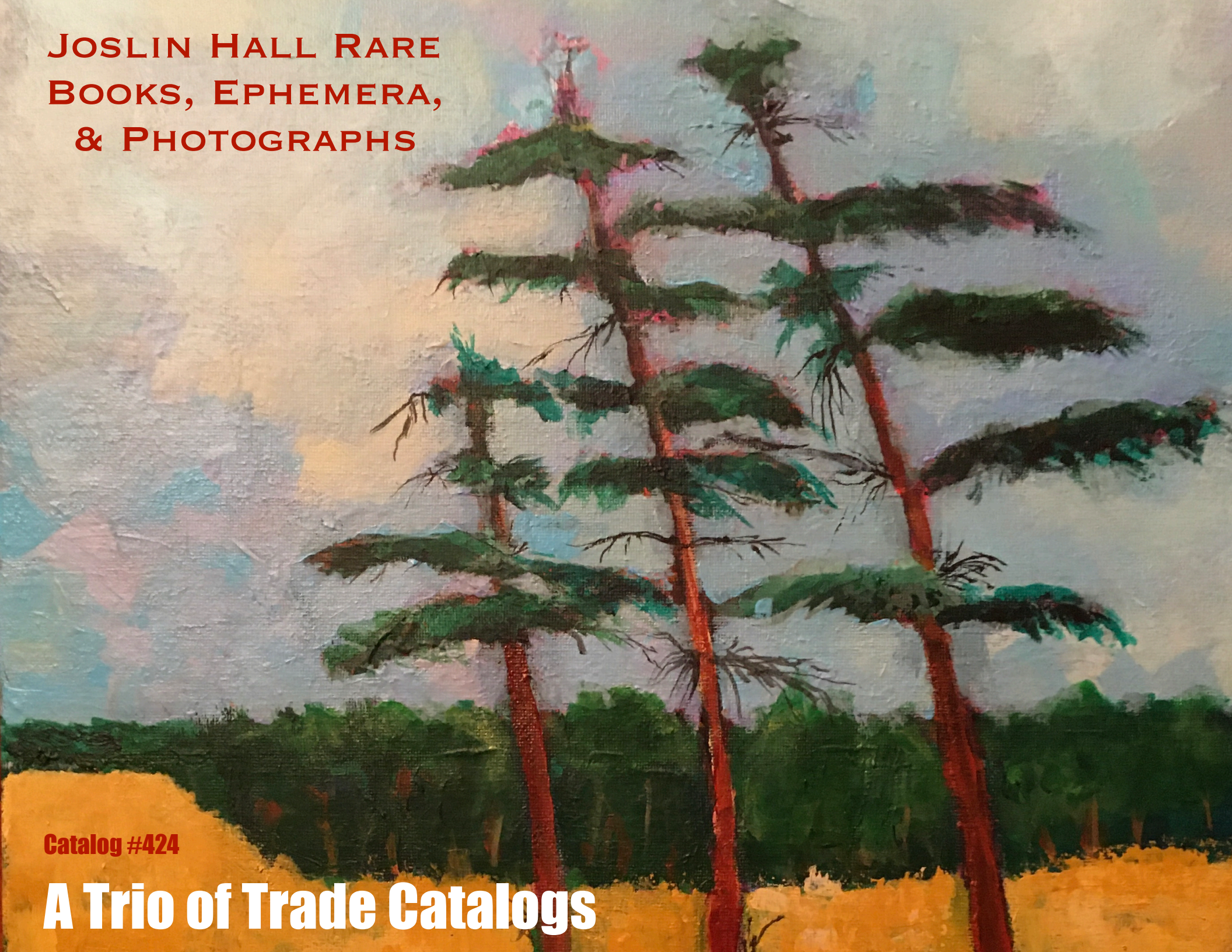


**JOSLIN HALL RARE
BOOKS, EPHEMERA,
& PHOTOGRAPHS**

Catalog #424

A Trio of Trade Catalogs



JOSLIN HALL RARE BOOKS, EPHEMERA, & PHOTOGRAPHS

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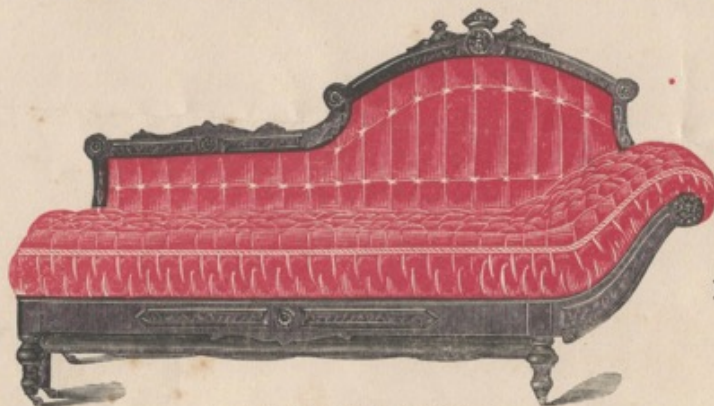
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last page illustration, "Playing Into the Rough", by Forrest Proper, private collection.*

HOVER'S MAGIC LOUNGE AND SOFA BED.



AS A PARLOR LOUNGE.

THE Magic is the only Folding Lounge that presents a Soft Spring and Hair Mattress when extended as a Bedstead, all others make a hard bed, and cannot be used with comfort without an extra Mattress, this, of course, makes them expensive and very inconvenient. It is not in the least complicated, very durable, and can be managed by a child.

It requires
but a
moment to
make it
into a Bed or
a Lounge.



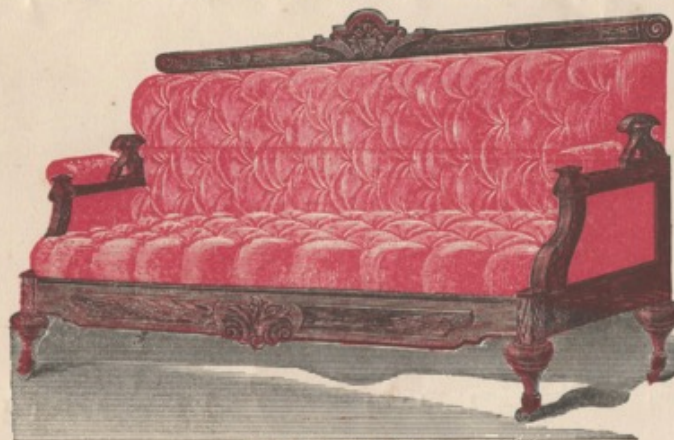
EXTENDED AS BED.



AS A BEDSTEAD, WITH HAIR AND SPRING MATTRESS.

I WOULD also call your attention to my World Renowned Sofa Bed. This Sofa Bed is considered by experts to be the most complete article of the kind ever invented, it is so arranged that, by simply turning out the ends, you have a neat bedstead with a luxurious Hair and Spring Mattress complete, or, by closing them, it presents an elegant Parlor Sofa; all props hinged, feet and iron ratchets are dispensed with in this patent, which every cabinet maker knows are unsafe and liable to get out of repair. It has the conveniences of a Bureau for holding clothing; the mattress is made to take off, and the bedstead to unscrew, this gives greater advantage over all other sofa beds in keeping it free from insects. No other can be kept clean. It is not complicated; easily managed and does not get out of order. Price about the same as a lounge; also, a large assortment of hand-made Furniture, of latest styles, always in stock, at reasonable prices, to be had at the Manufactory.

Patented in
America,
England,
and France.



AS A PARLOR SOFA.

H. F. HOVER, 230 South Second Street, below Dock, PHILADELPHIA, Pa.

1870s Colored Broadside for Hover's Magic Lounge and Sofa Bed.

