

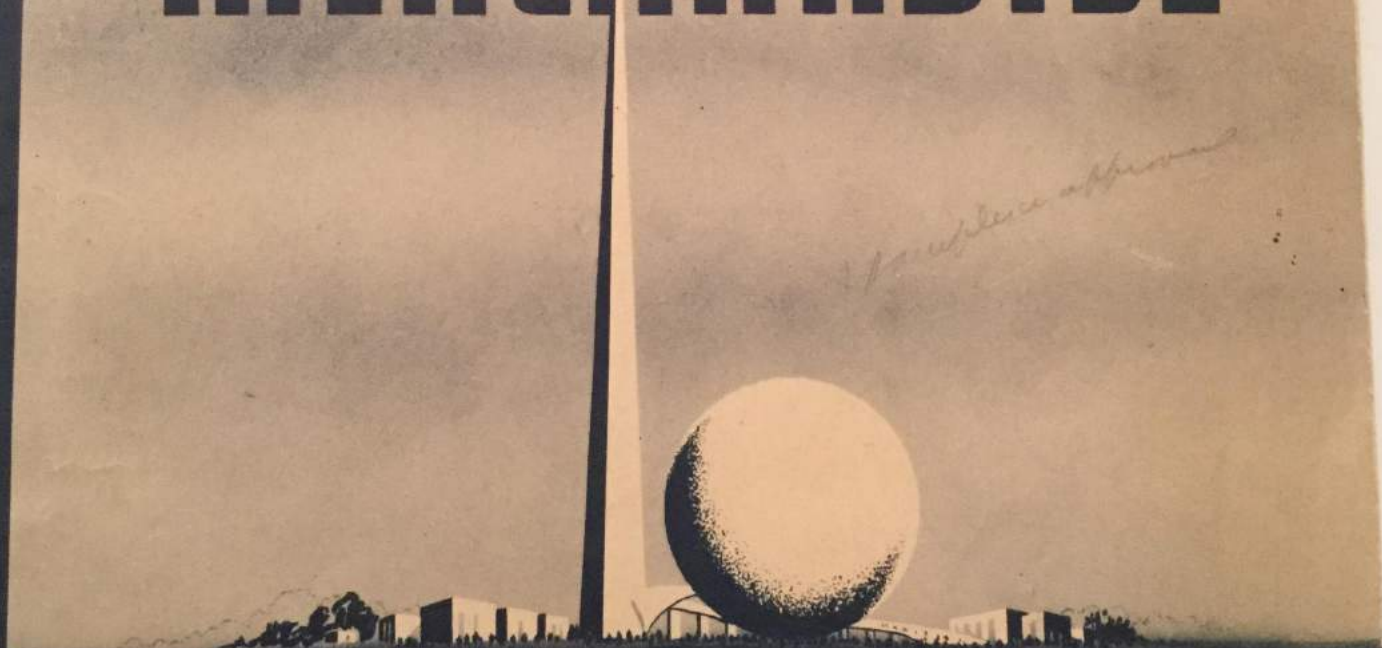
NEW YORK

WORLD'S FAIR

Licensed

MERCHANDISE

Suppliers approved



MERCHANDISING DEPARTMENT

NEW YORK WORLD'S FAIR 1939 INC.

A D V A N C E E D I T I O N

N E W Y O R K

WORLD'S FAIR

Licensed

MERCHANDISE

M E R C H A N D I S I N G D E P A R T M E N T

N E W Y O R K W O R L D ' S F A I R 1 9 3 9 I N C .

A D V A N C E E D I T I O N

NEW YORK WORLDS FAIR 1939 INCORPORATED

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William Church Osborn

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W. Francklyn Paris
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Andrew W. Robertson
David Sarnoff
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Newcomb Carlton
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Harry Woodburn Chase
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de Lancey Kountze
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Sam A. Lewisohn
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Lewis Spencer Morris
Malcolm Muir
David B. Mulligan
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*Morgan J. O'Brien
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Thomas I. Parkinson
James H. Perkins
Charles C. Pettijohn
Lewis E. Pierson
Frank L. Polk
Dr. Eugene H. Pool
Almerindo Portfolio
*James H. Post
Lewis H. Pounds
William A. Prendergast
Samuel W. Reyburn
Jackson E. Reynolds
Dr. A. Hamilton Rice
Charles H. Ridder
William O. Riordan
Francis E. Rivers
Nelson A. Rockefeller
Oliver W. Roosevelt
Joseph P. Ryan
David Sarnoff
William J. Schieffelin
Clarence J. Shearn
Alfred P. Sloan, Jr.
Alfred E. Smith
James Speyer
Percy S. Straus
Henry W. Taft
Myron C. Taylor
Walter C. Teagle
Cornelius Vanderbilt
*Felix M. Warburg
Thomas J. Watson
Grover A. Whalen
Frederick E. Williamson
Louis C. Wills
Matthew Woll
Clarence M. Woolley
Owen D. Young

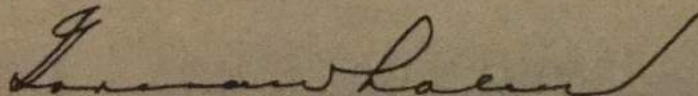
A N O P E N L E T T E R
T O T H E M E R C H A N D I S E R S O F T H E W O R L D
F R O M T H E P R E S I D E N T O F
N E W Y O R K W O R L D ' S F A I R 1 9 3 9 I N C O R P O R A T E D

When the history of the New York World's Fair of 1939 is written, it will probably require volumes to describe adequately how this great international exposition influenced the merchandise trends of modern times.

Since merchandise, which is the generic term for all those material things that surround and affect our daily physical life - food, shelter and clothing, is so vital a part in our whole scheme of existence, there is no consideration more important in the development of this great World's Fair than creating better merchandise for a Better World of Tomorrow.

Today, as the opening of the Fair approaches, far-sighted designers and manufacturers of merchandise are seizing the opportunity afforded by the New York World's Fair. They are conceiving new products and molding new plans to meet a new demand, for the Fair will affect, if not change completely, the desires and tastes of our sixty million visitors.

Some of these manufacturers have already expressed this vision in specific articles. Many of these products are already on the market. All of them will soon be available in the marts of America and, indeed, of the world. The Fair management asks earnest consideration of these products by the great retail outlets through whose channels this merchandise will flow to consumers throughout the world.



MERCHANDISE

AND THE

NEW YORK WORLD'S FAIR 1939

A new era in the standards of living is impending. Changes are about to take place in tastes, ideas and comforts, changes in ideals affecting our homes, our apparel, our food and our pleasures, changes that are destined to make the merchandise of today obsolete tomorrow.

Many indications point that way. Inventories are low, and buyers everywhere are preparing for new things. New standards in education and a veritable avalanche of new inventions are ready to push into discard much that has been thought indispensable.

Add to this the tremendous influence which the New York World's Fair of 1939 will have on the trends of human wants and needs and the evidence of a Twentieth Century Renaissance becomes irresistible.

The history of expositions proves that, in the flood of new business which inevitably follows in the wake of a world's fair, many apparently well-founded concerns are submerged by the tide of new tastes, new demands and new products. Other concerns, more dynamic and alert, ride with the stream of progress to new heights and achievements. To the attention of the latter, this book is directed.

THE MERCHANDISE OF TOMORROW

This great international exposition has an underlying theme: The Building of the World of Tomorrow.

This present catalogue is a partial exhibition of merchandise, imbued with World's Fair ideas, designs, motifs, and insignia, presented by firms licensed to enjoy this privilege and inspired by this concept of a new world.

On the pages following is a complete list of these licensees and a graphic portrayal of some of the merchandise that they have identified with the New York World's Fair 1939.

**What The New York World's Fair
Merchandising Department
Offers Licensees of
Fair-Inspired Merchandise**

First, the privilege of identifying suitable products with New York World's Fair names, trade marks, insignia, designs, etc., including the right to name merchandise as "New York World's Fair Models" or "New York World's Fair Officially Licensed Products", etc.

Second, the benefit of using New York World's Fair pictures, buildings, murals, paintings, sculptures, industrial designs, interior decorations, and all other fruits of the great array of artistic talent assembled to improve, beautify and otherwise enhance the value of such merchandise.

Third, the advantages of the services of the New York World's Fair Sales Promotion Department, which include tie-ins with a wide variety of special events to be part of the Fair program, cooperation with sales outlets within the Fair as well as throughout the country, and innumerable advertising, publicity and merchandising contacts.

These advantages are available to a limited number of reputable firms which produce products that may properly be classified as "The Merchandise of Tomorrow" on a modest royalty basis, such royalties to be used entirely to promote the welfare of the New York World's Fair and its participants.

To the list herein shown may be added shortly many additional firms with licenses now awaiting approval and others which are invited to share in this modern merchandise privilege.

For further information address:

**The Merchandising Department
New York World's Fair 1939 Incorporated
World's Fair, New York**

Partial List Of Prominent Department Store,
Syndicate Group And Other Important Retail Outlets'
Chief Merchandising Executives, Who Are Acting As An
Advisory Committee For The Merchandising Department Of
New York World's Fair 1939 Incorporated

ME

SOL ABBE
V. P., T
Salt L

WILLIAM
Pres., T
Co
Hunt

MRS. B.
Pres.,
Hart

F. W. B
M. M.
New

PAUL B
V. P.,
Brid

H. M.
V. P.,
M

DANIEL
V. P.,
Ne

W. T.
V. P.,
C
Ch

CHAR
V. P.,
C

C. I.
S. P
D

MISS
Adv
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KENN
V.
N

AND
Pat
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R. F.
V.
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JOH
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R. V
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GO
M

AL
M

J.

J.

R

MERCHANDISING DEPARTMENT—RETAIL ADVISORY COMMITTEE

SOL ABBOTT
V. P., The Paris Company
Salt Lake City, Utah

WILLIAM B. ANDERSON, JR.
Pres., The Anderson Newcomb
Company
Huntington, West Virginia

MRS. B. F. AUERBACH
Pres., G. Fox and Company
Hartford, Connecticut

F. W. BINZEN
M. M., J. C. Penney Company
New York, N. Y.

PAUL BLACKBURN
V. P., The D. M. Read Company
Bridgeport, Connecticut

H. M. BLANK
V. P., Ed. Schuster and Company, Inc.
Milwaukee, Wisconsin

DANIEL R. BRANEN
V. P., Mark Cross Company
New York, N. Y.

W. T. BUICE
V. P., & G. M. M., J. B. Ivey and
Company
Charlotte, North Carolina

CHARLES C. BUNKER
V. P., & G. M. M., Marshall Field and
Company
Chicago, Illinois

C. I. BURTANGER
S. P. M., The Rike-Kumler Company
Dayton, Ohio

MISS VIRGINIA COALE
Adv. & Prom., Best and Company
New York, N. Y.

KENNETH COLLINS
V. P., Gimbel Brothers
New York, N. Y.

ANDREW CONNOLLY
Pub. Dir., Joseph Horne Company
Pittsburgh, Pennsylvania

R. F. COPPEDGE
V. P., McCrory Stores Corporation
New York, N. Y.

JOHN W. CORY
Adv. Mgr., John A. Brown Company
Oklahoma City, Oklahoma

R. W. COSTELLO
O'Connor, Moffatt and Company
San Francisco, California

GORDON K. CREIGHTON
M. M., Conrad and Company, Inc.
Boston, Massachusetts

ALFRED E. DARBY
M. M., The Outlet Company
Providence, Rhode Island

J. EDWARD DAVIDSON
Pres., James McCreery and Company
New York, N. Y.

J. HOWARD DENNY
Pres., Franklin Simon's
New York, N. Y.

RUSSELL E. DILL
Exec. V. P., Franklin Simon's
New York, N. Y.

JOSEPH P. DOODY
M. M., Wolf and Dessauer
Fort Wayne, Indiana

CHARLES B. DULCAN, SR.
V. P., The Hecht Company
Washington, D. C.

SARGENT F. EATON
Pres., The Howland Dry Goods
Company
Bridgeport, Connecticut

LAWRENCE ELLIS
Pres., Weinstock Lubin and Company
Sacramento, California

J. ESPOVICH
Mgr., Boston Store of Chicago, Inc.
Chicago, Illinois

CHARLES EYSTER
G. M. M., The Rosenbaum Company
of Pittsburgh
Pittsburgh, Pennsylvania

GEORGE FARKAS
Pres., Alexander's Dept. Stores, Inc.
Bronx, New York, N. Y.

MEYER FELDMAN
M. M., City Stores Company
New York, N. Y.

PAUL C. FLEER
G. M. M., The Higbee Company
Cleveland, Ohio

F. P. FRIES
V. P., Younker Bros., Inc.
Des Moines, Iowa

GEORGE P. GABLE
Pres., The William F. Gable Company
Altoona, Pennsylvania

G. M. GALES
Pres., Liggett Drug Company, Inc.
New York, N. Y.

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Man. Dir., Arkwright, Incorporated
New York, N. Y.

KARL D. GARDNER
Pres., W. T. Grant Company
New York, N. Y.

R. C. GENSEL
V. P., Syndicate-Alliance Trading
Company, Inc.
New York, N. Y.

MAX GERTZ
Sec'y., Gertz
Jamaica, N. Y.

LEONARD GINSBERG
Pres., Hearn Department Stores, Inc.
New York, N. Y.

RALPH L. GOLDSMITH
G. M., Lansburgh and Brother
Washington, D. C.

ANDREW GOODMAN
V. P., Bergdorf Goodman Company
New York, N. Y.

MOSES H. GOODMAN
V. P., The Hub
Baltimore, Maryland

H. GREENBLATT
G. M. M., National Department
Stores Management and Buying
Corporation
New York, N. Y.

MILTON J. GREENEBAUM
V. P. & Treas., Felix Lillenthal and
Company, Inc.
New York, N. Y.

THEODORE B. GRIFFITH
V. P. & G. M., L. S. Ayres and
Company
Indianapolis, Indiana

WALTER M. HALLE
The Halle Brothers Company
Cleveland, Ohio

IRA A. HIRSCHMANN
V. P., Saks-Fifth Avenue
New York, N. Y.

PAUL HOLLISTER
Exec. V. P., R. H. Macy and Company
New York, N. Y.

JOHN D. HUGHES
M. M., The Denholm and McKay
Company
Worcester, Massachusetts

J. H. HUNTER
G. M. M., The Edw. Malley Company
New Haven, Connecticut

CHARLES G. HUTZLER
Sec'y., Hutzler Brothers Company
Baltimore, Maryland

SIMON M. JACOBS
Pres., The Rollman and Sons Company
Cincinnati, Ohio

MAURICE S. JELENKO
G. M. M., Stix, Baer and Fuller
Company
St. Louis, Missouri

FRANK R. JELLEFF
Pres., Frank R. Jelleff, Inc.
Washington, D. C.

GEORGE H. JOHNSON
Pres., Lit Brothers
Philadelphia, Pennsylvania

B. A. JUMPER
S. P. M., The Brown-Dunkin Dry
Goods Company
Tulsa, Oklahoma

HARRY L. KATZ
G. M., The May Company
Baltimore, Maryland

J. SYLVAN KAUFMAN
V. P., Mandel Brothers
Chicago, Illinois

C. N. KIERST
V. P. & G. M. M., The Shepard
Company
Providence, Rhode Island

WILLIAM W. KIRK
V. P., Allied Purchasing Corporation
New York, N. Y.

LOUIS E. KIRSTEIN
V. P., Wm. Filene's Sons Company
Boston, Massachusetts

BARNEY B. KLINE
G. M., Hirsch Mercantile Company
Los Angeles, California

(Continued)

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Man. Dir., The Bon Marche
Seattle, Washington

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V. P. & Sec'y., The F. and R. Lazarus
and Company
Columbus, Ohio

E. V. LEWIS
Pres., Lewis and Conger
New York, N. Y.

ISAAC LIBERMAN
Pres., Arnold Constable
New York, N. Y.

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S. P. M., Boston Store
The Herzfeld-Phillipson Company
Milwaukee, Wisconsin

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Birmingham, Alabama

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Pittsburgh, Pennsylvania

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Gladding's
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G. M., Mabley and Carew Company
Cincinnati, Ohio

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V. P., Sears Roebuck Company
Chicago, Illinois

CHARLES G. NICHOLS
G. M. M., The G. M. McKelvey
Company
Youngstown, Ohio

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Asst. V. P., A. G. Spalding and
Brothers
New York, N. Y.

L. G. OPPENHEIM
Pres., The Bailey Company
Cleveland, Ohio

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S. M., The Namm Store
Brooklyn, New York

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Pres., Ovington's
New York, N. Y.

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New Orleans, Louisiana

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Man. Dir., Saks at 34th Street
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Brooklyn, New York

F. Z. SALOMON
G. M., The May Department Stores
Company
Famous-Barr Company
St. Louis, Missouri

ARTHUR E. SAMEK
Pres., Emily Shops
New York, N. Y.

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G. M. M., E. M. Scarbrough and Sons
Austin, Texas

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Louisville, Kentucky

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Memphis, Tennessee

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Treas., Bonwit Teller
New York, N. Y.

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V. P., Lord and Taylor
New York, N. Y.

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New York, N. Y.

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G. M. M., Sanger Brothers
Dallas, Texas

JOHN SLOANE
Chmn., W. and J. Sloane
New York, N. Y.

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and Pacific Tea Company
New York, N. Y.

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S. P. M., The Elder and Johnston
Company
Dayton, Ohio

SIDNEY L. SOLOMON
G. M. M., Abraham and Strauss
Brooklyn, New York

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Pres., Hochschild, Kohn and Company
Baltimore, Maryland

MAURICE SPECTOR
Pres., The Blum Store
Philadelphia, Pennsylvania

WILLIAM E. SPEERS
V. Chmn., James McCutcheon and
Company
New York, N. Y.

