

KKF404 (con.)
England. Record jacket. Appl. au: CBS
Records. © CBS Records; 2Sep77; KKF404.

KKF405.
Fleetwood Mac and Christine Perfect:
Albatross. Art direction: Les May (CBS
Records), design: Charles Grimsey.
England. Record jacket. Appl. au: CBS
Records. © CBS Records; 16Sep77;
KKF405.

KKF406.
Tina Charles: Heart 'n' soul. Sleeve
design: Simon Cantwell, Les May & Roslav
Szaybo (CBS Records), cover photos--front
cover: Brian Cooke, back cover: Peter
Lavery. England. Record jacket. Appl.
au: CBS Records. © CBS Records; 28Oct77;
KKF406.

KKF407.
Dead End Kids: Breakout. Design:
Jean-Luke Epstein (Graphyk), art
direction: Roslav Szaybo (CBS Records),
photography: John Brown. England. Record
jacket. Appl. au: CBS Records. © CBS
Records; 21Oct77; KKF407.

KKF408.
David Essex: Gold and ivory. Design:
Tony Wright, art direction: Roslav Szaybo
(CBS Records), photography: Brian Aris.
England. Record jacket. Appl. au: CBS
Records. © CBS Records; 16Sep77;
KKF408.

KKF409.
Kursaal Flyers: Five live Kursaals!
Sleeve design: Paul Shuttleworth, front
photo: Adrian Boot, back photos: William
Finnegan. England. Record jacket &
insert (2 p.) Appl. au: CBS Records. NM:
additions. © CBS Records; 2Sep77;
KKF409.

KKF410.
Swingle 2: Pieces of eight. Art
direction: Roslav Szaybo (CBS Records),
photography: Brian Cooke. England.
Record jacket. Appl. au: CBS Records.
© CBS Records; 7Oct77; KKF410.

KKF411.
Los Mas grandes exitos de Sandro. Vol.
2. Argentina. Record jacket & poster.
© Discos CBS S.A.I.C.F.; 28Sep77;
KKF411.

KKF412.
Los Mas grandes exitos de los 4 Hermanos
Salentos. Argentina. Record jacket.
© Discos CBS S.A.I.C.F.; 17Oct77;
KKF412.

KKF413.
Orlando Gerez: Achispando coplas.
Argentina. Record jacket. © Discos CBS
S.A.I.C.F.; 17Oct77; KKF413.

KKF414.
Las Guitarras de Oro: Internacionales.
Argentina. Record jacket. © Discos CBS
S.A.I.C.F.; 5Sep77; KKF414.

KKF415.
Canciones para mi; Maria Elena Walsh.
Argentina. Record jacket. © Discos CBS
S.A.I.C.F.; 17Oct77; KKF415.

KKF416.
Los Trigales: Jesus. Argentina. Record
jacket. © Discos CBS S.A.I.C.F.;
12Sep77; KKF416.

KKF417.
Sutherland Brothers and Quiver: Down to
Earth. Design: Roslav Szaybo (CBS
Records), photography: front, Chris Yates,
back, M. Nicholson, artwork: J. Guttner.
England. Record jacket & insert (2 p.)
Appl. au: CBS Records. NM: additions.
© CBS Records; 2Sep77; KKF417.

KKF418.
Sailor: Checkpoint. Art direction &
design: Roslav Szaybo (CBS Records),
design: J. Guttner, photography: Brian
Cooke. England. Record jacket & record
sleeve. Appl. au: CBS Records. NM:
additions. © CBS Records; 16Sep77;
KKF418.

KKF419.
Bachmaninoff: Piano concerto number 3 in
D-minor, opus 30; Lazar Berman, Claudio
Abbado. Art direction: Allen Weinberg &
David Rossiter, photographer: Clive Barda.
Netherlands. Record jacket. Appl. au:
CBS Records. © CBS Records; 12May77;
KKF419.

KKF420.
Meglio libera/Indocina; Loredana Berte.
Italy. Record jacket. © CBS-Sugar,
S.P.A.; 9Mar76; KKF420.

KKF421.
Vai/Tamburino; Il Giardino dei Semplici.
Realizz. grafica: Jacqueline Schweitzer.
Italy. Record jacket. Appl. au:
CBS-Sugar, S.P.A. © CBS-Sugar, S.P.A.;
31May76; KKF421.

KKF422.
Un genio, due compari, un pollo/Pepper
chewing-gum; colonna sonora originale del
film. Italy. Record jacket. © CBS-
Sugar, S.P.A.; 10Dec75; KKF422.

KKF423.
Linda/Donna davvero; I Pooh. Italy.
Record jacket. © CBS-Sugar, S.P.A.;
21Jul76; KKF423.

KKF424.
Come una cenerentola; Claudia Mori,
Marcello Mastroianni. Italy. Record
jacket. © CBS-Sugar, S.P.A.; 15Apr76;
KKF424.

KKF425.
Meditazione; Massimo Ranieri, arr. &
conducted by Eumir Deodato. Realizzazione
grafica: Jacqueline Schweitzer. Italy.
Record jacket. Appl. au: CBS-Sugar,
S.P.A. © CBS-Sugar, S.P.A.; 27Jan76;
KKF425.

KKF426.
Il Giardino dei Semplici. Realizzazione
grafica: Jacqueline Schweitzer. Italy.
Record jacket. Appl. au: CBS-Sugar,
S.P.A. © CBS-Sugar, S.P.A.; 16Jan76 (in
notice: 1975); KKF426.

KKF427.
Loredana Berte: Normale o super. Art
director per la parte grafica: Luciano
Tallarini, fotografie: Mauro Balletti.
Italy. Record jacket. Appl. au:
CBS-Sugar, S.P.A. © CBS-Sugar, S.P.A.;
11Feb76 (in notice: 1975); KKF427.

KKF428.
Riccardo Fogli. Art director per la
parte grafica: Luciano Tallarini,
fotografie: Mauro Balletti. Italy.
Record jacket. Appl. au: CBS-Sugar,
S.P.A. © CBS-Sugar, S.P.A.; 8Mar76;
KKF428.

KKF429.
Mario Lavezzi: Iala. Copertina di
Cesare Monti & Wanda Monti, realizzazione
di Mario Lavezzi. Italy. Record jacket.
Appl. au: CBS-Sugar, S.P.A. © CBS-Sugar,
S.P.A.; 13Jul76; KKF429.

KKF430.
I Profeti: Cercati un'anima. Foto:
Simone, realizzazione grafica: Guido
Alberi. Italy. Record jacket. Appl. au:
CBS-Sugar, S.P.A. © CBS-Sugar, S.P.A.;
11Jan76 (in notice: 1975); KKF430.

KKF431.
I Camaleonti: Che aereo stupendo--la
speranza. Realizzazione grafica: Julie
Scott. Italy. Record jacket. Appl. au:
CBS-Sugar, S.P.A. © CBS-Sugar, S.P.A.;
6Feb76 (in notice: 1975); KKF431.

KKF432.
Umberto Tozzi: Donna amante mia.
Fotografie: Mauro Balletti, art director:
Luciano Tallarini. Italy. Record jacket.
Appl. au: CBS-Sugar, S.P.A. © CBS-Sugar,
S.P.A.; 24Mar76; KKF432.

KKF433.
Sogni di un robot; Gianni Bella.
Realizzazione grafica: L. Tallarini, foto:
M. Balletti. Italy. Record jacket.
Appl. au: CBS-Sugar, S.P.A. © CBS-Sugar,
S.P.A.; 25Mar76; KKF433.

KKF434.
Berlioz: Harold en Italia; Daniel
Barenboim--Orchestre de Paris, Pinchas
Zukerman. Art direction: Allen Weinberg &
David Rossiter. Netherlands. Record
jacket. Add. ti: Berlioz: Harold in
Italy. Cover illus. by Gericault. Appl.
au: CBS Records. © CBS Records; 1May77;
KKF434.

