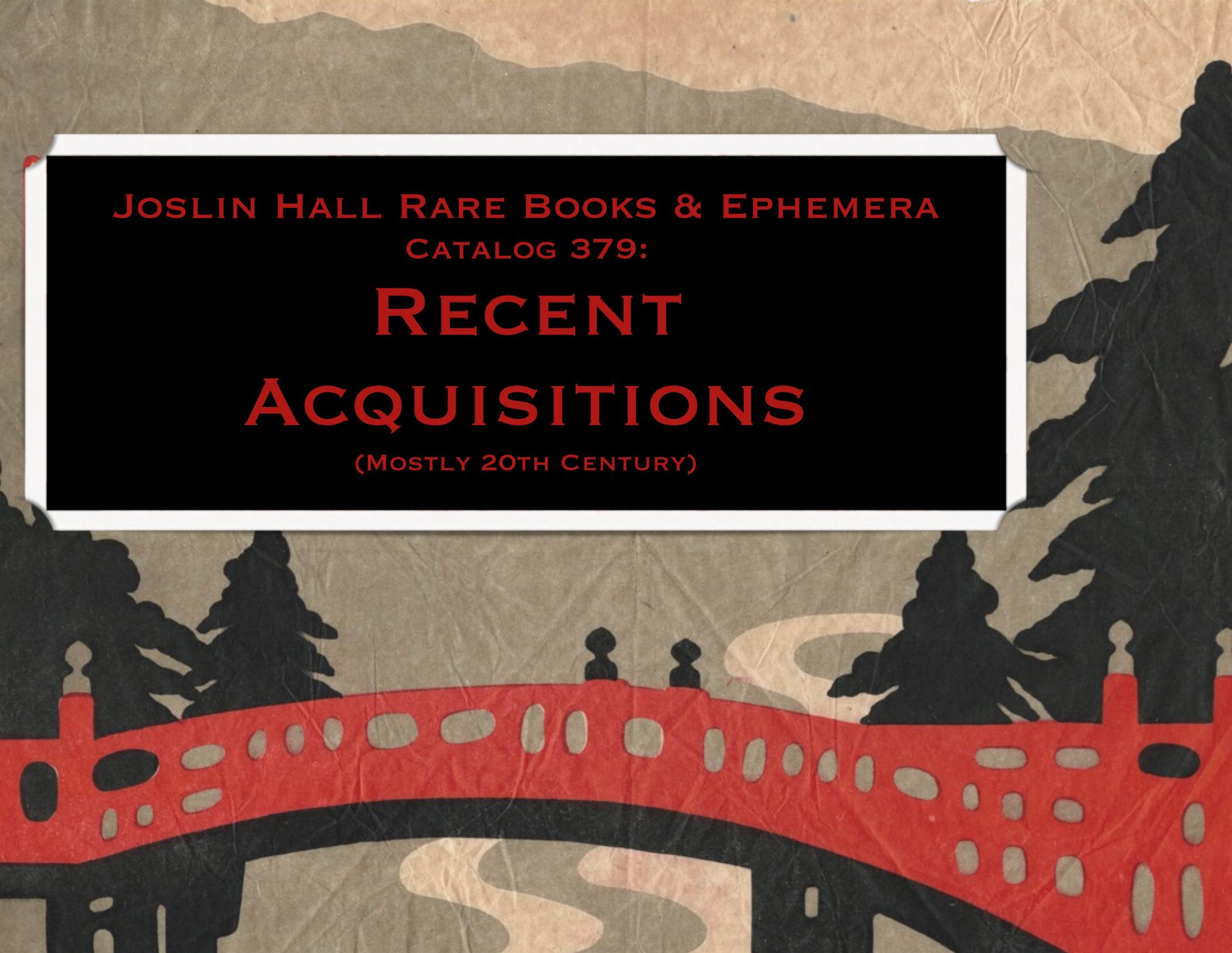


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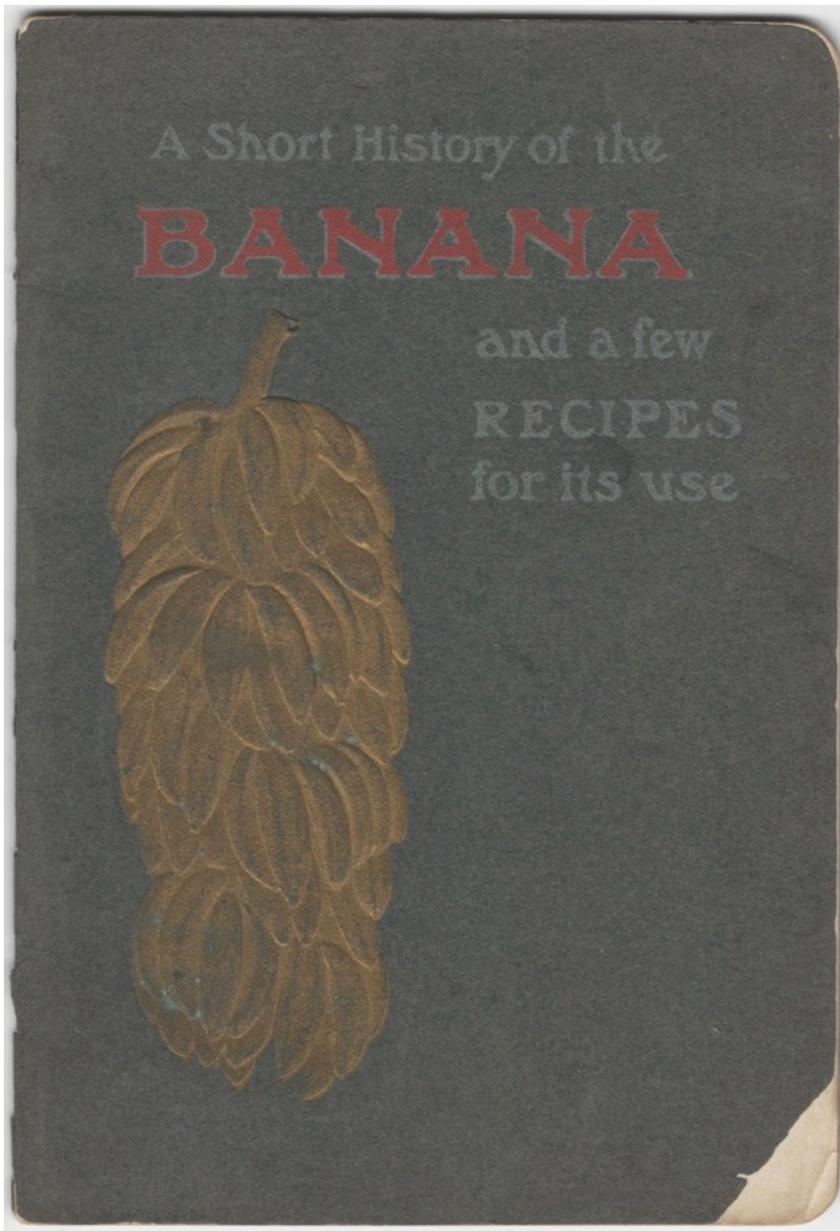
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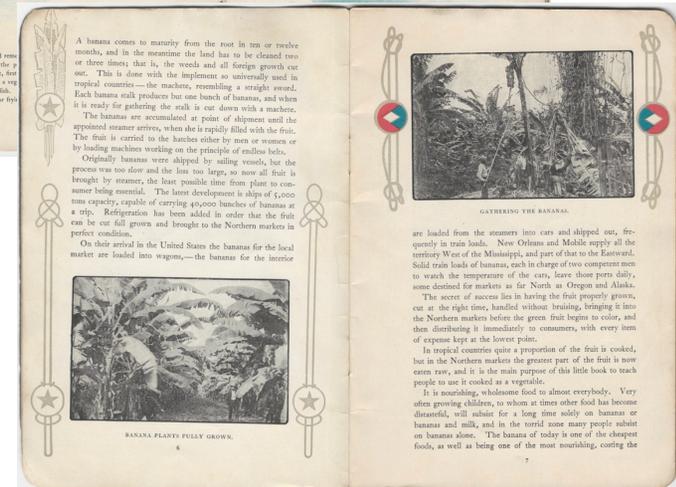
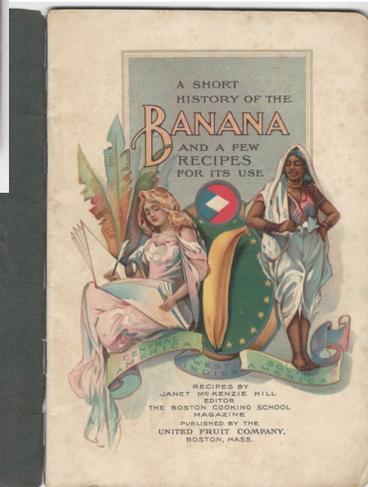
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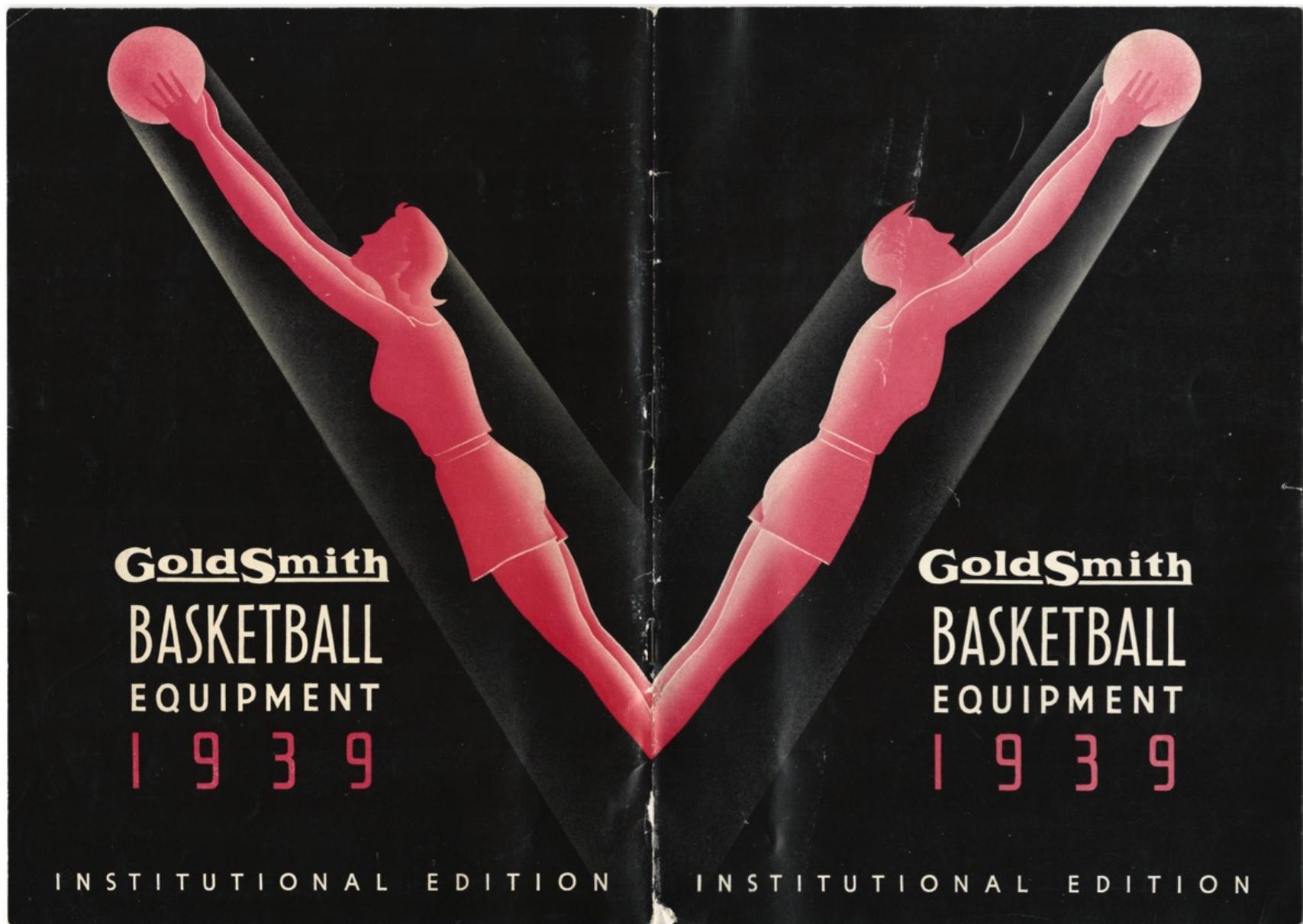
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1. [Banana] **A Short History of the Banana and a Few Recipes for Its Use.** Published in Boston by the United Fruit Company. No date, but about 1904. An early promotional booklet by United Fruit encouraging Americans to eat more more more Bananas! Starts with a history of the development of banana farming and importing which ends by concluding that the only economically feasible way to bring consistently high-quality, affordable bananas to America was to monopolize, um, was to make everybody involved, from grower on up, their “partners”. This informative section is followed by an essay on the banana as food, and a selection of recipes, suitably illustrated in color. The last pages show a map of all the routes United Fruit steamships travel and promote their mail & passenger services. Entertaining in a Colonialist sort of way. Softcover. 5”x7”, 31 pages, color and black & white illustrations. Minor soil, lower front cover corner chipped, o/w minor wear. [43434] \$85





2. [Basketball] **GoldSmith Basketball Equipment 1939 Catalog - Institutional Edition.** Issued by P. Goldsmith Sons Inc., of Cincinnati, Ohio, in 1939. A comprehensive catalog of balls, baskets, emblems, shoes, uniforms and warm-up suits, megaphones and other game-related accessories, knee-pads, and more- everything you'd need for a basketball game. The clothing section includes several pages of color for both men's and women's uniforms. Softcover. 7"x10", 36 pages, black & white and color illustrations. Minor wear, chip at spine base, light soil. Stamped with the rubber stamp of the Recreation Equipment Company of Springfield, Ohio on the endsheet and index page. Some prices updated in pen. [43507] \$175

The Bronco Boot Co.



