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JUNE, 1938

# EMULSIFIERS

For Soapless, Neutral and Acid Emulsions

(Tegin, Tegin P, Tegacid and Tego Stearate, Process and Product patents Nos. 2,091,886; 2,091,887; 2,109,842 and Re. 20,361.)

## -TEGIN-

(Brand of Glyceryl Monostearate)

Tegin is a white wax-like substance, in flake form, having a melting point of 56°C. It is used as the emulsifier in the modern type of soft, neutral, greaseless creams and lotions of the oil-in-water type.

Tegin forms creams with ten and lotions with thirty times its weight of water.

Creams prepared with Tegin as the base have a pH value close to neutral. For instance, the Hand Cream shown below has a pH of exactly 7.

### — ADVANTAGES —

- Gives neutral emulsions.
- No saponification or alkalis necessary.
- Emulsions will not break when frozen.
- Tegin is a vegetable wax and is edible.

### — EMULSION INGREDIENTS —

Most of the essential raw materials used in creams and ointments may be added to Tegin emulsions.

The following should generally be avoided:

Acids	Electrolytes
Alkalies	Vanillin
Zinc Oxide	

### — EXTENT OF USE —

The amount of Tegin necessary to emulsify the average cream or ointment is 12%. For the best results keep the water content above 50%. For creams containing less water we recommend our lanolin absorption base, Protegin X, which gives water-in-oil emulsions.

Stearic acid creams almost invariably separate water after freezing. To prevent separation in such creams

use 2% Tegin in place of a like amount of stearic acid. This should be boiled in ten times its weight of the necessary water for the cream and after stirring until about 45°C add to the stearate cream under constant agitation.

Tegin prevents sweating and improves the slip of lipsticks, mascaras and rouges. Use 2%.

### — FORMULAE —

In completing the suggested formulae, consult the Basic Formulae following this list.

**Analgesic Balm No. 115/1:** Use No. 115 with 10% menthol, 10% methyl salicylate, 49.9% water.

**Cleansing Cream, Water Soluble No. 263/1:** Use No. 263 with 25% Oil, 2% stearic acid, 1% triethanolamine, 47.9% water.

**Deodorant Cream No. 263/2:** Use No. 263 with 3% methenamine, 0.5% Tegosept M, 72.4% water or just 2% Tegosept M.

**Foot Ointment No. 263/3:** Use No. 263 with 1% camphor, 1% methyl salicylate, 73.9% water.

**Foundation Cream No. 263/4:** Use No. 263 with 3% titanium oxide, 72.9% water.

**Hand Cream No. 263/5:** Use No. 263.

**Hand Lotion No. 433/1:** Use No. 433 as such or with 2% oleic acid and 1% triethanolamine.

**Medicated Cream No. 115/2:** Use No. 115 with 0.5% camphor, 0.5% menthol, 0.5% phenol, 0.25% oil of cloves, 0.25% eucalyptol, 67.9% water.

**Powder Cream No. 263/6:** Use No. 263 with 10% titanium oxide, 65.9% water. Use water-soluble color.

**Sun Tan Cream No. 263/7:** Use No. 263 with 8% menthyl salicylate or phenyl ethyl salicylate, 67.9% water.

**Tissue Cream, Greaseless, No. 263/8:** Use No. 263 with 5% Iso-Lan.

### — BASIC FORMULAE —

	263	433	115
Tegin.....	12%	3.5	20
Mineral Oil.....	2	.....	.....
Glycerin.....	5	5	5
Alcohol.....	.....	5	.....
Spermaceti.....	5	.....	5
Menthol.....	.....	0.2	0
Water.....	75.9	86.3	69.9
Tegosept P.....	0.1	.....	0.1
Cost per lb.....	7¼¢	2½¢	10⅓¢
Cream or Lotion. C.	L.	L.	C.

### — PROCEDURE —

The ingredients for the cream or ointment together with the water, but without the perfume, are weighed into a single container and brought to a boil and stirred until cool. If, in exceptional cases, it is found that the dispersion is not satisfactory, the process of melting and cooling with agitation may be repeated.

In many simple emulsions it has been found that merely heating the batch to 75°C., and stirring until cool, will give the desired results.

The heating time may be reduced by allowing the glyceryl monostearate to remain in the water over night. By morning, it will have completely dispersed itself throughout the water, with the result that the batch may be brought to the desired temperature without delay.

Tegin creams require a mold preventative. We recommend 1/10 of 1% Tegosept P.

## Th. Goldschmidt Corporation

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# - TEGIN P -

(Brand of Propylene Glycol Monostearate)

Tegin P comes in the form of a wax-like substance whose melting point is about 40°C. It produces liquid or cream emulsions of the oil-in-water type.

Tegin P, in itself, will give neutral creams; such creams, however, are better when our regular Tegin is used as the base. The Tegin P preparations listed below all contain triethanolamine; but, they are practically neutral.

### - FORMULAE -

In completing the following preparations, use the formula referred to in each instance and which will be found at the end of this list.

**All-Purpose Cream:** To Formula 77M add 0.5% Tegolan.

**Brushless Shaving Cream:** Use No. 333 as such.

**Cleansing Cream, Liquid:** Formula 157.

**Cold Cream, Liquid:** Formula 157.

**Hand Lotion, Milky:** Formula 74G.

**Hand Lotion, Pearly:** Formula 384.

**Powder Cream, Liquid:** Add 10% Titanium Oxide to No. 157. Use water-soluble color.

**Sun Tan Cream:** Add 8% menthyl salicylate or phenyl ethyl salicylate to No. 333.

**Sun Tan Lotion:** Add 8% menthyl salicylate to No. 157 and reduce mineral oil to 16%.

**Tissue Cream, Liquid:** To No. 157 add 5% Iso-Lan.

**Vanishing Cream, Pearly:** Formula 333.

### - BASIC FORMULAE -

	74G	384	157	333	77M
Tegin P .....	6.0%	2.5%	6.5%	3.5%	4.5%
Triethanolamine ..	1.0	0.5	1.5	0.7	2.0
Glycerin .....	---	---	---	1.7	---
Water .....	89.0	90.0	64.0	77.7	43.0
Oleic Acid .....	---	---	3.0	---	---
Cas. Oil Fatty Acid	2.0	1.0	---	---	---
Stearic Acid .....	---	6.0	---	13.4	10.0
Mineral Oil .....	1.0	---	24.0	2.0	40.0
Cetyl Alcohol .....	0.5	---	---	---	---
Lanolin .....	0.5	---	---	---	---
Iso-Lan .....	---	---	1.0	1.0	---
Cost per lb.....	3.8¢	2.2¢	5.3¢	4.4¢	6.9¢
Cream or Lotion...	L.	L.	L.	C.	C.

### - PROCEDURE -

Please note that the ingredients in the basic formulae are divided into two groups. The four products in the first group, along with any water-soluble ingredients which may be added, should be brought to a boil and stirred until cooled to 60°C (140°F). The ingredients in the second group, along with any oil-soluble additions, should be heated to 60°C. and added by degrees to the Tegin P emulsion, stirring all the time. Stir until cool.

# - TEGACID -

Tegacid is a waxy substance prepared from glyceryl monostearate (Tegin) which has been treated to withstand the addition of acids and acid-reacting substances.

Since it is a known fact that the secretion of the skin is decidedly acid, the trend is away from alkaline creams. Therefore, Tegacid is establishing itself as the ideal base for the modern type of greaseless cream having an acid reaction. Its creams are all below pH 7.

### - FORMULAE -

In completing the following preparations, use the formula referred to in each instance and which will be found at the end of this list.

**Anti-Perspirant Cream No. 84/1:** Use No. 84 with 12% aluminum chloride crystals, 20% alcohol, 42% water.

**Anti-Perspirant Cream No. 84/2:** Use No. 84 with 15% aluminum sulphate, 59% water.

**Deodorant Cream No. 84/3:** Use No. 84 with 6% benzoic acid, 0.5% salicylic acid, 67.5% water.

**Deodorant Cream No. 84/3:** Use No. 84 with 15% Boric Acid, 59% water.

**Hand Lotion, Acid Type, No. 98/1:** Use No. 98 B.

**Lemon Cream No. 191/1:** Use No. 191.

**Bleach Cream No. 267/1:** Use No. 267.

**Vanishing Cream, Acid Type, No. 90/1:** Use No. 90 E.

### - BASIC FORMULAE -

	84	90E	191	267	98B
Tegacid .....	15%	15%	15%	12%	4.5%
Glycerin .....	3	6	3	4	5.0
Spermaceti .....	5	5	---	3	---
Mineral Oil .....	---	4	10	5	2.0
Titanium Oxide .....	3	---	---	1	---
Petrolatum .....	---	---	20	---	---
Lanolin .....	---	---	---	2	---
Lemon Juice .....	---	---	51.9	---	---
Citric Acid .....	---	0.2	---	0.2	0.2
Salicylic Acid .....	---	---	---	0.5	---
Lactic Acid .....	---	---	---	0.1	---
Peroxide (100 vol.) ..	---	---	---	4.0	---
Tegosept P .....	---	---	0.1	0.1	---
Water .....	74	69.8	---	68.1	88.3
Cost per lb.....	10.5¢	10.8¢	15.2¢	10¢	4¢
Cream or Lotion....	C.	C.	C.	C.	L.
pH.....	3.8	3.2	2.5	3.5	3.1

### - PROCEDURE -

Place all ingredients into one container, then boil the whole mass and stir until cool. Repeat to obtain a smoother cream. Make up for evaporated water by adding to finished cream. In the case of the deodorant creams, dissolve the active ingredients in the alcohol or part of the water and add after the cream has cooled to about 45°C. Peroxide should also be added at this temperature.

# -TEGO STEARATE-

(Brand of Glycol Stearate)

Tego Stearate is a wax-like substance, in flake form, having a melting point of 56°C. It is used as the emulsifier in the modern type of neutral creams and lotions of the oil-in-water type.

The emulsifying power of Tego Stearate is not nearly so good as Tegin's. It is mainly recommended for those creams where limited cost does not allow the use of Tegin.

Tego Stearate creams and lotions, like Tegin's, have a pH value close to the neutral point.

## - ADVANTAGES -

Gives neutral emulsions.

No saponification or alkalis necessary.

Tego Stearate is harmless to the extent that it may be taken internally.

## - FORMULAE -

**Cleansing Pad Lotion:** Use No. 101.

**Hand Cream:** Use No. 57A.

**Hand Lotion:** Use No. 76A.

**Vanishing Cream:** Use No. 58.

## - BASIC FORMULAE -

	<u>76A</u>	<u>101</u>	<u>57A</u>	<u>58</u>
Tego Stearate .....	6.0%	1.3%	12%	6.5%
Triethanolamine .....	1.0	0.3	.....	.....
Glycerin .....	.....	1.6	3.0	5.0
Tegosept M .....	0.1	0.1	0.1	0.1
Water .....	88.9	93.9	77.9	74.9
Cas. Oil Fatty Acid.....	2.0	0.6	.....	.....
Stearic Acid .....	.....	.....	.....	6.5
Mineral Oil .....	1.0	2.0	2.0	2.0
Cetyl Alcohol .....	0.5	0.2	.....	.....
Spermaceti .....	.....	.....	5.0	5.0
Lanolin .....	0.5	.....	.....	.....
Cost per lb.....	3¼¢	1½¢	6¼¢	5¼¢
Cream or Lotion.....	L.	L.	C.	C.

## - PROCEDURE -

Nos. 76A and 101 are prepared by first boiling the Tego Stearate, Triethanolamine, Glycerin, Tegosept M and Water and stirring to 60°C (140°F). Melt the other ingredients together, heat to 60°C and add to first mixture by degrees, stirring constantly. Stir until cool. In the case of No. 76A, allow to stand overnight and stir thoroughly the next day before pouring into bottles.

With Nos. 57A and 58, place all of the ingredients into a single container, boil the mass and stir until cool. Fill cold.

# -PRESERVATIVES-

As preservatives we offer the esters of p-hydroxybenzoic acid, of which Tegosept M is the methyl ester and Tegosept P the propyl ester.

The amounts recommended in the following table are based on the experiences we have had with these preservatives during the past eight years. The percentages are based on the total weight of the finished preparations to be preserved.

	Tegosept M		Tegosept P	
	%		%	
Agar Emulsions .....	0.08			
Almond Lotions .....	0.15	+	0.05	
Aluminum Chloride Solution.....	0.15			
Carrageen (Irish Moss).....	0.2	or	0.15	
Casein Emulsions .....	0.15			
<b>CREAMS:</b>				
Greaseless .....				0.1
5-10% Fats .....				0.12
10-20% Fats .....				0.15
Over 20% Fats.....				0.25
Deodorants .....	2.5			
Drug Infusions .....	0.15	or	0.2	
Electuaries .....	0.15			
Emulsions .....	0.1	+	0.05	
Eye drops or washes.....	0.06	+	0.03	
Flavor Emulsions .....	0.15			
Gelatin Solutions .....	0.1			
Glycerin Jelly or solution.....	0.15			
Gums, Solutions .....	0.13			
Gums, Powdered .....	0.15	+	0.05	
Hair Preparations .....	0.1 -0.2			
Hydrogen Peroxide .....	0.15			
Injection Solutions .....	0.052	+	0.028	
Irish Moss Preparations .....	0.2			
Lipsticks .....				0.2
Lotions .....	0.12			
Malt Extract .....	0.15			
Milk Preparations .....	0.25	+	0.05	
Milk, Skimmed, Solution.....	0.2	+	0.1	
Mucilages .....	0.1 -0.2			
<b>OIL SOLUTIONS:</b>				
15% Vegetable Oils.....				0.15
30% Vegetable Oils.....				0.3
Ointments, Greaseless .....				0.1
Ointments, Fatty .....	0.2	+	0.1	
Pectin .....	0.15			
Pills .....	0.13	+	0.07	
Powder Mixtures .....	1.0			
Prophylactic Jellies .....	0.075	+	0.075	
Quince Seed Preparations.....	0.1 -0.2			
Soap Bark .....	0.1	+	0.05	
Soaps .....	0.1	+	0.1	
Starch Solutions .....	0.1	+	0.05	
Suppositories .....	0.15-0.5	+	0.1 -0.2	
Syrups, Cough .....	0.06-0.15			
Tea Infusions .....	0.1	+	0.05	
Tooth Pastes .....	0.1 -0.2			
Yeast, Dry .....	0.1	+	0.04	

## - PROCEDURE -

Tegosept M and Tegosept P should be dissolved by boiling for three minutes in the water which is ordinarily used in the preparations. They may also be incorporated by first dissolving in alcohol or some other solvent. When a preparation contains oils and fats, dissolve the preservatives in the warm oil mixture.

# - LANOLIN PRODUCTS -

(Oxycholesterin Absorption Bases)

## - PROTEGIN X -

For Creams

Protegin X is the modern type of absorption base which contains no free lanolin. Being a deodorized, non-tacky base, it has none of the objectionable features of lanolin. Its principal use is as an emulsifier for water-in-oil creams.

In appearance and consistency, Protegin X resembles a firm, faintly yellow, odorless petrolatum; it melts at about 40°C.

The active ingredients of Protegin X, namely, the cholesterols, are all extracted from lanolin. They impart to Protegin X its emulsifying power, whereby it will form creams without the aid of any fatty acids and alkalis.

Protegin X, like lanolin and its derivatives, is an excellent skin emollient. This is one of the reasons why it is preferred as a base for creams and ointments.

## - ISO-LAN -

For Liquid Emulsions

Iso-Lan is similar to the types of absorption bases which contain a noticeable amount of free lanolin. It is about equal in emulsifying power to Protegin X and also gives water-in-oil emulsions.

Iso-Lan is a semi-liquid at room temperature, and in appearance, resembles lanolin but is less tacky and odoriferous than the latter product.

As with Protegin X, all of Iso-Lan's active ingredients are extracted from lanolin. On account of its free lanolin content and because of its high cholesterol value, it is used by cosmetic manufacturers as a single source of both these ingredients; thus the reason why it is so commonly used in place of them in various creams, lipsticks and brushless shaving creams.

## - TEGOLAN -

For Cholesterol Value

Tegolan is entirely derived from Lanolin and contains no diluent of any kind. It is of the class of products frequently referred to as Lanolin Alcohol or pure Oxycholesterin Base. It is a brownish-yellow wax, having a crystalline fracture. Has a very faint odor and is free from rancidity.

Tegolan is especially recommended as a source of cholesterol because it contains 33% free and 7% combined cholesterols, giving it a cholesterol value of 40%. The surface of the skin contains about 14% free and 2% combined cholesterols.

One-half of 1% Tegolan adds much to the value of cosmetics. It gives the desired cholesterol value to any cream or lotion and enhances the value of most scalp preparations. It costs one-half as much to use as straight cholesterol.

### - ADVANTAGES -

Give neutral creams. No rancidity. Unaffected by acids, alkalis and electrolytes. Creams do not dry out. No saponification. Cheap source of cholesterol.

### - FORMULAE -

**All-Purpose Cream No. 364/1:** Formula 364 is the modern, soft, neutral type. Add lecithin and vitamin, if desired.

**Bleach Cream No. 364/2:** Use 364 and add 10% Bismuth oxychloride.

**Brushless Shaves:** Add 1 to 3% Iso-Lan or 0.5% Tegolan to any stearic acid cream. See also Tegin P formula No. 333.

**Cleansing Cold Creams:** No. 732 is the modern type. No. 100 is the old type improved with Iso-Lan.

**Cleansing Cream, Liquid:** No. 96C is the soapless type.

**Cold Cream:** Either No. 905, 732 or 100.

**Lemon Cream:** Add 0.5% citric acid plus lemon odor to any Protegin X or Iso-Lan formulae.

**Lipsticks:** Use 3% Iso-Lan to improve color dispersion and gloss.

**Soaps:** Use Iso-Lan as a super-fattening medium in soaps and shaving creams.

**Sun Tan Cream:** Add 8% menthyl salicylate to No. 364. For a lotion use No. 96C.

**Tissue Creams:** Use No. 364 for the cream and 96C for the liquid types.

**Vanishing Creams:** Use 2% Iso-Lan to retard drying out of any stearate cream.

### - PROCEDURE -

Melt the absorption base on a water bath, together with the fats, oils, waxes and oil-soluble additions. Keep the temperature as low as possible and when at 40°-45°C. slowly add the water (also at the same temperature) in small amounts. Each addition of water should be stirred in completely before further additions are made. The perfume is then gradually added and the stirring continued until the temperature has fallen to 28°C. Run through an ointment mill, if available. The important thing to remember is that the mixing should be thorough.

Fats and oils to be used in the cream should be melted with the absorption base before emulsification. Water-soluble substances should be dissolved in the water to be used.

Absorption base creams should not be poured into jars while still warm. They must be filled after cooling.

	364	905	732	100	96-C
Protegin X .....	22%	20%	22%	.....	.....
Iso-Lan .....	.....	.....	.....	5	20
Mineral Oil .....	6	10	25	45	30
Lanolin .....	3	3	3	.....	.....
Glycerin .....	5	5	.....	.....	.....
Beeswax .....	.....	4	7	20	.....
Ceresine .....	.....	10	.....	.....	.....
Borax .....	.....	.....	.....	0.5	.....
Water .....	64	48	43	29.5	50
Cost per lb. ....	14¼¢	15¾¢	17¢	13¢	13¢
Cream or Lotion .....	C.	C.	C.	C.	L.



Liebe Frau Hertha, ich benütze die Gelegenheit, um mein versprechen einzulösen und gebe Ihnen im Nachstehenden ein ziemlich einfaches Rezept einer guten Hautcreme aus meiner eigenen Erprobung bekannt. Zuerst machen Sie eine Grundcreme, die aus 3 Ansätzen besteht.

Ansatz 1. Wasser 1,320 kg Glycerin 1,080 kg Stearin 0,360  
Walrat 0,030 kg.

Ansatz 2. Wasser 0,120 kg Kalilauge 0,036 kg Natronlauge  
0,036 kg (Laugen 36°)

Ansatz 3. Glycerin 0,420 kg Wasser 0,060 kg und Reismehl  
0,030 kg.

Ansatz 1 auf 95° Cel. erhitzen unter beständigen erhitzen  
Ansatz 2 wird erwärmt bis sich Schaum bildet (ca 12 Min.)  
wenn Ansatz 1 genügend erhitzt, dann Ansatz 2 einbringen  
und weiter rühren und auf gleicher temperatur erhalten,  
damit gute Verseifung gewährleistet ist. Inzwischen Ansatz  
3 folgend vorbereiten. Das Glycerin erhitzen bis Blasen auf  
steigen dann das Gemisch von Wasser und Reismehl einbrin-  
gen und weiter erhitzen, bis das ganze eindickt/Vorsicht  
legt sich leicht an, daher tüchtig rühren!) Nun den ganzen  
Ansatz 3 in die Verseiften Ansätze 1 und 2 geben, alles  
noch ca 3 Minuten auf dem Feuer lassen, unter beständigen  
Rühren. Dann vom Feuer nehmen in ein Wasserbad stellen und  
dauernd rühren und durchschlagen, ca 3/4 bis 1 Stunde, bis  
die Creme jeden Glanz verliert und wie Sahne wird.

Diese Creme einige Tage stehen lassen und dann  
1,680 kg nehmen. In eine Schüssel bereitet man sich vorher  
ein Gemisch von 0,425 kg Reismehle und 0,100 kg Zinkoxyd  
sehr gut durchgemischt vor legt darauf obige Menge Creme  
und beginnt jetzt vom Rand der Schüssel wie einen Teig  
zu verarbeiten, bis jede auch die kleinste Menge vom Pulver  
mit der Creme gleichmässig verbunden ist. Reismehl und  
Zinkoxyd muss vor dem Verarbeiten durch ein feines Sieb  
wie Puder durchgeseiht werden. Dann parfümiert man das  
Ganze mit ca 10g ätherischen Oel, am besten geeignet Blumen  
gerüche, das Oel darf aber keine Essigsäuren Verbindungen  
enthalten

Diese weisse Creme können Sie nach Belieben wie  
Puder mit Erdfarben in Rachel naturel ocre etc färben.  
Die notwendigen Mengen von Farbe können Sie ja leicht  
durch Probieren ermitteln.

Ich hoffe ich habe Ihnen alles klar geschrieben,  
dass Sie keinen Misserfolg haben werden. Ich würde mich  
auch freuen, wenn Sie mir dann mitteilten, dass Sie mit  
der Creme zufrieden sind und dass sich diese für Ihren  
Teint eignet.

Sie und Ihren Mann bestens grüssend, verblei-  
be ich

<u>Materialerfordernisse</u>	Glycerin	kg	1,500	<i>Leidy</i>
	Stearin	"	0,360	
	Walrat	"	0,030	
	Natron lauge	kg	0,072	
	Reismehl	"	0,030	
	Wasser	"	1,500	
Die Grundcreme ist	kg	3,462	Grundcreme.	

als Hautcreme und für Hände sehr gut verwendbar.

# R. F. REVSON CO.

CHEMICALS

91 SEVENTH AVENUE

NEW YORK, N. Y.

*Proforma Bill.*

*19/9/38*

FOR CUSTOMER'S USE ONLY

REGISTER NO.	VOUCHER NO.	
F. O. B. CHECKED		
TERMS APPROVED	PRICE APPROVED	
CALCULATIONS CHECKED		
TRANSPORTATION		
FREIGHT BILL NO.	AMOUNT	
MATERIAL RECEIVED		
DATE	SIGNATURE	TITLE
SATISFACTORY AND APPROVED		
ADJUSTMENTS		
ACCOUNTING DISTRIBUTION		
AUDITED	FINAL APPROVAL	

CUSTOMER'S ORDER NO. & DATE

REQUISITION NO.

CONTRACT NO.

REFER TO INVOICE NO.

INVOICE DATE

VENDOR'S NOS.

SOLD TO

*Mrs. Liebeskind  
1098 Anderson Ave  
Brooklyn.  
Oct 19.*

SHIPPED TO AND DESTINATION

DATE SHIPPED

FROM

PREPAID OR COLLECT?

CAR INITIALS AND NO.

F. O. B.

HOW SHIPPED AND ROUTE

TERMS:

QUANTITY	DESCRIPTION	UNIT PRICE	AMOUNT
<i>5 lb</i>	<i>Stearic Acid.</i>	<i>25-</i>	<i>1.25</i>
<i>1 lb</i>	<i>Spermaceti.</i>		<i>.35</i>
<i>1/4 lb</i>	<i>Cholesterol C.P.</i>		<i>3.00</i>
<i>1/4 "</i>	<i>Lanolin.</i>		<i>.25</i>
<i>5 "</i>	<i>Glycerine</i>	<i>25</i>	<i>1.25</i>
<i>2 "</i>	<i>Ethylene Glycol.</i>	<i>20</i>	<i>1.40</i>
<i>1 "</i>	<i>Methanolamine</i>		<i>.80</i>
<i>1 "</i>	<i>Borax</i>		<i>.15-</i>
<i>1 "</i>	<i>Mercuric Peroxydrous Benzate</i>		<i>.35-</i>
<i>1 "</i>	<i>Titanium Dioxide</i>		<i>.15-</i>
<i>1/4 lb</i>	<i>Carbon Tetrachloride</i>		<i>25</i>
<i>1 "</i>	<i>Protepan X.</i>		<i>80</i>
			<i>10.00</i>
	<i>290 qty Solutox</i>		<i>80</i>
			<i>10.20</i>
	<i>less 1.10</i>		<i>.10</i>
			<i>10.10</i>

WAGE-AND-HOUR LAW:

GOODS COVERED BY THIS INVOICE WERE NOT PRODUCED UNDER LESS THAN THE MINIMUM CONDITIONS REQUIRED UNDER THE WAGE-AND-HOUR LAW.

**R. F. REVSON Co.**  
**CHEMICALS**  
 91 SEVENTH AVENUE  
 NEW YORK, N. Y.

FOR CUSTOMER'S USE ONLY

REGISTER NO.	VOUCHER NO.	
F. O. B. CHECKED		
TERMS APPROVED	PRICE APPROVED	
CALCULATIONS CHECKED		
TRANSPORTATION		
FREIGHT BILL NO.	AMOUNT	
MATERIAL RECEIVED		
DATE	SIGNATURE	TITLE
SATISFACTORY AND APPROVED		
ADJUSTMENTS		
ACCOUNTING DISTRIBUTION		
AUDITED	FINAL APPROVAL	

CUSTOMER'S  
ORDER NO. & DATE

REQUISITION NO.

CONTRACT NO.

SHIPPING MEMO

REFER TO  
INVOICE NO.

INVOICE DATE

VENDOR'S NOS.

Oct. 16 1939

**SOLD**

TO Mrs. H. Liebeskind  
 1098 Anderson Ave  
 Bronx NY

SHIPPED TO  
AND  
DESTINATION

DATE SHIPPED

PP

FROM

PREPAID OR COLLECT?

CAR INITIALS AND NO.

F. O. B.

HOW SHIPPED AND

ROUTE

NY

PP

TERMS:

PAID

QUANTITY

DESCRIPTION

UNIT PRICE

AMOUNT

2 lbs.

Lanette Wax X

.80

\$1.60

2% City sales tax

.03

\$1.63

RECEIVED PAYMENT  
 R.F. REVSON CO

WAGE-AND-HOUR LAW:

GOODS COVERED BY THIS INVOICE WERE NOT PRODUCED UNDER LESS THAN THE MINIMUM CONDITIONS REQUIRED UNDER THE WAGE-AND-HOUR LAW.

SPECIALIZING IN  
CHEMICALS FOR  
THE COSMETIC  
INDUSTRY

**R. F. REVSON CO.**  
**NINETY-ONE SEVENTH AVENUE**  
**NEW YORK, N. Y.**

Cable Address  
COSCHEMS  
New York

March 13th, 1939.

Herta Liebeskind,  
1098 Anderson Ave.,  
Bronx, New York.

Dear Madam:-

We are returning herewith the sample of Lanett Wax which you submitted to us. The sale of this material is not very large in this country. However, we can supply you with same.

We are also sending you a small sample of Lanett Wax which we have had on hand for some time and in consequence may be somewhat yellower than yours.

We shall be glad to hear from you regarding your requirements.

Yours very truly,

R.F.REVSON CO.



CHEMIST.

RFB:BZ

28th 90

Dear Mr. Devereux:

I enclose herewith an order. kindly  
let me have soon a proforma bill  
that I can send you the money. I need  
the ingredients very necessary.

Please send me all the same pro-  
ducts I had before. I want to have  
the team always in the same quality.

5 lbs Stearic acid TP.

1 lb 120% Kaustic Soda

120% Potash

1 lb Spermaceti

1/2 lb Oleic acid

1 lb Lauric acid hydr.

5 lb Glycerine

2 1/2 lb Eth. Glycol

1/2 lb Triethylamine

1/4 lb Titanium

1/2 lb <sup>finest</sup> cacao butter  
odorless pure.

*Adress v. Pomer?*

SPECIALIZING IN  
CHEMICALS FOR  
THE COSMETIC  
INDUSTRY

**R. F. REVSON CO.**  
**NINETY-ONE SEVENTH AVENUE**  
**NEW YORK, N. Y.**

Cable Address  
COSCHEMS  
New York

January 3rd, 1939.

Miss Herta Liebeskind,  
1098 Anderson Ave.,  
Bronx, New York.

Dear Miss Liebeskind:-

We are pleased to have your letter of December 30th. May we tell you that we have had a great deal of experience in assisting Emigre's and since our experience in the cosmetic industry is rather large we shall be able to aid you without any difficulty.

However, we must point out to you that prices on the materials you mention vary a great deal according to the amount purchased at a time. We enclose copy of our price list in which you will find many of the materials you require. However, we can supply all of those which you have mentioned.

In view of the fact that you do not appear to be familiar with the English equivalents and use the Latin names, may we suggest that you look for the items as follows.

- |  |   |  |
|--|---|--|
| Stearin  | - | Stearic Acid   |
| Paraffinum liquidum  | - | Mineral Oil, Light   |
| " Solidum  | - | Paraffin   |
| " Durum  | - | this is evidently a high melting point paraffin. We have to know what melting point you require. |
| Natrium Carbonicum   | - | Sodium Carbonate, Anhydrous  |
| Kalium Carbonicum, Granul-   | - | Potassium Carbonate  |
| The material which we have on hand generally is the anhydrous. However, we can furnish the granulated. |   |  |
| Vaseline   | - | Petrolatum   |
| Wairat   | - | Spermaceti   |

*price list - 0.880 / 1570*

*\$20 Cell (w)*

*pur. ind.  
98-1098  
is depend  
Wasserfrei*

However, we would suggest by all means in view of the fact that you could apparently come to this office without too great a difficulty that you visit us. The writer has some knowledge of German and has no doubt but that we could converse quite easily. In the meantime we hesitate to send samples but we would be glad to give them to you if you visited us.

Yours very truly,  
R. F. REVSON CO.  
*R. F. Revson*  
CHEMIST.

RFR:BZ

Paraff. liquid. = specificus Ger. 885  
Flammpunkt 180° C  
Viskosität 1071 bei 20°

Paraff. dur. Siedepunkt 507,2° C weiß  
geruchlos & geschmacklos

Paraff. solid. Siedep. 72° C weiß  
geruchlos & geschmacklos

Vaseline weiß, geruchlos, gut viskos

Borax raffiniert 1a rein, weiß

Glycerin doppelt destilliert, Aluminium rein  
28° Dd, 1,23 spez. Gew., vollkomme  
geruchlos

Natrium carb. kristallisiert rein, geruchlos

Kalium carb. bisdehydrat granuliert  
907,5° arsenfrei, wasserfrei

Stearin = reine Stearinsäure geruchlos rein  
ohne Unreinheiten zusetzen

*L. Lipman*

Marta Liebeskind  
1098 Anderson Ave  
Bronx N-Y

Dec. 30th. 1933

Messrs. R.F. Revson Co.  
91.7th. Avenue.

Dear Sirs:

I came some months ago to New York and intend now to manufacture three creams. Your firm is told me as very good and so I wish to come with you in connection.

I need:

Triethanolamine (In Germany it was made by I.G. Farben)  
Stearin (absolut pure and without smell), Paraffinum liquidum,  
Natrium carbon., Kalium carbonicum granulatum, Glycerine 28'Be,  
Vaseline white, Paraffinum solidum and Paraffinum durum both  
without smell, Lanettewachs, Walrat, Cholesterin, Lanolin,  
Wax sun & air bleached 100% pure, Borax.

I should like to have the best qualities of all.

Kindly let me have samples, so that I can see, which is the right for me.



Try to make me an offer that will lead to business on a large  
scale.

Yours faithfully

Hertha Liebeskind

INDIVIDUAL LETTERHEADS AND TRADE MARKS DESIGNED

EVERYTHING  
PHOTOGRAPHED  
REPRODUCED  
PRINTED

**E. F. SOLINGER**

1472 BROADWAY - at Times Square  
New York City

LINE CUTS  
HALF TONES  
ADVERTISING  
NOVELTIES

BRYANT 9-9642

WISCONSIN 7-1208

High Quality + Quick Service + Low Price

September 8, 1940.

Mrs Hedda Maar  
1098 Anderson Ave.  
New York City.

Dear Mrs Maar:-

I trust you have received my post card, and I am looking forward to receiving your initial order with to-morrow's mail.

Referring to my suggestion I should like to make you a Special Offer in Photographs, as shown to you.

400 Actual Photographs (not printed reproductions)  
Glossy finish, including taking of Photograph

only 6.95

Additional Hundreds (in lots of 400) only 1.00 !!

The size of these photographs is considerably larger than the stamps shown, it is best described as being five times as large as an ordinary stamp.

Trusting to hear from you in the matter, I remain

Yours very truly,

*E. F. Solinger*  
E. F. Solinger.

*Lord & Taylor*

FIFTH AVENUE  
NEW YORK

March 8, 1939

Miss Bertha Liebeskind  
1098 Anderson Ave.  
Bronx, New York

Dear Miss Liebeskind,

Thank you for your letter telling us of your cream. At present, however, we do not sell any creams under our own name. It at any time, we consider having a Lord and Taylor cream, we will get in touch with you. Since we do not see any immediate use for it, we suggest you take it to one of the large cosmetic houses.

We will however keep your letter on file here at the store and get in touch with you if we decide to put in a cream.

Yours truly,

*Alice Farley*  
Alice Farley

AF:DS

*beaudry 187 III*

Sales

22 III

Gentlemen,

I sent you a letter with an offer  
and a sample of cream the 5<sup>th</sup> of  
March. I regret very much not to  
<sup>have</sup> got any answer. I hope you will be  
interested. Otherwise, I beg you  
to return me the sample.

STERN BROTHERS  
41 WEST 42ND STREET  
NEW YORK  
LONGACRE 5-6000

March 17, 1939

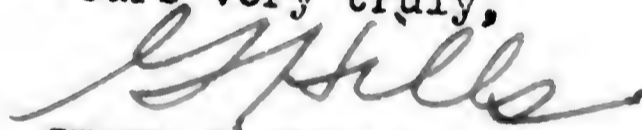
Mrs. H. Liebeskind  
1098 Anderson Ave.  
Bronx, New York

Dear Mrs. Liebeskind:

We received a sample of fat cream, which you sent us without any instructions regarding it.

We are holding this cream pending your advice in this matter.

Yours very truly,



STERN BROTHERS  
Bureau of Adjustments

MA:EM:BW

*8.11*

*Concise - Buyer*

*I made you an offer for cream on March 6<sup>th</sup> & sent a sample. On March 17<sup>th</sup> I got a letter from your Bureau of Adjustments. I was answered this letter on March 18<sup>th</sup>. I regret not to have got any answer.*

I should very much  
like to speak with you  
but beg you for an  
appointment every day  
except Friday between  
10 & 12 o'clock A.M.

This is a letter for <sup>you</sup> the manager of ~~revenue~~ <sup>copy</sup> ~~revenue~~  
 I would like for you to offer me a position <sup>to work</sup> for you  
 3 months in U.S.A. (I have a German passport)  
 and don't know whether you <sup>1</sup> to speak English <sup>2</sup> to speak German <sup>3</sup> to speak both  
 I will be a <sup>very</sup> <sup>good</sup> worker <sup>and</sup> <sup>will</sup> <sup>not</sup> <sup>lose</sup>  
 the <sup>patience</sup> to <sup>listen</sup> to <sup>me</sup> and I  
 would be interested in you. (I will <sup>also</sup> <sup>bring</sup> <sup>you</sup> <sup>some</sup> <sup>things</sup> <sup>to</sup> <sup>see</sup>)

Do you know "Silber" 74 was one  
 of the biggest <sup>toilet</sup>-factories in  
 Europe. The main-factory was in Berlin  
 and Silber's <sup>toilet</sup>-toilet <sup>toilet</sup> were sold to the  
 whole world. I was <sup>manager</sup> <sup>of</sup> <sup>it</sup> <sup>for</sup> <sup>15</sup> <sup>years</sup> and manufactured all <sup>toilet</sup>,  
<sup>toilet</sup>, face-creams, hair, <sup>toilet</sup> were sold.  
 The Silber's made a very big business  
 a short time because <sup>toilet</sup> <sup>toilet</sup> <sup>toilet</sup> <sup>toilet</sup> <sup>toilet</sup>  
 an excellent quality.

I heard you <sup>would</sup> I would like to make

You can offer. You can sell your own  
cream. I shall sell you the cream.  
if you might you manufacture it  
yourself. Or I sell you the cream  
for you pots or tubes like you wish  
and you pay me the wages.

I am sending you a sample of a  
fat-cream. It is <sup>there is no better</sup> ~~one of the best~~ <sup>that</sup> ~~is~~  
on the market. It has a good look  
that is necessary for cosmetics. The smell  
is very nice and the most important the  
cream makes the products <sup>more</sup> ~~practical~~ <sup>practical</sup>.  
Its consistency is so that you have  
~~need~~ <sup>gives out</sup> ~~with~~ <sup>it</sup> ~~very~~ <sup>very</sup> ~~much~~ <sup>much</sup>.  
only to use every time <sup>it</sup> ~~is~~ <sup>used</sup> ~~it~~.  
I am sure the cream will find general  
approval and is fitting to the good and  
elegant name your business has it.



I would let you have this cream at  
 per lb. without packing, if you take  
 the price is for a quantity of at least 50 lbs.  
~~I would just let you have your own~~  
~~all to make~~ I would suggest to you  
 a small margin of profit and make you  
 a very low price, as I wish to interest  
 you. I am sure you will make with  
 this cream a good business, for this cream  
 is very fine and will  
 keep with the approval  
 I am  
 Yours truly  
 ✓

Labels 5. III. Nelke Topf  
 Lord & Taylor. " " Tube zur. 3 Muster an  
 Stern Brothers 6. III. 41 W. 42 Nr. (Trieder Tube) <sup>23. III.</sup>  
 18. III. d. II. an Stern.