KKF435.
Brahms: Ein Deutsches Requiem/Alt-
Rhapsodie, Alto-rhapsody, opus 53; New
Philharmonia Orchestra & Chorus, Ambrosian
Singers, Lorin Maazel. Art direction:
Allen Weinberg, David Rossiter, front
cover box: Painting, "Boecklins Grab", by
Keller. The Netherlands. On box & 7 p.
Appl. au: CBS Records. © CBS Records;
1Sep77; KKF435.

KKF436.
Third World: 96 degrees in the shade.
Painting by Tony Wright. United Kingdom.
Record jacket & record sleeve. With sound
recording. Appl. au: Island Records, Ltd.
© Island Records, Ltd.; 21Nov77; KKF436.

KKF437.
Eddie and the Hot Rods: Life on the
line. United Kingdom. Record jacket.
© Island Records, Ltd.; 4Nov77; KKF437.

KKF438.
Super soarer, U.S.A., stunt kite.
England. 2 p. © The Playgroup Equipment
and Apparatus Company; 1Sep77; KKF438.

KKF439.
Scenes of Nassau. Illus. by Edward A.
Minnis. Bahamas. 7 p. © Edward A.
Minnis; 20Sep77; KKF439.

R

R653208.
Shop refreshed. Woman at dispenser. By
D'Arcy Advertising Company. © 1Feb49;
KK32491. The Coca-Cola Company (PWH);
28Jan77; R653208.

R653209.
Ask for it either way. Trademark glass.
By D'Arcy Advertising Company. © 1Feb49;
KK32492. The Coca-Cola Company (PWH);
28Jan77; R653209.

R653210.
From case to icebox to hospitality.
Girl at icebox. By D'Arcy Advertising
Company. © 31Jan49; KK33414. The
Coca-Cola Company (PWH); 28Jan77;
R653210.

R653211.
Hospitality that all America under-
stands. Fireplace and bottles. By D'Arcy
Advertising Company. © 7Feb49; KK33842.

- R653211 (con.)
The Coca-Cola Company (PWH); 28Jan77;
R653211.
- R653212.
Movie goers applaud Coca-Cola in lobby.
Girl in movie lobby. By D'Arcy Advertising Company. © 14Feb49; KK33843. The Coca-Cola Company (PWH); 28Jan77;
R653212.
- R653213.
In the land of the Aztecs, it's Tome Coca-Cola. Mexico. By D'Arcy Advertising Company. © 10Feb49; KK34585. The Coca-Cola Company (PWH); 28Jan77;
R653213.
- R653826.
The Pause that refreshes with ice-cold Coke. Doctor and nurse. By D'Arcy Advertising Company. © 21Feb49; KK33844. The Coca-Cola Company (PWH); 7Feb77;
R653826.
- R653827.
An Add-on sale that equals the main sale in profit. Attendant putting case into trunk of car. By D'Arcy Advertising Company. © 15Feb49; KK33848. The Coca-Cola Company (PWH); 7Feb77;
R653827.
- R653828.
Shop refreshed. Have a Coke. Woman in grocery store. By D'Arcy Advertising Company. © 23Feb49; KK33850. The Coca-Cola Company (PWH); 7Feb77;
R653828.
- R653829.
Thousands of exhibitors find Coke in the lobby. People at cooler in theatre lobby. By D'Arcy Advertising Company. © 24Feb49; KK34579. The Coca-Cola Company (PWH); 7Feb77; R653829.
- R653830.
Coca-Cola and Coke are registered trademarks. Trade-mark ad. By D'Arcy Advertising Company. © 25Feb49; KK34580. The Coca-Cola Company (PWH); 7Feb77;
R653830.
- R653831.
It's refreshment and it's all value. Case & large dollar sign. By D'Arcy Advertising Company. © 28Feb49; KK35094. The Coca-Cola Company (PWH); 7Feb77;
R653831.
- R653832.
Have a Coke and go along with refreshment. Big cooler & clover leaf. By D'Arcy Advertising Company. © 23Feb49; KK35099. The Coca-Cola Company (PWH); 7Feb77; R653832.
- R653833.
Hospitality, all over town. Large carton. By D'Arcy Advertising Company. © 28Feb49; KK35102. The Coca-Cola Company (PWH); 7Feb77; R653833.
- R653834.
March advertising sells Coke by the carton and by the case. By D'Arcy Advertising Company. © 15Feb49; KK36334. The Coca-Cola Company (PWH); 7Feb77;
R653834.
- R653835.
Promoting hospitality promotes new profits for you. 2 March poster designs. By D'Arcy Advertising Company. © 30Feb49; KK36337. The Coca-Cola Company (PWH); 7Feb77; R653835.
- R653836.
Whoever got anywhere without refreshment. Girl driver. By D'Arcy Advertising Company. © 15Feb49; KK37596. The Coca-Cola Company (PWH); 7Feb77;
R653836.
- Coca-Cola Company (PWH); 7Feb77;
R653836.
- R654412.
Pine Tree brand cottage cheese. By Isadore F. Polsky. © 12Apr49; KK34675. Isadore F. Polsky (A); 14Mar77; R654412.
- R655489.
Cinderella work song. (Little Golden record, no. RD10) © 15Feb50; KK55847. Walt Disney Productions (PWH); 4Mar77;
R655489.
- R655490.
Walt Disney's Cinderella: A Dream is a wish your heart makes. (Little Golden record, no. RD11) © 15Feb50; KK55848. Walt Disney Productions (PWH); 4Mar77;
R655490.
- R655491.
Walt Disney's Cinderella. (Little Golden record, no. RD9) © 15Feb50; KK55852. Walt Disney Productions (PWH); 4Mar77; R655491.
- R655492.
Walt Disney's Donald Duck baby sitter. (Little Golden record, no. RD8) © 15Feb50; KK55853. Walt Disney Productions (PWH); 4Mar77; R655492.
- R655493.
Mickey's new car. (Little Golden record, no. RD7) © 15Feb50; KK55854. Walt Disney Productions (PWH); 4Mar77;
R655493.
- R655782.
Designed for hospitality. By D'Arcy Advertising Company. © 20Mar49; KK34582. The Coca-Cola Company (PWH); 9Mar77;
R655782.
- R655783.
Sugar Loaf watches as Brazilians accept. By D'Arcy Advertising Company. © 10Mar49; KK34583. The Coca-Cola Company (PWH); 9Mar77; R655783.
- R655784.
Refreshment--real refreshment. By D'Arcy Advertising Company. © 23Mar49; KK34584. The Coca-Cola Company (PWH); 9Mar77; R655784.
- R655785.
Work refreshed. By D'Arcy Advertising Company. © 1Apr49; KK35040. The Coca-Cola Company (PWH); 9Mar77;
R655785.
- R655786.
Refresh. By D'Arcy Advertising Company. © 1Apr49; KK35041. The Coca-Cola Company (PWH); 9Mar77; R655786.
- R655787.
In store after store--so shop refreshed. By D'Arcy Advertising Company. © 14Mar49; KK35096. The Coca-Cola Company (PWH); 9Mar77; R655787.
- R655788.
Serving hospitality in home after home. By D'Arcy Advertising Company. © 28Mar49; KK35097. The Coca-Cola Company (PWH); 9Mar77; R655788.
- R655789.
The Big, red cooler says play refreshed. By D'Arcy Advertising Company. © 4Apr49; KK35098. The Coca-Cola Company (PWH); 9Mar77; R655789.
- R655790.
When work becomes a chore, work refreshed. By D'Arcy Advertising Company. © 21Mar49; KK35101. The Coca-Cola Company (PWH); 9Mar77; R655790.
- R655791.
Shopping can be fun and refreshing, too. By D'Arcy Advertising Company. © 11Apr49; KK36323. The Coca-Cola Company (PWH); 9Mar77; R655791.
- R655792.
Shop refreshed and take a carton home. By D'Arcy Advertising Company. © 18Apr49; KK36324. The Coca-Cola Company (PWH); 9Mar77; R655792.
- R655793.
Take the break with a pause for Coke. By D'Arcy Advertising Company. © 25Apr49; KK36325. The Coca-Cola Company (PWH); 9Mar77; R655793.
- R655794.
La Pausa que refresca. By D'Arcy Advertising Company. © 11Mar49; KK36326. The Coca-Cola Company (PWH); 9Mar77;
R655794.
- R655795.
Anticipando un placer. By D'Arcy Advertising Company. © 25Mar49; KK36327. The Coca-Cola Company (PWH); 9Mar77;
R655795.
- R655796.
Ask for it either way. By D'Arcy Advertising Company. © 1Apr49; KK36329. The Coca-Cola Company (PWH); 9Mar77;
R655796.
- R655797.
Your May posters tell drivers to have a Coke and drive refreshed. By D'Arcy Advertising Company. © 15Apr49; KK36330. The Coca-Cola Company (PWH); 9Mar77;
R655797.
- R655798.
A-B-C's or extra profit from unused lobby space. By D'Arcy Advertising Company. © 24Mar49; KK36331. The Coca-Cola Company (PWH); 9Mar77;
R655798.
- R655799.
Travel refreshed--have a Coca-Cola. By D'Arcy Advertising Company. © 20Apr49; KK36332. The Coca-Cola Company (PWH); 9Mar77; R655799.
- R655800.
Here's news--big news. By D'Arcy Advertising Company. © 30Apr49; KK36333. The Coca-Cola Company (PWH); 9Mar77;
R655800.
- R655801.
Refreshment is sincerely yours. By D'Arcy Advertising Company. © 23Mar49; KK36336. The Coca-Cola Company (PWH); 9Mar77; R655801.
- R655802.
Score a hit. By D'Arcy Advertising Company. © 21Apr49; KK36338. The Coca-Cola Company (PWH); 9Mar77;
R655802.
- R655803.
A Natural with the public. By D'Arcy Advertising Company. © 18Apr49; KK37578. The Coca-Cola Company (PWH); 9Mar77;
R655803.
- R655804.
Coke is a brand name. By D'Arcy Advertising Company. © 25Apr49; KK37579. The Coca-Cola Company (PWH); 9Mar77;
R655804.
- R655805.
Another chorus--for the pause that refreshes. By D'Arcy Advertising Company. © 25Apr49; KK37580. The Coca-Cola Company (PWH); 9Mar77; R655805.