317 MILLS ST.

El Paso, Texas

HAND MADE Cowboy Boots

Manufacturers of
High Quality
Cowboy Boots
and Shoes



Style 101—Here is another outstanding original creation. This boot is made with 11-inch black kid leather double scalloped top, red calf leather vamps with black calf wing tips and counter pockets. Note how prominently the white inlays stand out on the tops as well as on the wing tips and counter pockets.

Style 101 — \$42.50

1950

3. [Boots] 1950 Bronco Boot Company Folding Color Trade Broadside/ Catalog. Issued in El Paso, Texas, in 1950. An attractive folding broadside illustrating 23 styles of handmade Bronco Cowboy Boots, with an additional sketch showing why these boots are so gosh-darned better than any other cowboy boot you can buy. Softcover. 4-panel folder, 7.5"x9" (folded), 15"x18" (unfolded). Minor soil, light wear, folded once more than it should have been. [43495] \$65

Bronco Boots, a Texas Pride, Are Made of Quality Materials by Master Craftsmen For Your Comfort and Satisfaction

STYLE 88—This boot which has been especially designed to meet the popular demand of ranch hands and cowboys is made with 11-inch kid tops with beautiful white overlaid calf. Tops and vamps are finished with five rows of pure silk in contrasting colors. It is especially built for a 1 1/4" foot and with a very dainty narrow square toe.

Style 88 — \$44.00
\$47.00

STYLE 85—A beautiful and graceful boot made with 11-inch tan kid top attached with five rows of pure silk in contrasting colors. Vamps are tan calf leather with solid baby green leaves. Note the flat 1/4" open heel which is becoming very popular among cowboys.

Style 85 — \$41.00

STYLE 97—This beautiful and colorful boot with 11-inch red kid tops is very popular. The white wing, overlaid vamp is trimmed with red and blue. Vamps are of red calf leather with blue wing tips and counter pockets lined with white leather.

Style 97 — \$42.50

STYLE 73—For those who like a dressy boot with attractive inlays we have this special number which is made with 11-inch brown kid tops lined with white kid leather. Vamps are of tan calf leather lined with brown calf wing tips and counter pockets. Note the beautiful inlay sole.

Style 73 — \$42.00

Bronco Boots Are Made To Your Measure & Specifications

1. Kind of leather
2. Combination of colors
3. Style and height of boot tops
4. Style of toes
5. Style and height of heels
6. Plain or fancy wing tips

STYLE 108—This attractive and conservative boot is the choice of all cowboys. The kid leather tops are attached with four rows of contrasting silk and it has leather saddle pull straps. Vamps are of brown calf leather with a very dainty 1/4" foot square toe. Heels are 1 1/4" high with rubber caps which makes it an ideal walking boot.

Style 108 — \$38.00

STYLE 500—This dressy boot is all in a class by itself and is becoming very popular among ranch hands and cowboys on account of its fine round top. Tops are lined with a white butterfly and (optional) white kid overlaid color. The calf leather vamps are finished with wing tips and counter pockets.

Style 500 \$29.50

STYLE 425—This beautiful boot is an outstanding creation especially designed for those with good taste. Besides the beautiful white butterfly the tops are attached with four rows of colored silk. Vamps are of calf leather fully lined with glove horse hide.

Style 425 — \$36.00

STYLE 166—This dressy number which is an ideal style for western boots is made with red kid tops with an Indian head inlay in white leather with yellow and blue. The vamps are of blue calf leather lined with red calf wing tips and counter pockets.

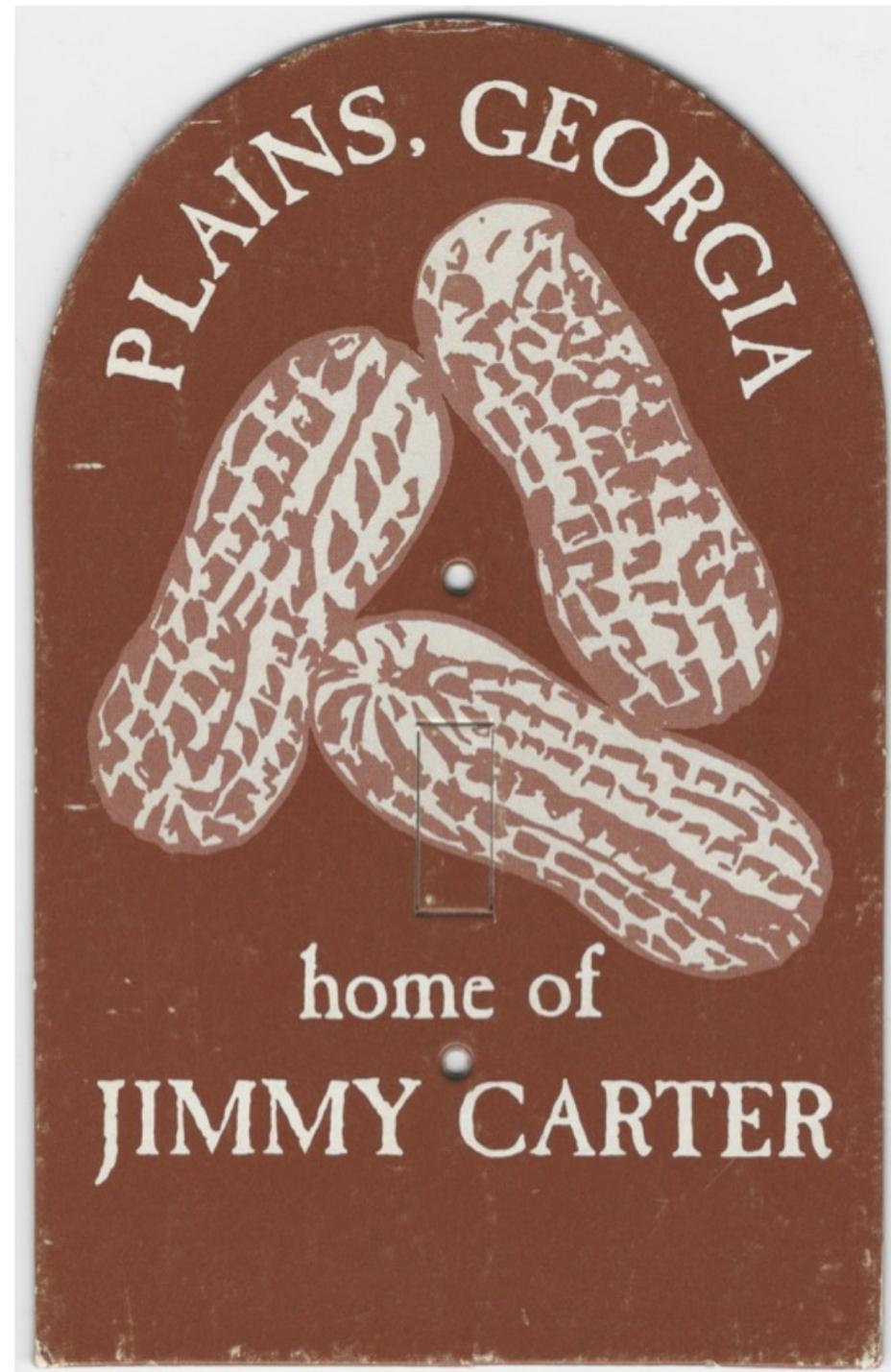
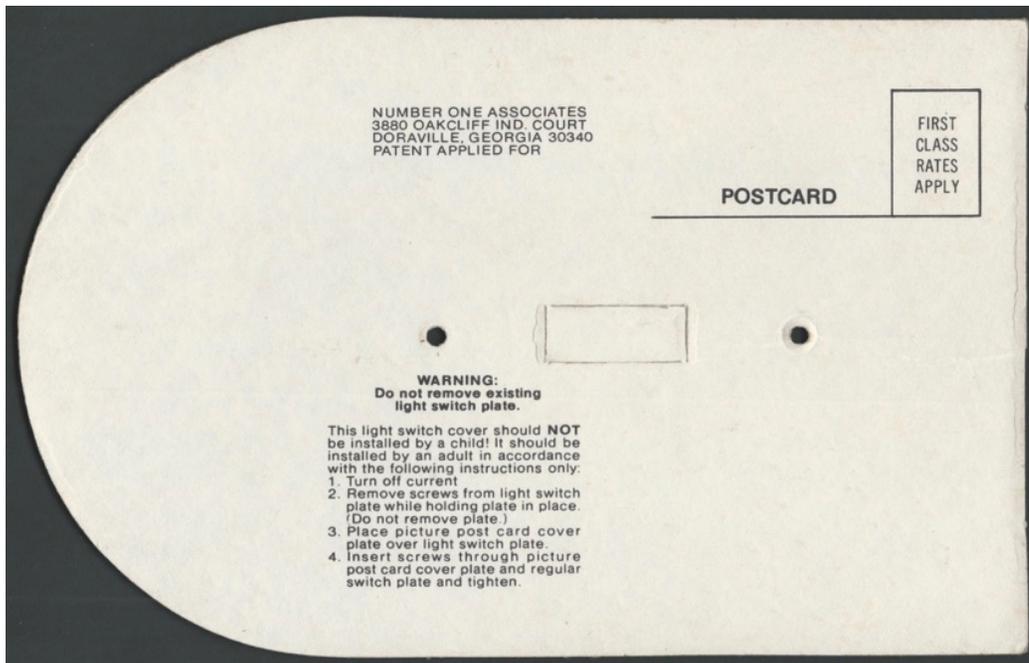
Style 166 — \$41.00

