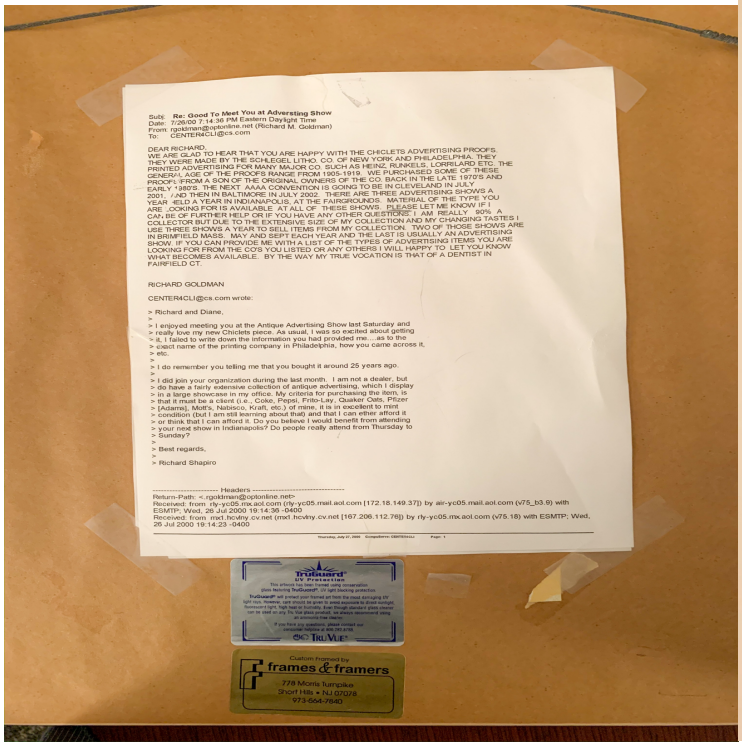
101 - QUAKER OATS MUG HEADS - EXTREMELY RARE - THE ORIGINAL PLASTIC MUG FROM THE 1950'S WAS IN BROWN - WHEN THE OWNER OF FINE PLASTICS PASSED AWAY - IN HIS ESTATE HE HAD THE ORIGINAL SAMPLES THAT QUAKER OATS HAD REQUESTED BUT DECIDED TO GO WITH BROWN



Subj: **Re: Good To Meet You at Adversting Show**
Date: 7/26/00 7:14:36 PM Eastern Daylight Time
From: rgoldman@optonline.net (Richard M. Goldman)
To: CENTER4CLI@cs.com

DEAR RICHARD,
WE ARE GLAD TO HEAR THAT YOU ARE HAPPY WITH THE CHICLETS ADVERTISING PROOFS. THEY WERE MADE BY THE SCHLEGEL LITHO. CO. OF NEW YORK AND PHILADELPHIA. THEY PRINTED ADVERTISING FOR MANY MAJOR CO. SUCH AS HEINZ, RUNKELS, LORRLARD ETC. THE GENERAL AGE OF THE PROOFS RANGE FROM 1905-1919. WE PURCHASED SOME OF THESE PROOFS FROM A SON OF THE ORIGINAL OWNERS OF THE CO. BACK IN THE LATE 1970'S AND EARLY 1980'S. THE NEXT AAAA CONVENTION IS GOING TO BE IN CLEVELAND IN JULY 2001. YAD THEN IN BALTIMORE IN JULY 2002. THERE ARE THREE ADVERTISING SHOWS A YEAR IELD A YEAR IN INDIANAPOLIS, AT THE FAIRGROUNDS. MATERIAL OF THE TYPE YOU ARE LOOKING FOR IS AVAILABLE AT ALL OF THESE SHOWS. PLEASE LET ME KNOW IF I CAN BE OF FURTHER HELP OR IF YOU HAVE ANY OTHER QUESTIONS. I AM REALLY 90% A COLLECTOR BUT DUE TO THE EXTENSIVE SIZE OF MY COLLECTION AND MY CHANGING TASTES I USE THREE SHOWS A YEAR TO SELL ITEMS FROM MY COLLECTION. TWO OF THOSE SHOWS ARE IN BRIMFIELD MASS., MAY AND SEPT EACH YEAR AND THE LAST IS USUALLY AN ADVERTISING SHOW. IF YOU CAN PROVIDE ME WITH A LIST OF THE TYPES OF ADVERTISING ITEMS YOU ARE LOOKING FOR FROM THE COS YOU LISTED OR ANY OTHERS I WILL HAPPY TO LET YOU KNOW WHAT BECOMES AVAILABLE. BY THE WAY MY TRUE VOCATION IS THAT OF A DENTIST IN FAIRFIELD CT.

RICHARD GOLDMAN

CENTER4CLI@cs.com wrote:

> Richard and Diane,
>
> I enjoyed meeting you at the Antique Advertising Show last Saturday and
> really love my new Chiclets piece. As usual, I was so excited about getting
> it, I failed to write down the information you had provided me.... as to the
> exact name of the printing company in Philadelphia, how you came across it,
> etc.
>
> I do remember you telling me that you bought it around 25 years ago.
>
> I did join your organization during the last month. I am not a dealer, but
> do have a fairly extensive collection of antique advertising, which I display
> in a large showcase in my office. My criteria for purchasing the item, is
> that it must be a client (i.e., Coke, Pepsi, Frito-Lay, Quaker Oats, Pfizer
> [Adams], Mott's, Nabisco, Kraft, etc.) of mine, it is in excellent to mint
> condition (but I am still learning about that) and that I can either afford it
> or think that I can afford it. Do you believe I would benefit from attending
> your next show in Indianapolis? Do people really attend from Thursday to
> Sunday?
>
> Best regards,
>
> Richard Shapiro

---------- Headers ----------
Return-Path: <.rgoldman@optonline.net>
Received: from rly-yc05.mx.aol.com (rly-yc05.mail.aol.com [172.18.149.37]) by air-yc05.mail.aol.com (v75_b3.9) with ESMTP; Wed, 26 Jul 2000 19:14:36 -0400
Received: from .rad.hcvlny.cv.net (rad.hcvlny.cv.net [167.206.112.76]) by rly-yc05.mx.aol.com (v75.18) with ESMTP; Wed, 26 Jul 2000 19:14:23 -0400

102 - CHICLETS – ORIGINAL LITHOGRAPHS - EARLY 1900'S

103 – COCA-COLA PICTURE - EXTREMELY RARE - USED IN MOVIE THEATRES TO ADVERTISE COCA-COLA LATE 1800'S???

104- IVORY SOAP - VERY RARE IVORY SOAP SIGN FROM TURN OF THE CENTURY - PAID $1000 OVER 5 YEARS AGO

105 – MCDONALDS - FROM FIRST MCDONALDS IN DES PLAINES ILL - 2ND GENERATION

106 – MR. PEANUT - EXTREMELY RARE WOODEN MR PEANUTS WITH ORIGINAL CANE – 1930’S

107 – NEUTROGENA SOAP - EXTREMELY RARE NEUTROGENA SOAPS IN ALUMUM FOIL - GIVEN TO ME BY NEUTROGENA - 1960'S

108 – PEPSI-COLA DISPLAY - RARE FIND - PEPSI BOTTLE FROM 1930'S WITH PEPSI IN IT - PURCHASED IN NORTH CAROLINA - PURCHASE SEPARATELY - PAPER DISPLAY MADE FOR BOTTLE - 1930'S

109 – COCA-COLA SIGN AND STAND - MINT CONDITION - PROBABLY PAID OVER $600 10 YEARS AGO

201 – COCA-COLA PENCIL SHARPENERS - RARE COCA-COLA PENCIL SHARPENERS - ENTIRE BOX FROM 1930'S (BOX ITSELF IN FAIR CONDITION)

202 – COCA-COLA COASTERS - COMPLETE SET IN BOX - RARE

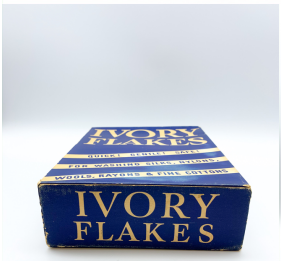
203 – COCA-COLA OLYMPIC BOTTLE - SIGNED BOTTLE FROM THE 1996 OLYMPICS

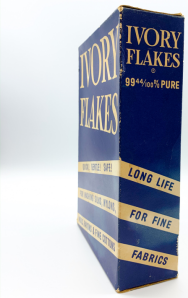
204 – CRACKER JACK TRUCK - RARE 1930'S TOY TRUCK MADE SPECICIALLY TO CARRY CRACKER JACK BOX (BOX IS EMPTY)

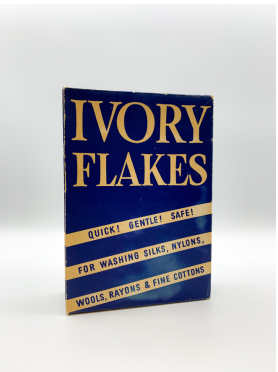
205 – DENTYNE - EARLY CHICLETS DISPLAY - 1930 METAL

206 – FRITO BAGS - ORIGINAL FRITO-LAY BAGS - NOT CUT (IN BEAUTIFUL FRAME)

207 – FRITO KID MUG - RARE FRITO LAY MUG BEFORE MERGED WITH LAY COMPANY







208 – IVORY FLAKES BOX - RARE EARLY BOX OF IVORY SOAP - IN THE P&G LOBBY - THEY HAVE THE SAME BOX

THINK THIS IS JUST AN EXTRA PHOTO – SHOULD BE DELETED

209 – MCDONALDS CUPS - OLD MCDONALDS CUPS

210 – PLANTERS PEANUTS TRAY - FAIRLY RARE MR PEANUT SMALL TRAY IN MINT CONDITION

301 – COCA-COLA - PURCHASED AT COCA-COLA CORPORATE STORE IN ATLANTA - REPRESENTIING CHINA

302 – CHICLETS - EARLY 1900'S CHICLET'S DISPLAY BOX WITH ORIGINAL SPOON

303 - BAND – AIDS - COMPLETE BOX OF BANDAIDS FROM 1950??