PHILIP C. STEIGER
G. M., Albert Steiger, Inc.
Hartford, Connecticut

WILLIAM S. STREET
G. M., Frederick and Nelson
Seattle, Washington

H. KENNETH TAYLOR
V. P., John Taylor Dry Goods
Company
Kansas City, Missouri

G. A. TERPENNING
Sup. of Mer., F. W. Woolworth
Company
New York, N. Y.

CAMERON S. THOMPSON
V. P., Jordan Marsh Company
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V. P. & G. M. M., Wieboldt Stores,
Inc.
Chicago, Illinois

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V. P. & Pub. Dir., The Lasalle and
Koch Company
Toledo, Ohio

S. D. VINNEDGE
Pres., The Lamson Brothers Company
Toledo, Ohio

F. FRANK VORENBERG
V. P., Gilchrist Company
Boston, Massachusetts

C. R. WALGREEN
Pres., Walgreen Drug Stores
Chicago, Illinois

BENJAMIN M. WEISS
Man. Dir., Day Brothers and Company
Syracuse, New York

HAROLD WENDEL
Pres., Lipman Wolfe and Company
Portland, Oregon

F. R. WERTMAN
V. P., S. S. Kresge Company
Detroit, Michigan

IRWIN D. WOLF
V. P., Kaufmann Department Stores
Pittsburgh, Pennsylvania

JOHN WOOD
V. P., B. Altman and Company
New York, N. Y.

E. C. YOURELL
M. M., J. W. Robinson Company
Los Angeles, California

CHARLES ZADOCK
V. P., Gimbel Brothers
Milwaukee, Wisconsin

A Statement of Policy

regarding

NEW YORK WORLD'S FAIR 1939 LICENSED MERCHANDISE

• In order to enable manufacturers of merchandise of every type and kind to enjoy advertising and distribution values by linking their merchandise with the New York World's Fair to be held next year, certain individuals and firms have been licensed to use the New York World's Fair names, emblems, designs, insignia, etc., and other such licenses are now in prospect.

• As a protection to such licensed firms who have made legal arrangements with the New York World's Fair for labeling, trade-marking, designing, and in other ways identifying their goods with the World's Fair, a policy has been established to prevent competitive firms from using such World's Fair property without authority.

• The emblem shown below, representing the Tylon and Perisphere, is the official emblem for use by licensees of the New York World's Fair 1939.

• No firm or individual has the right to use this emblem in any way either on literature or on merchandise, for advertising, window displays, posters, or in any other way, without written permission of New York World's Fair 1939 Incorporated. Effective at once, all present licensees, as well as exhibitors and concessionaires of the New York World's Fair, are invited to make immediate use of this emblem as a means of official and approved identity with the New York World's Fair 1939.

• It is necessary as a means of protection to official licensees to warn all others that the Fair Corporation will be obliged to take speedy and drastic legal action to stop any firm or individual from using this emblem without such permission.

• All retail firms, as well as wholesalers and distributors and others, are hereby cautioned not to purchase or sell any merchandise which identifies itself in any way as being associated with, approved, sponsored or licensed by the New York World's Fair 1939 Incorporated which does not carry this emblem or whose manufacturer and distributor is not duly licensed by the Fair Corporation.

• Allowance, of course, should be made for merchandise already manufactured prior to this date which may not carry this emblem, but care should be exercised to insure that manufacturers are properly licensed before accepting such merchandise as authentic New York World's Fair merchandise.

• It is also necessary to caution manufacturers and others that it is legally impossible to use any names, emblems, designs or insignia of any kind whatsoever, whether registered prior to the announcement of the New York World's Fair 1939 Incorporated, or since, either by inference or suggestion indicating a definite relationship with the New York World's Fair 1939, unless permission has been granted by the Fair Corporation, including the right to use this World's Fair emblem.

• Other manufacturers are invited to learn the advantages of merchandising tie-ups with the Fair and to know the precautions now being taken to protect all licensees and to strengthen the sales value of the licensee privilege.

• Correspondence should be addressed to the New York World's Fair 1939 Incorporated, World's Fair, N. Y., attention of Merchandising Department.

EXCERPTS FROM CHAPTER 593 LAWS OF NEW YORK STATE. EFFECTIVE MAY 25, 1937.

"3. Any person, firm, co-partnership, association, society or corporation, except as authorized by New York World's Fair 1939 Incorporated, who shall with intent to acquire or obtain for personal or business purposes a benefit or advantage assume, adopt or use the name of such corporation or a name so nearly resembling it as to be calculated to deceive the public with respect to such corporation, or who, except as authorized by such corporation, shall with intent to acquire or obtain for personal or business purposes a benefit or advantage assume, adopt or use in any manner any emblem, insignia or badge, description, design or designating mark or descriptive word or phrase used by New York World's Fair 1939 Incorporated in carrying out its purposes calculated to deceive the public with respect to such corporation shall be guilty of a misdemeanor. Whenever there shall be an actual or threatened violation of this act, an application may be made to a court or justice having jurisdiction to issue an injunction, upon notice to the defendant of not less than five days, for an injunction to enjoin and restrain said actual or threatened violation; and if it shall appear to the satisfaction of the court or justice that the defendant is in fact so using such name, emblem, insignia or badge, description, design or designating mark or descriptive word or phrase, an injunction may be issued by said court or justice, enjoining and restraining such actual or threatened violation, without requiring proof that any person has in fact been misled or deceived thereby."



President
New York World's Fair 1939 Incorporated

THIS ADVERTISEMENT INSERTED THROUGH THE COURTESY OF LICENSEES

Reproduction Of An Advertisement Appearing In Women's Wear Daily, July 29, 1938, Stating The Policy Of New York World's Fair 1939 Incorporated With Respect To The Licensing Of Merchandise And The Protection Of Such Privilege

List To Date (October 25, 1938) of Firms Officially Licensed

By New York World's Fair-1939 Incorporated

To Produce and Distribute Merchandise

Embodying World's Fair Identities

Classified By Type of Product

INDEX

AUTOMOTIVE EMBLEMS

C HODES-ZINK MANUFACTURING COMPANY
Passaic
New Jersey

N. G. SLATER CORPORATION
3-7 West 29th Street
New York, N. Y.

STOKER CORPORATION
25 Broadway, Room 1870
New York, N. Y. (See Page 87)

APPAREL

Intimate

ALBERT MITCHELL
172 Madison Avenue
New York, N. Y.

Children's

JOSEPH LOVE, Inc.
1333 Broadway
New York, N. Y.

Men's

BROOM & NEWMAN
11 East 26th Street
New York, N. Y.

Women's

SAMUEL CHAPMAN, Inc.
530 Seventh Avenue
New York, N. Y.

EMPIRE SHIELD COMPANY
588 Broadway
New York, N. Y.

MAYFLOWER DRESS COMPANY
1350 Broadway
New York, N. Y.

U-WAN-A WASH FROCKS, Inc.
1350 Broadway
New York, N. Y. (See Page 93)

Beachwear—Play suits

EMPIRE SHIELD COMPANY
588 Broadway
New York, N. Y.

GREENHILL & DANIEL, Inc.
199 Steuben Street
Brooklyn, N. Y.

THE SEAMLESS RUBBER CO., Inc.
253 Hallock Avenue
New Haven, Conn.

Blouses

Sportswear—Knitted wear

BLUE JEAN MANUFACTURING COMPANY
200 Fifth Avenue
New York, N. Y.

BROOM & NEWMAN
11 East 26th Street
New York, N. Y.

H. W. CARTER & SONS
Bank Street
Lebanon, N. H.

FORT SCHUYLER KNITTING COMPANY
Utica
N. Y.

PERRY KNITTING COMPANY
Perry
New York

ACCESSORIES

Belts—Buckles—Buttons Garters—Braces—Neckties

BODEK CRAVAT COMPANY
47 Orchard Street
New York, N. Y.

GOLDBERG & SUSSELES
462 Broadway
New York, N. Y.

LAFAYETTE NECKWEAR COMPANY
20 West 30th Street
New York, N. Y.

LEOPOLD LERNER COMPANY
34 West 23rd Street
New York, N. Y.

J. B. MAST COMPANY
24 Waverly Place
New York, N. Y. (See Pages 69, 70, 71)

D. H. NEUMANN COMPANY
1107 Broadway
New York, N. Y.

CAPITOL CRAVAT
(THE PARIS NECKWEAR CO., Inc.)
519 Eighth Avenue
New York, N. Y. (See Page 40)

M. SLIFKA & SONS
275 Seventh Avenue
New York, N. Y.

SWANK PRODUCTS, Inc.
Attleboro
Mass.

TRUE VALUE NECKWEAR CO.
1261 Broadway
New York, N. Y.

J. W. WITHERSPOON, Inc.
1123 Broadway
New York, N. Y.

Dress Trimmings

THE AMERICAN FABRICS CO.
1069 Connecticut Avenue
Bridgeport, Conn.

INDEX

B. BLUMENTHAL & CO., Inc.
1410 Broadway
New York, N. Y.

THE ROBBINS CO.
School and Hazel Streets
Attleboro, Mass.

Hair Ornaments—Ribbons

BEN HUR PRODUCTS, Inc.
302 Fifth Avenue
New York, N. Y.

B. BLUMENTHAL & CO.
1410 Broadway
New York, N. Y.

GENERAL RIBBON MILLS &
STARK BROS. RIBBON CORP.
352 Fourth Avenue
New York, N. Y. (See Page 82)

J. B. MAST COMPANY
24-26 Waverly Place
New York, N. Y. (See Pages 69, 70, 71)

THE RIBBON MILLS CORPORATION
102 Madison Avenue
New York, N. Y.

Handbags

BANNER BROS., Inc.
152 West 25th Street
New York, N. Y.

MARK CROSS COMPANY
655 Fifth Avenue
New York, N. Y.

EXCEL MERCHANDISE CO., Inc.
753 Broadway
New York, N. Y.

J. GINZBURG & SONS, Inc.
102 Prince Street
New York, N. Y.

GOLDSMITH BROS. MFG. CO., Inc.
10 West 33rd Street
New York, N. Y. (See Page 55)

MAX KASNOWITZ & SONS
198 Canal Street
New York, N. Y.

J. V. PILCHER MFG. CO.
709 Gray Street
Louisville, Ky. (See Page 78)

PYRAMID LEATHER GOODS CO.
6 West 32nd Street
New York, N. Y.

MAX ROTH LEATHER GOODS CORP.
491 Broadway
New York, N. Y.

STEINHARDT IMPORT CORPORATION
1261 Broadway
New York, N. Y.

Hats

M. & J. BECKER, Inc.
2961 Atlantic Avenue
Brooklyn, N. Y.

BOLIVIAN HAT CO., Inc.
663 Broadway
New York, N. Y.

BRITTANY HAT COMPANY
15 Waverly Place
New York, N. Y.

S. COHEN & SON
Porter and Swanson Streets
Philadelphia, Pa.

FELDRAS & BECK
236 West 26th Street
New York, N. Y. (See Page 51)

GOOD VALUE HAT & CAP CO., Inc.
15 West Fourth Street
New York, N. Y. (See Page 57)

INTERNATIONAL HARVEST HAT CO.
2538 Texas Avenue
St. Louis, Mo.
or
15 Washington Place
New York, N. Y.

LEW KASHUK
15 West 28th Street
New York, N. Y.

ASTRID SANDSTEDT
94-30 40th Drive
Elmhurst, L. I., N. Y. (See Page 80)

Jewelry—Fine and costume

ART PEARL WORKS, Inc.
123 Van Buren Street
Newark, N. J.

BATES & KLINKE, Inc.
43 Railroad Avenue
Attleboro, Mass.

S. BLECHER & SON
18 North Second Street
Philadelphia, Pa.

BLISS-SCOFIELD CORPORATION
414 South 14th Street
Newark, N. J.

B. BLUMENTHAL & CO., Inc.
1410 Broadway
New York, N. Y.

BRIER MFG. COMPANY
222 Richmond Street
Providence, R. I.

BULOVA WATCH CO., Inc.
580 Fifth Avenue
New York, N. Y. (See Pages 38, 39)

CARTIER, Inc.
Fifth Avenue at 52nd Street
New York, N. Y. (See Page 41)

CEE BEE ORNAMENT
264 West 40th Street
New York, N. Y. (See

CHROMIUM PLATING
174-B Worth Street
New York, N. Y.

COHN & ROSENBERG
47 West 34th Street
New York, N. Y. (See

C. H. EDEN COMP
Attleboro
Mass.

ETCHED PRODUCTS
39-01 Queens Boulev
Long Island City, N.

FREEMAN-DAUGH
134 Thurbers Avenue
Providence, R. I.

GEMEX COMPANY
170 Thomas Street
Newark, N. J.

GREIER & SCHMI
121-40 Sixth Avenue
College Point, N. Y.

THE E. INGRAHA
Bristol
Conn.

JOHN T. INMAN
Attleboro
Mass.

KREMENTZ & CO
49 Chestnut Street
Newark, N. J. (S

WALTER LAMPL
20 West 47th Str
New York, N. Y.

NEW HAVEN C
New Haven
Conn. (See Page

F. H. NOBLE C
535 West 59th S
Chicago, Ill.

THE NORSID C
15 East 16th St
New York, N. Y.

OSTBY & BART
118 Richmond
Providence, R.

OVAL MFG. C
64 West 36th
New York, N.

J. O. POLLAR
337 West Ma
Chicago, Ill.

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CEE BEE ORNAMENT CO., Inc.
264 West 40th Street
New York, N. Y. (See Page 42)

CHROMIUM PLATING COMPANY, Inc.
174-8 Worth Street
New York, N. Y.

COHN & ROSENBERGER, Inc.
47 West 34th Street
New York, N. Y. (See Page 44)

C. H. EDEN COMPANY
Attleboro
Mass.

ETCHED PRODUCTS CORPORATION
39-01 Queens Boulevard
Long Island City, N. Y. (See Page 48)

FREEMAN-DAUGHADAY COMPANY
134 Thurbers Avenue
Providence, R. I.

GEMEX COMPANY
170 Thomas Street
Newark, N. J.

GREIER & SCHMIDT
121-40 Sixth Avenue
College Point, N. Y.

THE E. INGRAHAM COMPANY
Bristol
Conn.

JOHN T. INMAN & COMPANY
Attleboro
Mass.

KREMENTZ & COMPANY
49 Chestnut Street
Newark, N. J. (See Page 67)

WALTER LAMPL
20 West 47th Street
New York, N. Y.

NEW HAVEN CLOCK CO.
New Haven
Conn. (See Page 75)

F. H. NOBLE CO.
535 West 59th Street
Chicago, Ill.

THE NORSID COMPANY
15 East 16th Street
New York, N. Y.

OSTBY & BARTON CO.
118 Richmond Street
Providence, R. I.

OVAL MFG. CO., Inc.
64 West 36th Street
New York, N. Y.

J. O. POLLACK & COMPANY
337 West Madison Street
Chicago, Ill.

RICE-WEINER & COMPANY
366 Fifth Avenue
New York, N. Y.

THE ROBBINS COMPANY
School and Hazel Streets
Attleboro, Mass.

SEE-THRU CONTAINER CORPORATION
205 East 42nd Street
New York, N. Y.

SILVERMAN BROTHERS
226 Public Street
Providence, R. I.

SWANK PRODUCTS, Inc.
Attleboro
Mass.

UNCAS MFG. COMPANY
623 Atwells Avenue
Providence, R. I. (See Page 91)

U. S. CHAIN COMPANY
21-28 45th Road
Long Island City, N. Y. (See Page 92)

WATERBURY CLOCK COMPANY
Waterbury
Conn.

Luggage

BOYLE LEATHER GOODS CO., Inc.
36 East 31st Street
New York, N. Y.

FILSO LEATHER PRODUCTS CO., Inc.
138 West 25th Street
New York, N. Y.

LIDO LUGGAGE CO., Inc.
26 West 17th Street
New York, N. Y.

UNITED LEATHER GOODS CO.
1 Junius Street
Brooklyn, N. Y.

Scarfs, Neckerchiefs, Handkerchiefs

THE AMERICAN FABRICS CO.
1069 Connecticut Avenue
Bridgeport, Conn.

BRIAN FABRIC CORPORATION
1441 Broadway
New York, N. Y.

BURMEL HANDKERCHIEF CORPORATION
385 Fifth Avenue
New York, N. Y.

CONTINENTAL MERCHANDISING CORP.
1140 Broadway
New York, N. Y.

D. & C. SILK CO., Inc.
149 Fifth Avenue
New York, N. Y.

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DAVIS & CATERALL
40 Worth Street
New York, N. Y.

DURLACHER & COMPANY, Inc.
902 Broadway
New York, N. Y.

ZOE FOARD
5221 Monte Vista Street
Los Angeles, California

GLENSDER TEXTILE COMPANY
417 Fifth Avenue
New York, N. Y.

BEN GOODMAN
8 West 37th Street
New York, N. Y.

HANCO ART & NOVELTY CO., Inc.
121 West 27th Street
New York, N. Y. (See Page 60)

EDGAR C. HYMAN COMPANY
485 Fifth Avenue
New York, N. Y.

J. H. KIMBALL, Inc.
425 Fourth Avenue
New York, N. Y.

NOVELTY VEILING CO., Inc.
2 West 37th Street
New York, N. Y.

WESTERN ART LEATHER CO.
1646 Arapahoe Street
Denver, Colorado

Raincoats

THE SEAMLESS RUBBER CO., Inc.
253 Hallock Avenue
New Haven, Conn.

Ribbon

CENTURY RIBBON MILLS, Inc.
80 Madison Avenue
New York, N. Y. (See Page 43)

GENERAL RIBBON MILLS &
STARK BROS. RIBBON CORPORATION
352 Fourth Avenue
New York, N. Y. (See Page 82)

J. B. MAST COMPANY
24 Waverly Place
New York, N. Y. (See Pages 69, 70, 71)

THE RIBBON MILLS CORPORATION
102 Madison Avenue
New York, N. Y.

Shoes

MILFORD SHOE COMPANY
Milford
Massachusetts

BOOKS

MILTON BRADLEY COMPANY
Springfield
Massachusetts

DOUBLEDAY DORAN CO., Inc.
Garden City
New York

GEMLOID CORPORATION
425 Fourth Avenue
New York, N. Y. (See Page 52)

HARRY D. KATZ PRINTING CO., Inc.
200 Hudson Street
New York, N. Y.

ROGERS-KELLOGG-STILLSON
461 Eighth Avenue
New York, N. Y.

THE SAALFIELD PUBLISHING COMPANY
Akron
Ohio

PAGEANT OF THE STATES CORP.
(DR. HERMAN S. SCHIFF)
241 Central Park West
New York, N. Y. (See Page 76)

CHARLES SCRIBNER'S SONS
597 Fifth Avenue
New York, N. Y.

