED LABEL PRODUCTS. @ Londaul, the best yet; bleaches, deodorizes ... Contents 1 gallon. @ 27Aug57; KKL28599.

REDDEN, GRANT. @ Rug and carpet retuffing; instructions using curved latch-eye needles. @ 8Oct57; KKL28881.

REED, WILLIAM P. @ Multiple picture puzzle; its purpose, how constructed ... (Multiple picture puzzle) @ 17Oct57; KKL29597.

REFACTORIES DIVISION, BABCOCK & WILCOX CO. SEE Babcock & Wilcox Co.

REGAL. @ Coming into Times Square today, the best hit in men's shoes; Continentals. (In The New York Times, Oct. 22, 1957, p.18) Appl. author: Doyle Dane Bernbach, Inc. @ 22Oct57; KKL29683.

High speed in a shoestry; here's the hand-stitched roll edge that's shaping up as the most important Continental style idea of the year. (In Ebony, Dec. 1957, p.12) Appl. author: Doyle Dane Bernbach, Inc. @ 10Nov57; KKL30514.

Need we say more? Headquarters for Continentals. (In Cincinnati enquirer, Oct. 14, 1957, p.8) Appl. author: Doyle Dane Bernbach, Inc. @ 14Oct57; KKL29680.

No charge, sir. Regal will hand-antique your shoes, without charge, just as the English bootmakers do. (In The New York Times, Oct. 15, 1957, p.12) Appl. author: Doyle Dane Bernbach, Inc. @ 15Oct57; KKL29310.

Regal's having quadruplets today; 4 new Regal shoe stores, formal opening today. (In Daily news New York, Sept. 17, 1957, Brooklyn section, p.B1) Appl. author: Doyle Dane Bernbach, Inc. @ 17Sep57; KKL29436.

Who says a Scotch grain brogue has to be stiff; antique Scotch call by Regal. (In The Cincinnati enquirer, Nov. 11, 1957, p.6) Appl. author: Doyle Dane Bernbach, Inc. @ 11Nov57; KKL30286.

REICH, FRANK. @ The M in your hands ... by Meyer's coffee. @ 30Apr57; KKL28095.

REIDER (S. A.) & CO. @ Minneapolis, pure laundry aid for mildew. Appl. author: S. A. Reider. @ 12Jul57; KKL26756.

**RELY (WILLIAM B.) & CO., INC. ©**

Coffee-making secret found.  
Luzianne white label coffee and  
chicory. (In The Bee, Danville,  
Va., Sept. 5, 1957, p.2-C)  
© 5Sep57; KK129807.

Happy coffee secret discovered.  
Luzianne white label coffee and  
chicory. (In The Bee, Danville,  
Va., Sept. 5, 1957, p.3-C)  
© 5Sep57; KK129808.

Make your coffee memorable.  
Luzianne white label coffee and  
chicory. (In The Bee, Danville,  
Va., Sept. 5, 1957, p.2-B)  
© 5Sep57; KK129806.

The secret of a taste you'll love  
is found in white label Luzianne  
coffee and chicory. (In The Bee,  
Danville, Va., Sept. 5, 1957,  
p.7-A) © 5Sep57; KK129809.

10¢ off on every 2 oz. jar.  
Luzianne coffee and chicory.  
(In The News & Courier, Charles-  
ton, S. C., Oct. 24, 1957, p.14-B)  
© 24Oct57; KK129810.

25¢ discount good on Luzianne's 3 lb.  
pail; coffee & chicory. (In  
Progressive Farmer, Ga.-Ala.-Fla.  
ed., Oct. 1957, p.86A) © 15Sep57;  
KK129806.

**REINHART, ARTHUR L. d.b.a. REINHART'S  
SOUTHERN KITCHENS. SEE Reinhart's  
Southern Kitchens.**

**REINHART'S SOUTHERN KITCHENS.**  
Ohio's famous liquor candies; bour-  
bon, scotch, rum. One pound.  
© Arthur L. Reinhart d.b.a. Rein-  
hart's Southern Kitchens. 25Aug56;  
KK126586.

**REKO PRODUCTIONS.**  
Looking for increased sales; ad  
sats. Here's how to prepare ...  
for extra mobile home sales.  
© Reko Productions (Reginald C.  
Rego & Herman W. Konow) 1Nov57;  
KK128021.

**RENICK, MAXINE K.**  
2000-mile Trip-L-Pow-R service warn-  
ing record. SEE Cogswell, Arnold B.

**REO DIVISION, MOTOR WHEEL CORP. SEE  
Motor Wheel Corp.**

**REPUBLIC MOLDING CORP. ©**  
78 line of flexible plastic rec-  
tangular waste baskets; the  
general line of waste baskets.  
Polly Flex. Appl. author: Elton  
C. Olson. © 29Jun57; KK127931.

Unit-pack waste basket display;  
Polly Flex. Appl. author:  
Wilson Saltzman. © 9Sep57;  
KK128435.

Year round joys and cheers; Polly  
Flex virgin all polyethylene  
housewares. Clothes basket,  
waste baskets (and others) Appl.  
author: Pattison-Lundal. ©  
12Oct56; KK129330.

**REQUIA, REGINALD C. & HERMAN W. KONOW;  
REKO PRODUCTIONS. SEE Reko  
Productions.**

**RESHAM, LTD. ©**  
Person-analysis; interpretation  
sheets. A Lowell game.  
© 9May57; KK129509.

Person-analysis; the psychological  
game for adults. (A Lowell game)  
© 9May57; KK126500.

**RESULTS UNLIMITED.**  
First top ... a personal vacation  
loan from National Community  
Bank. © Abe A. Green & Louis L.  
Gingold t.a. Results Unlimited;  
29May57; KK129697.

The house that Jack built is the  
house that an MCB loan bettered.

National Community Bank.

© Abe A. Green & Louis L. Gingold  
t.a. Results Unlimited; 25Jun57;  
KK126643.

Like Jack's beanstalk, watch your  
savings grow with this handy  
flip-open dime-saver. National  
Community Bank. © Abe A. Green  
& Louis L. Gingold t.a. Results  
Unlimited; 9Oct57; KK129698.

There's more cooling, when there's  
less billing at Christmas;  
Christmas club. National  
Community Bank. © Abe A. Green  
& Louis L. Gingold t.a. Results  
Unlimited; 11Oct57; KK129701.

A very personal matter; your fi-  
nancial needs ... National  
Community Bank. © Abe A. Green  
& Louis L. Gingold t.a. Results  
Unlimited; 25Jul57; KK129696.

What you were here? National  
Community Bank. © Abe A. Green  
& Louis L. Gingold t.a. Results  
Unlimited; 25Jun57; KK126642.

**REISS, RALPH F. d.b.a. CHARTER PLANS.  
SEE Charter Plans.**

**REVELL, INC. ©**  
Air cover: 5 jet airplane models to  
build. CBS Television. MW. top  
& side edges. © 1Nov56; KK129963.

**REVLON, INC. ©**  
Even the smartest make-up can't  
hide tired, strained eyes. Eye-  
Fresh, eye beauty drops. (In  
Vogue, Oct. 1, 1957, p.15)

Appl. author: Batten, Barton,  
Durstine & Osborn, Inc. © 1Oct57;  
KK129313.

For Mother's Day, give ... Futurama  
by Revlon; the lipstick case ...  
(In The New Yorker, May 4, 1957,  
p.11) Appl. author: Batten,  
Barton, Durstine & Osborn, Inc.  
© 2May57; KK126684.

For the woman of '37, the girl of  
'37, Revlon's new Pink Vanilla;  
lipstick. (In Seventeen, Aug.  
1957, p.17) Appl. author: Bat-  
ten, Barton, Durstine & Osborn,  
Inc. © 1Aug57; KK128030.

From this day on, you can set  
straight hair to stay curly;  
Satin-Set with Humidex. (In The  
Atlanta Journal & Constitution  
magazine, July 14, 1957, p. 39)  
Appl. author: Batten, Barton,  
Durstine & Osborn, Inc.  
© 14Jul57; KK128031.

Hidden beauty; slink by Alma San-  
chez. Bouffant-able, Van-  
derbilt, a stunning new fashion cut; Satin-  
Set. (In American hairdresser &  
beauty culture, Oct. 1956, p.51)  
Appl. author: Batten, Barton,  
Durstine & Osborn, Inc.  
© 25Sep56; KK128827.

New color. Fersian Melon; a luscious  
glow over the face with a coral flavor  
for lips, fingertips. (In  
Vogue, June 1, 1957, p.10-11)  
Appl. author: Batten, Barton,  
Durstine & Osborn, Inc. © 1Jun57;  
KK126683.

New medical formula discovered by  
Revlon stops diaper rash before  
it starts; Revlon's Baby Silili-  
cane. (In Parents magazine,  
Aug. 1, 1957, p.17) © 1Aug57;  
KK129156.

Now, tan to gold without peeling ...  
Revlon's Sun Bath, the beauty tan  
lotion. (In Life, June 25, 1957,  
p.12) © 25Jun57; KK128905.

Now, the first, luscious high-gloss  
lipstick; Lustrous lipstick.  
(In Vogue, Oct. 1, 1957, p.21)  
Appl. author: Batten, Barton,  
Durstine & Osborn, Inc.  
© 1Oct57; KK130069.

Now, the flattery of candlelight  
everywhere you go. Touch-and-  
Glow liquid make-up ... (In Good  
Housekeeping, Oct. 1957, p.15)  
Appl. author: Batten, Barton,  
Durstine & Osborn, Inc.  
© 13Sep57; KK130103.

Now, your hair can look, feel, act  
naturally. Satin-Set spray.  
(In The New York times, July 21,  
1957, p.57) Appl. author: Bat-  
ten, Barton, Durstine & Osborn,  
Inc. © 23Jul57; KK130102.

Perlan Melon; Revlon's new color  
for fingertips and toetips, too;  
nail enamel. (In McCall's, July  
1957, p.27) Appl. author: Bat-  
ten, Barton, Durstine & Osborn,  
Inc. © 27Jun57; KK129312.

Persian Melon, Revlon's new color  
for fingertips ... (In McCall's,  
July 1957, p.27) Appl. author:  
Batten, Barton, Durstine & Osborn,  
Inc. © 27Jun57; KK126686.

This Christmas give her the jewelry  
with the lipstick inside; Futurama  
by Revlon. (In Harper's  
bazaar, Dec. 1957, p.15) Appl.  
author: Warwick & Lelzer, Inc.  
© 29Nov57; KK130491.

This Christmas, give the present  
with the beautiful future; Revlon's  
Famous Futurama; the permanent  
lipstick case ... (In Vogue,  
Dec. 1956) Appl. author: Batten,  
Barton, Durstine & Osborn, Inc.  
© 1Dec56; KK128267.

When flowers wilt & do ... Futurama  
by Revlon; the lipstick case ...  
(In The New Yorker, Apr. 13, 1957,  
p.53) Appl. author: Batten,  
Barton, Durstine & Osborn, Inc.  
© 11Apr57; KK126685.

You, reflecting this lovely radi-  
ance, always. Love-Pat, it's  
pressed powder ... (Sunset; girl  
wearing jewelry. (In McCall's,  
Aug. 1957, p.15) Appl. author:  
© C. J. La Roche & Co., Inc.  
© 25Jul57; KK127534.

**REVLON PHARMACAL DIVISION. ©**  
Rough, red, hurt hands; Revlon's  
new medicated Silicare protects  
and heals as no cosmetic lotion  
can. (In Woman's home companion,  
Oct. 1956, p.25) © 1Oct56;  
KK128891.

**REYELLE PHOTOGRAPHY, INC. ©**  
Order blank for photos, color  
slides, movies. Bette Page &  
five others. © 31Oct57;  
KK130371.

**REYNOLDS METALS CO. ©**  
Best for baking cakes; Reynolds  
Wrap. Best for prepared mixes;  
Reynolds Wrap aluminum packaging.  
(In Life, Feb. 25, 1957, p.5)  
Appl. author: Buchanan & Co.,  
Inc. © 21Feb57; KK130320.

Best for baking ham; Reynolds Wrap.  
Best for packaging ham; Reynolds  
Wrap aluminum packaging. (In  
Life, Apr. 15, 1957, p.177)  
Appl. author: Buchanan & Co., Inc.  
© 11Apr57; KK130117.

Best for cooking with cheese; Rey-  
nolds Wrap. Best for packaging  
cheese; Reynolds Wrap aluminum  
packaging. (In Life, June 10,  
1957, p.73) Appl. author:  
Buchanan & Co., Inc. © 6Jun57;  
KK130321.

Best for ranch-time freshness;  
Reynolds Wrap. Best for packaging  
bread; Reynolds Wrap aluminum  
packaging. (In Life, Sept. 9,  
1957, p.90) Appl. author:  
Buchanan & Co., Inc. © 9Sep57;  
KK130318.

- REYNOLDS METALS CO. © Cont'd.  
For fish that everybody loves ... use Reynolds Wrap. Baked stuffed fish filets. (In Ladies' home journal, Mar. 1957, p.22)  
Appl. author: Buchanan & Co., Inc. © 28Feb57; K130119.
- RHOADS, D. DEAN, sole proprietor, POOD SERVICE EQUIPMENT CONSULTANTS.  
SEE Food Service Equipment Consultants.
- RICHARD (ANDRE L.) CO., INC. ©  
Lavender Mist beauty bath oil.  
Contents: 4 fl. oz. © 10May57; K127542.
- RICHARDS MANUFACTURING CO. ©  
Adjustable hip screw (SMO). Appl. author: Harry T. Treace. © 28Aug57; K127979.
- SNO surgical prostheses; combination bone femoral mallet. Appl. author: Harry T. Treace. © 19Jun57; K12651A.
- RIGHT, W. R. ©  
Live-Pak; fish design.  
© 10ct57; K130838.
- RICHMOND, VIRGINIA. ©  
Chesterfield records presents Virginia Richmond. Betcha; 45-348. © 21Nov56; K129472.  
Vegas records. Crown. © 21Nov56; K129471.
- RICHMOND FIREPROOF DOOR CO. ©  
Pass windows ease service; Telco pass window for 157 overhead conditions. © 25oct57; K129819.
- RILCO LAMINATED PRODUCTS, INC. ©  
Type 55 utility rafters; construction details. Appl. author: Charles W. Masterman. © 10Jul57; K128013.
- RILEY, RAY JOE d.b.a. RILEY SEED FARMS. SEE Riley Seed Farms.
- RILEY SEED FARMS.  
Yieldmaster from pedigreed seed; planting seed. © Ray Joe Riley d.b.a. Riley Seed Farms; 5Sep57; K128795.
- RIVER BRAND RICE MILLS, INC. ©  
The best rice ready-to-eat as fast as any; at Luchow's famous restaurant. River brand; Carolina brand. (In Family circle, May 1956, p.107) Appl. author: Donahue & Coe, Inc. © 26Apr56; K129490.  
Only nature can give them such delicious natural flavor. River brand white rice; Carolina brand rice. (In Look, Mar. 22, 1957, p.41) Appl. author: Donahue & Coe, Inc. © 8Jan57; K129034.
- ROBERT HALL CLOTHES, INC., a division of UNITED MERCHANTS & MANUFACTURERS.  
SEE United Merchants & Manufacturers.
- ROBERTSON, EVELYN R. & RALPH E.  
MACKENZIE d.b.a. FURNY-SAKS. SEE Furry-Saks Co.
- ROCK OF AGES. ©  
Designed for our times; cemetery markers. © 15May57; K128501.  
Designed for today for someone who loved you. (In Reader's digest, May 1957, p.185) © Rock of Ages Memorials, accepted alternative designation of Rock of Ages; 25Apr57; K128388.  
Designed for today for someone who loved you; memorials. (In The Saturday evening post, Sept. 22, 1956, p.118) © 18Sep56; K128499.
- Granite quarry, Barre, Vermont.  
Look for the Rock of Ages seal on monuments and markers ... © 1May57; K128500.  
There is no finer expression of Catholic faith ... now Rock of Ages introduces Rosary memorial designs. © 19Mar57; K128502.  
Through a reverent life the Rosary brings comfort ... symbolize in memorial design your love for the faithful departed. (In Extension, May 1957, p.2 of cover) © 10Apr57; K128498.
- ROCK OF AGES MEMORIALS. SEE Rock of Ages.
- ROCKWELL MANUFACTURING CO. ©  
Deltacraft handbooks, a modern 11-branched family fun. Delta power tools. © 27Jun57; K129075.
- ROCKWELL SPRING & AXLE CO.  
For today's most complete line of quality axles and brakes for commercial vehicles specify Timken-Detroit ... (In Automotive industries, May 1, 1957, p.134-135) Appl. author: George Drake, © Timken-Detroit Axle Division, Rockwell Spring & Axle Co. 1May57; K127225.  
For today's most complete line ... specify Timken-Detroit, products of Rockwell Spring and Axle Co. (In Fleet owner, Aug. 1957, p.124-125) Appl. author: Norman Fox. © Timken-Detroit Axle Division, Rockwell Spring & Axle Co.; 1Aug57; K130431.  
If it moves, we can stop it; TDA brakes, for every industrial application where heavy duty braking is required; PSB Brake. (In Flow, May 1957, p.167) Appl. author: George Drake. © Timken-Detroit Brake Division, Rockwell Spring & Axle Co.; 1May57; K127222.  
980 lbs. of extra payload here ... Timken tandem driving and trailer axles. (In Transportation supply news, Mar. 1957, p.34-35) Appl. author: Norman Fox. © Timken-Detroit Axle Co. (In notice: Timken-Detroit Axle Division, Rockwell Spring & Axle Co.); 1Mar57; K130816.  
Specify Timken-Detroit TK-500 series trailer axles. (In Fleet owner, Apr. 1957, p.193) Appl. author: George Drake. © Timken-Detroit Axle Division, Rockwell Spring & Axle Co.; 1Apr57; K127224.  
Timken-Detroit offers today's broadest range of planetary axles. (In Design news, May 15, 1957, p.80-81) Appl. author: Norman Fox. © Timken-Detroit Axle Co. (In notice: Timken-Detroit Axle Division, Rockwell Spring & Axle Co.); 15May57; K130815.
- ROE BROS. STORES, INC. ©  
Academy Award, the Oscar of fashion; fine footwear. © 18Sep57; K128426.
- ROMAN MEAL CO. ©  
Braun's Roman Meal bread; a delicious blend of white, whole wheat, bran and rye. Net weight 14 oz. © 22Jul57; K127029.  
Brown 'n serve rolls. Net wt. 12 oz. © 15oct57; K1289691.  
Muffin mix. Net wt. 9 oz. © 19Nov57; K130658.  
Quick cooking Roman Meal cereal; for baking, too. Contents 1 pound 12 ounces. © 10ct57; K129690.
- RONDA-WEAR CORP. ©  
Blush; nylon brief. © 6Aug57; K127964.
- Coy; acetate rayon brief. © 8Aug57; K127963.  
Pin Pak panties. © 11oct57; K129258.
- ROWE ICE CREAM CO. ©  
Read Rich ice cream. One pint liquid. © 26Aug57; K128382.
- ROSE LAWN MONUMENT ASSN., INC. ©  
Certificate value \$50.00. A monument guaranteed at death; granite material. © 23oct57; K129801.  
Certificate value \$100.00. A monument guaranteed at death; granite material. © 20oct57; K129799.  
Certificate value \$75.00. A monument guaranteed at death; granite material. © 23oct57; K129800.  
Official payment notes. A monument guaranteed at death ... © 23oct57; K129802.
- ROSEN (E.) CO. ©  
Everyone's coat on Twenty pops. (In Life, May 21, 1956, p.170) Appl. author: Bo Bernstein. © 21May56; K128237.
- ROSS, ART. ©  
Tricky putty; wonder toy plastic. NW; different art work. © 14oct57; K129598.
- ROTH, EDWARD. ©  
Wierd-o-Gals [sic] fantastic designs for car, cycle ... triple-coat decals. Appl. author: Gordon Roth. © 8May57; K126498.
- ROTHMAN, RARY. ©  
Roachman to book first passage to planet. Cashmere sport jackets [and others] (In The New York times) © 31oct57; K129646.  
3 days only; from the stocks of 3 famous men's quality clothing makers. Suits, topcoats, overcoats. (In The New York times) © 24oct57; K129375.
- ROUX DISTRIBUTING CO., INC. ©  
Suddenly you look younger with Roux haircolor that looks as though it had always been your own. (In Vogue, Sept. 15, 1956) Appl. author: Harold Dundes. © 15Sep56; K128934.
- RUPPERT, JACOB. ©  
Your choice reflects your good taste; Knickerbocker beer. [Picnic scene; man taking box out of trunk of car] (In New York Amsterdam news, June 15, 1957, p.7) Appl. author: Warwick & Lester, Inc. © 13Jun57; K128308.
- RUSSELL, GEORGE LOUIS, sole owner, RUSSELL ENTERPRISES. SEE Russell Enterprises.
- RUSSELL ENTERPRISES.  
Tote Aid shopping bag handle; carry a full shopping bag with comfort ... © Russell Enterprises, Sole owner by George Louis Russell; 7Jul57; K128888.
- RYETTE CO. ©  
New, crisp, tantalizing snack; Ryttes, you'll favor that flavor. Net wt. 1/2 oz. Appl. author: Louis E. Westheimer. © 25ep57; K128266.
- S. O. S. CO. ©  
Busy holiday kitchens call for S. O. S.; magic scouring pads. Appl. author: McCann-Kirkston, Inc. © 20Nov56; K127395.



- For better ball control, keep clubs clean with S. O. S.; says Sam Sneed. Magic scouring pads. (In Life, May 21, 1956, p.130) Appl. author: McCann-Erickson, Inc. © 17May57; KKI28045.
- Give your electric wire the best of care. Clean it with S. O. S.; magic scouring pads. (In Ladies' home Journal, Feb. 1957, p.108-109) Appl. author: McCann-Erickson, Inc. © 25Jan57 (in notice: 1956); KKI28045.
- How to save time on stove cleaning. S. O. S. magic scouring pads. (In Ladies' home Journal, Nov. 1956, p.212) Appl. author: McCann-Erickson, Inc. © 25Oct56; KKI27164.
- It's fun to cook with shiny pans; shine with S. O. S.; magic scouring pads. (In Better homes & gardens, Jan. 1957, p.76) Appl. author: McCann-Erickson, Inc. © 20Dec56; KKI28045.
- New, giant economy package; S. O. S. magic scouring pads; cleans and shines aluminum. Contents: 18 handy oval pads. © 24Jul57; KKI27163.
- Shine as a cook; shine your pans with S. O. S.; magic scouring pads. (In Ladies' home Journal, Sept. 1956, p.143) Appl. author: McCann-Erickson, Inc. © 25Aug56; KKI27163.
- Where there's smoke, there's S. O. S.; magic scouring pads. (In Life, June 25, 1956, p.31) Appl. author: McCann-Erickson, Inc. © 25Jun56; KKI30398.
- SAAB MOTORS, INC. ©**  
Police her, it's an even better wagon. © 24Jul57; KKI27036.  
From Sweden's foremost builder ... economy car, Saab; seven wonders of the Saab. © 24Jul57; KKI27037.
- SAALFIELD PUB. CO. ©**  
Campus sweethearts, a carry-doll kit. 2 standing dolls and 36 costume pieces. No. 4430. © 30Jul57; KKI28522.  
Darling dolls with wavy hair; costumes with the velvet touch. 6194. © 18Jun57; KKI27073.  
David and Goliath, by George H. Glines. A game for 2 to 4 players; 6 to 9 years. 3112. © 16Jul57; KKI27071.  
David and Goliath game board. No. 3112. © 16Jul57; KKI27068.  
Fire Fighters, a game for 2 to 4 players; 6 to 9 years. 3115. © 16Jul57; KKI27070.  
Flower girls; dolls and dresses. A carry-doll kit; 2 standing dolls, 28 beautiful costumes ... No. 4431. © 30Jul57; KKI28523.  
Puzzles to lace up; 3 to 7 years. 6196. 16 cards, flocked and punched ... © 19Jun57; KKI26559.  
Heldi and Peter. Two standing dolls; 46 costume pieces. 4187. © 22Jul57; KKI27237.  
Hi-Fi Fun; 12 activity books; 4 to 7 years. 5079. © 9Jul57; KKI27065.  
King of the mountain, a game for 2 to 4 players; 7 to 12 years. 7520. © 16Jul57; KKI27072.  
Lace-up pictures; 4 to 7 years. 4188. 5 sets of lace-ons; 5 tipped yarns. © 12Jun57; KKI26561.  
Lace-up pictures; 4 to 7 years. 4189. 5 sets of lace-ons; 5 tipped yarns. © 17Jun57; KKI26562.
- My bonny lassie. Two standing dolls; 45 costume pieces. 4186. © 22Jul57; KKI27238.  
Paper doll ballet. Four dolls on heavy board ... 6093. © 18Jun57; KKI26842.  
Pearl Pool game board. No. 3114. © 16Jul57; KKI27069.  
Picture lacing; 3 to 6 years. 4191. 5 pictures and 5 laces. © 20Jun57; KKI26563.  
Ramar of the jungle big game hunt. No. 3111. © 16Jul57; KKI27066.  
Ramar of the jungle game board. 3111. © 15Jul57; KKI27067.  
Sweetheart dolls, with real cloth dresses and accessories. 3 lovely dolls ... 6097. © 18Jun57; KKI26840.  
Tinkle Toy stuffies to make; 4 to 9 years. 6090. 6 front-and-back toys ... © 20Jun57; KKI26560.  
Toymaker lace-ups; 6 to 10 years. 37 punch-outs ... 6086. © 7Jun57; KKI26941.
- ST. ALBAN'S CORP. ©**  
Amazon, multi-purpose cleaner. Appl. author: St. Alban's Corp., employer for hire of Jane Lawrence. © 12Oct57; KKI29257.
- SALERNO-MEGOWEN BISCUIT CO. ©**  
Genuine coconut bars. Net weight 9 ozs. Appl. author: Associated Artists. © 23Aug57; KKI28355.  
Pecan crescents. Net weight 9 ozs. Appl. author: Milprint, Inc. © 3Sep57; KKI28262.  
Salerno peanut butter crunch cookies. Net weight 10 ounces. Appl. author: Arno Juntenen. © 28Jun57; KKI26668.  
Taffy bars. One pound net weight. Appl. author: Arno Juntenen. © 13Sep57; KKI28351.
- SALES DEVELOPMENT CORP. ©**  
Eastman kodak camera & Mansfield lens turret plus 500 watt Holiday movie projector. (Deluxe movie camera ensemble. Ad mat no.1710. Appl. author: Meyer Robbin. © 20Dec57; KKI30741.
- SALLACH, HENRY JAMES.**  
Intermediary metabolism. SEE McGilvery, Robert Warren.
- SALVAGE (LOUIS H.) SHOE CO. ©**  
Renzoo. Appl. author: Frank C. Meyer Co., Inc. © 1Dec57; KKI30572.
- SAMBERG, BENJAMIN, owner, MADISON MUSIC CO. SEE Madison Music Co.**
- SAN FRANCISCO RECORD CORP. ©**  
Hi-Fi sounds for hounds. M-30009. © 12Jul57; KKI27264.
- SANDERS, ALTON d.b.a. SANDERS & CO. SEE Sanders & Co.**
- SANDERS & CO.**  
Sanco auto venetian sunshade. Appl. author: William Child. © Alton Sanders d.b.a. Sanders & Co.; 23Jul57; KKI27980.
- SANTA BARBARA MUTUAL BUILDING & LOAN ASSN. ©**  
Stairway to futureland; Mutual Junior Savers Club. (In The Ventura County star-free press Ventura, Calif., June 10, 1957, p.2) © 10Jun57; KKI27974.
- SANTA MONICA SEA FOOD CO. ©**  
Capt'n Cal. Net wt. 5 pounds when packed. Appl. author: Chet Hill. © 24Jul57; KKI27189.
- SARAS, LOUIS M. ©**  
Solar intensity; dynamic analgesic for colds and pains. 1 3/4 oz. or over. © 10ct56; KKI26588.
- SARNA (S. S.) INC. ©**  
Ding Dong phone dialer; solid Sarnabross, hand engraved. Appl. author: Sajan S. Sarma. © 11Nov57; KKI30661.
- SASTAUNIK, WILLIAM H.**  
Revised and manual order form, 1958. Motor magazine (and others) by Bill Sastaunik (William H. Sastaunik) Appl. states prev. version pub. & reg. 1956. NW. addition of crash book service. © Bill Sastaunik; 15Aug57; KKI29461.
- SATVINS & LOAN FOUNDATION, INC. ©**  
40 million barrels of cement for today's new homes; 120-million-dollars' worth in 1956 alone. (In U. S. news & world report, Mar. 8, 1957, p.15) Appl. author: McCann-Erickson, Inc. © 4Mar57; KKI30384.
- SAVITT, INC. ©**  
Before; after. 5-8 is queensize; diamond setting. (In The Hartford, Conn. Post, 20, 1957, p.2) Appl. author: Wilbur W. Randall. © 20Mar57; KKI26560.
- SAWYER BISCUIT CO. division of UNITED BISCUIT CO. OF AMERICA. SEE United Biscuit Co. of America.**
- SCHAEFER BRUSH MANUFACTURING CO. ©**  
Special Schaefer conveyor belt brush; brush tooling. Appl. author: Morrison-Greene-Seymour, Inc. © 20Nov56; KKI27945.
- SCHENLEY DISTILLERS CO.**  
Big quality, low price; Cream of Kentucky. Appl. author: Claude M. Stafford. © Affiliated Distillers Brands Corp. d.b.a. Schenley Distillers Co.; 15Aug57; KKI29433.  
Out in front; Cream of Kentucky. Appl. author: Claude M. Stafford. © Affiliated Distillers Brands Corp. d.b.a. Schenley Distillers Co.; 15Aug57; KKI30382.
- SCHENLEY DISTILLERS, INC. d.b.a. GEORGE A. DICKEL DISTILLING CO. SEE Dickel (George A.) Distilling Co.**
- SCHENLEY IMPORT CO. ©**  
Newest cocktail delight; Dubonnet French Canadian. (In New York daily news, Dec. 3, 1957, p.12) Appl. author: John Schuman. © 3Dec57; KKI30419.
- SCHENLEY IMPORT CORP. ©**  
MacNaughton's whiskey gift carton. Appl. author: Charles Gieroch. © 24Oct56; KKI26843.
- SCHENLEY INDUSTRIES, INC.**  
First beer ever brewed; with fresh hops, not dried hops; Tempo. (In Green Bay press-gazette, July 24, 1957, p.20) Appl. author: Alin Blatchley, Blats Brewing Co., a division of Schenley Industries, Inc.; 24Jul57; KKI27055.  
Milwaukee's favorite premium beer now at local prices; draft-brewed Blats. (Bottle & tap pouring beer into glass) (In The Grand Rapids press, July 16, 1957, p.3) Appl. author: Alan Blatchley. © Blats Brewing Co. (In notice: Blats Brewing Co., a division of Schenley Industries, Inc.); 16Jul57; KKI27054.