304 – DENTYNE - EARLY CHICLETS DISPLAY - 1930 - PAPER

305 – JVC CLOCK – RARE JVC CLOCK

306 – K-MAN - RARE TOY PROMOTION FROM KRAFT FOODS

307 – LAY'S GLASS JARS USED IN GENERAL STORE - IN GOOD CONDITION

308 - LIFESAVERS YO-YOS - COMPLETE SET OF 1960'S

309 – MR PEANUT CLOCK - 1960's or 1970's

310 – PEPSI RADIO - IN GOOD CONDITION

311 – COCA-COLA PIN - FAIRLY RARE PEPSI-COLA PIN (1930'S)

312 – PEPSI-COLA - ENTIRE BOX (FAIR CONDITION) OF PEPSI STRAWS FROM 1930'S

313 – PEPSI – COLA DISPLAY - OLD SIGN - SLIGHTLY WORN

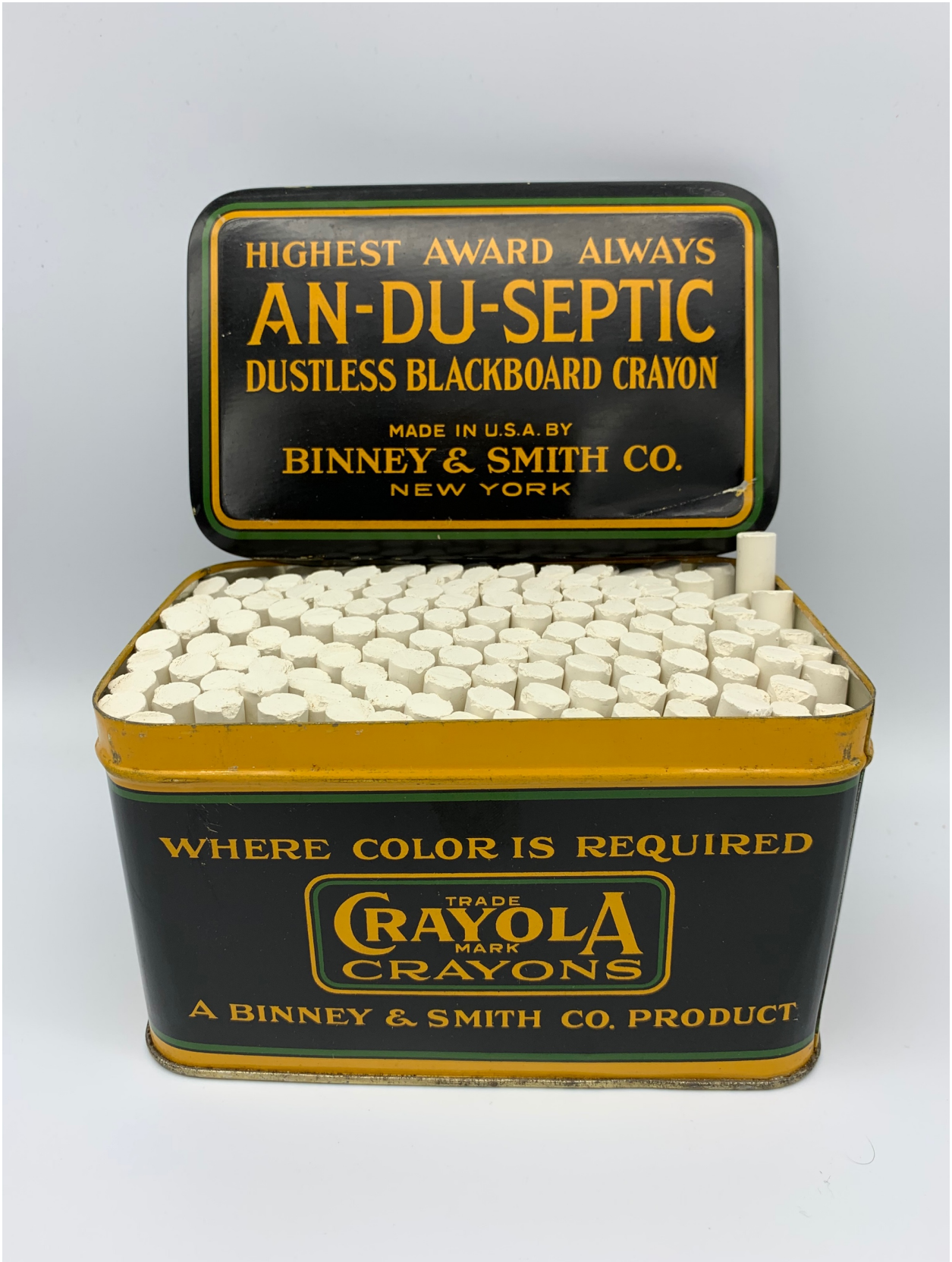
314 – SPEEDY - SHOULD BE VINTAGE FOR WHAT I REMEMBER PAYING FOR IT

315 – SPRITE BANK AND BOTTLE - EARLY SPRITE BOTTLE WITH SPRITE IN IT

316 – ST JOSEPH - WORKING CLOCK

317 – TANG - RARE PIECE

318 – TROPICANA CLOCK - FAIRLY RARE TROPICANA CLOCK



319 – CRAYOLA TIN W/ CHALK - ENTIRE BOX OF CRAYOLA CHALK FROM 40'S??

320 – RARE DANNON GLASS JAR BEFORE THEY WENT TO PLASTIC

321 – ESTEE LAUDER PERFUME - SIGNED BY ESTEE LAUDER HERSELF

322 – KEN DOLL - RARISH KEN DOLL - NOT FIRST, BUT CLOSE TO IT

323 – LISTERINE KID - RARISH LISTERINE TOOTHBRUSH HOLDER

324 – NIPPER - NIPPER - RARISH

325 – UNEEDA BISCUIT BOWL - EARLY 1900'S

401

Budweiser
KING OF BEERS
Budweiser
KING OF BEERS
Budweiser
KING OF BEERS
Budweiser
KING OF BEERS

402

LOS ANGELES
84
CANON LENS
35mm 1:4.5
The Official
35mm Camera
of the 1984
Olympic Games
Canon

403

404

405 - Coca-cola cups - (4) 1964 worlds fair

DRINK
Coca-Cola
Delicious and
Refreshing
DRINK
Coca-Cola
REFRESHING

COLD
refreshment
DRINK
Coca-Cola
-a home run
with three on
DELICIOUS
REFRESHING

406

407 - Coca-Cola toothpick dispenser

408

409 – DANNON GLASSES - COMPLETE SET OF DANNON GLASSES VINTAGE

410

DANNON®
YOGURT
DANNON
YOGURT
DANNON
DANNON
Plain
LOWFAT
YOGURT
8FL.OZ.
AUTHENTIC YOGURT TRUCK
OPERATING HEADLIGHTS—TAIL LIGHTS—SIDE AND REAR DOORS—BATTERY NOT INCLUDED

411

412

m m m - m - m - m
tasty!
Frito KID
Fritos
REG. U. S. PAT. OFF.
COPYRIGHT 1954 THE FRITO CO.