WHITMAN PUBLISHING CO.
Racine
Wisconsin

DECALCOMANIAS

COMMERFORD, PRICE CO.
446 Adelphi Street
Brooklyn, N. Y.

CONSOLIDATED DECALCOMANIA CORP.
184-10 Jamaica Avenue
Jamaica, N. Y. (See Page 46)

CRITERION DECALCOMANIA CO.
7 East 42nd Street
New York, N. Y.

KNICKERBOCKER DECALCOMANIA, Inc.
25 West 43rd Street
New York, N. Y.

THE MEYERCORD COMPANY
5323 West Lake Street
Chicago, Ill.

NATIONAL DECALCOMANIA CORP.
336 North 60th Street
Philadelphia, Pa.

THE PALM BROS. DECALCOMANIA CO.
248 West Broadway
New York, N. Y.

PALM, FECHTELER & CO.
15 East 26th Street
New York, N. Y.

U. S. PRINTING & LITHOGRAPHING CO.
52 East 19th Street
New York, N. Y.

DISPLAY MATERIALS

ASSOCIATED PRINTING
CO., Inc.
636 Eleventh Avenue
New York, N. Y.

ATLANTIC NOVEMBER
648 Broadway
New York, N. Y.

BURLAND PRINTING
53 Rose Street
New York, N. Y.

CONSOLIDATED
350 Fifth Avenue
New York, N. Y.

GEMLOID CORPORATION
425 Fourth Avenue
New York, N. Y.

THE LEVINS
442 Fourth Avenue
New York, N. Y.

MILPRINT, Inc.
431 West Florida
Milwaukee, Wis.

OGDEN PRINTING
636 — 11th Avenue
New York, N. Y.

F. C. and D. V.
65 West 56th Street
New York, N. Y.

ROSS FEDERAL
6 East 45th Street
New York, N. Y.

W. L. STENS
346 North Ju
Chicago, Ill.

or
30 Rockefeller
New York, N. Y.

U. S. PRINTING
52 East 19th Street
New York, N. Y.

FLAGS, EMBLEMS

AMCO EMBLEM
36 East 21st
New York, N. Y.

ANNIN &
85 Fifth Avenue
New York, N. Y.

ARTISTIC
141 West
New York, N. Y.

ATLANTIC
648 Broadway
New York, N. Y.

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DISPLAY MATERIALS

ASSOCIATED PRINTING & LITHOGRAPHING CO., Inc.
636 Eleventh Avenue
New York, N. Y.

ATLANTIC NOVELTY MFG. CORP.
648 Broadway
New York, N. Y.

BURLAND PRINTING CO., Inc.
53 Rose Street
New York, N. Y. (See Page 37)

CONSOLIDATED LITHOGRAPHING CO.
350 Fifth Avenue
New York, N. Y. (See Page 46)

GEMLOID CORPORATION
425 Fourth Avenue
New York, N. Y. (See Page 52)

THE LEVINS
442 Fourth Avenue
New York, N. Y.

MILPRINT, Inc.
431 West Florida Street
Milwaukee, Wis.

OGDEN PRINTING CO., Inc.
636—11th Avenue
New York, N. Y.

F. C. and D. W. PLATT
65 West 56th Street
New York, N. Y.

ROSS FEDERAL SERVICE, Inc.
6 East 45th Street
New York, N. Y.

W. L. STENSGAARD & ASSOCIATES, Inc.
346 North Justine Avenue
Chicago, Ill. (See Page 83)
or
30 Rockefeller Plaza
New York, N. Y.

U. S. PRINTING & LITHOGRAPHING CO.
52 East 19th Street
New York, N. Y.

FLAGS, BUNTING, PENNANTS, EMBLEMS

AMCO EMBLEM CO., Inc.
36 East 21st Street
New York, N. Y.

ANNIN & COMPANY
85 Fifth Avenue
New York, N. Y. (See Page 33)

ARTISTIC WEAVING COMPANY
141 West 36th Street
New York, N. Y.

ATLANTIC NOVELTY MFG. CORP.
648 Broadway
New York, N. Y.

S. COHEN & SON
Porter and Swanson Streets
Philadelphia, Pa.

D. & C. SILK CO., Inc.
149 Fifth Avenue
New York, N. Y.

CESARE de LUCA
570 Hamilton Avenue
North Bergen, N. J.

DETTRA FLAG CO., Inc.
35 West 23rd Street
New York, N. Y.

HANCO ART & NOVELTY CO., Inc.
121 West 27th Street
New York, N. Y. (See Page 60)

HUDSON WOVEN LABEL CO.
719 Hudson Avenue
West New York, N. J.

J. B. MAST CO.
24 Waverly Place
New York, N. Y. (See Pages 69, 70, 71)

NEW YORK PENNANT COMPANY
414 West Broadway
New York, N. Y.

THE NORSID CO.
15 East 16th Street
New York, N. Y.

PARIS ART LABEL CO., Inc.
12 East 22nd Street
New York, N. Y.

G. REIS & BRO., Inc.
79 Madison Avenue
New York, N. Y.

TABLET & TICKET COMPANY
115 East 23rd Street
New York, N. Y. (See Page 90)

FLOWERS, ARTIFICIAL

A. & P. ALPI COMPANY, Inc.
687 Broadway
New York, N. Y.

ASTER FLOWER COMPANY
45 West 37th Street
New York, N. Y. (See Page 35)

DAVIDSON PRINTING CORPORATION
227 East 45th Street
New York, N. Y.

JACOBSON COMPANY
2 Bond Street
New York, N. Y.

J. B. MAST COMPANY
24 Waverly Place
New York, N. Y. (See Pages 69, 70, 71)

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FOODS

Candy

LAMONT, CORLISS & CO.
60 Hudson Street
New York, N. Y.

HOUSEHOLD APPOINTMENTS

China, pottery, glassware

ABRAHAM & STRAUS, Inc.
422 Fulton Street
Brooklyn, N. Y.

DAN BRECHNER & CO.
921 Broadway
New York, N. Y.

CANADA DRY GINGER ALE, Inc.
100 East 42nd Street
New York, N. Y.

RAPHAEL LEVY
198 Park Hill Avenue
Yonkers, N. Y.

MEAKIN & RIDGWAY, Inc.
129 Fifth Avenue
New York, N. Y.

N. Y. JOURNAL, Inc.
220 South Street
New York, N. Y.

OVINGTON'S GIFT SHOP, Inc.
437 Fifth Avenue
New York, N. Y.

OWENS-ILLINOIS GLASS CO.
Toledo
Ohio

PORCELIER MFG. COMPANY
200 Fifth Avenue
New York, N. Y.

SCAMMELL CHINA COMPANY
Trenton
New Jersey

Clocks

AVON PRODUCTS CO.
1140 Broadway
New York, N. Y.

BAYER, PRETZFELDER & MILLS, Inc.
15 Maiden Lane
New York, N. Y.

WILLIAM L. GILBERT CLOCK CORP.
Winsted
Conn. (See Page 53)

THE E. INGRAHAM CO.
Bristol
Conn.

DOUGLAS G. LEE
227 West 45th Street
New York, N. Y.

MAGRO GLOBE CLOCK CO.
110 East 42nd Street
New York, N. Y.

NEW HAVEN CLOCK CO.
New Haven
Conn. (See Page 75)

WATERBURY CLOCK CO.
Waterbury
Conn.

Closet Fixtures, Hangers

BARNEY STEPLER & SONS, Inc.
28 Norfolk Street
New York, N. Y. (See Page 84)

Cutlery

COLONIAL KNIFE COMPANY
5 West 32nd Street
New York, N. Y.

ILLINOIS WATCH CASE CO.
Elgin
Ill.

IMPERIAL KNIFE CO.
14 Blount Street
Providence, R. I.

ADOLPH KASTOR & BROS., Inc.
245 Fifth Avenue
New York, N. Y.

MONARCH MANUFACTURING COMPANY
711 West Lake Street
Chicago, Ill.

UTICA CUTLERY COMPANY
41 Union Square
New York, N. Y.

WATERBURY CLOCK CO.
Waterbury
Conn.

Flashlights

CHASE BRASS & COPPER CO., Inc.
Waterbury
Conn.

MICRO-LITE COMPANY, Inc.
45 West 25th Street
New York, N. Y.

MONARCH MANUFACTURING COMPANY
711 West Lake Street
Chicago, Ill.

SALZ BROTHERS, Inc.
44 West 28th Street
New York, N. Y.

Hot Pads

CHARLES A. BREWER & SONS
6320 Harvard Avenue
Chicago, Ill.

M. W. CARR & COMPANY, Inc.
West Somerville
Massachusetts

GREEN TABLE PAD CORP.
2887 Atlantic Avenue
Brooklyn, N. Y.

Kitchenware

AMERICAN CAN CO.
230 Park Avenue
New York, N. Y.

ARTWIRE CREATIONS, Inc.
104 West 17th Street
New York, N. Y.

PORCELIER MFG. CO.
200 Fifth Avenue
New York, N. Y.

THE SEYMOUR PRODUCTS
Seymour
Conn.

Lamps

ACME METAL NOVELTY
327 27th Street
Guttenberg, N. J.

AEROLUX LIGHT CORP.
653 Eloventh Avenue
New York, N. Y.

AMERICAN PEARL & BEA
Steinway & Riker Avenues
Astoria, Long Island, N. Y.

THE BRYANT ELECTRIC
Bridgeport
Conn.

CHROMIUM PLATING
174-8 Worth Street
New York, N. Y.

COLONIAL METAL CR
40-05 21st Street
Long Island City, N. Y.

COMET METALCRAFTS,
710 Broadway
New York, N. Y.

HARUTA & CO., Inc.
141 Fifth Avenue
New York, N. Y. (See Pa

MAX HORN & BRO., I
236 Fifth Avenue
New York, N. Y. (See P

KEG-O PRODUCTS CO
40-46 West 20th Street
New York, N. Y.

OVINGTON'S
437 Fifth Avenue
New York, N. Y.

F. C. and D. W. PLAT
65 West 56th Street
New York, N. Y.

Linens, Blankets

FALLANI & COHN, I
13 East 37th Street
New York, N. Y.

INDEX

GREEN TABLE PAD CORPORATION
2887 Atlantic Avenue
Brooklyn, N. Y.

Kitchenware

AMERICAN CAN CO.
230 Park Avenue
New York, N. Y.

ARTWIRE CREATIONS, Inc.
104 West 17th Street
New York, N. Y.

PORCELIER MFG. CO.
200 Fifth Avenue
New York, N. Y.

THE SEYMOUR PRODUCTS COMPANY
Seymour
Conn.

Lamps

ACME METAL NOVELTY CORPORATION
327 27th Street
Guttenberg, N. J.

AEROLUX LIGHT CORPORATION
653 Eleventh Avenue
New York, N. Y.

AMERICAN PEARL & BEAD CO., Inc.
Steinway & Riker Avenues
Astoria, Long Island, N. Y.

THE BRYANT ELECTRIC COMPANY
Bridgeport
Conn.

CHROMIUM PLATING COMPANY, Inc.
174-8 Worth Street
New York, N. Y.

COLONIAL METAL CRAFT CO., Inc.
40-05 21st Street
Long Island City, N. Y.

COMET METALCRAFTS, Inc.
710 Broadway
New York, N. Y.

HARUTA & CO., Inc.
141 Fifth Avenue
New York, N. Y. (See Page 61)

MAX HORN & BRO., Inc.
236 Fifth Avenue
New York, N. Y. (See Page 62)

KEG-O PRODUCTS CORP.
40-46 West 20th Street
New York, N. Y.

OVINGTON'S
437 Fifth Avenue
New York, N. Y.

F. C. and D. W. PLATT
65 West 56th Street
New York, N. Y.

Linens, Blankets

FALLANI & COHN, Inc.
13 East 37th Street
New York, N. Y.

MAX HORN & BRO., Inc.
236 Fifth Avenue
New York, N. Y. (See Page 62)

SUPERIOR LINEN COMPANY, Inc.
410 Broadway
New York, N. Y. (See Page 88)

Mirrors

BELVIDERE STRAP CO., Inc.
70 Wyckoff Avenue
Brooklyn, N. Y.

GEORGE BORGEFELDT CORPORATION
44 East 23rd Street
New York, N. Y.

THE NORSID COMPANY
15 East 16th Street
New York, N. Y.

Furniture

THE PROGRESSIVE TABLE CO., Inc.
(DETROIT BREAKFAST FURNITURE MFG.
CO., Inc.)
9506 Ditmas Avenue
Brooklyn, N. Y. (See Page 79)

Pen and pencil sets, desk sets

AMERICAN PEARL & BEAD CO., Inc.
Steinway & Riker Avenues
Astoria, Long Island, N. Y.

AVON PRODUCTS COMPANY
1140 Broadway
New York, N. Y.

CHROMIUM PLATING COMPANY, Inc.
174-8 Worth Street
New York, N. Y.

COLUMBIA PENCIL COMPANY
29 West 17th Street
New York, N. Y.

EAGLE PENCIL COMPANY
703 East 13th Street
New York, N. Y.

DAVID KAHN, Inc.
North Bergen
New Jersey

MICRO-LITE CO., Inc.
45 West 25th Street
New York, N. Y.

SALZ BROTHERS, Inc.
44 West 28th Street
New York, N. Y.

Refreshment Sets, trays

AMERICAN CAN COMPANY
230 Park Avenue
New York, N. Y.

ARTWIRE CREATIONS, Inc.
104 West 17th Street
New York, N. Y.

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GEORGE BORGEFELDT CORPORATION
44 East 23rd Street
New York, N. Y.

THE BURDICK COMPANY
1827 Flushing Avenue
Brooklyn, N. Y.

M. W. CARR & COMPANY, Inc.
West Somerville
Massachusetts

T. COHN, Incorporated
745 65th Street
Brooklyn, N. Y.

KEYSTONE SILVER, Inc.
460 West 34th Street
New York, N. Y.

NAYLOR CORPORATION
1520 West Monroe Street
Chicago, Illinois

OWENS-ILLINOIS GLASS COMPANY
Toledo
Ohio

OWENS-ILLINOIS CAN COMPANY
Toledo
Ohio

PREMIER METAL ETCHING COMPANY
21-03 44th Avenue
Long Island City, N. Y.

SPIR-IT, Incorporated
115 Center Street
Malden, Massachusetts

THE STICKLESS CORPORATION
751 Drake Street
Bronx, N. Y. (See Page 85)

SYRACUSE ORNAMENTAL COMPANY
581 South Clinton Street
Syracuse, N. Y. (See Page 89)

WOOD REPRODUCERS CORPORATION
Grand Haven
Michigan

Silverware, pewter and chromium

JOHN T. INMAN & COMPANY
Attleboro
Mass.

INTERNATIONAL SILVER CO.
Meriden
Conn.

THE JENNINGS BROS. MFG. CO.
Bridgeport
Conn.

KEYSTONE SILVER, Inc.
460 West 34th Street
New York, N. Y.

NATIONAL SILVER COMPANY
61 West 23rd Street
New York, N. Y. (See Page 74)

NEW YORK EVENING JOURNAL
220 South Street
New York, N. Y.

ONEIDA, LTD.
Oneida
New York

J. O. POLLACK & COMPANY
337 West Madison Street
Chicago, Illinois

TIFFANY & COMPANY
Fifth Avenue at 37th Street
New York, N. Y.

R. WALLACE & SONS MFG. COMPANY
Wallingford
Conn.

THE WATSON COMPANY
Attleboro
Mass.

Smoking Accessories, pipes, matches

ACME METAL NOVELTY CORPORATION
327 27th Street
Guttenberg, N. J.

AMERICAN PEARL & BEAD CO., Inc.
Steinway & Riker Avenues
Astoria, L. I., N. Y.

ARMSTRONG PRODUCTS CORPORATION
Huntington
West Virginia

ARROW NOVELTY COMPANY, Inc.
62 West 14th Street
New York, N. Y.

AVON PRODUCTS COMPANY
1140 Broadway
New York, N. Y.

S. BLECHER & SON
18 North Second Street
Philadelphia, Pa.

BRYANT ELECTRIC COMPANY
Bridgeport
Conn.

M. W. CARR & CO., Inc.
West Somerville
Mass.

CHASE BRASS & COPPER CO., Inc.
Waterbury
Conn.

CHROMIUM PLATING COMPANY, Inc.
174-8 Worth Street
New York, N. Y.

COLUMBIA STAMPING PRODUCTS, Inc.
40-05 21st Street
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COMET METALCRAFTS, Inc.
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CONTINENTAL MERCHANDISE
1140 Broadway
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MARK CROSS COMPANY
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New York, N. Y.

DIAMOND MATCH COMPANY
Grand Central Terminal
New York, N. Y.

ALFRED DUNHILL OF LONDON
(MARY DUNHILL, Inc.)
11 East 26th Street
New York, N. Y.

ETCHED PRODUCTS COMPANY
39-01 Queens Boulevard
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THE FAN COMPANY
225 Fifth Avenue
New York, N. Y.

FILSO LEATHER PRODUCTS
138 West 25th Street
New York, N. Y.

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Bridgeport
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LABEL IMPORTING COMPANY
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New York, N. Y.

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ROBERT LIST
2264 First Avenue
New York, N. Y.

THE L. MENDELSON
22 West 32nd Street
New York, N. Y.

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Conn.

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245 Fifth Avenue
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NEWELL MANUFACTURING COMPANY
Ogdensburg
New York, N. Y.

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NORTH AMERICAN DIE WORKS
10 Washington Place
New York, N. Y.

J. V. PILCHER MFG. COMPANY
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A. ROSENTHAL & SON
46 Waltham Street
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SAGAMOR METAL GOODS CORPORATION
43-01 22nd Street
Long Island City, N. Y.

ABRAHAM SCHIFF
307 West Merrick Road
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STEINHARDT IMPORT CORPORATION
1261 Broadway
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THE BRABANT NEEDLE CO., Inc.
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40-17 22nd Street
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JACOBSON COMPANY
2 Bond Street
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C PHILIP FLORIN, Inc.
255 Fifth Avenue
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GOLIGER TRADING CO., Inc.
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R A. ROSENTHAL & SON
46 Waltham Street
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C MAX ROTH LEATHER GOODS CORP.
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I I. SMALLMAN
30 East 23rd Street
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U UNITED LEATHER GOODS CO.
1 Junius Street
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WESTERN ART LEATHER CO.
1646 Arapahoe Street
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W THE WILSON MFG. CO., Inc.
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ACME METAL PRODUCTS CO.
840 Broadway
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C AHRN METAL ART WORKS
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New York, N. Y. (S

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319 West 39th Stre
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20 West 47th Stre
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LOUIS LEE
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NASCON SERVIC
60 East 42nd Stre
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NATIONAL CAL
342 Madison Ave
New York, N. Y.