R655806.

A Woman never regrets being prepared for hospitality. By D'Arcy Advertising Company. © 25Apr49; KK37589. The Coca-Cola Company (PWH); 9Mar77; R655806.

R655807.

Whoever you are, whatever you do. By D'Arcy Advertising Company. © 23Mar49; KK37590. The Coca-Cola Company (PWH); 9Mar77; R655807.

R655808.

Cuando tenga sed, no hay como. By D'Arcy Advertising Company. © 1Apr49; KK37591. The Coca-Cola Company (PWH); 9Mar77; R655808.

R655809.

Play refreshed--have a Coca-Cola. By D'Arcy Advertising Company. © 6Apr49; KK37592. The Coca-Cola Company (PWH); 9Mar77; R655809.

R655810.

In store after store--shop refreshed. By D'Arcy Advertising Company. © 20Apr49; KK37594. The Coca-Cola Company (PWH); 9Mar77; R655810.

R655811.

Entrega inmediata--bien fria. By D'Arcy Advertising Company. © 15Apr49; KK37593. The Coca-Cola Company (PWH); 9Mar77; R655811.

R655812.

La Respuesta perfecta a la sed. By D'Arcy Advertising Company. © 29Apr49; KK37597. The Coca-Cola Company (PWH); 9Mar77; R655812.

R655813.

Coke, Coke. By D'Arcy Advertising Company. © 1Apr49; KK40883. The Coca-Cola Company (PWH); 9Mar77; R655813.

R658192.

Drive refreshed. Girl at wheel of car. By D'Arcy Advertising Company. © 1May49; KK36394. The Coca-Cola Company (PWH); 20Apr77; R658192.

R658193.

Drive refreshed. Man at wheel of car, silhouette. By D'Arcy Advertising Company. © 1May49; KK36395. The Coca-Cola Company (PWH); 20Apr77; R658193.

R658194.

Play refreshed. Girl golfer. By D'Arcy Advertising Company. © 1Jun49; KK37434. The Coca-Cola Company (PWH); 20Apr77; R658194.

R658195.

Lunch refreshed. Hamburger & glass. By D'Arcy Advertising Company. © 1Jun49; KK37435. The Coca-Cola Company (PWH); 20Apr77; R658195.

R658196.

Added attraction--Coca-Cola. Sign in fancy frame. By D'Arcy Advertising Company. (In Showmen's trade review, June 4, 1949) © 3Jun49; KK37577. The Coca-Cola Company (PWH); 20Apr77; R658196.

R658197.

Inviting hungry people to eat at your fountain. Glass & hamburger poster design. By D'Arcy Advertising Company. (In American druggist, May 1949) © 1May49; KK37581. The Coca-Cola Company (PWH); 20Apr77; R658197.

R658198.

With hospitality in mind. Woman buying flowers. By D'Arcy Advertising Company.

(In Good housekeeping, June 1949) © 20May49; KK37582. The Coca-Cola Company (PWH); 20Apr77; R658198.

R658199.

Shop refreshed--have a Coke. Girl modeling bridal dress. By D'Arcy Advertising Company. (In The Saturday evening post, May 21, 1949) © 18May49; KK37583. The Coca-Cola Company (PWH); 20Apr77; R658199.

R658200.

Among the good things in life--Coke by the carton. Carton & food. By D'Arcy Advertising Company. (In The Birmingham post, May 2, 1949) © 2May49; KK37598. The Coca-Cola Company (PWH); 20Apr77; R658200.

R658201.

Serving Coca-Cola serves hospitality. Girl playing cards. By D'Arcy Advertising Company. (In The Birmingham post, May 9, 1949) © 9May49; KK37599. The Coca-Cola Company (PWH); 20Apr77; R658201.

R658202.

Continuous quality--continuous price. Cooler carton & case. By D'Arcy Advertising Company. (In Bridgeport post, May 5, 1949) © 5May49; KK38969. The Coca-Cola Company (PWH); 20Apr77; R658202.

R658203.

Hospitality--all over town. Large carton. By D'Arcy Advertising Company. (In Connersville news-examiner, May 18, 1949) © 18May49; KK38971. The Coca-Cola Company (PWH); 20Apr77; R658203.

R658204.

Shop refreshed and take a carton home. Girl with grocery cart at V-83. By D'Arcy Advertising Company. (In Buffalo evening news, May 16, 1949) © 16May49; KK38972. The Coca-Cola Company (PWH); 20Apr77; R658204.

R658205.

Four languages--tome Coca-Cola bein fria. Bottle of Coca-Cola & world. By D'Arcy Advertising Company. (In La Prensa, May 13, 1949) © 13May49; KK38973. The Coca-Cola Company (PWH); 20Apr77; R658205.

R658206.

Among good things in life--Coke by the carton. Carton & food. By D'Arcy Advertising Company. (In The Jersey journal, May 12, 1949) © 12May49; KK38974. The Coca-Cola Company (PWH); 20Apr77; R658206.

R658207.

From carton to icebox--to hospitality. Woman at icebox, silhouette. By D'Arcy Advertising Company. (In Buffalo courier express, May 10, 1949) © 10May49; KK38975. The Coca-Cola Company (PWH); 20Apr77; R658207.

R658208.