SCHENLEY INDUSTRIES, INC. Cont'd.  
Only one beer is brewed with fresh hops, not dried hops; try Tempo beer ... (In Iron County miner, July 19, 1957, p.3) Appl. author: Alvin Blatchley, © Blatz Brewing Co., a division of Schenley Industries, Inc.; 19Jul57; KK127502.

SCHENLEY LABORATORIES, INC. ©  
Bizarre beauty. Titalrac-sp, unique antacid and spasmodic. 11257. © 27May57; KK127472.  
The modern method in esophageic habitation ... is Dorbantyl suspension and capsules. 43757. © 17Jun57; KK127471.  
The modern method; in patients with cardiovascular disease, the modern method of treating constipation is Dorbantyl. 44957. © 10Jul57; KK129595.

The modern method in treatment of postoperative constipation is Dorbantyl suspension and capsules. 43657. © 2Jun57; KK127469.

Schenlabs scriptik no.1. Relief for your allergic patients; Diafen, the highly potent ... antihistamine. © 15Sep57; KK129588.

Schenlabs scriptik no.2. Comfort for your peptic ulcer patients; Titalrac, unique antacid with milk-like action. © 15Oct57; KK129857.

Stellate stragglers. Titalrac, unique antacid with milk-like action. 43957. © 28Jun57; KK127470.

Titalrac, unique antacid with milk-like action. Gourmet's goura. 42057. © 15Jul57; KK129596.

SCHERING CORP. ©  
Medical America; Alabama, Arkansas, Louisiana, Mississippi. Landmark in therapy, Metretone. © 28Aug57; KK128423.

Medical America; Delaware, Maryland, Virginia, West Virginia. Landmark in the treatment of the common cold; Coricoida. © 25Sep57; KK129423.

Medical America; New England. Landmark in therapy for hay fever and other allergies; Chlor-Trisone and Reputabs. © 17Jul57; KK127658.

Medical America; New York State. Landmark in therapy for allergic and inflammatory skin disorders; Meti-Derm. © 30Jul57; KK127659.

Medical America; North Carolina; South Carolina, Georgia, Florida. Landmarks in tranquilizing therapy ... Trilafon. © 11Oct57; KK129724.

Medical America; Oklahoma and Texas. Landmark in the treatment of rheumatoid arthritis ... Meti-corten. © 25Oct57; KK129725.

Medical America; Pennsylvania and New Jersey. Landmarks in therapy of corticosteroid-responsive diseases. © 13Aug57; KK128240.

Medical America, Washington, D. C. Landmark in topical eye therapy; Metinyd. © 12Sep57; KK129005.

SCHLEINERZAUER (ROBERT L.) CO. SEE Pioneer Groves-Robert L. Schleinerauer Co.

SCHLITZ (JOSEPH) BREWING CO. ©  
Adult refreshment. [Hand holding beer can] Appl. author: J. Walter Thompson Co. © 1Jul57; KK128071.

Backyard Schlitzzeus, or fresh air makes the Schlitzthirst grow. (In Chicago Sunday Tribune magazine, July 7, 1957, p.20-21) Appl. author: J. Walter Thompson Co. © 7Jul57; KK128183.

Be a Schlitzler, be refreshed; only a penny more a can. [Back fence scene; color] (In Los Angeles Examiner, June 14, 1957, section 4, p.13) Appl. author: J. Walter Thompson Co. © 14Jun57; KK127528.  
Be ready with plenty for weekend entertaining; buy Schlitz by the case. [Station wagon scene] (In Tampa morning tribune, Tampa, Fla., June 14, 1957, p.14) Appl. author: J. Walter Thompson Co. © 14Jun57; KK127527.

Be ready with plenty for weekend entertaining; buy the Schlitzzeus. [Man putting boxes in station wagon] (In Chicago daily tribune, June 6, 1957, p.4, p.1) Appl. author: J. Walter Thompson Co. © 6Jun57; KK127100.

Be ready with plenty for weekend entertaining; buy the Tall Boy Schlitzzeus. [Station wagon scene] (In The Houston Press, Houston, Tex., July 11, 1957, p.19) Appl. author: J. Walter Thompson Co. © 11Jul57; KK130192.

Brave-O; N. L. champs. Just the kiss of the hops. (In The Milwaukee Journal, Sept. 24, 1957, p.1, p.6) Appl. author: J. Walter Thompson Co. © 24Sep57; KK129607.

But aren't you the same swell guy without that necktie? Schlitzpak. (In Chicago daily tribune, Sept. 12, 1957, p.4, p.1) Appl. author: J. Walter Thompson Co. © 12Sep57; KK128718.

Decoration Day Schlitznic; or, fun with friends, Schlitzzeus and Schlitz. (In Chicago daily tribune, May 29, 1957, p.2, p.16) Appl. author: J. Walter Thompson Co. © 29May57; KK127103.

Decoration Day Schlitznic, or fun with friends, Schlitzzeus and Schlitz. (In Evening tribune, San Diego, Calif., May 28, 1957) Appl. author: J. Walter Thompson Co. © 28May57; KK128406.

Dolores Del Rio, her TV film debut; Cesar Romero in Old Spanish Custom. Schlitz Playhouse. (In Chicago daily tribune, June 7, 1957, section F, p.8) Appl. author: J. Walter Thompson Co. © 7Jun57; KK127059.

Enjoy a backyard Schlitznic with today's light Schlitz. (In The Milwaukee Journal, July 25, 1957, p.1) Appl. author: J. Walter Thompson Co. © 25Jul57; KK128172.

Enjoy Schlitzquality at a savings; Tall Boy economy 3-pak. [Man opening serve-yourself compartment] (In The Fort Worth press, Aug. 1, 1957, p.4) Appl. author: J. Walter Thompson Co. © 1Aug57; KK128120.

Evening Schlitzbreak, or Schlitzmeet at the tavern. (In Look, Nov. 12, 1957, p.60) Appl. author: J. Walter Thompson Co. © 29Oct57; KK130526.

First again in '56; Schlitzthanks to you. (In Beverage bulletin, Apr. 1, 1957, center) Appl. author: J. Walter Thompson Co. © 1Apr57; KK127105.

\$500 cash first prize; free football contest each week for 8 weeks. (In The Beloit daily news, Beloit, Wis., Sept. 30, 1957, p.7) Appl. author: J. Walter Thompson Co. © 30Sep57; KK129770.

For big Schlitzthirsts, Tall Boy economy 3-pak. (In The Houston press, Houston, Tex., June 13, 1957, p.13) Appl. author: J. Walter Thompson Co. © 13Jun57; KK127526.

Get your share of leisure dollars; Schlitztools to help you grow. [Bar scene] (In Observer, Philadelphia, Aug. 5, 1957, p.6-7) Appl. author: J. Walter Thompson Co. © 5Aug57; KK128121.

Hail the carefree Schlitzerman, or Schlitzting with rod and reel. (In Chicago daily tribune, Aug. 1, 1957, p.2, p.6) Appl. author: J. Walter Thompson Co. © 1Aug57; KK128173.

Happy Schlitz-o-ween, or treat older spooks to adult refreshment. (In The Baltimore news-post, Oct. 29, 1957, p.27) Appl. author: J. Walter Thompson Co. © 29Oct57; KK130524.

Having a Schlitzfest? Get Schlitzzeus. (In Chicago daily tribune, Nov. 1, 1957, p.2, p.3) Appl. author: J. Walter Thompson Co. © 1Nov57; KK129623.

Labor Day Schlitzzeus, or what to do on a Schlitzlong weekend. (In Chicago daily tribune, Aug. 29, 1957, p.4, p.8) Appl. author: J. Walter Thompson Co. © 29Aug57; KK128721.

Labor Day Schlitzzeus, or what to do on a Schlitzlong weekend. Now brewed in California ... (In Evening tribune, San Diego, Calif., Aug. 29, 1957, p.8-3) Appl. author: J. Walter Thompson Co. © 29Aug57; KK128719.

Look for these signs of quality; refresh at Schlitz tavern. (In Chicago daily tribune, June 20, 1957, p.4, p.1) Appl. author: J. Walter Thompson Co. © 20Jun57; KK127107.

No kidding, mister, you're just as good a man with your shoes off; Schlitzpak. [Man sitting at bar with hand on beer glass] (In The Milwaukee Journal, Sept. 19, 1957, p.1, p.6) Appl. author: J. Walter Thompson Co. © 19Sep57; KK129603.

No kidding, mister, you're just as good a man with your shoes off; take Schlitz home. [Man sitting at bar, holding beer glass] (In Grand Island, Neb., independent, Aug. 1, 1957, p.13) Appl. author: J. Walter Thompson Co. © 1Aug57; KK128174.

Pass your bar exam, use our Schlitzonary. [Group of men looking at book] (In The Philadelphia inquirer, May 24, 1957, p.32) Appl. author: J. Walter Thompson Co. © 24May57; KK129102.

Schlitzbreak for mama, or Schlitzout at your favorite restaurant. (In Look, Oct. 15, 1957, p.62-63) Appl. author: J. Walter Thompson Co. © 1Oct57; KK130546.

Schlitzbooster for our side, or the best seats are on the Schlitzyard line. [Group watching football on TV] (In News leader, Springfield, Mo., Sept. 15, 1957, p.A-20) Appl. author: J. Walter Thompson Co. © 15Sep57; KK129605.

Schlitzerman, B. S. A. [Backyard scene; couple in alpine costumes] Appl. author: J. Walter Thompson Co. © 1Jul57; KK126617.

Schlitzerland, Dr. S. A., or Schlitzzing makes good neighbors. [Back fence scene] (In The Miami herald, Miami, Fla., May 28, 1957, p.12A) Appl. author: J. Walter Thompson Co. © 28May57; KK127524.

- Schlitzframe coming up, or time out for Schlitzrefreshment. Special for bowlers; 7-ounce Schlitzsplit ... (In Chicago daily tribune, Sept. 26, 1957, pt. 5, p. 12) Appl. author: J. Walter Thompson Co. © 26Sep57; KK129604.
- Schlitznic in the park; or a Schlitz together in the open. (In Life, June 3, 1957, p. 53) Appl. author: J. Walter Thompson Co. © 31May57; KK127101.
- Schlitzstop for happy travelers, or Schlitzchumma meet for evening refreshment. [Lodge scene] (In News leader, Springfield, Mo., June 23, 1957, p. A20) Appl. author: J. Walter Thompson Co. © 23Jun57; KK128182.
- Schlitzstop for happy travelers; or, Schlitzchumma meet for evening refreshment. [Hotel scene] (In Chicago Sunday tribune magazine, June 9, 1957, p. 15) Appl. author: J. Walter Thompson Co. © 9Jun57; KK127106.
- The Schlitzteeth hole, or golfers Schlitzteeth hole. (In Chicago daily tribune, Aug. 8, 1957, pt. 4, p. 1) Appl. author: J. Walter Thompson Co. © 8Aug57; KK128175.
- Schlitzthanks to M.B.A. National Licensed Beverage Assn. (In Beverage dealer & tavern news, June 1957, p. 6) Appl. author: J. Walter Thompson Co. © 20Jun57; KK127529.
- Schlitztoast to the happy home; or, how to have a good Schlitzwarming. (In Life, Nov. 18, 1957, p. 113) Appl. author: J. Walter Thompson Co. © 15Nov57; KK120527.
- Schlitztoast to the happy home; or, how to have a good Schlitzwarming. (In Omaha world-herald magazine, May 1957, p. 130) Appl. author: J. Walter Thompson Co. © 20May57; KK126556.
- Schlitztogether on the 4th, or what to do on a Schlitzthirsty holiday. [Beach scene] (In Evening tribune, San Diego, Calif., July 2, 1957, p. A-10) Appl. author: J. Walter Thompson Co. © 2Jul57; KK130191.
- Schlitztogether on the 4th, or what to do on a Schlitzthirsty holiday; 24 oz. Tall Boy. [Beach scene] (In The Houston post, Houston, Tex., July 3, 1957, section 1, p. 5) Appl. author: J. Walter Thompson Co. © 3Jul57; KK128180.
- Set up the fun with light refreshment; the beer that made Milwaukee famous. [Bowling scene] (In Life, Jan. 21, 1957, p. 3 of cover) Appl. author: J. Walter Thompson Co. © 15Jan57; KK129296.
- 7th running Schlitztreach, or cheering raises a Schlitzthirst. (In News & leader, Springfield, Mo., Aug. 18, 1957, p. A-20) Appl. author: J. Walter Thompson Co. © 18Aug57; KK128118.
- Take Schlitz home in 6-paks ... shop at this sign of quality. [Liquor store scene] (In Chicago daily tribune, Aug. 15, 1957, p. 13 back p.) Appl. author: J. Walter Thompson Co. © 15Aug57; KK128119.
- Tavern Schlitzfest, or the fun begins at Schlitz'clock. [Juke box scene] (In The Baltimore news-post, May 28, 1957, p. 4) Appl. author: J. Walter Thompson Co. © 28May57; KK127525.
- Tonight, special World Series preview. Fred Haney and Leo Du-rocher featured ... (In The Milwaukee Journal, Sept. 28, 1957, p. 13) Appl. author: J. Walter Thompson Co. © 28Sep57; KK129606.
- Turkey time is Schlitzing time, or let's have a Schlitztogether. (In Tampa morning tribune, Tampa, Fla., Nov. 26, 1957, p. 3A) Appl. author: J. Walter Thompson Co. © 26Nov57; KK130525.
- Weekend Schlitztogether, or what to do on a Schlitzthirsty weekend. (In Washington Afro-American, Washington, D. C., Aug. 17, 1957, p. 2) Appl. author: J. Walter Thompson Co. © 17Aug57; KK128720.
- We're building it now, new southern capital of Schlitzerland, U. S. A. A new Schlitz brewery for Florida. (In St. Petersburg independent, May 22, 1957, p. 12) Appl. author: J. Walter Thompson Co. © 22May57; KK127104.
- SCHMID (JULIUS) INC. © Directions for the use of Immolin, vaginal Cream-Jel. © 28Oct57; KK130293.  
New, dependable without diaphragm ... Immolin Cream-Jel matrix. © 11Nov57; KK130293.  
New Immolin Cream-Jel matrix, freezes, weakens, kills; contraceptive for use without diaphragm. © 4Nov57; KK130299.  
See the difference explosion therapy makes in treating vaginal trichomoniasis; Vagisec liquid and jelly. © 13Sep57; KK129615.  
Trapped, can't travel in new Immolin Cream-Jel matrix; contraceptive for use without diaphragm. © 25Nov57; KK130296.  
Treatment success follows explosion of Immolin Cream-Jel matrix in infections; Vagisec liquid and jelly. © 17Sep57; KK129614.  
Viable sperm freeze, weaken and die in Immolin Cream-Jel matrix; new, dependable without diaphragm. © 28Oct57; KK130295.
- SCHMIDKE, ARTHUR. © It is finished. SEE Wartburg Press.
- SCHONBRUNN (S. A.) & CO., INC. © I wouldn't dream of serving breakfast coffee after dinner, says Dorothy Biddle of Philadelphia. Medaglia d'Oro. (In The New York-er, Mar. 3, 1956, p. 8g) Appl. author: David B. McCall. © 3Mar56; KK127025.  
It is incorrect to serve breakfast coffee after dinner, says Gene Cavallero, Jr. of the Colony. Medaglia d'Oro. (In The New York-er, Feb. 4, 1956, p. 37) Appl. author: David B. McCall. © 4Feb56; KK127024.
- SCHOOL OF SPEEDWRITING. © How I learned shorthand in 6 weeks; the ABC shorthand. (In Girl scout leader, May 1957, p. 27) Appl. author: Kaplan Agency, Inc. © 9Apr57; KK127867.  
I'm earning \$1600 more a year ... writes Judith L. Adkins ... Shorthand in 6 weeks ... uses ABC's. (In McCall's needlework & crafts, fall-winter 1957-58, p. 2) Appl. author: Kaplan Agency, Inc. © 29Apr57; KK127869.  
I'm earning \$1200 more a year ... writes Judith L. Adkins ... Shorthand in 6 weeks ... uses ABC's. Hundreds of thousands of students ... (In Glamour, Aug. 1957, p. 210) Appl. author: Kaplan Agency, Inc. © 22Jul57; KK127871.  
I'm earning \$1200 more a year ... writes Judith L. Adkins ... Shorthand in 6 weeks ... uses ABC's. Over 350,000 ambitious men and women ... (In Glamour, Apr. 1957, p. 184) Appl. author: Kaplan Agency, Inc. © 28Mar57; KK127866.
- I'm earning \$1200 more a year ... writes Judith L. Adkins ... Shorthand in 6 weeks ... uses ABC's. (In McCall's needlework & crafts, fall-winter 1957-58, p. 20) Appl. author: Kaplan Agency, Inc. © 20Jul57; KK127870.
- Shorthand in 6 weeks; uses ABC's. (In Front page detective, June 1957, p. 87) Appl. author: Kaplan Agency, Inc. © 23Apr57; KK127868.
- SCHRAEDER, LEONARD J. © Is your child getting the utmost out of life? Through the use of nine scientific phonograph records ... Twelve-year child improvement course. Humanics Institute. © 1Apr57; KK129773.  
SCHRAEDER'S MEAT PRODUCTS. © Announcing Schraeder's detective contest; \$1,500.00 in cash prizes hidden in Rochester ... Contest starts Oct. 1, 1957. (In Rochester democrat & chronicle, Sept. 29, 1957, p. 12E) Appl. author: Roger D. Blanck, Ardee Associates, Inc. © 29Sep57; KK129349.
- SCHUYLER MANUFACTURING CORP. © Get 99.9% efficient vapor liquid separation with Schuylermist mist eliminators. (In Chemical engineering progress, Feb. 1957, p. 78) © 20Feb57; KK129512.  
To stop costly liquid loss ... Schuylermist entrainment separator. (In Chemical engineering progress, Apr. 1957, p. 88) © 1May57; KK126513.
- SCHWARTZ, HAROLD L., JR. & AARON HARRY FISHER. © Partnership EAGLE ROLL LEAF STAMPING CO. SEE Eagle Roll Leaf Stamping Co.
- SCOTT, A. O. © Bible picture puzzles. SEE Platt & Munk Co., Inc.
- SCRIVENER & RICE, INC. © Long before the first pyramid was built, a bearing problem existed. SEE Beryllium Metals Corp.
- SCULL (WILLIAM S.) CO., INC. © Join the Boscol coffee god rush; a cash reward in every can. (In Potstown mercury, Potstown, Pa., Oct. 7, 1957, p. 6) Appl. author: Tracy-Locke Co., Inc. of Texas. © 7Oct57; KK129387.  
Join the switch to richer Boscol coffee; instant, regular grind. (In Trenton evening times, Nov. 12, 1957, p. 16) Appl. author: Tracy-Locke Co., Inc. of Texas. © 12Nov57; KK130615.  
Meet your Boscol god rush; coupons now. Instant coffee; tea. (In Potstown mercury, Potstown, Pa., Nov. 7, 1957, p. 21) Appl. author: Tracy-Locke Co., Inc. of Texas. © 7Nov57; KK130040.
- SEA ISLAND INDUSTRIES. © Tropicoles, a treat for your bird. See J. O. Johnston. © 1Aug57; KK129338.
- SEALER PRODUCTS. © Genuine Sealer Products: Alumal-Seal. © Sealer Products. George A. Olsen, sole owner; 1636Apr57; KK129473.
- SEALOL CORP. © Coolant supply system, specially designed for gun drilling ... HI-Pressure S. Bulletin no. 17A. © 28Jun57; KK126073.



## SEAL-WRIGHT SYSTEM.

A proven method of waterproofing. Transparent flow-coat; membrane system [and others] © Masbrane System Co. Seal-Wright System; 2Jul57; KK128492.

## SEALY, INC. ©

Last call, America, price goes up to \$95.00 on March 19. Natural rest mattress. (In Life, Mar. 11, 1957, p.24) © 7Mar57; KK130123.

Sealy, the best value in sleep at any price. Cool-sealy-bed ... \$29.50; mattress[es] (In Life, Feb. 11, 1957, p.9) © 7Feb57; KK128878.

No more morning backaches; Posture-edic. Still only \$79.50 ... Free trial offer ends June 30 ... Mattress. (In Life, June 24, 1957, p.155) © 20Jun57; KK130266.

## SEARS, ROEBUCK &amp; CO. ©

Get everything but the steak from Sears. [Backyard barbecue scene] (In Better homes & gardens, June 1957, p.36-37) © 16Jun57; KK127755.

3 low-cost ways Sears can keep you cool. Coldspot room air conditioners [and others] (In Life, June 3, 1957, p.24-25) © 31May57; KK127796.

3 quick ways Sears can make your home look new. Master-Mixed one-coat house paint, Homart roofing, Harmony House awnings. (In Better homes & gardens, May 1957, p.252-253) © 18Apr57; KK127797.

## SEATTLE DIVISION, TODD SHIPYARDS CORP. SEE Todd Shipyard's Corp.

## SECO. ©

The most complete line; stainless steel food storage pans. Seco-Hare © 15Sep57; KK129733.

## SENOYAN, LEON

How to mix personalized shades of gray for gray-haired women. SEE Clairrol, Inc.

## SERTA ASSOCIATES, INC. ©

Before and after the world's most refreshing sleep; Perfect Sleeper smooth-top mattresses and box springs. (Endorsed by) Peggy Souter. (In The Houston chronicle, Sept. 18, 1957, section A, p.7) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 18Sep57; KK129214.

First time ever, Serta-Lux smooth-top mattress, national sale for only \$44.00. (In Los Angeles examiner pictorial, June 9, 1957, p.25-27) Appl. author: Ruthrauff & Ryan, Inc. © 9Jun57; KK129144.

Get that Serta feeling ... with the greatest mattress invention of all time, Serta Perfect Sleeper. (In Memphis press-sciator, Sept. 18, 1957, p.10) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 18Sep57; KK130917.

She wants smooth-top comfort, he wants healthful support; Perfect-Sleeper, smooth-top mattresses and box springs. (In Good house-keeping, May 1956, p.203) Appl. author: Bozell & Jacobs, Inc. © 20Apr56; KK128589.

Which is your morning face? Perfect Sleeper, smooth-top mattresses and box springs. (In The Sunday star, Washington, D. C., Oct. 6, 1957, p.D-13) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 6Oct57; KK128280.