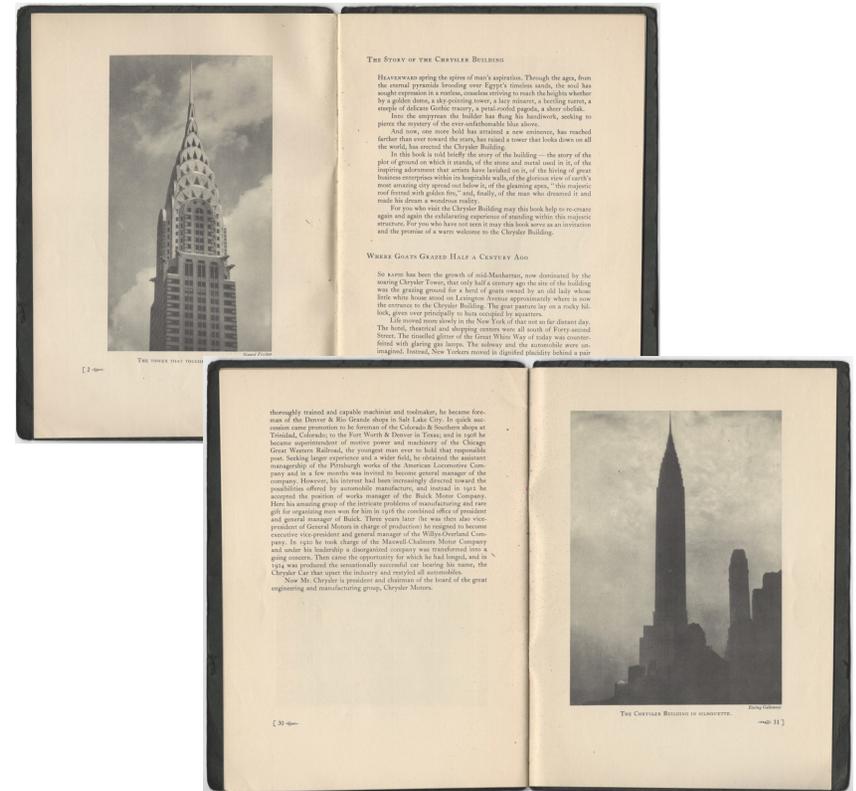
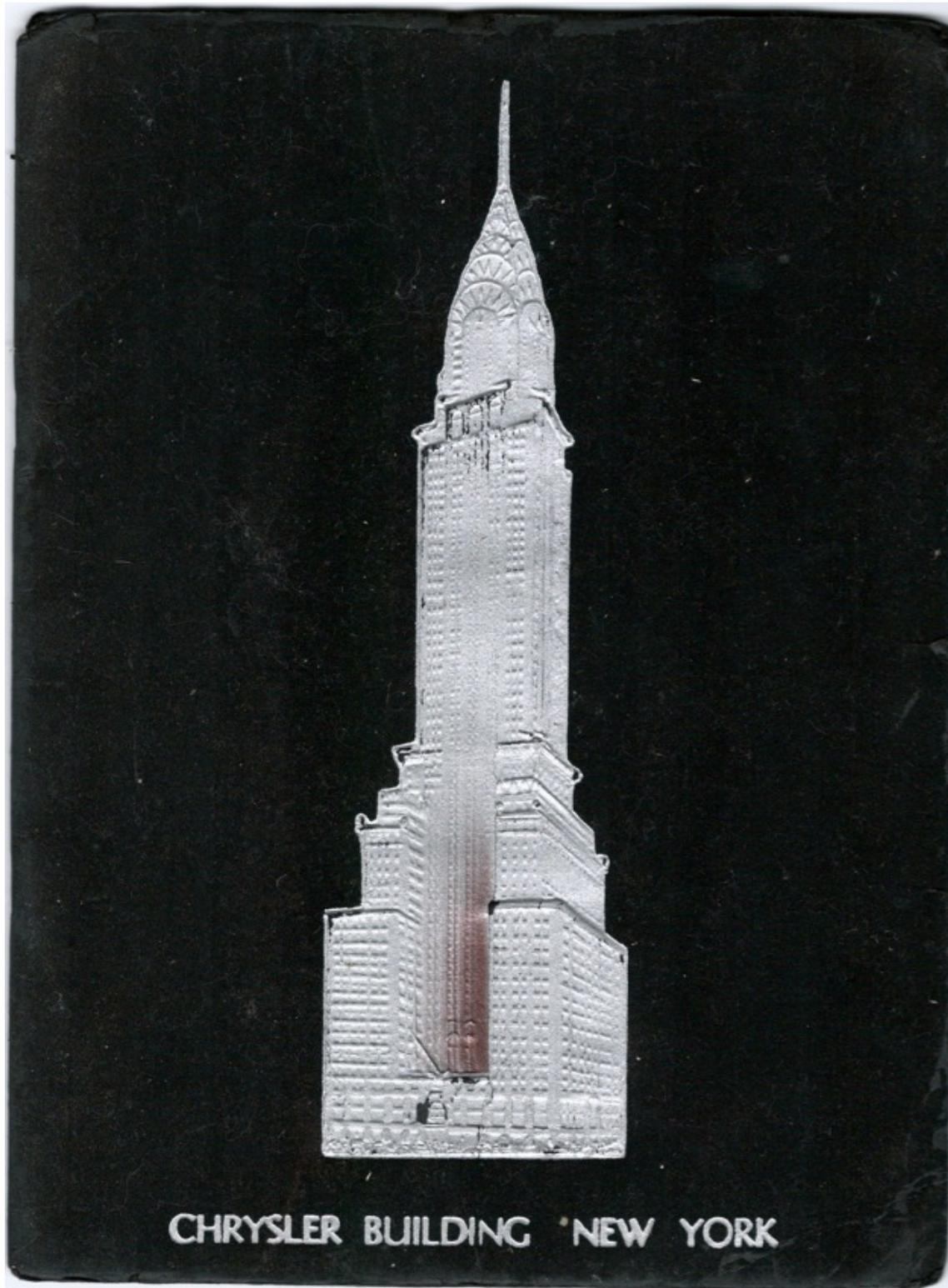
STYLE 252—This style is beautifully finished with four rows of silk in a very nice combination of colors. The tan calf vamps besides being lined with the beautiful brown calf wing tips and counter pockets are also finished with four rows of silk in contrasting colors.

Style 252 — \$39.50



4. [Carter] 1970s Plains Georgia / Jimmy Carter Peanut Postcard - Light Switch Plate.
Is it a postcard? Is it a light switch plate? Yes! It's a souvenir Plains Georgia-Jimmy Carter Peanut Postcard-Light Switch Plate. Say that 3 times fast.
Card. 4.25"x6.5". Minor rubbing and light wear.
[43436] \$25





5. [Chrysler Building] **The Chrysler Building.** Published in 1930 by the Chrysler Tower Corporation. An elegant celebration of the Chrysler Building, Art Deco masterpiece, shortly after its opening, when it was the tallest building in the world. The text and photographs explore the lobby, facade, spire, views, and other distinctive details and explain its construction. The booklet is nicely presented with semi-limp black felt covers with an embossed silver Chrysler Building stamped on them. Striking. Softcover. 7.5"x10", 32 pages, black & white illustrations. Covers with some wear at the corners, silver rubbed off in a few small spots. [43502] \$125



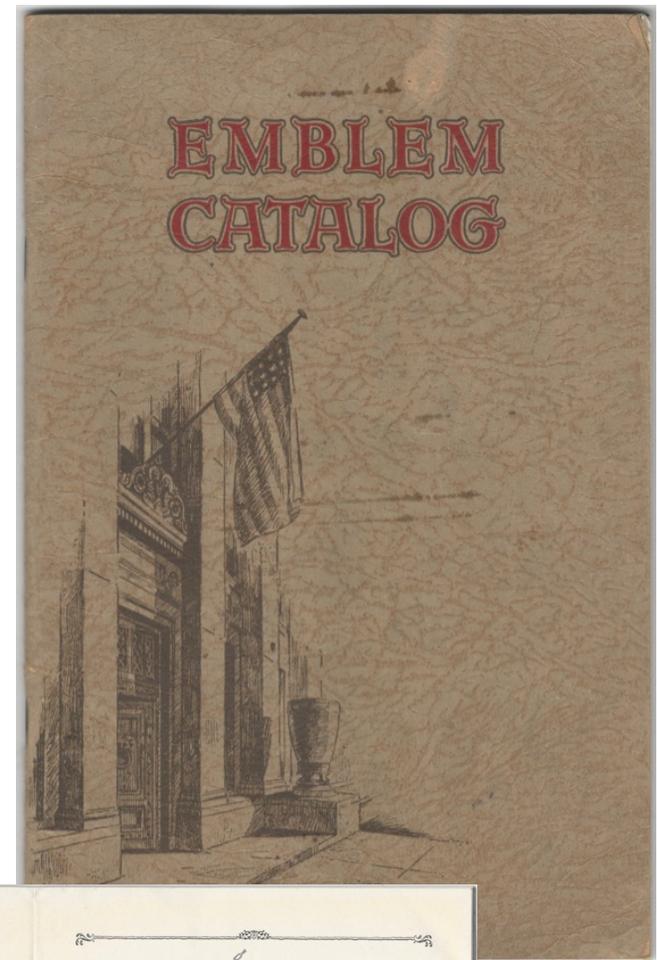
6. [Coffee] **1889 Chase & Sanborn Coffee & Tea Promotional Booklet.** An attractive booklet issued in 1889 (“3rd edition”) by Chase & Sanborn of Boston, promoting their imported coffee and tea. There are 25 black & white plates from photographs showing the growing, harvesting, processing and shipping of both coffee beans and tea leaves, with a little information about all that and a lot of information about the Chase & Sanborn quality seal and how much they stand behind it and how completely foolish you would be to purchase any tea or coffee container that does not carry it. This booklet was aimed at the grocery trade, and there is a “To the Grocer” letter on the final page saying much the same thing again. The illustrations provide a vivid and compelling glimpse of the late 19th century coffee and tea trade. Softcover. 6”x4.25”, 1 page plus 25 black & white plates with facing text. Minor soil, light wear. [43435] \$125

7. [Drapery] **1930s Orinoka Mills Draperies and Color Harmony Booklet.** A rather wonderful booklet illustrating a selection of styled rooms with draperies and upholstery by Orinoka, described in appropriate 1930s flourish-text with just enough side-references to the various time periods and cultures concerned to seem a little (but not too) scholarly. Each room is illustrated and described, along with a selection of printed fabric swatches. Included are a vaguely American Colonial living room, a French formal living room, French Provincial dining room, Spanish living room, American Federal dining room, a pair of stunning Art Deco living rooms, a Georgian den, an “Early English” study, a Spanish/Italian/Palm Beach sun room, an Italian “living-dining” room, and a ‘Young Woman’s Bedroom’ which can’t seem to make up its mind what style it is. A great documentation of High Taste in 1930s middle-class decorating. The Orinoka Mills were founded in Philadelphia in the 1880s and became one of America’s leading manufacturers of draperies and upholstery fabrics. Softcover. 9”x12”, 24 pages, color illustrations. Covers with some soil and wear, pages with a bit also. [43422] \$40



8. [Emblems] 1929 American Legion Emblem, Flag and Accessory Trade Catalog.

Issued by the American Legion, Emblem Sales Division, in 1929. An attractive catalog of American Legion ceremonial badges, emblems, buttons, medals, uniform accessories, novelties, flags & banners, prize cups & trophies, watches, officer's insignia, rings, and other accouterments. Softcover. 6"x9", 64 pages, 8 pages with color illustrations, remaining pages with many black & white illustrations. Some cover wear and light soil, tips thumbed. [43494] \$45



POST CAPS

SPECIFICATIONS

Style—Overseas type.

Material—12-ounce. Uniform cloth.

Color—American Legion Blue.

Emblem—Silk embroidered in full Legion colors.

Lettering—Gold silk embroidered.

Post number only on left side and full State name only (no abbreviation) on the right. All letters and numerals 3/8 inch in size. Special lettering additional. Price quoted upon application.

Trimming—Gold silk piping. Tan sateen lining. Genuine leathersweat band.

Size—Furnished in all standard head sizes.

Delivery—Two weeks required for delivery.

PRICE

\$2.00 each, postpaid

Notes: Post Caps are specially priced at \$2.00 each and no discount or special price can be considered in quantity orders.

These distinctive and out-of-the-ordinary caps are tailored to your individual requirements from the finest of materials by highly skilled cap makers. They fit perfectly.

There is no other single piece of equipment which your Post could adopt that would be so effective as Post caps. They are virtually a complete uniform in themselves. Your Post can make a dignified and creditable showing on Memorial day and all other holidays with these specially designed caps. The exceptionally low price places them within the reach of all.

REMITTANCE MUST ACCOMPANY ORDER. NO C. O. D. SHIPMENTS

Page Thirty-two

POST COLORS



ALL U. S. PARADE FLAGS, SIZE 4 1/2 x 5 1/2 FEET

NOTE: Lettering instructions should be printed or typed to avoid errors in spelling.

Your community rightfully looks to your Post to take the lead in patriotic observances and parades. Without Post Colors or a U. S. Parade Flag your Post cannot be represented properly.

Your Post needs official colors. Insist on their purchase at your next meeting.

SPECIFICATIONS

All silk flags and banners are made of U. S. Government quality flag silk. All woolen banners are made of U. S. Government quality woolen bearing.

The Post banner is made of double thickness material with emblem and lettering reading correctly on both sides. The emblem and lettering on silk Post banners is made of pure gold leaf. The wool banner is made with a painted emblem and gold colored cut and sewed letters.

All flags and banners are trimmed on three sides with 3-inch yellow silk bullion fringe and ornamented with a pair of 6-inch yellow silk tassels with 7 feet of yellow silk cord. Each flag and banner is mounted on a 9-foot polished brass pole, pointed with a double brass screw joint. The rig is solid brass with a 6-inch spread.

The equipment furnished with each flag and banner consists of a heavy genuine leather carrying belt and an aluminum rain cover interlined with heavy canvas.

REMITTANCE MUST ACCOMPANY ORDER. NO C. O. D. SHIPMENTS

Page Thirty-two

LOGAN GUARD INITIATION LAMPS



FRONT VIEW

THE best insurance for the success of your Post is the use of the Initiation Ceremony as set forth in the Legion's Manual of Ceremonies. Its effect upon new members is far-reaching and lasting.