A dramatic red and black colored broadside for Hover's Magic Lounge and Sofa Bed, illustrating both examples in both their uses- just like a futon if you were a Victorian, and look every bit as uncomfortable. This monstrosity actually won an award at the 1876 Centennial Exposition.

Broadside. 14"x10.5". Folded, light soil, minor wear. [43417] \$150

1920s French Candy Box Label Sample Album.

A lovely set of French candy or chocolate box labels in a variety of 1920s styles, many artist signed.

Album. 12.5"x9", 33 leaves, each with a pasted-on label, with onion skin guards. Lacks covers, there are several stubs where leaves were removed, one leaf with the top and bottom trimmed (not affecting the label) general wear and light soil. [51479] \$150





N° 1507 SÉRIE 18 VÉNITIEN BYZANTIN

SE FAIT EN SATIN N° 6624
ET COFFRET SATIN N° 6628



N° 1455 SÉRIE 8 VENISE



L'heureuse mère

N° 1501 SÉRIE 6



N° 968 SÉRIE 7

TENDRE CONTEMPLATION!



N° 1541 SÉRIE 21
DE FAIT EN COPPET SATIN N° 667

DIRECTOIRE



N° 856 SÉRIE 10

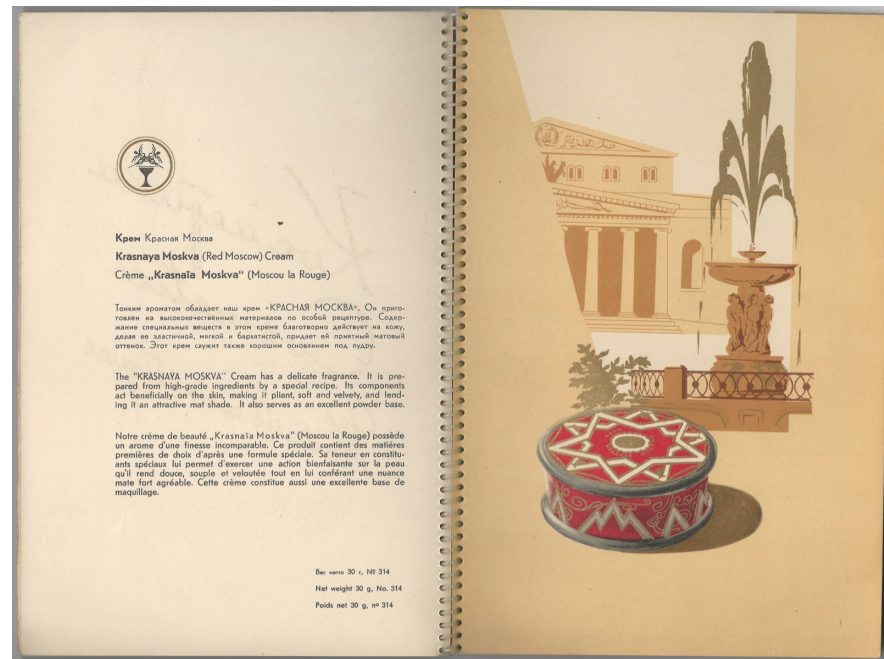
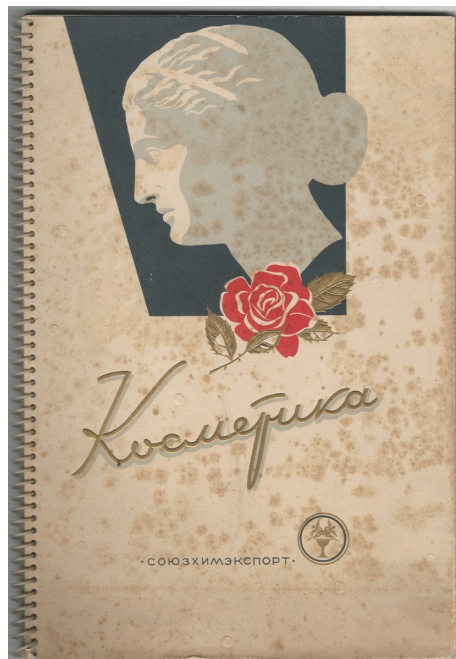
BOITE FORME RECTANGULAIRE
PAS DE 126 GR.