## SEVEN KEYS CO. OF FLORIDA. ©

Direct to you from Florida, a sunny tropical spread to wake up breakfast appetites; Coconut Toast applied. Appl. author: George Evans Co. © 8Sep57; KK129335.

## SEVEN-UP CO. ©

Cinderella has a ball; 1957 version. For a fresh, clean taste ... (In Dell comic, Nov. 1957, p.2 of cover) Appl. author: J. Walter Thompson Co. © 24Jun57; KK127463.

C'mon, the 7-Up is fine; get that fresh clean taste. [Girl, in swimming, reaching for bottle from man's hand] (In Life, Aug. 12, 1957, p.2 of cover) Appl. author: J. Walter Thompson Co. © 9Aug57; KK128178.

Dottie's a dancer who's really hep. Nothing does it like Seven-Up. (In Dell comic, Nov. 1957, p.4 of cover) Appl. author: J. Walter Thompson Co. © 24Sep57; KK129993.

Find your kind of Labor Day fun, nothing does it like Seven-Up. Hot game? [Beach scene] (In Chicago daily tribune, Aug. 28, 1957, pt.1, back cover) Appl. author: J. Walter Thompson Co. © 28Aug57; KK128117.

Get 'em together often this summer for a cool Seven-Up float. (In The Saturday evening post, June 1, 1957, p.61) Appl. author: J. Walter Thompson Co. © 29May57; KK127468.

Go man, go; here's your quick refreshing lift. Just one bottle gives you new energy in from two to six minutes. (In The Saturday evening post, Oct. 12, 1957, p.3 of cover) Appl. author: J. Walter Thompson Co. © 9Oct57; KK129419.

Hefty feast or slim snack, it's super with this fresh, clean taste. Nothing does it like Seven-Up. (In The Saturday evening post, Sept. 14, 1957, p.119) Appl. author: J. Walter Thompson Co. © 11Sep57; KK128990.

Help them get a real bang out of the 4th; add real sparkle ... with plenty of chilled 7-Up all 'round. (In St. Paul dispatch, July 1, 1957, p.23) Appl. author: J. Walter Thompson Co. © 1Jul57; KK128407.

Latch onto Seven-Up for holiday fun, get an extra supply for your Memorial Day celebration. [Boy sitting in base horn, eating] (In St. Paul pioneer press, May 28, 1957, p.12) Appl. author: J. Walter Thompson Co. © 28May57; KK127467.

Look at Labor Day this way, more fun for all the family. Nothing does it like Seven-Up. (In St. Paul pioneer press, Aug. 29, 1957, p.23) Appl. author: J. Walter Thompson Co. © 29Aug57; KK128989.

May all your highballs be mellow ones; they will be with Seven-Up. (In Esquire, Dec. 1957, p.30) Appl. author: J. Walter Thompson Co. © 7Nov57; KK130520.

More fun on the 4th than a string of firecrackers; just sip a sparkling bottle of 7-Up. (In Chicago daily tribune, June 27, 1957, pt.2, p.14) Appl. author: J. Walter Thompson Co. © 27Jun57; KK128179.

Quench your thirst jamboree-style; they'll adore the real thirst-quencher. [Two boy scouts] (In Boys' life, July 1957, p.19) Appl. author: J. Walter Thompson Co. © 25Jun57; KK127460.

Scores high when you're dry; this fresh, clean taste. (In Life, Nov. 18, 1957, p.12) Appl. author: J. Walter Thompson Co. © 18Nov57; KK129518.

Seven-up and vodka, ah-h; most delicious vodka drink for summer. [Drawing of man, holding glass; dog] (In True, July 1957, p.25) Appl. author: J. Walter Thompson Co. © 18Jun57 (in notice: 1956); KK127461.

Seven-up presents Sam's lingo lessons. Farmer Brown would say [and others] (In Dell comic group, Aug.-Sept. 1957, p.2 of cover) Appl. author: J. Walter Thompson Co. © 24Jun57; KK127465.

Seven-up presents Sam's lingo lessons. Proud dad would say [and others] (In Dell comic, Nov. 1957, p.4 of cover) Appl. author: J. Walter Thompson Co. © 24Sep57; KK128991.

Seven-up presents Sam's lingo lessons. Your girl would say [and others] (In Dell comic group, Sept. 1957, p.2 of cover) Appl. author: J. Walter Thompson Co. © 24Jul57; KK128177.

Sleepy Beauty, 1957 version. Nothing does it like Seven-Up. (In Dell comic, Nov.-Dec. 1957, p.4 of cover) Appl. author: J. Walter Thompson Co. © 24Sep57; KK129992.

Sno White and the swingin' singin' dwarfs; 1957 version. Remember, for a real thirst-quencher ... (In Dell comic group, Sept. 1957, p.2 of cover) Appl. author: J. Walter Thompson Co. © 24Jul57; KK128181.

There's a little green man from outer space because when you get a thirst to chase, nothing does it like Seven-Up. (In Dell comic group, Sept. 1957, p.2 of cover) Appl. author: J. Walter Thompson Co. © 24Jul57; KK128176.

There's a thirsty monkey in the zoo ... [Couple looking thru bars at monkey] (In Dell comic group, Aug. 1957, p.2 of cover) Appl. author: J. Walter Thompson Co. © 24Jun57; KK127462.

Wherever your tribe travels, it's the real thirst-quencher. [Boy handing bottle to Indian boy] (In The Saturday evening post, July 6, 1957, p.7) Appl. author: J. Walter Thompson Co. © 5Jul57; KK127459.

SEVIGNY'S CANDY, INC. © Famous ribbon candy, the world's thinnest. Famous for fund raising. Net weight 12 oz. NW. Text. © 12Mar56; KK129815.

SEKTON (JOHN) & CO. © Recipes and menus for schools and camps, with culinary data. Appl. author: Justin J. Burke. © 12Jun57; KK128624.

SHANK, IRENE M. © Your comfort is our business. © 4Sep57; KK130837.

SHEAFFER (W. A.) PEN CO. © Christmas gift ideas for every budget. Statesman [and others] (In Better homes & gardens, Dec. 1957, p.4 of cover) Appl. author: Meyes, Madden & Jones, a division of Russel M. Seeds Co., Inc. © 1Dec57; KK130680.

The fountain pen; new, that fills like a ballpoint. Cartridge pen. (In Life, Sept. 2, 1957, p.101) Appl. author: Russel M. Seeds Co. © 30Aug57; KK128591.

- New ballpoint with exclusive sterling silver tip. (In Life, Aug. 12, 1957, p. 2) Appl. author: Russel M. Seeds Co. © 8Aug57; KK128590.
- New ballpoint with exclusive sterling silver tip ... (In Life, Aug. 26, 1957, p. 2) Appl. author: Russel M. Seeds Co. © 22Aug57; KK127975.
- Sheaffer's for Christmas ... Triumph ensemble [and others] (In Life, Dec. 9, 1957, p. 54-55) Appl. author: Keyes, Madden & Jones, division of Russel M. Seeds Co., Inc. © 5Dec57; KK130565.
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- Tested selling sentences; for \$2.95 ballpoint, for cartridge fountain pen. © 1Nov57; KK130754.
- Tested selling sentences. 1, show a Sheaffer Snorkel white dot pen set. © 1Nov57; KK130753.
- You'll hit the January jackpot with Sheaffer's January write sale ... pens, pencils, desk set and accessories. © 2Nov57; KK130755.
- SHELL OIL CO. ©**  
New rubber development keeps white-walls whiter; Durex 33, a new non-staining plasticizer. (In The Saturday evening post, Aug. 17, 1957, p. 2) Appl. author: J. Walter Thompson Co. © 14Aug57; KK129792.
- SHERMAN PAPER PRODUCTS CORP. ©**  
Case history  
1118. Specialty package; saws. © 25Mar57; KK127890.  
1119. Corroflex; electric control panels. © 25Mar57; KK127281.  
1122. Specialty package; fine paper rolls. © 29Apr57; KK127282.  
1123. Corroflex; steel rods. © 29Apr57; KK127283.  
1124. Specialty package; canister sets. © 13May57; KK127284.  
1125. Specialty package; aircraft parts. © 13May57; KK127285.  
1126. Shera-A-Pak; metal stampings. © 27May57; KK127286.  
1127. Corroflex; electrical switchboards. © 27May57; KK127287.  
1128. Shera-A-Pak; bagged chemicals. © 17Jun57; KK127288.  
1129. Corroflex; small houseware items. © 17Jun57; KK127289.
- SHOW-HOUSE.**  
Best in the House. This year, it's Christmas for our house, too. Hobart KitchenAid dishwashers [and others] (In Good housekeeping, Dec. 1956, p. 66-67) © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 20Nov56; KK127442.  
Best in the house. Tile-Tax, Formica [and others] (In Good housekeeping, Sept. 1957, p. 38-39) © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 20Aug57; KK128536.
- To better your home living. Phillip Carey Manufacturing Co. [and others] No. 20. (In The Saturday evening post, Apr. 27, 1957, p. 74-75) © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 23Apr57; KK127443.
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- SHOWPIECE RINGS. ©**  
Intriguing diamond rings; hi-value. Appl. author: Hyman A. M. Silver. © 1Aug57; KK128642.
- SHRAEDER (F. W.) CO. ©**  
Rusaguet ... proven preventive against hardware disease. Appl. author: Walter De Porte. © 15May57; KK128645.
- SHULMAN, MAX. ©**  
On campus, with Max Shulman. Advice on advisors. Phillip Morris cigarettes. (In Michigan State news, Michigan State University, East Lansing, Mich., Mar. 12, 1957, p. 4) © 12Mar57; KK128655.  
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On campus, with Max Shulman. Now you can be younger than she is. Phillip Morris cigarette[s] (In Brown daily herald, Brown University, Providence, R. I., Mar. 1, 1957, p. 3) © 1Mar57; KK128651.  
On campus, with Max Shulman. The pulpa-pounding saga of De Witt Clinton, American. Phillip Morris cigarettes. (In Mississippian, University of Mississippi, University, Miss., Mar. 22, 1957, p. 5) © 22Mar57; KK128658.  
On campus, with Max Shulman. Tom can live as cheesily as one. Phillip Morris cigarette[s] (In Columbia Missourian, University of Missouri, Columbia, Mo., Feb. 11, 1957, p. 2) © 11Feb57; KK128657.
- SHURON OPTICAL CO., INC. ©**  
Reading today's news with yesterday's eyes? (In The Saturday evening post, Sept. 14, 1957, p. 30) Appl. author: Wilson Hoyer. © 10Sep57; KK129385.  
See the birdie? (In Life, Oct. 14, 1957, p. 82) Appl. author: Wilson Hoyer. © 10Oct57; KK129462.
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Natural brewing gives more life; Rainier beer. Appl. author: Miller, Mackay, Hoek & Hartung, Inc. © 10Jan57; KK129180.
- SIGNET CLUB PLAN, INC. ©**  
I'll give you this \$72.00 gift certificate just for mailing the coupon below. (In Sunday news, July 14, 1957, p. 23) Appl. author: Heineken, Kleinfeld, Shaw & Joseph, Inc. © 14Jul57; KK128038.  
This beautiful petit point manicure set ... Just for mailing gift certificate. (In Sunday news, Sept. 8, 1957, p. 23) Appl. author: Heineken, Kleinfeld, Shaw & Joseph, Inc. © 8Sep57; KK128063.  
This silicone treated ironing board cover for only 14¢, just for mailing gift certificate. (In Sunday news, Sept. 8, 1957, p. 23) Appl. author: Heineken, Kleinfeld, Shaw & Joseph, Inc. © 8Sep57; KK128510.
- SILK SCREEN SERVICE, INC. ©**  
Executive board lapboard. Stock no. 1102. © 31May57; KK126898.  
The Hearts and Flowers lapboard. -Stock no. 1103. © 31May57; KK126899.  
Memo-reminder blackboard for home & business. Stock no. 1108. © 31May57; KK127757.  
The playboard blackboard. Stock no. 1104. © 31May57; KK127061.  
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- SILVER (D.) HARDWARE CO., INC. ©**  
Code order blank. Let us quote on your needs for locksmith's supplies. Appl. author: Benjamin W. Silver. © 8Aug57; KK128081.
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Boxcar bargains; \$10,000.00 sale; Bedding sale; Hide-A-Bed [and others] (In Life, June 28, 1957, p. 5-12) Appl. author: Young & Rubicam, Inc. © 20Jun57; KK127627.  
Bulletin on physiology of sleep; based on studies from Sleep Research Foundation. Beautyrest; mattress. (5th of a series) (In Journal of the American Medical Assn., Sept. 14, 1957, p. 51) Appl. author: Young & Rubicam, Inc. © 11Sep57; KK129555.  
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The difference is inside; wake up wonderful on Simmons wonderful Beautyrest mattress. (In Chicago daily news, June 11, 1957, p. 29) Appl. author: Young & Rubicam, Inc. © 11Jun57; KK127628.  
Don't be fooled by so-called bargain buys; here's why Beautyrest ... is the least expensive mattress to own. (In Wichita eagle, Wichita, Kan., May 21, 1957, p. 1B) Appl. author: Young & Rubicam, Inc. © 21May57; KK128229.  
Don't put \$6000 in your mattress; Beautyrest mattress. (In Chicago daily tribune, June 7, 1957, p. 1) Appl. author: Young & Rubicam, Inc. © 7Jun57; KK128922.  
Even if your husband weighed a ton, Beautyrest would still give you single-bed comfort ... (In Chicago daily tribune, June 19, 1957, p. 3, p. 7) Appl. author: Young & Rubicam, Inc. © 14Jun57; KK128926.

## SIMMONS CO. © Cont'd.

- Even if your husband weighed a ton; Beautyrest would still give you single-bed comfort in a double bed. (In Chicago daily tribune, June 19, 1957, pt.3, p.7) Appl. author: Young & Rubicam, Inc. © 13Jun57; KK130709
- Ever see a picture of yourself, asleep? Beautyrest mattresses. (In Time, May 13, 1957, p.87) Appl. author: Young & Rubicam, Inc. © 11May57; KK128628
- Full showing of Hide-A-Bed sofas. King-size traditional Lawson (and others) (In Kansas City star, Kansas City, Mo., Sept. 8, 1957, p.9) Appl. author: Young & Rubicam, Inc. © 8Sep57; KK129543
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- For smart newlyweds in their first home, Simmons recommends a wonderful Beautyrest, the only mattress ... (In Modern bride, fall 1957, p.40-41) Appl. author: Young & Rubicam, Inc. © 11Jul57; KK127628
- Here's proof that Beautyrest is best of all for your back! mattresses. (In Chicago daily tribune, May 28, 1957, p.9) Appl. author: Young & Rubicam, Inc. © 28May57; KK128921
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- How is your heart held by sleep? Beautyrest mattress. (In Time, July 8, 1957, p.6) Appl. author: Young & Rubicam, Inc. © 4Jul57; KK127633
- How to wake #40 and regret it for years; wake up wonderful on Simmons wonderful Beautyrest. (In Albany Knickerbocker news, May 20, 1957, p.A7) Appl. author: Young & Rubicam, Inc. © 20May57; KK128624
- Instead of a mattress that lets you down, get the Beautyrest firmness that lifts you up. (In Life, Oct. 28, 1957, p.136) Appl. author: Young & Rubicam, Inc. © 24Oct57; KK130704
- A mattress doesn't have to hurt to be good for you; Beautyrest. (In Chicago daily tribune, May 27, 1957, pt.2, p.8) Appl. author: Young & Rubicam, Inc. © 27May57; KK128920
- A nation-wide furniture event; Simmons fall showing of Hide-A-Bed sofas. (In Life, Sept. 16, 1957, p.138-139) Appl. author: Young & Rubicam, Inc. © 12Sep57; KK129546
- New styles ... in Simmons fall showing of Hide-A-Bed sofas. Over-scale ranch house modern (and others) (In Ladies' home journal, Oct. 1957, p.176) Appl. author: Young & Rubicam, Inc. © 23Sep57; KK129552
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- Simmons introduces new styles, new fabrics, new low prices for Hide-A-Bed sofas. (In Ladies' home journal, Sept. 1957, p.187) Appl. author: Young & Rubicam, Inc. © 27Aug57; KK128857
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- Sleep and your heart. Beautyrest; mattresses. (In Time, June 10, 1957, p.52) Appl. author: Young & Rubicam, Inc. © 6Jun57; KK127634
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- Wake up wonderful; Beautyrest firmness is buoyant firmness ... mattress. (In Life, Sept. 23, 1957, p.75) Appl. author: Young & Rubicam, Inc. © 19Sep57; KK129549
- Wake up wonderful; Beautyrest is not just firm ... mattress. (In Life, Oct. 7, 1957, p.72) Appl. author: Young & Rubicam, Inc. © 30Oct57; KK130559
- Wake up wonderful; 11 years of research prove more refreshing rest. Beautyrest; mattresses. (In Saturday evening post, Aug. 24, 1957, p.7) Appl. author: Young & Rubicam, Inc. © 21Aug57; KK128856
- Wake up wonderful ... fewer awakenings on Beautyrest. (In Living for young homemakers, June 1957, p.19) Appl. author: Young & Rubicam, Inc. © 21Jun57; KK126954
- Wake up wonderful; firm but gentle ... ordinary mattress; Beautyrest. (In Life, Nov. 11, 1957, p.102) Appl. author: Young & Rubicam, Inc. © 7Nov57; KK130760
- Wake up wonderful; set the buoyant firmness of Beautyrest ... ordinary mattress; Beautyrest ... mattress. (In Life, Nov. 18, 1957, p.72) Appl. author: Young & Rubicam, Inc. © 14Nov57; KK130764
- Wake up wonderful; get the firmness that's right for rest; ordinary mattress; Beautyrest mattress. (In Life, Nov. 4, 1957, p.70) Appl. author: Young & Rubicam, Inc. © 31Oct57; KK130761
- Wake up wonderful; get the restful, buoyant firmness of Beautyrest. (In Life, Oct. 21, 1957, p.77) Appl. author: Young & Rubicam, Inc. © 17Oct57; KK130701
- Wake up wonderful; only Beautyrest can give you this restful firmness. (In Life, Oct. 14, 1957, p.2 of cover) Appl. author: Young & Rubicam, Inc. © 10Oct57; KK130710
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How to make more money on powered lawn and garden equipment; sell Simplicity. Retiul, Wonder-Boy (and others) (In Garden supply merchandiser, Nov. 1957, p.70-71) © 23Oct57; KK129972
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Family circle machine features Simplicity patterns in sew-for-school fashions. Large poster 2205-2206. © 1Jul57; KK127362  
The marvelous midday. Large poster 2175. © 1Jul57; KK127361  
Simplicity suggests plaid. Double poster 2160-2161, 2210, 2202. © 1Jul57; KK127363
- SIMPLICITY PATTERN CO., INC. ©  
At ease, the great silhouette. Large poster 2228. © 1Aug57; KK128230  
Coordinates keyed to fall. Large poster 2276. © 1Sep57; KK128713  
Evening excitement. Large poster 2231. © 1Nov57; KK130183  
The fashion magazine for women who sew featuring new, precious blends, fall-winter pattern book, 1957. Poster 2169. © 1Aug57; KK128827  
Fashions in precious blind fabrics. Double poster 2138, 2133, 2195, 2145, 2167. © 1Aug57; KK128828  
Four-in-one sheath. Large poster 2144. © 1Jun57; KK126957  
Holiday enchantment. Double poster 2302, 2308, 2297, 2321. © 1Nov57; KK130184  
Holiday highlight. Large poster, 2299. © 1Oct57; KK130086  
Holiday stay-at-homes. Double poster, 2320; 2313; 2319; 2310; 2312. © 1Oct57; KK130087  
North 'n' south shirtwaist; simple to make. Large poster 2341. © 1Nov57; KK130182  
Now on sale, the new Simplicity sewing book. © 1Jun57; KK126956  
1 yard skirts. Large poster 2196. © 1Sep57; KK128712  
1 yard wonder. 3 ways to make, simple-to-sew, stunning styles, woollens. Double poster 2196. © 1Nov57; KK130180  
Printed patterns. Chain store poster 2343, 2156. © 1Jun57; KK128855  
Printed patterns. Chain store poster 2232-2233. © 1Aug57; KK128998  
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Printed patterns. Chain store poster 2340, 2356. © 1Nov57; KK130181  
Printed patterns; simple-to-make. (Chain store poster 2204, 2208) © 1Jul57; KK127360



September Photoplay says: let Terry Moore plan your new fall wardrobe ... Large poster 2173. © 11Jun57; KK128923.

Simple-to-make wools. Double poster 2178, 2236, 2171, 2171. © 1Sep57; KK128714.

Wardrobe wonderland for dolls. Large poster, 2295, 1809, 2254, 1336; 2294. © 10ct57; KK130085.

White frost; cool summer news. Double poster 2106, 2068, 2103, 2034. © 1Jun57; KK126858.

Youthful half size slenderettes. Large poster, 2295, 2256, 2217, 2267. © 15Jan57; KK128716.

SIMS, HUGH FRANK. © Southland shelled peacocks. Net wt. 4 oz. © 30Sep57; KK128613.

SIMS, MARION S. d.b.a. SIMS TEXTILE CO. SEE Sims Textile Co.

SIMS TEXTILE CO.  
Multi-purpose patio 'paulin; 4 ft. x 6 ft. © Marion S. Sims d.b.a. Sims Textile Co.; 5Jun57; KK126417.

SINCLAIRE (KENNEDY) INC. © How trust service benefits you and your family. © 10Jul57; KK127732.

SINGER MANUFACTURING CO. © Belong together, always. Machines and equipment built by Singer; parts and needles ... Form SE-25. © 10Jun57; KK127234.

The best way to learn is by sewing; Singer teen-age sewing courses. NA 2736 (257) NM: teen-age; dressmaking contests. © 14Mar57; KK126619.

Class 47W ... 47w62 machine and 47w66 machine with alternating pressers. Form no.1116MT (457) © 15Apr57; KK126620.

Class 400w single-needle lockstitch machines for specialized sewing operations. Form no.1104MT (357) © 15Mar57; KK126620.

Class 147 chainstitch machines, for sewing light and medium weight fabrics and leather. Form no.1087 (457) © 31May57; KK127232.

Class 231 ... for lap seam felling tubular articles; machine. Form no.1130MT (357) © 18Mar57; KK126621.

For knitting, piping, cording ... Singer class 151w single-needle lockstitch machines. Form no.1105MT (357) © 15Mar57; KK126629.

For high-speed two-needle trouser operations ... the Singer 253-212 machine ... 253-213 machine. Form no.1119MT (157) © 16Jan57; KK126628.

For products with that custom look, Singer class 300w high speed, with powerful compound feed ... Form no.1108MT (457) © 31May57; KK127231.

For stitching light leather or fabric gloves ... Singer 82-11 machine, single-needle, two-thread chainstitch. Form no.125MT (357) © 3May57; KK128939.

For stitching shoes and a variety of other leather articles; 110w124, 110w125. Form no.1131MT (457) © 31May57; KK127220.

For strong, neat, durable stitching on ... leather articles, Singer class 17 machines. Form no.1152MT (357) © 19Mar57; KK126630.

For top speed, top quality lockstitching, Singer class 151k high speed single-needle lockstitch machines. Form no.1175 EMT (557) © 29May57; KK128943.

Here's the completely new high-speed bar tacking machine ... the Singer 269w9 lockstitch tacking machine. Form no.1094MT (357) © 15Apr57; KK127235.

Here's the completely new high-speed bar tacking machine ... the Singer 269w11 lockstitch tacking machine. Form no.1095MT (557) © 12Jul57; KK128940.

Here's the completely new high-speed bar tacking machine ... the Singer 269w38 lockstitch tacking machine. Form no.1188MT (557) © 12Jul57; KK128942.

Here's the completely new high-speed tacking machine ... the Singer 269w39 lockstitch tacking machine. Form no.1097MT (457) © 12Jul57; KK128941.

Now the finest stitching machine available; Singer 236w100. Form no.1200MT (657) © 28Jun57; KK128945.

107W5 lockstitch zigzag machine for hemming window shades. Form no.1080MT (357) © 19Mar57; KK126622.

107W17 automatic cam controlled lockstitch zigzag machine for decorative stitching on sporty clothes, blouses ... Form no.1027MT (Rev. 357) © 15Mar57; KK126624.

107W3, 107W10; short arm, single needle lockstitch machines for baiting and tacking coat pads ... Form no.1083MT (357) © 19Mar57; KK126625.

School supplies and services for teachers, students, classrooms; sewing. E. D. 669 (157) NM: cover page & rev. 11lus. © 15Feb57; KK126618.

Sewing machine service seminar. © 29May57; KK127236.

Sewing machines, Slant Needle [and others] NA 3630. © 8Mar57; KK127271.

Sheets magic with your Singer sewing machine. NA 3725. © 20Sep57; KK130084.

Singer 15-88. Form 20882 (357) © 13Jun57; KK126638.

Singer 15-30. Form 20881 (1057) © 21Nov57; KK130148.

Singer machines and equipment give you increased production at lower cost in ladies' slips. Form no.1040 EMT (757) © 30Jul57 (in notice: 1956); KK128944.

Singer machines and equipment give you increased production at lower cost in ladies' slips. Form no.1040MT (1256) © 19Dec56; KK126627.

Singer 103k10. Form 20888 (357) © 13Jun57; KK126635.

Singer 128-4. Form 20884 (357) © 13Jun57; KK126637.

Singer 127-4. Form 20883 (1057) © 21Nov57; KK130149.

Singer 31-15. Form 20886 (357) © 13Jun57; KK126636.

Slant-O-Matic ... for happier, simplified sewing. NA 3731. © 11Jun57; KK127278.

To make a long story short, use Simanco needles made by Singer. Form SE-24. © 10Jun57; KK127233.

246-20, 246-21; two-needle, four-thread, dual stitch machines. Form no.1154MT (457) © 19Apr57; KK126623.

SIVE (LEONARD M.) & ASSOCIATES, INC. © Baked with loving care; Kreamo enriched bread. King size. (In The News-palladium, Benton Harbor, Mich., Sept. 11, 1957, p.12) © 11Sep57; KK130056.

Everybody loves it because it's baked with loving care. Kreamo enriched bread; king size. (In The Elkhart truth, Sept. 12, 1957, p.5) © 12Sep57; KK130057.

Everybody loves Kreamo enriched bread; baked with loving care. © 11Sep57; KK128647.

For a great lunch, pack that lunch-box with Kreamo sandwiches ... enriched bread; king size. (In The News-palladium, Benton Harbor, Mich., Sept. 18, 1957, p.18) © 18Sep57; KK130055.

He can't eat Kreamo bread yet, but you can; king size. © 17Sep57; KK130054.