The Emblem Lamp which is required is now available in several sizes and styles. Each one consists of an opaque white glass globe, canteen shaped with glass base. Each lamp is furnished complete as illustrated with a ten-foot cord with plug and socket.

INITIATION LAMPS are lettered by a process similar to engraving. The outline of the lettering is cut into the glass and then carefully hand painted. The emblem, which is beautifully reproduced in colors, is separately applied. The standard initiation lamp is lettered on one side only. The reverse side can be supplied plain or with the Preamble to the Legion's Constitution.

PRICES

10-inch Pedoline, plain.....	\$ 7.00
10-inch Pedoline, with preamble, Not Furnished	
12-inch Pedoline, plain.....	8.00
12-inch Pedoline, with preamble.....	9.00
16-inch Pedoline, plain.....	12.00
16-inch Pedoline, with preamble.....	13.00

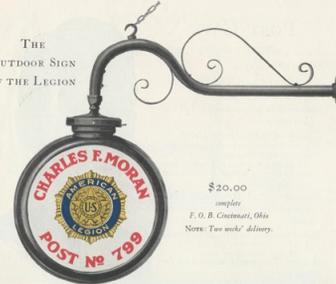
Price J. A. Mowbray, Inc.
Note: Two weeks' delivery

REMITTANCE MUST ACCOMPANY ORDER NO C. O. D. SHIPMENTS

NOTE: Lettering instructions should be printed or typed to avoid errors in spelling.

Page Thirty

THE OUTDOOR SIGN OF THE LEGION



\$20.00 complete
F. O. B. Cincinnati, Ohio
Note: Two weeks' delivery.

THE rugged, enduring outdoor sign, which has been provided for Posts having permanent homes or club rooms, is specially designed for use over door-ways or windows. It will advertise your Post to the community day and night at a very small cost, as it requires only one light bulb. Each sign is furnished complete as illustrated with a special metal fixture which is completely wired and equipped for hanging. No extras to buy.

The 17-inch interchangeable opaque glass discs are both lettered with your Post name and number, with the American Legion emblem beautifully reproduced in colors ten inches in diameter. The over-all diameter of the lamp, including the metal drum which is beautifully finished in dull black, is approximately 21 inches.

The colors are fired into the glass by a special process and are guaranteed indelible.

REMITTANCE MUST ACCOMPANY ORDER. NO C. O. D. SHIPMENTS

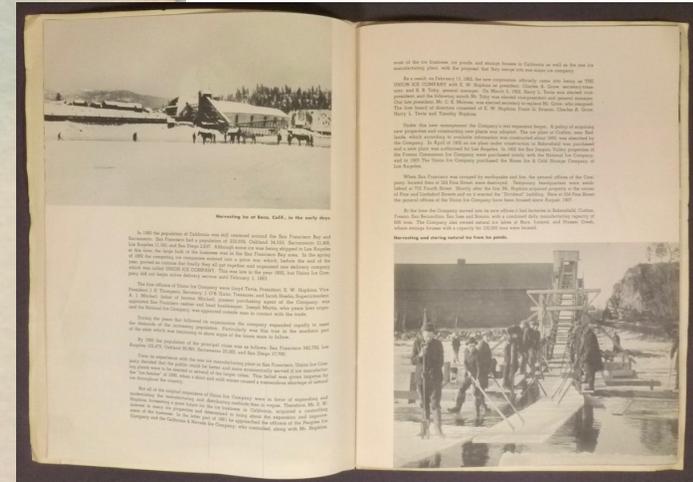
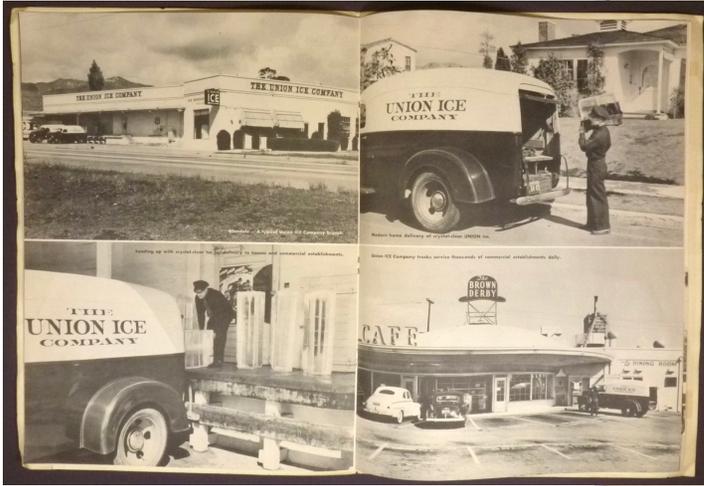
NOTE: Lettering instructions should be printed or typed to avoid errors in spelling.

Page Thirty-one

*The story of
A California Institution*

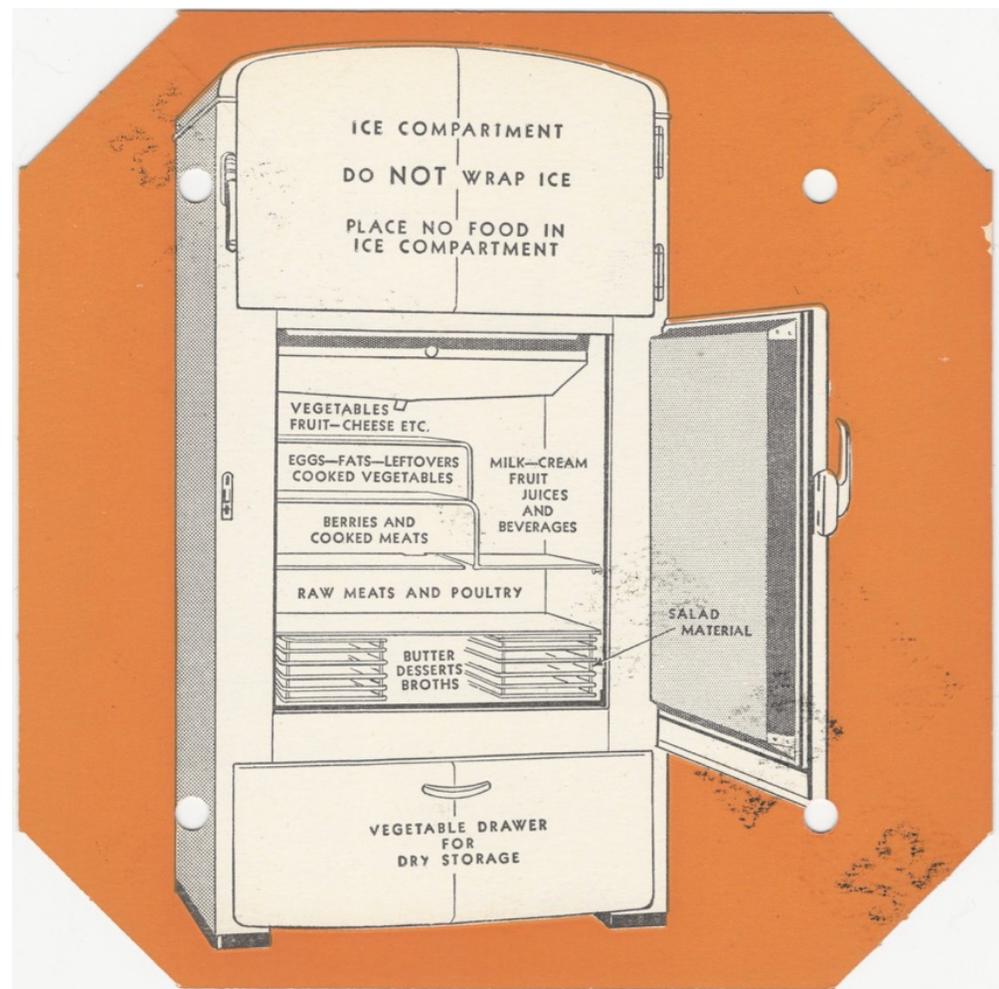


Sixty Years of Service



9. [Ice] **The Story of a California Institution. The Union Ice Company. Sixty Years of Service.** Issued in San Francisco by the Union Ice Company in 1942. An illustrated, promotional history of California's Union Ice Company. Includes both history and the current activities, which included home delivery (all over California in 916 modern trucks), ice for railroad and truck shipment of produce, ice for fishing vessels, ice for air conditioning, and ice for the War Effort. Softcover. 10"x13.5", 20 pages, black & white illustrations, and a folding color map. Covers with some wear & creases, light soil. [43431] \$60

10. [Ice] **Colorful 1940s Union Ice Company Order Card.** California's Union Ice Company provided home delivery all over California, ice for railroad and truck shipment of produce, ice for fishing vessels, and ice for air conditioning. The front of the card may be hung with the amount ordered at the top— 25, 50, 75, or 100 pounds. the back shows a diagram of a refrigerator and how to pack it for best results. Card. 7"x7". Minor soil. [43432] \$40





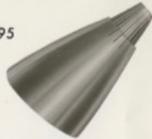
11. [Japan] **Rice Paper Poster for the Kanaya Hotel in Nikko Japan.** A striking poster for the Nikko Kanaya Hotel, probably late 1920s or early 1930s. A Japanese history website explains- “The first guide book of Nikko in English was published in 1875 by Ernest Satow, a British diplomat who fell in love with the beauty of Nikko, Lake Chuzenji, in particular, where he built his summer villa in 1896. In 1870, Dr. James C. Hepburn, an American medical missionary, visited Nikko and stayed at the house of Zenichiro Kanaya, who was a member of Gagaku (an ancient imperial court music) orchestra of the Toshogu Shrine. Foreseeing an increase in the number of foreign tourists to Nikko, Dr. Hepburn suggested that Kanaya open a hotel for foreigners. Following Hepburn’s advice, Zenichiro remodeled his house and opened “Kanaya Cottage Inn” in 1873. In 1878, Isabella Bird, an English explorer, visited Nikko on her way to the northern Japan. She stayed at Kanaya Cottage Inn for twelve days. In her travelogue “Unbeaten Tracks in Japan,” she expressed her satisfaction with Nikko, Kanaya Cottage Inn and the service provided to her. Kanaya’s house was originally a residence of samurai warriors during the Edo period. For its unique architectural characteristics, Kanaya Cottage Inn was called “Samurai House” by its foreign guests. In 1893, Zenichiro relocated his business and opened “Kanaya Hotel” on the top of the hill that overlooks the River Daiya. It was Japan’s first full-fledged western-style hotel and has been in operation at the same place to date”. Poster. 14.5”x10”. Fold, minor wear, closed tear on the upper corner. [43506] \$175



NEW TREE LAMPS by *Stylite*

Controlled directional lighting employing new shade styles individually switched and swiveled.
Decorative switch cap and polished brass trim.

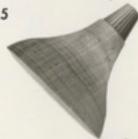
FT-61-3* \$39.95
with pressure molded phenolic cones



FT-43-3* \$39.95
with Fabriglas shades, embedded maple leaves.



FT-46-3* \$39.95
with Fabriglas shades, embedded rattan.



FT-92-3** \$39.95
With Fabriglas shades—embedded walnut veneer with white pin stripe.



FT-97-3* \$39.95
With Fabriglas shades—embedded grass cloth, brown pin stripe.



FT-98-3** \$39.95
With Fabriglas shades—embedded walnut veneer.



12. [Lamps] **Eight 1950s Stylite Modern Lamp Promotional Sheets.** A nice set of glossy black & white sheets of classic 1950s lighting designs, lamps made by Stylite- tree (floor) lamps, desk lamps, and wall fixtures. Great lamps to listen to Brubeck by, or write on your Smith-Corona under while chain-smoking your way onto the staff of Sterling Cooper. The last sheet shows a photo of what may be their corporate lighting showroom, shot from outside at dusk. c 8 sheets, 8"x10". Minor soil. [43503] \$85

NEW PIN-UP LAMPS by *Stylite*

SC-61-2 \$17.95

SC-61 \$11.95

... featuring pressure molded phenolic shades with "Stylite" decal aluminum base and switch. Polished brass accents. Switching controlled at shade.

SC-92 \$11.95
With Fabriglas shades—embedded walnut veneer with white pin stripe.

SC-92-2 \$17.95
With Fabriglas shades—embedded walnut veneer with white pin stripe.

U.S. Approved

COLORS: Choice of Coral, Chocolate Brown, Green, Black or Oyster

U.S. Approved

COLOR: Chocolate Brown only

NEW PIN-UP LAMPS by *Stylite*

... featuring pressure molded phenolic shades with embedded walnut and yellow. Polished brass trim.