JOSEPH SCHMI
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THE STICKLESS
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99 Chestnut Street
Williamsport, Pa.

ROYAL LACE PAPER WORKS, Inc.
99 Gold Street
Brooklyn, N. Y.

HARRY LATZ SERVICE
461 Eighth Avenue
New York, N. Y.

WITTCOFF & LEVY PAPER CO., Inc.
(ABERDEEN PAPER CO.)
24 East 13th Street
New York, N. Y.

Postcards, greeting cards, picture novelties

ALBERTYPE COMPANY
250 Adams Street
Brooklyn, N. Y. (See Page 32)

AMERICAN MINIATURES
406 West 31st Street
New York, N. Y.

ARTISTIC WEAVING CO.
141 West 36th Street
New York, N. Y. (See Page 34)

BURLAND PRINTING CO., Inc.
53 Rose Street
New York, N. Y. (See Page 37)

GEMLOID CORPORATION
425 Fourth Avenue
New York, N. Y. (See Page 52)

F. HUBNER & CO., Inc.
54 Lafayette Street
New York, N. Y.

LATHAM LITHOGRAPHING CO., Inc.
38-04 53rd Street
Long Island City, N. Y.

MADMAR QUALITY CO.
117 North Genesee Street
Utica, N. Y.

MANHATTAN ROST CARD PUBLISHING CO.
108 Park Row
New York, N. Y. (See Page 68)

THE L. MENDELSON CO.
22 West 32nd Street
New York, N. Y.

METROPOLITAN LITHOGRAPHING CO.
Everett
Mass.

INDEX

C SCENIC NOVELTY CORP.
656 Buchanan Place
West New York, N. J.

C CURT TEICH & CO.
733 Irving Park Boulevard
North Center Station
Chicago, Ill.

TICHNOR BROTHERS
160 Washington Street
North Boston, Mass.

THE ULLMAN CO., Inc.
319 McKibbin Street
Brooklyn, N. Y.

C WHITE & WYCKOFF MFG. CO.
Holyoke
Mass.

RECREATION PRODUCTS

Cameras, Motion Pictures and Machines

EASTMAN KODAK COMPANY
Rochester
N. Y.

EDWARDS PRODUCTIONS
729 Seventh Avenue
New York, N. Y.

PATHEGRAMS, INCORPORATED
30 Rockefeller Plaza
New York, N. Y. (See Page 77)

Games

MILTON BRADLEY COMPANY
Springfield
Massachusetts

BRISTOL & MARTIN
535 Fifth Avenue
New York, N. Y.

INDIAN ARCHERY & TOY CORPORATION
Evansville
Indiana

MADMAR QUALITY CO.
117 North Genesee Street
Utica, N. Y.

NAYLOR CORPORATION
1520 West Monroe Street
Chicago, Ill.

NORTH AMERICAN DIE WORKS
10 Washington Place
New York, N. Y.

C J. PRESSMAN & CO., Inc.
882 Third Avenue
Brooklyn, N. Y.

C JOHN H. ROONEY
33 Messer Street
Providence, R. I.

C JOSEPH K. STRAUS
319 McKibbin Street
Brooklyn, N. Y.

WILMS & CALCIA
64 Hamilton Street
Paterson, N. J.

Playing Cards

KEM PLAYING CARDS, Inc.
330 West 42nd Street
New York, N. Y. (See Page 65)

U. S. PLAYING CARD COMPANY
212 Fifth Avenue
New York, N. Y.

Toys

CHARLES BRAND
208 West 26th Street
New York, N. Y. (See Page 36)

THE BROADLAND-TERAN CORP.
270 Lafayette Street
New York, N. Y.

S. COHEN & SON
Porter & Swanson Streets
Philadelphia, Pa.

DUTCH NOVELTY CO.
85 River Street
Holland, Michigan

TED ESHBAUGH STUDIOS, Inc.
35 West 45th Street
New York, N. Y.

C H. FISHLOVE & CO.
1428 New Orleans Street
Chicago, Ill.

THE FLYING TOY CO., Ltd.
530 Broadway
San Diego, Cal.

JOY DOLL CORP.
221-225 West 17th Street
New York, N. Y.

LEE-TEX RUBBER PRODUCTS CORP.
904 Blackhawk Street
Chicago, Ill.

LOUIS MARX & COMPANY
200 Fifth Avenue
New York, N. Y.

NAYLOR CORPORATION
1520 West Monroe Street
Chicago, Ill.

THE OHIO ART COMPANY
Bryan
Ohio

THE SAALFIELD PUBLISHING CO.
Akron
Ohio

C THE SEAMLESS RUBBER CO., Inc.
253 Hallock Avenue
New Haven, Conn.

SUPERIOR HAT CO.
24 East 13th Street
New York, N. Y.

TOY BALLOON
202 East 38th S
New York, N. Y.

LOUIS WOLF
114 East 23rd S
New York, N. Y.

MORTIMER ZE
57 West 75th S
New York, N. Y.

TAGS, LABELS

AMCO EMBLE
35 East 21st S
New York, N. Y.

ARTISTIC WE
141 West 36th
New York, N. Y.

ASSOCIATED
CO., Inc.
636 Eleventh
New York, N. Y.

BIRWOOD C
80 West 40th
New York, N. Y.

BURLAND P
53 Rose Stre
New York, N. Y.

CAMEO DIE
154 West 14
New York, N. Y.

CONSOLID
350 Fifth Av
New York, N. Y.

D. & C. SIL
149 Fifth A
New York, N. Y.

DAVIS, DE
141 East 2
New York, N. Y.

DENNISON
300 Howar
Framinghar

EVER-REA
141 East
New York, N. Y.

HUDSON
719 Huds
West New

INTERNA
Silver Sp
Florida

RICHAR
52 East
New York, N. Y.

TOY BALLOON CO., Inc.
202 East 38th Street
New York, N. Y.

LOUIS WOLF & CO., Inc.
114 East 23rd Street
New York, N. Y.

MORTIMER ZERWICK
57 West 75th Street
New York, N. Y.

TAGS, LABELS, SEALS

AMCO EMBLEM CO., Inc.
35 East 21st Street
New York, N. Y.

ARTISTIC WEAVING CO.
141 West 36th Street
New York, N. Y. (See Page 34)

ASSOCIATED PRINTING & LITHOGRAPHING
CO., Inc.
636 Eleventh Avenue
New York, N. Y.

BIRWOOD CORPORATION
80 West 40th Street
New York, N. Y.

BURLAND PRINTING CO., Inc.
53 Rose Street
New York, N. Y. (See Page 37)

CAMEO DIE CUTTING & ENGRAVING CO.
154 West 14th Street
New York, N. Y.

CONSOLIDATED LITHOGRAPHING CORP.
350 Fifth Avenue
New York, N. Y. (See Page 46)

D. & C. SILK CO., Inc.
149 Fifth Avenue
New York, N. Y.

DAVIS, DELANEY & HARRS
141 East 25th Street
New York, N. Y.

DENNISON MFG. CO.
300 Howard Street
Framingham, Mass.

EVER-READY LABEL CO.
141 East 25th Street
New York, N. Y. (See Page 50)

HUDSON WOVEN LABEL CO.
719 Hudson Avenue
West New York, N. J.

INTERNATIONAL ADVERTISING AGENTS
Silver Springs
Florida

RICHARD M. KRAUSE
52 East 19th Street
New York, N. Y. (See Page 66)

INDEX

LATHAM LITHOGRAPHING CO.
38-04 53rd Street
Long Island City, N. Y.

F. E. MASON & SONS
100 Franklin Avenue
Batavia, N. Y.

J. L. MAY CO.
111 West 19th Street
New York, N. Y. (See Page 72)

THE NICKLIN COMPANY
110 West 42nd Street
New York, N. Y.

THE NORSID COMPANY
15 East 16th Street
New York, N. Y.

OGDEN PRINTING CO., Inc.
636 — 11th Avenue
New York, N. Y.

PARIS ART LABEL CO., Inc.
12 East 22nd Street
New York, N. Y.

POLYGRAPHIC CO. OF AMERICA
310 East 45th Street
New York, N. Y.

ROBINSON TAG & LABEL CO.
460 West 34th Street
New York, N. Y.

CHARLES SHEAR
146 Park Row
New York, N. Y. (See Page 81)

THE STANLEY MFG. CO.
Dayton
Ohio

TABLET & TICKET CO.
115 East 23rd Street
New York, N. Y. (See Page 90)

U. S. PRINTING & LITHOGRAPHING CO.
52 East 19th Street
New York, N. Y.

WHITNEY MFG. CORP.
240 Madison Avenue
New York, N. Y.

TEXTILES

ALEXANDER TEXTILE CORP.
77 Franklin Street
New York, N. Y.

THE AMERICAN FABRICS CO.
1069 Connecticut Avenue
Bridgeport, Conn.

BRIAN FABRIC CORPORATION
1441 Broadway
New York, N. Y.

COHN-HALL-MARX COMPANY
1412 Broadway
New York, N. Y.

INDEX

DAVIS & CATERALL
40 Worth Street
New York, N. Y.

HARTE & COMPANY
267 Fifth Avenue
New York, N. Y. (See Pages 58, 59)

MASSIN TEXTILE CORP.
40 Worth Street
New York, N. Y.

PACIFIC MILLS
214 Church Street
New York, N. Y.

STEINHARDT IMPORT CORPORATION
1261 Broadway
New York, N. Y.

TAYLOR, CLAPP & BEALL
55 Worth Street
New York, N. Y.

TOILETRIES

AMERICAN PEARL & BEAD CO., Inc.
Steinway & Riker Avenues
Astoria, L. I., N. Y.

ARROW NOVELTY CO., Inc.
62 West 14th Street
New York, N. Y.

BEN HUR PRODUCTS, Inc.
302 Fifth Avenue
New York, N. Y.

BOYLE LEATHER GOODS COMPANY, Inc.
36 East 31st Street
New York, N. Y.

M. W. CARR & CO., Inc.
West Somerville
Massachusetts

CHROMIUM-PLATING COMPANY, Inc.
174-8 Worth Street
New York, N. Y.

COLUMBIA PRODUCTS CORP.
221-249 McKibbin Street
Brooklyn, N. Y.

ALFRED DUNHILL OF LONDON, Inc.
(MARY DUNHILL, Inc.)
11 East 26th Street
New York, N. Y.

FEDERATED MILLS, Inc.
347 Fifth Avenue
New York, N. Y.

FELDER BROTHERS, Inc.
583 Broadway
New York, N. Y.

FILSO LEATHER PRODUCTS CO., Inc.
138 West 25th Street
New York, N. Y.

GOLDSMITH BROS. MFG. CO., Inc.
10 West 33rd Street
New York, N. Y. (See Page 55)

ILLINOIS WATCH CASE CO.
Elgin
Ill.

LORDENT COMPANY, Inc.
17 West 17th Street
New York, N. Y.

THE L. MENDELSON CO.
22 West 32nd Street
New York, N. Y.

NATIONAL SILVER COMPANY
61 West 23rd Street
New York, N. Y. (See Page 74)

D. H. NEUMANN
1107 Broadway
New York, N. Y.

NORTH AMERICAN DIE WORKS
10 Washington Place
New York, N. Y.

J. V. PILCHER MFG. COMPANY
709 Gray Street
Louisville, Kentucky (See Page 78)

SAGAMOR METAL GOODS CORPORATION
43-01 22nd Street
Long Island City, N. Y.

THE SEAMLESS RUBBER CO., Inc.
253 Hallock Avenue
New Haven, Conn.

CHARLES H. STIRRUP
122 East 42nd Street
New York, N. Y. (See Page 86)

WATERBURY LOCK & SPECIALTY CO.
Milford
Conn.

ZELL PRODUCTS CORPORATION
536 Broadway
New York, N. Y. (See Page 95)

TYPE—OFFICIAL WORLD'S FAIR

AMERICAN TYPE FOUNDERS SALES CORP.
108 East 25th Street
New York, N. Y.

WORLD'S FAIR SAVINGS CLUB FORMS

AMES SAFETY ENVELOPE CO.
610 Atlantic Avenue
Boston, Mass.

DUPLEX ENVELOPE CO.
Richmond
Virginia

MILTON C. JOHNSON CO.
78 Walker Street
New York, N. Y.



PROPOSED DISPLAY ROOM FOR NEW YORK WORLD'S FAIR LICENSED MERCHANDISE

The rough sketch here shown gives a typical corner view of the display room now under construction in the Press and Post Office Building at the New York World's Fair Site, in which will be displayed samples of New York World's Fair Licensed Merchandise.

The exhibit will have expert attendants to supply information regarding all merchandise, and merchandise managers, buyers and other executives are being invited to the exhibit.

The Following Advertisements of New York
World's Fair 1939 Incorporated Merchandise
are Alphabetically Arranged.

Creators of WINNERS

DISTINCTIVE
ART NOVELTIES
AND SOUVENIRS
FOR FAIRS AND
CHAIN STORES

*Be sure to see our complete line
at the*
NEW YORK WORLD'S FAIR



Ahrn
METAL ART WORKS

132-134 West 22nd St.
NEW YORK, N. Y.

"Time Makes An Albertype Print A Treasure"



The Albertype Company

proudly presents its superior quality line of POST CARDS, ALBUMS and ART PRINTS of THE NEW YORK WORLD'S FAIR 1939 in Sepia, Genuine Handcolor and Fotonamel to reputable merchants Outside the Fair Area. For generations we have made official pictures for the leading Exhibitions as well as millions of fine photographic reproductions for particular clients in every section of the country. Beautifully styled, made on the finest papers, ALBERTYPES are designed for "The World of Tomorrow".

Complete prices and information on request.

N. Y. W. F. 1939 Lic. #1145

250 ADAMS STREET
BROOKLYN, N. Y.

EST. 1847

The Finest American Made View Post Cards and Albums

AN

NEW



DECO

NEW
MER

ANNIN & CO.

AUTHORIZED MANUFACTURERS
OF OFFICIAL

NEW YORK WORLD'S FAIR



FLAGS - BANNERS
DECORATIONS & PENNANTS

85 FIFTH AVE., N. Y. C.
at 16th Street

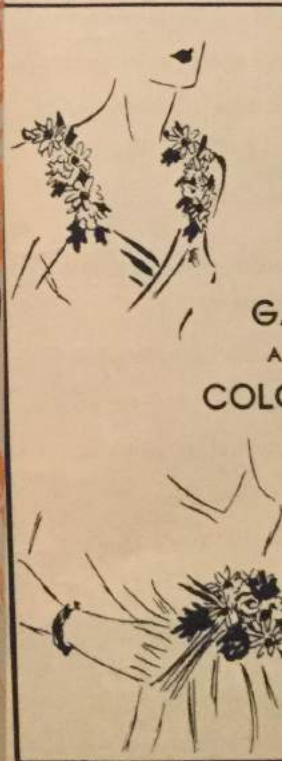
EST. 1847

Tel., ALgonquin 4-8550

GREETINGS FROM



AUTHORIZED MANUFACTURERS
OF OFFICIALLY LICENSED
NEW YORK WORLD'S FAIR 1939
WOVEN LABELS
WOVEN SOUVENIR NOVELTIES





NOW SHOWING
COMPLETE NEW ASSORTMENT

IN ADDITION TO

WORLD'S FAIR FLOWERS

FOR OVER TWENTY YEARS, AS IMPORTERS AND MANUFACTURERS OF ARTIFICIAL FLOWERS, THE HOUSE OF ASTER HAS BEEN THE PRINCIPAL RESOURCE OF PROMINENT RETAILERS SEEKING FASHIONS IN FLOWERS.

ASTER FLOWER CO.

OFFICIALLY LICENSED MANUFACTURERS

11 WEST 37th STREET

NEW YORK

(Wholesale Only)



GAY
AND
COLORFUL

FLOWERS
ARE
THE TRIM



Latest WORLD'S FAIR NOVELTIES

with Sales Appeal



GENUINE LUCKY RABBIT FOOT

with key chain or
snap attachment

Boost your product with a
WORLD'S FAIR good-will
tie-up.

- Attach to kiddie clothes and games.
- Hang-on for bottled beverages.
- Direct-by-mail gadget.
- Costs but a few pennies. Rabbit foot with key chain for retail sale sold attached to souvenir card or shipped in bulk.

All products completely
sterilized.



No. 1



No. 2

FUR TAIL NOVELTIES

Two Sales Sensations for 1939
A Real Profit for You

WORLD'S FAIR LAFF NOVELTY

No. 1. Fox Tail Comic Novelty.

Genuine Fox Tail . . . Colorful card with World's Fair design and comic sayings on two sides. Ribbon for attaching to cane. Can be used as a wall ornament.

No. 2. A Sure-Fire 9 to 25 Cent Retailer.

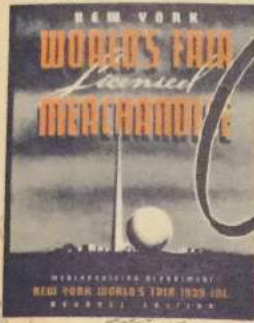
Colorful bushy tails with World's Fair ribbon streamer. Wire for attaching. Great for automobiles and bicycles. Three sizes . . . Medium, Large and Extra Large.

CHARLES BRAND

154 WEST 27th ST., NEW YORK



NEW YORK
LARG
COMP
PLA



This Book



As you turn the pages of this book you will find definite proof of the statement that "Burland offers a complete service in the Graphic Arts." You will note that page design, both in color and layout, is attractive and varied . . . that the type faces represent distinction in both modern and classic typography . . . that the presswork is clean cut and brilliant and brings out to the full the excellence of design and type.

All in all, you may gather that we are rather proud of our part in the production of this World's Fair 1939 "Merchandising" Book. The purpose of this note is to remind you that Burland can do just as fine and just as thorough a job for you . . . whether your requirements are large or small. We offer a complete designing service, a wide range of typography and unequalled press facilities in both printing and lithography. May we serve you?