Where there's Coke, there's hospitality. Summer flowers & carton. By D'Arcy Advertising Company. (In Youngstown vindicator, May 22, 1949) © 22May49; KK38976. The Coca-Cola Company (PWH); 20Apr77; R658208.

R658209.

Your best thinking's done when you. 2 girls in office. By D'Arcy Advertising Company. (In Birmingham post, May 30, 1949) © 30May49; KK38977. The Coca-Cola Company (PWH); 20Apr77; R658209.

R658210.

Calidad inalterable a traves de los anos. Tray of Coca-Cola, hour glass. By D'Arcy Advertising Company. (In La

Prensa, May 27, 1949) © 27May49; KK38978. The Coca-Cola Company (PWH); 20Apr77; R658210.

R658211.

Thirst, too, seeks quality. Woman's hand, bottle & flowers. By D'Arcy Advertising Company. (In Asbury Park evening press, May 26, 1949) © 26May49; KK38979. The Coca-Cola Company (PWH); 20Apr77; R658211.

R658212.

Coke at the fountain reminds you of hospitality. Girl at fountain. By D'Arcy Advertising Company. (In Saint Louis post-dispatch, June 5, 1949) © 5Jun49; KK38981. The Coca-Cola Company (PWH); 20Apr77; R658212.

R658213.

Hospitality ahead. Hand & carton. By D'Arcy Advertising Company. (In New York herald tribune, May 19, 1949) © 19May49; KK40334. The Coca-Cola Company (PWH); 20Apr77; R658213.

R658214.

Refreshment and movies go hand-in-hand. Large Westinghouse, movies. By D'Arcy Advertising Company. (In The Evening leader, May 18, 1949) © 18May49; KK40335. The Coca-Cola Company (PWH); 20Apr77; R658214.

R658215.

Take a carton home for easy entertainment. Sprite & row of cartons. By D'Arcy Advertising Company. (In New York herald tribune, June 3, 1949) © 3Jun49; KK40336. The Coca-Cola Company (PWH); 20Apr77; R658215.

R658216.

Such a handy carton, such a refreshing drink. Woman with grocery cart & carton. By D'Arcy Advertising Company. (In New York herald tribune, June 8, 1949) © 8Jun49; KK40337. The Coca-Cola Company (PWH); 20Apr77; R658216.

R658217.

In store after store--shop refreshed. Large cooler & supermarket. By D'Arcy Advertising Company. (In The Enquirer, June 9, 1949) © 9Jun49; KK40338. The Coca-Cola Company (PWH); 20Apr77; R658217.

R658218.

Be ready for guests--take home a case. Hands & case. By D'Arcy Advertising Company. (In Brooklyn eagle, June 9, 1949) © 9Jun49; KK40339. The Coca-Cola Company (PWH); 20Apr77; R658218.

R658219.

Carton of six puts hospitality in hand. Woman's hand & carton. By D'Arcy Advertising Company. (In New York herald tribune, June 17, 1949) © 17Jun49; KK40341. The Coca-Cola Company (PWH); 20Apr77; R658219.

R658220.

Resting is more restful when you add Coca-Cola. Young man in chain. By D'Arcy Advertising Company. (In The Cincinnati post, June 17, 1949) © 17Jun49; KK40342. The Coca-Cola Company (PWH); 20Apr77; R658220.

R658221.

Se trabaja mejor despues. Hands & typewriter, silhouette. By D'Arcy Advertising Company. (In La Prensa, June 17, 1949) © 17Jun49; KK40846. The Coca-Cola Company (PWH); 20Apr77; R658221.

R658222.

July posters sell Coke for summer refreshment. By D'Arcy Advertising

R658222 (con.)
Company. (In The Coca-Cola bottler, June 1949) © 15Jun49; KK40850. The Coca-Cola Company (PWH); 20Apr77; R658222.

R658223.
June advertising puts the spotlight on refreshment. By D'Arcy Advertising Company. (In The Coca-Cola bottler, May 1949) © 15May49; KK40851. The Coca-Cola Company (PWH); 20Apr77; R658223.

R658224.
Hospitality--all over town. Carton over town. By D'Arcy Advertising Company. (In New York herald tribune, May 5, 1949) © 5May49; KK40853. The Coca-Cola Company (PWH); 20Apr77; R658224.

R658225.
Bring home a carton and work refreshed. Woman dusting lamp. By D'Arcy Advertising Company. (In Daily mirror, June 24, 1949) © 24Jun49; KK40856. The Coca-Cola Company (PWH); 20Apr77; R658225.

R658226.
Ask for it either way. Trade-mark ad, large circle. By D'Arcy Advertising Company. (In American Bar Association journal, June 1949) © 25May49; KK40884. The Coca-Cola Company (PWH); 20Apr77; R658226.

R658227.
Lunch refreshed--have a Coca-Cola. Picnic, 2 couples. By D'Arcy Advertising Company. (In The Southern Israelite, June 24, 1949) © 24Jun49; KK40888. The Coca-Cola Company (PWH); 20Apr77; R658227.

R658228.
Inviting you to the pause that refreshes. Cooler & supermarket. By D'Arcy Advertising Company. (In The Saturday evening post, June 18, 1949) © 15Jun49; KK40889. The Coca-Cola Company (PWH); 20Apr77; R658228.

R658229.
Where there's Coca-Cola--there's hospitality. Sprite & icebox. By D'Arcy Advertising Company. (In Asbury Park evening press, June 30, 1949) © 30Jun49; KK44070. The Coca-Cola Company (PWH); 20Apr77; R658229.

R658230.
By the way--be refreshed. 2 boys at stand. By D'Arcy Advertising Company. (In Chicago daily news, June 30, 1949) © 30Jun49; KK42062. The Coca-Cola Company (PWH); 20Apr77; R658230.

R658283.
McCormick seafood seasoning. By McCormick and Company, Inc. © 7Apr49; KK34594. McCormick and Company, Inc. (PWH); 1Apr77; R658283.

R659738.
To be refreshed. Bathing girl on beach. By D'Arcy Advertising Company. © 1Jul49; KK38361. The Coca-Cola Company (PWH); 21Apr77; R659738.

R659739.
Be refreshed. Bathing girl on sailboat. By D'Arcy Advertising Company. © 1Jul49; KK38362. The Coca-Cola Company (PWH); 21Apr77; R659739.

R659740.
Glass and icicles. By D'Arcy Advertising Company. © 1Aug49; KK40246. The Coca-Cola Company (PWH); 21Apr77; R659740.

R659741.
Bottle and icicles. By D'Arcy Advertising Company. © 1Aug49; KK40247.

The Coca-Cola Company (PWH); 21Apr77; R659741.

R659742.
Serving hospitality in home after home. Case over town. By D'Arcy Advertising Company. (In Daily mirror, July 1, 1949, p. 14) © 1Jul49; KK40343. The Coca-Cola Company (PWH); 21Apr77; R659742.

R659743.
A wealth of hospitality for a small investment. Sprite & cases. By D'Arcy Advertising Company. (In Atlanta journal, July 18, 1949, p. 28) © 18Jul49; KK40347. The Coca-Cola Company (PWH); 21Apr77; R659743.

R659744.
Thirst, too, seeks quality. Woman's hand, bottle & flowers. By D'Arcy Advertising Company. (In Atlanta constitution, July 13, 1949, p. 12) © 13Jul49; KK40349. The Coca-Cola Company (PWH); 21Apr77; R659744.

R659745.
Work ahead? Then lunch refreshed. Girl lunching. By D'Arcy Advertising Company. (In Birmingham post, July 11, 1949, p. 7) © 11Jul49; KK40350. The Coca-Cola Company (PWH); 21Apr77; R659745.

R659746.
When a fellow welcomes hospitality. Bashful boy. By D'Arcy Advertising Company. (In New York post home news, July 7, 1949, p. 2F) © 7Jul49; KK40351. The Coca-Cola Company (PWH); 21Apr77; R659746.