413

414

415 – KELLOGGS - PAPERWEIGHT FROM 1970'S

416 – LAY’S TAPE MEASURE - LAY (PART OF FRITO LAY) BEORE IT MERGED WITH THE FRITO COMPANY

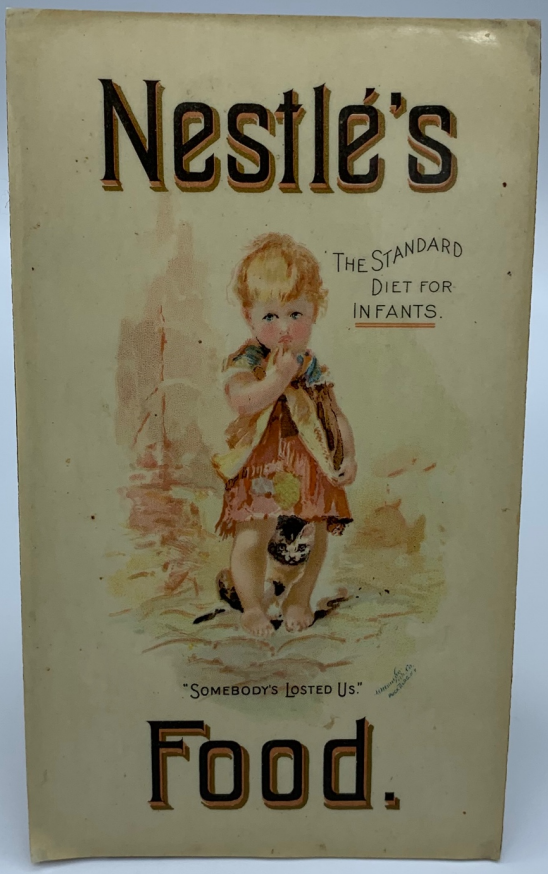
The brand of an American past.
The creator of an American icon.
One time only. Tonight.
November 9, 1995.
all over the west they wear
LEVI STRAUSS & CO'S
Overalls.
Vintage poster
POS 001
Levi's Roundup of Cowboy Lore, an image from the 1930s that reflects an American past. Made into a poster in the 1970s.
Classic photograph
POS 003
The reproduction of a classic image of the mythologized Wild West (circa 1905) - an image clothed by Levi's Jeans.
Vintage poster
POS 002
Andy Warhol's 501 Jeans poster, from the original artwork. Created by none other than one of Levi's® Jeans' biggest fans.
Marilyn Monroe Photograph
POS 004
A poster created from Philippe Halsman's Hollywood 1952, his original photograph of the one and only.
1995
LS&CO.
Vintage Auction
LEVI'S
"This is a pair of Levi's Jeans..."
501
Levi's

418 – COULD BE RARE – CUT OUT - MCDONALDS

PICAM
as seen on TV
"THE FAMOUS"
MR. PEANUT
PEANUT BUTTER MAKER
BONUS
PEANUT BUTTER RECIPE BOOK INCLUDED!
INCLUDES!
PEANUT BUTTER SPREADER
PEANUT FILLING SCOOP
PEANUT BUTTER CATCH PAN
COMPLETE INSTRUCTIONS
MR. PEANUT
IDEAL FOR CHILDREN 4 YEARS AND OVER
MR. PEANUT

419

420


Nestlé's
THE STANDARD DIET FOR INFANTS.
"SOMEBODY'S LOSTED US."
Food.

421

422 – PEPSI PEN - FROM 1930'S

423 – PLANTERS NUT CHOPPER - MR PEANUT PROMOTION IN ORIGNAL BOX

424 – PLANTERS NY WORLD FAIR - MINT CONDITION - SET OF PLANTERS TRAYS FROM 1939 WORLD'S FAIR

501 – BUDWEISER - CORNER BENT

502 – CAMPBELLS SOUP - BARNEY'S SPECIAL PROMOTION WITH ANDY WARHOL

Application
for a
CHEVRON NATIONAL CREDIT CARD
CHEVRON
STANDARD
STANDARD OIL COMPANY OF CALIFORNIA
We appreciate having served you since
1916
XXX 000 000 0
LLOYD A REYNOLDS
STATEMENT
CREDIT CARD PURCHASES
STANDARD OIL COMPANY OF CALIFORNIA
MARKETING DEPARTMENT
SAN FRANCISCO-OAKLAND
ACCOUNTING OFFICE
130 SUTTER STREET
P. O. BOX 3662
SAN FRANCISCO 20, CALIF.
40
X-20-2238-10
Mr. Charles Abbott Robertson
521 McLaughlin Street
Richmond, California
*47
SEPT
15TH
1949
BALANCE - FROM PREVIOUS STATEMENT
TOTAL VALUE OF CHARGE SLIPS ATTACHED
2624*A
TOTAL
CHEVRON
NATIONAL CREDIT CARD
EXPIRES
SEPT. 30, 1949
X-20-2238-10
Card Number
Mr. Charles Abbott Robertson
521 McLaughlin Street
Richmond, California
STANDARD OIL COMPANY OF CALIFORNIA
*47
AMERICA'S FAVORITE SERVICE STATIONS
FOR AUTOMOBILES, TRUCKS, AIRPLANES AND PLEASURE BOATS*
SEE INSIDE FOR LIST OF COMPANIES HONORING THIS CARD
S-213-3

503

505

507

508

NET WT. 2 LBS.
GIANT SIZE
IVORY FLAKES
FREE
Curity*
BABY CLOTHES
PLUS SOCKS AND
PLASTIC PANTS
MAIL IN THREE GIANT
BOXTOP CERTIFICATES
FOR EACH ITEM
SEE DETAILS ON BACK
*REG. TRADEMARK OF
THE KENDALL COMPANY
Mild soap for baby clothes and fine washables

509

This picture is a reproduction of a famous Johnson & Johnson advertisement of some fifty-plus years ago. (Pictorial Review March 1920)
And still the wonder grew
that any tin could hold such comfort

510

511 – LIFESAVERS - FROM THE 1940'S

VELVET BLACK
Maybelline
MASCARA
MAYBELLINE CO. DIST'R. • CHICAGO, U.S.A.

512

513

514 – MCDONALD'S PINS

515

516

517

DELIVER TO:
Mrs. Eugene Griffith
626 Horner St.
Johnstown Pa.
MR. PEANUT
POSTMASTER: THIS PARCEL MAY BE OPENED FOR POSTAL INSPECTION IF NECESSARY. RETURN POSTAGE GUARANTEED.
FROM
Planters Nut & Chocolate Co.
Wilkes-Barre, Pa.
REDIFORM—PATD.—AMERICAN SALES BOOK CO., INC., NIAGARA FALLS, N.Y.
WILKES BARRE PA.
CENTS

all new
EVERSHARP
Hydro-magic
SCHICK INJECTOR
RAZOR KIT
$1.89
COMPLETE WITH 24 BLADES AND TRAVEL KIT
CLEANS AUTOMATICALLY
NEW
EVERSHARP
Hydro-magic
BLADES
24 BLADES ONLY 98¢
CLEANS AUTOMATICALLY
Just Flip Lever - Blade Vibrates Under Running Water For Fast Easy Automatic Cleaning!
The Finest Gift for Any Man is
365 DAYS
OF
HAPPY SHAVING
EVERY YEAR!
Schick Injector Razor and Blades Give The World's Smoothest, Fastest, Safest Shaves!
Give
EVERSHARP SCHICK INJECTOR RAZOR & BLADES
HERE'S HOW IT WORKS
1.
2.
3.
4.
5.
6.

519

520 – TUMS - ENTIRE COLLECTION OF TUM'S PROMOTIONAL ITEMS PLUS OLD TUMS

521 – WINDEX BOTLES - OLD WINDEX BOTTLES

CHEVRONMATIC®
CHEVRON NATIONAL CREDIT CARD
STANDARD STATIONS, INC. • CHEVRON DEALERS
GOOD THROUGH

601

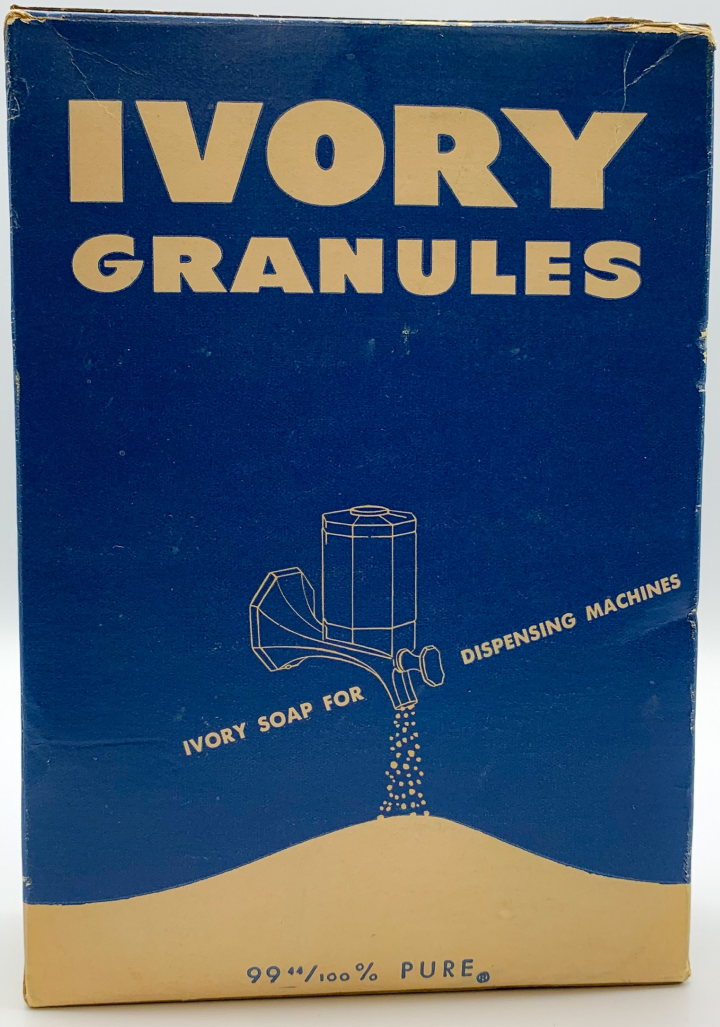
602 - Coca-Cola 75th anniversary

604

605

Gerber
I'm a Gerber Kid
squeeze toy
non-removable squeaker • soft vinyl • washable
Item No. 76204
I'm a Gerber Kid