NEW YORK'S
LARGEST
COMPLETE
PLANT

BURLAND

PRINTING COMPANY, INC.
53 ROSE STREET • NEW YORK CITY



It's **BU**

LOVA

at the **NEW YORK**

W

W



WATCH TIME
WORLD'S FAIR!

NEW YORK WORLD'S FAIR
MERCHANDISE LICENSEES • PAGE 39

MEN'S AND BOYS' TIES

Exclusive
NEW YORK WORLD'S FAIR
Designs



to retail at 25c and 50c
Attractive Designs — Embroidered in Five Colors
Woven Jacquard Patterns

Men's and Boys'
NEW YORK WORLD'S FAIR MUFFLERS
to retail at 50c and \$1.00

PARIS NECKWEAR CO., INC.
519 EIGHTH AVENUE, NEW YORK

Our Other Famous Products

Walt Disney's
SEVEN DWARFS BOYS' EMBROIDERED TIES
to retail at 25c

Boys' Walt Disney
"FERDINAND THE BULL" TIES
to retail at 25c and 50c

CAPITOLINE Men's HAND-MADE TIES
to retail at 55c.
Over 300 Smart Patterns

Exclus

CHAR
BROOC
BRACE
LAPEL BU
TIE C
MONEY
CIGARETT
FLIP C
CLO
And Man
Original

CARTIE

Exclusive Jewels Designed by *Cartier*

Inspired by the New York World's Fair

- CHARMS
- BROOCHES
- BRACELETS
- LAPEL BUTTONS
- TIE CLIPS
- MONEY CLIPS
- CIGARETTE CASES
- FLIP COINS
- CLOCKS

And Many Other
Original Creations



All Designs Registered
with the New York World's Fair

CARTIER, INC., FIFTH AVENUE & 52ND STREET, NEW YORK, N. Y.

PLAZA 3 0111



Actual Size, No. 712
Brooch, buckle or
clip. Design incorpo-
rates date, skyline,
Statue of Liberty
and World's Fair
Theme Centre.

1939

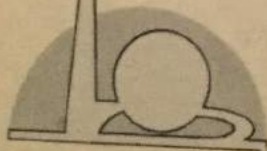


(18 x 13 mm)

COMMEMORATIVE
JEWEL
Ornament No. 801

We carry a full line of imported, handpainted multi-colored crystal jewels. Supplied in both round or oval shapes and may be had unset or set in cuff links, studs, pins, tie clasps, clips, rings, etc

NEW YORK WORLD'S
FAIR 1938
License No. 2453



NEW YORK WORLD'S FAIR *Rhinestone and Polished Metal Commemorative Costume Jewelry*

As dazzling as the fair, these artistic, original designs have been created to commemorate a "World of Tomorrow." Illustrated is one of over twenty-five exclusive designs for brooches, clips and buckles. They are finished in rhodium, gold, copper and nickel-plate; also in antique gold and silver or painted to your order. This World's Fair line has been originated for us by the leading jewelry designers of the country — the workmanship is not only artistic but of excellent quality and finish.

We have a complete general line of costume jewelry, dress ornaments and novelties in catlin and celluloid. Samples and prices on request.

CEE-BEE ORNAMENT COMPANY, INC.

Manufacturers of Rhinestone and Celluloid Novelties

264 WEST 40th STREET

NEW YORK, N. Y.

Manu
St
for
and for th
CENTURY RIB
ERNEST & HERMAN
E&HL
NEW YORK
ALLENTOWN, PA.
1938 PA.
PITTSBURGH

1878-1938

Manufacturing America's

Standard Ribbons

of Quality

for over 60 Years-

and for the "World of Tomorrow"

CENTURY RIBBON MILLS · INC. · ESTABLISHED 1878

ERNEST & HERMAN LEVY

E&HL

Manufacturers of Ribbons

MILLS
NEW YORK, PA. PORTAGE, PA.
ALLENTOWN, PA. HANOVER, PA.
YORK, PA. CARLISLE, PA.
PATTON, PA. RADFORD, VA.

80 MADISON AVENUE AT 28th STREET
NEW YORK

COHN & ROSENBERGER, INC.

CREATORS OF

Coro
Fashion Jewelry

PRESENTS

WORLD'S FAIR JEWELRY

BASED ON AUTHENTIC DESIGNS
AND THEMES OF THE WORLD'S FAIR

IN ADDITION TO

Rhinestones - Pearls - Francois Creations

Jewelry Designed by Andrée

and ALL TYPES OF FASHION JEWELRY

NEW YORK CHICAGO TORONTO
47 West 34th Street 36 South State Street 69 York Street

LONDON PARIS
1 Argyle Street 22 Rue St. Georges
London, West

COMPACTS THEMED FOR TO-MORROW

Columbia Creations FOR THE World's Fair-est



SARATOGA

Streamlined case of genuine lumrith with chased jeweler's frame. World's Fair motifs accentuated in gold relief with harmonizing official colors.



LA TOURAINE

Gold mesh case, handsomely fitted with large, clear-view mirror, downy puff and sifter. Pouch compartment holds immense quantity of powder. Chased jeweler's frame and World's Fair motif with harmonizing official colors. Individually gift boxed.



THE VICTORIAN

Wafer-thin square case, enhanced by the attractive World's Fair designs and official colors. Chased jeweler's frame gives added distinction. In single or double styles. Individually gift boxed.

COLUMBIA, creators of fine compacts and cigarette cases, long having won recognition for its fine, exacting judgment of styling and expert craftsmanship, again leads this year with a full line of compacts, complete in its sales appeal.

Designs of distinction, color combinations harmonizing with Milady's every costume and occasion, and handsome fittings serving practical requirements as well, comprise the powerful sales-making qualities of Columbia Creations, the choice of discriminating buyers.

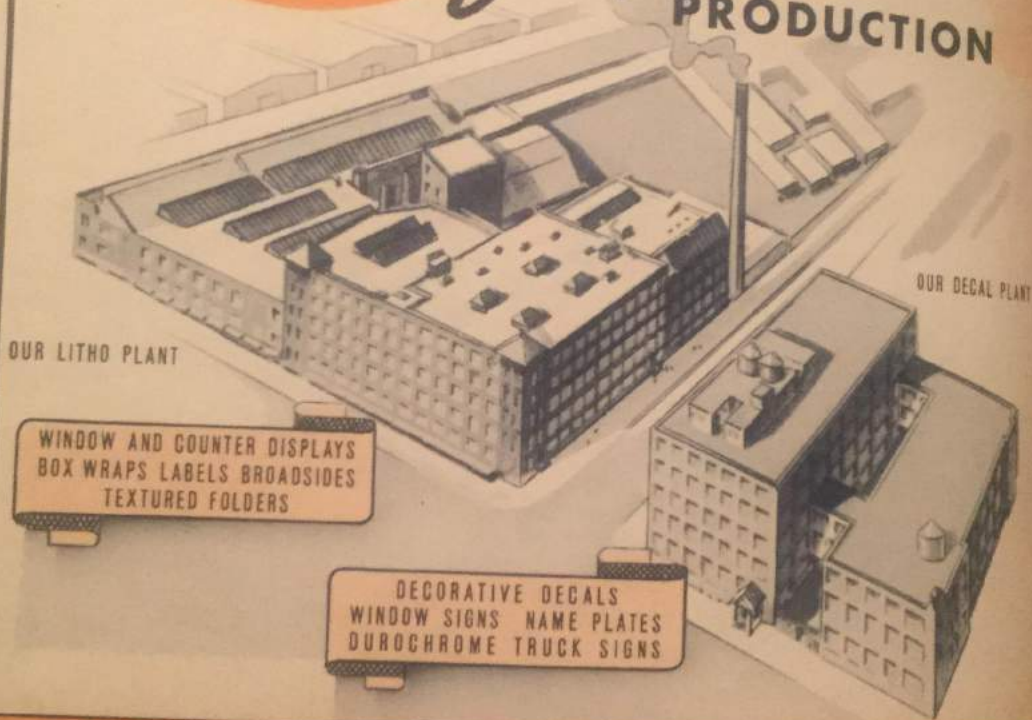
COLUMBIA STAMPING PRODUCTS CO., INC.
303 FIFTH AVENUE • NEW YORK



OVER
400,000
SQUARE
FEET

DEVOTED TO

Graphic Arts
PRODUCTION



LICENSED WORLD'S FAIR LITHOGRAPHERS AND DECAL MANUFACTURERS

CONSOLIDATED

LITHOGRAPHING CORPORATION
 1013 GRAND STREET, BROOKLYN, N. Y.

DECALCOMANIA CORPORATION
 184-10 JAMAICA AVENUE, JAMAICA, N. Y.

...not only a map of the F
 ...view of New York City
 ...and clearly indicating
 ...through the City.
 ...the space on the reverse
 ...to suit your advert

AVAILABLE
 17" x 11"
 17" x 11"

COUNTRYSIDE PUBL
 GREENWICH, C

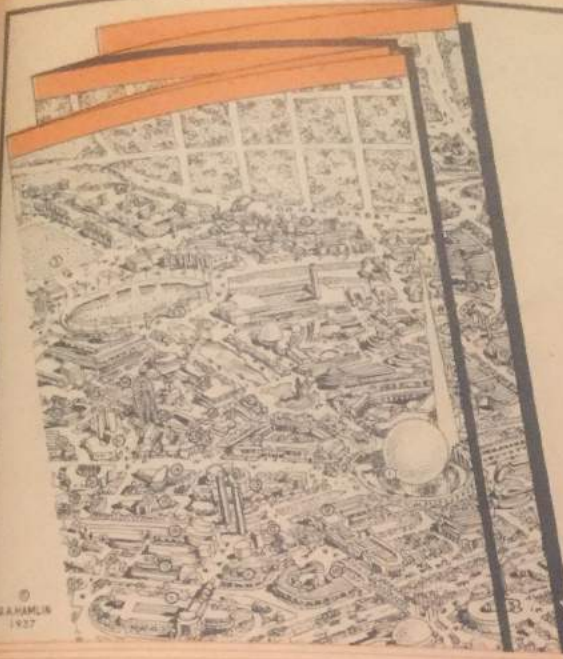
FOR INFORMATION
 E. H. W
 EAST 42nd STREET

Arts
DUCTION

OUR DECAL P...



MANUFACTUR...
ED
CORPORATION
SE, JAMAICA



© SAHMLER
1937

A Bird's-eye View
in Full Color
of the
FAIR GROUNDS

OFFICIAL LICENSE NO. 1024



This is not only a map of the Fair Grounds, but includes a bird's-eye view of New York City as well, showing many points of interest and clearly indicating the best approaches to the Fair through the City.

The entire space on the reverse side is blank and is available for any imprint to suit your advertising needs.

AVAILABLE IN 3 SIZES

20" x 26 1/2" 17" x 20" 13 1/4" x 17 1/2"

COUNTRYSIDE PUBLISHING COMPANY
GREENWICH, CONNECTICUT

FOR RETAIL STORES

A de luxe issue of an illustrated map commemorating the 150th anniversary of the inauguration of George Washington, the historical event on which the New York World's Fair is based.

This will be a topographical map of the United States in full color, illustrating historical and geographical points of interest. It will also have a border of unusual nation-wide appeal which will make it of real value for use in the educational field.

FOR INFORMATION AND PRELIMINARY SAMPLE PRINTS WRITE OR TELEPHONE

E. H. WORTHINGTON, Sales Agent

60 EAST 42nd STREET · NEW YORK CITY · Telephone VA. 3-7523

ETCHED
PRODUCTS
CORPORATION

Official Licensee of
METAL ADVERTISING NOVELTIES
CLOCK AND METER DIALS SCALES
AUTOMOBILE PLATES
SIGNS AND NAMEPLATES

Now servicing large corporations with chromium World's Fair Lapel Emblems in color, and the World's Fair Lucky Coin Pocket Piece, manufactured of solid bronze and featuring the Trylon and Perisphere on one side and Washington's Inaugural Scene on the reverse.

We have a complete line of World's Fair Etched Novelties, in solid bronze, chromium plate, silver plate and steel, in various finishes and color combinations. We are prepared to submit samples for both advertising and resale purposes. For further information, write or phone.

Phone
Stillwell
4-5900

ETCHED PRODUCTS CORPORATION
QUEENS BOULEVARD & 39th STREET
LONG ISLAND CITY, NEW YORK



TRAY SHOWING ADMINISTRATION BUILDING



As smart, new and up-to-date as the Fair itself is this hand forged aluminum, cleverly fashioned into useful and decorative accessories for the home of today. In addition to the special designs dedicated to the Fair itself, there is a tremendous variety of charming artistry for general home use. The complete line is on display in the wholesale showrooms of our representatives noted below.

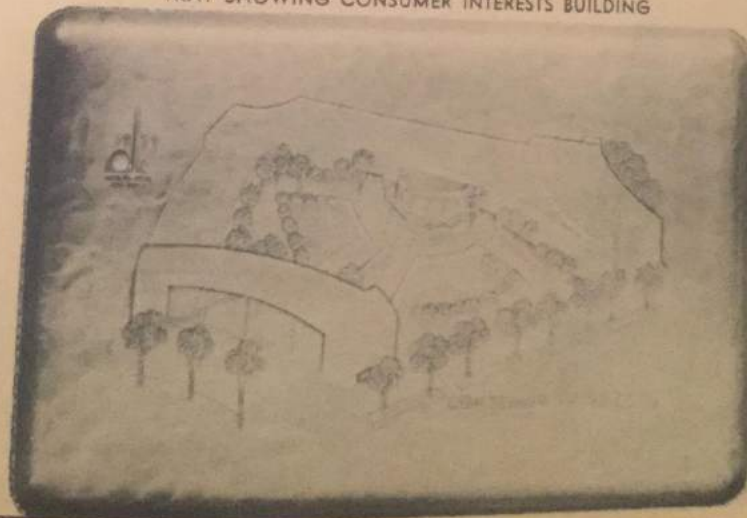
EVERLAST METAL PRODUCTS CORP.

468 WEST BROADWAY, NEW YORK CITY

Represented by

JANIS-TARTER, GREEMAN AND NAJEEB, INC.
225 Fifth Avenue, New York City

TRAY SHOWING CONSUMER INTERESTS BUILDING



NOVELTIES
SOUVENIRS
WALL PLAQUES
TABLE ACCESSORIES
HOSTESS ACCESSORIES
SMOKING ACCESSORIES

EVER READY
LABEL
CORPORATION
141-155 EAST 25TH ST. NEW YORK, N.Y.
SIDNEY HOLLAENDER - PRESIDENT



GO PLACES *and* DO THINGS

SILVER ANNIVERSARY YEAR

Consider the LABEL to further your World's Fair story!

One of the best ways to make your public product-conscious is through the use of reminder advertising and, for reminders, there is nothing quite so inexpensive and effective as a LABEL.

Let us help you work out YOUR World's Fair tie-in problems. We've done it and are doing it for firms like YOURS.

Send for samples of Officially Licensed World's Fair Poster Labels. They're FREE!

Ever ready yours.
EVER READY LABEL CORP.
Sidney Hollaender
Sidney Hollaender
President

LG

P. S. When you're in New York drop in to see the Ever Ready plant. I'll be glad to show you around.

S. H.

(NYWF Lic 1003)



SOUVENIR HEADWEAR



We design copyrighted exclusive World's Fair headwear with the famous buildings of New York, the "Wonder City" of the world, and the World's Fair emblem, the Tylon and Perisphere.

The most impressive tourist souvenir, caps—for men and women, and boys and girls. Manufactured by the famous American designer Jack Feldrais. These hats will sell at popular prices.

In our style range, there are the following styles for men and women, and boys and girls.

For women and girls: Toppers and Scotty styles, carrying out the New York City and the World's Fair motives on various materials. Such as, fine wool felt, gabertex and playtex cloths.

For men and boys: Styles in baseball or college and Eton caps. Made of fine felt, gabertex and playtex cloths. The motives of New York the "Wonder City" and the Tylon and Perisphere will be the design for the caps.

FELDRAIS & BECK

HEADWEAR CO., INC.

236 WEST 26th STREET, NEW YORK

CUSTOM BUILT FOR EACH "FAIRIST" WHO DESIRES

Pilgrimage to Tomorrow

A PERMANENT COMPLETE FAIR RECORD

Includes UNBELIEVABLY BEAUTIFUL, SOLID PLASTIC
COVER ~ DIARY ~ PHOTOGRAPH AND
AUTOGRAPH ALBUM ~ ARTICLE ON "FAIRISTS"
PERSPECTIVE ~ ART MAP ~ EXCEPTIONAL ILLUS-
TRATIONS ~ FAIR PANORAMA ~ KEY NEW YORK
CITY SCENES ~ BRIDGES AND IMPORTANT POINTS.

The **WORLD'S FAIR** *Must* **BOOK**

Postcards MADE OF EXCLUSIVE *Metalite*
EFFECTS MUST BE SEEN; NOT DESCRIBED.
WILL WORK YOUR IDEAS INTO ACTIVE LIVING
THINGS.

Plastic Displays WHICH FEATURE A MOVING
SHADOW ON A PLANE SURFACE.

FAIR SOUVENIRS WHICH COMMAND APPRECIATION

GEMLOID CORPORATION

All Productions Patented, Licensed and Copyrighted.

425 FOURTH AVE., NEW YORK CITY • ASHland 4-5998

WORLD'S FAIR

Gilbert Clocks

Everything from the classic designs that never go out of style to the ultra-modern World's Fair creations. A rare combination of the best traditions of early American workmanship and the newest developments in present-day clock making. See them and you will appreciate why Gilbert is the outstanding leader in popular priced clocks.

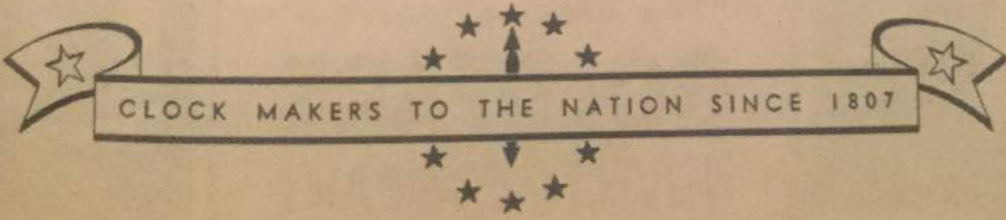
On display at our World's Fair exhibition. Write promptly for information.