R659747.
Quality costs so little--buy Coke by the carton. Carton & cash register. By D'Arcy Advertising Company. (In Cornersville news-examiner, July 20, 1949, p. 8) © 20Jul49; KK40352. The Coca-Cola Company (PWH); 21Apr77; R659747.

R659748.
Family refreshment in the handy carton. Woman with grocery cart at stack of cartons. By D'Arcy Advertising Company. (In Buffalo courier express, July 22, 1949, p. 9) © 22Jul49; KK40353. The Coca-Cola Company (PWH); 21Apr77; R659748.

R659749.
Company is coming, hospitality is ready. Woman with tray of Cokes & sandwiches. By D'Arcy Advertising Company. (In Fort Worth star-telegram, July 24, 1949, p. 12) © 24Jul49; KK40354. The Coca-Cola Company (PWH); 21Apr77; R659749.

R659750.
Drive refreshed and take a carton along. Woman with carton at filling station. By D'Arcy Advertising Company. (In Buffalo evening news, July 26, 1949, p. 10) © 26Jul49; KK40356. The Coca-Cola Company (PWH); 21Apr77; R659750.

R659751.
Just like they say, Coke is refreshing. Bill poster. By D'Arcy Advertising Company. (In The Birmingham post, Aug. 1 1949, p. 5) © 1Aug49; KK40357. The Coca-Cola Company (PWH); 21Apr77; R659751.

R659752.
Refresh, add zest to the hour. Clown. By D'Arcy Advertising Company. (In Birmingham post, Aug. 8, 1949, p. 10) © 8Aug49; KK40358. The Coca-Cola Company (PWH); 21Apr77; R659752.

R659753.
You stock up with Coke for winter only, et cetera. Man shovelling coke in bin. By D'Arcy Advertising Company. (In Tide,

Aug. 26, 1949, p. 11) © 26Aug49; KK40837. The Coca-Cola Company (PWH); 21Apr77; R659753.

R659754.
A Lunchtime beverage that means money in the bank. Sprite, piggy bank & glass. By D'Arcy Advertising Company. (In Drug topics, Aug. 1, 1949, p. 5) © 1Aug49; KK40838. The Coca-Cola Company (PWH); 21Apr77; R659754.

R659755.
You buy coke by the ton but Coke by the bottle, et cetera. Truckload of coke. By D'Arcy Advertising Company. (In Tide, July 29, 1949, p. 1) © 29Jul49; KK40839. The Coca-Cola Company (PWH); 21Apr77; R659755.

R659756.
Prelude to profits. Violin & bull fiddle. By D'Arcy Advertising Company. (In Showman's trade review, July 2, 1949, p. 4 of cover) © 1Jul49; KK40840. The Coca-Cola Company (PWH); 21Apr77; R659756.

R659757.
You want your coke red hot but your Coke ice cold. Man at furnace, man at refrigerator. By D'Arcy Advertising Company. (In Tide, July 1, 1949, p. 10) © 1Jul49; KK40841. The Coca-Cola Company (PWH); 21Apr77; R659757.

R659758.
Coke leads the profit parade. Drum & circle. By D'Arcy Advertising Company. (In Showman's trade review, Aug. 27, 1949, p. 4 of cover) © 26Aug49; KK40842. The Coca-Cola Company (PWH); 21Apr77; R659758.

R659759.
La Pausa que refresca con Coca-Cola. Girl holding playing cards, silhouette. By D'Arcy Advertising Company. (In La Prensa, July 22, 1949, p. 3) © 22Jul49; KK40844. The Coca-Cola Company (PWH); 21Apr77; R659759.

R659760.
Coke goes along in handy picnic cooler. Couple picnicking with cooler. By D'Arcy Advertising Company. (In Birmingham post, July 18, 1949, p. 2) © 18Jul49; KK40845. The Coca-Cola Company (PWH); 21Apr77; R659760.

R659761.
Hospitality is an art--Coke makes it so easy. Carton & flowers. By D'Arcy Advertising Company. (In Birmingham post, Aug. 22, 1949, p. 7) © 22Aug49; KK40847. The Coca-Cola Company (PWH); 21Apr77; R659761.

R659762.
Roadside invitation to drive refreshed. Circle sign & highway sign. By D'Arcy Advertising Company. (In Birmingham post, Aug. 15, 1949, p. 2) © 15Aug49; KK40848. The Coca-Cola Company (PWH); 21Apr77; R659762.

R659763.
August posters are the picture of refreshment. By D'Arcy Advertising Company. (In Coca-Cola bottler, July 1949) © 15Jul49; KK40849. The Coca-Cola Company (PWH); 21Apr77; R659763.

R659764.
Hospitality--all over town. Carton over town, hand. By D'Arcy Advertising Company. (In Daily mirror, July 11, 1949, p. 8) © 11Jul49; KK40855. The Coca-Cola Company (PWH); 21Apr77; R659764.

R659765.
Ask for it either way. Hand, glass, circle. By D'Arcy Advertising Company.

R659765 (con.)
(In American Bar Association journal, Aug. 1949, p. 2 of cover) © 15Jul49; KK40885. The Coca-Cola Company (PWH); 21Apr77; R659765.

R659766.
Where there's Coca-Cola, there's hospitality. Picnic, 2 couples. By D'Arcy Advertising Company. (In Good housekeeping, Aug. 1949, p. 4 of cover) © 20Jul49; KK40886. The Coca-Cola Company (PWH); 21Apr77; R659766.

R659767.
Inviting you to the pause that refreshes. Drive refreshed advertisement. By D'Arcy Advertising Company. (In Life, Aug. 22, 1949, p. 4 of cover) © 19Aug49; KK40890. The Coca-Cola Company (PWH); 21Apr77; R659767.

R659768.
Refreshment--real refreshment. By D'Arcy Advertising Company. (In Saturday evening post, Aug. 13, 1949, p. 4 of cover) © 10Aug49; KK40891. The Coca-Cola Company (PWH); 21Apr77; R659768.

R659769.
Hospitality in your hands. By D'Arcy Advertising Company. (In Good housekeeping, Oct. 1949, p. 149) © 20Sep49; KK42040. The Coca-Cola Company (PWH); 21Apr77; R659769.

R659770.
Ask for it either way. By D'Arcy Advertising Company. (In American Bar Association journal, Oct. 1949, p. 2 of cover) © 25Sep49; KK42041. The Coca-Cola Company (PWH); 21Apr77; R659770.

R659771.
This attraction rates a spot. By D'Arcy Advertising Company. (In Showmen's trade review, Sept. 24, 1949, p. 4 of cover) © 17Sep49; KK42042. The Coca-Cola Company (PWH); 21Apr77; R659771.

R659772.
The Pause that refreshes. By D'Arcy Advertising Company. (In Saturday evening post, Oct. 8, 1949, p. 4 of cover) © 5Oct49; KK42044. The Coca-Cola Company (PWH); 21Apr77; R659772.

R659773.
Prepare for the pause that refreshes. By D'Arcy Advertising Company. (In Houston chronicle, Aug. 21, 1949, rotogravure 3) © 21Aug49; KK42059. The Coca-Cola Company (PWH); 21Apr77; R659773.

R659774.
Play refreshed--have a Coca-Cola. By D'Arcy Advertising Company. (In Chicago herald American, July 5, 1949, section 2, p. 2) © 5Jul49; KK42061. The Coca-Cola Company (PWH); 21Apr77; R659774.

R659775.
Refresh, add zest to the hour. By D'Arcy Advertising Company. (In Birmingham post, Oct. 3, 1949, p. 10) © 30Oct49; KK42063. The Coca-Cola Company (PWH); 21Apr77; R659775.

R659776.
On the job--any job--Coke is so refreshing. By D'Arcy Advertising Company. (In Birmingham post, Sept. 26, 1949, p. 6) © 26Sep49; KK42064. The Coca-Cola Company (PWH); 21Apr77; R659776.