BT-92-2 \$11.95**
Polished brass—embedded phenolic shades with white pin stripe. Available Coral, Brown only.

BT-92 \$12.95**
Polished brass—embedded phenolic shades with white pin stripe. Available Coral, Brown only.

BT-46 White Fabriglas shade with embedded rattan. \$14.95 with all brass base \$19.95

BT-43 White Fabriglas shade with embedded maple leaves. \$14.95 with all brass base \$19.95

U.S. Approved

COLORS: Choice of Coral, Chocolate Brown, Green, Black or Oyster
**40 pins available in Chocolate Brown only.

NEW DESK LAMPS by *Stylite*

BT-61-2 \$21.95

BT-41 \$12.95

Single and twin desk lamps featuring pressure molded phenolic shades. Decorative switch cap controls switching at shade. Polished brass accents.

U.S. Approved

COLORS—Choice of Coral, Chocolate Brown, Green, Black or Oyster



HEANEY MAGIC COMPANY

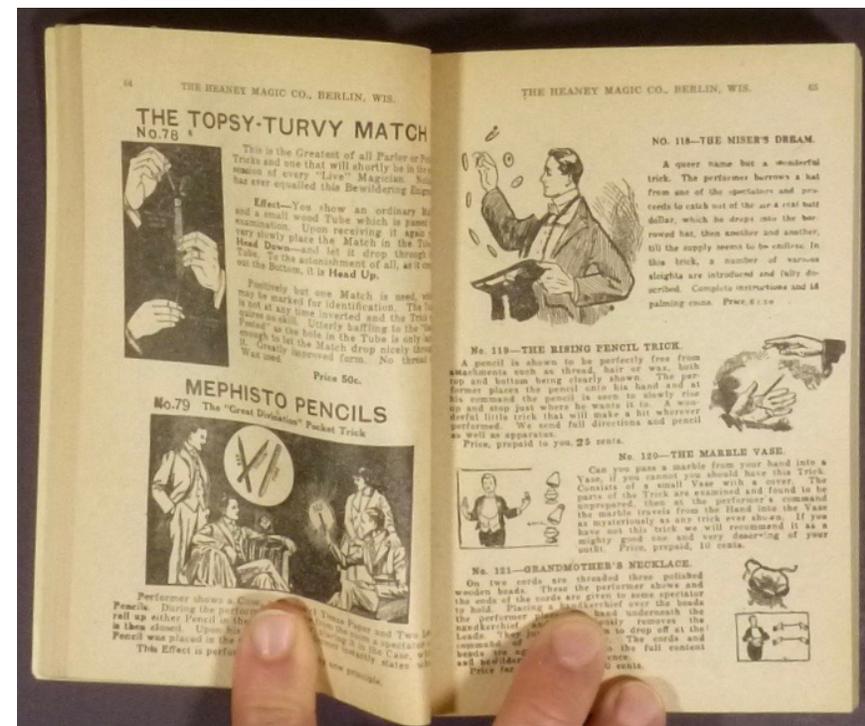


Magical
Apparatus
Stage Illusions
Card Tricks
Mind Reading
Effects
Crystal Gazing
Acts
Spirit Tricks
Books
Novelties
Jokes

CATALOGUE
NO. 25

BERLIN, WISCONSIN

13. [Magic] **Heaney Magic Company Catalogue No.25.** Issued in Berlin, Wisconsin in 1924. Gerald Vincent Heaney [1899-1974] "Heaney the Great", met Henry Boughton (Harry Blackstone Sr.) at age 15 in his father's jewelry store and never looked back. He opened his own magic supply business around 1923, he and his wife "Vi" worked as assistants in Harry Houdini's stage act, and Heaney became an accomplished card manipulator, illusionist, ventriloquist and hypnotist. His road touring show included five tons of equipment, and in 1936 Heaney Howard Thurston's "illusions, props and personal effects" which filled a 40-foot long boxcar. This classic "magical apparatus" catalog, with "stage illusions, card tricks, mind reading effects, crystal gazing acts, spirit tricks, books, novelties [and] jokes". Softcover. 4.25"x6.25", 223 pages, line illustrations. Minor soil, light wear. [43490] \$35





14. [Movies] 1925 **Two-Part Anne Nichols Play Die Cut Fan(?)**. A curious and quite handsome art deco die cut which I suppose might be a fan- and might not. There's no question about the first image, a monocled dandy in white bow tie, labeled "Anne Nichols presents 'White Collars'". This is a promotion for the 1925 stage play, "A clever comedy of American life", by Broadway playwright and director Anne Nichols [1891-1966]. The second die cut features a grimacing middle-aged bookkeeper in a black vest, labeled "GMC, Can YOU solve the problem?". This might either refer to a scene in the play, or to General Motors Truck division, which had recently been acronym'd "GMC" (though one would think if that were it there might be a picture of a truck somewhere). Handsome, and quite enigmatic. Die-Cut. About 4"x8.5". Minor soil. [43439] \$35

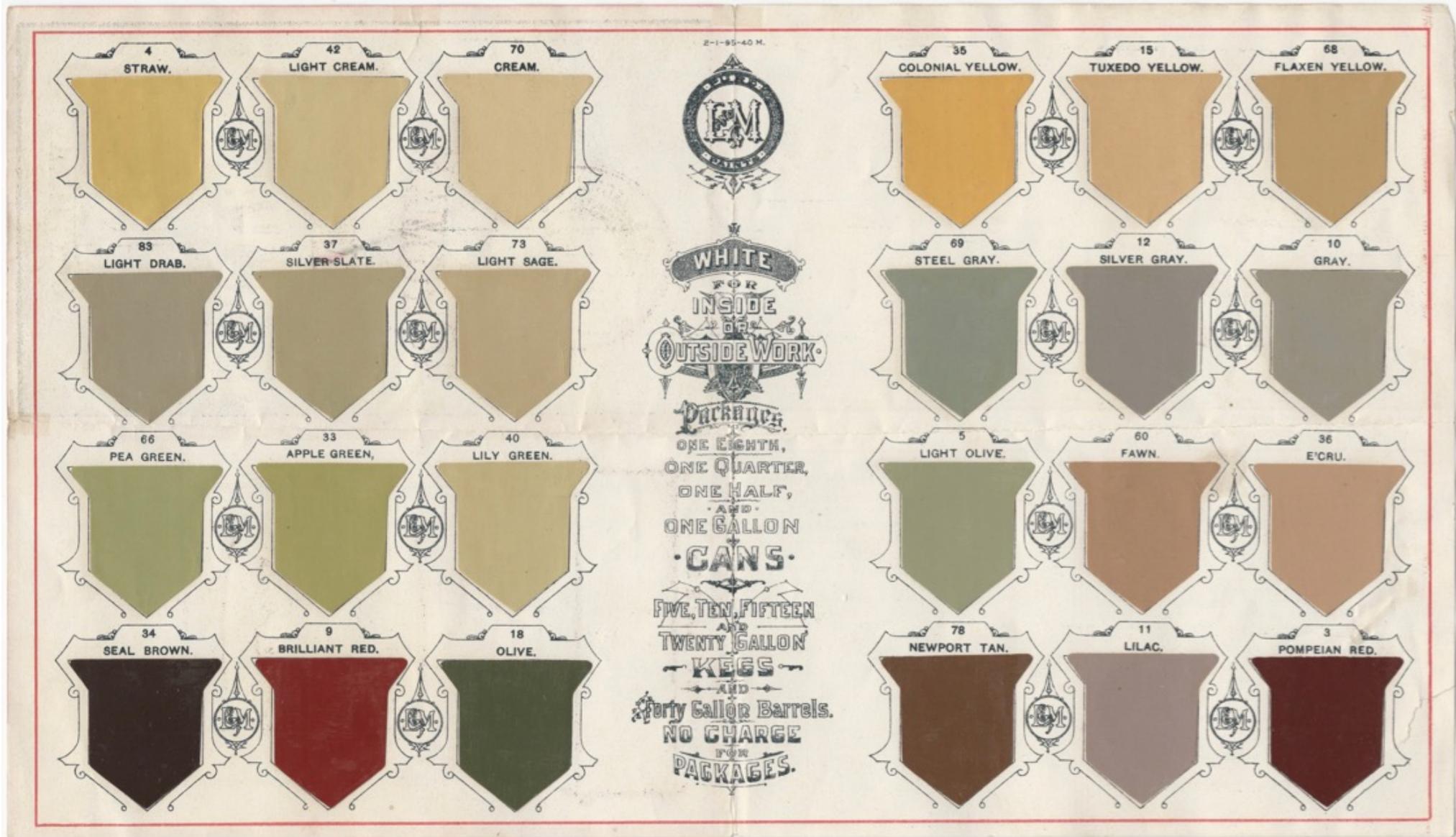


15. [Paint] 1882 H.W. Johns Asbestos Liquids Paints Brochure with Color Chips. As this brochure explains, these were heavy-duty paints for heavy-duty projects (though they were available for both exterior and interior use). Developed for painting tin roofs, brick walls, outbuildings, ships at sea, fences, floors, bridges, freight cars and other railroad work, "they possess a more elastic body than any other paints ever produced, and are less liable to injury from abrasion or other hard usage". This brochure includes the printed retailer's slug for Charles W. Trainer & Co. and Boston, and features 8 long paint chips showing 36 colors. Folding brochure. 5.75"x8.25", 8 paint chips showing 36 colors. Some wear and soil, small top corner punch hole, several short closed rips, adhesion point on the facing text pages affecting several words. [43426] \$200

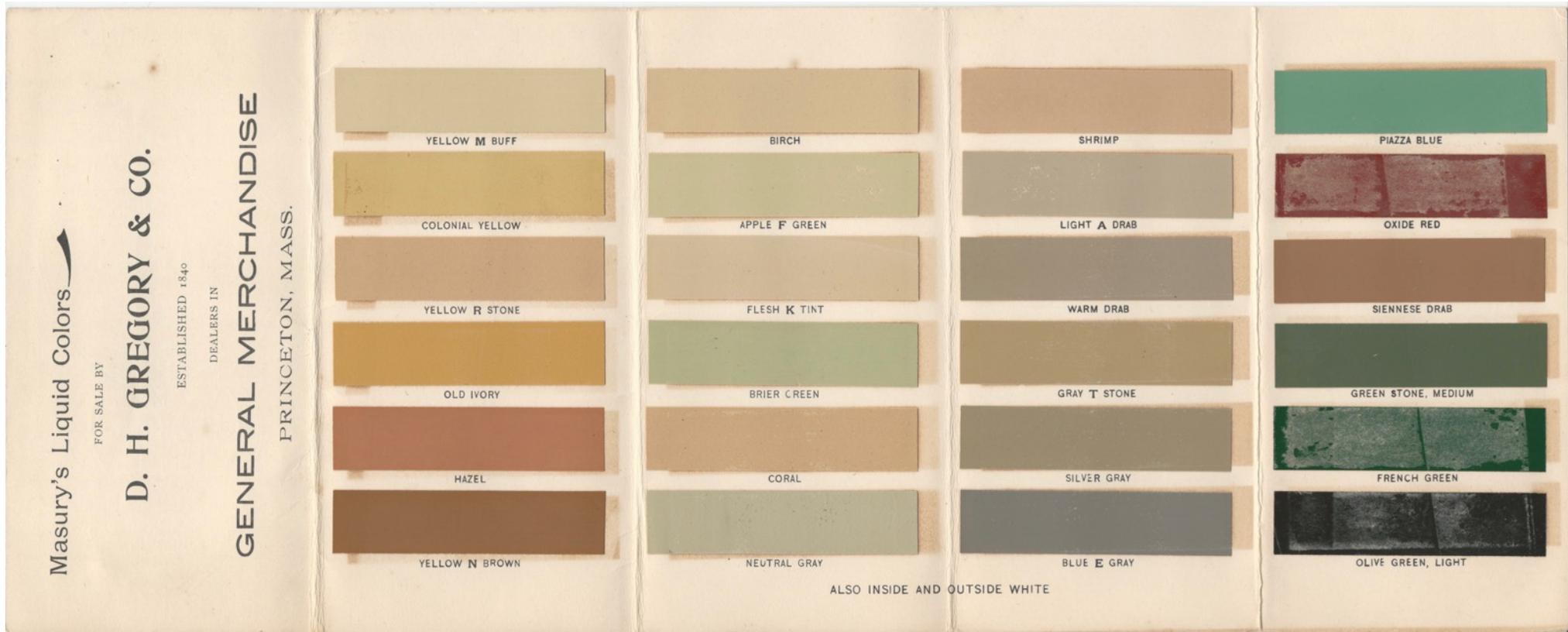
16. [Paint] 1890s Star Ready Mixed Paint Folding Brochure with Color Chips. A very attractive 4-panel paint brochure issued by the Heintish Paint Company of Lancaster, Pennsylvania, promoting their Star Ready Mixed Paint, a pure linseed oil paint for inside and outside use", with 34 paint chips arranged in an unusual angled-box pattern. Folding 4-panel brochure. 3.5"x6.5" (folded), 14"x6.5" (unfolded), 34 color chips. Minor soil, light wear. [43428] \$175