Stern to Mrs

I have just enclosed a copy  
 of a letter from [unclear] dated  
 at the same date which read you the sample.  
 I should like to refer to  
 my expectations, that the  
 [unclear] is in the [unclear] [unclear] [unclear]  
 [unclear] [unclear] [unclear] [unclear] [unclear] [unclear]  
~~smooth~~ [unclear] [unclear] [unclear] [unclear]  
 smooth. It is a great name and  
 his family will [unclear] by [unclear]  
 to get [unclear] [unclear] [unclear] [unclear]  
 it is a great name [unclear] [unclear] [unclear] [unclear]  
 with another [unclear] [unclear] [unclear] [unclear]

~~with~~

It is possible that the ...  
No call up, for if you ...  
for one or two moments and ...  
to remove it in the ...  
will find very little ...

I should be very happy  
if I could interest you by  
this sample.

100 Madison Avenue  
New York City  
July 22, 1933

Mr. Solon J. Liebeskind  
Attorney  
1 Madison Avenue  
New York City

Dear Mr. Liebeskind:

Many thanks for your letter, I have received it today in the morning. Since two days my little boy is sick and as I have nobody to stay with him, I can't leave any minute my apartment and so I could not come to the phone.

I thank you very much for your help. As soon as the child is healthy and I can bring him to the kindergarten, I shall call you up and beg you for an another appointment.

Many regards

Yours very truly

Hertha Liebeskind

SOLON J. LIEBESKIND  
ATTORNEY AT LAW  
ONE MADISON AVENUE  
(METROPOLITAN TOWER)  
NEW YORK CITY

TELEPHONE ASHLAND 4-3371  
3372

August 8, 1939

Mrs. Herta Liebeskind  
1098 Anderston Avenue  
Bronx, New York - Apt.19

Dear Mrs. Liebeskind:

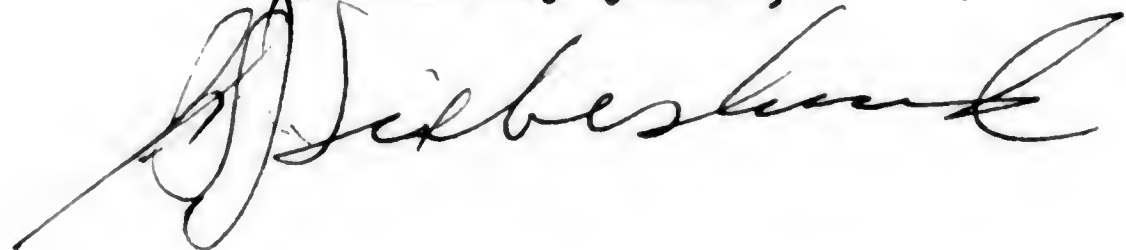
I have your note suggesting that you are able to call here Thursday, August 10th, between 12:15 and 12:30. Unfortunately, this is not convenient.

Will you please call here instead on Friday, the 11th, between 12:15 and 12:30.

If you cannot make it, please telephone this office at once and we will make another appointment.

I am glad to hear that your boy has recovered his health.

Sincerely yours,



L:P

Wenn ich anfangen möchte zu parfümieren  
wäre ich dann eine Gelehrtingung oder?  
Wenn ja was habe ich zu tun?

Was heißt das.

Nh möchte zunächst mir Creme (verschiedene  
Arten) parfümieren. <sup>unpassen diese</sup> ~~Mittel~~ <sup>Region</sup> ~~liege ich~~  
~~mit diesen Rezepten~~ <sup>Standard of</sup>  
Health Gelehrting sein.<sup>2</sup>

Nh habe vor einigen Tagen gelesen das  
Dd. Verkauf von Parfüm (eine der  
größten phys. chemischen Firmen)  
Eiprodukten nach neuen drug-  
Gesetzen verboten ist. Es gibt da  
neue Gesetze die d. Verwendung  
einzelner Rohmaterialien für  
kosmetische Zwecke verbieten.  
H. Nh möchte später auch alkoholfreie  
Artikel wie Parfüm Lotion Rasier-  
seife herstellen. Was für ein für

d. Verarbeitung von lokal gesonderte  
Bestimmungen? Welche? <sup>Was hat die zu  
sich zu empfangen</sup>  
Kann jemand außer mir an irgend  
tanderes mit meinem Namen Creme ab-  
herausbringen wenn mein Name nicht  
geschützt ist? 2

Was kostet ein Namensschutz? 2  
Wie teuer ist das Schützen eines  
Handelsnamens. z. B. ich nenne die  
Creme „Wunderput“.

Gibt es Bestimmungen was auf d. Markt  
stellen darf. Wenn ja ~~was ist erlaubt~~  
wie kann ich erfahren was erlaubt ist? 2

Gibt es gesetzliche Regelungen über  
Markenartikel d. h. Artikel mit  
hergeleiteter Verkaufspreis? 2

Gibt es gesetzliche Regelungen über  
Verdienstopfungen für d. Zirkel-  
läufer? 2

Wird das <sup>Netto</sup> Kernholz auf dem Markt  
verwendet sein?

~~verwendeten~~  
in d. Creme werden folgende Rohstoffe  
verwendet:

- Wasser
- Vaseline petrolatum
- solid. Ozokerite
- du. Paraffine
- Perase Borax
- Spermin Stearic acid.
- Protegin
- Wasser Spermaceiti
- Cholesterin
- Lanolin
- Glycerin
- Glykol Ulylene Glycol
- Triethanol. Triethanolamine
- Titanat.

Die amerikanischen Oele sind Kumpen's Oele,  
die ich von Girardou od. ähnl. bekomme.  
Oelfabriken bezogene. Ich nehme an, daß diese



Nur das, was erlaubt ist,  
verkauft werden.

6.29.39.

7  
1  
Have I to have a license before  
beginning a manufacture. If yes,  
what have I to do? What is the price?  
I read some days ago that the sale of  
Guerrain lepotics is forbidden through  
new drug laws. After this there are  
new laws which forbid the use of some  
pois materials for cosmetics. - Guerrain  
is one of the greatest cosmetic French  
factories.

I wish to manufacture at first only  
several kinds of creams. Are these  
recipes to be permitted by the board  
of health?

Later I wish to sell articles containing  
alcohol: perfumes, lotions etc. Are  
there special laws for the use of alcohol?  
What have I to do to get cheap alcohol?

It is possible that another person  
for his articles use my name if  
my name is not protected by law.  
(See next page)

**SOLON J. LIEBESKIND**

ATTORNEY AT LAW  
ONE MADISON AVENUE  
(METROPOLITAN TOWER)  
NEW YORK CITY

TELEPHONE ASHLAND 4-3371  
3372

July 26, 1939

Mrs. Herta Liebeskind  
1098 Anderson Avenue  
Bronx, New York

Dear Mrs. Liebeskind:

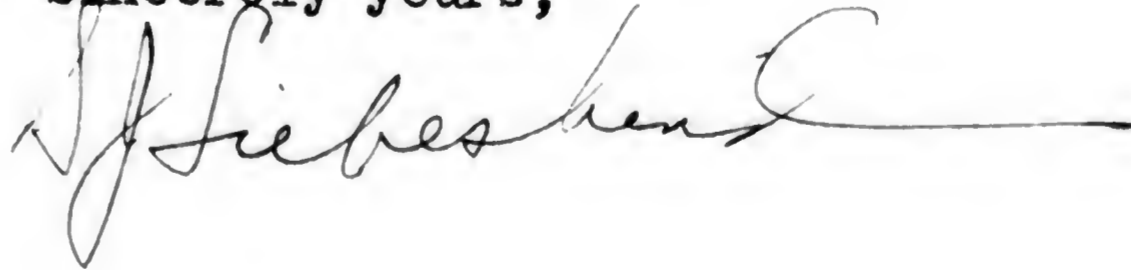
We have received a good deal of oral and written information from various authorities involved in the questions you asked some time ago concerning the manufacture of cosmetics, etc.

It is impossible to advise you within the limitations of a letter of all the statutes and regulations applicable. However, if you can arrange to come here, we shall be glad to acquaint you with the most important points and refer you to the rules and regulations, etc.

I suggest that you call here on Friday, July 28th, at twelve o'clock noon and we will be glad to give you the benefit of whatever we have been able to gather on the subject.

If by any reason this time is not convenient, please telephone the office on Thursday.

Sincerely yours,



Dear Mr. Liebeskind

~~As I have received yours for~~  
Many thanks for your letter

I have received it today in  
the morning. Since two days  
my little boy is sick and as I

have nobody to stay with him  
I can't leave any minute the apartment  
I can't come to the phone.

I thank you very much for  
your help. As soon as the child  
is healthy and I can bring him  
to the kindergarten I shall call  
you & beg you for an another  
appointment.

1545

113 10 000 kg Stamm auf neue Qualität,  
geben.

118 0.800 "

119 1.000 "

113 30.000 "

110 19.000 "

107 5.000 "

114 1.500 "

115 1.045 "

116 1.045 "

Das sind Konservierungsmittel  
die unter diesem Stamm von  
meiner Partnerin Dr. Schönbach  
61990 kg verkauft wurden

Unter großen Topf (man kann 10 kg Porke  
in 10-15 kg Topf) kriegen Tiere auf  
118 & 117 in etwas Wasser (ca. 1000 l)  
In großen Topf schneiden, dazu 110 & 113, &  
zu den Porke bringen.

113 sollte abgezogen & abgemessen.

113 muss kurz in d. Porke einbringen

Unter mit Wasser einbringen in großen  
Topf werden, so dauert die Weile die alles in

Wasser da d. Masse kontrolliert. Wenn 's zu  
schuell od. zu spät einbringen mittler mit

Wasser schicken, Wenn alles ein ist mit  
d. Masse so lange Porke bis ein gutes

altes Masse bleibt, alle mit das ganze

gerogeu (Kälte od. Topfsterkung)  
man festgehellen, mit Wasser od.  
Pottasch löst.  
Kieses feilene Wasser abmengen & z. Ko-  
nen bringen, 114, 115 & 116 lösen &  
lösen. Diese Lösung z. d. d. d. d. d. Cream  
Kien & gut durchmischen.  
So Cream br. 50° erhalten lassen  
dann mit Wasser & gut durchmischen.  
in Topfe bei 40-45° kochen  
Die Bearbeitung f. Tuben ist bekannt.

7380

i 115a	1.000 kg
ii 102j	5.000
iii 111	5.000
109	55
	<hr/>
	11.055 kg

Die zusammen gemischten 3 oben mit  
dazu, wenn die Lösung etwas abgekühlt  
ist.

Zum Färben fettlösliche Farbstoffe in Pulver  
form verwenden. Wenn nicht anders,  
Empfehlung: Siegle, Stuttgart.

Die rosa gelblich coll. von einer coll.  
mit der Farbe auf 10 kg 5 gr.

Die mit Farbe versetzte Masse muss  
gerührt werden, damit keine Klumpen  
bleiben.

710

108	18.870 kg
103	28.000 "
110	2.000 "
109	0.400 "
104	0.190 "
	<hr/>
	50.000

104 & 110 bis z. klar werden müssen  
Das ist bei mir meine man Amas wir

103 abnutzt & dazu tut

104 mit etwas Spitz werden das  
ist in jedem Fall besser.

108 mit II werden dann Perz 103 dazu  
müssen & T dazu. Die Spindelung geht  
ob alles gut durchgeführt ist.



Aetherisches Oel	N <sup>o</sup> . 101
Paraff. liq.	" 102
Wasser	" 103
Wachs	" 104
Vaseline w.	" 105a
gelb	" 105b
Paraff. dün.	" 106
" solid	" 107
Spirit	" 108
Potase	" 109
Glycerin	" 110
Ceresin w.	" 111
s.	" 112
Stearin	" 113
Tegiu	" 114
Wipagin	" 115
Nipazol	" 116
Kalium carbonat.	" 117
Natrium "	" 118

Falkium 119  
Pfeifenkorn 120  
Kesselsäure 121  
Magnesia 122  
Marsmelde 123  
Zinkoxyd 124  
Zink-Ätze 125  
schw. Farbe 126  
Carminvermisch 127

4000

102	50.000 Rg
103	21.700 "
104	13.000 "
105a	2.000 "
107	3.000 "
106	2.500 "
109	0.720 "
101	0.600

93.520 Rg

I 102 & 105a erhitzen, 104, 107 & 106,  
zusammen geschütteln dazu geben.

II 109 in warmem 103 lösen & zu I dazu  
geben. Obacht geben das I warm  
ist & nicht heiß. Solange man auf  
keine Flamme, bis eine gleichmäßige  
Crème da ist. Was erkalten lassen  
dann 101 dazu.

104 am besten zusammen geben  
Statt 107 & 106 neues Ding gibst  
111 nehmen. 106 darf nicht  
Petroleum nehmen.

9370 volume

111	8.500
105b	17.500
102	2.000
2 extra disks	
106	3.000
107	3.000
104	4.000
126	3.700
122	3.250
	<hr/>
	44.950

any 1 kg = 15-18 gr 107.

1150 W.

119 39.750

121 12.500

123 7.500

124 16.125

122 4.000

125 2.125

107 1.520

---

76.550

Das ist d. Grundvorschrift d. Farben  
konzepts dazu. Voller ist es falls  
man nie kleiner arbeitet schon mit  
Maschine bearbeitete Farben zu Papier.

7250 W.

124 5.550

103 12.500

110 1.250

unfertig 700  
Papier 25000

Alles machen dünnere & immer  
wieder verdrücken gut machen.

1077

1056 4,500

102 4,300

104 0,900

112 0,300

10,000

107 0,080

Alles zusammen abgemessen 10000 -  
paffen lassen & prüfen. In Tuben  
entw. entwert. erfüllt.

1079

102 4,500

120 3,500

107 100

10,100

Falls Farben ocellösline Farben u. l. u. u. u.  
Am Boden d. d. m. d. F. d. r. d. l. u. e. d. a.  
augenmerk f. d. u. e. u. 10000 f. d. u. e.  
Gefäße vermieden. Jede Spur von Wasser  
sonst wird ab & setzt sich auf. gefüll.  
Neufl. als idm. Sitzung ab.

HEDDA MAAR-Liebeskind

1 098 Anderson Ave.  
N.Y. 6.5.1942.

Alcohol Tax Unit  
253 Broadway  
New York, N.Y.

Gentlemen:-

Will you kindly give me the permission to continue to purchase products in bulk from alcohol for rebottling purposes.

Kind of business: Cosmetics.

Name & address of the manufacturer: Special Toiletries Corp.  
105-107 E 16th St.  
New York City, N.Y.

Name of the preparation: EXQUISIT, Skin Freshener

SENSATION, Toiletwater

Size of delivery: 2½ gall. bottles.

Distributed: 1098 Anderson Ave.

EXQUISIT, Skin freshener & SENSATION, Toiletwater, both are sold in 4 ozs. bottles.

I thank you in advance.

Yours very truly

HEDDA MAAR\*Liebeskind



# ANCHOR HOCKING GLASS CORPORATION

*Container  
Division*

L A N C A S T E R · O H I O

ADDRESS REPLY TO  
50 WEST 40TH ST.  
NEW YORK, N. Y.  
TELEPHONE, LONGACRE 5-2700

January 21, 1941

Mr. H. Liebeskind,  
1098 Anderson Avenue,  
Bronx, N. Y.

Dear Sir:

We are informed by the Bakelite Corporation that you are interested in Bakelite bottle caps.

We manufacture a complete line of bottle and jar molded caps and will be glad to furnish you with price information if you will be good enough to advise the millimeter sizes of caps you require.

If you will furnish us with this information, we will be very glad to send you samples and prices.

Very truly yours,

ANCHOR HOCKING GLASS CORPORATION  
Container Division

*D. Milan*  
D. Milan,  
New York Office.

DM:K

*In answer to your  
letter from Jan 21 I ask you to  
send me samples of bottle caps 20mm & 18mm  
medium, white and ivory and to give me  
the price for one gross and five gross  
Very truly*



# AUFBAU

*Leading and Largest German Language Weekly*

*Serving the Interests and the Americanization  
of the Immigrants.*

•  
HANS E. SCHLEGER  
ADVERTISING MANAGER

26. Dezember 1940

Frau Hedda Maar  
1098 Anderson Avenue  
New York, N. Y.

Sehr geehrte gnaedige Frau:

Wir bedauern es sehr dass die Anordnung Ihrer Anzeige nicht Ihren Beifall gefunden hat. Wir hatten leider in der betreffenden Nummer keine Frauenbeilage und placierten Ihre so gut wie irgend moeglich.

Entgegenkommender Weise wollen wir auf die Berechnung eines Aufschlags von \$1.40 verzichten, und bitten Sie hoefl. um Zusendung von \$5.60

Wir hoffen damit Ihnen dienlich gewesen zu sein, und zeichnen

Mit vorzueglicher Hochachtung

John M. Harold

JMH:HE

John M. Harold

bez. mit 2 Schecks \$4.20  
1.40  
5.60  
Spezial Leo Robert

21/11/40

Ihre geehrten Herrn Harold,

19.12.40.

~~Mit der~~

Mein Inserat in d. heutigen Nr d. "Kupfer's Leaf" mit vollständigem W. Ausdruck in gleicher Weise dem, was Sie mir gesagt haben. Sie werden sich erinnern, dass Sie mir sagten: Es kommt auf d. Seite

"Für die Frau", mitten unter d. anderen Artikel unter d. Rubrik liegt Leser es eben lesen muss & dabei ganz mit d. Eindruck eines Inserates hat. ~~Es ist jetzt so das die~~

~~Einlage.~~ Statt gegenteilig ist das Inserat placiert: Mitten unter alle anderen Inserate, überhaupt nicht in Verbindung & d. Aufmerksamkeit. Bald das ist ein bezahltes Inserat & man d. gewisse Worte wird im Zusammenhang

Für dieses Inserat eine Einlage von \$ 1.40 zu verlangen. Ich bin vollkommen überzeugt dass Sie die hier in keinem berechtigten ~~Mitteln~~ ~~Verfahren~~ ~~anerkennen~~

Wendensinhalte  
Neue Rümpfen

STATEMENT

# AUFBAU

67-73 WEST 44TH STREET

NEW YORK

VANDERBILT 6-3168

FEB 29 1941

.....19.....

M. to. Hedda Maas  
Anderson Ave,  
1098 Audubon Ave,  
Bronx, N.Y.

NET CASH—

Please make checks payable to the New World Club, Inc.

1940

Dec 20	Your ad	8 00
	Rec'd. on a/c	5 60
		<hr/> 2 40 <hr/>

PAST DUE →

*[Faint handwritten notes and signatures at the bottom of the page]*

# AUFBAU

67-73 WEST 44TH STREET

NEW YORK

VANDERBILT 6-3168

PUBLISHED BY THE  
NEW WORLD CLUB, INC.

4-10-41

TO Miss Hedda Maar  
1098 Andersonn Avenue  
Bronx, N.Y.

NET CASH-

Please make checks payable to the New World Club, Inc.

4-11

your ad

\$5.60

beg. 23. IV. 41.

2.91 Berreg. Adv.  
2.69 Sinks

5.60

# AUFBAU

67-73 WEST 44TH STREET

NEW YORK

PUBLISHED BY THE  
NEW WORLD CLUB, INC.

VANDERBILT 6-3168

12-18-41

To Mrs. Hedda Maar  
1098 Anderson Ave.  
Bronx, NY.

**NET CASH—**

Please make checks payable to the New World Club, Inc.

Date	Description	Amount	
12-19-41	your ad	\$ 5 60	
	Reg. S. K. M. T. M. C.	1.50	
	1.00		
	1.00		
	4.00		
	1.10		
	5.10		

Received of

Feb 4 1941  
Hedda Maan

Check 5.50  
Cash     10  
5.60

Five 00 Dollars

\$

5.60

ALL PAID  
BY  
A. J. HANAU

Feb 6 1940

Received from

Hedda Maan

Six Dollars

Check Jews Shoppe \$5  
Cash 1

\$

6-

ALL PAID  
BY  
A. J. HANAU  
15 EAST 40th STREET  
NEW YORK CITY

# AUFBAU

67-73 WEST 44TH STREET

NEW YORK

PUBLISHED BY THE  
NEW WORLD CLUB, INC.

VANDERBILT 6-3168

9-10-42

TO Mrs.H. Maar  
607 5th Ave.Room 911  
NYC

**NET CASH—**

Please make checks payable to the New World Club, Inc.

9-11-42

your ad

\$ 5 60



CREATORS OF IMPRESSIONS · DISTINCTIVE PRINTING

**BUDWELL**



**PRESS**

1156 OGDEN AVENUE  
NEW YORK  
Telephone JErome 7-2035

STATEMENT

*11/25* 19*46*

M *Hedda Mann*

*1098 Anderson Ave - NYC*

TERMS: Net Cash

<i>401</i>	<i>75</i>	<i>1000 - 2 1/4 x 1 3/16</i>			
		<i>Gold Gum Labels</i>	<i>3</i>	<i>50</i>	
		<i>Sales Tax</i>		<i>07</i>	
			<hr/>		<i>3 57</i>
		<i>Daniel Caposito</i>			



# DUDWELL PRESS

*Creators of Impressions*

*Distinctive Printing*

1156 OGDEN AVENUE • NEW YORK CITY  
TELEPHONE JEROME 7-2035

No. 2550

OUR ORDER NO. 2870

Nov. 17th, 1940

M. Hedda M. Lubin 1098 Anderson Ave. NYC

<i>Nov</i>	<i>17</i>	<i>1000 - 7/10" x 2 1/8" #710 filon labels</i>	<i>3</i>	<i>50</i>	<i>/</i>	<i>3</i>	<i>57</i>
		<i>labels per</i>		<i>07</i>			
<i>Daniel Caposita</i>							

PRINTING OF EVERY DESCRIPTION

DUDWELL PRESS

Creators of Impressions

DUDWELL PRESS

Distinctive Printing

1156 OGDEN AVENUE • NEW YORK CITY  
TELEPHONE JEROME 7-2035

No. 2466

OUR ORDER NO. 2711

8/25/40

M.

Hilda Mann 1098 Anderson Ave N.Y.C.

Aug 28	1000-8/25, "Pac & Labels P.H."	3	50	
	Sales Tax		07	
				3 57
				07
				<u>3 50</u>

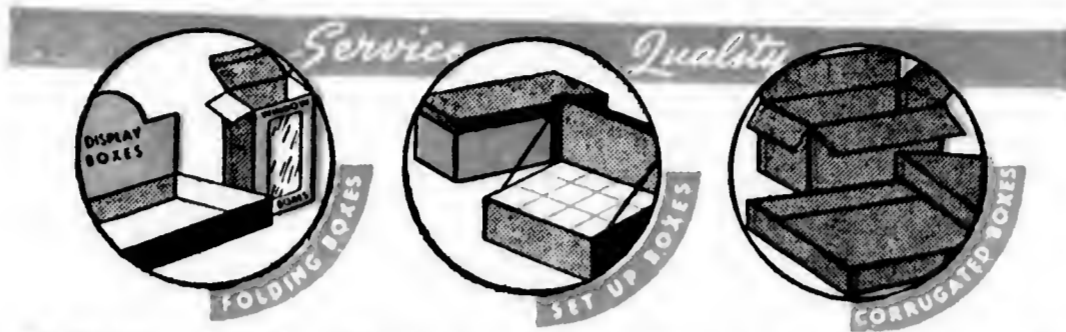
RECEIVED  
8/30/40  
THANKS

*Handwritten signature*

PRINTING OF EVERY DESCRIPTION

GRamercy 5-2932

ORDER CONTRACT



**A. FLEISIG SONS FOLDING & SETUP PAPER BOX CORP.**  
 57 EAST 11th STREET  
 NEW YORK CITY

DATE 10/15/41

DELIVERY Rush

TERMS 5,000 Deposit  
RSD COD 1%

Libeskind  
 109 Vandewater  
 N.Y.

Salesman

ASK FOR

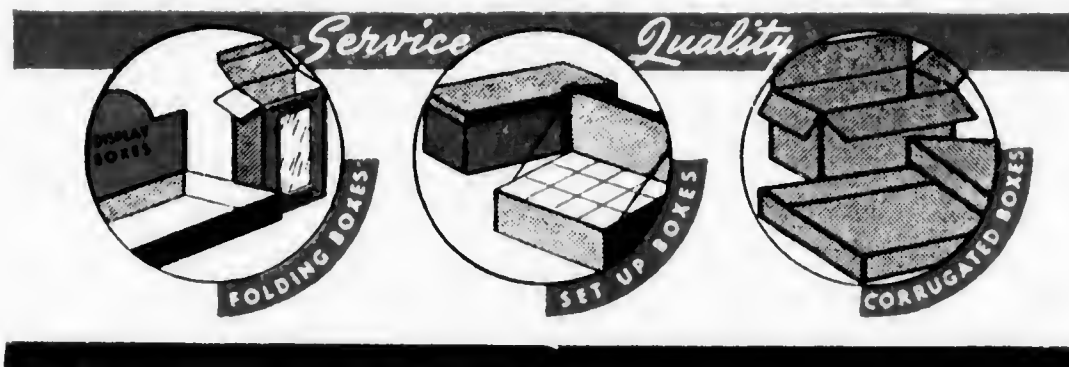
PHONE

QUANTITY	SIZE	DESCRIPTION	PRICE
100	8x7x2 1/2 Cor 2	Red Covered Corrugated reinforced	\$11.00

Signed by ..... Customer's Signature

The above is an exact copy of your order as we understand it. Unless advised by return mail to the contrary we shall consider our interpretation accepted by you. The following conditions constitute a part of the acceptance.  
 CONDITIONS: All orders or contracts are taken subject to acceptance of home office and to the following reservations.  
 Prices quoted are subject to change without notice. Orders are not subject to cancellation, or changes after acceptance without our written consent. Promises of shipment are made subject to unforeseen or unavoidable delays. The seller may delay delivery when prevented by fire, strikes, accidents, war conditions, or other causes beyond the seller's control. Where delivery is thus delayed for more than 60 days, either party, upon written notice, may cancel this contract as to goods remaining undelivered. No claims, allowances or damages adjusted unless reported on arrival of merchandise, and before using any portion thereof. We do not guarantee to make exact calibre, basis weight or count ordered. We reserve a maximum variation of 10 per cent either way from that specified. All orders are subject to variations of 10 per cent from the quantity specified. We reserve the right to correct all stenographical errors.

PLEASE NOTE ABOVE CONDITIONS OF SALE



Successors To  
 AAAAAA  
 ACE PAPER BOX COMPANY  
 AND  
 A. FLEISIG PAPER BOX COMPANY

**A. FLEISIG SONS**  
**FOLDING & SETUP PAPER BOX CORP.**  
 57 EAST 11<sup>TH</sup> STREET, N. Y. C. GRAMERCY 5-2932

No 6694

SOLD Mrs. Liebeskind  
 TO 1098 Anderson Avenue  
 Bronx, N.Y.

TERMS: ~~XXXXXX~~ Pd. in adv.

YOUR ORDER NO. \_\_\_\_\_

DATE October 23, 19 41 SALESMAN Mr. Nathan

QUANTITY	SIZE	DESCRIPTION	PRICE	AMOUNT	TOTAL
100 #2	8 x 7 x 2 $\frac{1}{2}$	setup red	\$11. C	\$11.00	
			T <sup>x</sup>	<u>.22</u>	\$11.22

287F In answer to your bills No 6694  
 6713  
 I want to inform you that I have not  
 to pay the tax. My sales tax No. is  
 48824.

ALL CLAIMS MUST BE MADE WITHIN 3 DAYS AFTER RECEIPT OF GOODS.

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

CREATORS OF IMPRESSIONS · DISTINCTIVE PRINTING

BUDWELL



PRESS

1156 OGDEN AVENUE

NEW YORK

Telephone JErome 7-2035

STATEMENT

10/21

1939

Hedda Meier

M

1098 Anderson Ave

TERMS: Net Cash

my

1000 Embossed

Labels

1 Special Dye

29 75  
60

Sub 124

30 35  
1 45

Less 5%

28 87

Dup

5  
23 87

ACCEPTED  
10/21/39  
THANKS.

B

My first  
label order

# BUDWELL PRESS

*Creators of Impressions*

*Distinctive Printing*

1156 OGDEN AVENUE • NEW YORK CITY  
TELEPHONE JEROME 7-2035

Friday  
February 16th, 1940.

Frau Hedda Lebeskind  
1098 Anderson Avenue,  
Bronx, N.Y.

Dear Madam:

10 - done  
5 - labels  
15 -  
As per your request I am giving you the estimate for 1,000 labels as per your requirements. The new label to be done in light green ink and a new line inserted to read "Cream for the night"

They do not make less than 1,000 labels and the cost will be \$ 29.33 less 5% for cash and 2% discount-making it a total of \$27.29 for the order.

When the order is placed I shall see that you get a proof of what the label will look like when done.

Thanking you for the past patronage, and trusting you will favor us with all your future orders, we remain.

Very truly yours,  
BUDWELL PRESS

*B. Bernard Richards*  
B. Bernard Richards

BBR/v.

PRINTING OF EVERY DESCRIPTION

Giraudan-Mannum No.  
80 Fifth Avenue N.Y.  
V.

One year ago I got  
from you Perfume  
Oil Samples.

Kindly let me have  
4075

Perfume Samples

K-102-7

I enclose herewith  
a check about \$2.25.

I hope to get them in  
very soon.

Yours very truly  
V.



GIVAUDAN-DELAWANNA, INC.

Manufacturers  
AROMATIC MATERIALS  
80 FIFTH AVENUE, NEW YORK, N. Y.

FACTORY  
DELAWANNA, N. J.

ASSOCIATED WITH  
L. GIVAUDAN & CIE.  
GENEVA · PARIS · LYONS

March 6th, 1939

Miss Hertha Liebeskind,  
1098 Anderson Avenue,  
Bronx, N.Y.

Dear Miss Liebeskind:

In keeping with your request, there went forward to  
you under separate cover samples of:

		<u>1 lb. lots</u>	<u>5 lb. lots</u>
BOUQUET PERFUME OIL	K-107-1	\$8.75 lb.	\$8.00 lb.
BOUQUET PERFUME OIL	K-239-1	12.50 lb.	12.00 lb.

F.O.B. New York

We are confident that these materials will meet with  
your approval and look forward to supplying you.

GIVAUDAN-DELAWANNA INC.

Sales Department

JDW:FL



# TH. GOLDSCHMIDT CORPORATION

153 WAVERLY PLACE

NEW YORK

CABLE ADDRESS: TEHAGOLD  
TELEPHONE CHELSEA 3-4792

December 28, 1938.

Miss Herta Liebeskind,  
1098 Anderson Ave.,  
Bronx, N.Y.

Dear Madam:

We have your letter of December 22nd, and are pleased to hand you herewith our pamphlet and price schedule which give complete information about our Tegin and Protegin X.

The Tegin and Protegin X are now made in this country, but are equal in quality to the products made by our parent company in Germany. Samples of them are going forward to you today.

The only producer of Triethanolamine in this country is the Carbide & Carbon Chemical Company, who do not sell in less than 45-lb. lots. Smaller quantities must be obtained from jobbers, and we recommend the R.F. Revson Co., 91 - 7th Ave., New York City. Mr. Revson can also supply you with the various other products which you listed in your letter.

Yours very truly,

TH. GOLDSCHMIDT CORPORATION

R. A. Kramer  
FB

Herta Liebeskind  
1008 Anderson Ave  
Bronx-N.Y.-

Dec. 5 0 th. 1933.

Messrs. Th. Leonhard Wax Co.  
Haledon-Paterson-New-Jersey

Dear Sirs:

I came some months ago to New York and intend to manufacture three creams. Your firm is told me as very good and so I wish to come with in connection.

I need:

Triethanolamine-(in Germany made by I.G. Farben)  
Stearin-absolut pure without smell  
Paraffinum liquidum  
Paraffinum solidum without smell  
Natrium carbonicum  
Calium carbonicum granula tam  
Glycerine 20° Be  
Vaseline white  
Lanettewachs  
Walrat  
Cholesterine  
Lanolin  
Wax sun and air bleached  
Borax

I should like to have the best quality of all. Kindly let me have some samples so that I see which is the right for me. Try to make me an offer that will lead to business on a large scale.

I should thank you very much, if you, for those articles you cannot sell me, would tell me other good firms.

Yours faithfully

Herta Liebeskind

**THEODOR LEONHARD WAX Co.**

ESTABLISHED 1852

**BLEACHERS & REFINERS OF BEES-WAX**

**HALEDON, PATERSON, N.J.**

January 3, 1939.

Mr. Herta Liebeskind,  
1098 Anderson Avenue,  
New York City.

Dear Sir:

We are in receipt of your inquiry of December 30  
and we are sorry that we do not carry the materials  
you inquire about. We believe you can procure some  
of them from Glyco Products, Inc., 148 Lafayette St.,  
New York and we suggest that you write to them.

Thanking you, we are

Very truly yours,

THEODOR LEONHARD WAX COMPANY, Inc.,



GENERAL MANAGER

RJMayer-mjm

ESSENTIAL OILS  
AROMATIC CHEMICALS

PERFUME SPECIALTIES  
FLOWER OILS

TRUE FRUIT FLAVORS  
IMITATION FLAVORS

FRUIT EXTRACTS  
CONDENSED JUICES

POLAK & SCHWARZ, INC.  
667 WASHINGTON STREET  
NEW YORK, N. Y.

TELEPHONE  
CHELSEA 2-6525

CABLE  
POSCHWA

October 6, 1939

Mrs. Hertha Liebeskind  
1098 Anderson Ave.  
Bronx, N. Y.

Dear Madam:

We received your post card of the 5th and in reply inform you that the Muguet d'auteuil which we sent to you is indeed the quality which is suitable for cream.

When writing to us, Mr. Langsfelder informed us of the exact factory number, and the product which we supplied to you is indeed the same factory number. You can therefore be sure that what you received from us is identical to what you received from Mr. Langsfelder.

Yours very truly,

  
POLAK & SCHWARZ, INC.

EP:SE

Ing. W. LENGSEFELDER, in Firma  
N.V. POLAK & SCHWARZ'S ESSENCEFABRIEKEN - ZAANDAM

Zaandam, den 18. März 1939.

Frau Liebeskind,  
1098 Anderson Avenue (Apt. 19)  
Bronx,  
New York.

Sehr geehrte Frau Liebeskind,

Ich komme erst heute dazu Ihnen auf Ihre beiden Briefe vom 19. Dezember und 31. Januar zu antworten, da ich sehr viel auf Reise bin und auch so beschäftigt, dass ich kaum Zeit habe meine eigenen Angelegenheiten zur Durchführung zu bringen.

Ich habe hingegen Ihre Angelegenheiten mit unserem Direktor, Herrn JAJ. Wijnmalen besprochen. Er kennt Ihren Namen und ich bitte Sie sich über die Lieferung der nachstehenden, bemusterten Produkten mit ihm ins Einvernehmen zu setzen.

Da ich nicht genau weiss, in welcher Preislage Sie die Cremeparfüms verlangen, sende ich Ihnen jetzt separat Muster in verschiedenen Preisen:

- 6 Cremeparfüm Dageta (Genre Dagget & Ramsdell)  
wird zirka fl. 50,- pro kg kosten. Sollte Ihnen dieser Preis zu hoch sein, so kann ich Ihnen im selben Genre empfehlen
- 1 Cremeparfüm Dageta P, das zirka flor. 15,- p. kg kostet.  
2 Cremeparfüm Sterling (Genre Pond's) zirka fl. 25,- p. kg  
3 Cremeparfüm Rose C. 411 zirka fl. 30,- p. kg  
4 Muguet Longchamp für Creme zirka fl. 75,- p. kg  
5 Muguet d'Auteuil für Creme zirka fl. 40,- p. kg 10.-

Ich muss zuerst wissen, welcher Geruch Sie interessiert um evtl. in diesem Genre ein Parfüm in einer billigeren oder teureren Preislage machen zu können. Eine Kopie des Heutigen sende ich Herrn Wijnmalen, der auch Muster von obigen Cremeparfüms von mir empfängt. Ausserdem kann Herr Wijnmalen Ihnen noch viele anderen Cremeparfüms in verschiedenen Preislagen liefern.

Mit den herzlichsten Grüßen und  
besten Wünschen für Ihre Wohlergehen grüße ich Sie  
Seien Sie froh, dass Sie Europa verlassen haben.  
Hochachtungsvoll  
W. Lengsfelder

r. s. Ich kann Ihnen nur  
Preise wird Ihnen Herr Wijnmalen von mir  
gerne bekanntgeben.

*The  
party is  
over*

1015 Anderson Ave  
Greenwich - Conn - Ct  
September 1, 1944

F. W. Weston Co  
110 Broadway  
New York City  
Gentlemen:

I have your letter of the 20th and  
enclose herewith a check about \$14.50.

Please let me have 1 gross of jars and  
caps, both ivory that means the caps harmonizing  
with the color of the jar.

I changed my mind and don't wish the  
lettering.

Please send the jars very soon and if  
you are possible deliver them in the morning  
till 10-30 or in the afternoon between 1 pm and  
3 pm.

Yours very truly  
Marta Liebskind



# T.C. Wheaton Co. - Millville, New Jersey

ADDRESS REPLY TO  
NEW YORK SALES OFFICE  
165 BROADWAY  
PHONE CORTLANDT 7-4917

Sept. 20, 1959

Mrs. W. Liebeskind,  
1098 Anderson Ave.  
Brooklyn, New York City

Dear Madam:

I have your letter of the 19th and enclose herewith pro forma invoice to cover 1 gross of decorated jars and caps, to be lettered in brown with your special screen.

You mention in your letter that the caps are to be decorated yellow. Is this an error or do you want the caps decorated ivory to harmonize with the color of the jar.

If you will send us your check to cover invoice enclosed by return mail we will be in a position to proceed with your order.

W.C.

Very truly yours,  
T. C. WHEATON CO.

We Make Anything in Glass -- Either Blown or Pressed

**T. C. WHEATON CO.**  
ESTABLISHED 1888  
**EXPERT BOTTLE BLOWERS**

MILLVILLE, N. J.

Sept. 20, 1939

**SOLD TO** Mrs. M. Libeskind,  
 1000 Madison Ave.,  
 New York City

**TERMS: 1 PER CENT. 10 DAYS; NET 30 DAYS**  
 SUBJECT TO SIGHT DRAFT WHEN DUE

**SHIPPED VIA** Express

CUSTOMER'S ORDER	CASES	GROSS	DESCRIPTION	PRICE	EXTENSION		TOTAL
		1	2 oz. #5145 jars decorated Ivory color with caps decorated to harmonize. lettered in Brown color with special screen	\$1.00 gr.			
		1 only	screen for applying special lettering less 1/4	13.00	30	30 32	
							33.34

**IMPORTANT**

WE CANNOT BE RESPONSIBLE FOR LOSS OR DAMAGE. IF GLASS ARRIVES IN BAD ORDER GIVE YOUR RECEIPT ACCORDINGLY  
 AND THEREBY HAVE RECOURSE ON THE TRANSPORTATION COMPANY



Herta Liebeskind  
1 0 93 Anderson Ave  
Brook-N.Y.

Dec. 30th. 1937.

Messrs. Hill & Baumer Candle Co. Inc.  
Syracuse-New-York  
Department

Dear Sirs:

I came some months ago to New York and I intend to manufacture three creams. Your firm is told me as very good and I wish to come wit you in connection.

