A Trio of Trade Catalogs
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Image credits: front cover illustration, “The Three Kings” (detail) by Forrest Proper, private collection;
last page illustration, “Playing Into the Rough”, by Forrest Proper, private collection.
HOVER’S MAGIC LOUNGE AND SOFA BED.

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

Patented in America, England, and France.

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 matches 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.

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
Very Handsome Early 1950s Russian Fancy Cosmetics Catalog.

Titled in Cyrillic, English and French- [Cosmetics] - Cosmetics - Produits Cosmetiques, and with a trilingual 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
**Krakee Cosmetics**

**Surprize (Surprise) Cream**

Crème "Surprize" (Surprise)

Our "Surprize" Cream is composed from the best high-grade ingredients. It makes the skin soft, lending it a smooth and wholesome look. It also imparts the skin a new radiance and freshness.

**Krazy Face (Red Poppy) Cream**

Crème "Krazy Face" (Le Poudre rouge)

Our "Krazy Face" Cream is enriched with all the skin-protecting elements from the plants and wild herbs. It also imparts the skin an even tone and color.

**Kraze Perfumery**

**Mandley (Mandarin) Cream**

Crème "Mandley" (Mandarine)

Our "Mandley" Cream is enriched with all the skin-protecting elements from the plants and wild herbs. It also imparts the skin a new radiance and freshness.

**Kraze Cosmetics**

**Spermatomony Cream**

Crème "Spermatomony" (Au spermatome)

Crème "Spermatomony" is composed from the best high-grade ingredients. It makes the skin soft, lending it a smooth and wholesome look. It also imparts the skin a new radiance and freshness.

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**Mutua Brus Moscow**

*Vody Moskvy (Water of Moscow)* Soap

Savon *Vody Moskvy* (Eau de Moscou)


**Nykae**

*Nykae (Nykae)* Toothpaste

Pâte dentifrice *Nykae* (Dents de Nykae)


**Musee du Louvre**

*YSHV (Exhibiting)* Soap

Savon *YSHV* (Exposition)


**Museo Nacional**

*Yshv (Visiting)* Soap

Savon *Yshv* (Visite)


**Musee de la Cité**

*Yshv (Visiting)* Soap

Savon *Yshv* (Visite)


**Museo Nacional**

*Yshv (Visiting)* Soap

Savon *Yshv* (Visite)


**Museo Nacional**

*Yshv (Visiting)* Soap

Savon *Yshv* (Visite)


**Museo Nacional**

*Yshv (Visiting)* Soap

Savon *Yshv* (Visite)
That’s All, Folks!