R659777.
Coca-Cola arrives, hospitality awaits. By D'Arcy Advertising Company. (In New York journal American, Sept. 8, 1949, p.

11) © 8Sep49; KK42065. The Coca-Cola Company (PWH); 21Apr77; R659777.

R659778.
Hospitality is an art--Coke makes it so easy. By D'Arcy Advertising Company. (In New York herald tribune, Sept. 7, 1949, p. 14) © 7Sep49; KK42066. The Coca-Cola Company (PWH); 21Apr77; R659778.

R659779.
Take a carton home for easy entertainment. By D'Arcy Advertising Company. (In Buffalo courier-express, Aug. 31, 1949, p. 13) © 31Aug49; KK42068. The Coca-Cola Company (PWH); 21Apr77; R659779.

R659780.
Refresh, add zest to the hour. By D'Arcy Advertising Company. (In Atlanta journal, Aug. 29, 1949, p. 30) © 29Aug49; KK42069. The Coca-Cola Company (PWH); 21Apr77; R659780.

R659781.
Who works refreshed works with a will. By D'Arcy Advertising Company. (In Brooklyn eagle, Aug. 25, 1949, p. 5) © 25Aug49; KK42070. The Coca-Cola Company (PWH); 21Apr77; R659781.

R659782.
When there's Coke in the house. By D'Arcy Advertising Company. (In Chicago Sunday tribune, Aug. 21, 1949, picture section, p. 14) © 21Aug49; KK42071. The Coca-Cola Company (PWH); 21Apr77; R659782.

R659783.
Calidad digna de confianza. By D'Arcy Advertising Company. (In La Prensa, Aug. 12, 1949, p. 3) © 12Aug49; KK42176. The Coca-Cola Company (PWH); 21Apr77; R659783.

R659784.
Hot jobs call for ice-cold Coke. By D'Arcy Advertising Company. (In Birmingham post, Aug. 29, 1949, p. 9) © 29Aug49; KK42177. The Coca-Cola Company (PWH); 21Apr77; R659784.

R659785.
Going somewhere? Travel refreshed. By D'Arcy Advertising Company. (In Birmingham post, Sept. 5, 1949, p. 5) © 5Sep49; KK42178. The Coca-Cola Company (PWH); 21Apr77; R659785.

R659786.
Around the corner from anywhere. Weatherwane. By D'Arcy Advertising Company. (In Birmingham post, Sept. 12, 1949, p. 9) © 12Sep49; KK42179. The Coca-Cola Company (PWH); 21Apr77; R659786.

R659787.
Coke, too, has a job--to refresh you. By D'Arcy Advertising Company. (In Birmingham post, Sept. 19, 1949, p. 11) © 19Sep49; KK42180. The Coca-Cola Company (PWH); 21Apr77; R659787.

R659788.
Feature attraction. By D'Arcy Advertising Company. (In Vend, Sept. 1949, p. 15) © 5Sep49; KK42181. The Coca-Cola Company (PWH); 21Apr77; R659788.

R659789.
Your advertising gives people ideas. By D'Arcy Advertising Company. (In Coca-Cola bottler, Sept. 1949, center spread) © 15Sep49; KK42182. The Coca-Cola Company (PWH); 21Apr77; R659789.

R659790.
Hospitality in your hands. By D'Arcy Advertising Company. © 10Oct49; KK42567.

The Coca-Cola Company (PWH); 21Apr77; R659790.

R659791.
Shop refreshed. By D'Arcy Advertising Company. © 10Oct49; KK42568. The Coca-Cola Company (PWH); 21Apr77; R659791.

R659792.
There's more to the game when you. By D'Arcy Advertising Company. (In Birmingham post, Oct. 17, 1949, p. 11) © 17Oct49; KK42957. The Coca-Cola Company (PWH); 21Apr77; R659792.

R659793.
Make a pause, the pause that refreshes. By D'Arcy Advertising Company. (In Birmingham post, Oct. 10, 1949, p. 9) © 10Oct49; KK42958. The Coca-Cola Company (PWH); 21Apr77; R659793.

R659794.
Refresh, add zest to the hour. By D'Arcy Advertising Company. (In Birmingham post, Oct. 24, 1949, p. 8) © 24Oct49; KK42959. The Coca-Cola Company (PWH); 21Apr77; R659794.

R659795.
Two aids to hospitality. By D'Arcy Advertising Company. (In Tide, Oct. 21, 1949, p. 1) © 21Oct49; KK42960. The Coca-Cola Company (PWH); 21Apr77; R659795.

R659796.
Your November posters put refreshment on the job. By D'Arcy Advertising Company. (In Coca-Cola bottler, Oct. 1949, center spread) © 15Oct49; KK42962. The Coca-Cola Company (PWH); 21Apr77; R659796.

R659797.
Thank you, gentlemen. By D'Arcy Advertising Company. (In Tide, Sept. 23, 1949, p. 6) © 23Sep49; KK42963. The Coca-Cola Company (PWH); 21Apr77; R659797.

R659798.
Travel refreshed. By D'Arcy Advertising Company. (In Better homes and gardens, Nov. 1949, p. 4 of cover) © 21Oct49; KK42964. The Coca-Cola Company (PWH); 21Apr77; R659798.

R659799.
Work refreshed. By D'Arcy Advertising Company. © 1Nov49; KK43358. The Coca-Cola Company (PWH); 21Apr77; R659799.

R659800.
Work refreshed. By D'Arcy Advertising Company. © 1Nov49; KK43359. The Coca-Cola Company (PWH); 21Apr77; R659800.

R659801.
When the rush is over pause and refresh. By D'Arcy Advertising Company. (In Buffalo evening news, Sept. 13, 1949, p. 9) © 13Sep49; KK44071. The Coca-Cola Company (PWH); 21Apr77; R659801.

R659802.
Continuous quality is quality you trust. By D'Arcy Advertising Company. (In Buffalo evening news, Sept. 15, 1949, p. 22) © 15Sep49; KK44072. The Coca-Cola Company (PWH); 21Apr77; R659802.

R659803.
Like yourself, guests welcome refreshment. By D'Arcy Advertising Company. (In Daily news, Sept. 23, 1949, p. 54) © 23Sep49; KK44074. The Coca-Cola Company (PWH); 21Apr77; R659803.

R659804.

You never regret being prepared for hospitality. By D'Arcy Advertising Company. (In Daily mirror, Sept. 26, 1949, p. 6) © 26Sep49; KK44075. The Coca-Cola Company (PWH); 21Apr77; R659804.

R659805.

One of the favorite off-campus gathering spots. By D'Arcy Advertising Company. (In Hilltop news, Sept. 30, 1949, p. 5) © 30Sep49; KK44076. The Coca-Cola Company (PWH); 21Apr77; R659805.

R659806.

Refresh, add zest to the hour. By D'Arcy Advertising Company. (In Daily news, Sept. 30, 1949, p. 60) © 30Sep49; KK44077. The Coca-Cola Company (PWH); 21Apr77; R659806.

R659807.

It's refreshment and it's all value. By D'Arcy Advertising Company. (In The Sun, Oct. 6, 1949, p. 6) © 6Oct49; KK44079. The Coca-Cola Company (PWH); 21Apr77; R659807.

R659808.

Refresh, add zest to the hour. By D'Arcy Advertising Company. (In New York world telegram, Oct. 13, 1949, p. 10) © 13Oct49; KK44080. The Coca-Cola Company (PWH); 21Apr77; R659808.

R659809.

The Soda fountain is your ace for winning customers. By D'Arcy Advertising Company. (In N.A.R.D. Journal, Oct. 17, 1949, p. 1675) © 17Oct49; KK44130. The Coca-Cola Company (PWH); 21Apr77; R659809.

R659810.