606


IVORY
GRANULES
IVORY SOAP FOR
DISPENSING MACHINES
99 44/100% PURE

607

608

609 – KELLOGG'S PEN PINS

610

611

Thank you for believing in a common thread.
LEVI STRAUSS & CO
SFCAL
Thank you for believing in a common thread.
LEVI STRAUSS & CO
SFCAL
for solid comfort...
LEVI'S
AMERICA'S FINEST
OVERALL
SINCE 1850
PATRONIZE YOUR HOME TOWN MERCHANT – HE'S YOUR NEIGHBOR

612

613 – MCDONALD'S GLASSES

Fresh Nuts from "The Peanut Store"
NATIONAL PEANUT CORPORATION — SIX OUNCES NET
NUTS from the PEANUT STORE
MR. PEANUT
ROASTED PEANUTS
NUT SPECIALTIES

614

615

616

617

618

Pepto-Bismol
Relieves Sour Stomach,
Fermentation, Gas
SHAKE WELL
Norwich
TWO TEASPOONFULS

619

620

621

622

Windex
SPRAYER
WITH EXTENDER
FOR BOTH LARGE AND SMALL SIZE BOTTLE

623

701 – BUSHS CAR BANK - REPLICA

702

FREE
A NEW PRODUCT SAMPLE
from Procter & Gamble
Comet
the New GREEN
Miracle Cleanser
FREE
A NEW PRODUCT SAMPLE
from Procter & Gamble
Comet
the New GREEN
Miracle Cleanser
FREE
A NEW PRODUCT SAMPLE
from Procter & Gamble
Comet
the New GREEN
Miracle Cleanser

703

PLEASE FIND ADDITIONAL
ACCESSORIES UNDER
VAC FORM PACKAGING
YOGHOURT
DANONE®
DANONE

704

705

Edy's
ICE CREAM
Peanut Butter Blitz
Patriots
COLTS
LIONS
OILERS
JETS
EAGLES
REDSKINS
GIANTS
BEARS
HALF GALLON

Best Wishes for
Your Continued Success
in Medicine
Eli Lilly and Company
ONE
ND-205
STEEL TAPE
Lilly

707

NEW
IMPROVED
FAB
SAVE 6¢
WHEN YOU BUY 2 CANS
AJAX the Foaming Cleanser
VALUABLE AJAX COUPON ON BACK
AJAX
CLEANSER
NEW TYPE FOAMING CLEANSER
POLISHES AS IT CLEANS
CUTS GREASE FAST

708

NEW
FAB
WITH NEW DURATEX
10¢ OFF
REGULAR PRICE OF THIS PACKAGE
...AND WONDERFUL FOR DISHES

709

710 – FLAGS - SET OF FLAGS - ONE IS MISSING

711

JELL-O
THE KING AND QUEEN MIGHT EAT THEREOF
AND NOBLEMEN BESIDES

712

713

714

715 – KOVERALLS PINS (LEVI STRAUSS) - In 1912, LS&Co targeted kids by launching a full jumpsuit in denim called “Koveralls”.

RESEARCH CONCLUDES:
Nothing else stacks up to the ultimate taste of Pepsi.
PEPSI
TAKE HOME PLENTY
THE PEPSI ULTIMATE CHALLENGE
PEPSI THE ULTIMATE

716

717

718 – MCDONA:DS GLASSES – REPLICA

GIVE THE BABIES NESTLÉ'S FOOD.
WHO SAID NESTLÉS FOOD?
LET ME TASTE IT.
UM-M BUT IT'S GOOD.
MY TURN NOW.

CAP MADE IN U.S.A.
Noxzema
SPECIALLY PREPARED
for
SHAVING
Synthetic Menthol, Synthetic Camphor, Oil of Clove,
Oil of Eucalyptus and Lime Water
in a Secret Base, Specially Prepared for Shaving
NOXZEMA CHEMICAL CO., BALTIMORE, MD.
4 LBS.

720

PHARMACY
has constantly progressed
over a period of
FOUR THOUSAND YEARS.
Developments of
PHARMACY and MEDICINE
old and new, are now
professionally available
on your Doctor's
prescription.
PARKE, DAVIS & COMPANY
Litho in U.S.A.

721

"I'm happy 'cause I'm comfy"
PARKE-DAVIS
COMFORT POWDER
(A MEDICATED TOILET POWDER)
Protects against chafing and simple skin irritations
UNEXCELLED FOR BABIES AND GROWN UPS TOO!
A PARKE-DAVIS PRODUCT
COPYRIGHT, BY PARKE, DAVIS & CO.
LITHO. IN U.S.A.

723

724 – PFIZER TV - PFIZER PROMOTION IN ORIGNAL BOX

Special Edition
Coca-Cola
Picnic Barbie
WARNING:
CHOKING HAZARD – Small parts.
Not for children under 3 years.
Picnic fun cut-outs on back!
MATTEL

725

MOOTOWN
MO
Warning!
This bag is not a toy.
Please discard this bag and
keep away from children.

726

WARNER LAMBERT
LISTERINE
ANTISEPTIC
KILLS GERMS BY MILLIONS ON CONTACT
Fights Plaque and Bad Breath!
WARNER LAMBERT

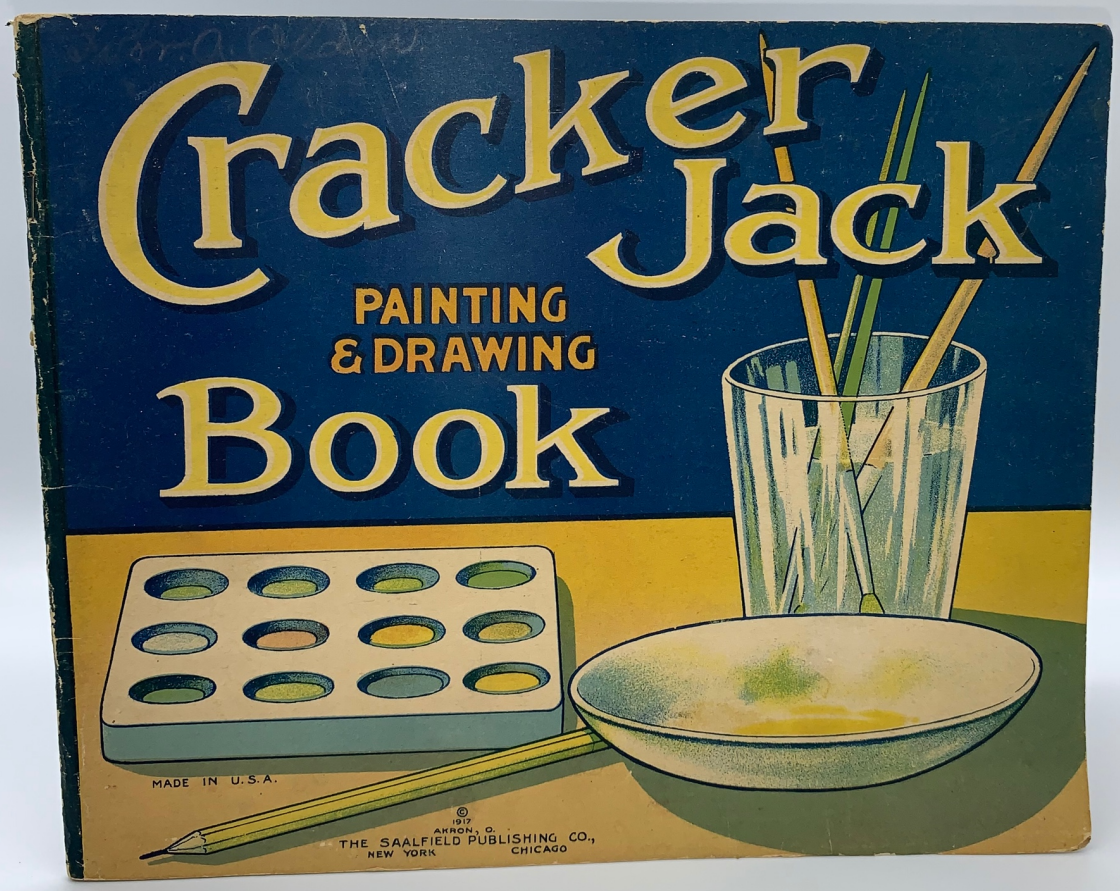
728

801 – ADP - Early ADP Logo Paper weight

ARM & HAMMER
THE STANDARD OF PURITY
ARM & HAMMER.
Pure Baking Soda

802

803


Cracker Jack
PAINTING & DRAWING
Book
MADE IN U.S.A.
© 1917
AKRON, O.
THE SAALFIELD PUBLISHING CO.,
NEW YORK
CHICAGO

804

YOGHOURT
DANONE
Tomado con mermelada
es golosina anhelada.
De la sangre buen purificador
para el cutis fresco es gran factor.