THE WILLIAM L. GILBERT CLOCK CORPORATION
WINSTED, CONNECTICUT

New York Office
551 FIFTH AVE.

Chicago Office
58 E. WASHINGTON ST.

Los Angeles Office
607 S. HILL ST



CLOCK MAKERS TO THE NATION SINCE 1807

HEADQUARTERS for WORLD'S FAIR Souvenirs!



WF140: Souvenir compact, made in six assorted shades. Different scenes of New York World's Fair Buildings in full natural colors.



Telescoped album in natural Walnut Shells. Tagged & ready for 1½c. mail anywheres in the United States.

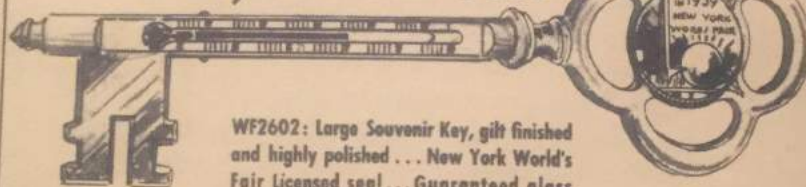
WF36: Twenty scenic views of outstanding highlights of the New York World's Fair with authentic history.



WF400: World's Fair Gilt Coin & Key Holder. Highly lacquered with gilt beaded chain, an individual, attractive display Card Holder.

A permanent display of an extensive selection of LICENSED WORLD'S FAIR SOUVENIRS. An entire building exhibiting World's Fair Novelties exclusively. To retail from 10c to \$2.00

The Golden Key to N. Y. World's Fair



WF2602: Large Souvenir Key, gilt finished and highly polished... New York World's Fair Licensed seal... Guaranteed glass thermometer... Individually boxed.

Musical Powder Boxes, Smokers Articles, World's Fair Buildings Statuettes, Cane, Pannants, Hand-Painted Kerchiefs, Shell Lamps and thousands of other fast selling items.



WF205: Gilt Plated Lucky Horseshoe with link chain attached to gilt coin. Highly polished. Each mounted on an attractive display card.

WF206: Good Luck Genuine Rabbit Foot. Cap is of gilt metal, turnish-proof, embossed with Tylon and Perisphere. Attached to gilt Bead Chain. Individually carded.

ALL ITEMS PICTURED RETAIL at 10c & 25c.

"The House of Service"

GOLDFARB NOVELTY COMPANY

20 WEST 23d ST. at 5th AVE., N.Y.



HIT THE HEADLINES AND A NEW SALES RECORD

with these Dramatic Numbers



Vanity with Comb and Mirror—Retail \$1
(\$7.75 per dozen)



Combination Cigarette Case,
Comb and Mirror—Retail \$1
(\$7.75 per dozen)



Sewing Set—Retail \$1
(\$7.75 per dozen)



Cigarette Case—Retail \$1
(\$7.75 per dozen)

This illustration shows the outside of the leather case used for all items (except handbags) shown on this page. The covering is a fine grade of genuine leather with the World's Fair emblem stamped in 24 Karat gold.



Travelling Clock—Retail \$3
(\$24.00 per dozen)



Handbag—Retail \$3
(\$25.50 per dozen)



Bridge Set—Retail \$3.95
(\$28.50 per dozen)

they're styled for quick selling . . . and priced for PROFIT!

Cash in on a million dollars' worth of publicity! Leather novelties smartly styled . . . popularly priced . . . and highlighted with the attractive insignia of the World's Fair. Promote these items for gifts . . . for souvenirs . . . Use them in your displays. All are of genuine leather. The handbags are beautifully styled and detailed. The

small compact cases have a new patented frame that opens when you merely press the sides. Each item, individually packed in a handsome illustrated World's Fair box, is carefully designed to focus attention on your department . . . to bring you volume sales! Don't delay . . . see these winners and other new novelties without delay.

Goldsmith **BROTHERS**
10 WEST 33rd STREET NEW YORK CITY

A Most Novel Souvenir

The Sheepskin of "THE WORLD OF TOMORROW"



A beautifully embossed sheepskin available in natural or hand-decorated in two or tri-tone combinations. Useful as souvenirs, table or wall decorations for boys' and girls' rooms, homes, and business offices. Appropriate ornament for scout groups, clubs, colleges, etc. Can be profitably retailed.

Adaptable for effective display purposes, advertising premiums, and as a sales stimulator for promotions.

Unique ideas developed continuously with leather. Write for further details.

License No. 2923

SOLD EXCLUSIVELY BY
GOLIGER TRADING COMPANY, INC.
31 WEST 31st ST., NEW YORK CITY



051

Style 056—Baseball
Orange, White Navy
Combination

Style 052—Admiral
Orange, White Navy
Combination

Style 058—Oversea
White, Navy
Combination



054

ATTENTION

“WORLD'S FAIR” Buyers

Style 051—Sailor
Orange, White Navy
Combination

Style 054—Baseball
Orange, Navy
Combination

Style 050—Sailor
Orange, Navy
Combination

Style 060—Golf Cap
Orange, Navy
Combination

Style 063—Admiral
White, Black

Style 059—Golf Cap
All White

Style 057—Oversea
Orange, Navy
Combination



056



050



052



060



063



057



059



058

25c

Retail
Sellers

Samples and Prices on Request
Other Combinations Available
Also—50 cents and \$1.00 sellers

GOOD VALUE HAT & CAP CO., Inc.
Manufacturers of NOVELTY HATS and CAPS
15-19 West 4th Street, New York City

THE WATERPROOF SILKS of TOMORROW

Manufacturers Rely on Superior Fabrics to Insure Satisfaction

aqua-silk
duxkin
swanette



Retailers: write for names of manufacturers of

Aqua-Silk
That finest of oiled silks



Jewel-Sheen Waterproofed

swanette
The last word in coating

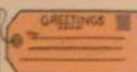
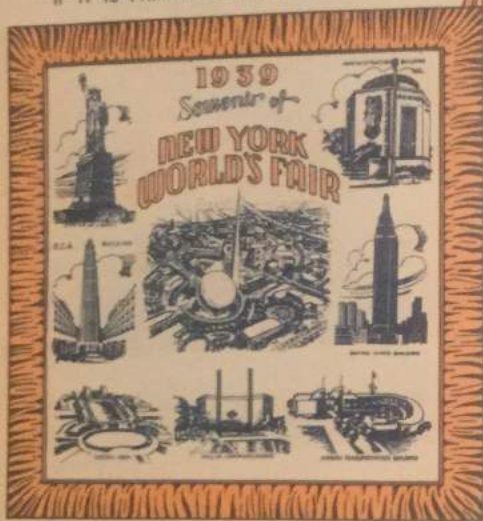
Wearables, Umbrellas, Curtains and Accessories, also write for World's Fair Licensed Manufacturers of our Materials.

HARTE & CO. 267 FIFTH AVE. N.Y.C.

HANCO-ART AND NOVELTY-CO.

presents an attractive selection of
WORLD'S FAIR
Souvenirs

IF IT IS PRINTED ON FELT, WE MAKE IT



OVERSEA CAPS

SOUVENIR MAILERS

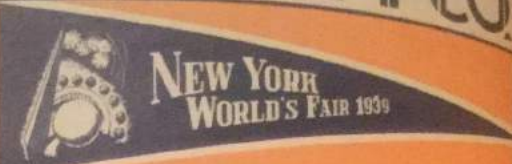
HANDKERCHIEF CASES

PAINTED SOUVENIRS

OF SILK, LEATHER

AND

NOVELTY FABRICS



PENNANTS AND BANNERS

Colored Reproductions in Designs Suitable

for World's Fair Novelty Use

Complete Sizes and Designs

SILK, RAYON AND COTTON PILLOWS

Attractively Designed as Distinctive

Souvenirs for the

New York World's Fair

in a Complete Assortment of Sizes and Grades

to Fit Any Price Range

ALPINE and

OVER SEA HATS



Featuring a Complete Line of SOUVENIR

LEATHER GOODS

with BURNT and

PAINTED DESIGNS

Consisting of Over

1,000 Items



121 WEST 27TH ST. NEW YORK - TEL. LACK. 4-4751

These

are just a few items of the hundreds
to be found
in our...

stock



Be sure
to visit our
showrooms
and see our display . . .

HARUTA & Co., Inc.
141 FIFTH AVENUE
NEW YORK

CHICAGO:
Merchandise Mart
Room 12-106

LOS ANGELES:
2155 East Seventh Street

MAX HORN & BRO. INC.
NEW YORK CITY
236 FIFTH AVENUE

IDEALITE
NEW YORK WORLD'S FAIR • 1939
THEME LAMPS

A strikingly interesting group of Lamps created in miniature, exact replicas of the Trylon and Perisphere Theme Center embodying all the beauty, symmetry, and artistry of the original.

These Lamps are made of metal, glass, metal and glass and marblette. Finished in various treatments such as official white, orange and blue, gold, chrome, etc. Completely wired and equipped with electric bulbs.

Included in this group will be the Mystic and original Theme Lamp in colors, showing new lighting ideas creating the illusion of night lighting as it will be at the Fair.

These models will be priced wholesale from sixty-five cents up, packed in individual cartons, and samples will be shown at our show-rooms as noted above.



NEW YORK WORLD'S FAIR 1939

ipi

OFFICIAL COLORS

SAVE TIME—PLEASE CUSTOMERS

In printing jobs for exhibitors or for the New York World's Fair, you'll want to use the official Fair colors—orange and blue. IPI's Fair colors, scientifically matched in printing inks, have been approved by the Fair's Color Consultant; the Fashion Consultant for the Fair; and by the Fair's Purchasing Department.

Avoid matching delays and pressroom difficulties by ordering your World's Fair inks from IPI. They are available in standard formulations for all popular papers.

Printers look to IPI for color leadership. Once more, IPI justifies this confidence by being **FIRST** with the official New York World's Fair colors.

INTERNATIONAL PRINTING INK

75 Varick Street · New York City

FREE—

FAIR COLOR BOOKLET

To help you with your World's Fair printing jobs, a special booklet has been prepared. It contains the Fair colors proved on six popular stocks. A note on your business letterhead today, will bring you a copy. Address Dept. W. F.

NEW YORK WORLD'S FAIR
MERCHANDISE LICENSEES • PAGE 63

Over 45 approved items...

... made of catalin, metal and wood by one of the country's leading catalin-plastics manufacturers and fabricators—Ivorycraft Company, Inc.—direct licensee of the World's Fair (license No. 1108).

A. Hand sized and full sized swagger sticks and canes—patented and copyrighted—in wood and catalin—in a wide assortment of variously combined World's Fair colors—with copyrighted and approved World's Fair emblems in colors.

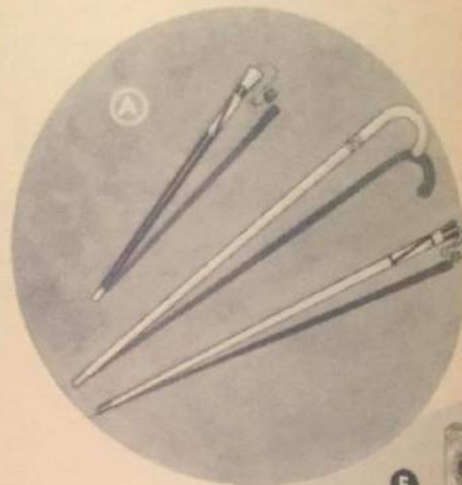
B. Catalin pens and pen bases in World's Fair colors with World's Fair insignias. Catalin and metal letter openers.

C. Catalin cigarette box with World's Fair designs and colors etched on metal tops. Trylon and perisphere ash tray in various metal finishes. Special patented metal ash tray stamped in World's Fair colors. Assorted catalin table lighters in World's Fair colors.

D. Silver loving cup with catalin base in World's Fair colors. World's Fair lucky pieces. Large assortment of wooden wall plaques with World's Fair scenes in colors.

E. World's Fair lockets, World's Fair key rings. Catalin and metal mustard paddles, cake breakers and flour scoops. Patented egg shape tape measure. Unique catalin gear shift knob.

Other items not illustrated or listed. Also special creations to your order.



Novelty transportation models in World's Fair colors, etc.

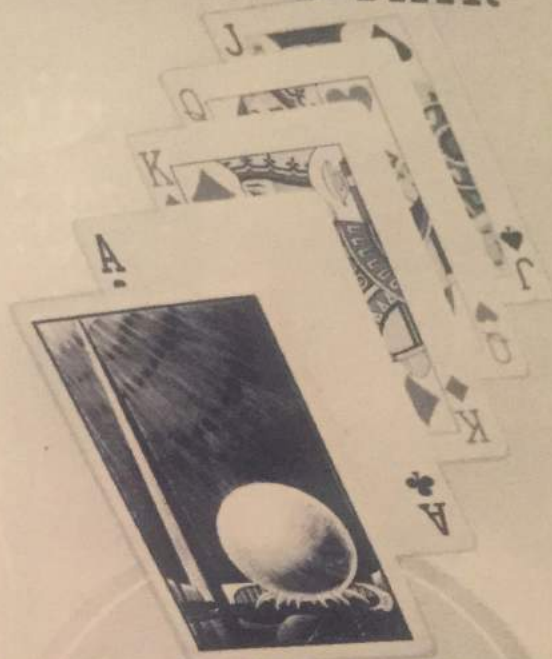
"World's Fair Game of Trylon and Perisphere" — something utterly new and different.

Handsome metal and wood tape measure with World's Fair emblem.

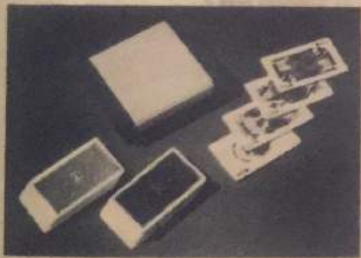
IVORYCRAFT COMPANY, INC.

40-17 22ND STREET · LONG ISLAND CITY, N. Y. · STILLWELL 4-3495

KEM ADDS
"WORLD'S FAIR"



newest pattern in the **WORLD-FAMOUS**
KEM non-paper, plastic PLAYING CARDS



The familiar theme of The World of Tomorrow is an appropriate design for these modern playing cards. KEMS stay clean and new even after hundreds of hours of play. That is why every card-player knows they are the most economical as well as the most luxurious playing cards in the world. They're \$3.00 per deck, \$6.00 per set of two decks, packed in handsome plastic card case.

Another innovation . . . **STREAMLINE** . . . the smart new narrow cards

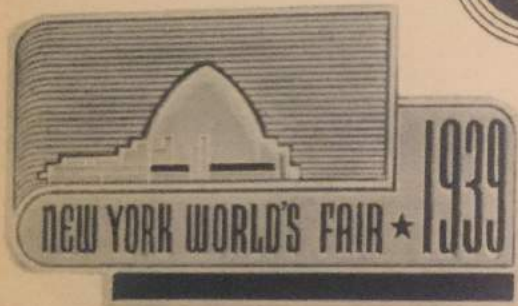
The biggest improvement in cards since the introduction of KEMS. Slightly narrower than standard width, this new Kem Card is easier to deal, easier to hold, easier to see. Favorite of the smart set. \$6.50 per double deck, packed in Ivory-ribbed bakelite gift box.

KEM CARD SALES CORP.

330 West 42nd Street • New York City

Write at once for samples and complete information regarding . . .
KEMS - Unsurpassed as a gift to last.

Meet Miss Kem at the **WORLD'S FAIR** (Consumer Interests Building)
 in an amazing demonstration to millions of new KEM customers.



WORLD'S FAIR SEALS ON YOUR PRODUCT

We have been officially licensed to reproduce the World's Fair Buildings in gold and silver foil label form.

At a small cost, you may add timeliness and individual appeal to your product by placing on your Letterheads, Displays, Packages, Direct Mail, etc., seals that will commemorate this momentous occasion.

We also offer you the most expert and complete service in the creation and production of Seals, Labels, Box Wraps, Packages and printed matter.

Prices on the above designs and new creations will be gladly furnished upon request.

RICHARD M. KRAUSE, INC.

52 EAST 19TH STREET

NEW YORK CITY

A. J. ANDERSEN, Representative - 429 West Superior St., Chicago



Krementz Dress Sets are worn by smart men throughout the World.

WORLD'S FAIR JEWELRY
by KREMENTZ

A representative line of men's and women's licensed World's Fair jewelry made in the usual tradition of quality for which Krementz & Co. is noted is now available to the trade.

The line includes Cuff Links; Tie Holders; Bracelet Bangles; Identification Buttons and Identification Pins in gold plate and white. Send for details and prices.

KREMENTZ
Jewelry FOR *Gentlemen*



LADIES' JEWELRY

GOLD JEWELRY

KREMENTZ & CO., 49 CHESTNUT ST., NEWARK, N. J.

KING'S VIEWS of NEW YORK

ILLUSTRATORS
OF THE GRANDEUR
OF NEW YORK
—THE WONDER CITY
OF THE WORLD



OFFICIALLY
LICENSED
MANUFACTURERS
of
World's Fair Post Cards,
Books, Folders, etc.

We
Specialize
in Color
Lithography



Photographic and
Photo-Photo Post Card
Views.



NEW YORK
ILLUSTRATED
BY CAMERA
LATEST
EDITION

King's Views of New York
New York Illustrated
Famous Guide to New York
Panoramic Map of New York
Washington—The National Capital
Florida—The Land of Enchantment



All types of post cards made to order.

MANHATTAN POST CARD PUBLISHING CO., Inc.