17. [Paint] **1895 Longman and Martinez Pure Paints to be prepared for Immediate Use Brochure.** An attractive bi-lingual paint chip brochure for Longman and Martinez Pure Paints, with text in English and German, and 24 paint chips. With an 1891 copyright notice but an 1895 printing slug. The Philadelphia Athenaeum's 'Color in a Can, Early Marketing of Paint in America' project notes- "Daniel Wadsworth, Aristides Martinez and Walter Longman founded the paint manufacturing company Wadsworth, Martinez & Longman, which originated in Brooklyn, New York in 1852. In 1884, the company name was changed to Longman & Martinez. Their early paints were sold as a semi-paste to which consumers added their own linseed oil, thereby saving money. Longman & Martinez continued to operate at least through the first half of the 20th century". Folding 4-panel brochure. 4"x7" (folded), 8"x14" (unfolded), 24 paint chips. Minor soil, light wear. [43425] \$175



18. [Paint] **1900 Masury's Liquid Colors Paint Brochure with Color Chips.** An attractive paint brochure, with 24 chips, issued by John W. Masury & Son, for 'Masury's liquid Colors', pure linseed oil paints for both exterior and interior work. Not dated, but probably 1900-1910. John Wesley Masury [1820-1895] was a pioneer in the field of the manufacture and sale of ready-made paints, and he pioneered the retail sale of paints in cans with removable metal tops. He also published "The American Grainers' Hand-Book: A Popular and Practical Treatise on the Art of Imitating Colored and Fancy Woods", a classic and important work. Folding 5-panel brochure. 3.5"x7" (folded), 7"x17" (unfolded), 24 paint chips. Minor soil, light wear, 3 paint chips with possible oxidation. [43427] \$75



19. [Signs] 1931 Ray-O-Gram Illuminated Glass Signs Brochure & Correspondence.

Ray-O-Gram signs, made in Muskegon, Michigan, were reverse-painted on glass, rear-illuminated trade signs set in copper-flashed metal frames, meant to compete with the new-fangled neon signs becoming popular and which had, as this literature points out, all sorts of problems. This lot consists of an April, 1931 sales brochure illustrating and explaining the Ray-O-Gram sign system and its advantages, a typewritten letter to a prospective sign salesman/distributor, an April, 1931 price list, April, 1931 discount sheet, an order form, a design form, a salesman's brochure with handy tips for selling Ray-O-Gram signs, and the printed envelope it all came in. 8 pieces, minor soil, light wear. Envelope torn. [43501] \$65

April 1931

RAY-O-GRAM

(PAT. PENDING)

Let Your Light So Shine ----
That Men Will Beat A Path
To Your Door

INDOOR TYPE

Illustrating the advantages of Ray-O-Gram as supplied for indoor or protected use

Distributed By

Built By

RAY-O-GRAM SIGNS

MUSKEGON, MICHIGAN, U. S. A.

RAY-O-GRAM

Your Message Day and Night



Quite ideal for window hanging.
Gargantuan Colors
Brilliant gold background, vivid red, rich blue and soothing green colors as desired, — all put on by a secret process which protects from the sun's ultra violet rays and keeps them on and ever brilliant.



What a time to remind the purchaser at just the right time.
Designs, Trademarks, or Script
All can be exactly reproduced with a soft red, low glow or sparkling clearness such as cannot be shown in photographs.



Creating the prospect just when he needs your product.

OUT DOOR SIGN

Showing the many advantages of Ray-O-Gram for outdoor use. Approved by Fire Underwriters.



Do they ask for "a good smoke" or for yours?
So Simple to Operate
Nothing to go wrong as only regular electric light bulbs are used.
After installation no service or attention is required, — no motors, transformers or fragile, gas filled tubes.



Catches the eye just when he is "in the market".
Furnished Complete
All lamps, hanging chains, counter rests, cord and plug are provided with each Ray-O-Gram. Any sign may have a "flasher" attached at nominal cost.



A fine reminder for a store department.

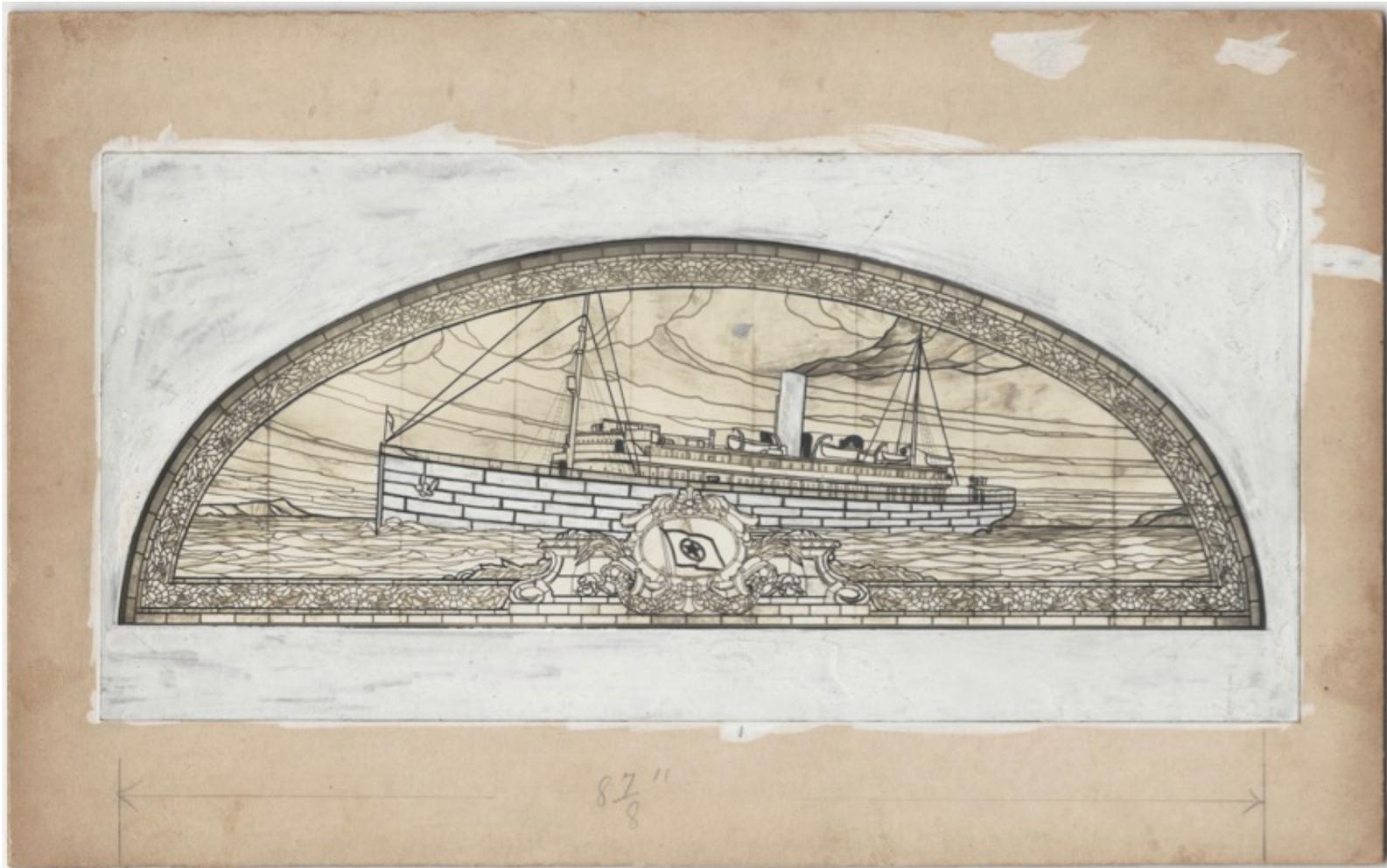


NOBLE
BUICK



20. [Space Needles] **Three 1950s Space-Themed Needle Books.** Three rather wonderful space-age sewing needle books from the 1950s, “Rocket”, featuring a man and woman (a purse hanging on for dear life) rocketing through space, “Atomic”, with more or less the same scene but on a bigger rocket, and “Stellar”, with two cheerful women sewing in front of what we all thought a space station would look like. 3 needle books. About 6”x3.5”. Some light wear, ‘Stellar’ book with creases, a few needles missing. [43504] \$50





21. [Stained Glass] **Heavily Worked Sketch on Photo of a Stained Glass Window Design for an Ocean Liner.** An interesting design for a stained glass window featuring a small passenger vessel. A silver print photo of a marine-themed stained glass window has been heavily altered in pen and white wash, with a line flag and many other details added. It could be that the company had a basic design for a stained glass window featuring a ship, and details were altered depending on who ordered one. The flag may be that of the Blue Star Line, which had begun service in 1911. The back of the board is stamped by the Sierra Art & Engraving Co. of San Francisco, and over stamped "This design is the property of the Western Art Glass". Sierra Art & Engraving Co. is listed in several San Francisco commercial directories between 1907 and 1919, and appears to have moved to their Front Street address by 1910, dating this between 1910 and 1919, which seems about right for the style of the window and the design of the ship. Photo & sketch on board. 11"x6.75". Some soil and wear. [43496] \$175

22. [Television] 1950s Arvin "New Worlds in Television" Folding Color Brochure.

An interesting folding brochure for Arvin 17", 21", 24", and 27" televisions, on handsome wood stands or in handsome wood cabinets, some with doors to hide the fact that you have a television, should the idea prove too uncouth for some of your friends. Arvin was founded as Noblitt-Sparks Industries in 1927, in the 1930s the company began making automobile and home radios, and in 1948 entered the television market. In 1950 the company changed its name to Arvin Industries, introduced a color television set in 1954, and, finding too little profit in the market, liquidated their television division in 1955. Pamphlet. 3"x6" (folded), 18"x12" (unfolded). Minor soil, light wear. [43497] \$35

Choose your
Arvin
(YEARS AHEAD TV)

from 4 screen sizes to meet every need

27"

21"

24"

17"

Arvin Model 7279 CM UHF-VHF
Arvin's finest—a bigger-than-life picture with every detail of flawless quality. Full length doors opening flush to sides, reveal a striking grille cloth, a jewel-like control panel. Built-in all-channel tuning. Size 42 1/4" high, 31 1/4" wide, 23 1/4" deep.

Arvin Model 7276 CM UHF-VHF
Counterpart of the Drake in lined oak. The giant 27-inch picture requires only slightly more space than cabinets for much smaller tube sizes. One-look, built-in all-channel tuning is standard equipment. Heavy duty casters. Size, 42 1/4" high, 31 1/4" wide, 23 1/4" deep.

Arvin Model 9219 CM
Beneath the lovely exterior of all Arvin cabinets is the rugged construction that insures years of enduring satisfaction. Examine critically before you buy, for you're buying fine furniture no less than TV performance. 21-inch. Size, 38 1/2" high, 25 1/4" wide, 23" deep.

21 CABINET STYLES . . . 40 MODELS, BOTH VHF AND VHF-UHF

Arvin Model 9212 MEA
Traditional Early American styling in genuine maple, with full-length doors that swing flush to sides. Authentic door pulls in Golden Waverly decorative brass. Big 21-inch picture tube and Arvin quality throughout. Size 38 1/2" high, 27 1/4" wide, 23" deep.

Arvin Model 9210 CM
Top expression of quality in the popular 21-inch picture screen size is this lovely mahogany cabinet. Special friction hinges hold the two-thirds doors open at any desired angle. Distinctive vertical type door pulls. Size 37 1/2" high, 24 1/4" wide, 23 1/4" deep.

Arvin Model 9212 CP
Big 21-inch picture in the elegance of genuine cherry French Provincial styling. Polished brass hardware and golden brown grille threaded with silver. Heavy duty casters for easy moving, as on all Arvin consoles. Size 38 1/2" high, 27 1/4" wide, 23 1/4" deep.

Arvin Model 9210 CM
Record fans may use their Arvin Super Custom sets for amplifying their favorite discs, since these sets are equipped with a phonojack for connection to record players. Speakers are powerful 10-inch FM type, 21-inch model. Size, 37 1/2" high, 24 1/4" wide, 23 1/4" deep.