805

Fritos
REG. U. S. PAT. OFF.
PRESENT
THE
SIDE A
FRITO TWIST
MUSIC BY EUEL BOX
©1962 PAMS PRODUCTION

806

Fritatos
REG. U.S. PAT. OFF.
★ TRULY
★ KRISP
★ AND
★ TENDER
5¢
NET WEIGHT 1 OZ.
WHITE POTATO · VEGETABLE OIL · SALT
POTATO CHIPS
THE FRITO CO., DALLAS
HOUSTON, SAN ANTONIO, TULSA

807

808

32 FLUID
Norwich
Milk of
Magnesia
U.S.P.
ANTACID—LAXATIVE
Contains not less than 7 per cent nor more than 8½ per cent of Magnesium Hydroxide.
A mild laxative. An antacid for sour and acid stomach, bad breath and heart-burn due to excess acid in the stomach.
Shake Well—Avoid Freezing
THE NORWICH PHARMACAL COMPANY
Norwich
NORWICH NEW YORK 59

809

How to Correct Underweight and Curb Nervousness in Your Child This Summer

A Delicious Swiss Food-Drink That's Bringing Weight Increases of a Pound or More a Week . . . Curbing Nervousness and Increasing Appetite in Children

FREE
To OVALTINE Users
a 50¢ Shaker
SEE COUPON BELOW

Please Accept 3-Day Supply Use Coupon Below

DID your child come out of school underweight, nervous, or "finicky" about meals—does he show signs of lassitude, irritability, lack of energy and appetite?

Then you should use this summer to make that child over! You can add more than a pound a week in weight; you can relieve nervous and irritable conditions; you can build abundant new mental and physical energy.

You don't give a drop of medicine to do this—and you don't need to coax your child to eat. A food chemist in Switzerland has solved the problem for you in a very remarkable and novel way.

Thirty-eight years ago this Swiss food chemist developed an unusual method of processing certain cereal foods. A process that gave these foods certain values which none of them have when taken alone or in an ordinary mixture. It created world comment then, for it solved the problem of feeding invalids. It is called Ovaltine today its use has spread all over the world and it is solving the problem of child feeding for modern mothers.

Ovaltine is made by a unique process. It is prepared under vacuum, thus preserving all vitamins and enzymes. Further, it is processed in such a way that it digests almost at once, without effort. It will do this when nothing else will, and it is said to sustain itself a complete food.

You mix it with milk and drink it as a beverage. And when mixed with milk it will break down the curds and make the milk digest twice as easily. (For milk alone, as you know, turns to solid curds in the stomach.)

Children drink twice as much milk, when it's mixed with Ovaltine, because they like the taste.

It also contains a natural but vital property called "lecithin", which is the important part of nerve and brain tissue. A few days' use of Ovaltine usually curbs nervousness noticeably.

Increased Appetite

Ovaltine has a high content of the appetite-producing Vitamin B. But of greatest importance is its high proportion of the remarkable food element known as "diastase." (A substance that gives one food the power to digest the starch content of other foods in your stomach.) Ovaltine is so processed that it contains enough diastase *to digest from 4 to 5 times its own weight of other foods!* It is this digestive power which chiefly distinguishes Ovaltine from any other health food in the world, and is the main reason why Ovaltine *actually stimulates* appetite.

Quick Digestion

By breaking down the curds in the milk, by digesting the starches in the stomach, Ovaltine speeds up digestion and empties the stomach sooner. This makes a child hungry. For the sensation of hunger is caused by the walls of an empty stomach pressing together, and hunger is the basis of appetite. Child specialists will tell you that usually when a child refuses to eat, it is because he hasn't fully digested his previous meal. "Poor eaters" invariably have slow digestion.

Not New

Ovaltine is not a sugar-loaded chocolate drink, but a scientific food concentrate that has stood the test of time. It is used today in 54 nations. Over 20,000 doctors endorse it. It has been used in hospitals as a food for invalids and convalescents for over 35 years. During the World War, it was a standard ration given by the Red Cross to nerve-shattered, shell-shocked soldiers.

For the sake of your child, we urge you to try it this summer. Results will surprise you. Note the almost immediate difference in your child's weight and nerve poise, and in greater strength, energy and *appetite*.

Give it at breakfast always. At meals and between meals. You can get Ovaltine at any drug or grocery store. Or send the coupon for a 3-day test supply.

(Note! *Thousands of nervous people, men and women, are using Ovaltine, on physicians' advice, to restore vitality when fatigued. It is also recommended for sleeplessness, nursing mothers, convalescents, and the aged.*

OVALTINE
The Swiss Food-Drink
Manufactured under license in U. S. A. according to original Swiss formula

Don't waste your money on substitutes!

MAIL FOR 3-DAY SUPPLY OR FREE SHAKER

THE WANDER COMPANY, Dept. B-25
180 N. Michigan Avenue,
Chicago, Illinois.

I enclose 10c to cover cost of packing and mailing. Send me your 3-day test package of Ovaltine.

(These offers not good in Canada)

SPECIAL FREE OFFER

If you are an Ovaltine user now, we will give you a genuine Shaker, *Free.* Save the money—just mail this coupon with a carton of the white powder you find in every can of Ovaltine.

Name .....
(Please print name and address clearly)
Address .....
City ..... State .....
(One package to a person)

OXYDOL
MAKES CLOTHES SPARKLE
GETS CLOTHES WHITE, BRIGHT AND CLEAN
RICH SAFE SUDS · MAKES DISHES GLEAM

811

812

813

814

ESTABLISHED 1849
ESTABLISHED 1849
ESTABLISHED 1849
ONE QUARTER POUND
BISMUTH SUBSALICYLATE
U.S.P.
CONTAINS 62 TO 66% BISMUTH OXIDE
CHAS. PFIZER & CO., INC.
ESTABLISHED 1849
Manufacturing Chemists
NEW YORK

815

816

NOTHING ELSE IS ...
Silly Putty®
STRETCHY FUN BOUNCY
CELEBRATING
50 YEARS
50
NET WT. 13.3g (0.47 oz.) EA.
WARNING:
CHOKING HAZARD- Small parts.
Not for children under 3 yrs.

817

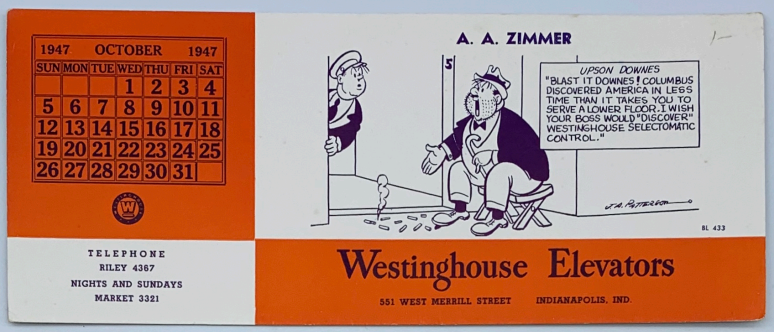
Spic
and
Span
Cleans modern tile floors,
LINOLEUM, walls and woodwork
NO RINSING! NO WIPING DRY!

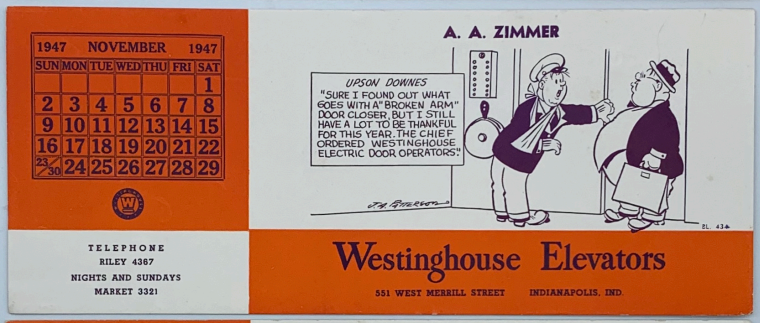
818

819

Upjohn
Medicine designed for health ...
produced with care
UPJOHN'S FRIABLE PILLS
REDUCED TO A POWDER UNDER THE THUMB
1894