A Store is known by the fountain it keeps. By D'Arcy Advertising Company. (In American druggist, Nov. 1949, p. 141) © 1Nov49; KK44131. The Coca-Cola Company (PWH); 21Apr77; R659810.

R659811.

December advertising sells Coke for the busy holiday season. By D'Arcy Advertising Company. (In Coca-Cola bottler, Nov. 1949, center spread) © 15Nov49; KK44132. The Coca-Cola Company (PWH); 21Apr77; R659811.

R659812.

Work refreshed. By D'Arcy Advertising Company. (In American Bar Association journal, Nov. 1949, p. 2 of cover) © 15Oct49; KK44133. The Coca-Cola Company (PWH); 21Apr77; R659812.

R659813.

Please give this to your proofreader. By D'Arcy Advertising Company. (In Tide, Nov. 18, 1949, p. 57) © 18Nov49; KK44134. The Coca-Cola Company (PWH); 21Apr77; R659813.

R659814.

Feature attraction. By D'Arcy Advertising Company. (In Snowmen's trade review, Nov. 19, 1949, p. 4 of cover) © 18Nov49; KK44135. The Coca-Cola Company (PWH); 21Apr77; R659814.

R659815.

At the movies entertainment and refreshment go. By D'Arcy Advertising Company. (In Life, Nov. 14, 1949, p. 4 of cover) © 11Nov49; KK44136. The Coca-Cola Company (PWH); 21Apr77; R659815.

R659816.

Thirst knows no season. By D'Arcy Advertising Company. (In Birmingham post, Nov. 28, 1949, p. 10) © 28Nov49;

KK44138. The Coca-Cola Company (PWH); 21Apr77; R659816.

R659817.

Bringing refreshment to each day's work. By D'Arcy Advertising Company. (In Birmingham post, Nov. 21, 1949, p. 2) © 21Nov49; KK44139. The Coca-Cola Company (PWH); 21Apr77; R659817.

R659818.

In store after store, the welcome red cooler. By D'Arcy Advertising Company. (In Birmingham post, Nov. 14, 1949, p. 7) © 14Nov49; KK44140. The Coca-Cola Company (PWH); 21Apr77; R659818.

R659819.

The Work goes faster when you work refreshed. By D'Arcy Advertising Company. (In Birmingham post, Nov. 7, 1949, p. 8) © 7Nov49; KK44142. The Coca-Cola Company (PWH); 21Apr77; R659819.

R659820.

Refresh, add zest to the hour. By D'Arcy Advertising Company. (In New York world-telegram, Nov. 7, 1949, p. 35) © 7Nov49; KK44143. The Coca-Cola Company (PWH); 21Apr77; R659820.

R659821.

Refresh, add zest to the hour. By D'Arcy Advertising Company. (In New York world-telegram, Nov. 3, 1949, p. 34) © 3Nov49; KK44144. The Coca-Cola Company (PWH); 21Apr77; R659821.

R659822.

Hospitality and Coke go hand-in-hand. By D'Arcy Advertising Company. (In Birmingham post, Oct. 31, 1949, p. 7) © 31Oct49; KK44145. The Coca-Cola Company (PWH); 21Apr77; R659822.

R659823.

The Work goes faster when you work refreshed. By D'Arcy Advertising Company. (In Niagara Falls gazette, Oct. 20, 1949, p. 9) © 20Oct49; KK44146. The Coca-Cola Company (PWH); 21Apr77; R659823.

R659824.

Bringing refreshment to each day's work. By D'Arcy Advertising Company. (In Buffalo courier-express, Oct. 19, 1949, p. 2) © 19Oct49; KK44147. The Coca-Cola Company (PWH); 21Apr77; R659824.

R659825.

With the student body at the university of. By D'Arcy Advertising Company. (In Howard crimson, Oct. 14, 1949, p. 5) © 14Oct49; KK44148. The Coca-Cola Company (PWH); 21Apr77; R659825.

R659826.

Travel refreshed. By D'Arcy Advertising Company. © 1Dec49; KK45001. The Coca-Cola Company (PWH); 21Apr77; R659826.

R659827.

Coke is Coca-Cola, Coca-Cola is Coke. By D'Arcy Advertising Company. (In American Bar Association journal, Dec. 1949, p. 2 of cover) © 25Nov49; KK47253. The Coca-Cola Company (PWH); 21Apr77; R659827.

R659828.

Prelude to profits. By D'Arcy Advertising Company. (In Vend, Nov. 1949, p. 2 of cover) © 1Nov49; KK47254. The Coca-Cola Company (PWH); 21Apr77; R659828.

R659829.

January posters help sell Coca-Cola or the job. By D'Arcy Advertising Company. (In Coca-Cola bottler, Dec. 1949, center spread) © 15Dec49; KK48671. The

Coca-Cola Company (PWH); 21Apr77; R659829.

R659830.

Refresh, add zest to the hour. By D'Arcy Advertising Company. (In New York herald tribune, Oct. 28, 1949, p. 17) © 28Oct49; KK48714. The Coca-Cola Company (PWH); 21Apr77; R659830.

R659831.

Day after day at the university store. By D'Arcy Advertising Company. (In Hilltop news, Oct. 28, 1949, p. 2) © 28Oct49; KK48715. The Coca-Cola Company (PWH); 21Apr77; R659831.

R659832.

Meeting the gang to discuss a quiz. By D'Arcy Advertising Company. (In Howard crimson, Nov. 11, 1949, p. 3) © 11Nov49; KK48716. The Coca-Cola Company (PWH); 21Apr77; R659832.

R659833.

Around the corner from anywhere. By D'Arcy Advertising Company. (In New York herald tribune, Nov. 18, 1949, p. 13) © 18Nov49; KK48717. The Coca-Cola Company (PWH); 21Apr77; R659833.

R659834.

Refresh, add zest to the hour. By D'Arcy Advertising Company. (In Brooklyn eagle, Nov. 22, 1949, p. 2) © 22Nov49; KK48718. The Coca-Cola Company (PWH); 21Apr77; R659834.

R659835.

Think of Coca-Cola when you think of hospitality. By D'Arcy Advertising Company. (In Brooklyn eagle, Dec. 1, 1949, p. 6) © 1Dec49; KK48719. The Coca-Cola Company (PWH); 21Apr77; R659835.

R659836.

Quality costs so little. By D'Arcy Advertising Company. (In Buffalo courier express, Dec. 2, 1949, p. 8) © 2Dec49; KK48720. The Coca-Cola Company (PWH); 21Apr77; R659836.

R659837.

Have a Coke, play refreshed. By D'Arcy Advertising Company. (In Birmingham post, Dec. 5, 1949, p. 2) © 5Dec49; KK48721. The Coca-Cola Company (PWH); 21Apr77; R659837.

R659838.

And a refreshing pause helps you. By D'Arcy Advertising Company. (In Buffalo courier express, Dec. 7, 1949, p. 15) © 7Dec49; KK48722. The Coca-Cola Company (PWH); 21Apr77; R659838.

R659839.

Meeting the gang to discuss a quiz. By D'Arcy Advertising Company. (In Earlham post, Dec. 9, 1949, p. 5) © 9Dec49; KK48723. The Coca-Cola Company (PWH); 21Apr77; R659839.

R659840.

He travels best who travels refreshed. By D'Arcy Advertising Company. (In Atlanta constitution, Dec. 21, 1949, p. 30) © 21Dec49; KK48724. The Coca-Cola Company (PWH); 21Apr77; R659840.

R659841.

Thirst knows no season. By D'Arcy Advertising Company. (In New York herald tribune, Dec. 30, 1949, p. 10) © 30Dec49; KK48725. The Coca-Cola Company (PWH); 21Apr77; R659841.

R659842.

Carton of six puts hospitality in hand. By D'Arcy Advertising Company. (In New York sun, Oct. 11, 1949, p. 27)

R659842 (con.)