I need:

Triethanolanne --(in German i made by I.G.Farben)

Stearin-absolut pure with out smell

Paraffinum liquidum

Paraffinum solidum with out smell

Paraffinum durum with out smell

Natrium carbonicum

Calium carbonicum granulatum

Glycerine 28° Be

Vaseline white

Lanettewachs

Walrat

Cholesterine

Lanolin

Wax sun and air bleached 100% pure

Borax

I should like to have the best quality of all. Kindly let me have some samples so that I can see which is the right for me. Try to make me an offer that will lead to business on a large scale.

I should thank you very much, if you for those articles you cannot sell me, would tell me other good firms.

Yours faithfully

Herta Liebeskind

100 Broadway  
100 Broadway  
Brooklyn, N.Y.

Dec. 27 1957

Messrs. A. G. ...  
100 Broadway  
N.Y.C.

Dear Sirs:

*Letter eingezogen*

I intend to manufacture ... all in tubes. I should like to know which sizes of tubes you have. I beg to send me some samples. I wish to see how much of the different creams I can fill into one tube.

Quality: I need a pure tin tube, outside varnished. The tin must be perfectly neutral, that means not soluble. I wish a bakelit-closed, laying in cork with tin. I hope you understand. I should like to have in this way that the tin covers the area.

Kindly state what quantity I have to buy, if I wish the tubes with my own design. What is your price? Try to make me an offer that will lead to business on a large scale. Kindly let me know how long you will require for delivery.

Yours faithfully,

- 2) New England Collapsible Tubes Co.  
W K Sheffield  
500 Fifth Ave  
New-York -C.
- 3) White Metal Manufacturing Co  
Hoboken New-Jersey

Willi Spier

3824 Franziska Road

Brooklyn

1035 Anderson  
Ave, Bronx-N.Y.  
Nov. 5. 1934.

Lieber Willi.

Mein Schwager Arthur Maschler  
Habanna/Cuba Genios 214 Apt. 11 schrieb mir vor  
einigen Tagen, dass er glaubt anfang nächsten  
bezw. Ende diesen Jahres hier einwandern zu  
können. Er hat ausser seinem Handgepäck in 7  
Kisten ca. 750 kg. Er schrieb mir, ich möchte  
einen mir bekannten Spediteur veranlassen,  
einen Kostenanschlag zu machen. Obwohl es nur  
ein sehr kleines Objekt ist, dachte mir, dass es  
vielleicht Dich interessieren könnte.

Wenn ja, setze Dich bitte mit meinem Schwager  
in Verbindung. Wenn nein teile es mir gelegent-  
lich mit. ----

Falls aus dem Rundschreiben  
was werden sollte, möchte ich Dir die Adresse  
meines Bruders Adolf mitteilen, der sich sehr  
freuen wird, von Euch was zu hören.

Adolf Liebeskind Habanna/Cuba

357 Anargura b/Pollack

Nun etwas anderes. Du weisst ja  
dass meine Frau über 10 Jahre bei Scherk in  
leitender Stellung gewesen ist und fast die  
gesamte Fabrikation unter sich hatte.

Mit meinem Job verdiene ich zu wenig . . .

aussordern ist in ganz kurzer Zeit Schluss.

Um einen kleinen Verdienst zu haben, hat meine Frau eine Cream hergestellt. Die Qualität ist ganz erstklassig, die Parfumerung mit feinsten frz. Olen. Es ist eine vollkommen moderne Cream, wie sie in Paris und London sehr gebräuchlich sind und hier sehr beliebt ist. Sie nährt wundervoll die Haut ist eine hervorragende Puderunterlage und ausgezeichnet als Handcrem. Obwohl meine Frau im Haushalt alles alleine macht, hat sie sammetweiche Hände dadurch den Gebrauch dieser Cream. Ich benutze sie nach dem Rasieren und sie macht die Haut weich und glatt. Sie ist besonders reich und gut in der Wirkung und man benötigt nur sehr wenig bei jedem Gebrauch.

Du siehst doch sehr häufig einige Karsraden, ich denke an Riess etc., die viel Bekannte haben. Vielleicht können sie uns durch Empfehlung helfen.

Die Cream heisst: Exquisit - die Firma: HEDDA Haar. - Der Verkaufspreis ist 60c. Meine Frau würde jedem, der ihr zum Verkauf von 3 Töpfen verhilft, einen vierten gratis geben.

Dir und Deiner Frau viele Grüss

AR 7005

S/20

HERTA & LEO LEAB COLLECTION

S 39/7

5/20 RETAILERS B-H 1965-1971

5/20

A

SOENNECKEN  
A-Z / engl.  
Made in Germany

B

Copy

July 7 1965

Hedda Maar

102-25-67 Rd.

Forest Hills N.Y. 11375

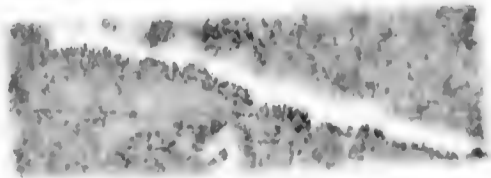
New York State District Tax office  
Jamaica N.Y.

Gentlemen, In reference to forms ST 105.1 & ST 105  
(Back) I am sending you enclosed a copy of my certificate  
of authority to collect City sales tax

I paid the 10% federal excise tax under  
employer identification No. 11-60695654

My business is a retail-mail order business.  
I sell cosmetics. My business name is "HEDDA MAAR"  
Call the mail pieces to 1472 Broadway NEW YORK 10036,  
Also once a while telephonically.

Call my tax forms piece to Hedda Maar-Leat  
102-25 67th Road. Forest Hills N.Y. 11375





PRINT OR TYPE ALL ENTRIES - READ INSTRUCTIONS ON BACK OF THIS FORM.

1. BUSINESS NAME		2. EMPLOYER IDENTIFICATION NO.		
3. STREET	CITY OR VILLAGE	COUNTY	STATE	ZIP CODE
4. TOWN		(A) OFFICIAL USE ONLY		
5. TYPE OF BUSINESS	6. PRINCIPAL PRODUCT OR SERVICE		(B)	
7. ARE YOU NOW REPORTING FOR LOCAL SALES, CONSUMER'S UTILITY, HOTEL OCCUPANCY OR ADMISSIONS TAXES? <input type="checkbox"/> YES				
(a). IF YES, GIVE NAME OF TAXING AUTHORITY _____		(c). REGISTRATION NUMBER _____		
(b). TYPE OF TAX REPORTED _____		(d). THE BUSINESS CODE ASSIGNED BY TAXING AUTHORITY _____		
8. IF YOU HAVE MORE THAN ONE BUSINESS LOCATION, DO YOU INTEND TO FILE A SINGLE SALES TAX RETURN COVERING ALL OF THESE LOCATIONS? <input type="checkbox"/> YES <input type="checkbox"/> NO				
I CERTIFY THE ABOVE STATEMENTS ARE CORRECT.				

DATE \_\_\_\_\_ SIGNATURE \_\_\_\_\_ TITLE \_\_\_\_\_  
NEW YORK STATE DEPARTMENT OF TAXATION AND FINANCE - SALES TAX BUREAU  
**CERTIFICATE OF REGISTRATION** Please Do Not Separate Cards ST-105.1 (5/65)

NEW YORK STATE DEPARTMENT OF TAXATION AND FINANCE - SALES TAX BUREAU

### CERTIFICATE OF AUTHORITY

EMPLOYER IDENTIFICATION NUMBER

(Use This Number On All Returns  
And Correspondence)



BUSINESS NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
\_\_\_\_\_

VOID  
UNLESS  
VALIDATED

is authorized to collect sales and use taxes under Articles 28 and 29 of the New York State Tax Law.  
NOT TRANSFERABLE

ST-105 (5/65)

**INSTRUCTIONS**

Please fill out the Certificate of Registration and Certificate of Authority and mail them in the enclosed envelope to your New York State District Tax Office. These forms must be received not later than July 15, 1965.

If you are presently subject to a local sales tax you may in lieu of completing the forms elect to mail to your New York State District Tax Office a copy of the application for your present local certificate of authority, plus the Federal Employer Identification Number used for withholding tax purposes.

If you operate one or more branches of the business at other locations, attach a list to this form giving the required items of information for each separate location. This will enable the Sales Tax Bureau to issue a separate Certificate of Authority for each location.

The following detailed instructions refer to numbered entry items:

- Item 2. Enter the Federal Employer Identification Number assigned by the Internal Revenue Service, or the New York State number used to report withholding taxes. If you do not have a number, leave blank and a number will be assigned to you.
- Item 5. Enter exact type of business.  
Please refer to Business Description Sheet (Form ST-115).
- Item 7. Enter registration number and business code which has been assigned to you by a local sales tax agency. This number can usually be found on your local certificate of authority.

**Please Do Not Separate Cards**

If you dispose of or discontinue your business, please answer the following questions and return this Certificate of Authority to your New York State District Tax Office:

- |                          |                              |   |
|--------------------------|------------------------------|---|
| <input type="checkbox"/> | Business discontinued        | Last day of business _____  |
| <input type="checkbox"/> | Business sold or transferred | New business name _____<br>New owner's name _____<br>New business address _____<br>Date of sale or transfer _____ |

STATE OF NEW YORK - DEPARTMENT OF TAXATION AND FINANCE  
SALES TAX BUREAU

## SALES AND USE TAX INFORMATION

The enclosed Certificate of Registration (Form ST-105.1) and Certificate of Authority (Form ST-105) should be completed if you are a vendor of tangible personal property or services, recipient of amusement charges or operator of a hotel required to collect the New York State Sales and Use Taxes imposed under Article 28 of the Tax Law. Use the enclosed Business Description sheet to determine entry for "type of business" at Items 5 and 6 of the Certificate of Registration.

If you are a vendor under an existing local sales tax you may, in lieu of filing the enclosed Certificate of Registration, elect to mail to your New York State District Tax Office a copy of the application for your present local certificate of authority, but you must indicate the Federal Employer Identification Number you use for withholding tax purposes.

As you must begin to collect the tax on August 1, 1965, it is to your advantage to complete and file the Certificate of Registration and Certificate of Authority as soon as possible, but not later than July 15, 1965. The Certificate of Authority, when validated, will authorize you to collect not only the New York State Sales and Use Taxes but also any similar local taxes imposed under Article 29. It will be forwarded to you together with a sales tax return for the month of August and additional instructions.

The 2% New York State Sales and Use Tax applies to sales and rentals of tangible personal property, consumers' utility charges, restaurant meals, admission and amusement charges, rental of hotel rooms, charges for certain services and the use of property within New York State. Similar city, county or school district taxes at rates up to 3% may also apply to the same products and services in your community.

If you operate one or more branches of the business at other locations, please attach a list to the Certificate of Registration form giving the same items of information which appear on the Certificate of Registration for each separate location. This will enable the Sales Tax Bureau to issue a separate Certificate of Authority for each location.

In order to provide sales tax information to as many persons subject to tax as possible, there may be some duplication in mailing. If you have already received a New York State Certificate of Registration and Certificate of Authority please disregard the forms enclosed.

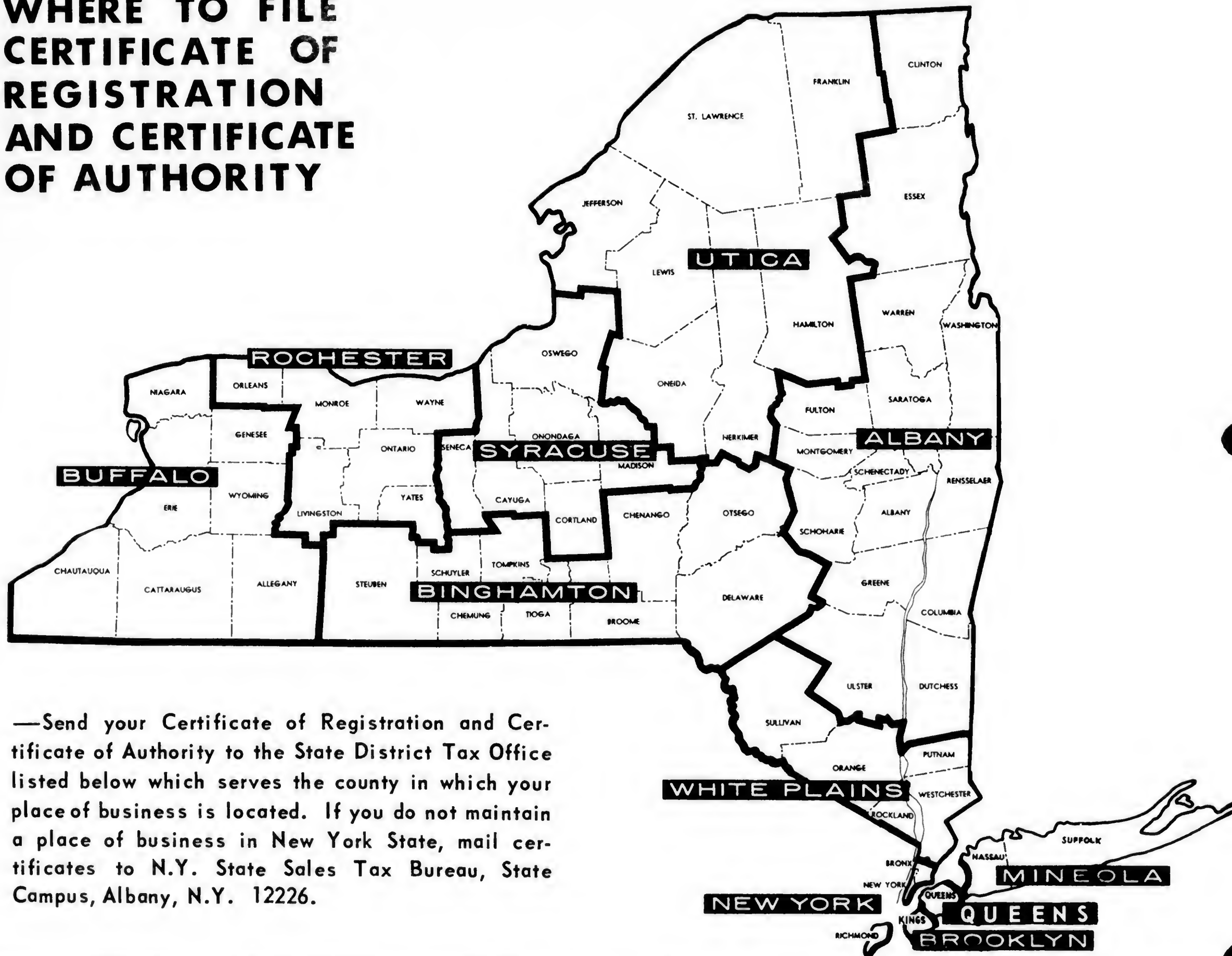
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**PLEASE NOTE:** While the receipts from certain services are subject to the sales tax, the following receipts, among others, are exempt and therefore you are not required to collect tax on such receipts: Receipts from barbering, beauty parlor services, laundering, dry-cleaning, tailoring, weaving, pressing, shoe repairing and shoe shining. Parking charges are also exempt. In addition, admissions to or charges for use of sporting facilities where the patron is to be a participant, such as charges for swimming, bowling or skating, are not taxable.

PLEASE FILE CERTIFICATE OF REGISTRATION AND CERTIFICATE OF AUTHORITY BY JULY 15, 1965

*(See back for address of your district tax office)*

# WHERE TO FILE CERTIFICATE OF REGISTRATION AND CERTIFICATE OF AUTHORITY



—Send your Certificate of Registration and Certificate of Authority to the State District Tax Office listed below which serves the county in which your place of business is located. If you do not maintain a place of business in New York State, mail certificates to N.Y. State Sales Tax Bureau, State Campus, Albany, N.Y. 12226.

IF YOUR PLACE OF BUSINESS IS LOCATED IN:	SEND YOUR CERTIFICATES TO:	IF YOUR PLACE OF BUSINESS IS LOCATED IN:	SEND YOUR CERTIFICATES TO:
<b>Albany District Counties</b> . . . . . Albany            Rensselaer Clinton        Saratoga Columbia      Schenectady Dutchess      Schoharie Essex          Ulster Fulton        Warren Greene        Washington Montgomery	New York State Sales Tax Bureau The State Campus Albany, New York 12226 (Main Office of Sales Tax Bureau) Phone: <b>GL 7-2780</b>	<b>Mineola District Counties</b> . . . . . Nassau Suffolk	New York State Sales Tax Bureau 114 Old Country Road Mineola, New York 11501 Phone: <b>PI 1-5300</b>
<b>Binghamton District Counties</b> . . . . . Broome            Schuyler Chemung        Steuben Chenango        Tioga Delaware        Tompkins Otsego	New York State Sales Tax Bureau 184-186 Court Street Binghamton, New York 13901 Phone: <b>RA 3-7441</b>	<b>New York District Counties</b> . . . . . Bronx New York Richmond	New York State Sales Tax Bureau 80 Centre Street New York, New York 10013 Phone: <b>CO 7-9800</b>
<b>Brooklyn District County</b> . . . . . Kings	New York State Sales Tax Bureau 649 Fulton Street * Brooklyn, New York 11217 Phone: <b>MA 5-1000</b>	<b>Rochester District Counties</b> . . . . . Livingston      Orleans Monroe          Wayne Ontario          Yates	New York State Sales Tax Bureau 65 Broad Street Rochester, New York 14614 Phone: <b>454-6330</b>
<b>Buffalo District Counties</b> . . . . . Allegany          Genesee Cattaraugus    Niagara Chautauqua    Wyoming Erie	New York State Sales Tax Bureau State Office Building, Niagara Sq. Buffalo, New York 14202 Phone: <b>842-4534</b>	<b>Syracuse District Counties</b> . . . . . Cayuga            Onondaga Cortland          Oswego Madison          Seneca	New York State Sales Tax Bureau 333 East Washington Street Syracuse, New York 13202 Phone: <b>GR 4-5951</b>
<b>Queens District County</b> . . . . . Queens	New York State Sales Tax Bureau 89-09 Sutphin Boulevard Jamaica, New York 11435 ** Phone: <b>AX 1-2500</b>	<b>Utica District Counties</b> . . . . . Franklin          Lewis Hamilton        Oneida Herkimer        St. Lawrence Jefferson	New York State Sales Tax Bureau 1500 Genesee Street Utica, New York 13502 Phone: <b>RA 4-5134</b>
		<b>White Plains District Counties</b> . . . . . Orange Putnam Rockland Sullivan Westchester	New York State Sales Tax Bureau 99 Church Street White Plains, New York 10601 Phone: <b>WH 8-8700</b>

FOR ADDITIONAL INFORMATION, PHONE ANY OFFICE LISTED ABOVE, OR COME IN FOR ASSISTANCE.

\* This office plans to move to 330 Livingston St. Brooklyn, N.Y. 11217 on July 1, 1965. Please phone MA 5-1000 for verification.

\*\* This office plans to move to 97-77 Queens Blv'd, Rego Park, N.Y. 11374 on August 1, 1965. Please phone 275-7500 for verification.

**BUSINESS DESCRIPTION SHEET**

The information on this sheet is provided as a guide to assist you in completing the Certificate of Registration (ST-105.1) correctly. The listing is not a complete description of every type of business. Therefore, if the categories noted fail correctly to describe your major operation, write in your own description in the spaces provided for "Type of Business" (Item 5) and "Principal Product or Service" (Item 6).

Enter at Item 5 Type of Business from one of the six categories listed which describes your major operation:

- |                  |                 |  |
|------------------|-----------------|--|
| 1. Manufacturing | 3. Wholesale    | 5. Retail  |
| 2. Service       | 4. Construction | 6. Government (State whether Federal, State, City, Town or County) |

If you are a manufacturer deriving more than fifty percent of your receipts from your own retail outlets, list yourself as a retailer.

Enter at Item 6, Principal Product or Service, the description of your principal product sold or type of service rendered. Use the listings below as a guide, or use your own words.

**APPAREL GROUP**

Men's and Boy's Clothing and Furnishings  
Women's Ready-to-Wear  
Women's Accessory and Specialty  
Children's and Infant's Wear  
Family Clothing  
Shoes  
Custom Tailors  
Furriers and Furs

**AUTOMOTIVE GROUP**

Motor Vehicle Dealers (New and Used Cars)  
Motor Vehicle Dealers (Used Cars Only)  
Tires, Batteries and Accessories  
Gasoline Service Stations  
Automobile Repairs  
Automobile Rentals  
Motor Boats, Motorcycles, Trailers, Aircraft

**FOOD GROUP**

Groceries including Delicatessens  
Meat and Fish Markets  
Fruits and Vegetables  
Candy, Nuts and Confectionery  
Dairy Products  
Bakeries  
Specialty Foods  
Eating Places  
Drinking Places

**FURNITURE, HOME FURNISHINGS AND EQUIPMENT GROUP**

Household Furniture and Furnishings  
Office Furniture  
Partitions, Shelving, Lockers  
Household Appliances  
Radio, Television

**GENERAL MERCHANDISE GROUP**

Department Store  
Dry Goods and General Merchandise  
Mail Order House  
Limited Price Variety Store  
Merchandise Vending Machine Operator  
Direct Selling Organization

**MISCELLANEOUS PRODUCT GROUP**

Drugs  
Liquor  
Antique and Secondhand Merchandise  
Books and Stationery  
Sporting Goods and Bicycles  
Music, Musical Instruments

**MISCELLANEOUS PRODUCT GROUP (Cont'd)**

Farm and Garden Supplies  
Jewelry  
Fuel  
Ice  
Florists  
Cigars, Cigarettes, and Tobacco  
Newsstand  
Camera and Photo Supplies  
Gifts and Souvenirs  
Optical Goods  
Leather and Luggage

**MISCELLANEOUS SERVICE GROUP**

Hotels and Motels  
Rooming and Boarding Houses  
Trailer Parks and Camps  
Public Warehousing  
Safe Deposit Boxes  
Photographic Studios  
Photo Printing and Processing  
Business Services; Duplicating, Addressing, Photocopying  
Laundry and Dry Cleaning  
Service to Buildings  
Electrical Repairs  
Radio and TV Repairs  
Upholstery and Furniture Repair  
Printer  
Motion Picture Theatre  
Social Club  
Athletic Club  
Equipment Rental

**BUILDING AND CONSTRUCTION GROUP**

General Building Contractor  
Plumbing, Heating, Air Conditioning  
Painting, Paper Hanging, Decorating  
Electrical Work  
Masonry, Stonework  
Carpentering and Wood Flooring  
Roofing and Sheet Metal  
Concrete Work  
Building Material Dealers  
Heating and Plumbing Equipment Dealers  
Paint, Glass & Wallpaper Stores  
Electrical Supply Stores  
Hardware Stores

**UTILITIES GROUP**

Telephone  
Telegraph  
Electric  
Gas  
Combination Electric and Gas  
Steam

April 7th 1966

Miss Hedda Maar  
1472 Broadway  
New York, N.Y. 10036

Dear Miss Maar:

Thank you for your letter dated April 1st, and the package of Velveteen and Cleanse With Care.

There is a great deal of truth in what you say about drug and department stores being little more than automats. The art of across-the-counter selling is fast disappearing whatwith the insidious brainwash of television commercials, billboard posters, and full-page magazine advertising. We both know the consumer doesn't stand much of a chance anymore after the motivational researchers finish with him.

Your approach, while not so high powered as others, is refreshing to read about. I wonder though, if there are less people following ads blindly or are there just more people. In any case, should you decide to undertake any effort at advertising or publicity promotion telephone my friend who would be more than willing to chat with you about it. His name and address is as follows:

Mr. Henry O. Dormann  
Dormann, Auletta and Company, Inc.  
59 East 54th Street  
New York, N.Y. 10022  
ELdorado 5-0400

Speaking of automats, Mr. Dormann, coincidentally, handles publicity for the Horn and Hardart chain.

Your products are quite satisfying. I can tell you use only the finest ingredients in their preparation. It was nice of you to send along the sample of On Guard.

Cordially,

*Joseph H Brown*

April 1, 1946

Mr. Joseph M. Brown  
Hendrick Hudson Hotel  
300 Broadway  
Troy, New York

Dear Mr. Brown:

Many thanks for your order, check and especially for your nice letter of March 22; you'll have received the package in the meantime.

I remember Mr. Gardiner or better the talk I had with him over the phone. Afterwards I spoke repeatedly to his wife & was - to tell you truthfully - somewhat astonished not to hear from them at all any more. I hope Mr. Gardiner and his family are all right and his work outside of N.Y. is to his liking.

I thank you for your interest in Hedda War.  
Many years back Bloomingdale's, Lord & Taylor and other dept. stores bought from me; it wasn't worthwhile. The same applied to the drugstores who bought from me. According to my experience druggists in N.Y. don't sell what they distribute. They are somewhat to be pitied! The large concerns use them more or less and often an automatic could replace them. I decided against stores and I must say that I am better off. I sell by mail, mail order houses and have people selling directly. The number of customers is constantly increasing. I get orders from as far as San Diego, Seattle, San Francisco. Few will buy, however, mostly my cosmetics sell on their own merits. Some of them are definitely better than those on the market and people using them correctly get really the results they expect. Cosmetics are my life's work and experience and my preparations can compete against the most expensive on the market.

According to my experience the number of people following ads blindly, is increasing. This is to my regret too.

If I understood your letter correctly your friend is in the advertising business. I would appreciate to receive his name and address to have it should I decide to do so. Thanks in advance.

Looking forward to hearing from you again I remain

as cl.

h/1

March 22nd 1966

Hedda Maar  
1472 Broadway  
New York, New York 10036

Dear Miss Maar:

Thank you for your letter dated March 11th and the information. I learned about Hedda Maar from an old friend by the name of Robert Gardiner. He has not lived in New York City for many years, and I doubt that you will recall him.

However, I have tried to purchase your products at drug and cosmetic stores here in Troy and in Albany with no success. Have you a distributor for the tri-city area of Albany, Troy and Schnectady? Most places have not heard of Hedda Maar, and I presume you have no national publicity, advertising or distribution program.

Selling Hedda Maar does not particularly interest me because it would be hard selling an "unknown", even though your products are probably superior to most already on the market. If you were interested in promoting your products I would be happy to recommend a friend of mine in N.Y.C. who would most likely help you at a nominal cost. He presently handles Lanvin-Charles of the Ritz, and, until recently, has handled Climate Cosmetics. He is also my former employer.

Enclosed is my check for your Velveteen and Cleanse With Care. I look forward to trying them.

Cordially,



JOSEPH HARRY BROWN



3/8/66

Hedda Maas Cosmetics  
1472 Broadway  
● N.Y.C.

Gentlemen:

Would you please send  
me a listing of your  
available cosmetics?

Thank you.

Sincerely yours,

●  
Mary Brown  
Hendrick Hudson Hotel  
Troy, N.Y.

answered March 12-66  
sent all leaflets, incl. price-list.

Order No. 5973 Date April 26 1971

M Bucks County, Natural  
Food Center

Ship to Rimlandtown, Penna. 18955

At your order April 14, 1971

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

24	2 m in Guard	2.25	54	—
12	4 " Clearance Wildlife	2.50	30	—
			84	—
		less 40%	33	60
			50	40
		Postage	1	75
	leaflets - stickers		52	15
		" "	1	35
	by parcel post ins.		53	50
	Special Handling charges and			
	prices net - 10 days			H.M.

April 26-1971

Bucks County  
Natural Food Center  
9 Cherry Street  
Richlandtown, Pa., 18955

Dear Mrs. Boxer,

Your kind letter and order are truly a most pleasant surprise to me. It is very kind of you to send an order in by mail and I thank you heartily.

Opening up a new store involves an enormous amount of work! In 2 months you will be, I think, completely settled, everything will be beautiful and all the hard work will be forgotten. Instead the achievement will make you proud and happy.

I repeat my good wishes I sent you already. As my special expression of good luck wishes this order will be billed with the prices before April 15-. I hope you can mail another order in the not to distant future.

Suddenly I get orders from all over, something I am very happy about. Finally, finally after years of hard work and struggle the good qualities succeed! It was not easy. I am completely out of jars. I am promised delivery for this week. So I hope I can mail the last 12 of the order next week. I am sorry and I don't like it. Orders usually coming in in 4 weeks came in in 4 days.

Deer Valley Farm, a store in New Hampshire, and one in Greenwich, Conn., put the Hedda Maar leaflets into their bags and packages. Deer Valley Farm says they have many results. Is it possible that you like this idea?

I hope "Velveteen" also will catch on. Walnut Acres sells ca. 450 to 500 bottles each year since 1962. Today came a card from Pittsburgh, Pa.: "A friend gave me a bottle of your Velveteen and I find it a marvelous skin oil. Where in Pittsburgh can I buy it? I would like to try more of your products. Could you send me a pricelist?" Lately I get such cards or letters every week.

Again: Thank you and best wishes.

Sincerely,

The bill for the entire  
order comes after the delivery  
of the missing 12 jars.

Hedda Maar

Hedda Maar

TO 1472 Broadway

New York, N.Y. 10036

FROM

**BUCKS COUNTY NATURAL FOOD CENTER**

9 CHERRY ST.

RICHLANDTOWN, PA. 18955

Phone: (Area Code 215) 536-3819

XSUBJECT: Dear Hedda Maar:

DATE: April 14, 1971

FOLD ↑

At your convenience, please send us the following:

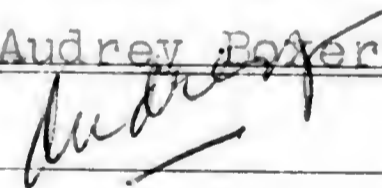
2 doz. jars - ON GUARD - 2 oz.

1 " bottles - CLEANSE WITH CARE - 4 oz.

Many thanks for your good wishes. Moving date to our new location is now set for April 20 - grand opening will be about the middle of May. As you can understand, we are simply frantic with work at this point!

PLEASE REPLY TO → SIGNED Sincerely,

Audrey Boyer



DATE

SIGNED

Order No. 5738 Date Sept. 29 1969

M Bucks County Nat. Food Ctr

Ship to Rimlauffom - Pa.

At \_\_\_\_\_

Ship by \_\_\_\_\_ When \_\_\_\_\_

Terms \_\_\_\_\_ Buyer \_\_\_\_\_

12	2oz	on guard 2.25	27	-
12	4oz	Clearance With Case 2.25	27	-
			51	-
		less 40%	30.60	
		postage	1.85	
			32.45	

cards - shippers  
 by parcel post ins.  
 prices net - 10 days  
 pd. Oct. 10 - 69

Order No. 5553 Date July 1 1968

M BUCKS COUNTY NAT. FOOD CENTER  
RICHLAND TOWN - Penna. 18955

Ship to \_\_\_\_\_

At your order May 25-1968

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	2oz	ON Guard 2.25	12	-
6	4"	Velocitec 3.00	18	-
6	4"	Clearance With Case 2.25	13	50
			43	50
		less 40%	17	40
			26	10
		postage	1	40
			27	50

leaflets  
 sample: 298 Colozae  
 by parcel post ins.  
 prices net - 10 days  
 pd July 68

Order No. 5868 Date Aug 14 1970

M Bucks County Natural Food Center  
Rimlauffom - Pa

Ship to \_\_\_\_\_

At ordered by phone

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

12	2oz	ON Guard 2.25	27	-
12	4"	Velocitec 3.50	42	-
12	4"	Clearance With Case 2.50	30	-
			99	-
		less 40%	39	60
			59	40
		postage	2	05
		circulars shippers	61	45

by parcel post ins.  
 prices net - payable Oct. 1  
 pd Oct. 1970

B.C. W.F.C.

June 1 - 1968

4 Cherry Lane  
Richmond - Pa

Dear Mrs. Borer:

This is to thank you heartily for your new order, here & especially for your kind words about Hedda Maar beauty aids. As I told you: "It is common practice in business to peddle the shoddy, the offered merchandise no matter if it is worthwhile or not." I myself rather seem to be unbusinesslike. I know - Experience is my teacher - Hedda Maar preparations to be often better than others & more so for their price. But when my customers praise "Hedda Maar" I am thrilled!

Now - I know - they call & will sell with absolute confidence. This is the important thing to me.

Your order is on its way. Kindly let your customers pick up the ~~leaflets~~ enclosed leaflets. Mr. Carsten Deer Valley Farm (a name you might know) wrote me a few weeks ago: "We always put your leaflets <sup>in</sup> all our packages. Now it seems to pay off."

In the package you'll find a sample of Hedda Maar's "298 Cologne." Please, try it.

The best place to do this is on the inner lower arm where  
the blood flows. Here one really can find out about one's skin  
reaction to a particular scent. Fragrances are a matter  
of taste! Some like them spicy, some woody, others sweet,  
again others loud & so on. You can't get anything better in  
the type of 298 Cologne. It comes in a 4oz bottle in a cellophane  
covered box, looks attractive & makes a nice give for any  
occasion: Birthdays, hospital visits ~~at~~ sweet 16 parties etc.  
May be you can sell it in your store! This I don't  
know.

You might like to know that "On Guard" is available  
also in 8 oz jars. These sell for \$5.50.

Thanking you for your kind interest & hoping  
to hear from you again in the near future I

Ann

Hedda Maar

1472 Broadway, New York, N. Y. 10036

May 6 1968

Bucks County Natural Food Center  
9 Cherry St  
Richlandtown, Pa.

ordered by phone

5541 6 2oz	On Guard	\$2.00	\$12.00
1 4"	Velveteen		3.00
1 4"	Cleanse With Care		<u>2.25</u>
			17.25
	less 40%		<u>6.90</u>
			10.35
	postage		<u>1.10</u>
			11.45

leaflets samples of  
Velveteen & Cleanse With Care

by parcel post ins.  
prices net 10 days

5/22/68  
Dear Miss Maar:  
We agree that your  
products are excellent. However,  
display space continues to be a problem  
in our small store. Do send us the following  
at your earliest convenience:  
6 On Guard 2 oz.  
6 Velveteen 4 oz.  
6 Cleanse with Care 4 oz.  
Sincerely,  
Audrey Boyer



Order No. 5541 Date 5-6 1968  
M BULL'S COUNTY NAT. FOOD CENTER  
RICHLANDTOWN - PA

Ship to \_\_\_\_\_  
At Ordered by phone  
How Ship \_\_\_\_\_  
Terms \_\_\_\_\_ When \_\_\_\_\_  
Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	Don on Guard	2-	12	-
1	Velveton 4oz		3	-
1	4oz Clause WinCare		2	25
			19	25
	less 4090		6	90
		\$	10	35
	postage		1	10
	(safts) Velveton	\$	11	45
	(samples) Clause W. H. Care			
	by parcel post ins			
	Arrives net - 10 days			

paid July 4-68

TEL 215-536-3819

April 26 1968

Mrs. Audrey Boxer  
Bucks County Natural Food Center  
9 Cherry Street  
Richlandtown, Pa.

Dear Mrs. Boxer:

Congratulations to your 4<sup>th</sup> anniversary.

You might have noticed Hedda Maar ads in the Bucks County Organic Gardening Newsletter in which they are placed repeatedly.

Since cosmetics are primarily of interest to women this letter is addressed to you. Hedda Maar preparations are sold in many "Health Stores". Among the many is "Kay's Shop" selling them rather successfully since several months & "Walnut Acres", a firm probably known to you, since years they sell tremendously successful. Those having used once Hedda Maar beauty aids continue to do so; their quality can't be surpassed.

Hedda Maar is dedicated to the idea of producing beauty aids without synthetics, hormones and coal tars; her preparations are very effective, extremely economical, of highest quality and created for people interested not in make up but in a basically healthy, clear, clean skin. In reality only such a skin can look beautiful.

3 main items are offered to you:

"On Guard" primarily a very unusually handcream, 2 oz. sell for \$ 2.--, 8 oz. for \$ 5.50.

"Velveteen", the most effective moisturizer and skin softener, 4 oz. sell for \$ 2.00.

"Cleanse with Care", a totally new concept in skin cleansing, 4 oz. sell for \$ 2.25.

The enclosed circulars give information; should you have any questions, please, don't hesitate to ask.

Your discount would be 40%, that is, something selling for \$ 2.-- would cost you \$ 1.20. Minimum order is \$ 10.--. I carry handling charges, you pay the postage. Prices are net, payable after 10 days.

According to the letters I receive again & again I believe your customers might appreciate to be offered Hedda Maar beauty aids in your store.

Looking forward to hearing from you I remain

Sincerely,

Encl.  
H, L

Hedda Maar

C

D

May 6, 1971

Hedda Maar

A year ago, Velveteen cost \$3.50 per bottle. Also, orders over \$5.00 were mailed free of charge. As I would like to order more Velveteen, please let me know if the above is still the same. At the time, I know, you were asking 25¢ to cover cost of mailing orders under \$5.00.

Sincerely,



Evelyn G. Davies  
27 Ann Vinal Road  
North Scituate, Mass. 02060

May 13 1971

Evelyn Davies  
27 Ann Vinal Road  
North Scituate, Mass. 02060

Dear Miss Davies,

Thank you for your letter of May 6- 1971. It is always good to hear from you.

To my own regret higher prices for jars, bottles, labels, raw material, general expenses forced me to raise the prices for Hedda Maar beauty aids. Though prices for postage also will go up this week I try to continue asking only 25¢ to cover partly the cost of mailing orders under \$ 5.-- .

Looking forward to hearing from you I am with good wishes

Sincerely,

Hedda Maar

Encl. HM/L

It is with pleasure that I learned from Miss Thomas about your interest in my preparations. Naturally, I would be delighted should you like to offer them to your customers. According to my experience you might do them something good by making them acquainted with Hedda Mear cosmetics. Walnut Acres sells them and Mr. Keene wrote me about the grateful letters he is receiving.

Hedda Mear's most important & very much liked preparations are "On Guard", a cream, and "Velveteen", a clear liquid.

"Velveteen" is a mixture of oils, all beneficial to the skin. Insect for washing the skin for keeping it clean. The skin treated with nothing but "Velveteen" will really look very well taken care of: smooth, soft & healthy. In my opinion <sup>first</sup> the skin has ~~first~~ to look healthy to <sup>appear</sup> beautiful. "Velveteen" is good for all skin types.

"On Guard" is a unique formula. It prevents the skin from getting chapped. Doctors prescribe it for externally caused skin-troubles. People suffering from skin trouble around the nails reported their troubles gone after treatment with "On Guard". Cress- or little sunblisters disappeared when treated with "On Guard". No matter how expensive there is nothing comparable on the market available. Both preparations give out extremely well, are long lasting, relatively cheap & therefore very economical.

"Velveteen" sells for \$2.25 (4ozs)  
"On Guard" " " 1.50 (2" ), 4.50 (8ozs).  
You would have to charge the seller 10% tax on cosmetics. Your discount would be 35%, the prices are net, for orders over \$10.- there is no charge for postage. Every order is payable after 10 days.

Looking forward to hearing from you very soon since the season starts now & both items are given <sup>also</sup> as gifts & remain

Cordially,

HEDDA MEAR

Mr. J. Carsten  
Deer Valley Farm  
R.D. 1  
Sufford - N.Y.

Nov. 61

You will wish to continue  
wearing this toiletwater.