Very Handsome Early 1950s Russian Fancy Cosmetics Catalog.

Titled in Cyrillic, English and French- [Cosmetics] - Cosmetics - Produits Cosmetiques, and with a tri-lingual text. No place or date but presumably Moscow, and certainly late 1940s or early 1950s (one box shown is dated 1947).

An absolutely lovely trade catalog of cosmetics from 1950s Soviet Russia (now there's a sentence I don't get to type very often). The Russian/English/French text, and economic conditions in the Soviet Union at the time, suggest that at least some of the intended market was foreign. The text describes the features and benefits of each soap or cosmetic in much the same terms Madison Avenue admen were using (and still use), showing that glib b.s. is universal. The background illustrations encompass a variety of subjects, including Moscow landmarks, flowers, peaceful scenes, and tidy squirrels.

Wire bound, 6.75"x10.25", title page and 18 color plates each with facing text. Covers with some soil, a little minor wear, otherwise clean and nice. [50086] \$250





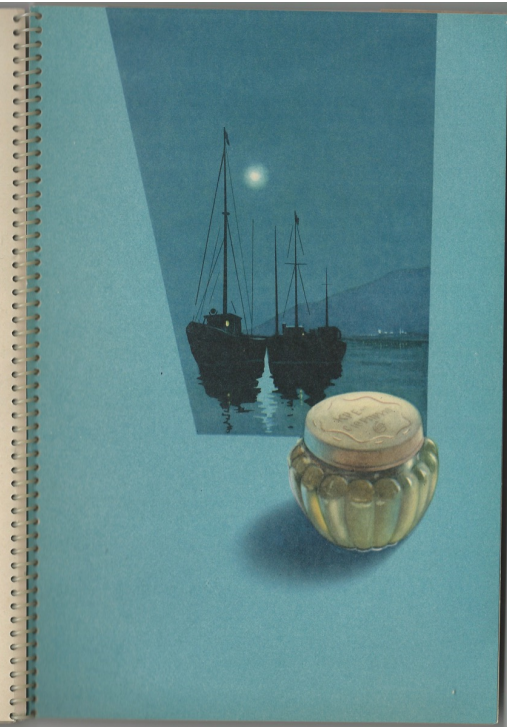
Крем Сюрприз
Syurpriz (Surprise) Cream
Crème „Surprise“ (Surprise)

Отличным средством для смягчения и питания кожи лица является крем „СЮРПРИЗ“. Благодаря содержанию в нем питательных и смягчающих кожу веществ кожа лица при употреблении этого крема приобретает нежность и свежесть.

“SYURPRIZ” (Surprise) is an excellent cream to soften and nourish the skin of the face. Its nourishing and softening ingredients give the face a soft and fresh look.

Notre crème de beauté „Surprise“ nourrissante, adoucissant la peau, donne au visage un teint frais grâce à sa teneur en matières adoucissantes et tonifiantes.