See it all BETTER with Arvin years-ahead Television



OFFICES
417-419
S. CLINTON ST.

SOSMAN & LANDIS CO. GREAT SCENE PAINTING STUDIOS

CHICAGO May 7th, 1912.

Mr. F. W. Elson,
Phi Gam House,
Bloomington, Ind.,

Dear Sir:-

Yours of the 3rd enclosing draft for
\$215.00 payment in full of account. Accept our thanks
for the same and your kind words regarding the scenery.

Yours very truly,

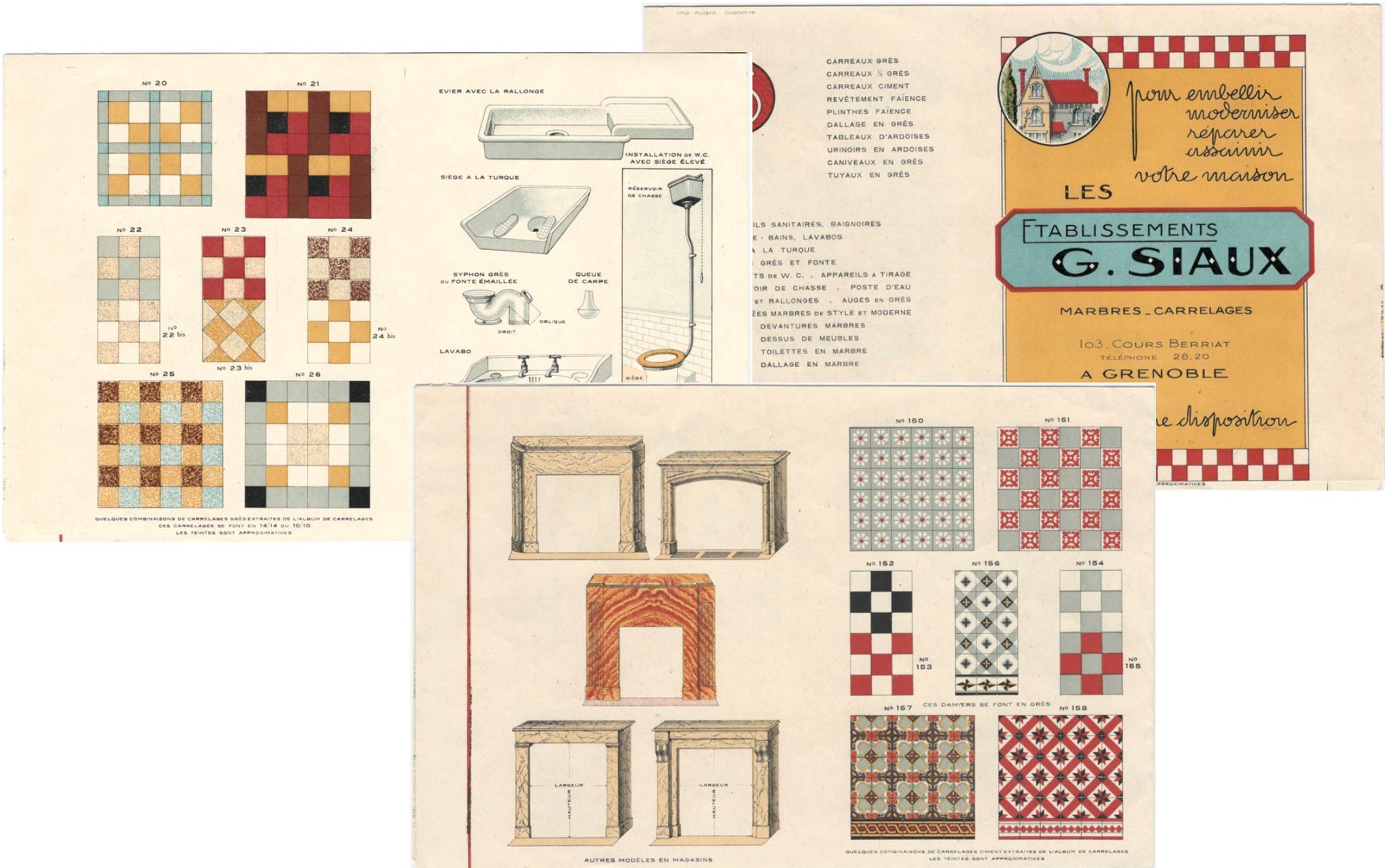
SOSMAN & LANDIS CO.,

Per *J. S. Sosman*

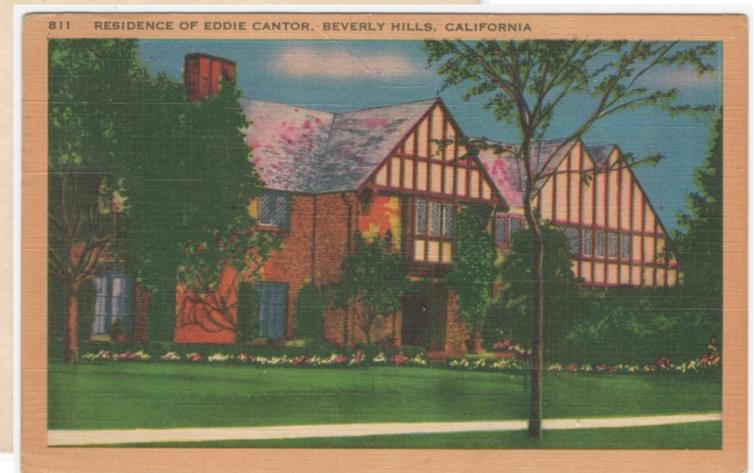
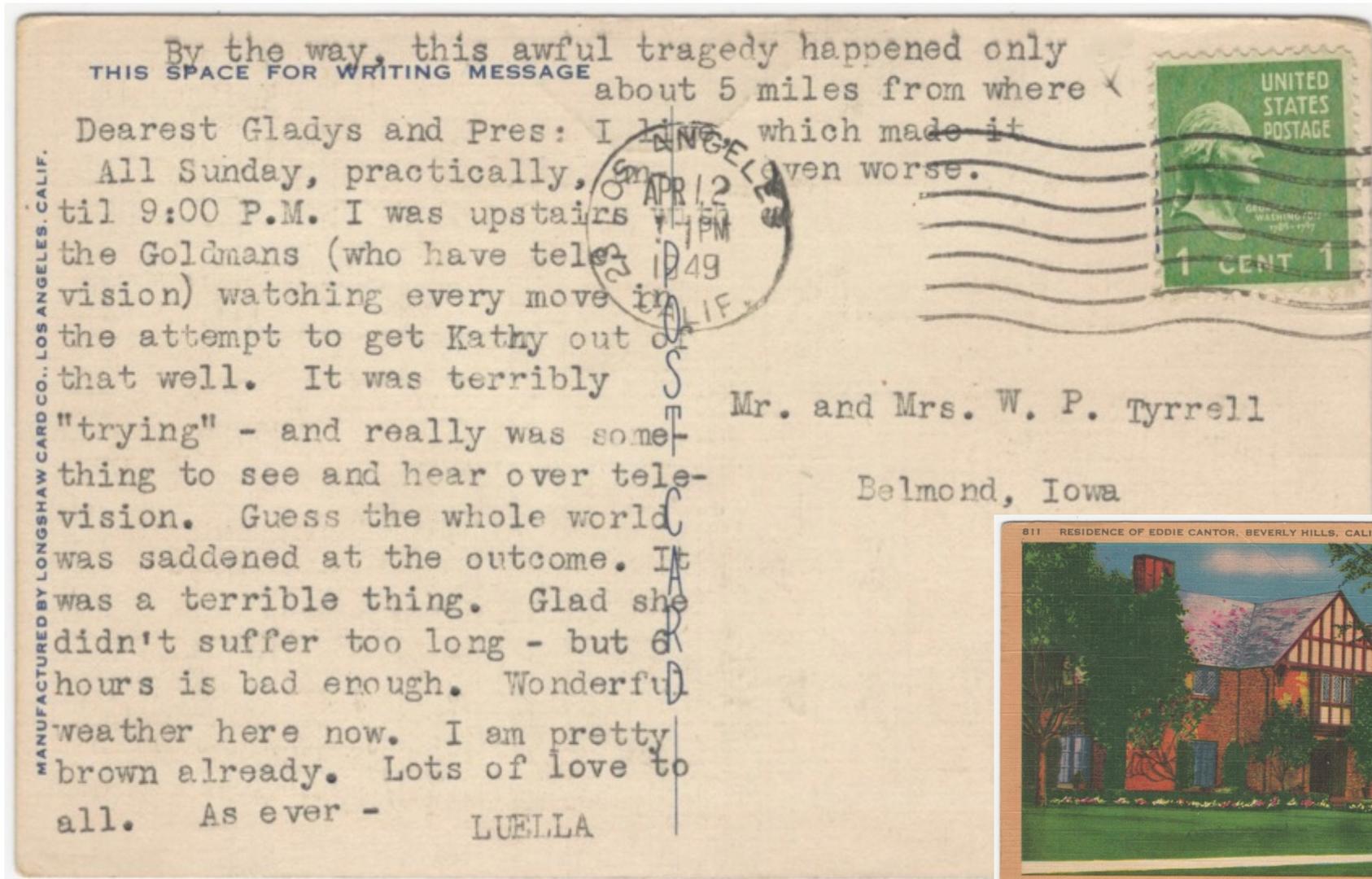
Pres.

23. [Theater] 1912 Sosman & Landis Scene Painting Studio Letterhead. An attractive letterhead for Sosman & Landis Co. of Chicago, "Great Scene Painting Studios". Addressed to a member of Phi Gam House in Bloomington (Indiana University), it thanks them for their check and kind words about the scenery. Established in the 1880s, the company notes in a 1912 advertisement that they specialize in scenery and theater curtain painting for high schools and universities. Joseph S. Sosman was also an active Freemason, and the company painted curtains and decorations in many Masonic halls. Single sheet. 8.5"x11". Folds, minor soil. [43438] \$35

24. [Tiles] 1920s French Bathroom Tiles Brochure. An attractive undated brochure for French bathroom tiles, illustrating tile patterns as well as sinks, bathtub, toilet and other accessories. The back page illustrates fancier tile schemes and five marbled fireplace mantels. Because, you know, you can't spend the entire day in even the most well-tiled lavatory. Brochure. 9.5"x6.25", 4 pages. Color illustrations. Minor soil. [43423] \$125



25. [Tragedy] 1949 Postcard w/ Message About the Television Coverage of 3-Y.O. Kathy Fiscus Trapped in a Well. On the afternoon of Friday, April 8, 1949, 3 year-old Kathryn Anne Fiscus was playing with friends in a field in San Marino, California, when she fell down an abandoned water well shaft. A rescue effort was launched almost immediately, but workers using "drills, derricks, bulldozers, and trucks from a dozen towns, three giant cranes, and 50 floodlights from Hollywood studios" did not manage to reach Kathy until Sunday night. Doctors who examined her body estimated she had suffocated shortly after her fall, but the rescue was carried live on radio, and was televised by station KTLA, which has been called "a watershed event in live TV coverage". Ironically, her father, David, was employee of California Water and Telephone Co., which had drilled the well in 1903, and he had "recently testified before the state legislature for a proposed law that would require the cementing of all old wells". Postcard. 5.5"x3.5". Minor soil. [43500] \$45



26. [Vienna] **1956 Vienna Trade Fair Hanging Card / Poster.** A handsome and deliciously 50s Mod poster/ hanging card for the 1956 Vienna Trade Fair, held from March 11-18, presumably in Vienna. The design features a stark black backdrop with a red and white eyeball, the Earth being the pupil; signed 'Peppino' on the left margin. Card. 9"x12", with string hanger. Minor wear, light "Printed Austria" stamp on the front. [43505] \$125



27. [Wine] 1901/1902 French Wine Merchant Price Brochure & Letter to US Navy Ship Captain. An interesting pair- a 4-page (folio-folded sheet) price list of wines available through Alfred Le Vasseur of Bordeaux, dated November, 1901, and a partially-printed form letter dated January 1, 1902, addressed to "Monsieur le Commandant, USS. Urdaneta", desiring the honor of selling him wines for his ships' store. The list includes red and white wines, champagnes, ports, madeiras, cognacs, and aperitifs such as curaço, flavored brandy, and absinthe. The USS Urdaneta was a 70-foot, 42-ton, iron-hulled gunboat launched by the Spanish navy in 1883. Captured in the Philippines by the Americans in 1898, she served at Subic Bay and other points in the Philippines until being decommissioned on December 12, 1902. She was reinstated a few years later as a tug and served through at least 1916, at which point she disappears from Naval records. Single sheet 8.5"x11" letter, and 4-page 8.5"x11" price list, both printed on thin, onion-skin paper. Minor soil, light wear, folds. [43493] \$125