© 11Oct49; KK49427. The Coca-Cola Company (PWH); 21Apr77; R659842.

R659843.

Hospitality and Coke go hand-in-hand. By D'Arcy Advertising Company. (In Niagara Falls gazette, Oct. 27, 1949, p. 18) © 27Oct49; KK49428. The Coca-Cola Company (PWH); 21Apr77; R659843.

R659844.

The Georgia Tech College Inn in Atlanta. By D'Arcy Advertising Company. (In The Technique, Dec. 2, 1949, p. 7) © 2Dec49; KK49430. The Coca-Cola Company (PWH); 21Apr77; R659844.

R659845.

A Pause for a Coke is a shopper's bargain. By D'Arcy Advertising Company. (In Chicago herald American, Dec. 27, 1949, p. 15) © 27Dec49; KK49431. The Coca-Cola Company (PWH); 21Apr77; R659845.

R659846.

Hospitality that all America understands. By D'Arcy Advertising Company. (In Buffalo courier express, Dec. 9, 1949, p. 2) © 9Dec49; KK49433. The Coca-Cola Company (PWH); 21Apr77; R659846.

R659928.

Tiny movie stories. By Walt Disney Studio. © 20Jan50; KK47075. Walt Disney Productions (PWH); 7Feb77; R659928.

R660445.

Save this size chart. © 10Aug49; KK39640. R. J. Potvin Shoe Company, Inc. (PWH); 15Apr77; R660445.

R660566.

For the most pampered feet of all - Buntees. © 16Jun49; KK38694. R. J. Potvin Shoe Company, Inc. (PWH); 25Apr77; R660566.

R661979.

McCormick root beer concentrate. © 12May49; KK36093. McCormick and Company, Inc. (PWH); 2May77; R661979.

R661980.

Ben-Hur flakes of mixed vegetables - onion, bell peppers, parsley, celery. By Raymond Loewy, Inc. © 16May49; KK39061. McCormick and Company, Inc. (PWH); 2May77; R661980.

R661981.

Banquet lemon syrup base flavor. © 4May49; KK55990. McCormick and Company, Inc. (PWH); 2May77; R661981.

R662543.

"Quizmo" game of educational lotto. By Alice R. Huff. © 14Nov49; KK44455. Alden P. Huff (C); 23May77; R662543.

R662951.

The Dawn of abundant life. By Ralph M. Lewis. © 5Dec49; KK45608. Supreme Grand Lodge of AMORC, Inc. (PWH); 23May77; R662951.

R663472.

Banquet pure lemon emulsion. © 9Jun49; KK62206. McCormick and Company, Inc. (PWH); 3Jun77; R663472.

R664390.

Display hardware for general merchandise display. © 24Aug49; KK42415. Charles O. Larson Company (PWH); 27Jun77; R664390.

R665409.

Little dog's head. By James Clancy. © 1May49; KK38457. H. Clay Grover Company, Inc. (PWH); 2May77; R665409.

R666724.

McCormick imitation raspberry extract. © 11Aug49; KK39407. McCormick and Company, Inc. (PWH); 18Jul77; R666724.

R666725.

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R666726.

McCormick imitation pineapple extract. © 1Aug49; KK39655. McCormick and Company, Inc. (PWH); 18Jul77; R666726.

R666727.

McCormick imitation black walnut extract. © 1Aug49; KK39656. McCormick and Company, Inc. (PWH); 18Jul77; R666727.

R666728.

McCormick pure almond extract. © 1Aug49; KK39657. McCormick and Company, Inc. (PWH); 18Jul77; R666728.

R666729.

McCormick imitation maple flavor. © 1Aug49; KK39658. McCormick and Company, Inc. (PWH); 18Jul77; R666729.

R666730.

McCormick pure orange extract. © 1Aug49; KK39659. McCormick and Company, Inc. (PWH); 18Jul77; R666730.

R666731.

McCormick imitation brandy extract. © 1Aug49; KK39660. McCormick and Company, Inc. (PWH); 18Jul77; R666731.

R666732.

McCormick imitation banana extract. © 1Aug49; KK39661. McCormick and Company, Inc. (PWH); 18Jul77; R666732.

R666733.

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R666734.

McCormick pure lemon extract. © 1Aug49; KK39663. McCormick and Company, Inc. (PWH); 18Jul77; R666734.

R666735.

McCormick imitation strawberry extract. © 1Aug49; KK39664. McCormick and Company, Inc. (PWH); 18Jul77; R666735.

R666736.

McCormick imitation rum extract. © 1Aug49; KK39665. McCormick and Company, Inc. (PWH); 18Jul77; R666736.

R666737.

McCormick dehydrated celery flakes. © 22Sep49; KK41391. McCormick and Company, Inc. (PWH); 18Jul77; R666737.

R666738.

McCormick dehydrated parsley flakes. © 10Oct49; KK41395. McCormick and Company, Inc. (PWH); 18Jul77; R666738.

R666739.

McCormick dehydrated mint flakes. © 11Oct49; KK41404. McCormick and Company, Inc. (PWH); 18Jul77; R666739.

R666740.

McCormick dehydrated onion flakes. © 27Sep49; KK41507. McCormick and Company, Inc. (PWH); 18Jul77; R666740.

R666741.

McCormick dehydrated mixed vegetable flakes. © 7Dec49; KK43571. McCormick and Company, Inc. (PWH); 18Jul77; R666741.

R667032.

Ice fish the Eskimo way with the fish ferret. © 1Dec49; KK57706. Elmer M. Ellingson (A); 22Jul77; R667032.

R670121.

Walt Disney's Happy birthday. (Little golden record folder, no. RD12) © 15Aug50; KK55849. Walt Disney Productions (PWH); 6Sep77; R670121.

R670122.

Walt Disney's Donald Duck cowboy. (Little golden record folder, no. RD13) © 15Aug50; KK55850. Walt Disney Productions (PWH); 6Sep77; R670122.

R670123.

Walt Disney's Santa's toy shop. (Little golden record folder, no. RD14) © 15Aug50; KK55851. Walt Disney Productions (PWH); 6Sep77; R670123.

R675693.

Lopez's cream of coconut. By Ramon Lopez-Irizarry. NM: additions. © 10Oct49; KK44552. Industrias la Famosa, Inc. (PWH); 15Jul77; R675693.

R675800.

Comstock pie-sliced apples. By Comstock Canning Corporation. © 10Nov49; KK43122. Curtice-Burns, Inc. (PWH); 10Nov77; R675800.

R681500.

Sunkist orange juice. By Exchange Orange Products Company. © 30Nov50; KK57910. Sunkist Growers, Inc. (PWH); 27Dec77; R681500.

R681501.

Sunkist lemonade. By Exchange Lemon Products Company. © 1Dec50; KK57911. Sunkist Growers, Inc. (PWH); 27Dec77; R681501.

R681502.

Exchange orangeade base. By Exchange Orange Products Company. © 22Jun50; KK52111. Sunkist Growers, Inc. (PWH); 27Dec77; R681502.

R681503.

Exchange lemon drink. By California Fruit Growers Exchange. © 3Jul50; KK52617. Sunkist Growers, Inc. (PWH); 27Dec77; R681503.

R681504.

Exchange lemonade base. By Exchange Lemon Products Company. © 24Mar50; KK52647. Sunkist Growers, Inc. (PWH); 27Dec77; R681504.

R682066.

Dial-a-phrase. By Lawrence Kronfeld Brown. © 18Jul50; KK51742. Lawrence Kronfeld Brown (A); 28Dec77; R682066.

R682302.

My story book library. No. 3031. Artist: George L. Carlson. © 25Sep50; KK54307. Platt and Munk, Publishers (PWH); 30Dec77; R682302.

R682802.

Silverseal radiator cleaner. By William S. Arthurs. © 20Dec50; KK57360. Westco Products, Inc. (PWH); 22Dec77; R682802.