If your cosmetic dealer  
cannot supply you write to

H E D D A M A A R  
1472 Broadway  
suite 904  
New York 46, N.Y.

---

For the best in skin-care

HEDDA MAAR COSMETICS.

You will wish to continue  
wearing this toiletwater.

If your cosmetic dealer  
cannot supply you write to

H E D D A M A A R  
1472 Broadway  
suite 904  
New York 46, N.Y.

---

For the best in skin-care

HEDDA MAAR COSMETICS

Organic  
Farming

# DEER VALLEY FARM and COUNTRY STORE

Natures  
Way

Bangs Certified Herd

Member  
Natural Food Associates

PRODUCERS, MILLERS, DISTRIBUTORS  
OF CEREALS, FLOUR AND NATURAL FOODS

Phone: Mt. Upton 2720  
Guilford, N. Y.

1/24/62

Miss Hilda Marr

New York, N. Y.

Dear Miss Marr,

Enclosed order was intended to be mailed a few weeks ago. I took out your order to do so but somehow have mislaid it. Not hearing from you I am assuming I failed to send in the order.

Not being able to locate your address I don't have your complete address so will route this letter through Miss Thomas.

As you know we are going through quite an expansion program. Right now we are scattered over four large buildings which makes it difficult to operate.

If you will bear with us until our new set up is in operation I am sure we will move quite a bit of your products.

Thank you very much for showing some time ago and do hope this 1962 be a wonderful year for you in every respect.

Best from here

Sincerely

Joseph Carston

OUR GOAL IS TO LEARN THE UNCHANGED TRUTHS OF NATURAL LAWS AND APPLY THEM TO FERTILITY FARMING



DEER VALLEY FARM and COUNTRY STORE

Phone R.D. 1. Guilford N.Y.  
Mt. Upton PO 4-2720

ORDER FORM

Please Print DATE 1-24-62

NAME Miss Hedda Munn

ADDRESS Please ship to the

CITY Above STATE

Deer Valley Bakery  
R. D. 1  
Guilford, N. Y.

Quantity	Items Wanted	Price
----------	--------------	-------

<u>18</u>	<u>on guard -</u>	
<u>4</u>	<u>Velveten</u>	

Order No. 4428 Feb. 1 1962

M Deer Valley Farm

Ship to Guilford - N. Y.

At Your Order when

How Ship dated Salesman Jau, 24/62

Terms Buyer

<u>18</u>	<u>2 on "on guard" 1.50</u>	<u>27</u>
<u>4</u>	<u>4. Velveten 2.25</u>	<u>9</u>
		<u>36</u>
	<u>less 35%</u>	<u>12.60</u>
		<u>\$23.40</u>

23.40  
1.17 5 road commission  
22.23

paid by check  
34 124  
Feb 13 - 62

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PAGE  
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C6203

MFD. BY PITTSBURGH SALESBOOK CO., PITTSBURGH, PA.

Country Store  
Farm  
NOTICE

Please read reverse side before ordering

Organic  
Farming

# DEER VALLEY FARM and COUNTRY STORE

Natures  
Way

Bangs Certified Herd

Member  
Natural Food Associates

PRODUCERS, MILLERS, DISTRIBUTORS  
OF CEREALS, FLOUR AND NATURAL FOODS

Phone: Mt. Upton 2720  
Guilford, N. Y.

2-12-62

Hedda Maar

1472 Broadway  
New York 36, N.Y.

Dear Miss Maar,

Thank you for your letters, nice to know you know about farm life. We like it very much though it is hard work. We have been on farms a long time our folks too.

We handle a complete line of Barth Cosmetics and sell a good amount. People like to read on the container what the product contains. I have been asked many times, "what is in your product?" as you know I can't tell them because I don't know. We do

not tell people what to use. We leave that up to them. Unless you can give folks a general idea what the contents are you will lose many sales to people interested in natural cosmetics.

Enclosed check to cover our recent order for 23.40

Best wishes

Very truly yours

Joseph Carstén

Dear Valley Farm

March 5-1962

Dear Mr. Carsten:

Thank you for your kind letter of  
Febr. 12-1962. Kindly excuse the delayed  
answer! ~~Excuse me!~~ The virus got me! It's  
O.K. now.

You can tell your customers:

"Velveteen" is a mixture of flower & fruit-  
oils & lecithin.

"On Guard" consists of c. 23 ingredients.

Your customers will like to know that  
though totally greaseless it contains among  
other things Lauric flower & vegetable oils  
~~all substance obtained from sperm whale oil~~  
& cholesterol. Cholesterol is an essential  
component of every tissue. Science is  
not sure of it yet but it seems to keep the  
skin tight (if this is the correct English  
word.) Thus preventing it from getting  
snapped.

Hoping to hear from you in the  
near future. Sincerely with  
best wishes

Wedda Maan

Copy.

1472 Broadway  
NEW YORK 36, N.Y.  
October 4, 1962

Deer Valley Farm  
Guilford, N.Y.

Dear Mr. Carsten:

This is to thank you very much for putting  
"Velveteen" & "On Guard" in your catalogue.

I hope it will bring you and me good results.

I wrote you that Walnut Ceres are selling  
them. I am very happy. I can report that  
they never stop getting orders & reorders &  
letters of gratitude from their customers.

As I told you prices will be a little  
higher as of Nov. 1, 1962. If you want  
you can order before Nov 1 & get the old  
price.

As of Nov 1 the price will be

" On Guard "	2 oz	\$ 1.75 + tax
" "	8 oz	\$ 5.00 + tax
" Velveteen "	4 oz	\$ 2.50 + tax

I would suggest you put in your  
list

" On Guard "	\$ 2.00	Tax incl. for 2 oz.
" "	\$ 5.50	Tax incl. for 8 oz.
" Velveteen "	\$ 2.75	Tax incl. for 4 oz.

OTW.

175  
175  
175  
33  
613

Your discount as stated in my letter of Nov 1961 is 35% since you want me to pay the tax the bill would look (let's say) for 10' on Guard 2'3

10 on guard 2'3	1.75	17.50
less 35%		6.13
		<hr/>
		11.37
plus 10% tax of 17.50		1.75
		<hr/>
		13.12

I guess that's clear?

R.D.1 Guilford N.Y. is a rural postroute. Can I send therefore packages weighing more than 20 lbs? I would appreciate an answer to be sure.

Looking forward to hearing from you soon I am with best wishes to you and Mrs Carsten

Sincerely,

Hedda Maas

Natures  
Way

# DEER VALLEY FARM and COUNTRY STORE

Organic  
Farming

Bangs Certified Herd

Member  
Natural Food Associates

PRODUCERS, MILLERS, DISTRIBUTORS  
OF CEREALS, FLOUR AND NATURAL FOODS

Phone: Mt. Upton PO 4-2720  
Guilford, N. Y.

Dec. 22, 1962

Dear Miss Maca -

Enclosed is check to cover our order of Dec 1, 1962.

Thank you very much for the appropriate and  
gracious gift.

Sincerely yours

Robert Carsten

Order No. 4564 Nov. 29 1962  
 M. Deer Valley Farm  
 Ship to Guilford N.Y.  
 At \_\_\_\_\_ When \_\_\_\_\_  
 How  Ship \_\_\_\_\_ Salesman \_\_\_\_\_  
 Terms: \_\_\_\_\_ Buyer \_\_\_\_\_

12	2oz "on hand"	1.75	21	-
3	8" " "	5.-	15	-
12	4oz "Veloctan"	2.50	30	-
			66	-
	less 35%		23 10	-
			42 90	-
	less 5% tollage		2 15	-
			40 75	-
	42.90			
	6.60	10% of Fed. tax of 66.-		
	<del>49.50</del>			
	order given by phone			
	paid			

Organic Farming

# DEER VALLEY FARM and COUNTRY STORE

Natures Way

Bangs Certified Herd

Member  
Natural Food Associates

PRODUCERS MILLERS DISTRIBUTORS  
OF CEREALS FLOUR AND NATURAL FOODS

Phone: Mt. Upton PO 4-2720  
Guilford, N. Y.

4/3/63

Hedda Mann  
1472 Broadway  
New York 36, N.Y.

Dear Miss Mann.

Hope you are busy and enjoying the fine weather. Have been trying to get an order to you for over one week now. We should have given it to you when you called. We

Order No. 4665 June 10 1963 03  
M. Deer Valley Farm  
Ship to Guilford N. Y. 03  
At \_\_\_\_\_  
Ship \_\_\_\_\_ When \_\_\_\_\_ 4.

Tax paid } on  
Tax paid } goods.

Terms	Buyer		
18	2 on 'on meat'	31	50
3	8 " " " 1.75	15	-
		46	50
	less 35.90	16	27
		30	23
	less 5.20 to lunch.	1	50
		28	73
	46.50		
	4.65 - 10% fed tax of 46.50		
	<del>46.50</del>		
	30.23		
	4.65		
	paid \$34.88		

PITTSBURGH 5, LESBOCK BLDG., PITTSBURGH 2, PA.

TRUTHS OF NATURAL LAWS AND APPLY THEM TO FERTILITY FARMING

July 25-1963

Deer Valley

Dear Mr. Carsten,

Many thanks for your letter  
& check. You sent me too much  
money. Enclosed a copy of the  
bill.

- I'll send the \$ 11.77 due  
to you plus \$ 10.- for an ad  
and the cost for the ad  
out of the week.

kindest regards to you &

Mrs. Carsten. Sincerely,

•  
Sorry the caps broke. Will  
mail them to you free of charge.



Organic Farming

# DEER VALLEY FARM and COUNTRY STORE

Natures Way

Bangs Certified Herd

Member  
Natural Food Associates

PRODUCERS MILLERS DISTRIBUTORS  
OF CEREALS FLOUR AND NATURAL FOODS

Phone: Mt. Upton PO 4-2720  
Guilford, N. Y.

July 21 - 1963

Hedda Maan  
1472 Broadway  
New York 36, N.Y.

Dear Miss Maan  
Thank you for your letter, somehow I did mislay  
your bill, just lost in the maze of papers I am  
trying to catch up with.

I was going to include a <sup>note</sup> ~~check~~ with these circulars  
ask for a bill, enclosure check \$46.65, many thanks

I hope you can see your way to take an ad in  
our Convention Brochure. The New York Conventions  
always draw a very good crowd, I am sure  
an ad will make friends for your products.  
Maybe you can come to the Convention too.

Best wishes and again Thanks

Very truly yours  
Joseph Carsten

P.S. Two Caps Large jars on guard were broken  
the contents were not affected, will you please  
send me two covers and bill for same.

114

TENTH ANNUAL N.Y. STATE N.F.A. CONVENTION  
October 9th, 1965 HOTEL ROOSEVELT New York, NY.  
45th. street & Madison Avenue

ADVANCE NOTICE

EXHIBITORS NEWSLETTER

This year's N.Y. State Convention will be held in one of New York City finest hotel in the heart of Manhattan and the Metropolitan area, in easy reach from the entire metropolitan area. This convention will be advertised in Prevention Magazine, and Health Food Stores in NYC and surrounding Area. It will be mentioned on Dr. Carlton Fredrick's program and thousands of convention brochures will be mailed to members in N.Y. State and neighboring states. A record attendance will be looking to meet you and learn more about your products. LETS ALL HELP FOLKS TO LEARN MORE ABOUT HEALTH AND NATURAL FOODS--A SURE WAY IS TO BE THERE WITH YOUR EXHIBIT.

An outstanding program is in the making with authorities like Jonathan Forman, MD and Dr. Carlton Fredricks already committed. The main theme of this convention will stress BETTER HEALTH via NATURAL and HEALTH FOODS and where to find them. Don't miss this economical opportunity to let folks learn of you and your products.

We suggest that you park away from the hotel. Crosstown, about 9th avenue plenty of parking is available at reasonable cost, \$2.50 from Friday evening to Sun. AM. Easily reached by bus or a nice walk through Times Square to the hotel. The Exhibit Committee will assist in getting parked and getting to your parking area. These open parking lots are fenced and attended. You can have inside parking near the hotel if you wish for about an average cost of 50c per hour. The committee will have more data on parking areas soon. Small trucks (pickups) are permitted in the open parking area but not in the inside parking. PLEASE INDICATE ON YOUR RESERVATION BLANK WHERE YOU WOULD LIKE TO PARK.

Exhibits will be set up in the main ball room foyer. Each display table will have ample room in the back for storage. Additional storage is provided in adjoining rooms, from where you can replenish your stock with ease. The loading platform entrance is on Vanderbilt Ave. with an elevator to the exhibit foyer. The committee will assist you with getting your materials to the exhibit area and direct you in parking.

NOW, IT IS MOST IMPORTANT THAT YOU LET US KNOW WITHOUT DELAY HOW MANY SPACES YOU WILL REQUIRE. THERE WILL BE NO LAST MINUTE RESERVATIONS, AS WE MUST MAKE ARRANGEMENTS FOR YOUR NEEDS NOW. PLEASE COOPERATE AND LET US KNOW BY RETURN MAIL IF POSSIBLE. PLEASE USE CONVENIENT RESERVATION BLANK BELOW. THANK YOU. June 4, 1965  
----- cut on this line -----

EXHIBITOR RESERVATION BLANK    N.Y. STATE NFA CONVENTION OCT. 9th, 1965  
Hotel Roosevelt New York, N.Y.

ADVANCE NOTICE

Please send in without delay

Reserve for me.... table(s) 2½ft. x 6ft. at \$20.00 each.. Total enclosed.....  
\$10.00 Retainer enclosed .....

I understand there will be no refund for cancellations after August 1st, 1965  
I will furnish my own signs. The convention committee reserves the right to refuse exhibit space to anyone whose display does not meet the standards of the NFA as stated in the National NFA Magazine. I WILL DISPLAY.....

Signature.....Address.....Phone.....

I prefer inside parking.....I prefer open parking.....

Hotel Roosevelt double room per day, \$19.00....., Single \$14.00.....  
Rooms at lower rates are available nearby. More data on this later

A buffet Roast Beef Banquet is planned at \$5.70, this is optional. yes....no....

Please mail this blank with your check to the Exhibit Committee NFA, C/O Joseph Carsten, RD 1, Guilford N.Y. 13780. Make checks payable to N.Y. STATE CHAPTER NFA

Dear Nedda:-

6/6/65

Please ship me-

12 - On guard Cords

6 " " Tays

12 Velveteen

I am all sold out but missed to get an order in before you left. Hope you had a nice trip-

You cant miss by taking a bath at this Convention

Best wishes sincerely Joseph Carlin

\$ 10.-

offered

82 Sajas

1 Velveteen

Order No. 5038 Date June 1965

M Deer Valley Farm

Smilford - N. Y.

Ship to

At

How Ship

Terms

When

Salesman

Buyer

12	20w "On Guard"	1.75	21	-
6	8" " "	5.-	30	-
12	4" Velveteen		30	-
			81	-
	less 35%		28	35
			\$ 52	65
	5% to most Thomas		\$ 65	
			\$ 50	-
	Pd June 30-65			
	by check			

Hedda Maar

1472 Broadway, New York, N. Y. 10036

July 21 - 1965

Deer Valley Farm  
Guilford, N. Y.

Dear Mr. Carsten,

Some time ago a new item was added to my preparations called "Cleanse With Care" I offered it to you, unfortunately there was no response.

"Cleanse With Care", I think, would appeal very much to your customers, it is what I call, a really "honest" preparation: plain, effective & meant to give the skin a "healthy" look. It cleans marvelously & only a really clean skin can look beautiful.

Since its beginning many people ordered it & an astonishingly large number is reordering it regularly.

Wouldn't you like to start offering it

over

just by ordering first only 6 bottles  
just to start with?

Looking forward to hearing  
from you I send my best wishes  
to Mrs. Carsten & you

Sincerely,  
Hedda Haas

8/9/65

Dear Hedda:- Sorry, just up to over  
our heads. Will you please send 12  
"Cleanse with Care" send a good lot of Cerulus  
like what you sent me. We will include one  
with each order. ~~and~~ too late for our catalog.

Best wishes  
J. Carsten

Ucl.

Order No. 5064 Date Aug: 16 1965

M Deer Valley Farm  
Guilford - N.Y.

Ship to \_\_\_\_\_

At \_\_\_\_\_

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

121	Cheese With Care 2 -	24	-
	less 3590-		840
		\$ 1560	
	550 to. Dies Thomas		78
			<u>1482</u>
	leaflets		

rd  
Sept. 8-65

6-30-65

Dear Nedda:-

will try to answer your letter later.

Wish you would consider showing your products at the convention. Wanda ~~to~~ <sup>products</sup> want a booth ~~but~~ you should be there in person to explain & answer question - we would have much room & we don't know anything about cosmetics

Joe Carolina

Order No. 5119 Nov. 30 1965

M. Near Valley Farm

Ship to Guilford - N.Y.

At \_\_\_\_\_ When \_\_\_\_\_

Via your order Salesman \_\_\_\_\_

Terms: 11-23-65 Buyer \_\_\_\_\_

24	on guard	1.75	42	-
12	Violeteen	2.50	30	-
3	Sensation Toilett. Wat	3	9	-
			81	-
	less 35%		28.35	
			\$ 52.65	

leaflets

pd Dec. 10. 65

Organic Farming

# DEER VALLEY FARM and COUNTRY STORE

Natures Way

Member  
Natural Food Associates

*Bangs Certified Herd*  
PRODUCERS MILLERS DISTRIBUTORS  
OF CEREALS FLOUR AND NATURAL FOODS

Phone: Mt. Upton PO 4-2720  
Guilford, N. Y. 13780

11/23/65

Dear Mrs. Maan,

Enclosure completed Resale certificate with our  
identification #.

Thank you for the sample. Mrs. Carsten likes it  
we will start sending out the circulars you  
sent to day -

We are terribly busy now, just don't know what  
way to turn -

Best wishes for a happy Thanksgiving -

Sincerely

Joseph Carsten

P.S. Please ship the following

24 small on guard

12 Blueberries

3 "Sensation" toilet water as per sample you sent  
will try this.



Order No. 5316 Dec 2 19 66

M Deer Valley Farm

Ship to Guilford - N.Y.

At order inew When \_\_\_\_\_

V by phone Salesman \_\_\_\_\_

Terms: \_\_\_\_\_ Buyer \_\_\_\_\_

18	Down Guard	1.25	31	50
6	8 " " "	5.-	30	-
6	Velveteece	2.75	16	50
6	Clearance White Care	2.-	12	-
4	298 Cologne	3.-	12	-
2	Sanitation Toilet Water	3.25	6	50
			108	50
	less 35.50-		37	98
		\$	70	52
	sample: 298 Cologne			
	via flight 5.10.00			
	less 5.50- by air		3	52
	pd Jan. 14. 67		67	00

SHELBY BUSINESS FORMS, INC., SHELBY, OHIO

Order No. 5191 March 24 19 66

M Deer Valley Farm

Ship to Guilford N.Y.

At ordered When \_\_\_\_\_

How Ship by phone Salesman \_\_\_\_\_

Terms \_\_\_\_\_ Buyer \_\_\_\_\_

12	8m on guard	5	60	-
	less 35.50-		21	-
			39	-
	5.90 to less T.L.		1	95
			37	05
	less 1.00			
	Amount of bill paid 1.00			
	* Clearance White Care 1 * Velveteece			
	with mail from 2.50			
	2.50 2 1/2 net from 0.25			
	pd. April 18 - 1966			

C6203

PITTSBURGH SALESBOOK CO., PITTSBURGH 3, PA.

Organic Farming



DEER VALLEY FARM  
and Country Store

Nature's Way

MEMBER  
NATURAL FOOD ASSOCIATES

Bangs Certified Herd

PRODUCERS • MILLERS • DISTRIBUTORS  
OF CEREALS, FLOUR AND NATURAL FOODS

PHONE: (607) 764-2720  
GUILFORD, N. Y. 13780

1-12-68

Hedda Maar

1472 Broadway

New York, NY. 10036

Dear Miss Maar:

Thank you for your kind remembrance over the  
Holidays - we do hope this be a wonderful year  
for you -

Will you please ship 18 jars 8 3/4 size  
"On Guard".

Thank you

Sincerely  
Joseph Carsten

Order No. 5500 Date 1-19 1968

M Deer Valley Farm  
Guilford - N.Y.

Ship to \_\_\_\_\_

At your order Jan. 12-68

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

18	80w On Guard	5 50	99	—
	less 35%		34	65
			64	35
	less 5% W&T		3	21
		\$	61	14
pd. Feb. 15-68				

Order No. 5529 Date 3-29 1968

M Deer Valley Farm  
Guilford - N.Y.

Ship to: your order 3-28-1968

At \_\_\_\_\_

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

12	40w Veltreese	3	36	—
12	40w Chausse Whiteface	2 25	27	—
			63	—
	less 35%		42	05
			40	95
	less 5% W&T		3	—
			38	95
	W&T: ll W.C.			
	Sum - 298			
	terms net 10 days			

Organic Farming

# DEER VALLEY FARM

Nature's Way

and Country Store

MEMBER  
NATURAL FOOD ASSOCIATES

Bangs Certified Herd

PRODUCERS • MILLERS • DISTRIBUTORS  
OF CEREALS, FLOUR AND NATURAL FOODS

PHONE: (607) 764-2720  
GUILFORD, N. Y. 13780

3-28-68

Dear Miss Mann -

The Last Shipment of 83 on guard we found 4 caps broken on the bottom layer - The cream & jar is ok only the caps damaged - one fell off the shelf & broke - These caps are very fragile - I suggest you also pad the top & bottom of the carton - or maybe a metal cap will be better -

Will you please send us 6 caps to replace broken leaving us one extra -

Send circulars on Velvetin, clean with care on guard also sensation -

Please ship 12 Velvetin  
12 Clean with care -  
all your items have been moving. guess placing a circular with each order helps -

Best wishes

Joseph Carsten

Organic Farming

# DEER VALLEY FARM

Nature's Way

## and Country Store

MEMBER  
NATURAL FOOD ASSOCIATES

Bangs Certified Herd

PRODUCERS • MILLERS • DISTRIBUTORS  
OF CEREALS, FLOUR AND NATURAL FOODS

PHONE: (607) 764-2720  
GUILFORD, N. Y. 13780

24-1-68

Dear Miss Maer:-

Have your card, glad you sent it because we had not noticed the difference in sign of 8oz jar-

We have the following Broken

3 - 3 1/4" size =

1 - 3 1/2 size =

1 Previous 3 1/2 =

Please send 1 extra each from now on will the size be only 1 - ?

Thank you

Joseph Carleton

Mailed

~~by~~ covers

April 4 - 1968

*177522*

### RECEIPT FOR DOMESTIC INSURED PARCEL

ADDRESSED FOR DELIVERY AT (P.O. and State)	
<i>Gulfport</i> <i>MS</i>	
POSTAGE	<i>50</i> ¢
INSURANCE FEE	<i>20</i> ¢
SPECIAL DELIVERY	¢
SPECIAL HANDLING	¢
<input type="checkbox"/> FRAGILE	<input type="checkbox"/> PERISHABLE
MAILING OFFICE	
POSTMARK OF <i>ALBANY MS</i> <i>APR 26 1963</i>	
POSTMASTER (By) <i>[Signature]</i>	
SENDER—Enter name and address of addressee on other side and read information regarding insurance coverage and claims.	

POD Form **3813**  
Jan. 1963

e48-16-77410-1

Organic Farming



DEER VALLEY FARM  
and Country Store

Nature's Way

MEMBER  
NATURAL FOOD ASSOCIATES

Bangs Certified Herd  
PRODUCERS • MILLERS • DISTRIBUTORS  
OF CEREALS, FLOUR AND NATURAL FOODS

PHONE: (607) 764-2720  
GUILFORD, N. Y. 13780

4-11-68

● Dear Miss Mac:-

Thank you for sending the Jan Caps - now all  
you have good caps. Also the last order arrived in  
good condition.

Sorry that you ad has been messed up - we  
don't have a paid editor hence our newsletter  
does not get out on time due to not having time.

● I am enclosing the last issue - Please write  
to the secretary Miss Kelley she will refund you  
~~any~~ if you have a refund.

Mr. London the man in charge of ads just  
died so will be a while before we know  
what's what. In the mean time I will take  
over.

Chick for last order enclosed of Newsletter

Joseph Carsten

asked for new date  
4-22-68

Organic Farming



DEER VALLEY FARM  
and Country Store

Nature's Way

MEMBER  
NATURAL FOOD ASSOCIATES

Hangs Certified Herd

PRODUCERS • MILLERS • DISTRIBUTORS  
OF CEREALS, FLOUR AND NATURAL FOODS

PHONE: (607) 764-2720  
GUILFORD, N. Y. 13780

June 20-69

● Hedda Maas  
● 1472 Broadway  
New York, N.Y.

Dear Miss Maas:-

Please ship - The following -

18 jars 8 oz on hand -

9 bottles Cleanse with Care -

● Thank you  
Joseph Carsten

Send your ad direct to

Eleanor Orsini  
35 - South Broadway  
Framington N.Y. 10533



Order No. 5711 Date June 30 1969

M Deer Valley Farm

Ship to Windsford N.Y. 13780

At your order June 20, 1969

Ship by \_\_\_\_\_ When \_\_\_\_\_

Terms \_\_\_\_\_ Buyer \_\_\_\_\_

18	80w On Guard	5.50	99	-
9	4" Cleave With Care	2.00	25	
		2.25	119	25
	less 35%		41	73
			77	52
	less 5% Disc.		387	
			73	65

prices net - 10 days

pd July 11 1969

C6204

PITTSBURGH SALESBOOK CO., PITTSBURGH 8, PA.

Order No. 5778 Date Dec. 10 1969

M Deer Valley Farm  
Windsford N.Y.

Ship to \_\_\_\_\_

At ordered by phone

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	80w On Guard	6.-	36	-
12	2" On Guard	2.25	27	-
12	4" Velvetex	3.50	42	-
			105	-
	less 35%		36	75
			68	25

stickers - cards

by parcel post ins. pd. Jan. 1970

prices net - 10 days

5% to Union. 340

6485

AD. 100

~~2 2.2 2.2 2.2 2.2 2.2 2.2  
 9 9.9 9.9 9.9 9.9 9.9 9.9  
 4 4.4 4.4 4.4 4.4 4.4 4.4  
 1 1.1 1.1 1.1 1.1 1.1 1.1~~

63  
 - 22.05  
 -----  
 40.95

42  
 - 1.470  
 -----  
 40.53

4.20  
 8.40  
 12.60  
 -----  
 35.20

V. 27.35  
 C. 40.95  
 -----  
 68.30

6.30  
 12.60  
 18.90  
 -----  
 38.05

Organic Farming



DEER VALLEY FARM  
and Country Store

Nature's Way

MEMBER  
NATURAL FOOD ASSOCIATES

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OF CEREALS, FLOUR AND NATURAL FOODS

PHONE: (607) 764-2720  
GUILFORD, N. Y. 13780

12/31/69

● Dear Miss Maari:-

Check Enclosed for order of 12/14 Rec'd OK. as far as I know - We have been pretty busy and now with all the snow we have quite a job opening up the approaches to the store & other building -

Thank you for the Christmas Token you sent for Esther & me - Very thoughtful of you and we appreciate it very much.

● We do hope that you have a very prosperous New Year in 1970 - and much good health & happiness -

Sincerely  
The Carsters of Deer Valley Farm  
Joseph Carster

Organic Farming

# DEER VALLEY FARM and Country Store

Nature's Way

MEMBER  
NATURAL FOOD ASSOCIATES

Bangs Certified Herd

PRODUCERS • MILLERS • DISTRIBUTORS  
OF CEREALS, FLOUR AND NATURAL FOODS

PHONE: (607) 764-2720  
GUILFORD, N. Y. 13780

3-19-70

Ms. Marr  
1472 Broadway  
New York, N.Y. 10036

Dear Miss Marr:

Three customers have returned 23 jars of On Guard due to insufficient amounts in the jars I have checked a few on our shelves and found a few more. If you wish I can return the jars that were returned by customers. Thank you for sending circulars we continue to pass them out.

Yours very truly

Joseph Carsten.

April 27-70

Dear Mr. Carsten: Pardon me for the belated answer, I was ill - Re the 3 jars you mailed to me:

The 2 2/3 empty jars smelled totally rancid. "On Guard" lasts in a ~~very~~ tightly closed jar 1 1/2<sup>2</sup> years without drying out or becoming rancid. These people must have had the cream in some corner longer than 2 years or not closed correctly longer than 3/4 of a year.

The 3rd half empty jar was used & half empty returned for a reason not known to me.

Many are replaced the jars.

— OUR GOAL IS TO LEARN THE UNCHANGED TRUTHS OF NATURAL LAWS AND APPLY THEM TO FERTILITY FARMING —

I am happy I am

able to tell you that I never got a complaint about "On Guard" neither from direct customers nor from shops. "Wellmest Acres" sold ~~many~~ thousands of "On Guard" in bottle sizes over the years & they never received a complaint.

It could happen - as you might agree - that a worker is inattentive & a not correctly filled jar would slip through. In such a case a mean tightly closed would remain white & ~~an~~ excellently smelling in the jar even if it would be older than 1 year.

Order No. 52944 Date Febr. 19 1971

M Deer Valley Farm  
Sunderland - N. Y.

Ship to \_\_\_\_\_

At ordered by phone

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	4oz Clearse With Care	2.50	15	-
6	4" Velvetex	3.50	21	-
12	4oz Clearse With Care	2.50	30	-
12	4" Velvetex	3.50	42	-
6	2" on Guard	2.25	13	50
6	8" on Guard	6.-	36	-
			121	50
	less 35% -		42	53
			48	97
	less 5% - Mass Trans		3	95
	Circulars - leaflets - stickers		17	50-21
	by parcel post ins.			
	Prices net - 10 days		60	00

AD. 100

Mar 11, 1971

Dear Mrs Mann -

Latest shipment received in good condition except one bottle of Clearse With Care was broken - please send a bill.

Sincerely  
Ted Causton

Deer Valley Farm

Sunderland, N. Y.

17 Feb. 19 5444  
 New York  
 1-11 - 1-11  
 7897  
 1.63  
 77.34

~~12~~  
~~11~~  
 121  
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1207  
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 1207

Date



Hedda Mear  
 1472 Broadway  
 New York, N.Y. 10036

March 18 1971

Mr. Ted Carsten  
Dear Valley Farm  
R D # 1  
Guilford N.Y. 13780

Dear Mr. Carsten:

Your card of march 11 arrived today.  
The bill I mailed to you must have gone astray.  
Enclosed a copy of the bill.

Kindly take notice that as of April 15 1971  
I am forced by repeated increases in prices for bottles  
jars, ingredients etc. to raise the prices for Hed'a  
Maar beauty aids:

On Guard	2 oz.	\$ 24 40
On Guard	8 oz.	\$ 6.40
Velveteen	4 oz.	\$ 3.75
Cleanse with Care	4 oz.	\$ 2.700

Looking forward to hearing from you in the  
near future I remain

Sincerely ,

HM/L

Hed'a Maar



# DONNS HEALTH FOODS

14 OAK STREET • LISBON FALLS, MAINE 04252 • PHONE 207-353-2806

MESSAGE

REPLY

TO  Hedda Moss

1472 Broadway

New York, N.Y. 10036

DATE October 14, 1969.

Gentlemen:

Please send brochure of  
your beauty aids together with  
retail - wholesale prices.

Thank you.

Sincerely yours,

BY

Don G. Crafts

Form NN73 © The Drawing Board, Inc., Box 505, Dallas, Texas 75221

INSTRUCTIONS TO SENDER:

1. KEEP YELLOW COPY. 2. SEND WHITE AND PINK COPIES INTACT.

SIGNED

INSTRUCTIONS TO RECEIVER:

1. WRITE REPLY. 2. DETACH STUB, KEEP PINK COPY, RETURN WHITE COPY TO SENDER

October 20/1969.

Dec. 18- 1969.

Mr. Don M Crafts  
Mrs. J. Hensley  
Health Unlimited Inc.  
12993 N. Palmad Hills 10425, 2 N.E.  
Toko Hill Shopping Center  
Atlanta - Ga. 30329

Thank you for your letter and interest.  
Dear Mr. and Mrs. Hensley, food stores are my customers; apparently people expect to be offered cosmetics in these stores. To my own regret the answer to your kind letter, in year out comes somewhat belated since years ago we don't know what to do about it. Please appreciate Hedda Maar's beauty aids that so many people appreciate. I wonder if I could interest you to sell Hedda Maar's beauty aids

The quality of Hedda Maar preparations is unsurpassed. They are absolutely free from coaltar, synthetics and hormones. They are Hedda Maar preparations. They are different from most of the very effective, extremely economical and created for people not interested in make-up but in a basically healthy, clear, clear skin. what they promise are they are very economical, and last not least no beauty aids - no matter the price - are better than

On hand primarily a very unusual - are better than 2 oz. sell for \$2.25, 8 oz. sell for \$16.00. Different fruit juices, fruit oils etc. They definitely contain anything known to be harmful to the skin. Hedda Maar's belief is: Only a healthy skin can look beautiful. People preferring lots of make-up should use Hedda Maar's preparations.

your discount would be 40% that is, something selling for \$ 2. Acres may be known to you since we sell since we are counting would cost \$ 1.20. Minimum order is \$ 5.00. Hedda Maar's preparations. charges, you pay the postage. Prices are net, payable after 10 days.

Fall is excellent for starting to sell Hedda Maar's X  
The enclosed circulars give information; should you have any questions, please don't hesitate to ask.

According to the letters I receive again & again I believe your customers might appreciate to be offered Hedda Maar beauty aids in your store.

I would be very happy to receive an order from you very soon.  
Looking forward to hearing from you I remain

Sincerely  
Hedda Maar

# DONNS HEALTH FOODS

14 OAK STREET • LISBON FALLS, MAINE 04252 • PHONE 207-353-2806

## MESSAGE

TO Hedda Marr  
1472 Broadway  
New York, N.Y. 10036.

DATE Nov. 11, 1969.

Dear Hedda Marr:

I am going to try a few  
of your cosmetics.

Please send me

2 - Tug. On Guard

1 - 8oz. " "

1 - 4oz. Velvetan

1 - 4oz. Cream with care.

Sincerely,

Literature

BY Don M. Craft

Form N-N73 © The Drawing Board, Inc., Box 507, Dallas, Texas 75221

INSTRUCTIONS TO SENDER:

1. KEEP YELLOW COPY. 2. SEND WHITE AND PINK COPIES INTACT.

## REPLY

Order No. 5764 Date Nov. 17 1969

M Donns Health Foods  
Lisbon Falls - Maine 04252

Ship to \_\_\_\_\_  
At Order Nov. 11. - 1969

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

2	2oz On Guard	2.25	4.50
1	8" " "	6.-	6.-
1	4" Velvetan		3.50
1	4. Cream w. care		2.50
			16.50
	less 40%o		6.60
			9.90
	postage		1.-
			10.90
	cards - stickers		
	by parcel post ins. pd.		
	Prices met - 10 days		Nov. 69

AD. 100

1. WRITE RE

Order No. 5722 Date July 11 1969  
 M Derotley's Nat. Food Shops  
 Ship to 14 Mechanix Ave  
 At Watford - N.Y. 13760  
 Ship by ordered by phone  
 Terms \_\_\_\_\_ When \_\_\_\_\_  
 Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	4oz	Chaise With Care	2.25	13 50
		less 40%		5 40
				8 10
		postage		95
				\$ 9 05

payable  
 all Sept. 1969  
 net Jan. 1970

C6204  
 PITTSBURGH SALEBOOK CO., PITTSBURGH 8, PA.

Order No. 5775 Date Dec. 8 1969  
 M Don Health Foods  
Lisbon Falls - Maine  
 Ship to \_\_\_\_\_  
 At ordered by phone  
 How Ship \_\_\_\_\_  
 Terms \_\_\_\_\_ When \_\_\_\_\_  
 Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	2oz	On Guard	2.25	13 50
1	4oz	Velvetee		3 50
3	4oz	Chaise With Care	2.50	7 50
				24 50
		less 40%		9 80
				14 70

cards - stickers  
 3 on guard gift mapped  
 by parcel post ins.  
 arrives net - 10 days

AD. 100

Order No. 5834 Date May 8 1970  
 M Don's Health Foods  
LISBON FALLS - MAINE  
 Ship to \_\_\_\_\_  
 At ordered by phone  
 How Ship \_\_\_\_\_  
 Terms \_\_\_\_\_ When \_\_\_\_\_  
 Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

4	4oz	Chaise With Care	2.50	10 -
1	4oz	Velvetee		3 50
				13 50
		less 40%		5 40
				8 10
		postage		95
				9 05

pd. 9.05  
 June 8 - 1970

AD. 100

Order No. 5869 Date August 17 1970  
 M Don's Health Foods  
LISBON FALLS - MAINE  
 Ship to \_\_\_\_\_  
 At ordered by phone  
 How Ship \_\_\_\_\_  
 Terms \_\_\_\_\_ When \_\_\_\_\_  
 Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	2oz	On Guard	2.25	13 50
		less 40%		5 40
				8 10
		postage		90
				\$ 9 00

pd. Oct. 1970  
 circulars  
 stickers  
 payable Oct. 1.

AD. 100

Order No. 4951 Date MARCH 4 1971

MOMM'S HEALTH FOODS  
LISBON FALLS - MAINE

Ship to \_\_\_\_\_

At ordered by phone

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

1	4oz Veloteen	3 50
6	4" Clearse With Care	250 15 -
		18 50
1	Clearse With Care less 40% price of large	7 40
	leaflets	1 30
	stickers - circulars	1 20
	by parcel post ins.	
	prices net - 10 days	
	ad 12/1/70	
	ad 12/1/71	10 00

AD. 100

FROM  
THE  
DESK  
OF



Don M. Crafts  
Box 116 / 60  
Lisbon Falls, Maine  
04252  
353-2806

Deduct 1.50

March 9, 1971

Dear Hedda:

● On opening your package  
I found one bottle of  
Clearse with Care is  
broken. The circular  
absorbed most of it

Sincerely,  
Don M. Crafts

Dec. 18-1969

Horroly's Nat. Food Shop  
14 Merchants Ave  
Middletown - N.Y. 13760

Dear Mrs. Hull,

Now for the second time you told me you'll pay  
your bill of July 11-1969 in the amount of \$9.05 & again  
you did not send the check. It is for me impossible to believe  
you are not able to pay \$9.05. I don't want to carry your  
debt into 1970 besides the point that I need the money, I have  
to pay bills. Will you, please, send by return mail a check  
for \$9.05.

Dorothy's Natural Food Shop

14 Mechanic Avenue  
Endicott, N. Y. 13760  
Telephone 785-9597

May  
the twenty-seventh  
1969

Hedda Maar  
1472 Broadway, N. Y.

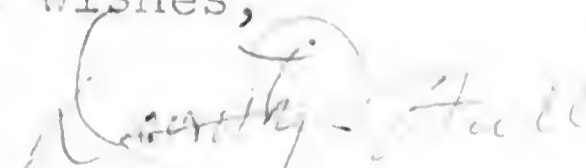
Dear Miss Maar:

Will you please send me the following:

6 4oz. Cleanse with Care @ \$2.25	\$13.50
Less 40%	<u>5.40</u>
	\$ 8.10
	post. <u>1.00</u>
	\$ 9.10

Enclosed is check to cover inv. # 5624 in the amount of \$13.96 and this order.