It's a grandchild. Kreamo enriched bread; king size. (In News-palladium, Benton Harbor, Mich., Sept. 13, 1957, p.5) © 13Sep57; KK130643.

Pick up Kreamo enriched bread; baked with loving care. © 11Sep57; KK128649.

Thank you ... and now, here's another Kreamo push for fall; enriched bread. © 11Sep57; KK128648.

They love it, now, because it's baked with loving care. Kreamo enriched bread; king size. (In News-palladium, Benton Harbor, Mich., Sept. 15, 1957, p.4) © 16Sep57; KK130053.

SLOAN-ASHLAND DIVISION. © So powerful 1 1/2 goes through 3/8" steel ... 1/3 hp. Powershop. © 14Aug55; KK127016.

SLOAN-ASHLAND DIVISION, ELECTRO ENGINEERING PRODUCTS CO., INC. SEE Electro Engineering Products Co., Inc.

SLOAN-ASHLAND DIVISION, WORLD EVENTS MAGAZINE, INC. SEE World Events Magazine, Inc.

SMITH (A. O.) CORP. © A. O. Smith Permaglas automatic glass-lined water heaters; model FQCL. Form no.WR-333. Appl. author: Cramer-Krasselt Co. © 15Jul57; KK127048.

A. O. Smith Permaglas brings you a better way to heat and cool your home. Form no.HB-993. Appl. author: Cramer-Krasselt Co. © 25Jun57; KK126770.

A. O. Smith Permaglas brings you a better way to heat and cool your home. Form no.HB-992. Appl. author: Cramer-Krasselt Co. © 25Jun57; KK126769.

Look inside the tank; see why you get more hot water with a Permaglas. Form no.WR-501. Appl. author: Cramer-Krasselt Co. © 5Sep57; KK128281.

Permaglas evaporators and air handling units ... Form no.HB-998. Appl. author: Cramer-Krasselt Co. © 5Sep57; KK128280.

SMITH, WILLIAM A. © Two-Play. Object is to capture all the blocks. Ages 5 to adult. © 20Oct57; KK129501.

SMITH-JUNIOR CO., INC. © Cooling lemon slush. Appl. author: Robert L. Bellemere. © 7Jun57; KK126857.

Delicious orange slush. Appl. author: Robert L. Bellemere. © 7Jun57; KK126858.

- SMITH-JUNIOR CO., INC. © Cont'd.  
Flavorful cherry slush. Appl. author: Robert L. Bellemeere. © 7Jun57; KK126583.  
Refreshing lime slush. Appl. author: Robert L. Bellemeere. © 7Jun57; KK126585.  
Smooth grape slush. Appl. author: Robert L. Bellemeere. © 7Jun57; KK126586.
- SNIDER FOODS, INC. ©  
Hot item; hotter catsup. (In Super-market news, May 20, 1957, p.12-13) Appl. author: Young & Rubicam, Inc. © 20May57; KK126931.
- SNOW WHITE GRILLS, INC. ©  
The juiciest taste in Hamburgerland; home of the Squareburger. Tak-homa bagful. © 1May57; KK120555.
- SNUG HARBOR FARM SHOOTING RESORT. ©  
Pheasant hunting comes to Dallas, at Snug Harbor Farm Shooting Resort. . . . Appl. author: Ray D. Barrett. © 13Sep57; KK128328.
- SNYDER, LINUS S. d.b.a. SNYDER MANUFACTURING CO. SEE Snyder Manufacturing Co.
- SNYDER MANUFACTURING CO. ©  
For speed, safety, comfort, economy, get Snyder tune-up hoists; Hang-Over. Appl. author: Linus S. Snyder Manufacturing Co.; 18Mar57; KK129098.  
Mobile communication & police antennas; HR-1, the ham; HR-2, the pro. Appl. author: Low & Hall. © 31Jul57; KK127654.  
New single staff TV antenna . . . for back mount; Wn Rod Directronic 9-D. Appl. author: Low & Hall. © 20Oct57; KK129700.  
Outdoor Torque TV Tenna. The Town & Country (and others) Appl. author: Low & Hall. © 15Dec57; KK130929.  
Right dress for all cars; Shark auto antennas . . . Appl. author: Low & Hall. © 27Jun57; KK128580.  
Right dress for all cars . . . the new Shark, rear deck auto antenna. Appl. author: Low & Hall. © 27Jun57; KK128007.  
The Snyder tune-up hoist works on all cars and is specifically designed for 1954 thru 1957 V8 . . . Hang-Over. NM: new views; revisions. © Linus S. Snyder d.b.a. Snyder Manufacturing Co.; 19Mar57; KK129099.  
Standard of quality milk stands. DM-1 deak stand, BM-1 banquet stand (and others) Appl. author: Low & Hall. © 20Sep57; KK128907.  
Tuk-It hideaway TV antenna for back mount; PT-R. Appl. author: Low & Hall. © 1Jul57; KK127642.
- SOOCNY MOBIL OIL CO., INC. ©  
Earth moving; lubrication recommendations. 6AR75C rev. © 30Apr57; KK128583.  
Excavating; lubrication recommendations. 6AR30C rev. © 30Apr57; KK127082.
- SOMMER, WALTER N. d.b.a. SPE-DE-WAY PRODUCTS CO. SEE Spe-de-way Products Co.
- SOJIAN'S, INC. d.b.a. AK-MAK BAKERIES. SEE Ak-Mak Bakeries.
- SOVER BREW LATER WORKS. ©  
Centers 'round South. Bend's sweet 16. Bulletin 5740. © 24Sep57; KK128568.  
Pedestal grinder. (Circular 5722) © 2May57; KK126529.
- SOUTH DAKOTA STATE COLLEGE, AGRICULTURAL EXPERIMENT STATION. ECONOMIC DEPT.  
South Dakota State medium cultured flavor sweet cream butter. One pound net weight. Appl. author: Travis W. Manning. © 21Oct57; KK130037.
- SOUTHERN COMFORT CORP. ©  
First-sip pleasure with Comfort. Steamboat scene; man, with drink in hand, looking down. (In Coronet, May 1957, p.3 of cover) Appl. author: Krupnick & Associates, Inc. © 13Apr57; KK127028.  
First-sip pleasure with Comfort. [Steamboat scene; man, with drink in hand, looking up] (In Look, May 28, 1957, p.85) Appl. author: Krupnick & Associates, Inc. © 28May57; KK127027.
- SOUTHERN HANDKERCHIEF MANUFACTURING CO. ©  
All American he-man handkerchiefs for a he man. No.2005; the Bawlatopper. This package contains 3 large size handkerchiefs . . . . Appl. author: Low & Hall Advertising Agency. © 16Oct57; KK129262.  
All American he-man handkerchiefs for a he man. No.2010; For the birds. This package contains 3 large size handkerchiefs . . . . Appl. author: Low & Hall Advertising Agency. © 16Oct57; KK129264.  
All American he-man handkerchiefs for a he man. No.2015; Pishers-nas. This package contains 3 large size handkerchiefs . . . . Appl. author: Low & Hall Advertising Agency. © 16Oct57; KK129263.  
All American he-man handkerchiefs for a he man. No.2505; Spirit of Yuletide. This package contains 3 large size handkerchiefs . . . . Appl. author: Low & Hall Advertising Agency. © 16Oct57; KK129265.
- SOUTHERN SCREW CO. ©  
Steel machine screws; flat slotted. Appl. author: Ayer & Gillett Advertising. © 23Jul57; KK127428.  
Steel machine screws; round slotted. Appl. author: Ayer & Gillett Advertising. © 23Jul57; KK127427.  
Steel stove bolts; round slotted. Appl. author: Ayer & Gillett Advertising. © 23Jul57; KK127437.  
Steel tapping screws; oval Phillips. Appl. author: Ayer & Gillett Advertising. © 23Jul57; KK127434.  
Steel tapping screws; pan slotted A. Appl. author: Ayer & Gillett Advertising. © 23Jul57; KK127435.  
Steel tapping screws; pan slotted B. Appl. author: Ayer & Gillett Advertising. © 23Jul57; KK127436.  
Steel tapping screws; round slotted A. Appl. author: Ayer & Gillett Advertising. © 23Jul57; KK127433.  
Steel wood screws; flat Phillips. Appl. author: Ayer & Gillett Advertising. © 23Jul57; KK127432.  
Steel wood screws; flat slotted. Appl. author: Ayer & Gillett Advertising. © 23Jul57; KK127430.  
Steel wood screws; round Phillips. Appl. author: Ayer & Gillett Advertising. © 23Jul57; KK127431.  
Steel wood screws; round slotted. Appl. author: Ayer & Gillett Advertising. © 23Jul57; KK127429.
- SOUTHERN YELLOW PINE. ©  
Here's a sound profit opportunity for you; back the crusade for higher lumber standards. (In The Gulf Coast Lumberman, July 15, 1957, p.23) Appl. author: Erie Rance & Associates. © 15Jul57; KK128989.  
Here's a sound profit opportunity for you; back the crusade for higher lumber standards. (In The Gulf Coast Lumberman, Aug. 15, 1957, p.17) Appl. author: Erie Rance & Associates. © 15Aug57; KK127852.
- SOUTHLAND GAMING & PACKING CO. ©  
Gulf Belle brand small shrimp. Wet pack, drained wt. 4 1/2 ozs. Appl. author: Piedmont Label Co., Inc. © 1Jan57; KK130500.
- SPARKLETS DRINKING WATER CORP. ©  
Assure your child a sparkling smile; fluoridated water. Appl. author: Felix Mendelsohn, Jr. © 10Sep56; KK127925.  
Purity guaranteed by the only state approved laboratory maintained at any bottled water plant in California; distilled water. (In The Bulletin of Los Angeles County Medical Assn., Feb. 21, 1957, p.8) Appl. author: Herbert C. Brown. © 21Feb57; KK127300.
- SPOULDING BAKERIES, INC. ©  
Slim-ette, special dietary white bread. Net wt. 14 ozs. © 2May57; KK126644.
- SPECIALTY ADVERTISING SERVICE, INC. ©  
Announcements; Hostess surprise party. Cup cakes, Cookies, Sno-balls. Appl. author: Robert L. Weil. © 29Aug57; KK128369.  
Immortals of baseball's Hall of Fame; Cream-Rich milk & dairy products. Appl. author: Robert L. Weil. © 1Nov57; KK130432.  
Know your States of the United States of America. Cream-Rich milk & dairy products. Appl. author: Robert L. Weil. © 1Nov57; KK130433.  
Lionel's locomotive hall of fame. Replica of Canadian Pacific's GM diesel, no.2379. Appl. author: Robert L. Weil. © 20Aug57; KK127820.  
Lionel's locomotive hall of fame. Replica of Denver & Rio Grande's GM diesel, no.2379. Appl. author: Robert L. Weil. © 20Aug57; KK127819.  
Lionel's locomotive hall of fame. Replica of General Electric's #7 Mahan, no.2379. Appl. author: Robert L. Weil. © 20Aug57; KK127817.  
Lionel's locomotive hall of fame. Replica of Milwaukee's electric locomotive, no.2351. Appl. author: Robert L. Weil. © 20Aug57; KK127822.  
Lionel's locomotive hall of fame. Replica of Norfolk & Western's steam, no.745 LTS. Appl. author: Robert L. Weil. © 20Aug57; KK127818.  
Lionel's locomotive hall of fame. Replica of Santa Fe's GM diesel, no.2283. Appl. author: Robert L. Weil. © 20Aug57; KK127816.  
Lionel's locomotive hall of fame. Replica of the famous Berkshire 1-wheeler, no.736. Appl. author: Robert L. Weil. © 20Aug57; KK127821.  
Tip-Top kitchen catalog; bread. Appl. author: Robert L. Weil. © 7Oct57; KK129588.

Wonder bread builds better bread business 12 ways, through year-round advertising. Appl. author: Robert L. Weil. © 15Apr57; KK12728.

Wonder bread helps build strong bodies 12 ways. [Boy lifting weights] Appl. author: Robert L. Weil. © 10May57; KK12729.

Wonder bread helps build strong bodies 12 ways. [Sherlock Holmes] Appl. author: Robert L. Weil. © 15Apr57; KK12729.

SPECIALTY BAKERS' SERVICES, INC. © Avery's Sunrich golden bran bread. Net wt. 1 lb. © 27Sep57; KK129120.

SPE-DE-WAY PRODUCTS CO. Dri-Quik for wood floors and linoleum. 1 gallon. © Walter M. Sommer d.b.a. Spe-de-way Products Co.; 19Sep57; KK128460.

SPENCE ENGINEERING CO., INC. © Pressure regulators; one pilot fits all main valve sizes. Appl. author: Willis A. Cather, III. © 21Apr57; KK126901.

SPERRY & HUTCHINSON CO. © Every day thousands of thrifty women get lovely things with S. & H. green stamps. (In The Baltimore sun, Feb. 14, 1957) © 19Feb57; KK120848. (Print from The Indianapolis star, Mar. 1, 1957, p.25, deposited)

Get the surprise of your life; discover today what you get with the green stamps you've all times. June 7, 1956, p.29) © 7Jun56; KK127308.

Join the thousands of Minnesota women who get a discount for cash; S. & H. green stamps. (In Duluth herald, Jan. 31, 1957, p.27) © 31Jan57; KK127307.

Over 20,000,000 families live better, thanks to S. & H. green stamps. (In The Florida times-union, Jan. 4, 1957, p.43) © 5Jan57; KK127311.

Why over 20 million women save S. & H. green stamps. (In The Florida times-union, Jan. 18, 1957, p.35) © 17Jan57; KK127310.

Why you can fill your S. & H. green stamp book faster than any other. (In The Pittsburgh press, Oct. 5, 1956, p.33) © 5Oct56; KK127309.

SPLINTER ENGINEER CO. © Bo Cra, valet deluxe; utility rack for tires, bow ties & accessories. Appl. author: Erik O. Schonstedt. © 25Oct57; KK129573.

SPRAYERS & NOZZLES, INC. © It sells itself; RediMix 2 in 1 garden hose sprayer. (In The Florida times-union, Jan. 4, 1957; KK128268.

Lawn chemical sprayer; RediMix Lawnmaster. Form no.385. © Sprayers & Nozzles; 25Nov57; KK130562.

RediMix. No.202, Ken Sprayall (and other) Form no.351 D. © 13Sep57; KK128269.

Which sprayer do you need? RediMix shrubmaster, lawnmaster, 2 in 1. Form no.372. © 3Sep57; KK128266.

SPRING AIR CO. © Only Spring Air health center mattresses now in colorama. (In Good housekeeping, June 1956, p.168) Appl. author: R. M. Loeff Advertising, Inc. © 17May56; KK127719.

SPRINGS COTTON MILLS. © This is the mill that makes the sheets ... Springmaid. (In Life, Aug. 6, 1956, p.108) © 2Aug56; KK127930.

SQUIRT CO. © In 1957, Squirt to use color pages in Reader's digest ... (In The American soft drink Journal, Mar. 1957, p.11) © 7Mar57; KK127447. Switch to Squirt, never an after-thirst; what a difference. (In The American weekly, July 28, 1957, p.7) © 28Jul57; KK129729.

SRELAKOS, GEORGE. SEE Strelakos, George. STEALWOOD TOY MANUFACTURING CO., INC. © Character guidance toys; Tak-A-Part milk bottle. Ages 1 1/2 to 4 1/2. No.1350. Appl. author: Stanley Kravath. © 30Oct57; KK129613.

STANDARD BRANDS, INC. © Chase & Sanborn is truly true chic ... Next time give yourself a flavor break; instant coffee. (In Life, Aug. 5, 1957, p.85) Appl. author: Compton Advertising, Inc. © 1Aug57; KK128610.

Flavor break a great custom of yours ... Next time, give yourself a flavor break; instant Chase & Sanborn coffee. [Endorsed by Mrs. John Stark. (In Life, July 8, 1957, p.84) Appl. author: Compton Advertising, Inc. © 3Jul57; KK128917.

A flavor break, full-bodied, cool ... Next time, give yourself a flavor break; instant Chase & Sanborn coffee. [Endorsed by] Mrs. Rose Nemeth. (In Life, June 10, 1957, p.145) Appl. author: Compton Advertising, Inc. © 6Jun57; KK128927.

I feared I would be the main course ... Next time, give yourself a flavor break; instant Chase & Sanborn coffee. [Endorsed by] Mrs. Frank Schaffer. (In Life, May 27, 1957, p.123) Appl. author: Compton Advertising, Inc. © 2May57; KK128918.

It's just scrumptious and it's hard to please ... Next time, give yourself a flavor break; instant Chase & Sanborn coffee. [Endorsed by] Ray Baumgardner. (In Life, June 24, 1957, p.3) Appl. author: Compton Advertising, Inc. © 20Jun57; KK128928.

My forecast: cool pleasure ... Next time, give yourself a flavor break; instant Chase & Sanborn coffee. [Endorsed by] Mrs. M. Craig. (In Life, July 28, 1957, p.13) Appl. author: Compton Advertising, Inc. © 18Jul57; KK128916.

Wait for me, cried a fireman named Jake ... next time give yourself a flavor break; instant Chase & Sanborn coffee. (In Life, Aug. 19, 1957, p.3) Appl. author: Compton Advertising, Inc. © 15Aug57; KK128609.

STANDARD OIL CO. © Strip A, ordinary fuel; no-protection. Strip B, Standard fuel; new-additive. Appl. author: O. H. Peterson. © 9Nov56; KK130679.

STANDARD OIL CO. (INDIANA) The inside story of the big change; introducing new Gold Crown super-premium gasoline. JP 1-298. Appl. author: Milprint, Inc. © Standard Oil Co. (Indiana) s.a. Standard; 21May57; KK128008.

STANDRING, JOHN ALDEN. © Bonus bucks. Shop Carven's, save; drink Bailey's supreme coffee. East Point, Ga. © 12Sep57; KK130544.

STANLEY BUILDING SPECIALTIES CO. © Integral surround model 11 jalousie. © 10Jun57; KK126913. Modernize your home with Stanley building specialties; jalousie window, jalousie door ... © 3Jun57; KK126915. Ventanas de aluminio tipo celosia. © 2May57; KK126914.

STANLEY HOME PRODUCTS, INC. © Good-bye tears; this new Junior shampoo is gentle and safe for baby's eyes. Stanhome. (In Good housekeeping, Nov. 1957, p.157) © 16Oct57; KK129768.

Junior shampoo. Stanhome. Net wt. 6 oz. © 21May57; KK126453.

Junior vitamins with iron and iodine; diet supplement for children 6 to 12. Stanhome. No. 100 tablets. © 5Aug57; KK128768.

Liquid silver polish. Stanhome. Contents 12 fl. oz. © 29May57; KK126452.

New, at Stanley hostess parties, Aqualun, cold water wash for your choice fabrics. Stanhome. (In Good housekeeping, Aug. 1957, p.151) © 28Jul57; KK128396.

Scrub-n-wipe sponge. Stanhome. © 1Aug57; KK127653.

Senior vitamins and minerals; diet supplement for those 50 and over. Stanhome. No.464. 200 tablets. © 5Aug57; KK128769.

Two-stanley steel kettle cleaners. Stanhome. 230. © 31Jul57; KK128770.

Vitamins fortified with minerals. Stanhome. No.396. 100 tablets. © 5Aug57; KK128767.

You'll love shopping with friends at a fun-filled party like this; hostess parties. Stanhome. (In Ladies' home journal, Nov. 1957, p.132-133) © 30Oct57; KK128674.

STAR MARKET CO. © Porter Sq. Star Market shopping list. © 18Sep57; KK128440.

STA-RIE OUNNIE LOU, INC. © Fashion hair style plus Cushion Tip bobby pins. Style no.3-4. 60 pins. © 1Jul57; KK127865.

STATER BANK OF SUPPOLK. © Bankers; ours; by Dick Mackay. (In whose name? African chief scene) (In Bay Shore sentinel & Journal, Bay Shore, N. Y., Aug. 1, 1957, p.3) Appl. author: C. M. Johnson & Associates, Inc. © 1Aug57; KK128773.

Bankers; ours; by Dick Mackay. Now which color do you think would be right for the drapes? (Woman showing teller samples of materials) (In Babylon leader, Aug. 15, 1957, section 2, p.5) Appl. author: C. M. Johnson & Associates, Inc. © 15Aug57; KK128424.

STERELIPR PLASTICS. New, BusMaster PORTABLE Saw; model 550. Appl. author: Zorro D. Ruben. © BusMaster, Inc. 15 manufacturing division Strip Slip Plastics; 31Jan57; KK128596.

STENSO LETTERING CO. © 5-inch letters & numbers for every size making use of lettering guide set no.95. Appl. author: Robert S. Libauer. © 23Sep54; KK126828.



## STEMOS LETTERING CO. © Cont'd.

4-inch letters and numbers for every sign making use. Lettering guide set no. 94. Appl. author: Robert S. Libauer. © 30Sep54; KK128232.

Gothic letters and numbers. Lettering guide set no. 102. Appl. author: Robert S. Libauer. © 30Sep54; KK127062.

Gothic letters and numbers. Lettering guide set no. 210. Appl. author: Robert S. Libauer. © 30Sep54; KK126827.

Gothic letters and numbers. Lettering guide set no. 210. Appl. author: Robert S. Libauer. © 30Sep54; KK127063.

Guide no. H-54; used by school children ... for making signs ... Appl. author: Robert S. Libauer. © 30Sep53; KK126821.

Map of the United States. Lettering set no. 50. For tracing and coloring. Appl. author: Robert S. Libauer. © 18Sep56; KK126822.

Old English letters and numbers. Lettering guide set no. 212. Appl. author: Robert S. Libauer. © 30Sep54; KK127064.

1 1/4 inch Gothic letters and numbers. Lettering guide set no. 45. Set of 2 guides. Appl. author: Robert S. Libauer. © 30Aug56; KK127640.

1 1/2 inch Roman letters and numbers. Lettering guide set no. 64. Set of 3 guides. Appl. author: Robert S. Libauer. © 18Sep56; KK126830.

1/2 inch Roman letters and numbers. Lettering guide set no. 12. Appl. author: Robert S. Libauer. © 18Sep56; KK126828.

1 inch Roman letters and numbers. Lettering guide set no. 44. Appl. author: Robert S. Libauer. © 18Sep55; KK126826.

Roman letters and numbers. Lettering guide set no. 211. Appl. author: Robert S. Libauer. © 30Sep54; KK126826.

3/4 inch Gothic letters and numbers. Lettering guide set no. 11. Appl. author: Robert S. Libauer. © 18Sep56; KK126829.

3/4 inch Roman letters and numbers. Lettering guide set no. 34. Appl. author: Robert S. Libauer. © 18Sep56; KK127639.

3 inch Gothic letters and numbers. Lettering guide set no. 93. Appl. author: Robert S. Libauer. © 18Sep56; KK126825.

2 inch solid Gothic letters and numbers. Lettering guide set no. 84. Set of 3 guides. Appl. author: Robert S. Libauer. © 18Sep56; KK126831.

STERLING (JOHN) CORP. ©  
Sterling quickster, easier and all ways better for all sliding doors. Thriftex Pak set [and 2 others]. (In Building supply news, Nov. 1957, p. 4)  
© 1Nov56; KK127707.

STEVEN (HOWARD) CO. ©  
Gifts for family and friends. Ant farm, retractable shaver cord caddy, porky kangaroo keeper [and others]. Appl. author: E. Joseph Coesman. © 10Sep57; KK128930.

STEVEN MANUFACTURING CO.  
Sputnik, Jr., satellite gyrotop. A scientific educational toy. © Ethel Zemelman d.b.a. Steven Manufacturing Co.; 28Oct57; KK129330.

STEVENS (EUGENE) INC. ©  
Now double the power of your car's radio; Little Giant antenna. (In New York Journal-American, June 23, 1957, p. 42-L)  
© 22Jun57; KK126589.

Now, license frames that shine in the dark; reflector license plate frames. (In New York Journal-American, June 23, 1957, p. 42-L)  
© 22Jun57; KK126590.

Now, work 30 seconds; get blazing new power from your boat; Aqua-Power, liquid additive. (In New York Journal-American, June 23, 1957, p. 42-L) © 22Jun57; KK126591.

These plugs must outperform all others ... Power-Flash spark plugs. (In Daily news, New York, Sept. 18, 1957, p. 7C) © 17Sep57; KK128439.

STEVENS, JIM A. ©  
Stevens of Texas; Texas crude oil. © Jim A. Stevens & Larry E. Guthrie; 1Nov57; KK120477.

STOFFEL SEALS CORP. ©  
Now, a seal and tag all in one; the Stoffel self-lock meal tags and seals your dispenser cans ... Appl. author: John B. Betti. © 1Nov57; KK129649.

STOKES CANNING CO. ©  
Frozen tuna noodles; casserole. Contents 11 oz. avd. © 5Nov57; KK130499.

STOW MANUFACTURING CO. ©  
Standard flexible shafting for power drives, for remote control. Bulletin 5710. Appl. author: Clarence F. Hotchkiss, Jr. © 1May57; KK127001.

STRATHMORE PAPER CO. ©  
Envelope; Strathmore Bond. No. 10; size 20. White, water; Fresh-Ready. 500. Appl. author: Joseph A. Chadbourne. © 18Sep57; KK129403.

STRAUSE, MONROE BOSTON. ©  
Holly-Ann Te-Pe apple pie; 10-1c calorie. © 29Jun57; KK127375.

STREET, CHARLOTTE. ©  
Should your child be a medical technologist. SEE New York Life Insurance Co.

STREET & SMITH PUBLICATIONS, INC. ©  
Where is the Time of Purchase market? Wherever young homemakers begin new homes ... Living for young homemakers is their Time of Purchase magazine. (In Advertising age, Sept. 30, 1957, p. 11) © 30Sep57; KK130801.  
Why is Living for young homemakers the Time of Purchase magazine? (In Advertising age, Oct. 7, 1957, p. 75) © 7Oct57; KK130800.

STRELAKOS, GEORGE. ©  
Avoid this, feed your joy in comfort with Feed-A-Joy. © George Strelakos. (In notice: George Strelakos & Feed-A-Joy Corp.; 10Oct57; KK129772).

STRICKLAND, NETTIE M. ©  
See Strickland magnificent obsession hair grower. © 24Jul57; KK127259.

STRICKLER, CARL E. ©  
Reminders; the modern credit office uses ... for early collecting, for inactive accounts and for building good will. Don't forget this! © 17Oct57; KK129217.

STRICKMANN BISCUIT CO., division of UNITED BISCUIT CO. OF AMERICA. SEE United Biscuit Co. of America.

STROMMEYER & ARPE CO. ©  
Established 1882. Importers, wholesalers, exporters; pure food products. © 25Oct57; KK130602.  
Ki-Ku, Japan wax. © 23Oct57; KK129413.