Вес нето 80 г, № 317
Net weight 80 g, No. 317
Poids net 80 g, n° 317



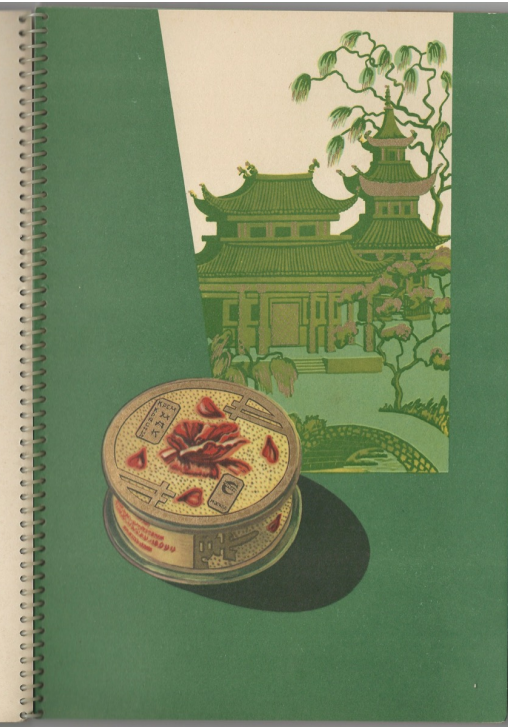
Крем Красный Мак
Krasny Mak (Red Poppy) Cream
Crème „Krasny Mak“ (Le Pavoit rouge)

Лучшим средством для смягчения и предохранения кожи лица в ветреную и холодную погоду является крем „КРАСНЫЙ МАК“. Он также хорошо защищает кожу лица от солнечных ожогов. Прекрасный аромат, высокое качество и красиво оформленная баночка привлекают многих покупателей.

“KRASNY MAK” (Red Poppy) Cream is unexcelled for softening the skin and protecting it from the effects of wind and cold. It also protects the skin from sunburns. It is highly attractive for its pleasing aroma, superior quality and fancy jar.

La crème de beauté „Krasny Mak“ (Le Pavoit rouge) est le meilleur produit pour protéger la peau du visage contre les morsures du vent ou du froid. Elle est souveraine pour les brûlures du soleil. Son agréable parfum, sa qualité irréprochable, son impeccable présentation attirent un grand nombre d'acheteurs.

Вес нето 27 г, № 315
Net weight 27 g, No. 315
Poids net 27 g, n° 315



Крем Миндальный
Mindalny (Almond) Cream
Crème „Mindalny“ (Amandée)

Из лучших высококачественных материалов изготовлен наш крем „МИНДАЛЬНЫЙ“. Его прекрасный аромат, а также способность придавать коже лица нежность и сочность сделали его широко популярным среди потребителей.

Our “MINDALNY” (Almond) Cream is prepared from the best high-grade ingredients. It makes the skin soft, lending it a fresh and luscious look. This and its alluring fragrance have won its vast popularity.

Notre crème „Mindalny“ (Amandée) est préparée avec des produits de premier ordre. D'un arôme exquis, elle adoucit la peau du visage et lui donne un teint agréable et savoureux. Cette crème est très demandée par notre clientèle.

№ 339
No. 339
n° 339



Крем Сперматовый
Spermatsetovyy Cream
Crème „Spermatsetovyy“ (Au spermaceti)

Выпускаемый предприятием нашей парфюмерно-косметической промышленности крем „СПЕРМАЦЕТОВЫЙ“ получил широкую известность. Он легко впитывается кожей, делает ее бархатистой и эластичной. Чтобы предупредить сухость и преждевременную дряблость кожи, рекомендуем применять наш крем „СПЕРМАЦЕТОВЫЙ“.

The “SPERMATSETOVY” Cream produced by our cosmetic industry has won general recognition and well-earned popularity. It is instantly absorbed by the skin, lending it a pliant and velvety quality. We recommend “SPERMATSETOVY” to prevent dry skin and premature flabbiness.

Notre crème „Spermatsetovyy“ (Au spermaceti) s'est acquise une excellente renommée auprès du grand public. Ce produit possède un grand pouvoir de pénétration et donne au visage un éclat doux et velouté. Pour combattre le dessèchement de la peau, pour lutter contre les rides prématurées, nous recommandons d'utiliser notre crème „Spermatsetovyy“.