820


1947 OCTOBER 1947
SUN MON TUE WED THU FRI SAT
1 2 3 4
5 6 7 8 9 10 11
12 13 14 15 16 17 18
19 20 21 22 23 24 25
26 27 28 29 30 31
TELEPHONE
RILEY 4367
NIGHTS AND SUNDAYS
MARKET 3321
A. A. ZIMMER
UPSON DOWNES
"BLAST IT DOWNES! COLUMBUS DISCOVERED AMERICA IN LESS TIME THAN IT TAKES YOU TO SERVE A LOWER FLOOR. I WISH YOUR BOSS WOULD "DISCOVER" WESTINGHOUSE SELECTOMATIC CONTROL."
BL 433
Westinghouse Elevators
551 WEST MERRILL STREET INDIANAPOLIS, IND.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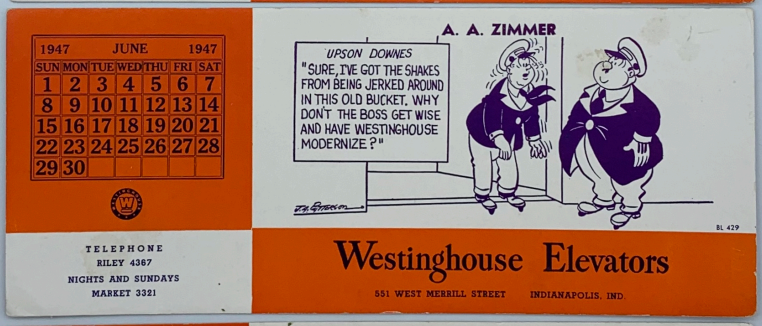
RILEY 4367
NIGHTS AND SUNDAYS
MARKET 3321
A. A. ZIMMER
UPSON DOWNES
"SURE I FOUND OUT WHAT GOES WITH A "BROKEN ARM" DOOR CLOSER, BUT I STILL HAVE A LOT TO BE THANKFUL FOR THIS YEAR. THE CHIEF ORDERED WESTINGHOUSE ELECTRIC DOOR OPERATORS!"
BL 434
Westinghouse Elevators
551 WEST MERRILL STREET INDIANAPOLIS, IND.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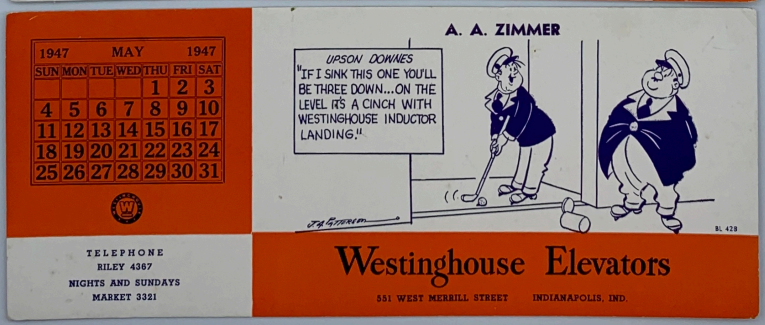
TELEPHONE
RILEY 4367
NIGHTS AND SUNDAYS
MARKET 3321
A. A. ZIMMER
UPSON DOWNES
"SURE, I'VE GOT THE SHAKES FROM BEING JERKED AROUND IN THIS OLD BUCKET. WHY DON'T THE BOSS GET WISE AND HAVE WESTINGHOUSE MODERNIZE?"
BL 429
Westinghouse Elevators
551 WEST MERRILL STREET INDIANAPOLIS, IND.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18 19 20 21 22 23 24
25 26 27 28 29 30 31
TELEPHONE
RILEY 4367
NIGHTS AND SUNDAYS
MARKET 3321
A. A. ZIMMER
UPSON DOWNES
"IF I SINK THIS ONE YOU'LL BE THREE DOWN...ON THE LEVEL IT'S A CINCH WITH WESTINGHOUSE INDUCTOR LANDING."
BL 428
Westinghouse Elevators
551 WEST MERRILL STREET INDIANAPOLIS, IND.

822

Anheuser-Busch, Inc.

EXECUTIVE OFFICES
ST. LOUIS 18, MO., U.S.A.

REPLY TO:
LOS ANGELES BREWERY
P. O. BOX 2113
LOS ANGELES 54, CALIF.

PLANT ADDRESS:
15800 ROSCOE BLVD.
LOS ANGELES, CALIF.

August 31, 1954

Mr. J. K. Schmidt
1829 Alvason Road
East Cleveland 12, Ohio

Dear Mr. Schmidt:

Enclosed are two copies each of the various labels which are used at our Los Angeles Brewery. I know these labels will add interest to your fine collection.

When you are visiting in California again be sure to visit our new Brewery. Tours are conducted three times a day during the week and I know that you will enjoy viewing our new, modern Brewery.

Yours very truly,

ANHEUSER-BUSCH, INC.

K. B. Goetsch
Brewmaster

KBG:fls
encls.

L BEER AND BEVERAGES SOLD ON ORDER-TO-ORDER BASIS. NO CONTRACTS, AGENCIES OR FRANCHISES AWARDED

Anheuser-Busch, Inc.

EXECUTIVE OFFICES
ST. LOUIS 18, MO., U. S. A.

August 9, 1961

Mr. F. R. Zastrow
Zastrow The Beer Man
820 So. Eighth Avenue
Wausau, Wisconsin

Dear Mr. Zastrow:

In reply to your recent letter, we are enclosing labels of our Budweiser and Busch Bavarian beers.

We appreciate the interest in Anheuser-Busch which prompted you to write us.

Very truly yours,

John A. Kimes
Advertising Department

Enclosure

ALL BEER AND BEVERAGES SOLD ON ORDER-TO-ORDER BASIS. NO CONTRACTS, AGENCIES OR FRANCHISES AWARDED

Anheuser-Busch, Inc.

EXECUTIVE OFFICES
ST. LOUIS 18, MO., U.S.A.

REPLY TO:
LOS ANGELES BREWERY
P. O. BOX 2113
LOS ANGELES 54, CALIF.

PLANT ADDRESS:
15800 ROSCOE BLVD.
LOS ANGELES, CALIF.

July 26, 1957

Mr. J. K. Schmidt
1829 Alvason Road
East Cleveland 12, Ohio

Dear Sir:

We have received your recent communication in which you advised that you have a beer label collection and would like a few specimens of the labels used by our Los Angeles Brewery.

Accordingly, we are enclosing herewith several specimens, which you may use for that purpose.

We wish to take this opportunity to thank you for your interest in our company.

Very truly yours,

ANHEUSER-BUSCH, INC.

W. M. Kay dhm

William M. Kay
Business Manager

wmk/dhm.
Enclosures.

ALL BEER AND BEVERAGES SOLD ON ORDER-TO-ORDER BASIS. NO CONTRACTS, AGENCIES OR FRANCHISES AWARDED

904

UNITED STATES PATENT OFFICE.

February 27, 1900.

FELIX HOFFMANN, OF ELBERFELD, GERMANY, ASSIGNOR TO THE FARBENFABRIKEN OF ELBERFELD COMPANY, OF NEW YORK.

Patent No. 644,077

ACETYL SALICYLIC ACID.

Application filed August 1, 1898. Serial No. 687,385

To all whom it may concern:

Be it known that I, FELIX HOFFMANN, doctor of philosophy, chemist, (assignor to the FARBENFABRIKEN OF ELBERFELD COMPANY, of New York,) residing at Elberfeld, Germany, have invented a new and useful Improvement in the Manufacture or Production of Acetyl Salicylic Acid; and I hereby declare the following to be a clear and exact description of my invention.

In the *Annalen der Chemie und Pharmacie*, Vol. 150, pages 11 and 12, Kraut has described that he obtained by the action of acetyl chlorid on salicylic acid a body which he thought to be acetyl salicylic acid. I have now found that on heating salicylic acid with acetic anhydride a body is obtained the properties of which are perfectly different from those of the body described by Kraut. According to my researches the body obtained by means of my new process is undoubtedly the real acetyl salicylic acid

Therefore the compound described by Kraut cannot be the real acetyl salicylic acid, but is another compound. In the following I point out specifically the principal differences between my new compound and the body described by Kraut.

If the Kraut product is boiled even for a long while with water, (according to Kraut's statement,) acetic acid is not produced, while my new body when boiled with water is readily split up, acetic and salicylic acid being produced. The watery solution of the Kraut body shows the same behavior on the addition of a small quantity of ferric chlorid as a watery solution of salicylic acid when mixed with a small quantity of ferric chlorid—that is to say, it assumes a violet color. On the contrary, a watery solution of my new body when mixed with ferric chlorid does not assume a violet color. If a melted test portion of the Kraut body is allowed to cool, it begins to solidify (according to Kraut's statement) at from 118° to 118.5° centigrade, while a melted test portion of my product solidifies at about 70° centigrade. The melting-points of the two compounds cannot be compared, because Kraut does not give the melting-point of his compound. It follows from these details that the two compounds are absolutely different.

In producing my new compound I can proceed as follows, (without limiting myself to the particulars given:) A mixture prepared from fifty parts of salicylic acid and seventy-five parts of acetic anhydride is heated for about two hours at about 150° centigrade in a vessel provided with a reflux condenser. Thus a clear liquid is obtained, from which on cooling a crystalline mass is separated, which is the acetyl salicylic acid. It is freed from the acetic anhydride by pressing and then recrystallized from dry chloroform. The acid is thus obtained in the shape of glittering white needles melting at about 135° centigrade, which are easily soluble in benzene, alcohol, glacial acetic acid, and chloroform, but difficultly soluble in cold water. It has the formula

and exhibits therapeutical properties.

Having now described my invention and in what manner the same is to be performed, what I claim as new, and desire to secure by Letters Patent, is—

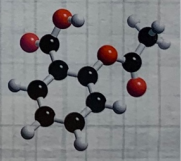
As a new article of manufacture the acetyl salicylic acid having the formula:

being when crystallized from dry chloroform in the shape of white glittering needles, easily soluble in benzene, alcohol and glacial acetic acid, difficultly soluble in cold water, being split by hot water into acetic acid and salicylic acid, melting at about 135° centigrade, substantially as hereinbefore described.

In testimony whereof I have signed my name in the presence of two subscribing witnesses.

FELIX HOFFMANN.

Witnesses:
R. E. JAHN,
OTTO KÖNIG.