STYLERCRAFT HOMES, INC. ©  
A new concept in American living, Stylercraft homes designed with the builder in mind. Appl. author: Robert S. Patience. © 17Sep57; KK129168.

SUBURBAN CLASSIFIED DIRECTORY CORP. ©  
Metropolitan New York and suburban areas classified business directory. © 15Aug56; KK127058.  
New York & suburban area classified business directory. © 26Nov57; KK130393.  
New York & suburban areas business classified directory. © 15Aug56; KK127057.

SUN OIL CO. ©  
How to select your blend; satisfied Blue Sunco 200 users ... © 18Dec57; KK130043.

SUNBEAM CORP. ©  
The best electric appliances made; electric tools, mowers, hedge trimmers. Ad no. DM-33. (In Rent-it-reviews, Mar. 1957, p. 4 of cover) © 1Mar57; KK128129.

Blade-electric. (Blade-electric Shavemaster shaver and travel kit) 57-1718. © 26Aug57; KK130608.

The electric with a real hollow ground blade; blade-electric. (Shavemaster shaver) 57-1663. © 19Aug57; KK129129.

Eliminate the guess and the work from meal making with Sunbeam automatic frypan with perfect controlled heat. Ad no. 521. (In Better homes & gardens, May 1957, p. 187) © 18Apr57; KK129988.

Give and the finest; new Sunbeam Electric tools. Electric hand saw [and others] (In The Saturday evening post, June 8, 1957, p. 86) © 4Jun57; KK130077.

Here now, for greater sales and profits; the Lady Sunbeam controlled heat hair dryer. Ad no. N-520R. (In Electrical merchandising, Jan. 1957, p. 204) © 1Jan57; KK129865.

Here's the perfect display for selling America's finest controlled heat appliances; the Sunbeam frypan and 5 Sunbeam saucepans. Ad no. N-551. (In NARDA news, June 10-17, 1957, p. 18) © 17Jun57; KK130011.

Homemaking is so much easier with the Sunbeam automatic frypan and saucepan and deep fryer. Ad no. N-942. (In Life, June 10, 1957, p. 165) © 5Jun57; KK130010.

Homemaking is so much easier with the Sunbeam automatic frypan and saucepan and deep fryer; perfect controlled heat companions. Ad no. N-535. (In Better homes & gardens, June 1957, p. 4 of cover) © 21May57; KK129355.

Mixer-sterilizer. 57-1627. © 15Aug57; KK130029.

Moving in easy with Sunbeam-power mowers; free wheeling and selective speeds. Twin-blade electric mower. (Man in shirt-leaves, left hand outstretched) Ad no. LM23. (In The Saturday evening post, Mar. 30, 1957, p. 3 of cover) © 26Mar57; KK129590.

- Mowing is so easy with Sunbeam power mowers; free wheeling and selective speeds. Twin-blade electric mower. (Man wearing hat & checked shirt). Ad no. LM9 rev. (In Flower grower, Apr. 1957, p.107) © 22Mar57; KK129951.
- Mowing is so easy with Sunbeam power mowers; free wheeling and selective transmission. Twin blade electric mower. Ad no. LM-19. (In Flower grower, Mar. 1957, p.110) © 19Feb57; KK129946.
- Mowing is so much easier when you use a new Sunbeam power mower. 21" self propelled rotary [and others]. (In This week magazine, May 19, 1957, p.33) © 19Mar57; KK129954.
- New cooking magic is yours ... automatic saucepan and deep fryer with simmer-safe controlled heat. Ad no. N-532. (In Ladies' home Journal, May 1957, p.218) © 30Apr57; KK129931.
- The new Sunbeam automatic percolator makes the best coffee you've ever tasted, hot or iced. Ad no. N-545. (In The Saturday evening post, June 15, 1957, p.69) © 11Jun57; KK130479.
- New Sunbeam electric tools. Electric hand saw [and others]. Ad no. DM-24. (In The Saturday evening post, Apr. 27, 1957, p.132) © 23Apr57; KK129930.
- New Sunbeam electric tools. Electric hand saw [and others]. Ad no. DM-31. (In Life, Feb. 18, 1957, p.10) © 14Feb57; KK129935.
- Now, a perfect companion to the Sunbeam Frypan; the new Sunbeam saucepan; automatic controlled heat. Ad no. N-523. (In Good housekeeping, Apr. 1957, p.10) © 19Feb57; KK129917.
- Now, iron easier and faster with less effort; only the new Sunbeam steam or dry iron has exclusive soft flow vents. Ad no. N-543. (In The Saturday evening post, Apr. 20, 1957, p.68) © 16Apr57; KK129989.
- Now, iron faster with less effort with the new Sunbeam Ironmaster. Ad no. N-525. (In Good housekeeping, Apr. 1957, p.11) © 19Mar57; KK130006.
- Now, mowing is so easy power mowers. Self-propelled rotary mowers; twin blade electric mower. Ad no. LM-22. (In Better homes & gardens, May 1957, p.300) © 18Apr57; KK129914.
- Now, only the new Lady Sunbeam controlled heat hair dryer gives you all these advantages. Ad no. N-524. (In Photoplay, Apr. 1957, p.14) © 7Mar57; KK130788.
- Now, save \$6.00 ... when you buy either of these famous Sunbeam irons ... Steam or dry iron; dry Ironmaster. Ad no. N-543. (In Look, May 14, 1957, p.22) © 30Apr57; KK129932.
- Now, the new Sunbeam super-close Shavemaster in colors. (In The Saturday evening post, May 11, 1957, p.62) © 7May57; KK129933.
- Prepare tastier, more appetizing foods easily with Sunbeam automatic Mixmaster. Ad no. N-530. (In Better homes & gardens, May 1957, p.186) © 18Apr57; KK129987.
- The sprinklers you see on beautiful lawns; Rain King. Automatic Mow-K [and others]. Electric hedge trimmer. Ad no. RK-99. (In The Saturday evening post, Apr. 27, 1957, p.127) © 23Apr57; KK129929.
- The sprinklers you see on beautiful lawns; Sunbeam Rain King. Ad no. RK-57. (In Sunrise, Mar.-Apr. 1957, p.64) © 1Mar57; KK130750.
- Sunbeam means happiness for a bride. Mixmaster [and others]. Ad no. N-529. (In Bride's magazine, summer 1957, p.42-43) © 15Apr57; KK129986.
- Teach better home-making by demonstrating Sunbeam, the best electric appliances made. Mixmaster & Mixmaster Junior [and others]. Ad no. N-521. (In Forecast for home economists, Feb. 1957, p.75) © 17Jan57; KK130751.
- This Christmas give America's favorite mixer, the Sunbeam automatic Mixmaster. Ad no. N-515. (In Life, Nov. 26, 1956, p.162) © 22Nov56; KK129952.
- This Christmas, give him the finest; the all new Sunbeam Golden Glide Shavemaster. (In Life, Nov. 19, 1956, p.26) © 15Nov56; KK126881.
- Twin-blade electric mower makes mowing easier ... Self propelled 21" rotary mowers. Ad no. N-518. (In Sunset, Mar. 1957, p.220) © 25Feb57; KK129918.
- You get all the features for easier, better food preparation with the Sunbeam automatic Mixmaster. Bowl; hand type. Ad no. N-526. (In Good housekeeping, Apr. 1957, p.10) © 19Mar57; KK130009.
- You get all the steam you need for ironing and washing with the amazing new Sunbeam steam or dry iron. Ad no. N-546. (In Look, July 23, 1957, p.10) © 9Jul57; KK130012.
- You get delicious coffee every time ... with the Sunbeam automatic percolator; you get perfect toast ... with the Sunbeam automatic toaster with radiant control. Ad no. N-528. (In Good housekeeping, May 1957, p.10-11) © 18Apr57; KK130749.
- SUNLIST GROWERS, INC. © Lemon pie filling; frozen. 1 lb. 6 oz. © 25Mar57; KK127541.
- SUNSET LINE & TWINE CO. The line you can see better, is the line fish can't see at all; Coral King, Sunset's original new coral-colored line. (In Sports afield, Apr. 1957, p.114) © 2Mar57; KK125289.
- When he asks for a new line, sell up to premium quality ... Coral King; fishing lines. In Sporting goods dealer, May 1957, p.49) © 15May57; KK128895.
- SUNWAY FRUIT PRODUCTS, INC. © Freshie; instant drink mix; orange flavour. Make 10 glasses. NM: "new layout & art work." © 23Apr57; KK127075.
- SUPERIOR CANNING CO., INC. © Superior brand Pennsylvania cultivated mushrooms; fancy buttons. Drained weights 8 oz. avoird. © 1Jan50; KK130112.
- SUPERIOR DECALS, INC. © How to show off your equipment at low cost; Super-Cal is the trade name ... © 8Aug57; KK130916.
- SUPERIOR IMAGINEHINO. Spud spikes. Bake potatoes fast; instant heat power cooks all foods inside out. © Paul K. Dawson d.b.a. Superior Imagineering; 12May57; KK127847.
- SURTRONIC PRODUCTS CORP. © A twist and it fits; Substitute over dressing. Finger splint applicator; gauge bandage. Appl. author: Louis Hochman. © 4Oct57; KK128834.
- SUTHERLAND PAPER CO. © Golden butter. No. 27,000-4. 1 lb. net. © 25Oct57; KK130316.
- Golden sweet cream butter. No. 27,000-1. 1 lb. net. © 25Oct57; KK130313.
- Golden sweet cream butter. No. 27,000-2. One lb. net wt. © 25Oct57; KK130314.
- Golden sweet cream butter. No. 27,000-3. 1 lb. net. © 25Oct57; KK130315.
- Golden sweet cream butter. No. 27,000-5. 1 lb. net. © 25Oct57; KK130317.
- SWENSON (V. H.) CO., INC. © Engineering in plastics, mold making, custom molding. Appl. author: Harold E. Bates. © 7Oct57; KK129092.
- SWIFT & CO. © Swift's chopped liver & bacon & liver & bacon butter. Lamb and calf. 3 1/2 oz. net wt. © 1Mar46; KK129198.
- Swift's meats for babies, strained beef and beef broth. Duck and pig. 3 1/2 oz. net wt. © 1Mar46; KK129195.
- Swift's meats for Juniors; chopped beef and beef broth. Lamb and calf. 3 1/2 oz. net wt. © 1Mar46; KK129197.
- Swift's strained beef and beef broth. Calf and pig. 3 1/2 oz. net wt. © 1Mar46; KK129196.
- Swift's strained egg yolks & bacon. Chicken and rooster. 3 1/2 oz. net wt. © 1Mar46; KK129199.
- SWISS FEDERATION OF WATCH MANUFACTURERS. © Best of time's & oldest enemies. (In Reader's digest, Mar. 1957, p.187) Appl. author: Foote, Cone & Belding. © 25Feb57; KK126719.
- How to split a second. (In Reader's digest, June 1957, p.171) Appl. author: Foote, Cone & Belding. © 25May57; KK126458.
- Of course, you lead a double life. (In Reader's digest, May 1957, p.36) Appl. author: Foote, Cone & Belding. © 25Apr57; KK126457.
- Watch and it winds itself. (In Look, Dec. 10, 1957, p.22) Appl. author: Foote, Cone & Belding. © 26Nov57; KK130795.
- What's all this tick-tack about. (In Reader's digest, Oct. 1956, p.211) Appl. author: Foote, Cone & Belding. © 25Sep56; KK126463.
- SYRACUSE ORNAMENTAL CO., INC. © Never before ... thrilling twosome by Syroco. Mirror with console wall table. R. L. scoones. Ad mat no. 5738. © Jul57; KK127186.
- Out of the Orient; exotic accessories ... by Syroco. Oriental seasons plaques. Ad mat no. 5719. © Jul57; KK127185.
- Saves up to 40% on famous Syroco-wood; elegant Syroco ensembles. Mirror with console wall table; R. L. scoones. Ad mat no. 5720. © Jul57; KK127188.
- Syraco originals; the charm of a hand-carved work of art ... © Jul56; KK127184.
- Two for the show; elegant wall ensembles by Syroco. Mirror with console wall table. Ad mat no. 5717. © Jul57; KK127187.

- T**
- TAIT MANUFACTURING CO. ©**  
Big, powerful and profitable; the Rapidayton Twin Champion pumps full capacity at 40 lbs. pressure. (In The Pennsylvania plumbing contractor, May 1957, p.17) © 10May57; KK126832.
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- 5 reasons why Commander is the profit line among all quality water systems. (In Home comforts wholesaler, May 1957, p.31) © 10May57; KK126835.
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This dollar bill went to Talman; this dollar bill stayed home. (In Chicago Sunday tribune, June 23, 1957, pt.2, p.14) © 23Jun57; KK127292.
- You get more than a home loan; a home-secured line of credit at Talman. (In Chicago daily tribune, June 28, 1957, pt.1, p.17) © 28Jun57; KK127293.
- Your money is safe in every insured savings institution, says Talman. (In Chicago daily news, June 24, 1957, p.19) © 24Jun57; KK127294.
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Tastykake. Holiday greetings. Poster design no.178. © 25Nov57; KK130788.
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Calypso rhythm interpreted into smart new styling by the Shugor taylor. American multi-Singer... (In Shoe & leather reporter, Oct. 28, 1957, p.2 of cover) Appl. author: Ralph A. Parker. © 28Oct57; KK130041.
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- Elastic cord, especially designed for better protection... (In Technology review, July 1957, p.547) Appl. author: Ralph A. Parker. © 15Jul57; KK127727.
- Fashionable flats available for Fall; Shugor. (In Boot & shoe recorder, July 15, 1957, p.16) Appl. author: Ralph A. Parker. © 15Jul57; KK127846.
- For casuals, multi-colored Shugor. Flatties. (In Footwear news, Sept. 13, 1957, p.35) Appl. author: Ralph A. Parker. © 13Sep57; KK128934.
- For color interest, comfort and style, use Shugor. Black crushed kid flattie [and others] (In Leather & shoes, Sept. 7, 1957, p.36) Appl. author: Ralph A. Parker. © 7Sep57; KK128453.
- The forward look made practical with Shugor; the shoe most likely to succeed... (In Shoe & leather reporter, Sept. 30, 1957) Appl. author: Ralph A. Parker. © 30Sep57; KK129261.
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- A warm weather favorite, Knit Straw... happy, fashionable feet... (In Leather & shoes, Oct. 19, 1957, p.84) Appl. author: Ralph A. Parker. © 19Oct57; KK130092.
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Mr and Mrs T marinade; shrimp, roast, chops... Net contents 8 fl. oz. Appl. author: George H. Taylor. © 1May57; KK128039.
- TAYLOR, SMITH & TAYLOR CO. ©**  
Pattern of the month; Fascination. Zircon-hard glaze. (In Living for young homemakers, Apr. 1957, p.167) © 20Apr57; KK126805.
- Pattern of the month; Shasta Daisy. Zircon-hard, detergent-proof glaze. (In Home & garden, Mar. 1957, p.157) © 28Feb57; KK126804.
- TECHNIC, INC. ©**  
Technic HG hard bright gold. Appl. author: George T. Metcalf Co. © 8Aug57; KK127519.
- TELETOGRAPH CORP. ©**  
Electronic longhand. © 8Jan57; KK128544.
- Work smarter, not harder; use electronic longhand to deliver your messages... (In The Wall Street Journal, May 8, 1957) © 8May57; KK128193.
- TENNANT (G. H.) CO. ©**  
Another Tennant first in maintenance; a new approach to ultra-clean sweeping for streets... Model 100 vacuumized sweeper. © 16Sep57; KK128421.
- TERRY TUNICS. ©**  
Sarong; wraparound with elastic band... the perfect after shower cover-up. © Harry M. Yeager d.b.a. Terry Tunics; 14Jun57; KK128482.
- Wraparound; it snaps to your size. The perfect after shower cover-up. © Harry M. Yeager d.b.a. Terry Tunics; 14Jun57; KK128483.
- TERRITOOMS, a division of CBS TELEVISION FILM SALES, INC. SEE ALSO CBS Television Film Sales, Inc.**
- TERRITOOMS, INC. ©**  
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- Paul Terry's Mighty Mouse's first adventure; for children 5 to 10. Bluebird children's records. © 16Jan53; KK127255.
- TEXAS LAWN SPRINKLER CO., INC. ©**  
Lawn sprinkler systems for profit. © 10Jul57; KK127725.
- TEXAS STATE OPTICAL. ©**  
Of course, I got my glasses at Texas State Optical. (In Beaumont enterprise-journal, Aug. 5, 1957) NM: photo different. © 5Aug57; KK127477.
- THOMAS COLLABORERS, INC. ©**  
Mechanical & electric powered... Model H8 [and others] Appl. author: Carpenter-Froctor, Inc. NM: substitution of models. © 27Nov57; KK130508.
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- Feature attraction in any room, inspiration-lighting by Moe Light. M-1072 [and others] (In Home & modernizing, fall-winter 1956, p.22) Appl. author: William Hart Adler, Inc. © Thomas Industries, Inc., Mo. Light Division; 1Sep56; KK128549.
- Introducing Corsette Casuals by Moe Light; at special introductory sale prices. M-1429 [and others] (In Living for young homemakers, Oct. 1956, p.183) Appl. author: William Hart Adler, Inc. © 20Sep56; KK128570.
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- THURSTON, JANE sole owner ESTO PUB. CO. SEE Esto Pub. Co.**
- TICONIUM. ©**  
Never saw anything like this before, doctor. Buy this handy Ticonium dental touch-up kit. Appl. author: A. J. Griffin. © 5Jul57; KK127274.
- TICONIUM DIVISION, CONSOLIDATED METAL PRODUCTS CORP. SEE ALSO Consolidated Metal Products Corp.**
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8 weeks aboard the Mayflower; out today. Life. (In The New York Times, June 13, 1957, p.32) Appl. author: Young & Rubicam, Inc. © 13Jun57; KK126922.
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- Old in years of experience, new in ideas. Quality, service, low price. © 21May57; KK129090.
- TONI CO. DIVISION, GILLETTE CO. SEE Gillette Co.
- TOP-HAND DAIRIES, INC. © Chocolate milk; vitamin D, grade A, pasteurized, homogenized. (Cow-boy design) One quart liquid. © 1Oct57; KK129705.
- TORSION BALANCE CO. © At last, reticles that cause balance squint are eliminated with new Christian Becker single-pan balance. Appl. author: William A. Cather, 3d. © 9Dec57;
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Belding. © 11Jun57; KK128113.  
Fly TWA to Paris. American Legion  
pilgrimage for peace, Sept. 27-  
Oct. 1, 1957. (In The American  
Legion magazine, July 1957, p.45)  
Appl. author: Foote, Cone & Belding.  
© 1Jul57; KK127346.  
It's news today; Jetstream.  
(In The Overseas press bulletin,  
June 1, 1957, p.6) Appl. author:  
Foote, Cone & Belding.  
© 1Jun57; KK126847.  
Largest airliner ever built; TWA  
Jetstream. (In Life, July 29,  
1957, p.55) Appl. author:  
Foote, Cone & Belding.  
© 25Jul57; KK120531.  
Much quieter, much smoother; TWA  
Jetstream. [Endorsed by] Captain  
Al Heath. (In New York world  
telegram & sun, June 18, 1957,  
p.13) Appl. author: Foote, Cone &  
Belding. © 13Jun57; KK128109.  
New, exciting TWA Skyliner tours  
of the West; coming soon ... Jet-  
stream Starliner. (In The Travel  
agent, Mar. 10, 1957, p.8)  
Appl. author: Foote, Cone & Belding.  
© 10Mar57; KK128818.  
New, TWA Jetstream; service starts  
June 1; non-stop California ...  
(In New York Times, May 15, 1957,  
p.24-25) Appl. author: Foote, Cone &  
Belding. © 15May57;  
KK127221.  
Newest, finest in the skies; TWA  
Jetstream, one-stop New York  
to Rome. (In Trade with Italy,  
July 1957, p.10) Appl. author:  
Foote, Cone & Belding. © 1Jul57;  
KK128107.  
Newest, finest in the skies; the  
swift TWA Jetstream. (In Life,  
May 27, 1957, p.14-15) Appl.  
author: Foote, Cone & Belding.  
© 23May57; KK128106.  
Newest, finest in the skies; the  
swift TWA Jetstream. (In The New  
York times, May 13, 1957, p.5)  
Appl. author: Foote, Cone & Belding.  
© 13May57; KK128814.  
Now in service, the largest and  
most luxurious airliner ever  
built; TWA Jetstream. (In Life,  
June 24, 1957, p.45) Appl. au-  
thor: Foote, Cone & Belding.  
© 20Jun57; KK120532.  
Quiet, smooth, superb; TWA Jet-  
stream. [Endorsed by] Capt.  
Don R. Terry. (In The New York  
times, June 10, 1957, p.18)  
Appl. author: Foote, Cone & Belding.  
© 10Jun57; KK128813.  
TWA Jetstream freight service.  
Black & white. (In Export trade  
& shipper, June 3, 1957, p.4)  
Appl. author: Foote, Cone &  
Belding. © 3Jun57; KK126846.  
TWA Jetstream freight service.  
2 colors. (In Export trade & shipper,  
June 10, 1957, p.4 of cover)  
Appl. author: Foote, Cone &  
Belding. © 10Jun57; KK126845.

#### TREGREEN CO.

Tregreen, the Christmas tree pre-  
servative. Wet weight, 12 ounces.  
© Tregreen Co., a partnership  
consisting of Leonard A. De Klotz  
& Joseph B. Gillsdorf; 19Jul57;  
KK127017.

#### TRIFARI.

She can't see a thing but Cavalier  
collars by Trifari; Monte Cristo.  
Necklace, bracelet [and others]  
(In Harper's magazine, Sept. 1957,  
p.95) © Trifari, Krussman &  
Fisheh, Inc. d.b.a. Trifari;  
30Aug57; KK128471.

She can't see a thing but Conti-  
nental Cuffs by Trifari. Cuff  
bracelets; matching earrings.  
(In Mademoiselle, Aug. 1957,  
p.138-139) © Trifari, Krussman  
& Fisheh, Inc. d.b.a. Trifari;  
30Jul57; KK129327.

#### TRIFARI, KRUSSMAN & FISHEL, INC. d.b.a. TRIFARI. SEE Trifari.

#### TRIKLIS, EMMANUEL MITCHELL. ©

Let us show you how the winning  
entries in your contest can be  
selected ... Contest Tool for  
magazines, radio ... © 15Oct57;  
KK129740.

#### TRIPLE A SPECIALTY CO. ©

Booster cables; help a fellow moter-  
buddy get started. Silver  
Beauty. One pair; no.2700.  
Appl. author: Eugene B. Raymond.  
© 15Jul57; KK129741.

#### TRUE TEMPER CORP. ©

Display helper for lawn and garden  
tools. Part 2: True Temper tool-  
up time merchandising program.  
Appl. author: R. T. Gutz.  
© 10Oct57; KK129425.

How to use your True Temper in-  
stock planner for lawn and garden  
tools. Part 1: True Temper tool-  
up time merchandising program.  
Appl. author: R. T. Gutz.  
© 19Jul57; KK127517.

In-stock planner for lawn and  
garden tools. Part 1; True  
Temper tool-up time merchandising  
program. Appl. author: R. T.  
Gutz. © 19Jul57; KK127518.

#### TRUSTORS' EXCHANGE. ©

The California Trust deed and loan  
story. © 29Apr57; KK127637.

#### TRYZOL PRODUCTS CO. ©

New easy scientific Tryzol way ride  
dogs, cats of large round worms  
... one-day pet wormer. (In  
Highland Park news, July 1, 1957,  
p.26) © 17Jan57; KK126599.

TUCKER, JAMES - GEORGE E. PERRY,  
owners, OLD REBEL - PECOS PETE  
ENTERPRISES. SEE Old Rebel - Pecos  
PETE Enterprises.

#### TUCC WORK SHOPS, INC. ©

Tripl-thick interlocking picture  
puzzle. Apple blossom time;  
painting by Lewis. Owl; 17 in-  
triguing shapes. (King size series,  
no.9800) © 8Apr57; KK127193.  
Tripl-thick interlocking picture  
puzzle. Snowtime in the village;  
painting by Guy Higgins. Over  
350 distinctive shapes. (Superb  
series, no.5900-59) © 8Apr57;  
KK127192.

#### TUPPER CORP. ©

Tupperware, modern award winning  
designs. Canister set; coffee  
canister. Appl. author: Earl S.  
Tupper. © 16Jul57; KK126888.  
Tupperware, modern award winning  
designs. Cereal bowl set. 7.  
Appl. author: Earl S. Tupper.  
© 16Jul57; KK126892.

Tupperware, modern award winning  
designs. Handroller; 50 oz.  
Appl. author: Earl S. Tupper.  
© 16Jul57; KK126885.

Tupperware, modern award winning  
designs. Kit Kups. Appl. au-  
thor: Earl S. Tupper. © 16Jul57;  
KK126893.

Tupperware, modern award winning  
designs. Magic opener bread  
server. Appl. author: Earl S.  
Tupper. © 16Jul57; KK126887.

Tupperware, modern award winning  
designs. Refrigerator bowl with  
patented Tupper seals. Set of 3.  
Appl. author: Earl S. Tupper.  
© 16Jul57; KK126891.

Tupperware, modern award winning  
designs. Square keeper, for  
bread and pastries ... Appl.  
author: Earl S. Tupper.  
© 16Jul57; KK126886.

Tupperware, modern award winning  
designs. 20 ounce canister.  
Appl. author: Earl S. Tupper.  
© 16Jul57; KK126890.

Tupperware, modern award winning  
designs. Wonderlier bowls.  
Appl. author: Earl S. Tupper.  
© 16Jul57; KK126889.

TUPPERWARE HOME PARTIES, INC. ©  
Attention please; place this mat in  
the sink with this side up.  
© 1Apr57; KK120385.

#### TURTLE WAX-PLASTONE CO. ©

New push button paste wax; Turtle  
Wax. Auto polish; cleans and  
protects. Contents: 15 oz., n.t.  
wt. © 1Nov57; KK129668.

#### TYLER (BROOKS) & CO., INC. ©

9X, the master anti-septic. Appl.  
author: Tracy B. Tyler.  
© 5Nov57; KK129911.

9X, the master antiseptic. For an  
attractive and salient display.  
12 bottles; list \$612. Appl.  
author: Tracy B. Tyler.  
© 28Sep57; KK129761.

#### TYLER REFRIGERATION CORP. ©

Customer sees more, sooner and  
better. (In Supermarket news,  
July 8, 1957, p.40) Appl. au-  
thor: John Jay Phillip. © 8Jul57;  
KK126875.