108 PARK ROW

*For a Quarter of a Century the Outstanding Publishers
of Views and View Books of New York City*

NEW YORK CITY

ILLUSTRATIONS
OF THE GRAND
OF NEW YORK
THE WONDER OF
OF THE WORLD

OFFICIAL
LICENSE
MANUFACTURER
of
World's Fair
Books, Folios

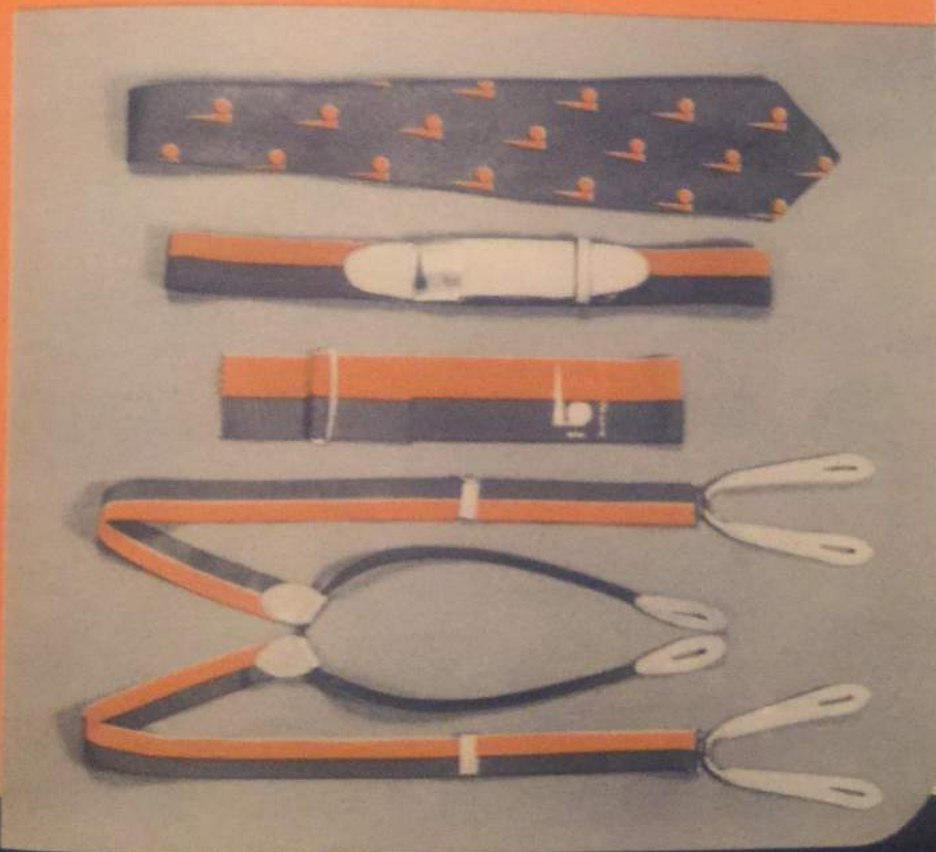
NEW YORK
LATEST
EDITION

Inc.
NEW YORK CITY

THE J. B. MAST CO.
26 WAVERLY PLACE, NEW YORK

Presents

THREE PAGES OF NOVELTIES



NECKTIES • BELTS • SUSPENDERS • ARM BANDS



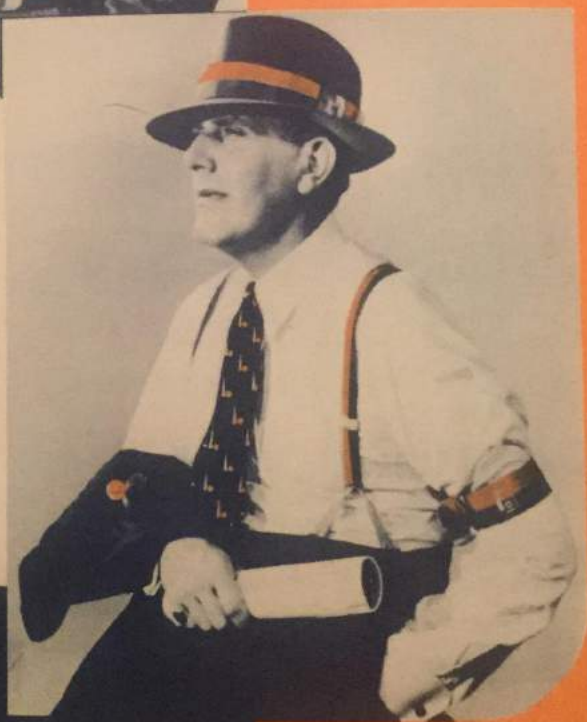
**WORLD'S
FAIR**
Novelties

- HAT BANDS . . . \$24.00 gross
- ARM BANDS . . . 16.20 gross
- BOW TIES. . . . 10.80 gross
- BOUTONNIERES . 21.00 and
30.00 gross
- ELASTIC BELTS . . 7.00 doz.

- ADJUSTABLE
HAT BANDS . . \$24.00 gross
- ADJUSTABLE
ARM BANDS. . . 16.20 gross
- BOUTONNIERES. 21.00 gross
- BUTTON BOU-
TONNIERES . . 30.00 gross
- SUSPENDERS. . . 7.00 doz.
- NECKTIES. . . . 7.00 doz.

They are also made in other round colors with the WORLD'S FAIR design.

These items and other suggestions on opposite page



J. B. MAST CO.
26 WAVERLY PL., NEW YORK

CABLE: WARLIKS NEW YORK • TELEPHONE: SPRING 7-0837

Write for Samples and Other Information

THE
26 W

CONTINUED
FROM
OPPOSITE
PAGE

THE J. B. MAST CO.

26 WAVERLY PLACE, NEW YORK



DRAPING CORD No. 100
\$2.00 yard



DRAPING CORD No. 140
82½c yard



DRAPING CORD No. 50
25c yard



DRAPING CORD No. 60
15c yard



DRAPING CORD No. 101
27½c yard



SMALL FEATHER
\$3.25 gross



BRUSH FEATHER
\$30.00 gross



BOUTONNIERE
\$21.50 gross



BOW TIE
\$10.80 gross



BOBBY BOW
\$10.80 gross



BUTTON BOUTONNIERE
\$30.00 gross

CONTINUED
FROM
OPPOSITE
PAGE

Maco Tags & Labels

TO IDENTIFY WORLD'S FAIR OFFICIALLY LICENSED PRODUCTS.



Use "MACO" Tags and Labels on your merchandise. They stimulate interest-perform a better selling job-and "Speed Up Your Sales!"

With a quarter of a century of specialized experience, we offer you outstanding advantages in designing and manufacturing:

- TAGS and TICKETS
- LABELS
- EMBOSSED SEALS
- MERCHANDISE DISPLAY CARDS
- DIE CUT PRODUCTS
- PRINTED SPECIALTIES

Let us discuss with you your merchandise tie-ups with the Fair, and your other merchandising plans, by means of TAGS and LABELS.

Send us your inquiries.

THE J. L. MAY CO. - Factory at 107 W. 19th ST., N. Y. C. Telephone: WAtkins 9-0357-8-9

Labels
 ALLY LICENSED
 Use "MAGNETIC" Labels on your...
 They stimulate...
 form a better...
 and "Speedy"
 With a quarter of...
 of specialized...
 we offer you...
 advantages in...
 manufacturing
 TAGS and TICKETS
 LABELS
 EMBOSSED SEALS
 MERCHANDISE DISPLAY CARDS
 DIE CUT PRODUCTS
 PRINTED SPECIALTIES
 Let us discuss with you...
 merchandise...
 the Fair, and your...
 chandising plans...
 of TAGS and LABELS
 Send us your inquiries
 N. Y. C.

A popular National Line NOW AVAILABLE IN "WORLD'S FAIR DRESS"



No. 100-W.F.



No. 1000-W.F.



No. 100D W.F.



BOX



No. 100 HS-W.F.



No. 100J-W.F.



BOX

No. 50 W.F.

Smart merchandisers will profit from the enthusiastic national popularity of the "AT-A-GLANCE" products by displaying the specially designed World's Fair Souvenir numbers right now.

Being unusually attractive — useful — and unique, these products include all of the important features of the ideal souvenir.

In official World's Fair colors and Souvenir boxes, this complete line of popular priced numbers is assured of a quick turnover, both now and during the duration of the New York World's Fair.

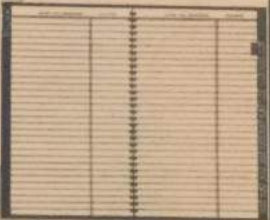
Write today for prices and complete information.



No. 100-WF DAY AT-A-GLANCE Daily Pocket Memo Book



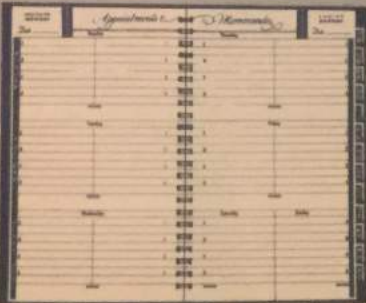
No. 100G-W.F. No. 100TD-W.F.



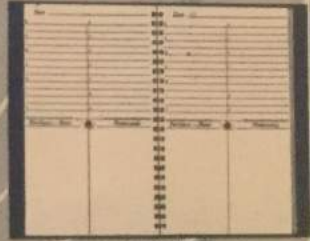
No. 10-WF NUMBER PLEASE Telephone and Address Book



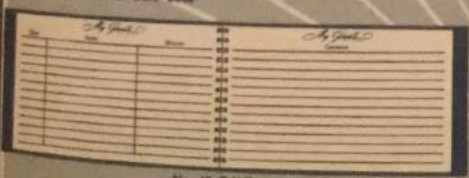
No. 100-D-WF DATES TO BE REMEMBERED AT-A-GLANCE Personal Date Book



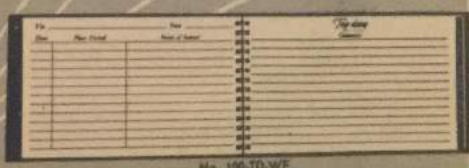
No. 100-WF WEEK AT-A-GLANCE and No. 125-J-WF WEEK AT-A-GLANCE JR. Desk and Pocket Calendar Books, undated



No. 100-HS-WF HOME SECRETARY For daily activities in the home



No. 10-G-WF MY GUESTS AT-A-GLANCE Personal Guest Record



No. 100-TD-WF TRIP DIARY AT-A-GLANCE Suitable for all trips



NASCON SERVICE INC., 60 East 42nd Street, NEW YORK, N. Y.

THEMES OF TOMORROW

by the NATIONAL SILVER COMPANY



National Silver Company's line of New York World's Fair Souvenirs embraces a wide variety of distinctive pieces in keeping with the style designs of tomorrow. As usual National Silver Company's prices guarantee volume sales.

- ★ SILVERPLATE
- ★ CHROME PLATE
- ★ DRESSER SETS
- ★ COLORED HANDLE TABLEWARE
- ★ NOVELTIES

NATIONAL SILVER COMPANY

61 WEST 23rd STREET

NEW YORK

"Theme Time"

OFFICIALLY LICENSED

WORLD'S FAIR WATCHES

For the millions of people who will attend the Fair and for those whose interest will be aroused by it, these beautifully and appropriately designed timepieces will constitute very useful and practical souvenir items.



POCKET WATCH

A reproduction of the Theme of the Fair—the Trylon and the Perisphere—is handsomely embossed in low relief on the back of the watch. The "Theme" is again ingeniously introduced on the dial—the Trylon and the Perisphere indicating the time. The numerals are etched and were especially designed to conform to the design motif of the watch. The case is beautifully finished in oxidized silver which imparts a soft, satin-like tone. The crystal is unbreakable; and the movement can be relied upon for faithful timekeeping.

RETAIL, \$1.50

LAPEL WATCH

Same as the above, but with flexible metal cord terminating in a button bearing the Trylon and the Perisphere. A smart watch designed to be carried in coat or trousers' pocket.

RETAIL, \$2.00

COPYRIGHTED DESIGN

NEW HAVEN TIMEPIECES

SINCE 1817

Watch Div., THE NEW HAVEN CLOCK CO.
NEW HAVEN, CONN.

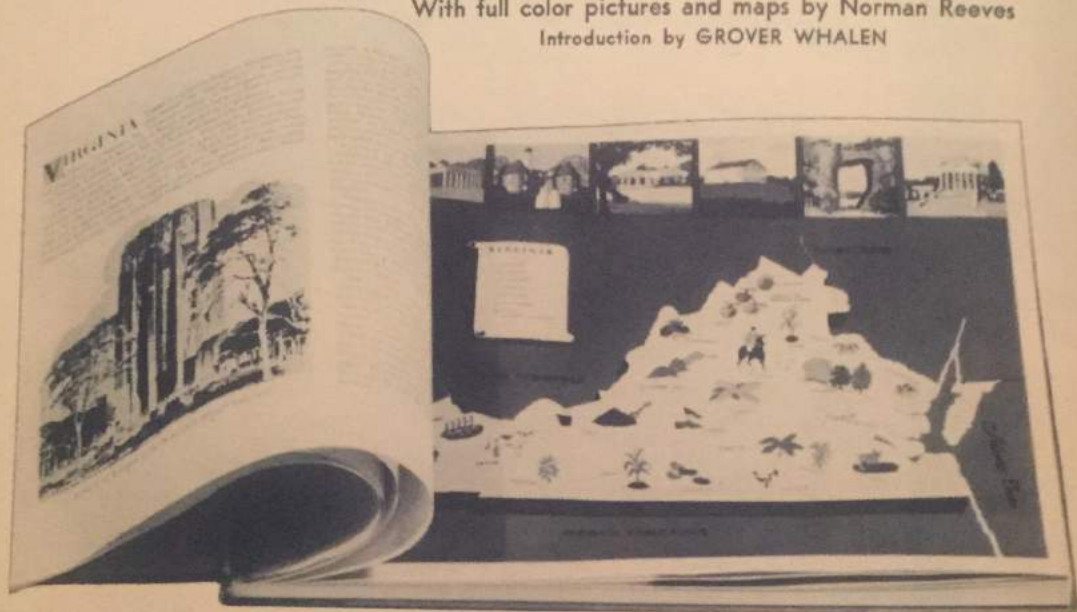


N.Y.W.F. Lic. 1140

OFFICIALLY
APPROVED
"BOOK OF
STATES"
OF
THE
FAIR!

PAGEANT of the STATES

ERNEST SUTHERLAND BATES and HERMAN S. SCHIFF
With full color pictures and maps by Norman Reeves
Introduction by GROVER WHALEN



EACH STATE is given a full-color, full-page picture map showing its principal historic highlights and industrial features. The text, opposite, portrays the epic story of each state from the time it entered the Union to the present. A big book of 112 pages, size 9 x 12, with colored jacket, and 48 full-color plates. Bound in cloth. This book is being nationally distributed and will sell on sight **everywhere** in the country. Price protected at.....

Gen. D. E. Nolan (Director of States Participation) says: "I have looked over **PAGEANT OF THE STATES** and I heartily endorse the publication of such a book."

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Molded in red and black or orange and black bakelite, the Pathe Ciné-Vue makes a colorful, eye-binding display. And these viewers bring in extra dollars, too, as Pathegrams has prepared special comics, cartoons, etc. that may also be used in the viewers.



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In the appealing wood inlay designs of the Theme Center of the New York World's Fair 1939 lies the charm of the following accessories—then, too, there is that whimsical superstition about "touching wood for luck"!

P-602—A leak-proof single or double six-sided compact, 2 1/4" x 3", with highly polished gold-toned edges. Inlaid design in an assortment of three woods—Bird's Eye Maple, Mahogany and Figured Gum. Beveled glass mirror and velour puff.

RETAIL PRICE—\$1.00

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K-602—Single or double 2 7/8" square compact with highly polished gold-toned edges. Inlaid design in an assortment of three woods—Bird's Eye Maple, Mahogany and Figured Gum. Large glass mirror and velour puff, leak-proof powder compartment.

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Y-10



Y-10 — "Swing-Pak" is quite appropriately named! By gently pressing the front and back of the case the top swings back. An entire package of cigarettes may be easily slipped into the case. Top enameled in six colors. Inlaid design in an assortment of three woods—Bird's Eye Maple, Mahogany and Figured Gum.

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Flexwood Bag

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RETAIL PRICE—\$3.00

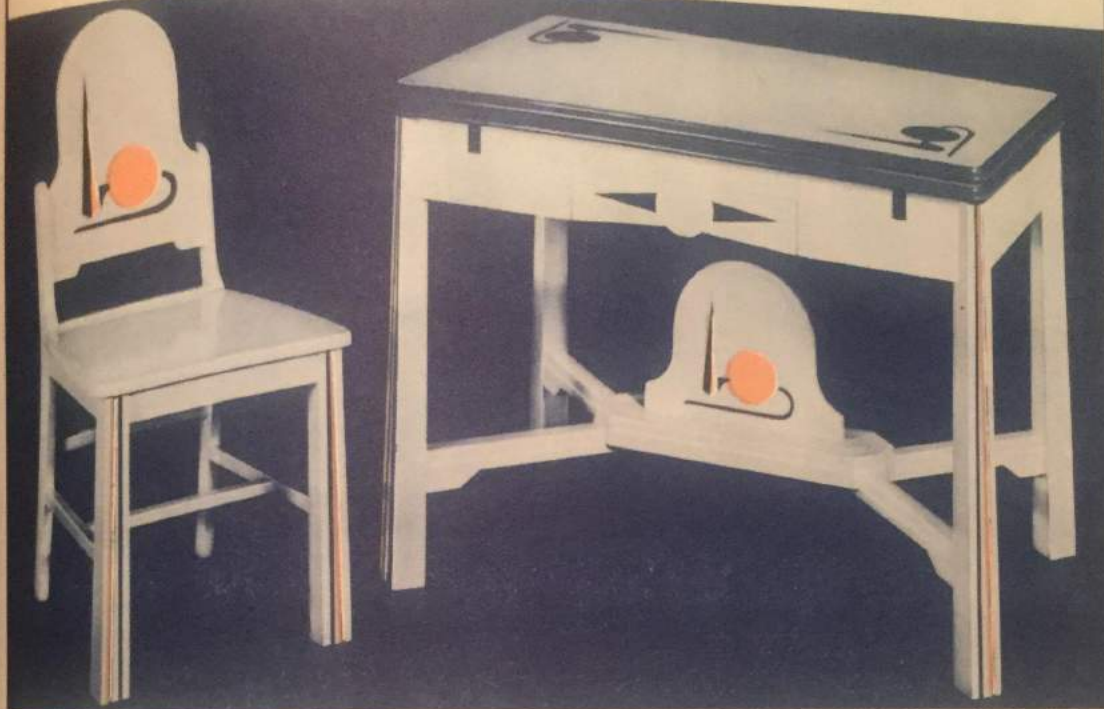
These are but a few of the WOOD SUCCESSORIES manufactured by the J. V. PILCHER MFG. CO., INC. (Makers of *Vashe Vanities*) LOUISVILLE, KY.