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PATENT ARTWORK™
Patent info courtesy www.uspto.gov

PARKWAY
RECORDS
Jay & Cee
Armo B.M.I.
Time: 2
THE TWIST
CHUBBY CHECKER
811A

906

ELI LILLY AND COMPANY
Indianapolis, Indiana 46206
Return Requested
"THIRD CLASS MAIL"
ELI LILLY AND COMPANY
Indianapolis, Indiana 46206
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"THIRD CLASS MAIL"
from the
Irish Journal of Medical Science*
Investigators at the Meath Hospital and Trinity College of Dublin treated 26 sulfonylurea-resistant diabetics and 29 Insulin-dependent diabetics with a combination of Dymelor® (acetohexamide, Lilly) and either phenformin or metformin.
The effectiveness of the combination was attributed to a difference in the mode of action of the two drugs. Dymelor stimulated secretion of a supplementary amount of insulin, whereas the diguanide promoted better utilization of insulin.
*Combined Trial of Acetohexamide and Two Diguanide Preparations, Irish J. M. Sc., No. 457 (6th Series):3 (January), 1964.
Full prescribing information for Dymelor may be found in the enclosed professional literature.
Lilly
The House for Diabetic Therapy
ML-1159-AMD

907

908

Dear Doctor:
Welcome to the Lilly exhibit. Enclosed you will find an identifying emblem for your car bumper or windshield. It is printed on pressure-sensitive "SCOTCHLITE," a waterproof material which will adhere to any clean, dry surface. Simply separate the scored paper backing, remove it carefully, place the emblem in position, and rub it down well.
ELI LILLY AND COMPANY
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WITH THIS PACKA
Fritos
REG. U. S. PAT. OFF.
corn chips
Frito KID
FRITO KID WESTERN
COLORING BOOK

910

help end
dry flaky lips!
Use any lipstick...
but first use
Lip Smooth®
13 fl. oz. in self-applicator bottle
by Neutrogena®
Use any lipstick but
FIRST use Lip Smooth.
Apply directly from bottle.
Dist. by Neutrogena Corp.
Los Angeles, CA 90045

911

912

913

1-10-5M FORM 19.

TELEPHONES: 7590-7595 CORTLANDT
1074 BERGEN.

FACTORY
PACIFIC AVE., JERSEY CITY, N.J.
NEAR PACIFIC AVE. STATION
C.R.R. OF N.J.

1755.

A. B. SEE
ELECTRIC ELEVATOR COMPANY.

220 BROADWAY.

OFFICES.
NEW YORK
PHILADELPHIA
BALTIMORE
BOSTON
WASHINGTON
HARTFORD
MONTREAL
TORONTO
CLEVELAND

Sold to Estate of Mary A. Chisholm,

84 William St., New York.

New York, May 1st, 1919.

TERMS - NET CASH

NO D 475
2833

ORDER NO

Shortening drum counterweight cables on two elevators, and setting automatic stop on #1 and #2 elevators at 56 W. 22nd St., New York.			
9 hours	@ 1.25	11 25	
Expense		20	
			11 45

MAY 6 1919
A. B. SEE
ELECTRIC ELEVATOR CO.

ok
Ley

1767.

New York, MAY 20 1919 191

Received from ESTATE OF MARY A. CHISOLM

Fourteen and 00/100 Dollars

For wages as Elevator Operator at 56 & West 22 St.
For one week ending May 19" 1919.

$14 00/100

Frank J. Donaghue

915

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GOLD MEDAL
UNIVERSAL EXPOSITION ST LOUIS VERITAS VINCIT AMERICA
MCMIV
®
SCHOOL CRAYONS
EIGHT COLORS
BINNEY & SMITH CO.
NEW YORK
MADE IN U.S.A.

1001

VANILLA
ICE CREAM
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Dreyer's
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GRAND SINCE 1928
MANUFACTURED BY
DREYER'S GRAND ICE CREAM INC.
5929 COLLEGE AVE OAKLAND, CALIF., 94618. PHONE 655-818

1002

Edgemar
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MILK
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Since 1880

1003

PHYSICIAN'S BULLETIN

September · October
1938

Lilly Products aid physicians who fight in the front lines against such disasters as great forest fires.

PUBLISHED FOR THE MEDICAL PROFESSION BY ELI LILLY AND COMPANY

EXTRA STRENGTH
TYLENOL®
Strong Pain Relief
Contains No Aspirin
Gelcaps
acetaminophen
GELCAPS-500 MG EACH
Gelatin
Coated

1005

1006

1008

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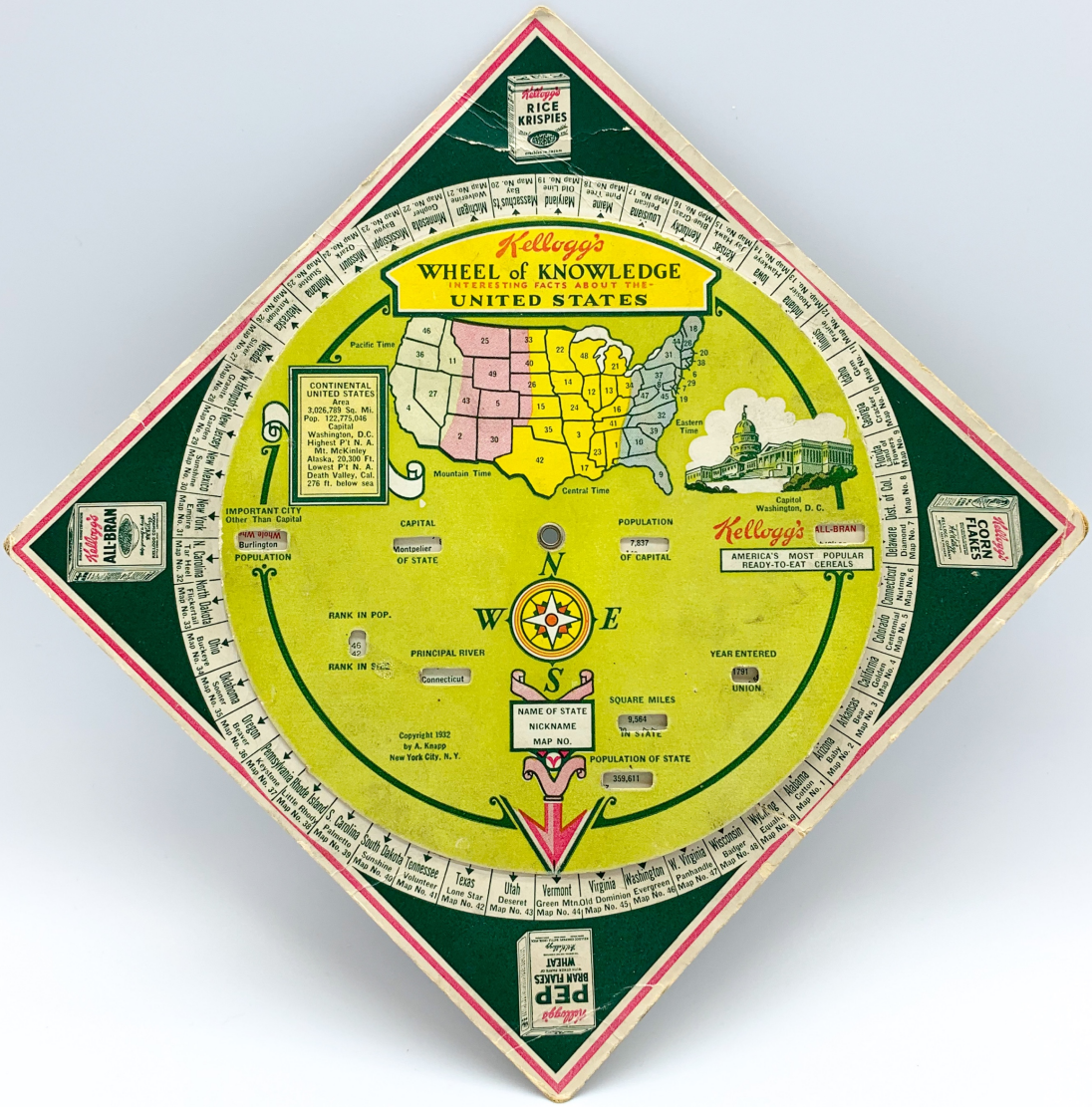
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WHEEL of KNOWLEDGE
INTERESTING FACTS ABOUT THE
UNITED STATES
RICE KRISPIES
ALL-BRAN
CORN FLAKES
PEP
BRAN FLAKES
WHEAT
Pacific Time
Mountain Time
Central Time
Eastern Time
CONTINENTAL UNITED STATES
Area 3,026,789 Sq. Mi.
Pop. 122,775,046
Capital Washington, D.C.
Highest Pt N. A. Mt. McKinley Alaska, 20,300 Ft.
Lowest Pt N. A. Death Valley, Cal. 276 ft. below sea.
Capitol Washington, D. C.
IMPORTANT CITY Other Than Capital
POPULATION
Burlington
CAPITAL
Montpelier
OF STATE
POPULATION
7,837
OF CAPITAL
Kellogg's ALL-BRAN
AMERICA'S MOST POPULAR READY-TO-EAT CEREALS
N
W
E
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RANK IN POP.
46
42
RANK IN
PRINCIPAL RIVER
Connecticut
YEAR ENTERED
1791
UNION
NAME OF STATE
NICKNAME
MAP NO.
SQUARE MILES
9,564
IN STATE
POPULATION OF STATE
359,611
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Arizona Map No. 2
Arkansas Bauxite Map No. 3
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Colorado Rocky Mountain Columbine Map No. 5
Connecticut Mountain Laurel Map No. 6
Delaware Blue Hen Chicken Map No. 7
Dist. of Col. Map No. 8
Florida Flamingo Map No. 9
Georgia Cherokee Rose Map No. 10
Idaho Map No. 11
Illinois Map No. 12
Indiana Map No. 13
Iowa Map No. 14
Kansas Sunflower Map No. 15
Kentucky Blue Grass Map No. 16
Louisiana Pelican Map No. 17
Maine Pine Tree Map No. 18
Maryland Oriole Map No. 19
Massachusetts Bay Map No. 20
Michigan Wolverine Map No. 21
Minnesota Cypripedium Map No. 22
Mississippi Magnolia Map No. 23
Missouri Map No. 24
Montana Bitter Root Map No. 25
Nebraska Goldenrod Map No. 26
Nevada Sagebrush Map No. 27
New Hampshire Purple Lilac Map No. 28
New Jersey Violet Map No. 29
New Mexico Yucca Map No. 30
New York Rose Map No. 31
N. Carolina Yellow Jessamine Map No. 32
North Dakota Wild Prairie Rose Map No. 33
Ohio Buckeye Map No. 34
Oklahoma Mistletoe Map No. 35
Oregon Oregon Grape Map No. 36
Pennsylvania Mountain Laurel Map No. 37
Rhode Island Violet Map No. 38
S. Carolina Palmetto Map No. 39
South Dakota Sunshine Map No. 40
Tennessee Volunteer Map No. 41
Texas Lone Star Map No. 42
Utah Deseret Map No. 43
Vermont Green Mtn. Map No. 44
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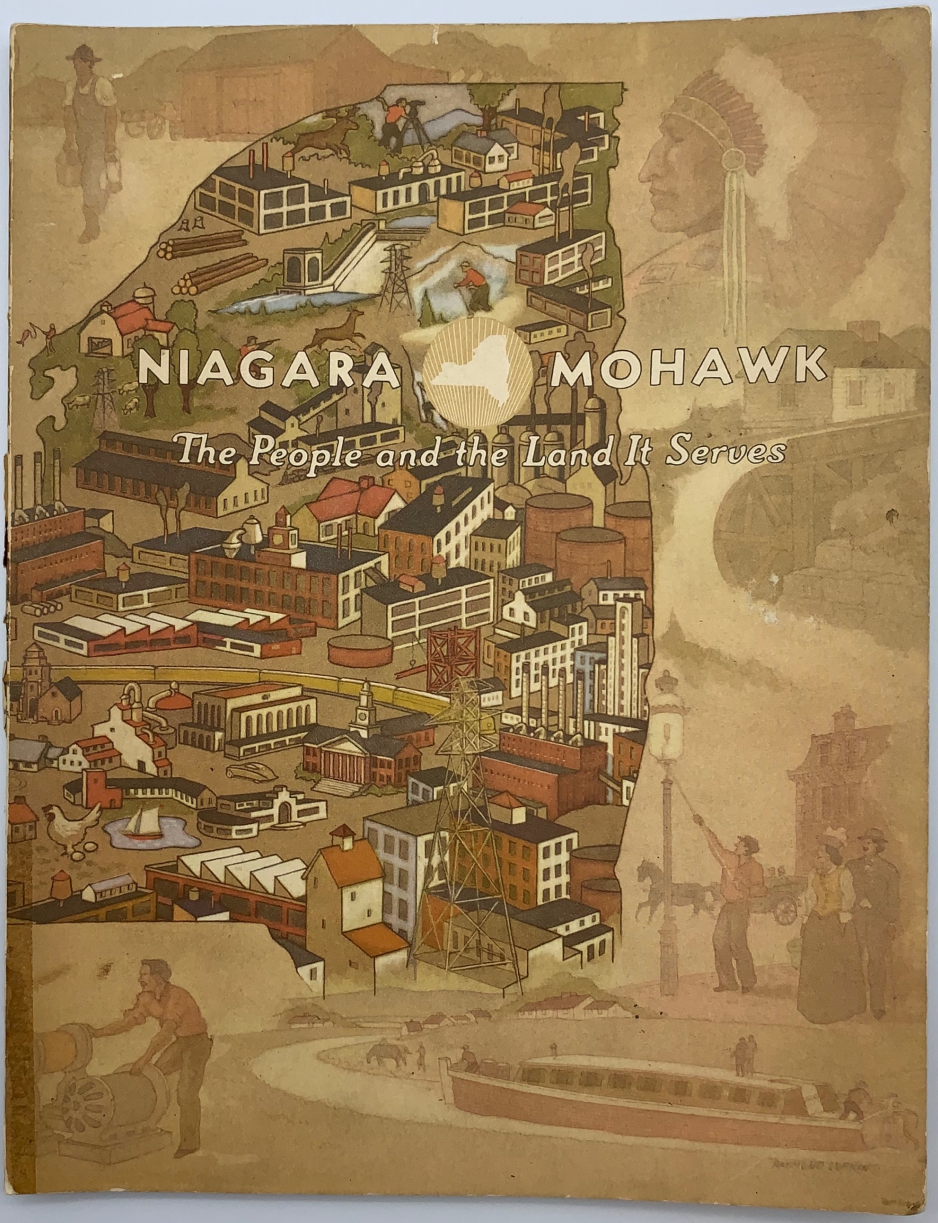
Washington Evergreen Map No. 46
W. Virginia Panhandle Map No. 47
Wisconsin Badger Map No. 48
Wyoming Cowboy Map No. 49