Best wishes,

  
Dorothy's Natural Food Shop

Enc: Ch. 22.96

Order No. 5702 June 3 1969

M Atolley's Natural Food Shop

Ship to 14 Kenhavit Ave

At Madison - N.Y. 137.60

Ship by Your order May 27 When 69

Terms \_\_\_\_\_ Buyer \_\_\_\_\_

6	4oz Blue Wine Care		
		2.25	13 50
		less 40%	5 40
			8 10
		Postage	1 -
			9 10
		<u>PAID</u>	<u>June 69</u>



Dorothy's Natural Food Shop  
14 Mechanic Avenue  
Endicott, N. Y. 13760  
Telephone 785-9597

March  
the eighteenth  
1969

Hedda Maar  
1492 Brdwy.  
N. Y. City

Dear Miss Maar:

According to my records Bill # 5589 Dated 10/7/68 was paid on 1/27/69. Do you have an other bill that I owe you....if so I must have mislaid the statement as I cannot find it.

Sincerely,

Dorothy Hull

March 21 - 1969

Dear Miss Hull:

In answer to your letter of March 18-69:  
You are right as far as bill 5589 is concerned.

However, an order of 6 doz (1/2 quart) bill 5624 was  
3 doz (1/2 quart)

mailed to you Dec 14-1969. This bill is open. (\$ 12.60  
plus 1.26  
13.86

Hope to get from you another order

very soon! Best wishes for pleasant Easter holidays  
Sincerely,

Order No. 5589 Date '0-7 1968

M Perotley's Natural Food Shop  
Madison - N.Y.

Ship to \_\_\_\_\_  
A  ordered by phone

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	4oz Cheese Milk Care 2.25	13	50
	less 40 20		5 40
			8 10
	postage		90
		8	9 00
	different leaflets		
	p.c. fee		

Order No. 5624 Date Dec. 14 1968

M Perotley's Nat. Food Shop  
EN DYCOTT - N.Y.

Ship to \_\_\_\_\_  
At \_\_\_\_\_ ordered by phone

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	2oz Onward 2.-	12	—
3	4" Velociter 3.-	9	—
		21	—
	less 40 10		8 40
			12 60
	postage		1 26
			13 86
pd	Oct 7-1968 No. 5589	9	—
			22 86
	pd June 69		
	asked for payment April	29	69

*Dorothy's Natural Food Shop*

*14 Mechanic Avenue  
Endicott, N. Y. 13760  
Telephone 785-9597*

April  
the twenty-sixth  
1968

Dear Miss Maar:

●  
You will notice that the check is post-dated. I regret that it has to be this way, but every cent of expected income is spoken for until this date. At least some one else won't get in ahead of you and you will know that you will have your money in the near future.

Sincerely,

DOROTHY'S NATURAL FOOD SHOP

*Dorothy Hull*

Dorothy J. Hull

●

Order No. 5445 Date Sept. 30 1967  
 M Herroly's Natural Food Shop  
ENDICOTT - N.Y.

Ship to \_\_\_\_\_  
 At \_\_\_\_\_  
 How Ship \_\_\_\_\_  
 Terms \_\_\_\_\_ When \_\_\_\_\_  
 Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	Cleare With Care 2-	12	-
	40% off	4	80
		7	20
	postage	1	-
		8	20
1 Velvetan } for-remprice			
1 Cleare With Care } sold on inst.			
As of Oct. 1 Velvetan is \$ 3.-			
Cleare With Care " 2.85			
pd. May 68			

AD. 100

Order No. 5465 Date Nov. 11 1967  
 M Herroly's Natural Food Shop  
Endicott - N.Y.

Ship to \_\_\_\_\_  
 At ordered by phone  
 How Ship \_\_\_\_\_  
 Terms \_\_\_\_\_ When \_\_\_\_\_  
 Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

3	Cleare With Care 4oz 2.25	6	75
3	Velvetan 4oz 3.-	9	-
		15	75
	less 40%	6	30
		9	45
2 samples 298 Catalogue for demonstration			
by parcel post ins. postage 1 -			
prices net 10 days			
Sold by 5445 8 20			
\$ 18 65			
pd. May 68			

AD. 100

Order No. 5348 February 10 1967  
 M Arnold's Health Shoppe

Ship to Endicott - N.Y.  
 At your order When \_\_\_\_\_  
 Via Feb. 5 - 1967 Salesman \_\_\_\_\_  
 Terms: \_\_\_\_\_ Buyer \_\_\_\_\_

6	Cleare With Care 2-	12	-
	less 40%	4	80
		7	20
	postage	75	
		7	95
leaflets & cards			
pd. 2-10-67			

SHELBY BUSINESS FORMS, INC., SHELBY, OHIO

5370

Date March 27 1967  
 Name Arnold's Health Shoppe  
 Address Endicott - N.Y.  
 Sold by ordered by phone Am't Rec'd \_\_\_\_\_

1	6 2oz On Guard 1.75	10.50
2	3 Cleare With Care 2-	6.-
3		16.50
4	less 40%	6.60
5		9.90
6	postage	1.-
7	leaflets	\$ 10.50
8	prices net 10 days	
9	by parcel post	
10		
11		
12		
13		

90049

IN CASE OF ERROR OR EXCHANGE PRESENT THIS SLIP

# Arnold's Health Products

~~R.D. 3 PIERCE HILL~~

Telephone ~~57-2-2653~~

47 Mechanic Ave.

755-4577

~~VESTAL, N.Y.~~

Endicott, N.Y. 13760

Dear Miss Means:

Am enclosing a check for \$30.77 to take care of the Gal. due. @ 22.50 plus an order for a "Course of Care" @ \$12.00 less 40% plus postage.

I like it in my new location & business seems to be holding up very well.

We're having a real touch of winter to day - cold w/ snow - and according to the radio you are having a blizzard in the city.

By the way - do you have or do you know of anyone that has any kind of "connections" that could get me a couple of tickets to the opera? Preferably Family Circle - It's impossible

by mail - According to the "New York" paper  
stand in line all night to get tickets for future  
performances - I used to have wonderful  
luck at the old Nat., but I guess the ticket  
business is handled entirely different now.

There is a very good chance that the  
New York State N. F. M. Convention will be  
held here in Cortland next Oct 14<sup>th</sup> - Why don't  
you plan on coming up and have a booth  
to exhibit your products - It's a wonderful  
way to get new customers and women  
love to meet some one in the "know" on cosmetics.  
Will keep you posted on the developments.

Just wishes  
Dorothy Hill

22.82  
9.20  
.95  
30.77

Exp: 30.77 check -

Order No. 5066 Date 8-21 1965  
 M ARNOLD'S HEALTH STORE  
 Vestal - N.Y.

Ship to \_\_\_\_\_  
 At \_\_\_\_\_ given by telephone  
 How Ship \_\_\_\_\_  
 Terms \_\_\_\_\_ When \_\_\_\_\_  
 Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	on guard	2.00	12.00	30
2	Velveteen	2.50	5.00	
2	Clearse with Care	2.00	4.00	
			19.50	
			less 40%	7.30
				11.90
				59
				11.11
				88
				11.99

only for the first order less 5% = 59  
 postage \$ 11.11  
 samples: Sensation T.W. Water  
 leaflets  
 pd by check Nov 19-65

AD. 100

Order No. 5091 Oct. 15 1965  
 M Arnold's Health Shoppe  
 Vestal - N.Y.

Ship to \_\_\_\_\_  
 At \_\_\_\_\_ When \_\_\_\_\_  
 Via \_\_\_\_\_ Salesman \_\_\_\_\_  
 Terms: \_\_\_\_\_ Buyer \_\_\_\_\_

3	Sensation T.W. Water	3.00	9.00
		less 40%	3.60
			5.40
		postage	56
			5.96

sample: S.T.W.  
 leaflets  
 prices met 10 days  
 pd by check Nov. 19. 65  
 ordered by phone

SHELBY BUSINESS FORMS, INC., SHELBY, OHIO

Order No. 5769 Feb 7 1966  
 M Arnold's Health Products  
 Vestal - N.Y.

Ship to \_\_\_\_\_  
 At \_\_\_\_\_ order given by phone  
 Ship by \_\_\_\_\_ When \_\_\_\_\_  
 Terms \_\_\_\_\_ Buyer \_\_\_\_\_

6	on guard	1.75	10.50
		40% off	4.20
			6.30
		postage	65
			6.95

samples: on guard  
 Velveteen  
 Clearse with Care  
 Sensation T.W. Water  
 leaflets  
 pd March 7 - 1966

CB204

Order No. 5276 Oct. 1 1966  
 M Arnold's Health Products  
 Vestal - N.Y.

Ship to \_\_\_\_\_  
 At \_\_\_\_\_ ordered by phone  
 Ship by \_\_\_\_\_ When \_\_\_\_\_  
 Terms \_\_\_\_\_ Buyer \_\_\_\_\_

3	Clearse with Care	2.00	6.00
3	Velveteen	2.75	8.25
2	on guard	1.75	3.50
			17.75
		less 40%	7.10
			10.65
		postage	98
			11.63
			43
			11.20

sample: 298" Cologne  
 leaflets  
 pd Feb 10 - 1967

PITTSBURGH SALESBOOK CO., PITTSBURGH, PA.

Order No. 5241 June 24 1966  
 M ARNOLD'S HEALTH PRODUCTS  
 Vestal - N.Y.

Ship to \_\_\_\_\_  
 At \_\_\_\_\_  
 Ship by \_\_\_\_\_ When \_\_\_\_\_  
 Terms \_\_\_\_\_ Buyer \_\_\_\_\_

3	Clearse with Care	2.00	6.00
3	Velveteen	2.75	8.25
			14.25
		less 40%	5.70
			8.55

sample Sensation T.W.  
 leaflets  
 ordered by phone  
 pd. in Aug 8 / Oct 25-66

CB204

PITTSBURGH SALESBOOK CO., PITTSBURGH, PA.

Order No. 5306 Nov. 18 1966  
 M ARNOLD'S HEALTH SHOPPE  
 Vestal - N.Y.

Ship to \_\_\_\_\_  
 At \_\_\_\_\_ ordered by phone  
 Ship by \_\_\_\_\_ When \_\_\_\_\_  
 Via \_\_\_\_\_ Salesman \_\_\_\_\_  
 Terms: \_\_\_\_\_ Buyer \_\_\_\_\_

6	Clearse with Care	2.00	12.00
2	298" Cologne	3.00	6.00
			1.80
		less 40%	7.20
			10.80
		postage	30
			11.10
			11.25
			22.50

paid  
 Feb. 10 - 1967

SHELBY BUSINESS FORMS, INC., SHELBY, OHIO

Dear Mrs. Hull:

Nov. 15-1965

● You'll have received the statement of Nov. 1-65  
● for \$17.95. So far I didn't receive any  
check.

To tell you the truth: I am very surprised!  
Nobody - as long as I have my business - ever told  
me I'll send the check this week (as you said  
to me on the phone) & didn't do so. In my  
letter of 2-19-65 I wrote that I can give credit  
only 10 days, that is that any order is to be paid  
10 days after receipt of bill.

● You sounded so nice on the phone that I can't  
believe you don't want to pay. I therefore ask  
you today again: Please remitittance  
for bills of Aug. 27-1965 & October 15-1965.



2-19-65

Arnold's Health Products  
Pierce Hill Road  
Vestal - N. Y.

L. Hill  
Aug. 11-1965

Dear Mrs. Hill:

Since many health food stores are my customers I wonder if I could interest you for your store in Hedda Haas's preparations.

They are simple, very effective, of high quality & created for women interested not in makeup to cover-up, but in a basically healthy, clear, clean skin. In reality only such a skin can look beautiful!

Walnut Acres sells "Hedda Haas" since many years & with great success. There are many others; a very regular customer though on a smaller scale is Penelope Twiston whose name might be known to you.

I offer you my 3 main items;

- "On Guard", primarily a hand cream & a very unusually one  
"Velvetee", the most effective moisturizer & skin softener  
"Cleanse with Care" a totally new concept in skin-cleansing.

The enclosed leaflets give information. Should you have any questions, please, don't hesitate to ask.

Your discount would be 40% that is something selling for \$2.- would cost you \$1.20. Invoices are not payable not later than after 10 days. Varying handling & packaging material expense, you pay

the postage. Minimum order is \$7.50.

Regarding the letters I receive again & again I believe your customers might appreciate it to be able to buy Hedda Mear's beauty aids in your store.

Looking forward to hearing from you  
You Sam

West N. Y.  
July 26 1865

Miss Hedda Maar:

Dear Miss Maar:

I thank you so much for your kind and understanding letter.

I should have written before but was not sure what the price would be for ads in the convention brochure. You probably have this information by now from Mr Carsten. The convention will be Oct 9 at the Hotel Roosevelt, 45<sup>th</sup> St + Madison Ave. N. Y. C. Full page ad: 8" x 11" \$50.00, 1/3 page \$18.00 and 1/6 page \$10.00.

Yes, I know Mrs Allen Hull very well. Her place is about six miles from us. Her husband was buried I think it was the 25<sup>th</sup> of June. He suffered ~~and~~ attack in the hotel at Louisville, Ky. the Sunday following the National Convention. Mrs Landon and another lady had accompanied the Hulls to the convention.

He was operated on at Cornell Medical Center, N.Y. A brain tumor was removed. It at first appeared to be successful but evidently was malignant and soon was troubling again and rapidly worsened resulting in his death.

However, Dorothy (Mrs Hull) is going to continue to keep the store open and quite possible she would like to add the Hedda Maas products.

Her address:

Dorothy Hull  
Arnold's Health Food Store  
Peice Hill Road  
Vestal N.Y. 13850

Sincerely,

Harper Landon

229 Westland Road

Vestal N.Y. 13850

San Francisco, May 7, 1970

Dear Mrs. Moore,

Will you be so kind and send  
me 2 doz Anuphine cream like  
before (3.25 less 40%)

I hope you are well and  
take care of yourself.

With best regards

Sincerely

Paul Teutsch

180 - 4th Ave. Apt. 1

San Francisco 94118

California U.S.A

modified May 18-70

that I don't make this mean  
any more.

E

March 24 1971

Mrs. Hazel Priest Korner  
Mrs. Susan Korner  
Eco- Center  
Greenwich - Conn.

Dear Ladies ,

" They turn r fuse into everything but a profit " ,  
in the N.Y. Times, interested me so that I began to  
read it carefully. It interested me more when I read  
that you are a customer of " Walnut Acres, Inc. "

Walnut Acres Inc. sells my beauty aids since many,  
many years and with ever increasing success!

Healthfood stores in Vermont, New Hampshire, Georgia,  
Connecticut, Massachusetts, Kentucky, Maine, Pennsylvania,  
etc. sell Hedda Maar cosmetics and some are very successful.

So the idea hit me: " Why not offer Hedda Maar  
preparations to you? " the more so since so far no store  
in Greenwich sells them. Should you accept my offer  
you would be and remain the only store selling  
" Hedda Maar". I want to have only one store in each  
city.

Letters praising Hedda Maar beauty aids come from  
all parts of the U. S. A.

Hedda Maar preparations are very effective, extremely  
economical, of highest quality and created for men  
and women interested not in make-up but in a basically  
healthy, clear, clean skin. In reality only such a  
skin can look beautiful.

All Hedda Maar beauty aids are free as they can  
be possibly made of harmful, irritating, allergenic s  
substances; they are as natural as cosmetics can be  
made natural.

Hedda Maar beauty aids please everybody really  
asking for high-class quality. They don't contain  
avocado oil or almond oil, because these are very cheap  
oils. Hedda Maar's " On Guard" is scented with Lilly-  
of the valley which won some time ago the Grand Prix  
of Paris. " Cleanse With Care" is scented with a mixture  
of Lemon and Orange oil. " Velvet n " contains Geranium,,  
violet, peach and apricot oil.

*M. M.*

March 24 1971 Page 2

3 main items are offered to you:  
" On Guard", primarily a very unusual handcream, sells  
2 oz. for 2.25 , 8 oz. for \$ 6.--  
" Velveteen ", the most effective moisturizer and skin  
softener sells 4 oz. for \$ 3.50  
" Cleanse With Care ", a totally new conception on  
cleansing sells 4 oz. for \$ 2.50

Your discount would be 40 %, that is, something  
selling for \$ 2.-- would cost you \$ 1.20. Minimum order  
is \$ 15.--. I carry the handling charges, you pay the  
postage. Prices are net, payable after 10 days.

The encl. circulars give informations; should you  
have any questions, please, don't hesitate to ask.

According to the letters I receive again and again  
I believe your customers might appreciate to be offered  
Hedda Maar beauty aids in your store.

I would be very happy to receive an order from  
you very soon.

Looking forward to hearing from you

Sincerely ,

HH/L

Hedda Maar



Hidda Maar

3/26

116 W Putnam Ave

Richard True

~~255~~

06830

From - Geo Center

Greenwich  
Conn

203 - 661 - 8753

06096

Re: Your letter of March 24/9

May 5 - 1971

Geo Center  
116 West Putnam Ave  
Greenwich, Conn. 06096

Dear Mr. True,

It is my pleasure to greet you as a customer.  
I hope you will remain one for a long time to come.  
Many thanks for your order.

To get regular customers for cosmetics it is very important to give correct information. Therefore :  
Should you have any questions, please, don't hesitate to ask. Here are some hints not mentioned in the leaflets etc.:

1) Cleanse with Care :

In contrast to Europe women in U. S. A. are not used to a clear liquid for skin cleansing. Many are afraid of having their skin dried by a clear liquid. Therefore I suggest to tell your customers to touch their skin after having used " Cleanse with Care ", its softness will be a surprise.

2) Velveteen:

Many customers told me they use Velveteen for their scalp and their hair looks so much better. Many use it for their arms and legs in addition to their face. Some of them use it also as a bath oil. One long time customer wrote me :

" My 14 year old granddaughter had a terrible itching face and nothing helped. I gave her a bottle of Velveteen and not only did the itching stop, but her skin looks beautiful. " I never would have thought of recommending to a 14 year old girl the use of Velveteen.

3) On Guard :

Men and women use " On Guard " between their toes to prevent skin splitting. 2 men working at machines reported about trouble in their arm pits, the skin there became red and itchy. The use of On Guard stopped the troubles. ~~XXXX~~

New stickers for On Guard are ordered and will be mailed after getting them.

Hoping to hearing from you in the near future  
I remain

HM/L

Sincerely ,

Hedda Maar

Marked leaflets stickers  
May 10-71

Order No. 6009 Date Aug 9 1971  
 M 200 Center  
Greenwich - Conn.

Ship to \_\_\_\_\_  
 At ordered by phone  
 How Ship \_\_\_\_\_  
 Terms \_\_\_\_\_ When \_\_\_\_\_  
 Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

1	8" on guard	6.40	
6	4" Clearance White Care	2.70	16.20
6	4" Velvetex	3.75	22.50
			45.10
	less 40%		18.04
		\$	27.06
	40 pers-leaflets postage		1.50
			28.56
	by parcel post ins		
	prices net - payable Oct. 1, 1971		
	pd. Oct. 1971		

Order No. 1975 Date April 28 1971  
 M 200 Center  
Greenwich - Conn.

Ship to \_\_\_\_\_  
 At ordered by phone  
 How Ship \_\_\_\_\_  
 Terms \_\_\_\_\_ When \_\_\_\_\_  
 Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

9	2" on guard	2.40	21.60
2	8" on guard	6.40	12.80
4	4" Velvetex	3.75	15.00
4	4" Clearance White Care	2.70	10.80
			60.20
	less 40%		24.08
	leaflets - inculars	\$	36.12
	postage		1.75
	special handling charges	\$	37.87
	are paid by Hedda Kiazar		
	by parcel post ins.		
	prices net - 10 days		June 1971

October 15/1969.

Elmsbrook Farm  
Mr. Charles M Perol  
Torington Road  
Winsted , Conn. 06098

Dear Mr. Perol:

Having read your ad in the convention booklet makes me write to you. Since I have an ad in the convention booklet since many years, my name could be known to you.

Many natural food stores are my customers; apparently people expect to be offered cosmetics in these stores. Walnut acres is my customer since years & sells year in year out with great success. Deer Valley Farm, Stern's Organic Farm, Mary Gibson order Hedda Maar beauty aids regularly. I wonder if I could interest you to sell " Hedda Maar "

The quality of Hedda Maar preparations is unsurpassed. They are absolutely free of coaltar, synthetics & hormones. They are very effective, extremely economical & created for people not interested in make-up but in a basically healthy, clear, clean skin.

3 main items are offered to you:

" On Guard " primarily a very unusually handcream , 2 oz. sell for \$ 2.25 , 8 oz. for \$ 6.--

" Velveteen " , the most effective moisturizer and skin softener , 4 oz. sell for \$ 3.50 .

" Cleanse With Care " , a totally new concept in skin cleansing , 4 oz. sell for \$ 2.50 .

Your discount would be 40 % , that is, something selling for \$ 2.-- would cost \$ 1.20 . Minimum order is \$ 10.--. I carry handling charges, you pay the postage. Prices are net, payable after 10 days.

Fall is excellent for starting to sell cosmetics. *have*

The enclosed circulars give information; should you have any questions, please don't hesitate to ask.

According to the letters I receive again & again I believe your customers might appreciate to be offered Hedda Maar beauty aids in your store.

Looking forward to hearing from you I remain

Sincerely

Encl.  
H.M./L

Hedda Maar

Order No. 5756 Date October 31 1969  
M ELIM BROOK FARM  
WINSTED - Conn.

Shipped to \_\_\_\_\_  
At \_\_\_\_\_ ordered by phone  
How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	4 on Keloferon	3.50	21	—
6	2.0 on Guard	2.25	13	58
3	4.0 Blue with Care	2.50	<del>107</del>	50
		42.20	49	<del>58</del>
		less 40.90 = 16.80		<del>42.20</del>
		25.20	26	70
	leaflets, cards	50¢/pc	1	35
	By parcel post ins.			<del>28.05</del>
			26	55
	Prices net - 10 days			

pd. Nov. 69

Nov. 4/1969.

Elmbrook Farm  
Torrington Rd.  
Winsted - Conn. 06098

Dear Mr. Perol:

It is my pleasure to greet you as a new customer. People buy and rebuy Hedda Maar beauty aids for years; therefore it would be strange would your customers not do the same.

I enjoyed getting to know you over the phone. Many thanks for the order. As I told you: Half of your X-mas order will be gift wrapped without charge. Please do order in time.

About the preparations:

Cleanse With Care does not dry the skin ( as many people believe & therefore don't buy it ) To the contrary! It smoothes the skin. Your customers should touch the skin of the face after having used Cleanse With Care. They will be surprised at the skin softness.

On Guard was repeatedly recommended by doctors. It is an unusually and most effective preparation. In addition to handcare it has various other uses. Especially in winter-time women often get rough heels. On Guard corrects this. Today I was told: A customer had trouble between her toes. She used On Guard and it got fine.

As I told you: On Guard also comes in 8 oz. jars and sells for \$ 6.--

Velveteen should be used sparingly each time. The tiniest bit is effective. People use it not only for their face but also for their arms, legs and body. I was told that some like to use it as bath oil.

Should you have any questions, please don't hesitate to ask.

Looking forward to hearing from you in the near future  
I am

Sincerely,

Hedda Maar

HM/L  
encl.



Post Office Box 1346  
Chapel Hill, North Carolina  
27514  
November 20, 1965

Hedda Maar  
1472 Broadway  
New York, New York 10036

Dear Hedda Maar:

Thank you for promptly replying to my recent letter and for furnishing the sample container of "Velveteen." I regret that the container had been completely shattered in transit, and the precious "Velveteen" had penetrated several of the enclosed papers. However, you need not furnish a replacement, as we are already using "Velveteen" and are favorably impressed with its qualities.

We are regular customers of Walnut Acres in Penns Creek, Pennsylvania, and it was through this firm that we were introduced to "Velveteen." After being so favorably impressed with it, I became interested in knowing something about its ingredients. Therefore, I wrote to you, since your name and address appear on the bottle label.

Your letter identifies the ingredients as lecithin and rare natural oils. While I had hoped that you would be more specific in identifying the oils, I do not wish to deprive you of a valuable trade secret. Additionally, we applaud you for not adding an emollient to these ingredients.

Thank you also for the information about "On Guard" and "Cleanse with Care." When we decide to order some of your products, how much money should we remit for postage and handling?

Very sincerely,

*Leon M. Ennis, Jr.*  
Leon M. Ennis, Jr.



Post Office Box 1346  
Chapel Hill, North Carolina  
27514  
November 6, 1965

Hedda Maar  
1472 Broadway  
New York, New York

Dear Sir:

Please furnish me information about your product  
VELVETEEN. I am especially interested in knowing some-  
thing about its ingredients.

Thank you for this information.

Sincerely,

*Leon M. Ennis, Jr.*  
Leon M. Ennis, Jr.

F

Order No. 6007 Date August 5 1971

M 4 Season's Health Foods  
Hamburg - Conn. 06810

Ship to \_\_\_\_\_

At your order 7/29 - 71

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	2oz On Guard	2.40	14	40
6	4oz Talcum	3.75	22	50
6	4oz Clouse Wit Care	2.70	16	20
			53	10
	less 40%		21	24
			31	86
	Leaflets - Stickers / postage		1	55
			\$	33 41
	by parcel post ins. (1 package)			
	Genies net - 10 clip			
			pd. Oct 71	

August 6 1971

4 Seasons Health Shōpods  
91 South Street  
Danbury - Conn. 06810

Dear Mrs. Anderson,

Your order really is a very pleasant surprise to me, and I thank you very much. My trust in people proved right. With pleasure I greet you as a new customer and I hope you too will remain one for a long time to come. You will be the only store in Danbury to carry "Hedda Maar"; I sell to one store only in each city.

My customer in Atlanta, (he buys from me since ca. one year) ordered by phone 2 weeks ago 18 Cleanse With Care, 12 Velveteen and 12 2 oz. On Guard and 3 8 oz. On Guard. She told me: "My customers are raving about your beauty aids." I hope and wish you will have the same experience.

To get regular customers for cosmetics it is very important to give correct informations. Therefore: Should you have any questions, please, don't hesitate to ask. Here are some hints not mentioned in the leaflets etc.:

1) Cleanse With Care :

In contrast to Europe women in U.S.A. are not used to a clear liquid for skin cleansing. Many are afraid of having their skin dried by a clear liquid. Therefore I suggest to tell your customers to touch their skin after having used "Cleanse With Care", its softness will be a surprise.

2) Velveteen :

Many customers tell me they use Velveteen for their scalp and their hair looks so much better. Many use it for their arms and legs in addition to their face. Some of them use it also as a bath oil. One longtime customer wrote me: My fourteen year old granddaughter had a terrible itching face and nothing helped. I gave her a bottle of Velveteen and not only did the itching stop, but her skin looks beautiful." I never would have thought of recommending to a 14 year old girl the use of Velveteen.

page / 2 August 6 1971

3) On Guard:

Men and women use "On Guard" between their toes to prevent skin splitting. 2 men working at machines reported about troubles in their arm pits, the skin there became red and itchy. The use of On Guard stopped the troubles.

The following could interest you, the more so since I would never have thought of recommending "Cleanse With Care" and "Velveteen" to be used by men. A young man ordered repeatedly these two items and a few days ago he again ordered them and writes:

"Cleanse With Care" is the perfect cleanser for my skin, "Velveteen" has rivitalized my skin after years of shaving, harsh after shave lotions and out-door work."

Hoping to hearing from you in the near future  
I remain

Sincerely ,

HM/L

Helda Naar

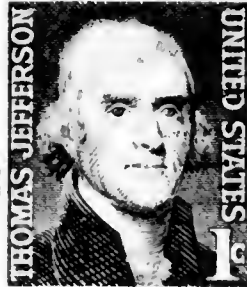
Please send:

Date: 7/29/51

Item	Pieces	oz.	Sales Price	Amount
On Guard	6	2	\$ 2.25	
On Guard		8	6.--	
Velveteen	6	4	3.50	
Cleanse With Care	6	4	2.50	
Night Cream	6	2	4.--	
298- Cologne		4	4.--	

Name: 4 SEASONS HEALTH FOODS  
Address: 91 SOUTH STREET  
City: DANBURY, CONNECTICUT

DANBURY,  
JULY



1110 N. W. 11th St. N. W. York /  
4 2400 S. HEALTH - PHOENIX  
91 SOUTH ST  
DARTMOUTH - CONN.

MAR 28 - 1971

Dear Mrs. Anderson,

To my own pleasure I will tell you that - according  
to my experience as per - waste food stores in this area, I  
don't think people.

Since you told me over the phone that you'll  
order books I was prepared to order if you first about  
them or if your letter with an order got lost. (I have very  
many bad experiences in the delivery of mail, letters, as well as  
packages!) Would you kindly check  
My thanks in advance for your response  
Sincerely,



Nov. 16-1970

4 persons Health Foods  
91 South Street  
Hartford - Connecticut 06110

Dear Adam,

It was nice to meet you by phone; thanks for your interest.  
In today's letter I enclose a sample of Hedda Maar's  
"On Guard" handcream. Please, try it. You will realize that  
you never used a handcream like this; it is superior to all  
handcreams on the market. It is very economical and people  
love the fragrance. Many stores, incl. Walnut Acres, order  
also 8 oz. jars, because entire families use it.

Many of my customers came to know about "On Guard" because  
satisfied users gave "On Guard" as Christmas gifts to their  
friends.

I will be glad to hear from You.

Sincerely ,

Hedda Maar

Dec. 7-1970

Mrs Margaret Anderson  
4 Seasons Health Foods  
91 South Street  
Danbury - Connecticut 06810

Dear Mrs. Anderson:

It was nice talking to you ! I am very pleased to know that you will offer Hedda Maar beauty aids to your customers. You can be sure they will appreciate the superior quality. Do not wait too long with the order. Some people give beauty aids as Christmas gifts. I have many private customers reordering regularly who came to know " On Guard " by having received primarily " On Guard " as a Christmas gift. It is liked as a stocking filler.

Colognes are very welcome gifts. I can offer you " 298 Cologne " a delicate, flowery, very refined fragrance. It comes in a 4 oz. bottle packaged very nicely in a cellophane covered folding box and sells for \$ 4.-- Some of the store owners sell it, some ordered it only to give as their gifts.

Please find enclosed my newest leaflets. I would appreciate if you would put them on the counter so that your customers can pick them up. Should you want more, please let me know.

Looking forward to hearing from you in the near future I am with best wishes

Sincerely

Encl. HM/L

Hedda Maar

*If you like to do so  
staple your name on the  
leaflet underneath "Available at".*

203 -743-7803

Copy

pr. 914 - Branch 9-4833  
Nov. 16-1970

279 4833

4 Seasons Health Foods  
91 South Street  
Danbury, Connecticut 06810

Dear Madam,

You might have read my ad in the N.F.A. New England States Convention booklet.

Since more and more healthfood stores sell Hedda Maar beauty aids I hope I can interest you also.

Two of the stores (Dorothy's & Helen's) mentioned in the large ad-in which your name is printed also-are my customers since years. They are rather successful selling Hedda Maar beauty aids and reorder regularly.

2 Hedda Maar preparations are very effective, extremely economical, of highest quality and created for men and women interested not in make-up but in a basically healthy, clear, clean skin. In reality only such a skin can look beautiful.

All Hedda Maar beauty aids are free as they can be possibly made of harmful, irritating, allergenic substances; they are as natural as cosmetics can be made natural. 00

\* About 100 stores sell Hedda Maar since many years with always increasing enormous success. Many others do on a smaller scale in the states of N.Y., Vt., Mass., Conn., Maine, Kentucky, Georgia, even in Alaska. You might know the names of Deer Valley Farm, Penelope Parton, Mary Gibson, Donn's Health Food, the Letts Family etc.

Now is an excellent time to sell cosmetics. The very cool weather requires hand and skin protection.

3 main items are offered to you:

"On guard" primarily a very unusual hand cream, sells 2oz. for \$ 2.25, 8 oz. for \$ 6.--

"Velveteen" the most effective moisturizer and skin softener sells 4 oz. for \$ 3.50

"Cleanse with Care" a totally new conception in skin cleansing sells 4 oz. for \$ 2.50

Your discount would be 40%, that is, something selling for \$ 2.--, would cost you \$ 1.20. Minimum order is \$ 15.--.

I carry handling charges, you pay the postage. Prices are net, payable after 10 days.

The encl. circulars give informations; should you have any questions, please, don't hesitate to ask.

According to the letters I receive again and again I believe your customers might appreciate to be offered Hedda Maar beauty aids in your store.

I would be very happy to receive an order from you very soon.

Looking forward to hearing from you

Sincerely,

Encl., 3, 1

Hedda Maar

303-743-7805

Nov. 5-1970

4 Seasons Health Foods  
91 South Street  
Danbury- Connecticut 06810

Dear ~~Mr.~~ *Madam*:

1 You might have seen an ad in the N.Y. & New England States Convention booklet.

2 Two of the stores ( Dorothy's & Helen's ) mentioned in the large ad-in which your name is printed else- are my customers since years. They are rather successful selling Hedda Haar beauty aids and reorder regularly.

3 Since more and more healthfood stores sell Hedda Haar beauty aids I hope I can interest you also.

4 Hedda Haar preparations are very effective, extremely economical, of highest quality and created for men and women interested not in make-up but in a basically healthy, clear, clean skin. In reality only such a skin can look beautiful.

All Hedda Haar beauty aids are free as they can be possibly made of harmful, irritating, allergenic substances; they are as natural as cosmetics can be made natural.

5 Walnut stores sell Hedda Haar since many years with always increasing enormous success. Many others do on a smaller scale in the states of N.Y., Vt., Mass., Conn., Maine, Kentucky, Georgia, even in Alaska. You might know the names of Deer Valley Farm, Penelope Turton, Mary Gibson, Donna's Health Food, the Letts Family.

6 Now is an excellent time to sell cosmetics. The very cool weather requires hand and skin protection.

7 3 main items are offered to you:

" On Guard " primarily a very unusual hand cream, sells 2 oz. for \$ 2.25 , 8 oz. for \$ 6.--

" Velvetten " the most effective moisturizer and skin softener sells 4 oz. for \$ 3.50

" Cleanse with Care " a totally new conception in skin cleansing sells 4 oz. for \$ 2.50

Your discount would be 40% , that is, something selling for \$ 2.--, would cost you \$ 1.20. Minimum order is \$ 15.--. I carry handling charges, you pay the postage. Prices are net, payable after 10 days.

The enclosed circulars give informations; should you have any questions, please, don't hesitate to ask.

According to the letters I receive again & again I believe your customers might appreciate to be offered Hedda Haar beauty aids in your store.

I would be very happy to receive an order from you very soon.

Looking forward to hearing from you

Sincerely

Encl., H.S.L.

Hedda Haar

G

Mrs. Mary Gibson  
Stockbridge, Vt.

February 6 - 1969  
746-5541  
802-~~5541~~

05772  
Dear Mrs. Gibson:

You might have seen Hedda Maar's ad in the New England States N.F.A. convention booklet!

Many, many foodstores, big and small, sell Hedda Maar's beauty aids & I hope I can interest you to sell these too; my experience teaches me that your customers will appreciate to be offered Hedda Maar preparations by you. You might know the names: Walnut Acres and Penelope Barton. Both are my customers and since some time, both sell "Hedda Maar" with much success. Stores in Utica, Endicott, Boston, just to name a few, sell "Hedda Maar".

Hedda Maar formulas are based on a vast experience in Europe & the U.S.A. They differ from brands here on the market. Hedda Maar beauty aids keep their promise, *are* very effective, of highest quality and are not overpriced. They are primarily created for women interested in a clear, clean, in short, healthy skin.

Informative circulars are mailed to you in a separate letter; should you have any questions, please, don't hesitate to ask.

Hedda Maar's 3 main items are/:

"On Guard", primarily a handcream (and a very unusual one) sells 2oz for \$2.00, 8oz. for \$5.50.

"Velveteen", the most effective moisturizer & skin softener, sells 4oz for \$3.00.

"Cleanse With Care", a new concept in skin cleansing adds moisture and tones at the same time, sells 4oz for \$2.25.

Your discount would be 40%, that is: something selling for \$2.00 would cost you \$1.20. Minimum order is \$10. I carry handling charges, you pay the postage. Prices payable after 10 days. *are not*

Looking forward to hearing from you I remain

Sincerely,

Hedda Maar

n/1

Letter June 9-69  
Ray's mentioned

Apr. 12/1969.

Mary Gibson  
Stockbridge, Vermont

Dear Miss Gibson:

It was nice to meet you over the phone and to make your acquaintance this way.

As you asked me to do I send enclosed a copy of the letter I mailed you. I hope you kept all the circulars, cards etc. I mailed to you in a separate letter. Should you order you will get these advertisements to give to your customers whose interest thus will be aroused.

I just received today a first order from a health store in Lansdale, Pa.; the owner writes: "More and more people use cosmetics! I heard about your line's good quality and effectiveness and want to introduce it to my customers. I know I can recommend On Guard & the other preparations in good conscience."

A small health diet store in Mystic, Conn. sold 1968 for nearly \$150.--; the lady wrote to me: "Now the customers ask for these beauty aids, they appreciate them."

Do you know Deer Valley Farm? Theirs is primarily a mail order business. They put Hedda Haar circulars into most of their orders. About 1/2 year ago I got a really large order and Mr. Carsten, the owner, wrote: "Now the advertisement in our parcels seems to pay off."

I am sure you too would get regular customers for Hedda Haar beauty aids. People will find out very soon that they are much better and more economical.

March and April are good months for selling cosmetics. I'll call you around the 10th or 15th of March.

Thanking you for your interest I am

Sincerely,

Hedda Haar

HM/L

*all  
around  
June 1*

Order No. 5703 Date June 9 1969

MRS. MARY FIBSON

Ship to Wood Meadow  
Stockbridge, Vermont 05770

At ordered

Ship by by phone When \_\_\_\_\_

Terms \_\_\_\_\_ Buyer \_\_\_\_\_

3	2m	on guard	2-	6-	-
2	4"	Clause Wilcare	2.25	4	50
2	4"	Velveteen	3-	6-	-
				16	50
				less 40%	6 60

leaflets  
cards postage 1 -  
\$10 90

payable 10 days - prices net  
by parcel post ins.  
pd June 20-69

Order No. 5767 Date 100.30 1969

MRS. MARY FIBSON

STOCK BRIDGE - Vermont

Ship to \_\_\_\_\_

At ordered by phone

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	on guard 2m	2.25	13	50
6	Clause Wilcare 4m	2.50	15	-
4	Velveteen	3.50	14	-
				42 50
				17 -
				25 50

3 on guard gift-mapped  
stickers - cards postage 1 35  
26 85

by parcel post ins.  
prices net - 10 days  
pd Rec. 22-69

Order No. 5842 Date May 20 1970

MRS. MARY FIBSON

STOCK BRIDGE - Vermont

Ship to \_\_\_\_\_

At ordered by phone

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	2m	on guard	2.25	13	50
6	8"	on guard	6-	36	-
				49	50
				less 40%	19 80
				29 70	

postage 1 75  
31 45  
Circulars - stickers

by parcel post ins. (1 package)  
prices net - 10 days  
pd June 1970

5911

Date Dec. 10 1970

Name MARY FIBSON

Address STOCK BRIDGE - VT

Sold by \_\_\_\_\_ Am't Rec'd \_\_\_\_\_

		<u>ordered by phone</u>	
6	2m	on guard	2.25 13 50
		less 40%	5 40
			9 10

postage 1 -  
\$ 9 10  
leaflets - stickers

3 jars gift-mapped  
by parcel post ins.  
prices net - 10 days  
pd Rec. 19 70



Birmingham, Alabama  
Feb. 4, 1971

Hedda Moor Cosmetics,  
1472 Broadway, N. Y.