Faster loading, faster shopping with  
Tyler no-glass, open-front sales-  
cases. (In Supermarket news,  
Oct. 7, 1957, p.60) Appl. au-  
thor: John Jay Phillip. © 7Oct57;  
KK128870.

Lloyd's switches to Tyler. 33" no-  
glass open-front sales-cases [and  
others] (In Supermarket news,  
Aug. 12, 1957, p.36) Appl. au-  
thor: John Jay Phillip. © 12Aug57;  
KK127760.

New Tradewell Supermarket goes  
Tyler. (In Supermarket news,  
May 27, 1957, p.40) Appl. au-  
thor: John Jay Phillip.  
© 27May57; KK126872.

See more, easier-reach display;  
sell, save more. (In Supermarket  
news, Aug. 19, 1957, p.36)  
Appl. author: John Jay Phillip.  
© 19Aug57; KK129076.

See more with Tyler 33" no-glass  
open-front sales-cases. (In  
Supermarket news, July 22, 1957,  
p.36) Appl. author: John Jay  
Phillip. © 22Jul57; KK127779.

Sell, save more with Tyler. Series Y  
Tyler meat sales-cases ...  
(In Supermarket news, May 13,  
1957, p.36) Appl. author: John  
Jay Phillip. © 13May57; KK126873.

Tyler, the advanced design pioneer  
has held the fort for you ...  
(In Supermarket news, June 24,  
1957, p.32) Appl. author: John  
Jay Phillip. © 24Jun57; KK126874.

## U

#### U. T. L. NEEDLE, INC. ©

Redi-Tread wonder holder; fits all  
sewing machines with standard  
spool pins. Appl. author: Leo  
Markoff-Moghadam. © 3Sep57;  
KK128318.

## UNCS MANUFACTURING CO. ©

Kiddiegem boxed jewelry. P.1. © 15Jul57; KK128516.  
Kiddiegem boxed jewelry. P.2. © 15Jul57; KK128515.  
41.00 rings. No.67 assortment. © 15Jul57; KK128517.

## UNION SPECIAL MACHINE CO. ©

Bag closing machines; industrial sewing machines. Bulletin 200. Appl. author: Arthur James Feigel. New designed rollers & new material. © 4Mar57; KK127109.  
For better, faster, more economical production of men's sport shirts; industrial sewing machines. Bulletin no. 259. Appl. author: Arthur J. Feigel. © 21Oct57; KK129837.

For sewing mattresses, slip covers and furniture upholstery; industrial sewing machines. Bulletin no. 269. Appl. author: Arthur James Feigel. © 1Apr57; KK127110.

Heavy duty machine for sewing canvases and similar materials; industrial sewing machines. Style 36200 G. Samson. Appl. author: Arthur James Feigel. © 4Mar57; KK127108.

If your product is jackets, you can manufacture them better ... with Union Special industrial sewing machine. Bulletin no. 264. Appl. author: Arthur J. Feigel. © 21Oct57; KK129836.

## UNITED AIRCRAFT PRODUCTS, INC. ©

Metallic O-ring and wire dimensions. Appl. author: Kenneth Parker. NM: "additions to and changes in chart."  
No. 1. © 8Aug57; KK128203.  
576193. © 8Aug57; KK128206.  
576194. © 8Aug57; KK128204.  
576195. © 8Aug57; KK128205.

## UNITED BISCUIT CO.

Heckman's Coco-Cream sandwich. One full pound. © Heckman Biscuit Co., a division of United Biscuit Co.; 27Sep57; KK128766.

## UNITED BISCUIT CO. OF AMERICA.

Heckman's Jan Hagel, from an old Dutch recipe. One pound.

© Heckman Biscuit Co., Division of United Biscuit Co. of America; 2Dec57; KK130588.

Peanut butter cream sandwiches by Keebler. One full pound.

© United Biscuit Co. of America (in notice: Keebler Biscuit Co., division of United Biscuit Co. of America); 31Oct56; KK127416.

Sawyer's Arizona short bread. 32 count. © United Biscuit Co. of America (in notice: Sawyer Biscuit Co., division of United Biscuit Co. of America); 30Sep57; KK129235.

Sawyer's saltines. One pound.

© United Biscuit Co. of America (in notice: Sawyer Biscuit Co., division of United Biscuit Co. of America); 15Jul57; KK126906.

Spiced wafers by Keebler. Weight 2 pounds. © United Biscuit Co. of America (in notice: Keebler Biscuit Co. division of United Biscuit Co. of America); 8Aug57; KK127610.

Strietmann's Snackers, the perfect cracker: net weight of 11 1/2 ounces. © United Biscuit Co. of America (in notice: Strietmann Biscuit Co., division of United Biscuit Co. of America); 17Oct57; KK129541.

## UNITED FRUIT CO. ©

Chiquita's banana puree. Contents

7 lbs. 4 ozs. Appl. author: Theo H. Freed. Appl. states part of new prev. pub. 1947. NM: all new except figures. © 9Sep57; KK129788.

Dear Bronx Zoo, my monkey caught some bananas! ... (In New York herald tribune, Aug. 1, 1957, p.12) Appl. author: Robert Barton, Durstine & Osborn, Inc. © 1Aug57; KK128033.

## UNITED MERCHANTS &amp; MANUFACTURERS.

Mink? No, it's Fellina, the fabulous coat of Orlon-Dynel ... (In Life, Aug. 26, 1957, p.84) Appl. author: Robert Hall, Inc. (in notice: Robert Hall, Inc., a division of United Merchants & Manufacturers); 22Aug57; KK128343.

## UNITED MERCHANTS &amp; MANUFACTURERS, INC. ©

Anyone can tile floors now ... with Doubletake. Doubletake is a superior felt clothespad, that is self-adhesive on both sides ... © 21Oct57; KK129905.

Con-Tact, the original self-adhesive plastic; just remove paper backing and smooth it on. © 12Aug57; KK127812.

Con-Tact, the original self-adhesive plastic shelf lining and edging all-in-one. © 22Aug57; KK128079.

Revolutionary new way to tile floors yourself; Doubletake, new felt underpadding that's self-adhesive on both sides. (In the Sun, Singapore, Oct. 27, 1957, p.35) © 27Oct57; KK129920.

What every home needs is a Minute Pad by Con-Tact ... the original self-adhesive plastic; a Comark product. © 13Sep57; KK128620.

Winner's choice, a fabulous vacation in Paris or Hawaii. Con-Tact, the original self-adhesive plastic. (In Life, Sept. 2, 1957, p.65) © 29Aug57; KK128272.

Winner's choice contest by Con-Tact official entry blank; self-adhesive plastic. © 16Aug57; KK128036.

## U. S. FOOD PRODUCTS, INC. ©

Enjoy this world-famous quality; Krakus brand imported Polish ham. (In Chicago daily tribune, May 29, 1957, pt.2, p.2) Appl. author: Burnet-Kuhn Advertising Co. © 29May57; KK127511.

It's wonderful; the original Krakus brand Polish ham ... © 4Oct57; KK130637.

Marvelous ham-m-m; Krakus brand imported Polish ham. (In Chicago daily tribune TV week, Apr. 13, 1957) © 13Apr57; KK130630.

You'll love this wonderful ham; Krakus brand imported Polish ham. (In Chicago sun-times, May 28, 1957, p.28) Appl. author: Burnet-Kuhn Advertising Co. © 28May57; KK127510.

## UNITED STATES OYSPUM CO. ©

The Business of farming; Handyman plan. Drib or granary. No.BF378. © 29May57; KK127832.

Decorating idea file ... for children's rooms. © 11Sep57; KK130061.

Decorating idea file ... for color outdoors. © 19Jun57; KK127833.

Decorating idea file ... for family rooms. © 31Jul57; KK128794.

Idea file from Popular home, the Business of farming, for children's rooms. © 22Aug57; KK128793.

Idea file from Popular home, the Business of farming, for family rooms. © 10Jul57; KK128793.  
Idea file from Popular home, the Business of farming, for your outdoor living. © 29May57; KK127830.

Popular home; the Business of farming; Handyman plan. Exterior maintenance. No.PUB374. © 29May57; KK127831.  
Screen house. No.PUB373. © 17Apr57; KK126908.

## UNIVERSAL C. I. T. CREDIT CORP. ©

How to have car loan this summer; C. I. T. time purchase plan. Adirondack State Park. (In The Saturday evening post, July 13, 1957, p.12) Appl. author: Fuller & Smith & Ross, Inc. © 9Jul57; KK126645.  
Sales ticker. Items of interest to automobile dealers and salesmen. Nov. 1957. (In Automotive news, Nov. 11, 1957, p.64) © 11Nov57; KK130123.  
The way to go is with the C. I. T. plan. Mount Mitchell State Park. (In Life, Sept. 2, 1957, p.6) Appl. author: Fuller & Smith & Ross, Inc. © 29Aug57; KK128044.

## UNIVERSAL CONTROLS CORP. ©

Computer Intercept; now available at nominal cost. Bulletin 56. © 14Oct57; KK129245.  
Digit Absorber, the world's best switch for converting existing switchboards into full 2-5 numbering. Bulletin 55-5-A. © 14Oct57; KK129246.  
Meet the demands of modern party line operation with Universal code-to-selective Ringing Converter. Bulletin 55-A-4. © 14Oct57; KK129247.

## UNIVERSAL BRIDGE CORP. ©

American Match; structural steel for every purpose. Appl. author: Russell J. Fanning. © 23Oct57; KK129851.

Another Leach Steel job. Appl. author: Russell J. Fanning. © 22Jul57; KK127049.

Apleton Machine Co. Gravity decker [and others] Appl. author: Russell J. Fanning. © 7Aug57; KK127608.

Armored motor service. Appl. author: Russell J. Fanning. © 18Oct57; KK129424.

Carl Carson Car & Truck Rental Co. Appl. author: Russell J. Fanning. © 25Oct57; KK130368.

Dean's Dairy. Inc. ... grade A fortified milk. One quart liquid. Appl. author: Russell J. Fanning. © 7Aug57; KK127607.

Dixie White grade A eggs; the Best. Chas. Appl. author: Russell J. Fanning. © 25Oct57; KK130369.

Dy Dee services; the same diapers returned each time. Appl. author: Russell J. Fanning. © 25Oct57; KK130370.

First National Bank of Abilene, Texas. Appl. author: Russell J. Fanning. © 25Oct57; KK130367.

Herb & Hildreth, Inc. Rock bit blades; Blue Demon drill bit. Appl. author: Russell J. Fanning. © 13Nov57; KK130551.

Ideal Cement Stone Co. Star concrete blocks ... Appl. author: Russell J. Fanning. © 12Sep57; KK128466.



UNIVERSAL MATCH CORP. © Cont'd.  
Killeen Fort Hood. The First National Bank. Appl. author: Russell J. Fahnning. © 1Nov57; K1219985.  
Luby's Lockwood Cafeteria in Dallas. Appl. author: Russell J. Fahnning. © 12Sep57; K1219467.  
Murray fully magnetic circuit breakers. © 10 no. MF-30. Appl. author: Russell J. Fahnning. © 1Nov57; K1219984.  
Steel and aluminum. Fort Duquesne Steel Co. Appl. author: Russell J. Fahnning. © 27Nov57; K120591.  
Temple National Bank. Appl. author: Russell J. Fahnning. © 27Nov57; K120590.  
This brick signifies that the bearer has qualified as an honorary building superintendent ... State Capitol Credit Union. Appl. author: Russell J. Fahnning. © 15Dec57; K1230875.  
You can be sure when T. I. insures. Title Insurance & Trust Co. Appl. author: Russell J. Fahnning. © 25Jul57; K121369.  
Your guarantee of quality elastic; Pulflex, rubber thread. Appl. author: Russell J. Fahnning. © 22Jul57; K1217050.

UJFOJN CO. ©  
Oral treatment for diabetes; Orinase. © 10 no. OR-1923. Orinase dosage chart; conversion from insulin to Orinase. © 11Oct57; K1230756.

URBANOVICH, EVELYN.  
Color-Regie paint set. SEE Platt & Munk Co., Inc.

V

VAGIN, CHARLES J., ALFRED A. WILDER, ED C. MOSEBY & NEWTON J. CAFFEY-EMAN composing the partnership CENTRON INDUSTRIES. SEE Centron Industries.

VALLEY ENGINEERING CORP. ©  
Venco Detecto-scope ... designed to disclose internal sounds in bearings, motors ... © 6Sep57; K1218190.

VALLEY FORGE PRODUCTS, INC. ©  
Brushes packed in sets. Generator brush sets for Auto-Wite [and others] Appl. author: J. A. Fischer. © 1Nov57; K120270.

VANITY FAIR MILLS, INC. ©  
Color by Vanity Fair ... adding the fantasy of Apricot Cloud to lingerie fashion. 1957, Harper's bazaar, Nov. 1957, p.12) Appl. author: Abbott Kimball Co., Inc. © 1Nov57; K1213093.  
Color by Vanity Fair ... nylon tricot gown ... (In The New Yorker, Oct. 5, 1957, p.10) Appl. author: Abbott Kimball Co., Inc. © 5Oct57; K1213090.  
In a classic mood, Alencon lace sliding into a flow of inverted pleats ... (In Modern bride, Fall 1957, p.43) Appl. author: Abbott Kimball Co., Inc. © 11Jul57; K1230902.  
Midnight version of the Vanity Fair femme fatale Pettikirt ... (In Glamour, Sept. 1957, Harper's bazaar, Nov. 1957, p.12) Appl. author: Abbott Kimball Co., Inc. © 22Aug57; K1230901.  
New edition of the Vanity Fair fencing shirt ... (In The New Yorker, Sept. 1957, p.7) Appl. author: Abbott Kimball Co., Inc. © 5Sep57; K1230898.

A trousseau masterpiece by Vanity Fair elegantly created of nylon tricot ... (In Bride's magazine, winter 1957, p.55) Appl. author: Abbott Kimball Co., Inc. © 5Oct57; K1230909.  
The Vanity Fair dream ensemble of cloudlike nylon tricot ... (In Modern bride, winter 1957-58, p.29) Appl. author: Abbott Kimball Co., Inc. © 15Oct57; K1230905.  
Vionnet a la Vanity Fair in a shapely sleep gown ... (In The New Yorker, Nov. 2, 1957, p.5) Appl. author: Abbott Kimball Co., Inc. © 31Oct57; K1230899.  
VAN LEER CHOCOLATE CORP. ©  
Fresca; imitation sweet chocolate ice cream coating. © 2Jul57; K127717.  
VAN VALIN FROZEN FOOD CO. ©  
Frozen fresh raspberry spreadette. Net wt. 10 oz. Appl. author: C. F. Van Valin. © 17Jun57; K126594.  
Frozen fresh strawberry spreadette. Net wt. 10 oz. Appl. author: C. F. Van Valin. © 17Jun57; K126593.  
VARICK PHARMACAL CO., INC., division of E. PODGERA & CO., INC. SEE Fougere (E.) & Co., Inc.

VENTUROSA CORP. ©  
A living room with room for living; mobile homes. (In Indiana mobile home news, Oct. 1957, p.3) © 10Oct57; K1297282.  
Spacious living by Venturosa; mobile homes. (In Indiana mobile home news, June 1957, p.3) © 6Jun57; K128583.  
Want more space for comfortable living? Step into the big Venturosa Ten-Wide; mobile homes. (In Indiana mobile home news, July 1957, p.3) © 6Jul57; K129324.

VENUS PEN & PENCIL CORP. ©  
Now, select the Venus point that helps you write your best; Venus Replaceable. (In The Saturday evening post, Aug. 31, 1957, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 27Aug57; K129435.  
Venus crossed the pan and the pencil to bring you today's new writing tool for the office; Venus Velvet ball PENCIL. (In The Saturday evening post, Sept. 28, 1957, p.16) Appl. author: Doyle Dane Bernbach, Inc. © 24Sep57; K129434.

VERMONT OF WINOOSKI. ©  
Authentic pick-as-you-please groupings; solid rock maple furniture ... (In House beautiful, June 1956, p.196) Appl. author: Max Walter Advertising. © 17May56; K128722.

VERNON KILNS. ©  
Blueberry Hill Vernon ware; fine dinnerware. Appl. author: Zepha Bogert. © 1May57; K127117.  
Rose-A-Day Vernon ware; fine dinnerware. Appl. author: Zepha Bogert. © 1May57; K127116.  
Vernon ware four-course dinner buffet set promotion. Appl. author: Zepha Bogert. © 20May57; K126726.

VERSA PRODUCTS CO. ©  
It's easy to do-it-yourself ... Versa railing and columns.

Appl. author: Edward J. Kusel. NM: new page. © 1Dec57; K1130719.  
It's easy to do-it-yourself ... Versa railing, the completely adjustable wrought iron railing. Appl. author: Edward J. Kusel. © 15Nov57; K1130691.

VIBRA-LAXER CORP. ©  
Complete relaxation is so-o-o-o-o important; deep massage, contour chair. Appl. author: Mulford J. Nobbs. © 25Jun57; K1127613.

VIDCAL PUB. CO.  
Numbers at your fingertips ... with Hi-Rite, the modern-look telephone index for home and office. © Oscar H. Chase d.b.a. Vidcal Pub. Co. 15Aug57; K128098.

VIMAR LITHOGRAPHING CO. ©  
Seven day memo, 1958. © 24Jul57; K128324.  
Seven day memo, 1958, a custom calendar ... © 24Jul57; K128255.

VIRGINIA PLASTICS & CHEMICAL CO.,  
Handiflex; mop the new modern way. The handle bends for you. NM: "additional text & pictorial matter." © 27Aug57; K128061.

VITASAFE CORP. ©  
Are you giving your wife the companionship she craves? High-potency capsules, C. F. capsules. (In Northwest living magazine (Oregon Journal), Aug. 4, 1957, p.20W) NM: "type of ...". © 4Aug57; K128399.  
Do you feel like taking a nap every afternoon? High-potency C. F. capsules. Key no. 28-7E. (In Charleston gazette, Sept. 29, 1957, magazine section, p.5a) © 28Sep57; K129428.  
Do you have that half-dead feeling all the time? High-potency Vitasafe C. F. capsules. Key no. 276-9. (In Northwest living magazine (Oregon Journal), Portland, Or., Oct. 6, 1957, p.20W) © 6Oct57; K129429.  
For the first time in twenty years, someone whistled at my wife. High-potency Vitasafe C. F. capsules. Key no. 5-5. (In American agriculturist, Oct. 5, 1957, p.32) © 5Oct57; K129432.  
Free 30 day trial of the amazing new Vitasafe high potency plan. Free 30 day capsules. (In The Pittsburgh press, Aug. 4, 1957, p.16) NM: "new version of text of coupon and title changed." © 4Aug57; K128397.  
Free 30 days supply; safe, high-potency nutritional formula vitamins, minerals and amino acid; C. F. capsules. (In The Progressive farmer, July 1957, p.79) NM: "condensed version." © 15Jun57; K128904.  
Free 30 days supply vitamins, minerals and amino acid; C. F. capsules. (In Sunday pictorial review (San Francisco examiner), C. F. capsules, p.4 of cover) © 7Jul57; K128019.  
Free, 30 days supply, vitamins, minerals and amino acid; safe high potency nutritional formula. (In Moose magazine, July-Aug. 1957, p.31) NM: "new type of coupon." © 15Jun57; K129148.  
Has your wife stopped being jealous of you? High-potency capsules, C. F. capsules. (In The Gazette's magazine section, July 28, 1957, p.5a) © 28Jul57; K128400.

## W

- How close to divorce have you come? High-potency VitaSAFE C. F. capsules. Key no. 268-B. (In The Pittsburgh press, Oct. 30, 1957, p. 2) © 200ct57; KK129745.
- I was ashamed to always be so tired; C. F. capsules, high-potency capsules. (In The Cincinnati post, July 13, 1957, p. 24-A) NM: changes in text & picture of bottle. © 13Jul57; KK128902.
- I was ashamed to always be so tired. Free 30 days supply high-potency capsules, lipotropic factors, minerals and vitamins. (In The Southern planter, Aug. 1957, p. 32) NM: "new version of coupon." © 1Aug57; KK129147.
- I was ashamed to always be so tired; high-potency VitaSAFE C. F. capsules. (In The Gazette's magazine section, July 7, 1957, p. 5M) NM: text changed to refer to female sex & woman's face substituted in pictorial matter. © 7Jul57; KK128903.
- Men and women aren't alike ... now, finally two formulas that really work. High-potency VitaSAFE C. F. capsules. Key no. 102-9B. (In Family weekly, Sept. 22, 1957, p. cover) © 22Sep57; KK129431.
- Over and over again, it's the same old story; finally a formula that really works. High-potency VitaSAFE C. F. capsules. (In New York mirror magazine, Sept. 1, 1957, p. 16) © 1Sep57; KK129427.
- A pretty nurse is sometimes small comfort. High-potency VitaSAFE C. F. capsules. Key no. 231-C. (In Pictorial review (New York Journal American) Oct. 20, 1957, p. 20) © 20Oct57; KK129745.
- Recharge your body with pep and strength for 30 days at our expense. High-potency VitaSAFE C. F. capsules. Key no. 48-B. (In The Church Herald, Oct. 18, 1957, p. 22) NM: new version of coupon. © 18Oct57; KK130239.
- Would you rather be called dad or the old man? High-potency VitaSAFE C. F. capsules. Key no. 202-A. (In Milwaukee sentinel, Sept. 8, 1957, p. 16) © 8Sep57; KK129430.
- Would your husband marry you today? High-potency capsules, C. F. capsules. (In The Cincinnati post, Aug. 3, 1957, p. 24B) © 3Aug57; KK128398.
- VITA-YOUNG CO. ©**  
Feel young with Vita-Young Food supplement. Organic vitamins and minerals ... Appl. author: Alicia Young. © 30Oct57; KK129660.
- VILIER ENGINEERING, INC. ©**  
Typical applications of tooling accessories. © 1Apr57; KK127512.
- VON STERNBERG, JULE R. & CHARLES H. ©**  
A new processing the copartnership SHAW-ROUSE. SEE Snow-Howe.
- VULCAN MOTOR PRODUCTS, INC. ©**  
Covers for dashpot assemblies for Ford, Buick, Plymouth, etc. DV-10 [and others] Appl. author: Alfred C. Greene. © 26Nov57; KK129687.
- Heat that off valve assemblies for Ford and Mercury 1952-57; factory specifications, HV-30 [and others] Appl. author: Alfred C. Greene. © Vulcan Motor Products Co., Inc. (In notice: Vulcan Motor Products, Inc.); 19Aug57; KK127781.
- WAGNER (E. R.) MANUFACTURING CO. ©**  
Let the genie do it; every woman would love ... it cleans like magic. Appl. author: Sid Stone. © 18Jun57; KK127177.
- WALDES KOHINOOR, INC. ©**  
Truarc application designs. No. 1, series 5139. © 29Jul57; KK127673.  
No. 2, series 5139. © 29Jul57; KK127672.
- WALDRUP MUSIC HALL, INC. ©**  
All my love; beautiful music performed by the Monarchs of Melody ... King Size; Full Dynamic Range high fidelity recordings. MKH 33-1241. © 17Dec57; KK130735.  
Around the world in 80 days. Performed by Enoch Light and his orchestra. King Size; full dynamic range ... recordings. MKH 33-1241. © 25Sep57; KK129492.  
Blue Hawaii; the most romantic and popular songs of the South Seas, starring Kamuela and his South Sea Islanders. King Size; full dynamic range ... recordings. MKH 33-1219. © 25Sep57; KK129488.  
Cocacola for two; starring ... Rod Gregory, Billy Rowland, Ashley Adams with rhythm accompaniment. King Size; Full Dynamic Range high fidelity recordings. MKH 33-1236. © 17Dec57; KK130730.  
Dancing under the stars; performed by Ashley Adams and his society orchestra. King Size; Full Dynamic Range high fidelity recordings. MKH 33-1237. © 17Dec57; KK130729.  
Diamond jazz; Bud Freeman ... Full Dynamic Range high fidelity recordings. MKH 1209. © 2Oct57; KK129079.  
Dixieland jazz, starring 4 famous orchestras. King Size; full dynamic range ... recordings by Ray McKinley [and others] MKH 33-1234. © 25Sep57; KK129498.  
Elton Britt and Rosalie Allen, famous western stars. Columbus stockade blues [and others] King Size; full dynamic range ... recordings. MKH 33-1207. © 2Oct57; KK129610.  
Gay 90's: Shine on harvest moon, Down by the old mill stream ... Full Dynamic Range high fidelity recordings. MKH 1203. © 2Oct57; KK129081.  
Hits from South Pacific, Oklahoma, The King and I. The Enoch Light orchestra and chorus ... King Size; full dynamic range ... recordings. MKH 33-1204. © 2Oct57; KK129608.
- Holiday in Italy.** Dominic Valente and his orchestra. King Size; full dynamic range ... recordings. MKH 33-1221. © 25Sep57; KK129487.  
**Holiday in Manhattan;** piano solos with rhythm accompaniment. King Size; full dynamic range ... recordings. MKH 33-1215. © 25Sep57; KK129485.  
**Holiday in Paris.** Beautiful instrumental mood music ... featuring Charles Magnante, his accordion and his orchestra. King Size; full dynamic range ... recordings. MKH 33-1218. © 25Sep57; KK129486.
- Holiday on Broadway,** featuring Bob Eberly, Jimmy Blaine [and others] King Size; full dynamic range ... recordings. MKH 33-1226. © 25Sep57; KK129493.  
**Honky tonk and ragtime piano,** starring Puddin' Head Smith and his orchestra. Full Dynamic Range high fidelity recordings. MKH 33-1202. © 2Oct57; KK129081.  
**Honky tonk piano,** starring Puddin' Head Smith and his orchestra. King Size; full dynamic range ... recordings. MKH 33-1235. © 25Sep57; KK129499.  
**Melody of love;** moments to remember, v. 2. Vincent Lopez and his orchestra; Enoch Light and his orchestra. King Size; full dynamic range ... recordings. MKH 33-1232. © 25Sep57; KK129497.  
**Moments to remember;** lush instrumental music. Vincent Lopez and his orchestra; Enoch Light and his orchestra. King Size; full dynamic range ... recordings. MKH 33-1218. © 25Sep57; KK129483.  
**Moments to remember,** starring The Ink Spots [and others] King Size; Full Dynamic Range high fidelity recordings. MKH 33-1239. © 17Dec57; KK130735.  
**My fair lady ...** Bob Eberly, Lois Winters [and others] King Size; full dynamic range ... recordings. MKH 33-1227. © 25Sep57; KK129494.  
**On the trail,** starring the Sons of the Purple Sage and Tex Fletcher ... I wish I had never seen sunshine [and others] King Size; full dynamic range ... recordings. MKH 33-1206. © 2Oct57; KK129609.  
**Polka pops ...** America's most popular polkas played by Robert Creash and his orchestra. King Size; full dynamic range ... recordings. MKH 33-1222. © 25Sep57; KK129489.  
**Pops from toyland:** Me and my teddy bear, Snow White ... Full Dynamic Range high fidelity recording. MKH 33-1208. © 2Oct57; KK129080.  
**Romantic moods,** starring Richard Lawrence at the Hammond organ ... King Size; full dynamic range ... recordings. MKH 33-1228. © 25Sep57; KK129495.  
**Songs from Westward Ho the Wagons ...** starring Bob Eberly, Jimmy Blaine [and others] King Size; full dynamic range ... recordings. MKH 33-1213. © 25Sep57; KK129484.  
**Songs of the South Seas:** Ray Kinney and his Hawaiian orchestra with the Five Aloha Girls ... Full Dynamic Range high fidelity recordings. MKH 33-1201. © 2Oct57; KK129082.  
**Sunrise serenade.** Beautiful music performed by the Triads on the Hammond organ, accordion and guitar. King Size; full dynamic range ... recordings. MKH 33-1229. © 25Sep57; KK129486.  
**Teenage crush,** starring The Ink Spots [and others] King Size; Full Dynamic Range high fidelity recordings. MKH 33-1238. © 17Dec57; KK130731.  
**That old gang of mine,** starring The Bridges quartet [and others] King Size; Full Dynamic Range high fidelity recordings. MKH 33-1240. © 17Dec57; KK130732.