Вес 40 г
Weight 40 g
Poids 40 g





Мыло Визит Москва
Vidy Moskvy (Views of Moscow) Soap
Savon „Vidy Moskvy“ (Les vues de Moscou)

Прекрасная очищающая способность и нежный аромат присущи туалетному мылу серии «ВИДЫ МОСКВЫ». Оно имеет красочную, оформленную с тонким художественным вкусом упаковку. Это мыло удовлетворяет разнообразным вкусам и требованиям взыскательных потребителей.

Superb cleansing properties and a delicate aroma — such are the attributes of the „VIDY MOSKVY“ (Views of Moscow) toilet soap series. It has a refined and tasteful wrapper. This toilet soap series satisfies the most varied and discerning demand.

Le savon de toilette de la série „Vidy Moskvy“ (Les vues de Moscou) se distingue par son parfum délicat, son grand pouvoir détergent et sa présentation artistique. Ce savon satisfait les goûts les plus variés et les plus difficiles.

Вс: 100 г, № 30
Weight 100 g, No. 30
Poids 100 g, n° 30



Зубная паста Детская
Detskaya (Children's) Tooth Paste
Pâte dentifrice „Detskaïa“ (pour enfants)

Отлично зарекомендовала себя любимая детьми паста «ДЕТСКАЯ». Она хорошо очищает зубы, ароматна и приятна на вкус. После чистки зубов этой пастой во рту остается ощущение свежести.

The excellent „Detskaya“ (Children's) Tooth Paste is a favourite among children. It is a pleasant-tasting, fragrant, refreshing and highly effective dental cleanser.

Notre excellente pâte dentifrice „Detskaïa“ (pour enfants) est très appréciée par les enfants. Elle nettoie parfaitement les dents, possède un goût et un arôme agréables, laisse une sensation de fraîcheur dans la bouche.

Вс: 33 г, № 460
Weight 33 g, No. 460
Poids 33 g, n° 460



Мыло ВСКВ
VSHV (Exhibition) Soap
Savon „VSHV“ (Exposition)

Туалетное мыло «ВСКВ» изготавливается из лучшего сырья, хорошо пенится. Своем прекрасном ароматом оно в течение длительного времени оставляет приятное ощущение чистоты и бодрости.

The „VSHV“ (Exhibition) Toilet Soap produced from the best materials, lathers excellently. Its superb aroma imparts a bracing and lasting sense of cleanliness.

Le savon de toilette „VSHV“ (Exposition) est fabriqué avec des matières premières de tout premier ordre. Il possède un grand pouvoir moussant. Son magnifique arôme laisse une sensation durable de pureté et de vigueur.

Вс: 100 г, № 80
Weight of one piece 100 g, No. 80
Poids d'une pièce 100 g, n° 80



Мыло Бархатистое
Barkhatistoye (Velvet) Soap
Savon „Barkhatistoié“ (Velouté)

Приготовленное из высококачественных натуральных жиров мыло «БАРХАТИСТОЕ» ценится за его хорошее очищающее действие и особую нежность. Оно имеет тонкий, приятный запах и дает обильную пену. Благодаря этому оно получило широкую известность и имеет устойчивый спрос.

Produced from high-grade natural fats, the „BARKHATISTOYE“ (Velvet) Toilet Soap is valued for its excellent and exceptionally soft cleansing effect. It has a tender and pleasing aroma and its lather is rich and abundant. This makes for its popularity and stable demand.

Fabrique avec des corps gras naturels de premier ordre, le savon de toilette „Barkhatistoié“ (Velouté) est particulièrement apprécié pour son grand pouvoir détergent et sa douceur exceptionnelle. Il possède un arôme fin et agréable, donne une mousse abondante. Grâce à ses qualités, ce savon a acquis une excellente renommée auprès d'une vaste clientèle.

Вс: 150 г, № 14
Weight 150 g, No. 14
Poids 150 g, n° 14





That's All, Folks!