TARIF SPÉCIAL A LA MARINE NOVEMBRE 1901

ALFRED LE VASSEUR
27, Rue Boric BORDEAUX

VINS DE BORDEAUX

LA BARRIQUE		LA BOUTEILLE	
1898	1899	1898	1899
140	150	125	2 ^{me} côtes : Cambles, Montferand, Basses
190	200	175	1 ^{re} côtes : Fronsac, Bourg, Blaye
225	250	200	Pessac, Talence, Léognan, Gradignan
225	250	175	Médoc
300	275	250	Bourgeois ordinaires : Saint-Julien, Pauillac, Margaux
325	350	300	Bourgeois supérieurs : Saint-Julien, Pauillac, Margaux
350	400	300	Saint-Estèphe, Cantenac
475	500	450	Côtes
500	500	500	Saint-Emilion et Pomerol
500	500	500	Médoc (5 ^{me} crus) : Châteaux Pontet-Canet, Mouton-d'Armailhac, Cos-Labory
500	500	500	(4 ^{me} crus) : Châteaux Talbot, Saint-Pierre, Ducru, Duhart-Milon
550	550	550	(3 ^{me} crus) : Châteaux Kirwan, Giscours, Palmer, Lagrange, Lynch
800	800	800	(2 ^{me} crus) : Châteaux Léoville, Larose, Bazan, Pichon-Longueville, Cos d'Estournel
1000	1000	1000	Château Mouton-Rothschild
1000	1000	1000	(1 ^{er} crus) : Châteaux Lafite, Margaux, Latour
1898	1899	1899	VINS BLANCS
275	475	150	Graves *
200	200	175	Graves supérieures *
225	225	200	Sainte-Croix-du-Mont, Cérons *
400	375	325	Sauternes, Barsac, Preignac, Bonnes *
400	400	400	Bourgeois supérieurs : Haut-Sauternes
625	625	625	2 ^{me} crus : Châteaux Filhot, Mirat, d'Arche
850	850	800	1 ^{er} crus : Châteaux La Tour-Blanche, Péyraquey, Climens, Contet, Rieussec, Suduiraut
850	850	850	1 ^{er} grand cru : Château Yquem

Les signes suivants signifient : * Vin sec + Vin demi-sec.

ALFRED LE VASSEUR
BORDEAUX

I Janvier 1902.

Monsieur le Commandant
USS. Urdaneta.

Mon Commandant,

J'ai l'honneur, désireux de nouer des relations d'affaires avec Messieurs les Officiers de la Marine Nationale des États-Unis d'Amérique, de vous remettre, inclus, mon dernier Prix-Courant général de Vins et Spiritueux Français et Étrangers, et de solliciter la préférence de vos commandes.

Celles dont il pourrait vous plaire de m'honorer, vous seraient livrées FRANCO à Quai de tout Port de l'Atlantique Nord et Sud et du Pacifique que vous me désigneriez, aux conditions suivantes :

A partir de 48 bouteilles.....F.	0,75
— 96 —	0,25
— 144 —	0,10
— 180 —	0,05

par bouteille, en sus.

Sans Supplément, à partir de 240 bouteilles.

Le PAIEMENT de ma facture serait à votre entière convenance.

Mes bonnes et anciennes relations dans la Marine Française, ainsi que l'atteste la Liste incluse, que je vous envoie en communication, et la confiance chaque jour grandissante dont ma Maison jouit auprès de nos Officiers, vous seront, je l'espère, une garantie du soin que j'apporte dans le choix des vins qui me sont demandés.

Entièrement à vos ordres, j'ai l'honneur de vous offrir,

Mon Commandant,

l'assurance de ma considération la plus distinguée.

Alfred Le Vasseur

Mes vins en Barriques vous seraient livrés également FRANCO à QUAI du PORT désigné, moyennant un supplément de :
20 Francs par Barrique, par minimum de 1 Barrique.
15 — — — — — de 2 — — — — —
10 — — — — — de 3 — — — — —
Sans supplément par 4 Barriques minimum.

28. [WWII] WWII Troop Transport Shipboard Newspaper with News of War Crime Hanging.

Two issues of the Victory ship 'SS Waterbury Wanderer' for February 23 and 24, 1946, the last two days at sea of a voyage from Bremerhaven to New York. The two issues include shipboard news, a 'Chaplain's Corner', details of embarkation plans, comments about other transport ships vying to reach New York first, and a full-page map of the voyage so far. The February 23 issue contains a front page story titled 'Tiger of Malaya Hanged as Criminal', with details about the hanging of Japanese general Tomoyuki Yamashita on that same day. Yamashita was charged with war crimes for atrocities carried out by his troops in the Philippines during the war of which it appears he had no knowledge, and for which he had in fact tried and executed several of his own officers and men. Prosecutors charged that as overall commander he still had responsibility and the courts, all the way to the United States Supreme Court, agreed, resulting in a precedent called "Command Responsibility" or the "Yamashita Standard", "that a commander can be held accountable before the law for the crimes committed by his troops even if he did not order them, did not stand by to allow them, or possibly even know about them or have the means to stop them. This doctrine of command accountability has been added to the Geneva Conventions and was applied to dozens of trials in the International Criminal Tribunal for the former Yugoslavia. It has also been adopted by the International Criminal Court established in 2002 [Wikipedia]". The 'Wanderer' article charges Yamashita with having overseen the Bataan Death March, confusing him with General Masaharu Homma, who had a similarly controversial trial, and was executed by firing squad on April 3, 1946. The SS Waterbury Victory was a 10,800 ton transport, keel #842 in the Victory Ship program. She was laid down June 9, 1945, launched July 26, and delivered August 31. After spending several months transporting troops home, the ship was sold to a Dutch company in 1947. It was sunk off the coast of Taiwan in February 1973. 2 issues. 8.5"x11" mimeographed, stapled pages, 3 sheets each. Pages age-browned, some creases, light soil. [43430] \$45

USA WATERBURY WANDERER
Vol. 2, No. 11 SIX PAGES Sunday, February 24, 1946

NEW YORK TOMORROW

Despite slow going of the last few days the "Waterbury Victory" is expected to reach New York Harbor around 1200 tomorrow.

The new Estimated Time of Arrival was reduced in by SHIP'S MASTER W. G. Decker this morning, and is but 16 hours later than the estimate in Thursday, before the "Wanderer" hit high seas and winds.

Captain Decker explained that arrival time of 1200 was a conservative estimate and it was possible for the ship to arrive a little before that time.

The estimate is based on a speed of about 16 miles an hour or 300 miles per day up to now to Bremer. That would put the "Waterbury" just a few miles out and allow for slower progress if remaining conditions are more difficult than they are now.

At 1700 today it was estimated that the "Waterbury" was 3,638 miles out on its 4,000-mile trip. The mean position was 36°21' N., 65°57' W. Long., having made 316 miles in the previous 24 hours with an average speed of 13.17 miles per hour.

The ship has been in the Gulf Stream since early morning and after the rendezvous point is reached at around 1800 tonight the course will be changed from 270° to 300° . . . north by west north-west . . . the stream currents are expected to help and still the sea will be choppy the ship will not be bothered by ground swells as much as has been the case the last three days.

The "Waterbury" received orders

Official Debarcation Schedule Announced

The official debarcation schedule at New York is that the ship will leave the ship at 1200 today.

Troops will take the ferry to Jersey and from there go to Camp Kilmer by train.

Headquarters and Headquarters Company, 253 Engineer Combat Battalion will be the last unit to debarcate and therefore the cleanup detail. This company will be fully loaded with debarcation equipment, and will leave their equipment in their compartment with the company to the Troop Base Hall for further instructions.

Units will be lined up in assembly list order by company, officers or 1st Sergeants. Company baggage will remain on ship, to be carried off by detail when troops.

Complete copies of the Official Debarcation Order are being posted on all bulletin boards, and have been distributed to commanding officers. (Continued on page 2)

From the Navy this morning the dock at Erie Basin with the ship "pressed", that is, he trying his international code flag fore and aft. That will be the first time the flag has been out this trip.

There will be a one-hour change in time tonight, as the ship will cross the 0600 meridian today.

USA WATERBURY WANDERER
Vol. 2 No. 10 SIX PAGES Feb. 23, 46

"WATERBURY" IN LEAD

"TIGER OF MALAYA" HANGED AS CRIMINAL

FAYETTEVILLE LAGS BY OVER 100 MILES

Stripped of his gaudy military finery and dressed in a pair of U. S. Army fatigues, former Jap General Yamashita, "the Tiger of Malaya" died in the gallows before dawn today for his innumerable crimes against military prisoners and defenseless civilians.

The man who boasted that he would dictate peace terms in the White House stood on the gallows with a Buddhist priest and said a prayer for the Japanese Emperor that he might have a long life.

Yamashita was the one responsible for the Bataan Death March. He was buried in an unmarked grave in a cemetery where other Jap soldiers had been buried.

Yamashita is considered to have been equally as much of a war criminal as Nazi Hermann Goering now on trial in Nurnberg. More than 2,000 civilians lost their lives in the Philippines because of the violence of Jap soldiers when Yamashita's soldiers marched into the islands.

Following out the directives of Gen. MacArthur, the Japanese government is paying its debts and all former war-time leaders. The women of Japan are also beginning to take the measure of their new position in life.

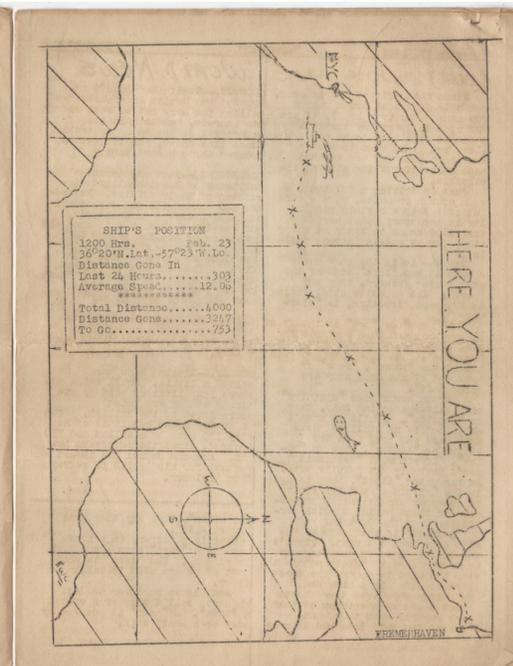
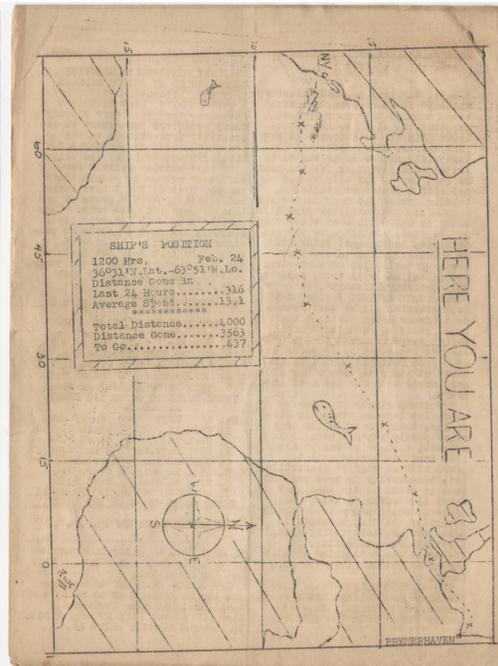
The "Waterbury" is ahead of the "Fayetteville", it was found when the sister ship's noon position was received by radio today. According to the report, the "Fayetteville" was 122 miles to the north and 100 miles east of the "Waterbury" noon position of 36°20' N. Lat., 57°23' W. Long. The report gave no details of the intensity of the storm thru which the ship went yesterday.

During the 25-hour period prior to noon today, the "Waterbury" averaged 303 miles for an average speed of 12.06 miles per hour. Speed during the afternoon was increased to 18 miles an hour with full steam ahead, and at 1700 it was noted that the ship was within 603 miles of New York, still bucking choppy seas and high winds.

An official source on board ship stated that the "Waterbury" is expected to reach New York harbor before dark today despite the adverse running conditions of the last three days.

Weather reports forecast somewhat calmer seas tomorrow after increasing winds tonight.

The ship will go no nearer than 300 miles north of Bermuda. . . . previous course being changed. (Continued on page 4)





Catalogs Coming Soon-
June 20th: Photography
June 27th: The 4th of July!

*That's All
Folks!*