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Tables equipped with "COOPER" slides

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BERGHEIM

NEW YORK WORLD'S FAIR

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N.Y.W.F. LIC. 1148



These are the caps that people are raving about and everyone will want to wear.

They are made of a beautiful velvety Duvetyn material in the official New York World's Fair Colors, Orange and Blue with an impressive design of the Trylon and Perisphere.

The BERETS are made in two styles, plain and with outside contrasting piping and come in one size but have the unique feature of fitting any size head.

The OVERSEA Style Caps, SKULL Caps and BASEBALL Caps all come in Orange and Blue with a beautiful medallion like Emblem of the Trylon and Perisphere.

All of the caps are appropriate for parades, conventions, outings, etc., and make a beautiful as well as useful souvenir. Can be packed or sent by mail without any difficulty because of the softness and flexibility of the material.

SIZES

Berets—One Size	- - - - -	Fits all heads
Oversea Caps	- -	Small—Medium—Large
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STARK BROS. RIBBON CORP.
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Manufacturing a Complete Line of
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FOR TYING, TRIMMING, PACKAGING

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We will be pleased to furnish you with package suggestions to suit your requirements.

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Theme Building of the New York World's Fair in miniature . . . third dimension . . . actual scale. Cabinet construction and finished in a beautiful modern gloss durable white lacquer.

Three Sizes Offered

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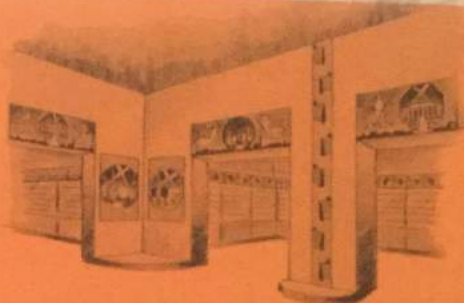
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Can be cut into smaller sections. Grand
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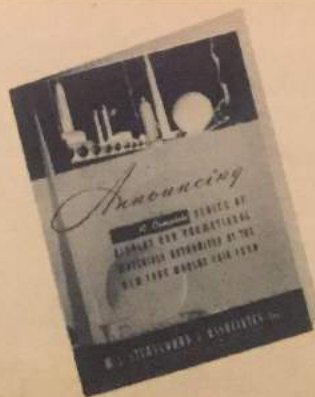
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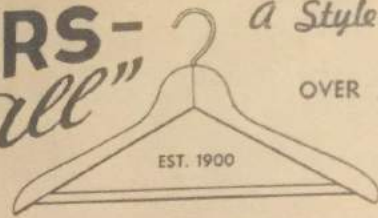
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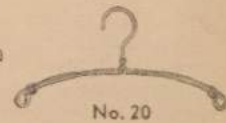
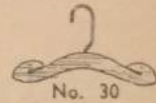
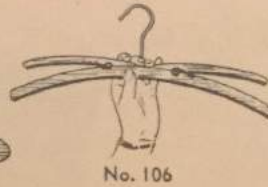
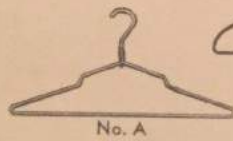
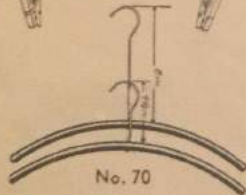
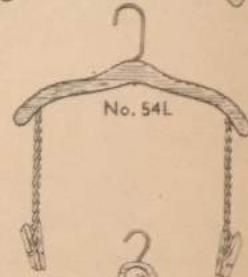
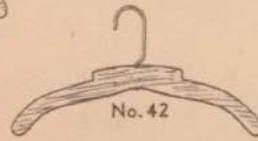
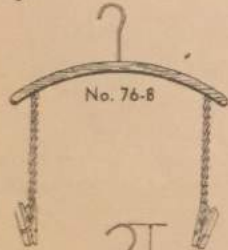
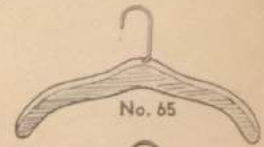
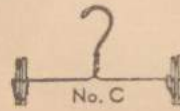
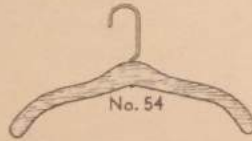
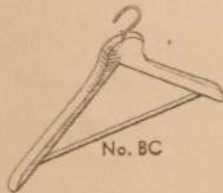
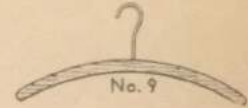
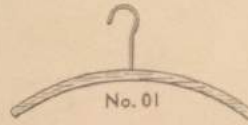
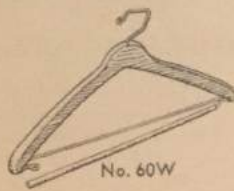
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A Style For Every Purpose

OVER 5,000,000 ON HAND
FOR IMMEDIATE
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SERVICE WITH QUALITY



BARNEY STEMPLER & SONS, INC.

**28 NORFOLK STREET
NEW YORK CITY**

NEW YORK WORLD'S FAIR 1939 ADVERTISING SPECIALTIES



ASH TRAY - Imagine - 2c or less for this ash tray including your copy and Fair Theme in two colors!

WALL CALENDAR - colorful calendars like this created for you at 2c to 4c each. This one is size 6 x 9 inches.



DESK CALENDAR - will display your copy for 365 days on the desk of the man you want to sell.



HANDYMENDER - plenty of space for copy plus unsurpassed utility for men and women. Price range, 1c to 1½c.



RED DOT REMINDER - an ingenious and practical reminder that insures kitchen wall space for your message.



STICKLESS FAN - built for months of service, an ideal summer advertising gift. Quantity price about 1½c.

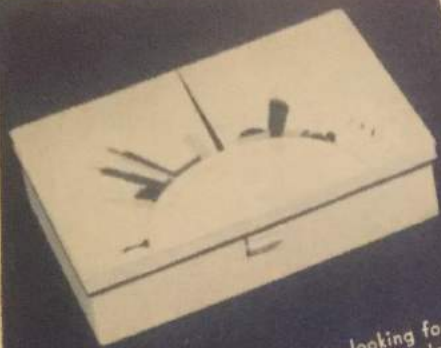
TO EXHIBITORS at the Fair, we offer advertising media that are gift souvenirs as well. Having intrinsic value, they do not suffer the early and ignoble fate of most printed matter. Low prices qualify them for quantity distribution.

TO ALL ADVERTISERS we suggest goodwill specialties with New York World's Fair motifs that will focus the spotlight of Fair interest and timeliness on their products. Let us tell you about our many standard specialties, and about others we can create for your special use.

THE STICKLESS CORPORATION

Makers of Useful Advertising Novelties for Fairs, Conventions,
Premiums, Dealer Help and Special Distribution Purposes

751 DRAKE STREET • DAYTON 9-6900 • NEW YORK, N. Y.



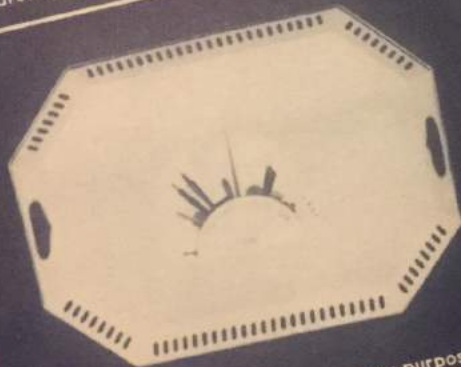
No. 103—If the Fair Sex are looking for an ideal cosmetic box, beautiful in color and compact in size, also equipped with mirror, this attractive "Dresser Box" will answer that request.



No. 589—No lady's boudoir is complete unless it contains one of our handsome "Beauty Boxes." It has been designed to take care of Madame's accessories, and will add to the dainty touch of most any dressing room.



No. 320—These exclusive hand-made Candy Boxes come in a variety of shapes and sizes, and can be used for cookies, cakes, and make an excellent bon voyage gift.



No. 101—There is one for every purpose. Our rigid, substantial, "Custom Made" Trays and Waiters make an ideal gift.



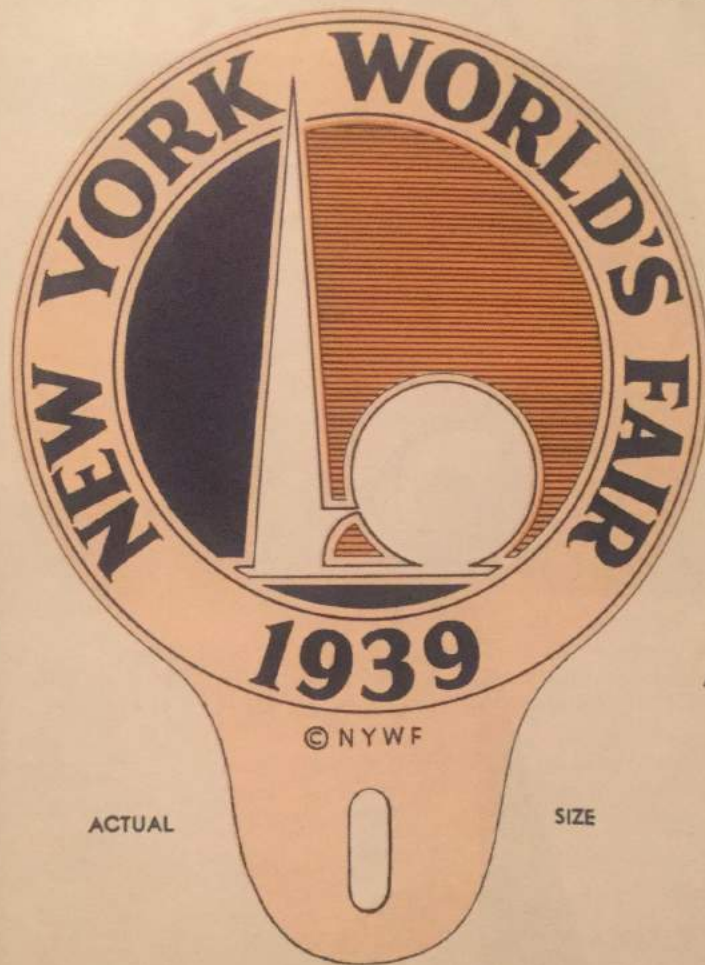
No. 102-102A—Our new and distinctive Individual Clothes Hampers and Baskets are especially designed for the private bath. They will add a refreshing look to your bathroom, and the color scheme will match most any wall design.



CHAS. H. STIRRUP
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NEW YORK WORLD'S FAIR
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SOLID COPPER — ENAMELED AND
LACQUERED — OFFICIAL WORLD'S FAIR COLORS



LIST
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DISCOUNTS
ON
APPLICATION

DESIGN PAT. 107424
AUTH. LIC. AGREEMENT K1635

STO-KER CORP., 25 Bdwy., N.Y.C., Rm. 1870



For the
"HOTEL OF TOMORROW"

Your Dining Room, Cocktail Lounge, and Roof Garden will be filled with guests visiting the NEW YORK WORLD'S FAIR. You may complete your plans for WORLD'S FAIR decorations by using these handsomely colored LICENSED WORLD'S FAIR table cloths and napkins in your HOTEL.



MAKE YOUR
HOTEL THE
"HOTEL OF
TOMORROW"

SUPERIOR LINEN COMPANY, Inc. *Importers, Exporters and Mill Agents*
Supplies for Hotels, Hospitals, Institutions, Steamships and Railroads
410 BROADWAY, NEW YORK CITY

Presenting a "World's Fair" of Gifts and Souvenirs

New Creations with a popular World's Fair appeal in Genuine

Syroco Wood



N. Y. WORLD'S FAIR
THERMOMETER

No. 00936—Size $5\frac{1}{2}'' \times 3\frac{1}{2}''$.
Decorated Walnut finish.



N. Y. WORLD'S FAIR
TIE RACK & BRUSH SET

No. 00924—Size $5\frac{3}{4}'' \times 5\frac{3}{4}''$.
Walnut finish.

Buyers from every corner of the globe will find new, fast-moving, *profit-making* items for both seasonal and year-round merchandising in the SYROCOWOOD line. This outstanding line presents a wide variety of useful, attractive items that are *steady sellers* with wide appeal.

REAL WOOD IN A NEW FORM

SYROCOWOOD reproduces the most minute details of the original hand-carvings, even to the delicate strokes of the carver's tools, the grain and texture of the wood. Molded by the exclusive SYROCOWOOD process, these articles are *stronger* and *more durable* than natural wood. They are available at attractive prices.

Illustrated on this page are a World's Fair Thermometer, bearing an illustration of the Theme Center, and a World's Fair Tie Rack, also capturing the spirit of the great exposition and combining utility and beauty in the characteristic SYROCOWOOD manner.

Special and exclusive designs incorporating any architectural, industrial or other feature of the Fair may be had in quantity lots on short notice. Ask us to tell you about this individual service.

See the SYROCOWOOD World's Fair line on display at the N. Y. World's Fair Administration Building.

SYRACUSE ORNAMENTAL CO.

General Offices and Factory

SYRACUSE, N. Y.

Complete Syrocwood line on display at these permanent showrooms:

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CHICAGO: The Zangs Co., 1598 Merchandise Mart

LOS ANGELES: Newcombs, Inc., 860 So. Los Angeles St.

SEATTLE: Fred W. Aust, 7th & Olive Sts.

NEW YORK WORLD'S FAIR LICENSEE No. 2934



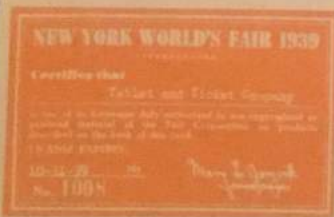
T&T products



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NATIONALLY KNOWN
SUCCESSFUL PRODUCTS
OUR BUSINESS IS BASED
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DIE CUTTING, INLAYING
ON METALS, FOILS, AND A
WIDE RANGE OF MATERIALS



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- DIALS
- PLAQUES
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- FRAMES
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- BANDING
- DISPLAYS
- CARTONS
- BOX WRAPS

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simply send the coupon
Mail to plant nearest you*

To THE TABLET & TICKET CO.

NEW YORK CHICAGO SAN FRANCISCO

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WE ARE INTERESTED IN:

SAMPLES PRICES HAVE SALESMAN CALL

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UNCAS MANUFACTURING COMPANY

"AMERICA'S LARGEST RING HOUSE"

623-631 ATWELLS AVENUE

PROVIDENCE, R.I.
U.S.A.



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TO MANY
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FUL PRODUCTS
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OWING HOW
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NG, INLAYING
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OF MATERIALS

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AYS
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WRAPS
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TORIES

Write us - it
simply
Mail to point
To THE TABLE
NEW YORK
WE MANUFACTURE
WE ARE INTERESTED IN
SAMPLES
FIRM
ADDRESS
SIGNED

CO.
ME ST.
CISCO
BTS



WORLD'S FAIR

JEWELRY ACCESSORIES

The Vogue of Today
FOR THE WORLD OF TOMORROW



•

CHAIN BRACELETS
CRAVAT HOLDERS
WATCH CHAINS
KEY CHAINS
PENDANTS
NOVELTIES

•

CREATED BY
U. S. CHAIN CO.
L. I. CITY N. Y.

TO RETAIL AT 25c AND UP

N. Y. W. F. LIC. 2140

MONTE CARLO

Fashions

P R E S E N T S

Misses' and Ladies'

DRESSES AND HOUSECOATS

Smartly Styled

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THE 1939
NEW YORK WORLD'S FAIR

in Percale Prints

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U · WAN · A WASH *Frocks, Inc.*

1350 BROADWAY, NEW YORK, N. Y.
ROOM 1814

NEW YORK WORLD'S FAIR
MERCHANDISE LICENSEES · PAGE 93

For A Complete Line of Distinctive Leather Goods See

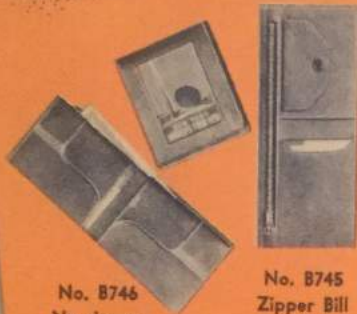
The WILSON Line

The attainment of a very high standard of combined utility, quality and sterling value has earned for "Wilson's" creations a measure of popularity that is reflected in continually increasing sales. The consequent steadily growing out-put enables us to offer goods of distinctive merit at prices which render them the best selling line of Fancy Leather Goods available today.

Our products may be obtained with the officially Licensed World's Fair motif embossed and beautifully hand painted.

Manufacturers of

The "Paragon" Zipper
Keysafe.
Billfolds.
Billfold and keycase sets.
Wallets.
Pocket Secretary.
Men's zipper tourist
cases.
Women's zipper toilet
sets.
The "Beverly" purse.
Tobacco Pouches.
Purses, plain or with
zipper.
Manicure sets.
Comb and file sets.



No. B746
No zipper.

No. B745
Zipper Bill
pocket.



No. P401
Combination Pipe
and tobacco
pouch.

No. 6131
The Wilson
travel-kit.



No. B694
Calfskin
zipper
billfold.



No. K307
The Paragon Zipper
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No. 2004672.



The WILSON MANUFACTURING CO. Inc.
77 WASHINGTON STREET, NORTH
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Write
for FREE
CATALOG

WORLD'S FAIR Special Promotions

by *Zell*



- A Majestic Calendar Coin Bank
- B Pocket Comb-n-Case
- C Roun'town Compact
- D Peerless Coin Bank
- E Coquette Compact
- F Cigarette Case
- G CigVanette
- H Enamelled Compact

These items may be seen at the Merchandise Display Exhibit.

Here is a representative group of special World's Fair merchandise.

- Adaptations of our most popular and fastest-selling numbers, these compacts and coin banks appeal to all age groups.
- Available in many other styles, both with and without the World's Fair motif.
- For these and other promotions that will "pack your aisles and empty your counters"... write to

ZELL PRODUCTS CORPORATION

536 BROADWAY • NEW YORK

When you come to the Fair, be sure to visit our new Showrooms at 347 Fifth Avenue (34th St.), N. Y.

TB 175

TB-175-