- WALDRON MUSIC HALL, INC. © Cont'd. Themes from great films. Anastasia [and others] King Size; full dynamic range ... recordings. MKK 33-1223. © 25Sep57; KK129490.
- Themes from great films. Friendly persuasion [and others] King Size; full dynamic range ... recordings. MKK 33-1224. © 25Sep57; KK129491.
- Themes from great films; starring Bob Eberly [and others] Fascination [and others] King Size; Full Dynamic Range high fidelity recordings. MKK 33-1242. © 17Dec57; KK130734.
- WALDRON PAPER PRODUCTS CO. © Winthrop Minnesota-grade A butter. One pound net weight. © 11Jun57; KK127811.
- WALKER, GEORGE E. © Fruit and vegetable detergent; used by canners, freezers ... © 1Aug57; KK127787.
- WALKER (HIRAM) & SONS, INC. © Knowledgeable people buy Imperial, and they buy it every time. Blended whiskey. [Man with recipe book & punch bowl] (In Life, Jan. 14, 1957, p.15) © 10Jan57; KK129629.
- Our Walker's De Luxe butler stages a hit for Lee Bowman; straight bourbon whiskey. (In Life, May 7, 1956, p.149) © 2May56; KK128648.
- WALKER, ROBERT J. d.b.a. WALKER PRODUCTS. SEE Walker Products.
- WALKER PRODUCTS. Space rings, the mobile and design toy kit. © Robert J. Walker, d.b.a. Walker Products; 4Nov57; KK130743.
- WALKER'S AUSTEX CHILI CO. © Austex barbecue sauce. Net wt. contents 6 ozs. Appl. author: Crook Advertising Agency. © 23Apr56; KK126614.
- Austex hot dog chili sauce with meat. Net wt. contents 6 ozs. Appl. author: Crook Advertising Agency. © 23Apr56; KK126615.
- WARD BAKING CO. © Homespun wheat bread. Net wt. 1 lb. © 12Apr57; KK130908.
- Tip-Top sandwich enriched bread; thin sliced. Net wt. 1 lb. Star; rooster. © 30Sep57; KK130907.
- WARNER BROS. PICTURES, INC. © Bugs Bunny. 12 books to color and crayons. Authorized ed. 2936-69. © 11Jul57; KK127366.
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- Electric brake system for trailed vehicles; demonstrator. Appl. author: Jack K. Wilkinson. © 27Aug57; KK130686.
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- Sportsman grooming essentials; D-Bar, solidified deodorant. (In Esquire) © Warner-Lambert Pharmaceutical Co., Inc.; 8Apr56; KK128578.
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- WARREN (NORTHAM) CORP. © Coming soon, newest idea in deodorants; Odo-Ro-No Dab. (In Lakewood daily times, Nov. 27, 1957, p.6) Appl. author: J. M. Mathes, Inc. © 27Nov57; KK130612.
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- WASCO FLASHING CO. © Wascolite double dome; square and rectangular unit. Data sheet no.107. Effective 10/16/57. © 16Oct57; KK130628.
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- Light control louver. Data sheet no.709. Effective 10/1/57. © 1Oct57; KK129928.
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- Wascolite continuous Skydome to suit curbs 1 5/8" and 4" thick. Data sheet no.114, effective 4/25/57. © 29Apr57; KK127772.
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- Wascolite showerwall and shower door. Decorative flat panels ... Price list, effective date Nov. 1, 1957. © 1Nov57; KK129928.
- WASTE KING CORP. © A new world of difference; announcing the revolutionary new Waste King automatic dishwasher. Model PS-1D. (In Living for young homemakers, Sept. 1956, p.165) © 13Sep56; KK127973.
- WAYBEST POULTRY CO. © Let's have a Waybest chick-n-que ... broilers ... Look for the chicken with the Red Wing clip. (In The Hartford times, June 13, 1957, p.35) Appl. author: Julian Gross. © 13Jun57; KK126839.
- WEAVER (W. R.) CO. © The gift you'll give or receive with pride and satisfaction; Weaver-Scope, model K4, model B4. (In Field & stream, Dec. 1957, p.25) Appl. author: Warren T. Mithoff. © 29Nov57; KK130335.
- Here's what a model K Weaver-Scope will do for your shooting. (In Field & stream, Oct. 1957, p.103) Appl. author: Warren T. Mithoff. © 28Sep57; KK128576.
- Now, and only in model K Weaver-Scope, fixed reticule scopes with internal adjustments. Model K-4. (In Field & stream, Sept. 1957, p.91) Appl. author: Warren T. Mithoff. © 28Aug57; KK128043.
- Now, and only in model K, Weaver-Scope fixed reticules with internal adjustments. Model K4. (In Field & stream, July 1957, p.107) Appl. author: Warren T. Mithoff. © 26Jun57; KK126919.
- Only model K Weaver-Scope has both fixed reticules and internal adjustments. Model K4 scope. (In Field & stream, Aug. 1957, p.77) Appl. author: Warren T. Mithoff. © 26Jul57; KK128096.
- Your target is big and bright, your aim is quick and easy with a Weaver-Scope. K models. (In Field & stream, Nov. 1957, p.93) Appl. author: Warren T. Mithoff. © 13Oct57; KK129670.
- WEBB, AL. © Name of fish; caught by (Fish certificate) © 13Nov57; KK130394.
- WEBER COSTELLO © Alpherco Watercrayons, the magic multi-crayons with the Palette-Point. © Weber Costello Co. d.b.a. Weber Costello; 15May57; KK128665.
- Chalkboard Charlie asks: Is your chalkboard a problem child or teacher's no.1 helper? © 19Sep57; KK128834.
- WEBER COSTELLO CO. d.b.a. WEBER COSTELLO. SEE Weber Costello.



- WEBSTER (WARREN) & CO. ©**  
 Dr. West traps; heating & cooling equipment. Bulletin B712F.  
 © 11Apr57; KK127209.
- Radiator supply valves; series**  
 600-3 siphon bellows packless valves; heating & cooling equipment. Bulletin B-705-5LE.  
 © 25Jan57; KK127207.
- Series 9, thermostatic traps for low pressure steam heating application; heating & cooling equipment. Bulletin B-704B.**  
 © 25Jan57; KK127206.
- Series 10, radiator supply valves for steam and hot water heating. Bulletin B705-10B.** © 25Jan57; KK128114.
- Strainers; steam, water, gas; heating & cooling equipment. Bulletin B 709-B.** © 27Apr57; KK127208.
- WECO PRODUCTS CO. ©**  
 Big, bad germs lose their punch, when they touch the germ-fighter brush; Dr. West's germ-fighter toothbrush. (In Parents' magazine, Nov, 1957, p.4) Appl. author: J. Walter Thompson Co. © 25Oct57; KK130521.
- Bob Hope's toothbrush; the all new Dr. West's germ-fighter toothbrush.** (In Look, June 25, 1957, p.8) Appl. author: J. Walter Thompson Co. © 11Jun57; KK127464.
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- Lloyd Moran's toothbrush; Dr. West's germ-fighter.** (In Look, Nov. 12, 1957, p.8) Appl. author: J. Walter Thompson Co. © 29Oct57; KK130522.
- New products for daily living. New toothbrush handles its own hygiene; Dr. West's germ-fighters ...** (In Life, July 8, 1957, p.2 of cover) Appl. author: J. Walter Thompson Co. © 5Jul57; KK127466.
- New products for daily living. New toothbrush has germ-fighting properties built-in; Dr. West's germ-fighter.** (In Life, July 29, 1957, p.11) Appl. author: J. Walter Thompson Co. © 26Jul57; KK127803.
- Save now on this and here dental care offer. Dr. West's [toothbrush and] Colgate dental cream.** (In The Saturday evening post, Sept. 28, 1957, p.119) Appl. author: J. Walter Thompson Co. © 25Sep57; KK128995.
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 Welco heating oil's profit-sharing book. © 5Aug57; KK127874.
- WELTON, JAMES.**  
 Shudders and laughs with Elise. Recotape. © James Welton, Inc. Mrs. James Welton a.k.a. Elise Cavanna; 15Jan57; KK127002.
- WELTON, MRS. JAMES.** SEE Welton, James.
- WENDT, WILLARD H. d.b.a. FUT-BAL CO.**  
 SEE Fut-Bal Co.
- WENTWORTH-PORMAN CO., INC. ©**  
 Custom-made Head-Master police caps. Appl. author: Arnold J. Kaplan. © 27Mar57; KK128184.
- Head-master ... fire fighters uniform caps by Wentworth.** Appl. author: Arnold J. Kaplan. © 27Mar57 (in notice: 1955); KK126732.
- WESSON OIL & SNOWDRIFT SALES CO. ©**  
 Wesson oil takes the smoke out of frying. Fried chicken. (In Good housekeeping, July 1957, p.125) Appl. author: Fitzgerald Advertising Agency, Inc. © 20Jun57; KK127078.
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 New Golden State Angel Whip; a new whipping ingredient ... Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 17Apr57; KK126682.
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 Fish can't see, but customers sure can. W-40, braided nylon casting line. (In Sportsman's goods dealer, Sept. 1957, p.8) Appl. author: Fred Lumbard. © 15ep57; KK129767.
- WESTERN PAINT CO.**  
 Double tested homoogenized flat wall paint. 1100 white. One gallon U. S. standard. © Marshall Wells Co. d.b.a. Western Paint Co. © 16Aug57; KK128355.
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 Disposable vacuum cleaner bags for 1958. The Everclean zipper cloth bag. © 8Nov57; KK130604.
- WESTERN-WAXIDE SPECIALTY PACKAGING DIVISION, CROWN ZELLERBACH CORP.**  
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- WHIPPLE, W. W. ©**  
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 Bible picture puzzles. SEE Platt & Munk Co., Inc.
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 Save ... on your family milk bill at the White Jug Dairy Stores. (The White Jug quality products tote and save) Appl. author: Alfred Advertising, Inc. © 13Apr57; KK126998.
- WHITEHALL PHARMACAL CO. ©**  
 Drug prescribed most by doctors for nervous indigestion now available without prescription; brings relief ... Soothol. (In Moline daily dispatch, East Moline, Ill., Aug. 7, 1957, p.8) Appl. author: Emory Ward. © 7Aug57; KK128086.
- Drug prescribed most by doctors for nervous indigestion now available without prescription; slows down jittery stomach ... Soothol.** (In Moline daily dispatch, East Moline, Ill., July 31, 1957, p.3) Appl. author: Emory Ward. © 31Jul57; KK128085.
- WHITMAN (STEPHEN F.) & SON, INC. ©**  
 Chocolate covered peppermints. 9 ozs. net wt. © 15Sep57; KK129550.
- Chocolates. Nut Bark Calypso.** 9 ozs. net wt. © 23Aug57; KK129394.
- Give Dad a Whitman's Sampler on Father's Day, June 16; chocolates & confections.** (Man, with pipe, holding box in each arm) (In The Saturday evening post, May 15, 1957, p.6) © 15Jun57; KK127774.
- Something special for someone special. Sampler chocolates & confections.** (In The Saturday evening post, Sept. 21, 1957, p.7) © 21Sep57; KK128959.
- Something special for someone special; Whitman's Sampler ... mint sticks [and others]** (In The Saturday evening post, July 6, 1957) © 6Jul57; KK129191.
- Who says men don't understand women; chocolates & confections. [Man hugging woman & boy]** (In The Saturday evening post, May 4, 1957) © 4May57; KK127775.
- WHITMAN PUB. CO. ©**  
 4 picture puzzles; classics. No. 4605-59. © 13May57; KK126464.
- 4 picture puzzles; heroes.** No. 4605-59. © 13May57; KK126459.
- 4 picture puzzles; playtime.** No. 4605-59. © 13May57; KK126464.
- Money, money, money; a get-rich game for all the family.** No. 4759-108. Contents: game board, 2 dice ... box wrap. © 13Aug57; KK129277.
- Money, money, money; a get-rich-quick game; playing board wrap.** © 13Aug57; KK129276.
- Peggy has real curls.** No. 4624-108. © 9Aug57; KK129274.
- Shopping center game. Contents game board, spinner card ...** No. 4730-100. © 11Jul57; KK127867.

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Tiny Tots; 2 stand-up dolls with clothes and plastic bases. No. 4412. © 13Nov57; KK130829.

WICKLESS, MARIE, sole owner BOLD MAGIC CO. SEE Bold Magic Co.

WILDER, ALFRED A., ED C. MOSESTAN, NEWTON J. CAFFEJIAN & CHARLES J. VAGIM composing the copartnership CENATRON INDUSTRIES. SEE Cenatron Industries.

## WILHELM (A.) CO. ©

We did it ourselves ... with Super Flykid enamel; rubberized wall paint. (In The Saturday evening post, Apr. 27, 1957, p. 66.) Appl. author: Meldrum & Fowsmith, Inc. © 23Apr57; KK127950.

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Mr. Wiggle's Apple Jack, a new kind of Jack-in-the-box. No. 110. © Wilkening Manufacturing Co., Consumer Products Division; 15Feb57; KK129530.

Mr. Wiggle's fire engine, the pull-toy with 4-alarm action, with three fireman and a clanging bell. No. 200. © 11Jun57; KK129531.

Mr. Wiggle's Minute Mouse. Hickory dickory dook, the mouse runs up and strikes the bell. No. 220. © Wilkening Manufacturing Co., Consumer Products Division; 6Feb57; KK129532.

Mr. Wiggle's turtle; pull him ... more fun than a real turtle. No. 210. © Wilkening Manufacturing Co., Consumer Products Division; 6Feb57; KK129532.

WILLIAMS (R. R.) INC. ©  
Germicidal Wash 'n Dri. No. 728 offer. DS-17. © 18Oct57; KK130840.

Kill disease germs before you carry them hand-to-mouth; germicidal Wash 'n Dri, moist towelette. Form 104. © 10Oct57; KK129539.

Kill disease germs before you carry them into your system hand-to-mouth; germicidal Wash 'n Dri. Form 101. (In Hartford times, Oct. 8, 1957, p. 80c)57; KK129538.

Kill disease germs before you transmit them, hand to mouth; germicidal Wash 'n Dri, moist towelette. WB-7. © 11Oct57; KK129530.

Members of the American Hospital Association are invited to try Wash 'n Dri miracle moist towelette. © 26Sep57; KK130467.

Memo to pharmacists; the feminine hygiene need ... No. 719 Memo offer. DS-14. © 18Oct57; KK130841.

WILLIAMS, WILLIAM EARL, sole owner WESTERN PLASTIC PRODUCTS. SEE Western Plastic Products.

## WILLIAMSON-DICKIE MANUFACTURING CO. ©

Action-fitted Dickies; work clothes that work with you. (In Life, May 7, 1956, p. 84.) Appl. author: Albert Evans, Jr. © 14May56; KK128040.

Class distinction; slacktime casual clothes by Dickies. (In Esquire, Sept. 1957, p. 101.) Appl. author: Albert Evans, Jr. © 8Aug57; KK127371.

Coming July 16, 1956, another Dickies full-color ad in Life; action-fitted work clothes. (In Men's wear, June 8, 1956, p. 61.) Appl. author: Albert Evans, Jr. © 16May56; KK127970.

Look better in Dickies Slacktimes for less than you'd guess; washable casuals. (In Apparel arts, Feb. 1957, p. 21.) Appl. author: Albert Evans, Jr. © 1Feb57; KK128134.

More vacation fun in Dickies washable casuals; Slacktime casual clothes. (In Esquire's apparel arts, May 1957, p. 44.) Appl. author: Albert Evans, Jr. © 14May57; KK126507.

Schooltime, leisuretime is time for Dickies; Slacktime casuals. (In Life, Aug. 26, 1957, p. 108.) Appl. author: Albert Evans, Jr. © 23Aug57; KK128233.

Schooltime, playtime is time for Dickies; blue jeans. (In Life, Aug. 26, 1957, p. 108.) Appl. author: Albert Evans, Jr. © 23Aug57; KK128234.

They're going back in Dickies new back-strip college slacks; Slacktime casuals. (In Apparel arts, Aug. 1956, p. 12.) Appl. author: Albert Evans, Jr. © 1Aug56; KK128133.

## WILLIS MOTORS, INC. ©

Now another new and bigger forward control Jeep truck; 4-wheel drive PC-170. (Surveyor) (In The Saturday evening post, July 13, 1957, p. 14-15.) Appl. author: Norman, Craig & Kummel, Inc. © 9Jul57; KK127656.

## WILMINGTON BOAT WORKS, INC. ©

Wilbo new improved ... spar varnish. One quart. © 1Dec57; KK130646.

## WILSON &amp; CO., INC. ©

Eager; Ideal, the 7-course meal pressure cooked; dog food. (In The Saturday evening post, May 18, 1957, p. 93.) Appl. author: United States Advertising Corp. © 14May57; KK126541.

He knows; Ideal, the 7-course meal pressure cooked; dog food. Boston bulldog. (In Parade, July 7, 1957, p. 17.) Appl. author: United States Advertising Corp. © 7Jul57; KK126838.

Precious moments; Ideal, the 7-course meal pressure cooked; dog food. (Round dog) (In Parade (The El Paso times), June 9, 1957, p. 12.) Appl. author: United States Advertising Corp. © 9Jun57; KK127641.

## WILSON MILLS, INC. d.b.a. ELDERADO MILLS. SEE Eldorado Mills.

## WISCONSIN KNIFE WORKS ©

Produce super smooth contours with Badger prelubricated ball bearing shaper collars. (In The Woodworker, Sept. 1957, p. 15.) © 13Sep57; KK129474.

A rugged Badger cuttherhead that can handle a rugged cut. (In The Woodworker, Oct. 1957, p. 15.) © 15Oct57; KK129569.

3 individual cuts with 1 Badger cuttherhead. (In Hitchcock's woodworking digest, Nov. 1957, p. 117.) © 15Nov57; KK130771.

Whether it is heavy production of picture window sash stock ... Badger clamp type heads are the answer. (In The Woodworker, Dec. 1957, p. 13.) © 15Dec57; KK130721.

## WISE (WILLIAM H.) &amp; CO., INC. ©

Handy guide for car owners; money-saving guidance. Appl. author: Alan Rosenberg. © 14Jan57; KK127690.

Use this remarkable new portable electric jig saw in your own home. Appl. author: Alan Rosenberg. © 5May57; KK127089.

## WOOD (J. R.) &amp; SONS, INC. ©

Artcarved ... diamond ring guarantee and certificate of registration. © 1Mar57; KK130536.

Artcarved wedding rings beloved by brides for over 100 years. Traditional charm (and others) © 6Sep57; KK129978.

The diamond that's guaranteed for permanent value; Artcarved diamond and wedding rings. Fairfield set (and others) (In Seventeen, Nov. 1957, p. 45.) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Nov57; KK130147.

The diamond that's guaranteed for permanent value; Artcarved diamond and wedding rings. Sheraton set, Bradwick set (and others) (In Mademoiselle, May 1957, p. 16.) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 29Apr57; KK126660.

The diamond that's guaranteed for permanent value; Artcarved rings. Canterbury set, Empire set (and others) (In Look, May 28, 1957, p. 51.) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 14May57; KK126661.

The diamond that's guaranteed for permanent value; Artcarved.

Lyrene set, Fortune set (and others) (In Seventeen, Aug. 1957, p. 101.) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Aug57; KK128034.

I'm so proud of Jim ... Artcarved diamond and wedding rings. Delmonico set (and others) (In Seventeen, Sept. 1957, p. 34-35.) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 13Sep57; KK128146.

My Jim is the smartest man on earth. Artcarved diamond and wedding rings. Oxford set, Delmonico set (and others) (In Seventeen, May 1957, p. 51.) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1May57; KK126679.

Woodcraft's diamond ring guarantee certificate. © 8Feb57; KK130535.

## WOOD, JACK, ©

Drydo, fish bait. © 10Apr57; KK127081.

## WOODHILL CHEMICAL MANUFACTURING CO. ©

From the originators of Duro plastic aluminum; Plastic rubber ... repairs anything made of rubber. 4 fld. oz. tube. © 12Jun57; KK127054.

WOODWARD, ALBERT Y. d.b.a. CUSTOM FINISHERS GUILD. SEE Custom Finishers Guild.

WOODWARD, JAMES E. © Woodward's Bakery; call us first for the best in bakery products. © 16Jul57; KK127446.

## WOOL O CO. ©

The Wool O display rack; the true colonial rug in wool. © 6Jun57; KK127321.

## WORLD EVENTS MAGAZINE, INC.

Westinghouse powered Rogers rotary paint gun. © Great-A-Bland Division of World Events Magazine, Inc.; 4Sep57; KK128339.

## WORLD WIDE PRODUCTS, INC. ©

Now, the amazingly beautiful new flowering plant, La Comtesse Scarlet; Plant King, Miracle Bowl Division, World Wide Products; Ernest R. Conrad, President. © 1Jul57; KK126572.

## WORTHINGTON, BRICE.

Sunny days. Summer values; Friday, Saturday. The Ray County Herald, Richmond, Mo., June 20, 1957, p.1b) © Brice Worthington & Ray County Herald; 19Jun57; KK129348.

## WORTHINGTON, MARK N., WILLIAM O.

KELLEY & WILLIAM R. KELLEY composing the partnership KELWORTH FISH LURES. SEE Kelworth Fish Lures.

## WRIGHT, JAMES S. d.b.a. SEAL-WRIGHT SYSTEM. SEE Seal-Wright System.

## WRIGHT &amp; MCGILL CO. ©

Eagle Claw fish hooks are entirely American made. No.139; Bait-Holder. Circular NL-957. Appl. author: Karl E. Gerarden. NM: all new except pictorial material. © 10Sep57; KK129732.

Eagle Claw hooks; complete loose hook department. Display no. 2000. Circ. 1257. Appl. author: Karl E. Gerarden. NM: all new except eagles & blue mountain border. © 25Nov57; KK130689. Eagle Claw snelled hooks; They Hook and Hold. New added packaging. Appl. author: Karl E. Gerarden. NM: all new except border & pictures of eagles. © 31Oct57; KK129727.

5L Yank leader material; fishing line. Circ. NL-657. Appl. author: Karl E. Gerarden. NM: all new except picture of Blue Mountains. © 22May57; KK127251. Mr. Dealer, Wright & McGill leads the field in sales of better quality rods. Circ-NL-857. Appl. author: Karl E. Gerarden. © 25Jul57; KK127378.

New packaging, profits, sales; 5L fishing line. (Circular NL 1057) Appl. author: Karl E. Gerarden. NM: all new except border & eagle. © 30Oct57; KK129361.

New, weedless Eagle Claw snelled hooks. Style no. NL-16 [and others] Appl. author: Karl E. Gerarden. NM: all except eagle. © 31Oct57; KK129726.

New Wright & McGill Pre-Line; spinning, spin-casting reel. All-purpose reels, Model 58, 48 [and others] (Circular NL-1157) Appl. author: Karl E. Gerarden. NM: all new except border. © 30Oct57; KK129359.

New Wright & McGill stream & lake spin casting reel; model 88. Spinning reel; no.7L-3L. Circular SL-88. Appl. author: Karl E. Gerarden. NM: all new except border. © 5Sep57; KK129458.

Quick setting fish-catching fishing lures; new jeweled Two-Way Eagle Claw snelled hook spinner ... Cir. NL-757. Appl. author: Karl E. Gerarden. NM: all new except border along bottom. © 26Jun57; KK126669.

## WYANDOTTE CHEMICALS CORP. ©

Steri-Chlor and Multi-Chlor direction scale; germicidal solution. Appl. author: Frederick B. Smith, Jr. © 10Jun57; KK127241.

## WYBRANT SYSTEM. ©

Combat baldness. (In New York daily news, Mar. 25, 1957, p.61) Appl. author: William Wybrant. NM: rev. wordings. © 25Mar57; KK126817. 10,000 New Yorkers can't be wrong; hair and scalp treatments. (In Daily news, New York, May 13, 1957, p.61) Appl. author: William Wybrant. © 13May57; KK127690.

## WYLER &amp; CO. ©

Beef flavored vegetable soup; a ready soup mix with noodles. Net weight 2 ounces. Appl. author: Arma S. Wyler. © 30Aug57; KK128774. Instant gravy, beef flavored; a ready mix. Net weight 1 1/4 ounces. Appl. author: Arma S. Wyler. © 6Sep57; KK128773.

WYNN, PAUL, pseud. SEE Samberg, Benjamin.

## WYNN OIL CO. ©

If you're expecting, then take auto-medic's advice ... Wynn's friction proofing; for your car's health. (In Look, Dec. 11, 1956, p.115) © 27Nov56; KK129517.

## Y

YEAGER, HARRY M. d.b.a. TERRY TONICS. SEE Terry Tonics.

YOUNG, JOHN B. & HARRY W. HORNBACK d.b.a. BALD PATE BUSINESS MEN'S CLUB. SEE Bald Pate Business Men's Club.

## YOUNG (W. F.) INC. ©

Absorbine, Jr., for relief of muscles sore from overexertion ... directions for use. 12 fluid oz. Appl. author: J. Kenneth Alexander. © 23May57; KK128484. Absorbine, Jr., for relief of muscles sore from overexertion ... when to use ... Appl. author: J. Kenneth Alexander. © 23May57; KK128485.