1010



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KT™
KETOPROFEN TABLETS 12.5 mg
Pain Reliever/Fever Reducer
COATED TABLETS
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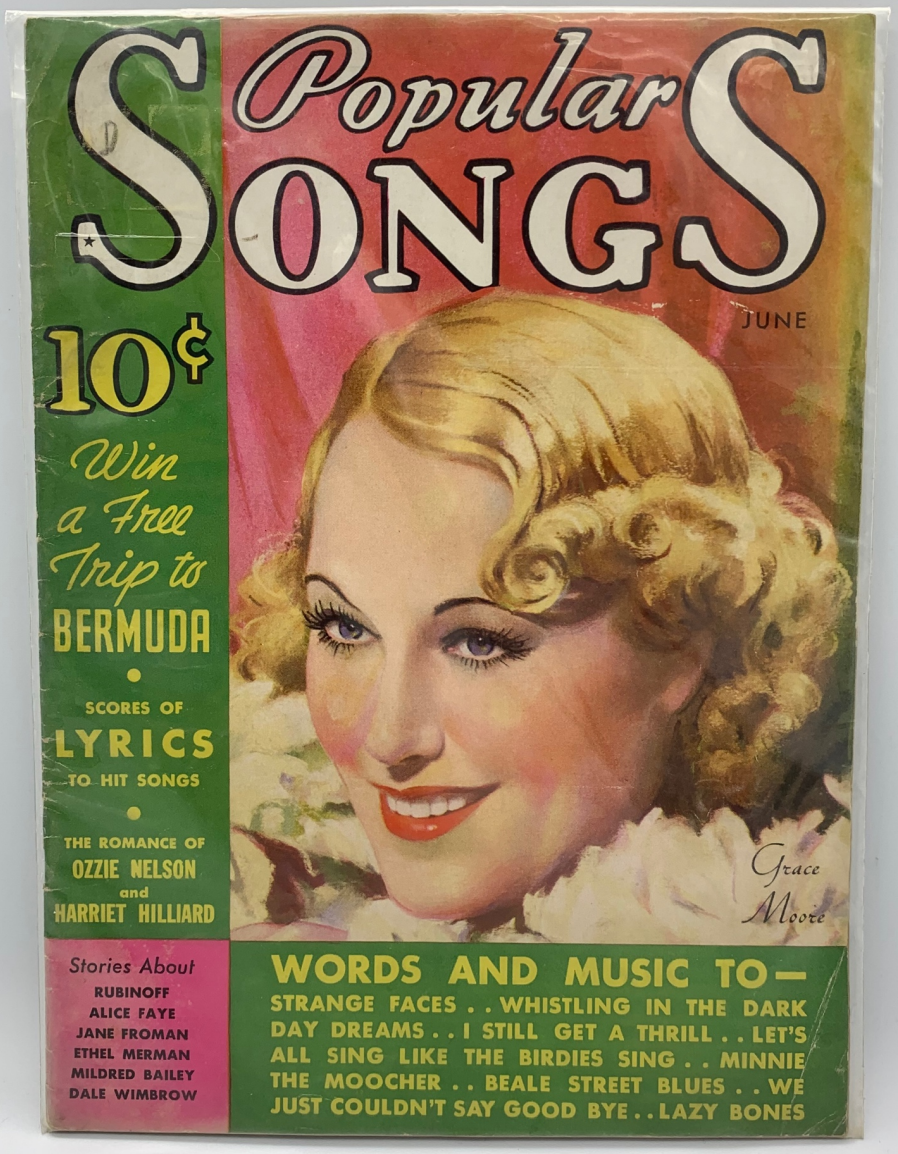
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WORDS AND MUSIC TO—
STRANGE FACES . . WHISTLING IN THE DARK
DAY DREAMS . . I STILL GET A THRILL . . LET'S ALL SING LIKE THE BIRDIES SING . . MINNIE THE MOOCHER . . BEALE STREET BLUES . . WE JUST COULDN'T SAY GOOD BYE . . LAZY BONES

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