Dear Sirs:

We are interested in your cosmetics and would appreciate your supplying us with a brochure or catalogue, along with price list and full information as to requirements for purchasing and terms of payment.

We would like to establish credit so that we may be able to buy on open account and discount our bills.

We hope to open our shop in the near future in the exclusive section of the City and are desirous of making contacts for cosmetics.

If you would like to check our credit, please write our bank---The Birmingham Trust National Bank, Mountain Brook Branch, Birmingham, Alabama 35223, and if there any further credentials necessary please let us know.

Our account is established in the name of Natural Foods and Body Shoppe, Inc.

Thank you.

Yours very truly,

*Mrs. Jas. M. Kidd, Jr.*

Mrs. Jas. M. Kidd, Pres.  
Natural Foods & Body Shoppe, Inc.

Address:

Mrs. Jas. M. Kidd,  
16 Country Club Road, So.,  
Birmingham, Alabama 35216

505-874 3190

March 12-1971

Mrs. Jos, M. Kidd, Jr.  
16 Country Club Rd., South  
Birmingham, Alabama 35216

Dear Mrs. Kidd,

Pardon, the belated answer to your letter which to my regret was displaced.

Mrs. Krauss, Health Unlimited, Inc., in Atlanta told me that she had spoken to you about Hedda Maar beauty aids and had given you my address. Mrs. Krauss used Hedda Maar cosmetics herself and was so enthusiastic about the results that about 1½ year ago she began to sell them in her stores - I must say- with great success.

Letters praising Hedda Maar beauty aids come from all parts of the U.S. A.. Yesterday a lady from De Kalb, Ill. writes: "I was introduced to your "Velveteen" by a friend and have used only this on my face and neck since. It is a very fine product and I have given it as a gift to others. My skin has kept lovely from its use. "On Guard" has been a source of pleasure as a splen'id Han'cream also."

2 days ago a lady from Pittsburgh, Pa. writes: "A friend gave me a bottle of your "Velveteen" and I find it a marvelous skin oil. I would like to try more of your products. Where in Pittsburgh can your products be purchased?"

Hedda Maar preparations are very effective, extremely economical, of highest quality and created for men and women interested not in make-up but in a basically healthy, clear, clean skin. In reality only such a skin can look beautiful.

All Hedda Maar beauty aids are free as they can be possibly made of harmful, irritating, allergenic substances; they are as natural as cosmetics can be made natural.

Hedda Maar beauty aids please everybody really asking for high-class quality. They don't contain avocado oil or almond oil, because these are very cheap oils. Hedda Maar's "On Guard" is scented with Lilly-of the Valley which won some time ago the Grand Prix of Paris. "Cleanse with Care" is scented with a mixture of Lemon and Orange oil. "Velveteen" contains Geranium, violet, peach and apricot oil.

Walnut Acres sell Hedda Maar since many years with always increasing enormous success. Many others do on a smaller scale in the states of N.Y., Vt., Mass., Conn., Maine, Kentucky, Georgia, even in Alaska. You might know the names of Deer Valley Farm, Penelope

over

*over*

March 12-1971

page # 2

Turton, Mary Gibson , Donn's Health Food, the Letts family etc.

3 main items are offered to you:

- " On Guard " primarily a unusual handcream, sells 2 oz. for \$ 2.25 , 8 oz. for \$ 6.--
- " Velveteen ", the most effective moisturizer and skin softener sells 4 oz. for \$ 3.50
- " Cleanse With Care ", a totally new concept in cleansing sells 4 oz. for \$ 2.50

Your discount would be 40 %, that is, something selling for \$ 2.-- cost you \$ 1.20 . Minimum order is \$ 15.--. I carry the handling charges, you pay the postage. Prices are net.

To my own regret I am not in a position to give credit. New firms usually have to send a check with the order. Since Mrs. Krauss recommended you I ask you to send a check of 50 % of the order with the order, the rest is payable net after 10 days.

The encl. circulars give informations; should you have any questions, please, don't hesitate to ask.

I would be very happy to receive an order from you very soon.

Looking forward to hearing from you

Sincerely ,

Hedda Maar

Encl.  
HM/L

THE GREEN DOOR, INC.  
HEALTH FARE  
2845 Culver Road, Mountain Brook  
BIRMINGHAM, ALABAMA 35223

April 20, 1971

Hedda Maar Cosmetics,  
1472 Broadway, N. Y. 10036

Dear Heda Maar:

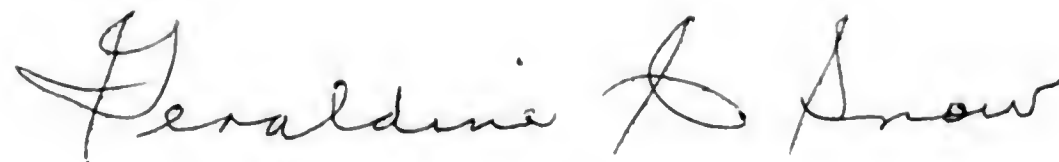
We wrote you Feb. 4, 1971 and have your reply dated March 12,  
and I believe you have since talked with Mrs. Kidd as a result  
of Mrs. Kraus, Health Unlimited in Atlanta.

I am enclosing my check and would like for you to forward us  
the following:

3	On Guard	2.40	7.20
3	Cleans W/Care	2.70	8.10
3	Velveteen	3.75	11.25
			<u>26.55</u>
		40%	10.62
			<u>\$ 15.93</u>

I will appreciate your marking this to my attention and  
hearing from you very soon. If you will advise me the amount  
of postage my remittance will be made immediately.

Yours truly,



Geraldine C. Snow - V-Pres  
THE GREEN DOOR, INC

Enc:

April 29-1971

The Green Door , Inc.  
Health Fare  
2845 Pulver Road, Mountain Brook  
Birmingham , Ala. 35223

Dear Ladies,

It is a pleasure to meet you as a customer. I hope you will remain one for a long time to come. Many thanks for order, and check; the beauty aids are on their way to you.

Should you have any questions in regard to the beauty aids, please , don't hesitate to ask. It is of utmost importance to give correct information to get regular customers for cosmetics. Here come some hints for information:

1) Cleanse With Care:

In contrast to Europe women in U. S. A. are not used to a clear liquid for skin cleansing. Many are afraid of having their skin dried by a clear liquid. Therefore I suggest to tell your customers to touch their skin after having used " Cleanse with Care ", its softness will be a surprise.

2)Velveteen:

Many customers told me they use Velveteen for their scalp and their hair looks so much better. Very many use it for their arms and legs in addition to their face. Some of them use it also as a bath oil. One long time customer wrote me:  
" My 14 year old granddaughter had a terrible itching face and nothing helped. I gave her a bottle of Velveteen and not only did the itching stop, but her skin looks beautiful." I never would have thought of recommending to a 14 year old girl the use of Velveteen.

3) On Guard:

As mentioned in my letter of March 12-71 you can buy and sell On Guard in an 8 oz. jar. Since the 8 oz. jar sells for \$ 6.40 and four 2 oz. jars sell for \$ 9.60, a family could save nearly \$ 3.-- by buying the large jar. I know that many men use On Guard between their toes to avoid skin splitting there. One man working at a machine had trouble in the armpit ( I hope I use the correct word.), the skin there became very red and itchy. The use of On Guard then stopped the trouble. I would suggest to order 2 or 3 8 oz. jars with your next order.

I like to inform you that in Birmingham the Green Door will be the only store selling Hedda Maar. I want only one store in each city selling Hedda Maar.

Hoping to hearing from you in the very near future  
I remain  
Sincerely ,

Order No. 5976 Date April 29 1971

M The Green Door Inc.  
Health Fare

Ship to Birmingham, Alabama 35203

At \_\_\_\_\_

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

3	2 on on board	2.40	7	20
3	4" Clance White Care	2.70	8	10
3	4" Velvetex	3.75	11	25
			26	55
	less 40%		10	62
			15	93
	postage		1	70
			17	63
	pd.		15	93
	leaflets	\$	1	70
	circulans			
	stickers			
	by parcel post ins.			

584  
July 16- 1970

Grimm's Health Food  
1482 So. 7th  
Louisville, KY., 40205

Dear Mrs. Hatfield,

My name might or might not be known to you.

A customer of mine in Louisville suggested to approach you " because your handcream is A 1; I have *never* known one as good. "

This lady shares the opinion of many others. All state facts! There really is no better or equal handcream on the market anywhere. Hedda Maar's " On Guard " is more effective and more economical than any other cream. In addition it is scented with lilly-of-the-valley one of the most expensive oils and of far greater value to the skin than almond or cucumber or avocado oil.

May be " Walnut Acres " is known to you? It is probably the largest natural food concern in U.S.A. They sell Hedda Maar preparations since years and years with enormous success. Their sales increase from year to year. They send out lists, please find enclosed their recommendations for Velveten and On guard cut out from their list.

Until now Hedda Maar preparations were primarily sold in New York, Pennsylvania, New Hampshire, Massachusetts, Connecticut, Maine and Vermont, though I get direct orders from as far as California. Lately I get orders from stores in Texas and Indiana. A few weeks ago I got a letter from a lady-owner of a natural food store in Atlanta-Georgia: " I just tried your " Velveten " for the first time and I am very, very much impressed. Would like to know of any other products you manufacture... " she ordered all Hedda Maar items and in the meantime sent in another order.

I hope I can interest you also.

Hedda Maar preparations are very effective, extremely economical, of highest quality and created for men and women interested not in make up but in a basically healthy, clear, clean skin. In reality only such a skin can look beautiful.

All Hedda Maar beauty aids are free as they can be possibly made of harmful, irritating, allergic substances; they are as natural as cosmetic can be made natural.

3 Main items are offered to you:

" On Guard, " , primarily an unusual handcream, sells 2 oz. for \$ 2.25, 8 oz. for \$ 6.---

" Velveten " , the most effective moisturizer and skin softener sells 4 oz. for \$ 3.50

" Cleanse With Care " , a totally new conception in skin cleansing sells 4 oz. for \$ 2.50

July 16- 1970

Your discount would be 40 %, that is, something selling for \$ 2.--, would cost you \$ 1.20. Minimum order is \$ 15.--. I carry handling charges, you pay the postage. Prices are net payable after 10 days.

The enclosed circulars give informations; should you have any questions, please, don't hesitate to ask.

According to the letters I receive again and again I believe your customers might appreciate to be offered Hedda Maar beauty aids in your store.

I would be very happy to receive an order from you very soon.

Looking forward to hearing from you

Sincerely,

HM/L  
Encl.

Hedda Maar



Oct. 23-1970

Grinn's Health Food  
1482 So. Seventh Street  
Louisville - Kentucky 40205

Dear Mrs. Gaiffield,

First let me tell you that I enjoyed mine telephone talk with you very much!

Thank you for your appreciation of "Hedda Maar" preparations " quality and your order. Whoever ordered them for the first time reorders them regularly. I am sure your customers will make you the same. As I told you: Hedda Maar beauty aids sell on their own merit, people rebuy them because they are satisfied.

Hedda Maar beauty aids are very effective, especially economical, of highest quality, in fact, better than most offered selling for double prices, and keep their promise.

I have many direct customers all over U.S.A. who learned about "Hedda Maar" by getting these beauty aids as Christmas gifts. May be you too like to recommend them for this purpose.

Should one or the other of your customers buy "On Guard" as a handcream for the entire family you might like to offer them the 2 oz. jar. Since the 2 oz. jar sells for \$ 2.25 and the 8 oz. jar (four times as much) sells for \$ 6.-- your customer can save nearly \$ 3.-- when buying the 8 oz. jar. May be you will like to order 2 or 3 8 oz. jars with your next order.

Hoping to hearing from you soon again I am with good wishes

Sincerely

HM/L

Hedda Maar

October 23-1970

Statement

Hedda Haar beauty aids are as natural as cosmetics possibly can be made natural.

They definitely don't contain anything in any way known to be harmful to the skin.

They don't contain coal tar, detergents aluminium chloride and are made free of harmful, allergenic substances, in short, of anything known to scientists as irritants to the skin.

Order No. 5884 Date Oct 21 1970

M Grimm's Health Foods  
1482 So-7th St

Ship to Louisville - Ref # 205

At \_\_\_\_\_

How Ship ordered by phone

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

4	2oz On Guard	2.25	9	—
3	4" Velvetan	3.50	10	50
2	4" Cleave With Care	2.50	5	00
25.50				
9.80		less 40%		
14.70				14.40
1	45	16.15	postage	1.45
circulars - stickers				158.5
by parcel post ins.				
prices net - 10 days				
special handling charges				
are paid by Hedda Haar				

Ref Nov. 70

The Owner-Built Home — Chapter 9  
Volume III — Form and Function  
**Do-It-Yourself Painting**

By Ken Kern

If nothing else is learned from studying the series of chapters in this volume, it is hoped that the amateur home builder will at least be in position to ridicule the main slogan of the organized trades: "Relax—let an expert do it." We should not think of an expert builder as a special kind of man. We should rather think of every man as a special kind of builder, planning and working, perhaps with his wife, to meet the unique needs of the growing family. A certain romance surrounds the home building efforts of a congenial and loving husband-wife team.

It must be confessed that, from correspondence here, it appears that many amateur building attempts met with dismal failure; the owner-builder suffered a major disability owing to careless accident; or he was sidetracked by force arising from strained family relations; or he grew weary of well-doing, and relinquished his builder role to the ever-ready vulture-like subcontractor.

Such owner-builder experiences appear tragic to outsiders and humorous to those inside the building field. Yet any amateur building experience is the growing edge of the fundamental relationship among builder, tools, materials, and home that makes a man a man, *homo faber*. The successful amateur builders do not send woeful letters here; they build. Those of us who have had experience within the fold of the "expert" building industry realize that the only expertise offered is what stems from the grasping of as much monetary return as the traffic will bear. The commercial builder is not, of course, a bad man at heart; but, in addition to the profit motive, he is encumbered with tedious distractions and involvements: unfair competition, unions, estimates, insurance, loans, taxes, contracts, licenses, permits, office overhead, memberships, and dues. But these are only the surface requirements that have to be met before the contractor can start a project. The really vicious aspects of conventional building construction are far more subtle—especially as the building specialists themselves are seldom aware of the corruption within their field. This general observation can best be illustrated, perhaps, by a brief historical account of the painting art in reference to building.

Credit for being the first painter known to the West will have to be shared by Noah of Biblical fame and the Cro-Magnon Reindeer Man. After his well-known ark was completed, Noah "pitched it within and without." Pitch (asphaltum) is still used by varnish manufacturers to produce protective coatings. Pre-historic cave man, it seems, was more interested in the decorative aspects of paint. He mixed simple earth colors with animal fats and painted the walls of his cave-houses.

Decorative painting assumed an important role in the lives of Babylonian, Egyptian, Greek, and Roman ruling classes. White lead was extracted and used as early as 430 B.C. by the Romans. In medieval times the people used paint to decorate and protect the spokes of their carts and the handles of their various agricultural implements.

With the advent of the Renaissance came the guild organization of master, journeyman, and apprentice. The formation of the Old English "Payntour-Steynor" guild in the 13th century laid the groundwork for our equally hidebound unions and trade organizations. In the early history of painting, guilds are items which have come from a contemporary grievance committee:

In 1488 the Mayor was petitioned to halt the ingress of "foreyns" (outsiders) from working in the city limits, thereby taking work from members of the guild. . . . In 1502 the Companies of Painters and Stainers were united into one company. . . . In 1575 the Payntours-Steynors petitioned the Queen against Plasterers who were infringing on their painting work.

In 1581 the Payntours-Steynors received a new charter, seal, and license from Queen Elizabeth. This new ordinance required seven years' apprenticeship, except from the gentile class who were permitted to paint for their own private pleasure. No person was allowed to work in the art unless that person be apprentice bound for seven years. All work had to be approved by the Masters and Wardens. Masters and Wardens had rights to enter any building for inspection and approval. They had the power to impose fines or destroy the work if it fell below standards. The oaths of all members required them to keep "the secrets of the mystery, and not reveal these same except to apprentices and report all evils to the Company."

In 1606 it was determined that the price for laying color or oil paint upon any flat surface must be sixteen pence per day. Later the cost was figured by the square yard of surface covered. The work day was stipulated to be from 6 a.m. to 6 p.m. As the Company grew in size and political strength, it started labor changes for the employment of painters. These became meeting places and finally evolved into our current labor unions. Masters and Wardens founded The Institute of British Decorators which in this country is called the Painting and Decorating Contractors of America.

(to be continued)

**Authors Welcome Go Ahead and Live!**

"Go Ahead and Live! is certainly an excellent book, very well edited and organized. I have enjoyed every chapter and learned many things. It deserves attention and I sincerely hope we can develop a wide readership for it. We need a circular or brochure for mailing." — Arnold Maddaloni, author of *To Be Fully Alive*.

(A brochure is available. Write us for as many as you can distribute.—Editor)

"I read *Go Ahead and Live!* with sheer delight, and enclosed is my review of it for the Na-

tional Health Bulletin. Congratulations on a job well done!" — Beatrice Trum Hunter, author of *Gardening Without Poisons* and *The Natural Foods Cookbook*.

"I am tremendously impressed with *Go Ahead and Live!*—in my mind groups with Dr. W. Coda Martin's *A Matter of Life!* We will certainly give it early publicity. Congratulations on a very significant contribution to civilization." — Irving Clark, editor for National Health Federation.

Order your copy now; make it known to young people. \$4 a copy from School of Living, Brookville, Ohio.

**ADVERTISING RATES**

Classified: 45¢ per line; minimum 3 lines or \$1.35; 30¢ per line for repeats of same ad.  
Per inch (8 lines), \$3.20; \$2 for repeats.

Per year, \$25 per 12 consecutive insertions; copy changed at least twice per year to stimulate reader interest.

Display: \$4.40 per col. inch; \$3 for repeats of same ad; cuts and mats acceptable.

Payment should accompany order. Repeat insertions must be paid 3 months in advance.

Write for yearly discounts, prorated on client's total year's expenditure with us.

Arthur Harvey, Advertising Manager, Raymond, New Hampshire.

Deadline: 15th of preceding month (example: April 15 for the May issue).

**Foods and Produce**

**ROBERT'S Organic Seeds, nuts, nut butters** (sesame, sunflower, coconut, almond, cashew, pumpkin, pine), millet, brown rice, whole wheat cookies, organic fruit confections. At all Health Food stores. Free brochures from L. E. Robert Co., 792 Union St., Brooklyn 15, N. Y. r(5-64)y

**ORGANIC and Natural Products, Fertrell, the complete blend of natural plant nutrients, green sand, rock phosphate, mulch material, Roto-Hoe implements, Kemp shredders, many others, plus vegetables at the farm.** Leonard P. Duncan, 9122 Norman Road, Yale, Mich. Phone: 40; 313-387-2217. d(2-65)3

**Arthur Harvey To Build Ad Section**

Arthur Harvey, a homesteader and articulate decentralist, edits his *Greenleaf* at Raymond, N. H. He is active in other educational movements, and in addition has volunteered to manage the advertising for *Green Revolution*. He will give it thorough and business-like attention and we look forward to an increasing number of satisfied customers. Write and send ads and remittance to him.

Recently L. K. Lindenbauer, D.C., Wickenburg, Ariz., wrote regarding the ad we carried on a \$50 diploma in Naturopathy for \$10 from England, saying: "This is an insult to an honorable profession. It takes years to study Naturopathy and the books alone cost hundreds of dollars. No one could possibly obtain a license with such a diploma as you advertise."

**Replies**

To which Editor Loomis replied: ". . . The cost of an article does not always determine its value. For instance, both School of Living and the Hatch Loan-Library supply books to readers for postage—which is way under cost. . . . This advertiser said he would grant a diploma; he did not say he would guarantee a license. It seems to me one could claim fraud only if he did not supply the promised 46 lessons. A paper does have responsibility to carry ads from reputable persons, but the major responsibility, as in any purchase, is between the persons making the exchange."

Arthur Harvey also replied: "I think that most of the ads in *Green Revolution* have been fine, but Mildred Loomis has not had time to investigate and re-write ads as much as would have been desirable. In the case you object to, I would have checked before accepting it to see if something really useful is offered which might have been described better in different terms. I enclose our new ad policy which has strict standards, and when properly applied will avoid the problems you mention."

Our ad policy includes annual discounts to those who invest in GR advertising: 20% for over \$10; 25% over \$20; 30% over \$40; 45% over \$70—per year. Write to Arthur Harvey for an ad rate and policy sheet.

**UNSULFURED** sundried apples, bananas, carobs, figs, olives (saltless), peaches, prunes, unbleached almonds & walnuts. Price list, send stamped envelope. Frank Smyth, 16121 Rose, Monte Sereno, Calif.

**ORGANIC, uncolored, poison-free** Oranges \$5.00 bu.; Grapefruit \$4.50 bu.; 1/2 of each \$4.75 bu. You pay express. Wolfe's Organic Grove, Box 465, Winter Haven, Fla. 33881 w(3-65)5

**BLUE RIDGE MOUNTAIN HONEY.** Natural. Exactly as bees make it. No chemicals, no filtering, no cooking. 12 lb. can ppd. 4th zone, \$6.25. Send M.O. to Edwards, Jr., Organic Gardener, Box 147 D, Middletown, Md. Price List. e(11-64)

**Vacations and Resorts**

Learn More About **HOW TO STAY YOUNG AND HEALTHY.** Discard fear—tension and worries. A new, wholistic approach to vacationing. Attend a unique Three H program at Ontario's most beautiful summer resort in the Haliburton Highlands (Canada).

Lectures, massage, arts, crafts, water sports, group entertainment. Varous 2-week programs from June 19 to Sept. 18.

For reservations write Three H Institute, 10 Eglinton Ave., E., Toronto 12, Ontario, Canada. t(4-65)4

**GARDEN GROVE House of Nutrition** welcomes guests for food, food, health instruction, peaceful relaxation, enjoyable recreation. Garden fresh nutritional dinners for those who appreciate 100% certified natural organic fruits, vegetables, meats, etc. Also prepared to highest standards of vegetarians, raw foodists, hygienists, Home Cooking in all electric kitchen. Natural organic juices. Natural fresh goat milk. Spring water. Maid service. Recreation, private beach, peaceful Atlantic cove and park. Health book library; daily lectures on laws of nature, instruction in the art of natural fasting. For room rate brochure write Prof. James

PROTECT your hands with "On Guard," the farm-tested, most effective hand cream. When all else fails, this often helps. 2 oz., \$2, postpaid. With each order, free "Cleanse With Care" sample on request. Hedda Maar, 1472 Broadway, New York City 10036. (9-65)2

**Beauty Aids**

PROTECT your hands with "On Guard," the farm-tested, most effective hand cream. When all else fails, this often helps. 2 oz., \$2, postpaid (tax incl.). With each order, free "Cleanse With Care" sample on request. Hedda Maar, 1472 Broadway, New York City 10036. m(11-64)1

**DYNAMIC FORMULA**—Revolutionary course in Facial and Neck Culture. It reawakens and preserves facial youthfulness indefinitely. Price: \$7.00. Dynamic Formula, Box 478, Lowell, Mass. 01902. a(3-65)5

**Soil Aids**

"QR"—New English 100% herbal compost activator. Garden waste to manure in 6 weeks. \$1 makes 4 tons rich, organic, humus. Three \$1 packets \$2.50. Directions are included. Nichols Nursery, Pac-North, Albany, Oregon. n(3-64)tf

**Homesteads and Homesteaders**

I WOULD LIKE a congenial individual or couple to help share expenses and responsibilities of a comfortable home near Lane's End, for the summer or longer. Write to Florence Newbauer, RR3, Box 224, Brookville, Ohio. n(5-65)

**Books and Journals**

**CAIFORNIA HOMEOWNER,** a 24-page monthly, alive with sound economics, and action to return to the citizen the control of his own affairs. \$2 a year.—1571 N. Gower St., Los Angeles, Calif. 90028 e(5-65)ex

**DR. SHELTON'S "Hygienic Review."** A unique Health magazine — Radical, Revolutionary, Fearless. 12 issues for \$3. P. O. Box 1277, San Antonio, Texas. h(6-63)ex

**THE GREEN REVOLUTION — 3 May, 1965**

**LITTLE BLUE BOOKS** — love, adventure, science, fiction, languages, etc. Seven for \$1. Free catalog of 2000 titles.—Plumer, 81-A Wacona, Waterbury 5, Conn. p(5-65)7

**INTENTIONAL COMMUNITY NEWSLETTER** for news, letters, plans and ideas among persons interested in intentional community. Voluntary contributions. — Ben Zablocki, Box 281, Baltimore, Md. 21203 z(5-65)10

**LEARN** Globaqa, a harmonic second language for all peoples. . . logical, consistent, simple. Order your **Globaqa Wordmaster**, self-help manual for clear thinking and plain talk with easy study course and vocabulary. \$1 from Russel Jaque, Star Rte., Box 32, Tecate, Calif. j(5-65)ex

**JUNE BURN'S** book, "LIVING HIGH." Joyous account of homesteading in San Juan Islands and "troubadouring" throughout the U. S. Illustrated edition with Postcard only \$5.95 ppd. paid to "Green Revolutionists" (Reg. \$4.50). Wellington Blvd., 346 Concord Ave., Belmont, Mass. w(4-65)y

**FITNESS** — The comprehensive natural health magazine which covers organic nutrition and health from the soil upwards. \$3 a year (monthly), 35c a copy. Fitness, 255 7th Ave., New York City. (Published by Newman Turner Publications, Ltd.) (5-63)ex

"PEACE OF MIND THRU NATURE" — guidebook to better outdoor living. \$1. Backwoods Journal, Paradox 5, N. Y. (Journal subscription \$2 a year, sample 35c) b(4-64)

**HEALTH AND DAIRY GOATS.** Many healthful products from dairy goats: milk, cheese, fertilizer. National monthly magazine, \$2 yearly. Dairy Goat Journal, Box 836, Columbia 85, Mo. d(6-63)ex

**THE BUG BOOK:** recipes for harmless insect controls. Illustrations identify insects. Cross 1, recipes easy to find. \$1. \$2.50 ppd. Plants to insects and wild animals. from Philbrick, Box 96, onville, Mass. \$3.65 pp. 5 copies 40% off. p(11-64)y

**Miscellaneous**

**FRIENDLY GREETINGS FROM** Verbatim Service Co.—all lettershop and secretarial work. Complete typing and mimeo service. No job too small or too large. 150 Nassau St., New York City 10038 v(7-64)tf

**RUPTURE Cured by 4 Easy Exercises,** in a few weeks at home. Complete course, \$8.95. 10-day money-back guarantee. Wolfe, 1472 Broadway, New York City 10036. (9-65)2

**WINTER GARDENING** and other issues: Interpret July 1965; Balanced Living July-August 1958, Feb. 1961, March 1961; A Way Out July-August 1962, July-August 1964. H. Roseman, 1452 E. 85th Ave., Brooklyn, N. Y. 11236. r(5-65)5

**NONSECTARIAN,** kind widow with wholesome interests would like to meet similar, intelligent, liberal widower, 70. Share devoted home life in California. Freda Jay, 621 Avalon Ave., Santa Rosa, Calif.

**WRITE TO ME** if you are troubled and heavy laden. Learn of Christ for he is meek and lowly of heart and he will bring comfort to your mind and soul. Write to me all your troubles and worries. No advice given unless requested. List of friendly Christian people 75c. Basic Christian, 1837 Harriman, Bend, Oregon.

**ATTENTION** those of good intent! At the end of your rope? I will help you, no charge. Write Universal Life, Box 1002, Turlock, Calif. 95380

**LIVING THE GOOD LIFE** by Scott & Helen Nearing. Read in detail about their organic gardening, house and greenhouse building, on a New England homestead farm. Money refunded if not satisfied. Clothbound Photos 210 pages \$3.50. FOREST FARM, HARBORSIDE MAINE

## MILK AND HONEY—

## It's All Planned To Fit Together

By John Seymour  
Author, *The Fat of the Land*  
Orford, Woodbridge,  
Suffolk, England

## Part III

We get a lot of letters nowadays from people up and down the land, who do much as we do, although it's always interesting to see what a variation there can be in methods, to suit different people, in different jobs, and in different parts of the country. We call these people "homesteaders." People who have a trade, a job, a profession, but run a small holding and produce most of their own food, and sometimes a surplus to sell too.

I know of many more people who would like this. After all—not everybody is satisfied with a life that begins every day with a stuffy ride in the underground and ends with an orgy of watching TV. I believe it should be made possible for everyone to get his fair share of his own country, provided he can prove that he is capable of farming it. I'm not suggesting that all such people should try to earn a full living off the land. I think the educated peasant-craftsman is the highest form of life on this planet.

## A Trade Plus Homesteading

If I were a boy again I would learn some honest trade—cabinet making, building, engineering, doctoring, music making or composing—and then I should get hold of my five acres, by hook or by crook, and practice my trade and grow the food for myself and my family, and sell a small surplus of food. Do much as I do now, in fact.

## The Satisfaction of Husbandry

It's no way to get rich, of course, but what wise man wants to get rich? You take your ulcers to the grave with you, but not all that money you've grabbed. That man with the nine thousand acres of our country—he'll have to leave it all behind when he goes.

## Dr. Randolph On Chemicalization

The Jan. 15-16, 1965, symposium on man and his environment in the Pick-Congress Hotel in Chicago, sponsored by Northwestern University, attracted experts from over the nation.

Dr. Theron G. Randolph, a member of the staffs at Swedish Covenant Hospital in Chicago and Lutheran General Hospital in Park Ridge, charged that man today is being subjected to unprecedented "chemicalization" through chemical pollution of air and water and addition of chemical additives and contaminating agents to food.

## Too Many Exposures

Randolph said man may adapt without apparent effect to repeated minimal quantities of chemical agents for long periods, but may reach a point where such repeated exposure breaks through his bodily defenses. Then comes what Randolph described as a new kind of "hangover."

"First to occur may be such localized effects as nasal stuffiness, frequent colds, mild gastrointestinal distress, and itching," he said. "More advanced localized manifestations include asthma, hives, eczema, and other responses. Closely related to such general effects are chronic fatigue and impairment of higher integrated cerebral functions."

## Letters, cont'd

sort. Space is decreased again, and after this time I put in a pan with water. Hulls and pieces that float are poured off with the water. This is an effective method but you have to be a good homesteader to follow this up every day. I am working on an inexpensive sunflower seed

But the main satisfaction of our way of life is something very deep and fundamental. I could never describe it—but I believe every person has it in him to understand it.

It is the satisfaction of husbandry—of the cultivator, the herdsman, the forester, the hunter. To labor to grow a crop, and harvest it, and prepare it and eat it and see your children eat it and thrive on it—not all the money in the world can buy this satisfaction. There is only one currency the merchant who deals with this merchandise will accept: the sweat of a man's brow.

## Balanced Commonwealth

Another and very strong and subtle pleasure is watching your own little well-run domain—a balanced commonwealth—a hundred different species of animals and vegetables, living in harmony and beneficial interaction through your own good management.

Before I go in at night I take a stroll round. The horse and three cows are grazing peacefully at the end of the field. They are benefitting by the fact that I dragged chicken arks over that grass last year—the hens scratched the old rough grass out and manured the land and the grass and clover has grown up strong and green. The cows had a good feed of kale today—the kale was good because the pigs had rooted up and trod down and manured the land on which it was grown the year before. There the pigs are—they are well fed on potatoes and fodder beet which grew marvellously because I planted them in dung dragged out of the cow shed—by the horse. There is a horde of baby pigs running about—fit and healthy because their mothers are getting skimmed milk from the cow. So everything fits in—everything benefits from everything else—everything interacts. The cows eat the coarse grass the horse won't touch. The geese crop the short grass the cows can't get. The pigs come along and root up the grass when we think it has got past it and improve the land for arable crops—to be followed by grass again.

It all fits in. And what a pleasure to pick up a handful of soil. Ours was pure sand when we came here. Now it is pure "gold." (to be continued)

## Important Program For Summer Workshop, July 3-11, Shaping Up

Heathcote Haven — Freeland Exit on Rte. 83 — Maryland Line, Md., will be an exciting place during the July 3-11 workshop. At that time School of Living members and friends will gather for their annual training and study period, with the annual meeting on Sunday, July 11.

The Old Mill is now sufficiently renovated for summer use. A five room apartment is clean and ready—even to electric stove, sink, cabinets and carpeting—salvage gifts from interested persons. A large garden will provide food. Low costs will approximate those of last year: as follows:

\$1 a day per adult for food; 50c for children. \$1 per person for education. 25c a night for campers and \$1 for those who use shelter.

## Program

The program of speakers and discussion includes the following: Scott Nearing will talk on the first Sunday on homesteading in an automated age; Hugh Graham will present local tax,

shelter, and hope to be able to place it on the market. I have no solution for hulling oats.

I'm about to retire, in fairly good health, and would like to be useful on someone's homestead.—Leo W. Cornwall, 909 Santa Fe Ave., Albany 6, Calif.

## California Group Works with Youth

Youth Resources, Inc., is a non-profit corporation founded by Paul J. Marks and friends, to launch a new system of self-help youth. Their first project is now schools for potentially capable under way near Los Banos, Calif. Here is developing a campus community where members and faculty have their own homes, cottage enterprises and small farming activities. Opportunities are open for teachers, work supervisors, house parents and counsellors.

Paul Marks, a reader of *School of Living* publications for a number of years, has designed his first "school-community" to serve high school dropouts, with a vision of extending it to every age level, including adult education for living. Education and community living will advance together with self-generating and self-perpetuating factors.

## Three-Day Conferences

A number of three-day conferences of interested persons has been held. Seventy-eight persons, including nine California School of Living members, attended the March 20 weekend, where they viewed a film of an American Farm School, followed by discussion.

## Do-It-Yourself Pays—

## Home-Produced Food Cheaper

By Carolyn Guy  
East Calais, Vt.

## Part II

I acknowledge the difficulty of accurate record of cost of home-produced food, but one thing I know: it doesn't cost me any 49c to grow a head of cauliflower. And how can I figure the value of a pail of wild raspberries which took three hours of hiking through the woods, marsh and hills to gather? For me, getting up in the hills is worthwhile even if I come back empty-handed, so I don't really try to put a money value on everything.

I have \$21 invested in a pressure cooker for canning, and less than \$5 spent on jars. Many were given in exchange for eggs.

## Cucumbers

Seed was 45c (two kinds) and caps, for covering, \$1.25. We had sliced cucumbers every day from mid-July until frost, and I gave many away. They are 3 for 25c during that season here. I make



KEN MARKS relates humorous anecdote during his talk on proposed dropout school at Youth Resources gathering. His father, Paul Marks, director of the organization, and Mayor E. Mastrangelo, of Los Banos, Calif., are seated at table.

At the May Day Ingathering (April 30-May 2) they will have informal seminars on Land Acquisition, Finance, Campus Community Development, School Programming and Staff Recruitment. They will also enjoy the annual May Day Fair of Los Banos, including parades, agricultural exhibits and activities. Interested persons should notify Mr. Paul

Marks of their wish to attend (Box N, Los Banos).

## Decentralist Emphasis

Youth Resources, Inc. stresses member participation and voluntary support. They arrange adequate time for discussion of issues and group decision; they never "ask for money," but depend on those who feel the project is worthwhile, giving on their own initiative. Expenditures are reported periodically. At this time, none of the workers are paid. They are eager to be in touch with all who have a contribution to make to shared goals.

## Larger Vision

Mr. Marks stated in his last letter to the *School of Living*, "All of us who agree on the 'mad state of affairs in the world' should begin seriously to analyze our problems. As thinking persons we should lay plans that will eventually alter the current trends which increasingly deprive families of opportunities to live close to the soil. Green Revolution folks want a chance for themselves—where they can earn their living and not be bothered by the troubles of the world. I think we should consider these problems in the light of larger numbers of people. A broader view might help many attain that place in the sun. We need a concern for others—not just for ourselves. This in itself is a step toward maturity."

"Eventually I see the need for lobbying to change laws, enforcement of the 160-acre limitation law for watered lands, changes in financing of farmers, as well as increased numbers of training programs for small or would-be farmers. We criticize South America where 5% of the people own 95% of the land, but the USA, especially in the West, is moving in that direction."

many kinds of pickles. One favorite for crisp slices: 16 pts., uses 35c sugar, 15c vinegar, 10c spices; or 60c cash cost. A small, less than pint, jar in the store is 43c. In the store my season's pickles would be \$5.12.

## Sweet Corn

We plant two kinds of corn; the short season allows only one planting. We start picking early in August and use 15 ears at a meal, five days a week. Our fresh corn during the summer would cost \$12.50 at the store. We spent \$1.30 for seed, one-half pound each of Northern Belle and Spring Gold. We dried a few pounds and froze 16 boxes, which would cost \$2.40 in the store.

## Swiss Chard

The chard we produced all the year around and we gave away all season. If we had bought spinach at the store in place of our chard it would have cost at least \$5.75.

## Summer Squash

25c for seed. We had all we could use, gave it away, and fed to chickens and rabbits.

## Cabbage Family

Cabbages grow fine in our cool climate. Packages of seed have far more than we need each year. We spent, for red, ballhead and Savoy cabbage seed, each 20c; broccoli 20c; cauliflower 20c; or a total of \$1.00. Had all the fresh cabbage we could use and give away; stored red and winter cabbage through December; and froze 24 boxes of broccoli and 10 of cauliflower. Fresh cabbage was 5 or 6c a pound last fall; broccoli 40c a box; cauliflower 60c a box; my stored supply of the last two would have cost \$15 last winter.

**NEW McLEAN UTILITY TRACTOR**  
6 H.P. Briggs-Stratton Engine  
36" Rotary Mower  
36" Snow Blade  
Special exchange price

UNIVERSAL Mfg. Co.  
324 W. 10th St.  
Indianapolis, Ind.

Call for quotation—ME 4-6861  
**Special Offer \$250**

Where is the ideal place to raise a family? In the country! Most ideally in a homestead community where each family on its own acre enjoys and shares all the advantages generously provided by nature.

Homestead Haven is over 70 acres in a secluded area with woods, fields, berry patches, garden plots, pond, springs, trails, plus those to be developed: athletic field, camp sites, swimming, diving, swings, cable ride into the pond, fishing, boating, a community center in a charming old mill that will include lounge, reading room, large recreation room, guest rooms, dormitories; inside recreation (trampoline) in a large barn; crafts and carpentry shops in the carriage house.