Absorbine, Jr. for relief of over-worked muscles ... .47 fl. oz. Appl. author: J. Kenneth Alexander. © 23May57; KK128115. Absorbine veterinary liniment ... for reducing lameness and swelling ... 12 fluid ounces. Appl. author: J. Kenneth Alexander. © 23May57; KK128116.

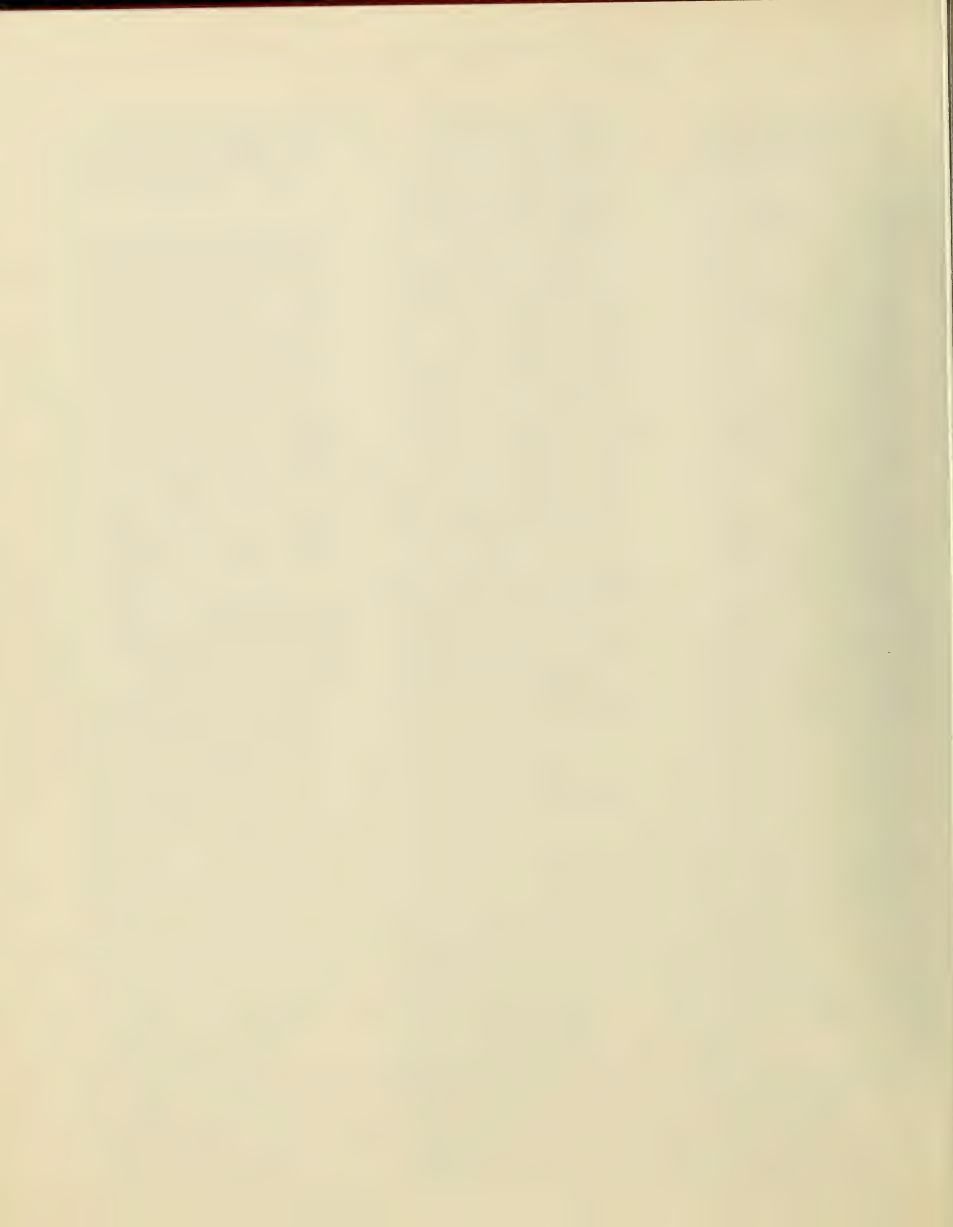
YOUNG (W. T.) FOODS, INC., subsidiary of PROCTER & GAMBLE. SEE Procter & Gamble Co.

## Z

ZEMELMAN, ETHEL d.b.a. STEVEN MANUFACTURING CO. SEE Steven Manufacturing Co.

ZISCHKE (HERMAN A.) ORGANIZATION, INC. © What the Brief Outline Plan can do; this brief outline summarizes the principal business, tax and personnel advantages ... © 1Apr57; KK130667.





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A list of prints and labels for which renewal registrations were made during the period covered by this issue. Arrangement is alphabetical under the name of the claimant of renewal copyright. Information relating to both the original and the renewal registration is included in each entry.

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Red Devil. © 27Nov29; Label 36914.  
A. B. C. Exterminating Co. (P);  
14Aug57; R197151.
- AMERICAN TOBACCO CO.**  
Happy-Go-Luckies. © 10Mar30;  
Print no. 12576. American  
Tobacco Co. (P); 20Nov57;  
R202677.
- CLAREMONT PAPER CORP.**  
Norse Kraft. © 15Oct30; Label  
39029. Claremont Paper Corp.  
(P); 14Nov57; R202182.
- CLIMALENE CO.**  
Climalene; a preparation used as a  
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saver. © 21Dec29; Label 37350.  
Climalene Co. (P); 20ct57;  
R199695.
- DAD'S COOKIE CO.**  
Oatmeal cookies. © 30Oct29;  
Label 37052. Dad's Cookie Co.  
(P); 23Aug57; R198095.
- FULTON SMOKED FISH CO.**  
Barbecued Yukon Coast salmon.  
© 5Oct29; Label 38984. Fulton  
Smoke Fish Co. (P); 27Sep57;  
R199548.
- KOONCE, JOSEPH MULLENS.**  
Lu-ra-ma shampoo. © 15Oct29;  
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Koonce (P); 11Oct57; R200217.
- LAFAYETTE PHARMACAL, INC.**  
Enterocap Oralulin, hormone of the  
pancreas. © 25Sep29; Label  
36711. Lafayette Pharmacal, Inc.  
(P); 30Aug57; R198338.
- LIPTON (THOMAS J.) INC.**  
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Inc. (P); 26Aug57; R198072.  
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Label 39010. Thomas J. Lipton,  
Inc. (P); 26Aug57; R198071.  
Uncle Jake brand coffee.  
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Lipton, Inc. (P); 6Sep57; R198553.
- MARATHON COKE.**  
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Marathon Corp. (P); 25Jul57;  
R196151.  
Menasha. © 1Jul30; Label 37989.  
Marathon Corp. (P); 25Jul57;  
R196152.
- MULHENS, FERDINAND.**  
White Rose transparent glycerine  
soap. © 5Apr30; Label 38665.  
Ferdinand Mulhens (P); 6Dec57;  
R203324.
- NASHVILLE COAL, INC.**  
Williams power-full coal.  
© 8Jan30; Print 12445. Nash-  
ville Coal, Inc. (P); 30Sep57;  
R199743.
- SCHAPIRO, SOL.**  
Dizo for cleaning fluid.  
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© Sol Schapiro (P); 18Sep57;  
R199777.
- SCOTT PAPER CO.**  
Scott Tissue toilet paper.  
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- SOUTHERN FRUIT CORP.**  
Hardhead. © 10ct29; Label 36864.  
Southern Fruit Corp. (P); 14Aug57;  
R197152.
- THARINGER MACARONI CO.**  
Red Arrow; for egg noodles.  
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Tharinger Macaroni Co. (P);  
14Oct57; R199376.
- TRAGER MANUFACTURING CO., INC.**  
Dr. Trager's Dead Shot. © 10ct29;  
Label 36706. Trager Manufacturing  
Co., Inc. (P); 19Jul57; R196293.
- UECKER, MILTON W.**  
Flavor Fed poultry products.  
© 12Feb30; Label 37566. Milton W.  
Uecker (P); 8Jul57; R195145.



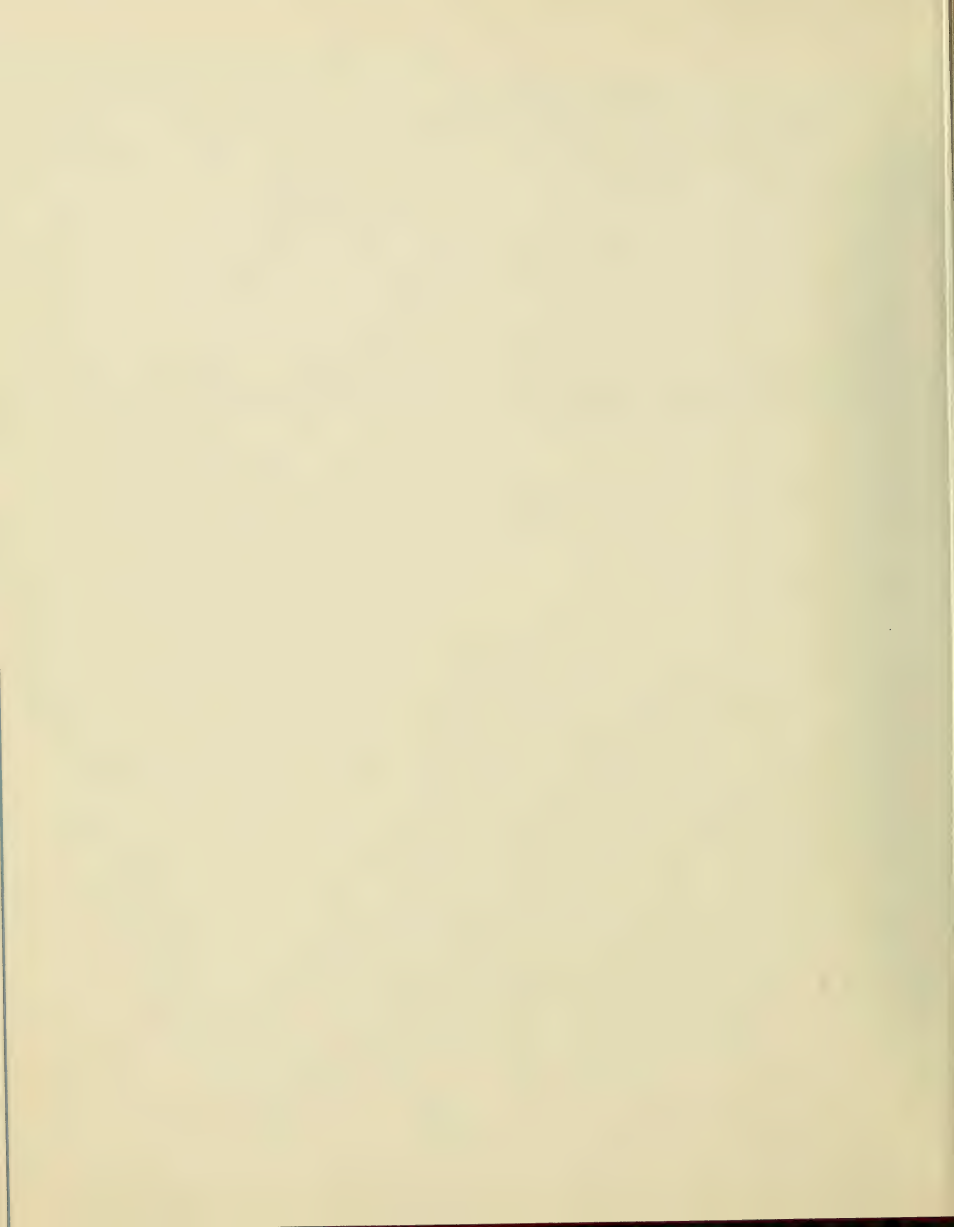




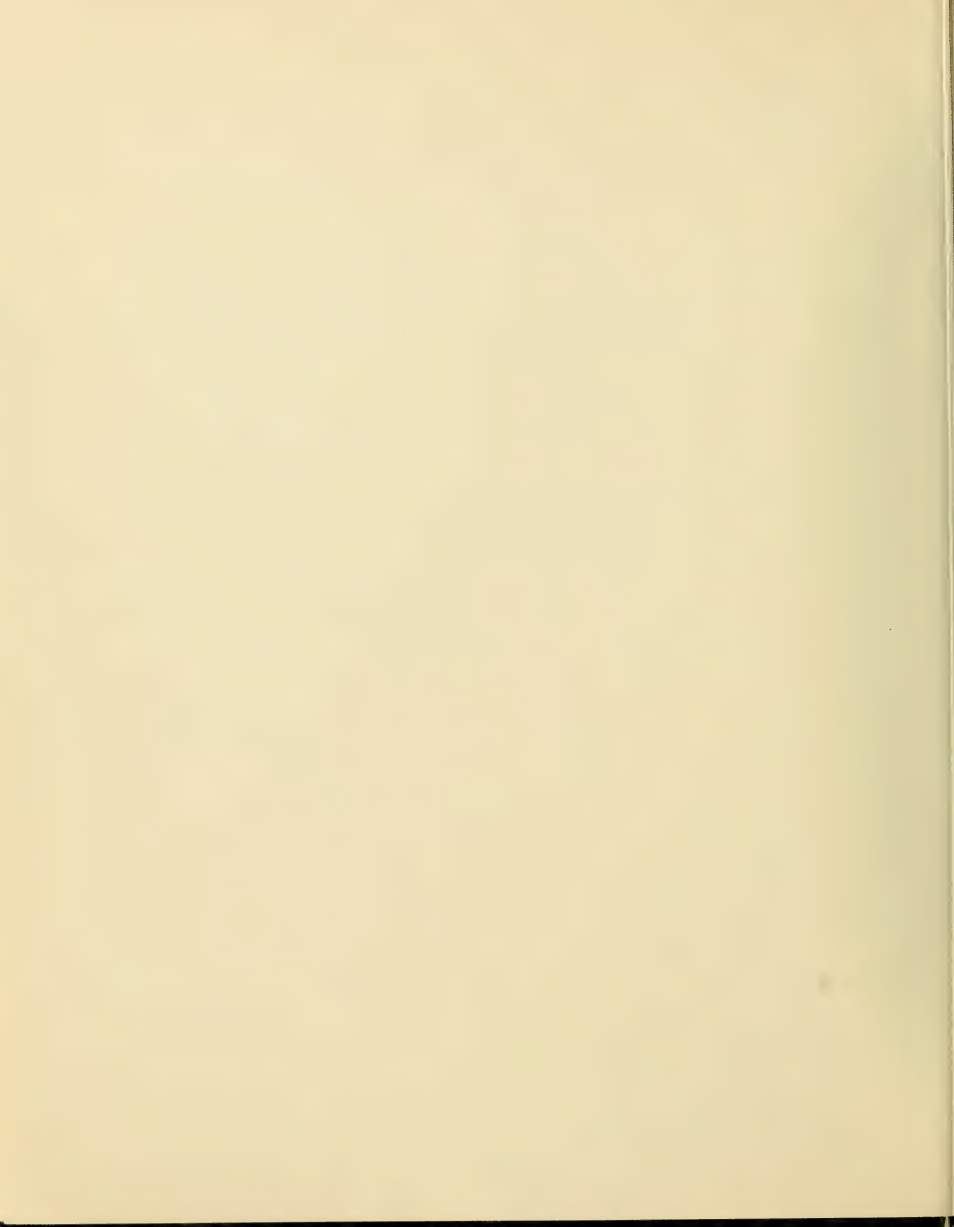








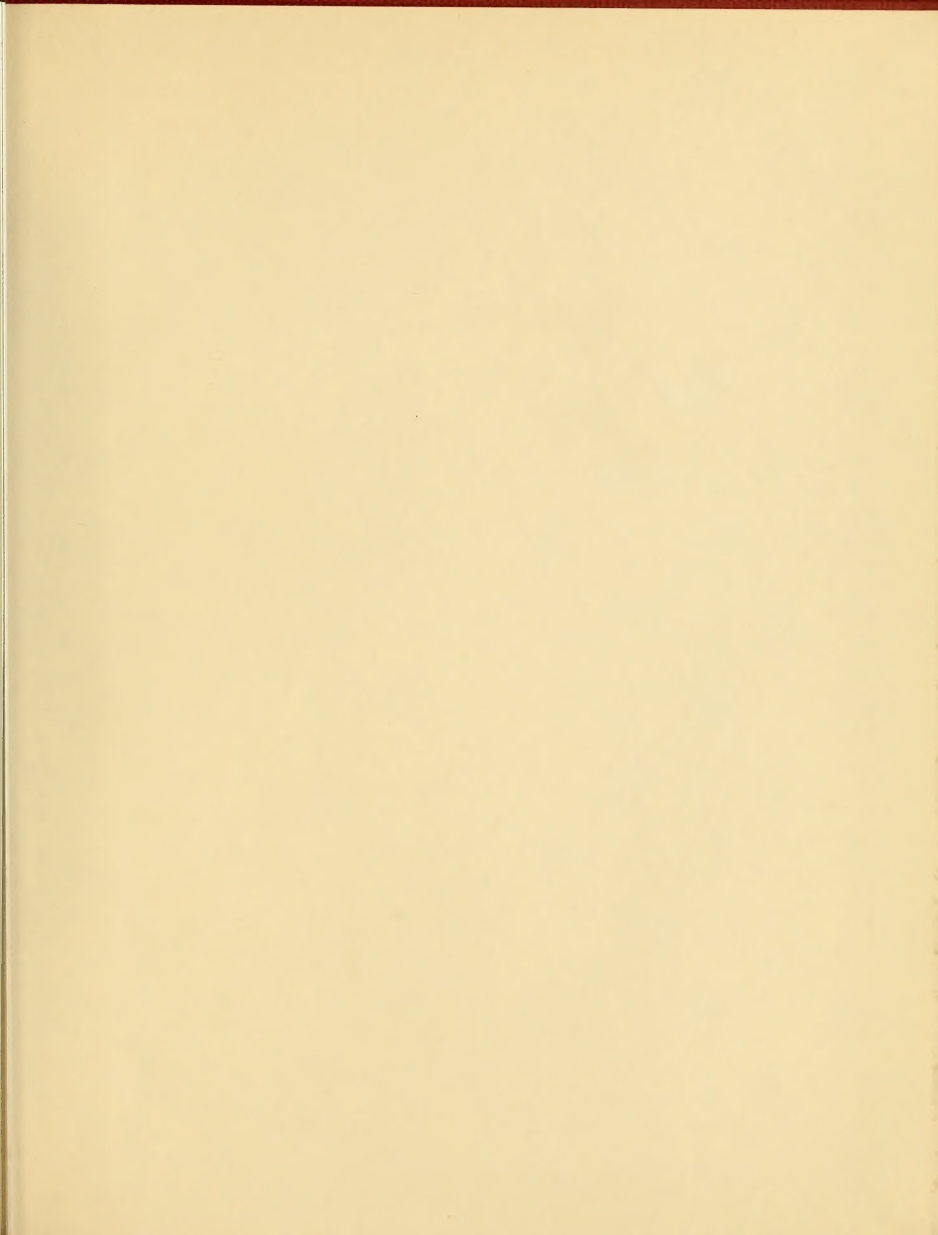




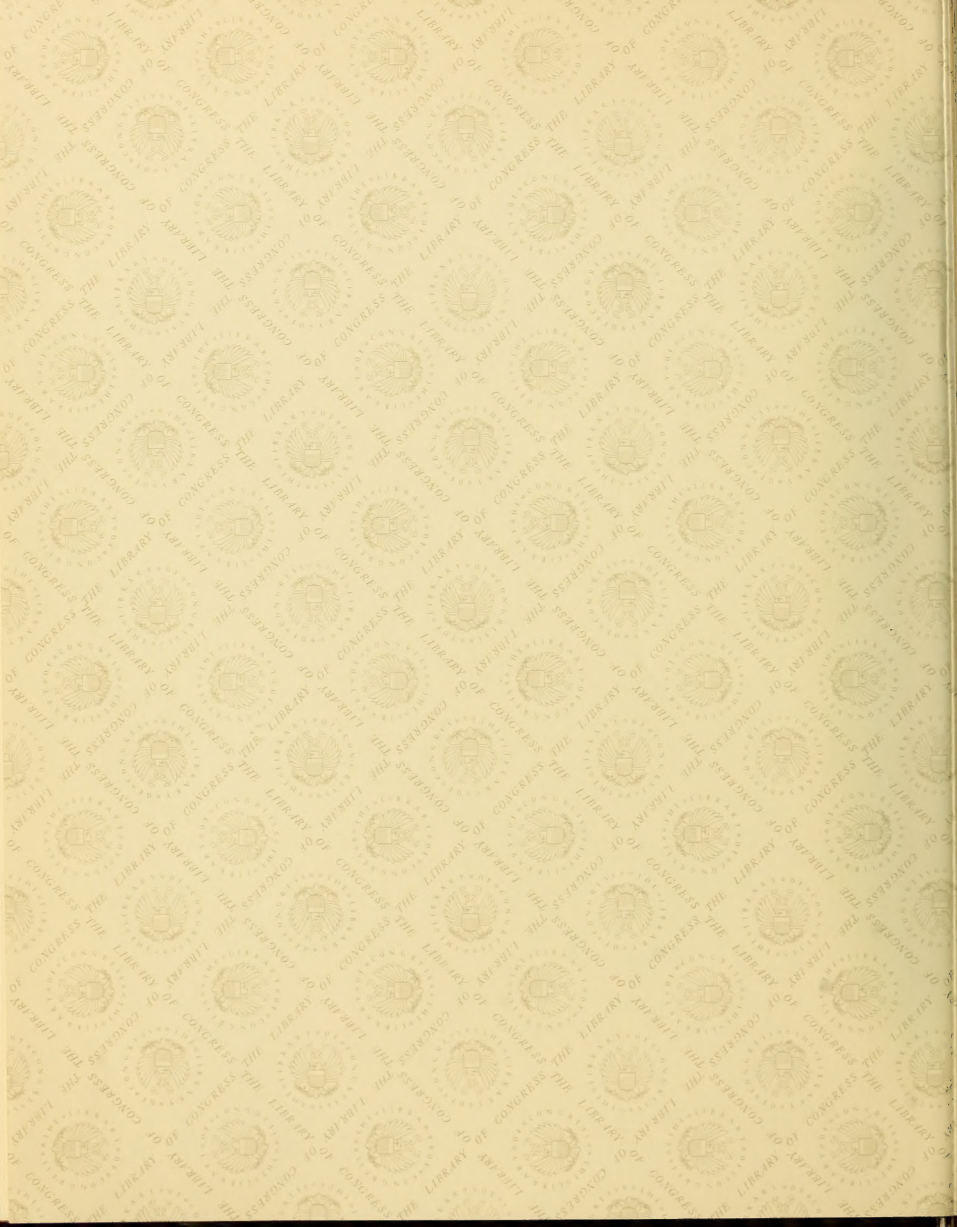


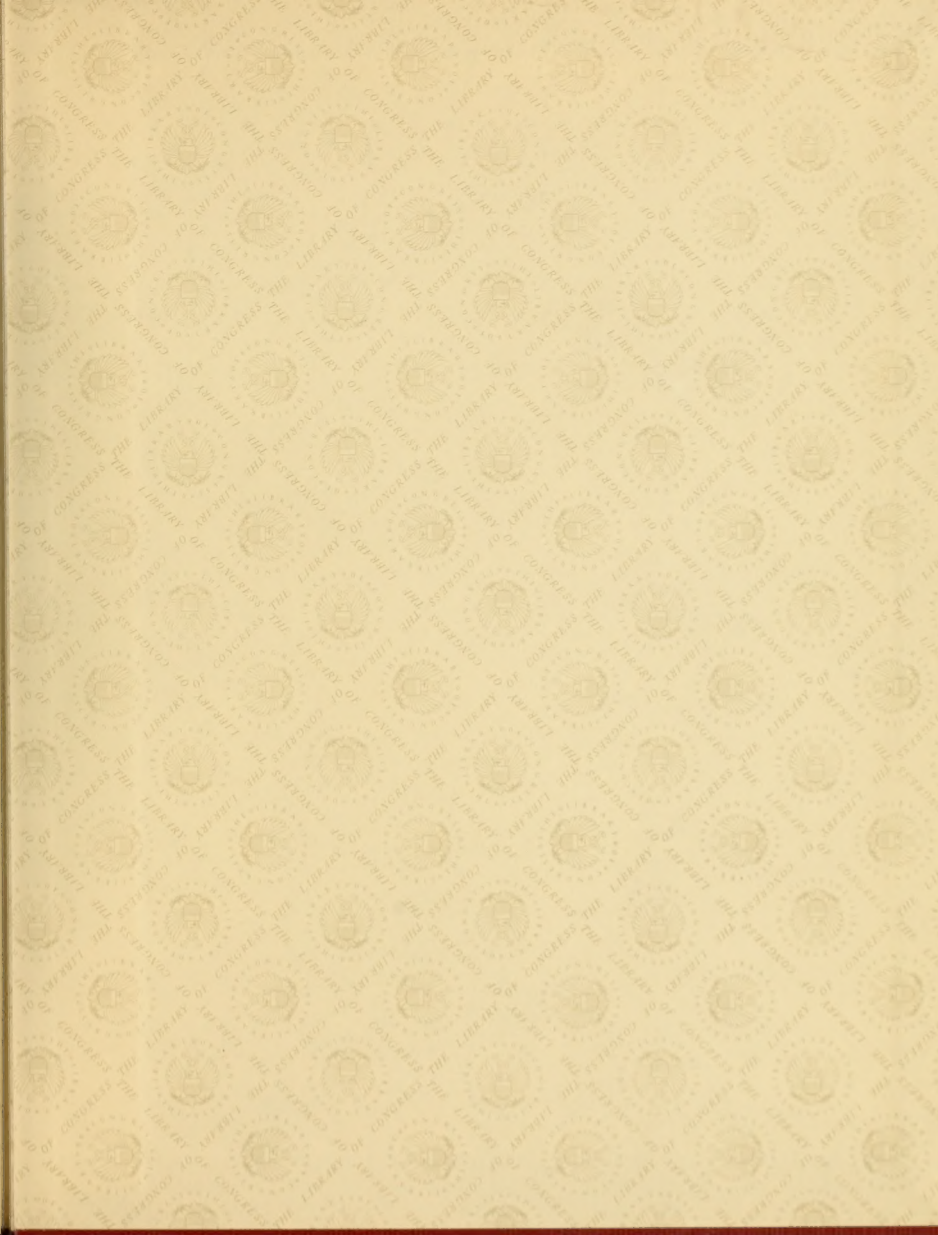




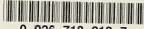








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