The first ten families are to be selected on what they can contribute to the community in the way of skills via individual and cooperative activities that will benefit both children and adults, in on-going projects that will educate and train the participants while improving the community.

If interested, please write to

Homestead Haven,  
Box 62, Baltimore, Md. 21008

## CORRECTION

We have had an error in the quoted price in the ad from the Wolfe Memorial Clinic (under "Miscellaneous" in classifieds). The third line should have read:

Complete course, \$8.95. 10-day

We apologize to Mr. Wolfe for our error and to inconvenienced readers.—M.J.L.

Hedda Maar

1472 Broadway, New York, N. Y. 10036

July 23 - 1965

Mr. Arthur Harvey  
Raymond - N.H.

Dear Mr. Harvey,  
Thanks for your letter of July 20<sup>th</sup>.  
Please run the ad starting in September  
until February; drop only the words "Tax incl.",  
nothing else.

\$4 in your rate sheet is not quite  
clear to me. Can I deduct now 20% =  
\$ 2.- from the \$ 11.88? Best - you bill  
me & I'll mail a check.

Thank you.

Sincerely,  
Hedda Maar

JULY 26

Sorry we can't afford the  
forms + filing expenses for  
billing. Please consider this  
your bill for \$ 11.88. Ads  
of 8 lines or more are  
40¢ per line 1<sup>st</sup> insertion,  
plus 25¢ per line additional  
insertions.

1<sup>st</sup> month 3.60

225  
5 REPEATS  
1125  
360

1485  
297

LESS 20%  
PAY → \$ 11.88  
Pd by money  
Adv cont. P.O. #  
July 30-1965

Arthur Harvey  
Raymond  
New Hampshire

CUSTOMER'S RECORD COPY OF REGISTER TRADE CHECK MARK - PERSONAL MONEY ORDER DRAWN ON

COMMERCIAL BANK OF NORTH AMERICA

1-315  
210



NEW YORK, N. Y. July 30 1965 No. 1012606

*The Green Revolution*



*Hedda*  
*1472 Broadway*  
*N.Y.C.*

The customer procuring the REGISTER CHECK - Personal Money Order form, corresponding in number and amount to that shown hereon, agrees to inscribe thereon, in ink, the date, payee, his signature and address and assumes responsibility for all events made possible by his failure to do so. When so completed, the bank named above as drawee of this REGISTER CHECK - Personal Money Order, and the purchaser of this REGISTER CHECK - Personal Money Order, are provided with benefits, protection, and safeguards as set forth in the Warranty issued to the bank.

COMPLETE AND SIGN ORIGINAL PROMPTLY  
SAVE THIS RECORD

July 23-65

Dear Mr. Harvey,

Thank you for your letter of July 20.  
Please run the ad starting Sept until February.  
& drop only the words 'tax incl.' nothing else.  
your 64 in New Adv. Rates is not quite clear to  
me. Can I now deduct 20% = \$2.- from the \$11.88?  
Please bill me & I'll mail a check.

Very truly yours,

REVISED SCHEDULE OF DISCOUNT ON ADS YOU PLACE IN  
The GREEN REVOLUTION

Discounts may be deducted from your annual remittance, as indicated here:  
Each January, your payments for the previous year will be totalled,  
and a refund will be sent to you. If you spent for ads with us

\$10 or more - 20%  
\$20 or more - 25%  
\$40 or more - 30%

\$70 or more - 35%  
Over \$70 - 45%  
No other discounts

Arthur Harvey, A d., Manager, Raymond, New Hampshire



# SCHOOL OF LIVING

FOR ADULT EDUCATION

Creating:

That is the dignification of work,  
The justification of pain,  
The signification of life.

—Motto of School of Living



NON-PROFIT

NON-SECTARIAN

NON-POLITICAL

TELEPHONE  
838-1522

LANE'S END HOMESTEAD  
BROOKVILLE, OHIO

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Decentralization

Jul. 20

Dear Hedda Maar,

Having just returned from a three-week absence, I am unable to reply to your letter in time to arrange your ad in the August issue of Green Revolution. If you like, we can run it starting in September until February. That would be six months for a total cost of \$11.88.

We will drop the words "Ta Inchi", but it will still be 9 lines. However, if you want to drop the words "postpaid" and "on request", it would be only eight lines, for a total cost of \$10.66.

I will await your decision.

Sincerely,

Arthur Harvey

Arthur Harvey  
Raymond  
New Hampshire

Membership Fees and Contribution Are Tax - Deductible

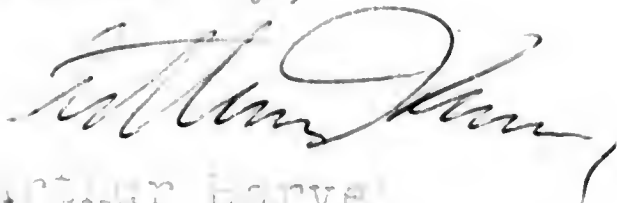
April 12

Dear Herby Har,

This is a reminder that your ad in the Green Revolution has now expired. Should you wish to renew, the cost for 12 insertions of 6 lines classified, would be \$21.09.

Please note that we now encourage you to send in two or three different texts, which we will a learn to at no extra charge. I think readers will show more interest in ads which say something new from time to time.

Sincerely,



Arthur Harve  
Ad Mgr.

Dear Sir

Thanks for your note of April 12.  
I would like to have ~~the~~ ad in the Green Revolution beginning with the August issue for altogether 6 months. That is ~~the~~ the last ad appears in the January issue. I paid last \$ 5.25 for 3 months. Kindly let me know the price for 6 months.

Thank you.

Very truly,  
H. M.

Since "Harve" is out  
it might be possible to space  
the text as I had it in 8 lines

received  
July 21-65

TO: .



SCHOOL OF LIVING OF AMERICA

~~R. R. 1, Melbourne, Florida~~

Brockville, Ohio

Hedda Maar

1472 Broadway NY 36 NY

February 6 1965 .195.....

3

Ad insertions Feb. Mar. April 1965 at half price \$1.75

\$5.25

Thanks for re-run order.

Hope it gets some orders for you!

pd by check  
191 Hedda Maar

Feb. 3-1965

-11-65

Green Revolution  
School of Living  
Laurie's Nut Homestead  
Brockville - Ohio

gentlemen:

mid of Dec. 1964 I asked by letter to, please,  
continue my <sup>ad</sup> for the next 3 months & bill  
me. I didn't receive a bill & wonder if my  
letter reached you. Kindly answer soon.

Thank you.

Very truly yours,  
Hedda Maar

Feb. bank  
april 1965

Hedda Maar

1472 Broadway, New York 36, N. Y.

November 17-1964

Green Revolution  
School of Farming  
Lane's Road Homestead  
Brookville, Ohio

Gentlemen:

On Oct. 12-64 I sent a money  
order for \$ 7.20 for 3 insertions (W. Rec. J. C.).  
I never received the asked for receipt  
nor the number of the paper in the head.  
Since you apparently forgot, would  
you kindly do this now.

I thank you in advance.

Very truly yours,  
Hedda Maar

Received of Hedda Maar

\$ 7.20 for 3 insertions of ad. -

Sample enclosed. N.Y. 64. Thank you.

M. J. Thomas

CUSTOMER'S RECORD COPY OF PERSONAL MONEY ORDER DRAWN ON

**Chemical  
New York**  
CHEMICAL BANK NEW YORK TRUST COMPANY

97-41 QUEENS BOULEVARD  
REGO PARK, N. Y.

1-12  
210

109

PAYEE

*The Green Revolution - The School of Home*

19 *64*

NO 18448

Payment of

RECORD COPY - NOT NEGOTIABLE

Pay Bills the easy way -- by Check.  
Open Your Special Checking Account today.

- No minimum balance required.
- Low cost -- your name imprinted on each check

A Savings Account Brings Happiness and Security.

- Build a reserve fund to provide for children's education,  
a new home, a real vacation or any number of things you  
dream of.

PLEASE COMPLETE AND SIGN PERSONAL MONEY ORDER FORM -- PROMPTLY -- SAVE THIS RECORD

*Green Revolution - School of Home*

*Brooklyn - N.Y.*

*Nov. 17 - 1964*

Gentlemen:

On Oct. 12-64 I sent a money order for \$7.20  
for 3 insertions for Nov. Dec. Jan. 1965. I never received  
a receipt for the money or the order.  
Since mail delivery is not always reliable will you  
please answer if you received the money & if the ad  
appeared in the Nov. issue. Thanks in advance  
of so - please - send the issue.

*October 12 - 1964*

Gentlemen:

Please find enclosed \$7.20  
for 3 insertions: November December 1964  
January 1965

Kindly send receipt. Thank you.

*Very truly*

*By money order*

# SCHOOL OF LIVING

FOR ADULT EDUCATION

Creating:

That is the dignification of work,  
The justification of pain,  
The signification of life.

—Motto of School of Living



NON-PROFIT

NON-SECTARIAN

NON-POLITICAL

TELEPHONE  
838-4522

LANE'S END HOMESTEAD  
BROOKVILLE, OHIO

Dear Friend:

Thank you, very much for your inquiry.

In the School of Living we are concerned about the good life. Individuals are trying to work out in families and in communities, satisfying and human ways of living. Most of our members are "decentralists;" at least half of them are actively engaged in independent homesteading. All of them are committed to a serious search for a way out of today's social-political-economic impasse. We publish two monthly journals.

You'll find a fresh outlook in A Way Out, 32-page monthly with its individualist-libertarian viewpoint. This does not require loyalty to any one type of activity, and our contributors and readers fill our pages with differing opinions and controversy.

For the do-it-yourselfers and modern homesteaders, The Green Revolution (monthly newspaper) brings helpful articles, brisk editorials, and a large section of informative letters from wide-awake readers.

We welcome your further acquaintance and participation. Enclosed is Ralph Borsodi's statement on A Good Life, with his listing of major problems of living. We enclose a blank for your membership and/or subscription, and we'll promptly fill your order for any of the following introductory material:

___ single copy of <u>A Way Out</u>	40¢
___ single copy of <u>The Green Revolution</u>	25¢
___ <u>Economics of Freedom</u> (illustrated)	15¢
___ <u>Voluntary Associations</u>	20¢
___ <u>The Green Revolution</u> (pamphlet)	10¢
___ <u>Serious Inquiry on Homesteading</u>	10¢
___ <u>Borsodi's Speech to Gandhian Inst.</u>	05¢
___ <u>Proudhon's General Idea of Revolution</u>	05¢

We look forward to hearing from you soon.

Sincerely

Mildred J. Loomis, Director of Ed.

Ferdie Knoess, Business Manager

The School of Living

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PUBLISHERS OF  
Bi-Monthly WAY OUT,  
\$4.00  
Monthly,  
GREEN REVOLUTION  
\$3.00 a year

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Mildred Jensen Loomis  
Lane's End Homestead  
Brookville, Ohio

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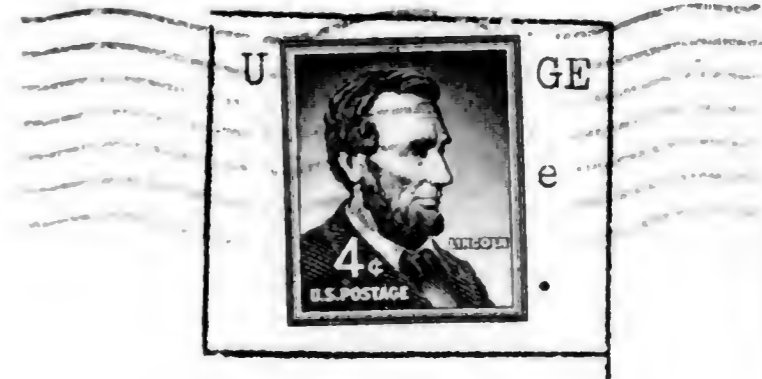
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SCHOOL OF LIVING \*- BROOKVILLE, OHIO  
Publishers of

THE GREEN REVOLUTION - monthly newspaper  
for Health-seekers, Homesteaders, Do-  
it-yourselfers. Readers say it is "Ex-  
citing," "Vital," "Fascinating," "Use-  
ful." Carries: Kern's Owner-Built Home,  
spritely editorials, lively letters,  
special features. \$3 a yr.; 25¢ a copy.

A WAY OUT -- of the modern dilemma; each  
issue defines and discusses one of the  
major problems of living, from the lib-  
ertarian viewpoint. Comprehensive, sig-  
nificant, helpful. \$4 a year.

Both for \$6 a year.



*Hilda Neal*  
1472 Broadway  
New York City 10036

October 7, 1964

The Green Revolution  
The School of Living  
Lane's End Homestead  
Brockville, Ohio 45309

Gentlemen:

On September 18, 1964 I sent you by airmail  
the following letter:

Copy

I would like to have the enclosed ad printed  
in your paper in the October, November and December  
issues. I would like to monthly. Please, let me know  
the price for one ad. Thank you.

P.S. How big is your paper's edition?

\*\*\*\*\*

I did not receive any answer until today & there-  
fore assume that the letter didn't reach you. Could  
you kindly rush your answer now. My thanks in adva

Very truly yours,

HEDDA HAAR

The ad:

Protect your hands with "On Guard", the farm-tested,  
most effective hand cream. When all else fails, this  
often helps. 2ozs \$2.00, postpaid, tax incl.  
With each order free "Cleanse With Care" sample on  
request. Hedda Haar 1472 Broadway New York 100



September 18, 1964

The Green Revolution  
The School of Living  
Lane's End Homestead  
Brockville- Ohio 45309

Gentlemen:

I would like to have the enclosed ad printed in your paper in the October, November and December issues. I would like to pay monthly.

● Please, let me know the price for one ad.

Thank you.

Very truly yours,

HEDDA MAAR

n/1

P.S. How big is your paper's edition?

●

Protect your hands with "On Guard", the farm-tested, most effective hand cream. When all else fails, this often helps. 2 oz \$2.-, postpaid, tax incl.  
With each order free "Gleanse With Care" sample on request. Hedda Maar 1472 Broadway New York 10036, N.Y.

H

March 13 1971

Mrs. E.W. Hayler  
560 Normal Road  
De Kalb , Illinois 60115

Dear Mrs. Hayler,

This is to thank you heartily for your kind letter; I am very glad you too have such a good experience with Velvetan and On Guard.

Hedda Haar's formulas are based on many years of study of the skin needs and on a tremendous experience with beauty aids. I don't believe anything better exists anywhere and no matter at what price.

Hedda Haar's beauty preparations are free of anything to be harmful to the skin. No borax, no lead etc. They are not - unlike many others - overpriced and they keep their promise.

The order is on its way. You will find in the package a sample of "Cleanse With Care". Please try it! Better: Cleanse your face first with your cleansing preparation and then with "cleanse with care" and you will see for yourself that the cotton or tissue is gray. Now touch your skin! Its softness will surprise you!

I wish you lovely Easter Holidays and am looking forward to hearing again from you again.

Sincerely ,

Hedda Haar

HM/L

October 1 1966

The Health Shoppe  
1154 Riverside Ave  
Somerset, Massachusetts

Dear Miss Sullivan:

Having read your ad in the convention booklet makes me write to you. since many health food stores are my customers I wonder if I could interest you in Hedda Maar beauty aids for your "shoppe".

Hedda Maar preparations are very effective, extremely economical, of highest quality and created for men & women interested not in make-up but in a basically healthy, clear, clean skin. In reality only such a skin can look beautiful.

Walnut Acres sells "Hedda Maar" since many years and with continuing great success. There are on a smaller scale many others: Penelope Turton, Deer Valley Farm, Oneida Health Store, Arnold's, just to name a few.

Fall is an excellent season to start the sale of beauty preparations; it is the time that requires hand care and skin protection.

I offer you my 3 main items:

"On Guard", primarily a hand cream & a very unusual one

"Velveteen", the most effective moisturizer & skin softener

"Cleanse with Care", a totally new concept in skin cleansing

The enclosed leaflets give information; should you have any questions, please, don't hesitate to ask.

Your discount would be 40%, that is, something selling for \$2.00 would cost you \$1.20. Prices are net payable after 10 days. Minimum order is \$10.- I carry handling charges, you pay for the postage.

According to the letters I receive repeatedly I believe your customers might appreciate to be offered Hedda Maar beauty aids in your store.

Looking forward to hearing from you I remain  
Cordially,

encl.

Hedda Maar

Order No. 5736 Date Sept. 22 1969

M THE HEALTH SHOPPE

Ship to Somerset - Mass.

At \_\_\_\_\_

Ship by ordered by phone When \_\_\_\_\_

Terms \_\_\_\_\_ Buyer \_\_\_\_\_

6	4oz Clearance Wipes	2.25	13 50
	less 40%		5 40
			8 10
	postage		95
			9 05

paid  
Oct. 69

Order No. 5682 Date Sept 11 1969

M THE HEALTH SHOPPE

Somerset - Mass.

Ship to \_\_\_\_\_

At ordered by phone

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	4oz Clearance Wipes	2.25	13 50
	less 40%		5 40
			8 10
	postage		1 -
			9 10

paid  
Nov 2 - 69

Order No. 5498 Date Mar 12 1968

M THE HEALTH SHOPPE

SOMERSET - MASS (2726)

Ship to \_\_\_\_\_

At ordered by phone

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	2oz On Guard	2.25	13 50
6	4oz Clear. Wipes	2.25	13 50
			25 50
	less 40%		16 30
			15 30
	postage		1 25
	ad flat		1 00

by R2000 RPT via  
printed via - 11 days  
ad. Feb. 15  
1968

Order No. 5583 Date August 24 1968

M The Health Shoppe

SOMERSET, MASS.

Ship to \_\_\_\_\_

At ordered by phone

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	Clearance Wipes	2.25	13 50
3	2oz On Guard	2.25	6 -
			19 50
	less 40%		7 80
			11 70
	postage		1 15
			12 85

paid  
Nov. 1968

Order No. 5300 November 9 1966  
 M THE HEALTH SHOPPE  
 Ship to Somerset - Mass.  
 At Ordered by phone  
 Ship by \_\_\_\_\_  
 Terms \_\_\_\_\_ Buyer \_\_\_\_\_

3	Velveteen 4oz	2.75	8	25
4	on hand 2"	1.25	7	-
2	Clause White Care 2-		4	-
1	Sensation Toile Water		3	25
1	298 Cologne		3	-
				25 50
	less 40%			10 20
				1 53 0
	prices net 10 days postage			1 63
	sample: 298 col.			1 23 3
	Sensat. Toile Water			
	leaflets			
	cards			000

PITTSBURGH SALESBOOK CO., PITTSBURGH & PA.

5359  
 Date Nov 10 1967  
 Name The Health Shoppe  
 Address Somerset - Mass.  
 Sold by ordered by phone

1			
2	6 Clause White Care 2-	12	-
3	less 40%		4 80
4			7 20
5	leaflets postage		85
6	10 days		8 05
7	prices net		
8			
9	pd. Mar 30-67		
10			
11			
12			
13			

90038  
 IN CASE OF ERROR OR EXCHANGE PRESENT THIS SLIP

Order No. 5323 Dec. 10 1966  
 M THE HEALTH SHOPPE  
 Ship to Somerset - Mass.  
 At ordered  
 Via by phone Salesman \_\_\_\_\_  
 Terms \_\_\_\_\_ Buyer \_\_\_\_\_

6	on hand	1.25	10	50
3	Clause White Care	2	6	-
3	Velveteen	2.75	8	25
				2 47 5
	less 40%			9 90
				1 48 5
	postage			1 11
				\$ 1 59 6
	prices net 10 days			
	leaflets cards			pd. Jan 12-67

Please send zip code Mr.

Order No. 5461 Nov. 6 1967  
 M The Health Shoppe  
Somerset - Mass.  
 Ship to \_\_\_\_\_  
 At ordered by phone  
 How Ship \_\_\_\_\_  
 Terms \_\_\_\_\_ When \_\_\_\_\_  
 Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

3	298 Cologne	4oz 3	9	-
3	Sensat. Toile Water	4oz 3 25	9	75
				18 75
	less 40%			7 50
				11 25
	postage			95
				12 20
	sample: S.T.W. for			
	298 col. demonstration			

Order No. 5430 August 29 1967  
 M The Health Shoppe  
SOMERSET - MASS.  
 Ship to \_\_\_\_\_  
 At ordered by phone  
 How Ship \_\_\_\_\_  
 Terms \_\_\_\_\_ When \_\_\_\_\_  
 Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	Clause White Care 2-		12	-
	less 40%			7 20
				4 80
	postage			35
	10 days prices net			5 15

pd. by 10/10  
 Sept 26-1967

TELEPHONE AREA CODE  
617-673-1481

The Health Shoppe

NATURAL FOOD PRODUCTS

1154 RIVERSIDE AVENUE

Somerset, Mass. 02726

Hedda Maas

Nov 24 1969

Please send

6 only <sup>only</sup> Cleanse With Care  
3 " On Guard  
2 only Sensation Toilet Water

Marjorie A. Sullivan

Order No. 5771 Date Nov. 4 1969  
M THE HEALTH SHOPPE  
SOMERSET - MASS.

Ship to \_\_\_\_\_  
At your order Nov. 24 -69

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	4oz Cleanse With Care	2.50	15.00
3	2. (On Guard)	2.25	6.75
	(gift mapped)		
2	4oz Sensation Toilet Wat.	3.50	7.00
			28.75
	less 40% <sup>o</sup>		11.50
			17.25
	postage		1.30
3	Cleanse With Care		18.55
3	O.S.		
	by parcel post ins.		
	prices met - 10 days		DEC 22 - 69

TELEPHONE AREA CODE  
617-673-1481

*The Health Shoppe*

NATURAL FOOD PRODUCTS

1154 RIVERSIDE AVENUE

*Somerset, Mass. 02726*

*Feb. 19, 1971*

*Hedda Maar  
1472 Broadway  
New York, N.Y. 10036*

*6 - 4oz Gleanse with Care  
6 - 4oz Velvetan*

*Please ship as soon as possible*

*The Health Shoppe  
M. Sullivan*





MEDIA MATS  
1000 8TH AVENUE  
NEW YORK, N. Y. 10036  
WI. 31122



Please send

Date:

Mar. 22, 1971

Item	pieces	oz.	Sales price	amt.
<del>On Guard</del>		2	\$ 2.25	
<del>On Guard</del>		8	6.--	
<del>Velveteen</del>		4	3.50	
Cleanse With Care	(2)	4	2.50	

Name:

Address:

City: THE HEALTH SHOPPE  
1154 RIVERSIDE AVENUE  
SOMERSET, MASS. 02726

Order No. 5965 Date 3-29 1971

M THE HEALTH SHOP  
SOMERSET-MASS

Ship to  
At your order of March 22-71

How Ship  
Terms When  
Salesman Buyer

12	4oz. Cleanse with Case 2.50	30	-
	less 40%	12	-
		18	-
	2 oz. E. free (Spec. Offer) postage	1	50
	circul., leaflets, strikers	19	50
by parcel post ins.			
prices net - 10 days			

AD. 100

Order No. 5989 Date June 4 1971

M The Health Shoppe  
Somerset - Mass.

Ship to  
At ordered by phone

How Ship  
Terms When  
Salesman Buyer

12	4oz. Cleanse with Case 2.70	32	40
6	4" Velvetan 3.75	22	50
6	2" On Guard 2.40	14	40
		69	30
less 40%		27	72
2 oz. E. free of charge		4	158
leaflets - strikers postage		1	95
by parcel post ins.		43	53
prices net - 10 days			
pd. July 1971			

AD. 100

Order No. 5946 Date Feb 25 1971

M THE HEALTH SHOPPE  
SOMERSET-MASS. 02726

Ship to  
At your order Feb. 19-1971

How Ship  
Terms When  
Salesman Buyer

6	4oz. Velvetan 3.50	21	-
6	4" Cleanse with Case 2.50	15	-
		36	-
less 40%		14	40
Circulars - strikers, leaflets		21	60
There will be a special offer (4oz) for the month of March I send you with the extra bottle.			
by parcel post ins.			
prices net - 10 days			
Postage		1	50
Paid May 71		23	10

AD. 100

Order No. 6012 Date August 9 1971

M The Health Shoppe  
Somerset - Mass.

Ship to  
At ordered by phone

How Ship  
Terms When  
Salesman Buyer

6	4oz. Cleanse with Case 2.70	16	20
		6	48
		9	72
postage		1	95
		11	77
by parcel post ins.			
prices net - 10 days			
pd. Oct. 1971			

AD. 100

Order No. 5819 Date Nov 7 1970  
 M The Health Shoppe  
Somerset - Mass.  
 Ship to \_\_\_\_\_  
 At \_\_\_\_\_  
 How Ship \_\_\_\_\_  
 Terms \_\_\_\_\_ When \_\_\_\_\_  
 Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	4oz Clause With Care 2.50	15	-
	(1 lb H.C. it's count)		
3	2oz Highland 3.25	6	75-
3	4oz Veloceteer 3.50	10	50-
		28	25-
	less 40%	12	70-
		17	35-
	postage	1	35-
	by parcel post ins.	20	70-
	prices net - 10 days		

AD. 100

Order No. 5859 Date Nov 15 1970  
 M The Health Shoppe  
Somerset - Mass.  
 Ship to \_\_\_\_\_  
 At \_\_\_\_\_  
 How Ship \_\_\_\_\_  
 Terms \_\_\_\_\_ When \_\_\_\_\_  
 Salesman \_\_\_\_\_ Buyer \_\_\_\_\_


AD. 100

5920  
 Date Dec. 16 1970  
 Name THE HEALTH SHOPPE  
 Address SOMERSET - MASS  
 Sold by \_\_\_\_\_ Am't Rec'd \_\_\_\_\_

*ordered by phone*

8	4oz Clause With Care 2.50	20	-
6	4oz Veloceteer 3.50	21	-
3	2oz gift wrapped inhalants	6	75-
		47	75-
	less 40%	19	08-
		28	67-
	postage	1	70-
		30	37-

*circulars - stickers - leaflets*  
*by parcel post ins.*  
*prices net - 10 days*

30  
 9A-2

PRINTED IN U.S.A.

5894  
 Date November 3 1970  
 Name The Health Shoppe  
 Address Somerset - Mass.  
 Sold by \_\_\_\_\_ Am't Rec'd \_\_\_\_\_

*your order*

6	Clause With Care 2.50	15	-
	less 40%	6	-
		9	-
	postage		95-
		9	95-

*Circulars - stickers*  
*by parcel post ins.*  
*prices net - 10 days*

9A-2

PRINTED IN U.S.A.

Tel. TT 3-8815  
MIG

February 11/1969/

Healthful Diet Shoppe  
74 Allen Street  
Buffalo, N.Y.

Dear Miss Mangold:

Since my ads appear regularly in the Convention Booklet as well as in the Newsletter, my name is probably known to you.

Many, many foodstores, big and small, sell Hedda Maar's beauty aids and I hope I can interest you to sell these too; my experience teaches me that your customers will appreciate to be offered Hedda Maar preparations by you. You might know the names: Walnut Acres and Penelope Turton. Both are by customers and since some time, both sell "Hedda Maar" with much success. Stores in Utica, Lindicott, Boston, just to name a few, sell "Hedda Maar".

Hedda Maar formulas are based on a vast experience in Europe and the U.S.A.. They differ from brands here on the market. Hedda Maar beauty aids keep their promise, are very effective, of highest quality and are not overpriced. They are primarily created for women interested in a clean, clear, in short, healthy skin.

Informative circulars are mailed to you in a separate letter; should you have any question, please, don't hesitate to ask.

Hedda Maar's three main items are:

"On Guard", primarily a hand cream (and a very unusual one) sells 2 oz. for \$ 2.--, 8 oz. for \$ 5.50.

"Velveteen", the most effective moisturizer and skin softener, sells 4 oz. for \$ 3.--.

"Cleanse With Care", a new concept in skin cleansing and moisture and tones at the same time, sells 4 oz. for \$ 2.25.

Your discount would be 40%, that is: something selling for \$ 2.-- would cost you \$ 1.20. Minimum order is \$ 10.-- I carry handling charges, you pay the postage.

Prices are net, payable after 10 days.

Looking forward to hearing from you I remain

Sincerely,

Hedda Maar

HM/L

March 3 , 1909

Healthful Diet Shop  
74 Allen Street  
Buffalo, N.Y.

Dear Miss Mangold:

It is a great pleasure to me to greet you as a new customer! Experience enables me to assure you that you will never regret offering Hedda Maar's beauty-aids to your customers. My business depends primarily on people's contentment with "Hedda Maar." I am happy I can tell you that it is slowly but <sup>steadily</sup> growing. Not one week passes without arrival of a letter full of praise for Hedda Maar preparations.

Your order is on its way. You'll find in the package a sample of "298 Cologne". Please, have your customers try it! The best place to find out one's <sup>skin</sup> reaction to a particular scent is on the lower inner arm where the blood flows. Toiletwaters are a matter of taste. Some like them sweet, some very loud etc. If somebody likes 298 Cologne's type there is nothing better in this category. 298 Cologne comes in a 40 bottle nicely packaged in a cellophane covered folding box and makes a nice gift for any occasion. <sup>As</sup> is coming and toiletwater gifts are gladly given and received.

Re: Cleanse With Care: This way of skin cleans<sup>ing</sup> is new to American women, Europeans are more used to it. You can assure every woman that Cl. W. C. never <sup>at</sup> dries her skin. Just the opposite. It keeps the skin moist. Have your customers touch their skin after cleansing to have themselves realise their skin's rather <sup>inner</sup> softness & smoothness! This will reassure them! <sup>reassured</sup> Cleanse With Care is also perfect for teenagers!

I wish you and me success with selling Hedda Maar beauty aids.

Hoping to hearing from you in the near future remain

Sincerely,

Hedda Maar

encl.  
h/l

Order No. 5662 Date 2-28 1969

MRS. MANGOLD - HEALTHFUL DIET SHOPPE  
 74 Allen Street Buffalo - N. Y.

Ship to \_\_\_\_\_

At Ordered by phone

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

3	2oz in hand	2.-	6 -
2	4" Velvetin	3.-	6 -
2	4" Cleave with care	2.25	4 50
			16 50
			<del>6 60</del>
			9 90
			11 00
			11 00

Samples - cards postage 1 10  
 sample 298 Clafare 8 11 00  
 Samples Velvetin (circled) 1 10  
 Cleave with care (circled) 1 10  
 Prices net - payable 10 days

March 24 1969

Healthful Diet Shop  
74 Allen St  
Buffalo, N.Y.

Dear Miss Mangold:

Thank you for the check; let's hope you soon  
will be able to give another order.

The following informs you about a bonus offer:

Every order given between April 1 and April 31  
for 20.00 or more gets as a bonus a 4oz bottle of  
298 Cologne in its original packaging (in a cello-  
phane covered folding box). The 4oz 298 Cologne sells  
for \$3.00; thus with a \$20.- order it gives an extra  
15% profit when you sell it.

I hope you can take advantage of this offer.

Looking forward to hearing from you in the near  
future I am with best wishes for pleasant holidays

Sincerely,

Hedda Haar

b/l



July 24-1970

Mrs. Mangold  
Healthful Diet Shoppe  
74 Allen St.  
Buffalo , N.Y. , 14202

Dear Mrs. Mangold,

Thanks for your interest.

Please find enclosed the promised circulars and stickers.

As I told you I repeat ( and to my regret ):

" You are the only store never reordering."

About three weeks ago I got the minimum order from a lady-owner of a natural foodstore in Lakonia, N.H. Today she ordered for the second time doubling the first order.

A man in Big Springs, Texas ordered at retail price one of each item. About 3½ weeks he wrote for the minimum order. Last week he wrote: " will soon reorder, my customers like Hedda Maar beauty aids."

A ladyowner of a natural foodstore in Atlanta, Ga. wrote to me in spring 1970: "I just have tried your Velveteen and On Guard and am very much impressed. Would like to know of any other products you can offer." To my answer she ordered for \$ 33.-- Two weeks later she writes: " A friend of mine who bought On Guard says it is the first time in years that she is not ashamed of her hands."

I would like to tell you that On Guard is scented lilly of the valley, one of the most expensive oils used in creams and of far greater value to the skin than almond or cucumber or avocado oil; these are definitely no expensive oils.

A lady in Louisville, Ky. write: " Your Velveteen is better than anything I have ever used for my face. I will approach my Natural Food Store to stock your beauty aids.--"

I could go on and on.

I am looking forward to hearing from you and remain with best wishes

Sincerely,

Hedda Maar

HM/L  
encl.

NOVEMBER 4 - 1970

Healthful Diet Home  
74 Allen Street  
Buffalo, N.Y. 14202

Dear Mrs. Mangold:

Please, pardon me for the <sup>delayed</sup> mailing of the promised circulars. Thanks for your interest! To my own pleasure I can tell you that I am very busy.

As I told you: Your store is the only one not pending in a second order. You might be interested to know that I sell only to one store in each city.

I have a customer in Atlanta, Ga. who owns 2 apparently very busy stores. They bought from me so far this year for nearly \$200.-. Some time ago the lady (a couple owns these stores) wrote me about her customers telling her: "Never before looked our hands as good as now! "On Guard" is the best hand cream.

The day I called you I also called her & she told me: "2 of my customers are not particularly happy with the scent (lemon) of "Cleanser with Care"; yet, they use it because they feel it cleanses better than anything else they did use."

A lady from Louisville, Kentucky, ordered "On Guard" & "Velveleen" for the first time, which I did mail to her. Ca. 2 weeks later I got a letter: "Your beauty aids are better than anything I ever used. I give you now name and address of a good Health Food store in Louisville write to them! I feel more people should come to know your cosmetics!" I did write and the answer was: "Send little samples, I sell only something I tried myself." I did. The answer? An order and a note: "I sell 4 other cosmetic brands. In my opinion none are as good as you

Let me tell you (everybody familiar with these will confirm) that almond & avocado oils belong to <sup>group</sup> of cheaper oils. "On Guard" is scented with a lily-of-the-valley oil which got some years ago the 1st price <sup>at</sup> Paris. This oil costs for sure 15 time or more as <sup>much</sup> as almond or avocado oil.

According to all the compliments I get from all si

My life's experience prevents me from - what I call - robbing people to become rich. I just can't consider it right or fair! I work with a small, yes small margin, don't advertise big and leave it to the people to judge quality and price by themselves.

I will be glad to get an order from you.

sincerely,

HELEN J. A. E.

h/l

encl.

in des about Kadda Wear beauty aids I might say: your customers might be glad to have offered to them. If a really large outfit would offer a cream with the quality of "On Guard" they would charge for the 2oz jar at least \$6. - My life's experience prevents me from - what I call - robbing people.

Hedda Maar

1472 Broadway, New York, N. Y. 10036

March 2-1970.

Healthway Food Shop  
235 Elm Street  
Somerville - Mass.

Dear Mrs. Letts,

It is very pleasant to have meet you by phone!  
Many thanks for your order which is on its way. I am  
sure your customers will appreciate to be able to buy  
Hedda Maar beauty aids in your store.

Hedda Maar's preparations are very effective,  
extremely economical, of highest quality and created  
for men & women interested not in make-up but in a  
basically healthy, clear, clean skin. Only such a skin  
can look beautiful.

Miss Turton sells them since about 7 years and  
reorders them regularly. She sells in addition to the  
three main items Hedda Maar's Night Cream, a fatty  
cream for very dry skin. 2 oz. sell for \$ 3.75. The  
Night Cream comes also in 8 oz. jars and sells for \$ 10.---

*They are*  
Should an entire family use "On Guard" <sup>a</sup> they are  
better off buying the 8 oz. jar for \$ 6.---. May be you  
will like to order 2 or more with your next order.  
Walnut Acres Inc., a name probably known to you, sells  
since years and with steadily increasing success. They  
sell every year ab. 175 jars, 8 oz. On Guard.

You'll find in the package the promised circulars  
and stickers which will inform you about the use of the  
different Hedda Maar beauty aids. Should you have any  
questions, please, don't hesitate to ask.

Wishing you and me lots of luck for Hedda Maar  
sales I remain

Sincerely

HM/L

Hedda Maar



U. S. POSTAGE

**HEDDA MAAR**  
**1472 BROADWAY**  
**NEW YORK, N. Y. 10036**  
**WI. 7-1180**



Please send

12 2oz size  
2 8oz size

Date : Jan 29, 71

Item	Pieces	ozs.	salesprice	amt.:
On Guard	12	2	\$ 2.25	
On Guard	2	8	6.--	
Velveteen		4	3.50	
Cleanse With Care		4	2.50	

Name :

Address :

City :

Helen's Beauty Salon  
27 Greenmanville Ave  
Mystic, Conn.  
06355

Order No. 4960 Date 3-19 1971

M Healthway Food Shop  
Somerville - Mass.

Ship to \_\_\_\_\_

At ordered by phone

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	Chaise With Care 2.50	15	-
	less 40% postage	6	-
		9	-
1	Cl. H. C. free	1	15
		10	15
Circulars, stickers, leaflets			
by parcel post ins. pd.			
prices net - 10 days			

AD. 100

Order No. 5970 Date April 12 1971

M Helene's Beauty Salon  
Mystic - Conn

Ship to \_\_\_\_\_

At ordered by phone

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

12	2 on on hand 2.25	27	-
	less 40% postage	10	80
		16	20
		1	35
		17	55
Leaflets - stickers			

AD. 100

Order No. 5522 Date 3-15 1968

M Helene's Beauty Shop  
Mystic - Conn

Ship to \_\_\_\_\_

At your order March 4-68

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

12	2 on on hand 2.-	24	-
	less 40% postage	9	60
		14	40
		1	10
		\$	1550
net 10 days			
by parcel post ins. pd.			
April 12 - 68			

AD. 100

Order No. 5509 Date Feb. 6 1968

M Helene's Beauty Shop  
Mystic - Conn

Ship to \_\_\_\_\_

At your order Feb. 1 - 68

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	2 on on hand 2.-	12	-
	less 40% postage	4	80
		7	20
		1	75
		\$	795
leaflets			
Prices net 10 days			
by parcel post ins. pd.			
bill 497			
Jan. 6			
6 20			
pd.			
March 11 - 68			
		14	15

AD. 100

Order No. 5803 Date 2-27 1970  
 M HEALTHWAY FOOD SHOP  
 SOMERVILLE - MASS.

Ship to \_\_\_\_\_  
 At Ordered by phone.  
 How Ship \_\_\_\_\_  
 Terms \_\_\_\_\_ When \_\_\_\_\_  
 Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	4oz	Clearance Whitener	2.50	15	-
6	2oz	On Guard	2.25	13	50
6	4"	Velveteen	3.50	21	-
				49	50
				less 40%	19 80
				29	70
				postage	1 45
				31	15
Circulars - <del>sticker</del> stickers net 10 days					

AD. 100

Order No. 5885 Date Oct 21 1970  
 M Healthway Food Shop  
 2135 Elm Street

Ship to Somerville - Mass.  
 At \_\_\_\_\_  
 How Ship ordered by phone  
 Terms \_\_\_\_\_ When \_\_\_\_\_  
 Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

12	4oz	Velveteen	3.50	42	-
6	4oz	Clearance Whitener	2.50	15	-
6	2oz	On Guard	2.25	13	50
2	8oz	" "	6.-	12	-
				82	50
				less 40%	33 -
				49	50
Circulars - stickers postage					
				1	75
				51	25
by parcel post ins. net - 10 days					
Oct. 15, 1970					

AD. 100

Order No. 5883 Date October 21 1970  
 M Helene's Beauty Shop  
 Mystic - Conn.

Ship to \_\_\_\_\_  
 At ordered by phone  
 How Ship \_\_\_\_\_  
 Terms \_\_\_\_\_ When \_\_\_\_\_  
 Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	2oz	On Guard	2.25	13	50
3	4"	Velveteen	3.50	10	50
6	4"	Clearance Whitener	2.50	15	-
3	2oz	Night Cream	3.50	10	50
6	4"	298 Cologne	3.50	21	-
				70	50
				less 40%	28 20
				42	30
				postage	1 70
				44	00
by parcel post ins. net - 10 days special handling charges are paid by Hedda Mass.					
pa. Nov. 20 - 1970					

AD. 100

Order No. 5845 Date 5-20 1970  
 M Helene's Beauty Salon  
 Mystic - Conn.

Ship to \_\_\_\_\_  
 At ordered by phone  
 How Ship \_\_\_\_\_  
 Terms \_\_\_\_\_ When \_\_\_\_\_  
 Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	Night Cream (oz)	4.-	24	-	
2	8oz	On Guard	6.-	12	-
2	4"	Velveteen	3.50	7	-
3	4"	298 Cologne	3.25	9	75
				52	75
				less 40%	21 10
				31	65
				postage	1 35
				33	00
July 2, 1970					

AD. 100



Order No. 5788 Date Jan 12 1969

M Helene's Beauty Shop  
Mystic - Conn.

Ship to \_\_\_\_\_

At ordered by phone

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

3	4m Veloteen	2.50	11.50	
12	2" On Guard	2.25	27.00	
			38.50	
		less 40%	15.80	
			22.70	
		postage	1.20	
			23.90	
pd. 4-13-70				

AD. 100

Order No. 5735 Date September 19 1969

M Helene's Beauty Shop  
Mystic - Conn.

Ship to \_\_\_\_\_

At ordered by phone

Ship by \_\_\_\_\_ When \_\_\_\_\_

Terms \_\_\_\_\_ Buyer \_\_\_\_\_

1	4m Veloteen		3	
2	8" On Guard	5.50	11	
12	2" " "	2.00	24	
			38	
		less 40%	15.20	
			22.80	
		postage	1.55	
			24.35	
pd. Nov. 69				

C6204

PITTSBURGH SALESBOOK CO., PITTSBURGH 8, PA.

Order No. 5677 Date 3-31 1969

M Helene's Beauty Shop  
Mystic - Conn.

Ship to \_\_\_\_\_

At ordered by phone

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

12	2" On Guard	2.00	24	
2	8" On Guard	5.50	11	
			35	
		less 40%	14	
			21	
	4m	postage	1.50	
1	298 Col. Bonnis		22.50	
leaflets				
pd June 69				

AD. 100

Order No. 5640 Date Jan 16 1969

M Helene's Beauty Shop  
MYSTIC - Conn.

Ship to \_\_\_\_\_

At ordered by phone

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

12	2" On Guard	2.00	24	
1	8" On Guard	5.50	5.50	
			29.50	
		less 40%	11.80	
			17.70	
		postage	1.45	
samplets:				
Veloteen				
Elegance with Care				
mls 5621 1/2				2.45
				<del>2.45</del>
				40.60
pd. Feb. 1969				
Please remit to Helene's Mystic Conn. 11-68				

AD. 100



5915

Date Dec. 14 1970

Name Helene's of Mystic -

Address Mystic - Conn.

Sold by Am't Rec'd

your order Dec. 6 - 70			
12	2oz On Guard 2.25	27	-
	less 40%o	10	80
		16	20
	postage	1	40
6	jars gift-wrapped	17	60
	leaflets stickers		
	circulars		
	by parcel post ins.		
	prices net - 10 days		
	special handling cost not		
25	paid by Hedda Ullar		

9A-2

PRINTED IN U.S.A.

5902

Date Nov. 19 1970

Name HEALTHWAY FOOD SHOP

Address SOMERVILLE - MASS 01704

Sold by Am't Rec'd

ordered by phone			
6	4oz 298 Cologne 4.-	24	-
	less 40%o	9	60
		14	40
	postage	1	80
		15	60
	by parcel post ins.		
	prices net - 10 days		
	special handling		
	is paid by Hedda Ullar		
12			

9A-2

PRINTED IN U.S.A.

5939

Date Feb. 4 1971

Name Helene's Beauty Salon

Address Mystic, Conn.

Sold by Am't Rec'd

your order Jan 29 - 71			
12	2oz On Guard 2.25	27	-
3	8" On Guard 6.-	18	-
		45	-
	less 40%o	18	-
		27	-
	postage	1	65
		28	65
Dec 14	bill 5915	17	60
		46	25
	leaflets - circulars - stickers		
	by parcel post ins.		
	prices net - 10 days		

49

9A-2

PRINTED IN U.S.A.

answered 4/12-68 April 9 1968.

Dear Hedda Mauer

I received your note  
and am sorry I  
misunderstood you but  
I remember a week  
ago I spoke to you  
about the check being  
in an envelope &  
ready to go it  
still is. Because  
you told me you

would let me know  
what to do about  
the damaged goods.  
You still haven't  
told me in your  
note what to do.  
Waiting anxiously

Sincerely  
Helen



*"The Beacon of Good Health"*

# Helene's Health Port

Corner of Greenmanville Ave. and Isham St.

Just South of Mystic Seaport

MYSTIC, CONNECTICUT 06355

Feb. 4, 1968

Dear Miss Macar

Enclosed find check for \$4.15

• Please send 1 doz. small jars

On Guard. 2 doz.

Sincerely

Helene Pasatka

#### Salt-Free Foods

Soups  
Mayonnaise  
Salmon, Tuna  
Cheeses  
Cookies  
Crackers  
Honey Cake  
Fruits and  
Vegetables  
Noodles  
Macaroni  
Catsup  
Chili Sauce  
Cereals

#### Sugar-Free Foods

Water-pack canned  
Fruits, Vegetables  
Candies  
Crackers, Toast  
Cookies  
Puddings  
Gelatin  
Jams and Jellies  
Salad Dressings

#### Vitamins

Herb Teas  
Nut Butters  
Candy Bars  
Unsweetened Juices  
Sun-dried Fruits  
Cold-pressed Oils

... and literally  
hundreds of other  
Nutritional and  
Dietary Products

HEDDA WAAR  
1472 BROADWAY  
NEW YORK, N.Y. 10019  
BL 22170

Jan. 25 - 1968

Dear Mrs. Nasiatka:

The last time I spoke to you you intended to send  
check for bill 5901 - Dec. 20, 1967. You probably forgot about it.  
I would appreciate it to receive (the check amount \$32.10)

Hope business continues to be good.

All good wishes!

Sincerely,  
Hedda Waar

(over)

Just received your note  
Really did forget with  
confusion of holidays,  
Very sorry.

Sincerely  
Helene

P.S. Need 6 small jars  
of On Guard.



January 12 1968

Helene's Health Shop  
27 Greenmanville Ave  
Mystic, Conn.

Dear Mrs. Nasiatka:

Today the mail brought the "stop payment" check back which you will find enclosed.

I now will send in check 224 - made out Dec. 29 - to have it credited to my account.

● Hope business is good and the cold weather doesn't bother you too much.

Looking forward to hearing from you I am

Sincerely,  
Hedda Maar

encl.

h/l

●

CHEMICAL BANK NEW YORK TRUST COMPANY  
NEW YORK

ADVICE 1

#39

DATE 1/11/68

CODE	DRAWER	REASON FOR NON-PAYMENT (SEE CODE AT LEFT)	AMOUNT
1. INSUFFICIENT FUNDS 2. ENDORSEMENT 3. UNCOLL. FUNDS 4. PAYMENT STOPPED 5. SIGNATURE 6. OFFICIAL ENDORSEMENT 7. DATE 8. ACCOUNT CLOSED 9. NO ACCOUNT 10. AMOUNTS DIFFER	Helene's Health Corp Hartford National Bank & Trust Co.	payment stopped	36.75 .50
			\$ 37.25

A/C No.

TO

039-533697

MRS. HEDDA MAAR

X LEAS

102-25 67TH ROAD.

FOREST HILLS 75.L.I., N.Y.

WE CHARGE YOUR ACCOUNT AND  
RETURN HEREWITH UNPAID THE  
ABOVE ITEM(S).

CHEMICAL BANK NEW YORK TRUST COMPANY

Order No. 4945 Date Jan 6 1968  
 M Helene's Beauty Shop  
MYSTIC - Conn.

Ship to \_\_\_\_\_  
 At ordered by phone  
 How Ship \_\_\_\_\_  
 Terms \_\_\_\_\_ When \_\_\_\_\_  
 Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

3	Velocitee	3-	9-
	less 40%		3 60
			5 40
	portage		30
	leaflets		6 20

Prices net 10 days  
 by parcel post ins.

pd  
 Please try to make the order  
 at least \$10.-. Thanks Wanda  
65

Order No. 5491 Date Dec. 20 1967  
 M Helene's Beauty Shop  
Mystic - Conn.

Ship to \_\_\_\_\_  
 At ordered by phone  
 How Ship \_\_\_\_\_  
 Terms \_\_\_\_\_ When \_\_\_\_\_  
 Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	8oz on guard	5.50	33	-
6	2" on guard	2.-	12	-
2	4" Velocitee	3.-	6	-
			51	-
	less 40%		20 40	
			30 60	
	Special hand. paid by me - portage		1 50	
			32 10	
	Prices net 10 days net 10 days by parcel post ins (1 package)		5-17 65	
	pd. 4.10 net letter enclosed.			
	Phone sent remittance bill 5484		18 50	
	" 5487		18 55	
			37 15	

Order No. 5456 Date 10-24 1967  
 M Helene's Beauty Shop  
Mrs. Macatka

Ship to Mystic - Conn. - 06355  
 At \_\_\_\_\_  
 How Ship ordered by phone  
 Terms \_\_\_\_\_ When \_\_\_\_\_  
 Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

4	2oz on guard	2.-	8	00
3	4" Clance With Care	2.25	6	75
3	4" Velocitee	3.-	9	-
1	298 Cologne (4oz)		3	-
1	Sensat. Toilet Water (4oz)		3	25
			30	-
	less 40%		18 00	
			18 00	
	sample: Clance Cream	portage	1	20
	Night Cream		2	-
	on guard	for	19	20
	Clance w. Care	for		
	leaflets	deduct		
	298 Col.	4oz.		
	Sensation Toilet			

Order No. 5484 Date Dec. 12 1967  
 M Helene's Beauty Shop  
MYSTIC - Conn.

Ship to \_\_\_\_\_  
 At ordered by phone  
 How Ship \_\_\_\_\_  
 Terms \_\_\_\_\_ When \_\_\_\_\_  
 Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	2oz on guard	2.-	12	-
6	4oz Clance w. Care	2.25	13	50
1	Sensation Toilet Water 4oz		3	25
			28 75	
	less 40%		11 50	
			17 25	
	portage		1 30	
			18 55	
	Gifts Clance With Care leaflets			
	pd. Dec 67			
	Phone sent remittance			
	for bill 5469 (\$18.20)			
	prices net 10 days			
	by parcel post ins.			

AD. 100  
 Special handling is paid by me.

Order No. 5469 Date Nov. 21 1967  
 M Helene's Beauty Shop  
MYSTIC - Conn.

Ship to \_\_\_\_\_  
 At ordered by phone  
 How Ship \_\_\_\_\_  
 Terms \_\_\_\_\_ When \_\_\_\_\_  
 Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

2	8oz Anytime Cr.	3.-	6	-
2	2" Night Cream	3.50	7	-
3	Velocitee 4oz	3.-	9	-
1	298 Cologne 4"		3	-
1	Sensation Toile. Wat. 4oz		3	25
			28 25	
	less 40%		11 30	
			16 95	
	sample: 298 Cologne			
	Sens. Toile. Wat. for demonstration			
	small leaflets			
	portage		1	25
	pd. Nov. 67		18 20	

AD. 100

October 24, 1967

Helene's Beauty Shop  
Mrs. Nasiatka  
Mystic, Conn.

Dear Mrs. Nasiatka:

It was nice to meet you over the phone.

It is with pleasure that I greet you as a new customer! I hope you will remain one for years to come to your and my benefit. As I told you I now can only repeat that most people stay with Hedda Maar preparations having them used once. Since I do very little advertising it can be only the quality of Hedda Maar preparations making people buy them again & again since years.

Thank you for the order which is on its way. You'll find samples of each of the ordered items in the package, each with some explanation about the item. Please, read also the leaflets I sent you in the first letter. Both together should give you sufficient information for talks and explanations to you customers. All Hedda Maar beauty aids are very economical: A little bit each time is sufficient to get the result. Should you have any questions, please, don't hesitate to ask. Should you want a question to be answered very quickly call my office wi-7-1180; should I not be in I'll call back.

I sent you also samples of "Anytime Cream" for cleansing (good also for facials) and Night Cream. The surplus of the Night Cream can be blotted of. 2oz Night Cream sell for \$3.50, The Anytime Cream comes only in 8 oz jars and sells for \$3.00. Families prefer to buy the 8oz jar of On Guard to save. The 8oz On Guard sells for \$5.50.

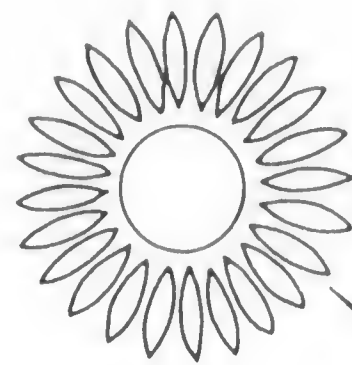
Looking forward to hearing from you very soon again I am with good wishes

Sincerely yours,

Hedda Maar

encl.

1



**Health** UNLIMITED, INC.

NATURAL FOODS

2993 N. DRUID HILLS RD., N.E.  
TOCO HILL SHOPPING CENTER  
(Near Theater) ATLANTA, GA. 30329  
TELEPHONE (404) 633-6677

404-636

5116

Dec. 4, 1969

Gentlemen:

I have just tried your Velveteen and On Guard for the first time, and am very much impressed. I would appreciate it if you would send me some information on these products... such as what kind of ingredients they contain. Would also like to know of any other products you manufacture. Do you have a deodorant that does not contain any harmful compounds?

Thank you very much.

Sincerely,  
Margery K. Kraus  
(Mrs. Henry M.)

Dec. 18-1969.

Mrs. Henry M Kraus  
Health Unlimited Inc.  
2993 N. Druid Hills R.D., N.E.  
Toko Hill Shopping Center  
Atlanta - Ga. 30329

Dear Mrs Kraus,

Many thanks regret the answer to your kin letter comes somewhat belated; Business is enormous, we don't know what to do first. It pleases me naturally and that so many people appreciate Hedda Maar's beauty aids superior quality.

Many thanks for your interest and your kind words about Hedda Maar preparations. They are different from most of the beauty aids on the market: They are not overpriced, they keep what they promise, they are very economical, and last at least no beauty aid- no matter what the price- is better than they are.

They contain lecithin, different fruitjuices, fruit oils etc., they definitely don't contain anything known to be harmful to the skin. Hedda Maar's belief is: Only a healthy skin can look beautiful. People preferring lots of make up shouldn't use Hedda Maar preparations.

Many natural food stores sell " Hedda Maar " Walnut Acres may be known to you since years. The amount sold this year is fantastic. People as far as California order Hedda Maar preparations.

A diodorant is not available from Hedda Maar.

3 main items are offered to you:

On guard, primarily a very unusual hand cream, 1/2 oz. sells 2 oz. for \$ 2.25, 8 oz. for \$ 6.--

Velveteen, the most effective moisturizer and skin softener, 4 oz. sells for \$ 3.50 ,

Cleanse With Care, a totally new concept in skin cleansing, 4 oz. sells for \$ 2.50.

Your discount would be 40%, that is, something selling for \$ 2.--, would cost you \$ 1.20. Minimum order is \$ 10.--. I carry handling charges, you pay the postage. Prices are net. payable after 10 days.

Winter is excellent for selling cosmetics.

The enclosed circulars give informations; should you have any questions, please don't hesitate to ask.

Velveteen circulars are not available right now.

According to the letters I receive again & again I believe your customers might appreciate to be offered Hedda Maar beauty aids in your store.

I would be very happy to receive an order from you very soon.

Looking forward to hearing from you very soon  
I remain with best wishes for happy holidays

Sincerely ,

Hedda Maar

Order No. 752 Date Jan. 9 1970

M HEALTH UNLIMITED INC.  
ATLANTA - GA.

Ship to \_\_\_\_\_

At ordered by phone

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	Chaise With Care	2.50	15	—
6	Velvetec 40x	3.50	21	—
9	on guard 2x	2.25	20	25
			56	25
		less 40% postage	22	78
			33	77
	LEAFLETS			
				<u>ad Jan. 70</u>
	BY PARCEL POST INS.			
	PRICES NET - 10 DAYS			

Jan. 8/1970.

Wealth Unlimited Inc  
2093 N. Druid Hills Rd. N.E.  
Toko Bill Shopping Center  
Atlanta- Ga. 30329

Dear Mrs. Kraus,

It was a pleasure to me to meet you by phone! I am really glad I decided to bother you at home.

Though I most certainly know the superior quality of Hedda Maar beauty aids your enthusiasm about them definitely made me feel good. This enthusiasm, due to your own experience, surely will help to make sales. Lets hope - for your sake and mine - my optimism to be correct.

Please remember my statement about "Cleanse with Care". People in general consider a fatty cleanser a necessity which is not so. The black or gray used cotton gives proof of the thorough cleansing and a touch on the face proes the skin's softening.

The postage is much less than I expected. I am glad.

I got today a letter from Cleveland, Ohio which says:  
"I use your Velvetan and like it very much. Please send your list, I want to use all your products."

Looking forward to hearing from you I send many greetings to you and you and to Mr. Kraus and best wishes to you for a speedy recovery.

Sincerely ,

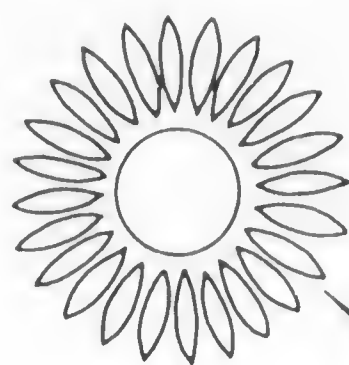
Hedda Maar

HM/L

20 Jan. 70

mitted about on guard  
burning healed





Health UNLIMITED, INC.

NATURAL FOODS



2993 N. DRUID HILLS RD., N.E.  
TOCO HILL SHOPPING CENTER  
(Near Theater) ATLANTA, GA. 30329  
TELEPHONE (404) 633-6677

Dear Miss Maar,

Jan 28, 1970

Thanks so much for your nice letter. I found the incident involving your burned hand really fascinating. A friend of mine who bought some says it is the first time in years that she is not ashamed of her hands.

Am very ambivalent about Cleanse With Care. It does an excellent job, but I personally find the fumes from it so distressing that I can't use it to take off makeup. Smells like witchhazel, but it waters my eyes and irritates my throat.

It's an involved story, but I don't plan to go back to the health food business when my back has completely healed. However, my husband has a girl helping him and I have already explained the Maar Cosmetics to her. She keeps a sample of On Guard on the counter for people to try. They are starting to sell already.

(over)

Again Thanks for your letter.<sup>2.</sup>

Sincerely,  
Midge Kraus

February 2/1970.

Health Unlimited Inc.  
2903 N. Druid Hills R.D. N.E.  
Atlanta - Ga. 30329

Dear Mrs. Kraus,

Many thanks for your kind letter. You don't mention anything about yourself; I hope your health improved in the meantime.

I am very sorry you don't intend to return to the Health-Food business. You are such an excellent saleslady. Thank you for giving a good talk to your husband's help. I soon will have more advertising material and will mail some. All was gone 2 weeks before Christmas and I was too busy to order new things.

Your report about your experience with "Cleanse With Care" left me absolutely flabbergasted. Your complaint is the very first I ever got about "Cleanse With Care". I hope it will be the last one. I myself use it since years, the first thing in the morning. I have a marvelous skin and no trouble ever with it. Stores in Endicott N.Y., Framingham Mass., Somerset Mass., Guilford Vt., Deer Valley Farm's and many more order it since years, their customers rebuy it regularly. I have many direct mailorder customers who reorder regularly for years. Nobody ever did complain. Could it be that something was wrong with the tissue or cotton you used? "Cleanse with Care" does not contain any witchhazel, it is scented with a mixture of ~~orangeoil~~ <sup>lemon</sup> & orangeoil, primarily ~~orangeoil~~ <sup>lemon</sup>. I have opened & tried the contents of hundreds of bottles over the years, there never were any fumes. It bothers me to be unable to find any explanation for your report.

I would like to remind you of the 8 oz. On Guard. People can save money buying it. 2 oz. are \$ 2.25, 4 times as much in only \$ 6.--. May be you will like to order 3 with your next order.

Looking forward to hearing from you I remain with best wishes

Sincerely,

Hedda Maier

H/L  
Encl.

Approved for filing  
2/10/70

Order No. 5872 Date Aug. 24 1970  
 M HEALTH UNLIMITED INC.  
ATLANTA - GA.

Ship to \_\_\_\_\_  
 At  ordered by phone  
 How Ship \_\_\_\_\_  
 Terms \_\_\_\_\_ When \_\_\_\_\_  
 Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

12	2 on on guard	2.25	27	—
12	4 " Velveten	3.50	42	—
12	4 " Clean W. Care	2.50	30	—
			99	—
			less 40%	39 60
			\$	59 40
	circulans - postage		3 15	
	stickers		\$	63 55
	by parcel post ins.			
	prices net - payable Oct. 1			
			rd	OCT. 1970

AD. 100

Order No. 5829 Date May 4 1970  
 M HEALTH UNLIMITED INC.  
ATLANTA - GA.

Ship to \_\_\_\_\_  
 At  ordered by phone  
 How Ship \_\_\_\_\_  
 Terms \_\_\_\_\_ When \_\_\_\_\_  
 Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

12	4 on Velveten	3.50	42	—
12	2 " on guard	2.25	27	—
2	8 " on guard	6.-	12	—
			81	—
			less 40%	32 40
	CIRCULARS		48	60
	STICKERS	postage	2	25
			50	85
	"SPECIAL HANDLING" is not to be made			
	by parcel post ins. (1 package)			
	prices net - 10 days pd. 5-21-70			

AD. 100

Nov. 9-1970

Mrs. Margery Krauss  
Health Unlimited, Inc.  
2903 N. Druid Hills Rd. N.E.  
Toko Hill Shopping Center  
Atlanta - Ga. 30327

Dear Mrs. Krauss,

Colognes and Toiletwaters are welcome Christmas gifts.

It is my pleasure to offer you Hedda Naar's 298 Cölogne. It comes in a 4 oz. bottle attractively packaged in a white cellophane covered foil box and sells for \$4.--

Toiletwaters are a matter of personal taste. Some prefer them spicy, some sweet, some loud, some delicate. If this type of scent is to one's liking nothing better can be bought in this category.

Inclosed a tiny sample. The best place to find out one's skin reaction is the lower inner arm where the blood flows. Please, try it there.

Hope this letter finds you in good health and looking forward to hearing from you soon.

Sincerely,

incl. 100/1

Hedda Naar

Nov. 10 - 70

told about "Velvetess" for hair & as bath-oil  
recommended "on guard" as gift  
told about new leaflets

5901

Date Nov. 19 1970

Name Health Unlimited Inc.

Address Atlanta - Georgia ' 30 329

Sold by order Nov. 13 - 1970 Am't Rec'd \_\_\_\_\_

12	2 on On Guard	2.25	27	-
24	4" Velveteen	3.50	84	-
36	4" Cleanse With Care	2.50	90	-
			201	-
	less 40%		80.40	
			120.60	
	postage		7.40	
			128	-
	circular, stickers			
	by parcel post ins.			
	Prices net - 10 days			

Please send:

Date: Nov-13, 1970

Item	Pieces	oz.	Sales Price	Amount
On Guard	12	2	\$ 2.25	
On Guard		8	6.--	
Velveteen	24	4	3.50	
Cleanse With Care	36	4	2.50	
Night Cream		2	4.--	
298-Cologne		4	4.--	

Name: Health Unlimited Inc  
 Address: 2993 N. Druid Hills Rd NE  
 City: Atlanta - Georgia 30329

HEDDA MAAR  
1472 BROADWAY  
NEW YORK, N. Y. 10036  
WI. 7-1180



Dec. 24, 1970

Dear Hedda Maar,

I don't even know how to begin to thank you for your lovely gift of perfume, so I will start right in the middle and tell you that I have been trying to buy a small purse size spray perfume for almost 2 months and something has always prevented me. Now I know why. And this is such a lovely scent! I had never come in contact with it before and I just love it. Thank you so very much. It arrived today & has really made our Christmas eve.

Have heard so much nice comment about your products. One college girl said that people have



been asking her what she uses on her skin because it looks so nice. She bought 2 more bottles. My daughter is crazy about Vaseline. She uses it on her legs to keep them from being chapped in winter and she says its good for your lips too.

We are just beginning to stock the book and gift shop. Its a big job for a beginner, but my daughter (she's 17) has been helping me and I think we'll be ready for business in another week.

Again my sincerest Thanks. It was a wonderful surprise.

Fondly,  
Midge Kraus

Nov. 30-1970

Dear Mrs. Kraus,

The following might be of interest to you:

A customer told me a few weeks ago: " My apartment has very dry air caused by the heating system and my lips got chapped. I tried fatty creams to heal them- no success- I ~~ixia~~ decided to try your " On Guard". Let me tell you I am delighted! I suggest you recommend " On Guard for this purpose. "

I decided to try this myself and I must say her story is true. " On guard"really helps to prevent and heal chapped lips.

In connection with the beforesaid I think I write to you about the following. I told you doctors recommended " On Guard". One doctor, an orthopedist, ( he died about 4 years ago) told me: " Many people suffer from rough heels in wintertime, your " On Guard" is perfect for preventing skin roughness."

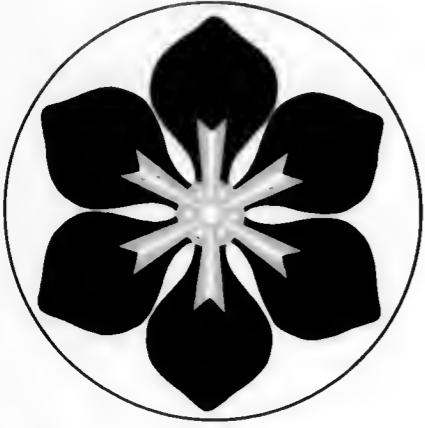
I am very sorry you did not order some 298 Cologne. Did you try it?

Hoping that this letter will meet you in excellent health I remain with best wishes

Sincerely ,

HM,L

Hedda Maar



**HORIZONS  
UNLIMITED**

6130 ROSWELL ROAD N.E., ATLANTA, GEORGIA 30328, TELEPHONE (404) 252-8558

March 5, 1971

Dear Hedda Maar,

Thanks so much for your letters and bulletins. You haven't heard from me because my business is growing and I have had so much to do I haven't had time to do much writing. Some nights I don't get home till after 9--- There is so much ordering to do with a growing business.

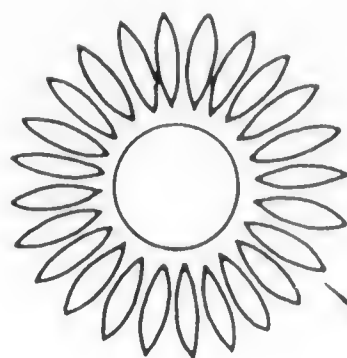
Thanks so much for referring the lady to my husband's store. She has probably been in to see him. There is a possibility I might get to N.Y. in August, and if I do, perhaps I'll be able to meet you. I'll let you know if it works out.

Thanks for finding out about the cleanse with care. I'll just hold my breath as I usually do.

Sincerely,  
Midge Klaus

Aug. 5, 1971

6130 Roswell Rd. N.E.  
Atlanta, Ga, 30328



**Health** UNLIMITED, INC.

NATURAL FOODS

2993 N. DRUID HILLS RD., N.E.  
TOCO HILL SHOPPING CENTER  
(Near Theater) ATLANTA, GA. 30329  
TELEPHONE (404) 633-6677

Dear Hedda Maar,

First let me apologize for the delay in writing you. I have been on vacation. Thank you for your quick response to my order.

I hate to tell you but, when my order arrived there were 7 broken bottles of Cleanse With Care. I was able to salvage all the other 11, using the ones with scratched labels for our personal use. Also all the labels and pamphlets were wet and stuck together. It is my opinion that there was not enough wrapping around the individual bottles. The outer carton arrived in good shape.

In addition to whatever you may do about the above I would like an additional 1 doz. bottles of Cleanse With

Care and would you kindly  
send more pamphlets.

Thank you also for my  
personal gift. It was very  
kind.

Sincerely,

Barbara Galliker

Mgr. Stru # 2

July 15

Order No. 6002A AUGUST 13 19 71

M HEALTH UNLIMITED INC,

Ship to ATLANTA - GA. store 2

At corrected bill

Ship by \_\_\_\_\_ When \_\_\_\_\_

Terms \_\_\_\_\_ Buyer J. J.

11	4oz	Clearance No. 10 Case		39	70
12	4oz	reloofeen	3.75	45	-
4	8oz	on guard	6.40	25	60
				100	30
		less 40%		40	12
				60	18
		postage		4	30
		100 flats - 100 lbs		64	48
		by parcel post ins. 1st class			
		(1 package)		19	71
		printer's net - all up			
		special handling charge			
		is paid by Reddie's			

AR 7205

5/21

HERTA & LEO LEAB COLLECTION

S 39/7

5/21 RETAILERS K.R. 1965-1971

5/21

I-J

K



Order No. 5997 Date June 24 1971  
 M. KAY'S SHOP  
POTTSTOWN - PA.

Ship to \_\_\_\_\_  
 At ordered by phone  
 How Ship \_\_\_\_\_  
 Terms \_\_\_\_\_ When \_\_\_\_\_  
 Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

12	2 on on guard	2.40	28	80
	less 40%		11	52
			17	28
	postage		1	10
			18	68
stickers-leaflets				
by parcel post ins.				
prices met - 10 days pd.				
July 1971				

AD. 100

Order No. 5874 Date August 26 1970  
 M. KAY'S SHOP  
POTTSTOWN - PA.

Ship to \_\_\_\_\_  
 At ordered by phone  
 How Ship \_\_\_\_\_  
 Terms \_\_\_\_\_ When \_\_\_\_\_  
 Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

2	Clare White Care	2.50	5	-
6	Volteca	3.50	21	-
			26	-
	less 40%		10	40
			15	60
	postage		1	-
			16	60
by parcel post ins.				
prices met				
payable Oct. 15				
Circulars - stickers				
Oct. 19 70				

AD. 100

5930

Date Jan. 15 1971  
 Name KAY'S SHOP  
 Address Pottstown - Pa

Sold by \_\_\_\_\_ Am't Rec'd \_\_\_\_\_

ordered by phone

24	2 on on guard	2.25	54	-
	less 40%		21	60
			32	40
	postage		1	70
			34	10

circulars - stickers  
 leaflets

by parcel post ins.  
 prices met - 10 days

40

9A-2

PRINTED IN U.S.A.

Order No. 5693 Date May 13 1969  
 M. KAY'S SHOP

Ship to 315 High St  
 At Pottstown - Pa. 19464  
 Ship ordered by phone When \_\_\_\_\_

Terms \_\_\_\_\_ Buyer \_\_\_\_\_

12	2 on on guard	2.25	24	-
	less 40%		9	60
			14	40
	postage		1	25
			15	65

by parcel post ins.  
 prices met - payable July 1 - 1969  
 pd. June 69

C6204

PITTSBURGH SALESBOOK CO., PITTSBURGH 8, PA.

Order No. 5686 Date 4-22 1969  
 M RAY'S SHOP  
 Pottstown - Pa. 19464

Ship to \_\_\_\_\_  
 At \_\_\_\_\_ ordered by phone  
 How Ship \_\_\_\_\_  
 Terms \_\_\_\_\_ When \_\_\_\_\_  
 Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

12	2 on on guard 2.-	24	-
2	4 on Velveteen 3.-	6	-
		30	-
	less 40%	12	-
		18	-
	postage	1.20	
		19.20	
	1 Velveteen for demonstration cards - via flats		

AD. 100

Order No. 5661 Date Feb. 28 1969  
 M RAY'S SHOP  
 POTTSTOWN - PA

Ship to \_\_\_\_\_  
 At \_\_\_\_\_ ordered by phone  
 How Ship \_\_\_\_\_  
 Terms \_\_\_\_\_ When \_\_\_\_\_  
 Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

12	2 on on guard 2.-	24	-
2	8" on guard 5.50	11	-
		35	-
	less 40%	14	-
		21	-
	postage	1.40	
		22.40	
	Jan. 9-69 No 5634		
		8	10
		30	50
	see flats		
	sample "clean white"		
		sd	
		Mar 26	

AD. 100

1969

Order No. 5777 Date Dec. 9 1969  
 M Ray's Shop  
 Pottstown - Pa.

Ship to \_\_\_\_\_  
 At \_\_\_\_\_ ordered by phone  
 How Ship \_\_\_\_\_  
 Terms \_\_\_\_\_ When \_\_\_\_\_  
 Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	8 on on guard 6.-	36	-
3	2 gift map. on guard 2.25	6	75
		42	75
	less 40%	17	10
		25	65
	sd Jan. 70 postage	1	55
		27	20
	by parcel post ins.		
	insured - 10 days		

AD. 100

Order No. 5837 Date May 13 1970  
 M RAY'S SHOP  
 POTTSTOWN - Pa.

Ship to \_\_\_\_\_  
 At \_\_\_\_\_ ordered by phone  
 How Ship \_\_\_\_\_  
 Terms \_\_\_\_\_ When \_\_\_\_\_  
 Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

12	2 on on guard 2.25	27	-
	less 40%	10	80
		16	20
	postage	1	20
		17	40
	sd May 26-70		

AD. 100

March 3, 1969

Kay's Shop  
315 High St  
Pottstown, Pa.

Dear Miss Kay:

It always is nice to talk to you. I am very glad to see my predictions come true. I told you your customers will realise by themselves the superior quality of On Guard! It is always the same: It takes a little time to convince them. Many thanks for the order.

You will find 2 samples of "Cleanse with Care" in the package. Would you kindly give these to your cosmetician for trying. Only by testing "Cleanse With Care" herself can she really recommend it to her customers.

She should make the "Hedda Maar" test. She should use first the cleansing preparation she always uses and than follow with "Cleanse With Care", for sure the cotton or tissue will be gray. "Cleanse With Care" really cleanses really thorough. The young lady should touch her skin after "Cleanse With Care" and she will touch a remarkably soft and smooth skin, in no way dried out. All the skin's moisture remains in the skin. During the coming warm months "Cleanse With Care" is ideally refreshing in addition to cleansing. There exists nothing better for young people's skin cleansing than "Cleanse With Care".

Hoping to hear from you in the near future I am

Sincerely,

Hedda Maar

H/L  
encl.

Order No. 5451 Date October 13 1967

M RAY'S SHOP  
Pottstown - Pa. 19464

Ship to \_\_\_\_\_

At \_\_\_\_\_

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	2oz On Guard 2.00	12	-
	less 40% 7.20		
	postage		85-
	\$		8.05
	sample: Velveteen 2.98 catalogue		
	sh. by check		
	Oct. 21-67		

AD. 100

Order No. 5497 Date Jan. 12 1968

M Ray's Shop  
Pottstown - Pa. 19464

Ship to \_\_\_\_\_

At ordered by phone

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	2oz On Guard 2.00	12	-
3	8" On Guard 5.50	16	50
2	4" Velveteen 3.00	6	-
			34.50
	less 40%		13.80
			\$ 20.70
	samples: Velveteen	postage	1.35
	2.98 catalogue		22.05
	sh. parcel post ins.		
	Prices net 10 days		
	Pd Feb 28-68		

AD. 100

Order No. 5597 Date October 24 1968

M Ray's Shop  
Pottstown - Pa.

Ship to \_\_\_\_\_

At ordered by phone

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	2oz On Guard 2.00	12	-
	less 40% 7.20		
	leaflets & cards	postage	90
	\$		8.10
	sh. parcel post ins.		
	Prices net - 10 days		
	Pd. Nov. 24-68		

AD. 100

Order No. 5634 Date Jan. 9 1969

M Ray's Shop  
Pottstown - Pa.

Ship to \_\_\_\_\_

At ordered by phone

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	2oz On Guard 2.00	12	-
	less 40% 7.20		
		postage	90
	\$		8.10
	cards & circulars		
	sh. parcel post ins.		
	Prices net - 10 days		
	Pd March 26-69		

AD. 100

October 16 1967

Kay's Shop  
176 North Charlotte St  
Pottstown, Pa.

Dear Miss Kay:

It is with pleasure that I greet you as a new customer of mine! Let's hope you will remain one for a long time to come, like so many others. Sales should increase in time for your and my benefit.

The package should have arrived in the meantime. You'll find in it a sample of "Velveteen" and a sample of "298 Cologne". Please, try them. "Velveteen" is ideal for the skin, with or without make-up. Like all Hedda Maar preparations "Velveteen" is extremely economical: Just put the fingertip on the sample bottle and turn it; this little bit of oil on the fingertip is sufficient to cover the face with a fine film. Use this way it is not greasy at all and keeps the skin moist while wrinkles kind of disappear. "Velveteen" is very much liked! people having used it once reorder a gain and again. The 4 oz bottle sells for \$3.00/

Re "298 Cologne": You might or might not know the best place to try the skin's reaction to a particular scent is the lower inner arm where the blood flows. Waters and Colognes are a matter of personal taste: Some men or women like something sweet, some spicy etc. "298 Cologne" smells like a forest, kind of refreshing. It comes in a cellophane covered folding box in a 4oz bottle, looks very attractive and makes a nice gift any occasion. Many of my health food store customers sell it for Christmas in their stores. It sells for \$

There will be an ad for Hedda Maar beauty aids in Bucks county paper and in the N.J. Newsletter. Did you see the ad in the convention booklet?

Some of your customers might like the superior cream "On Guard" so much that they would like to buy a larger jar. I can offer you an 8oz jar which sells for \$5.50. Your customers when buying the larger jar would save

Looking forward to hearing from you very soon I  
best wishes

Sept. 20 , 1967 .

Kay's Shop  
176 North Charlotte St.  
Pottstown- Pa. 19464

Dear Madam:

Having read your ad in the Bucks County Organic and Health Club leaflets makes me write to you. You probably saw my ad in them. Since many health food stores are my customers I wonder if I could interest you in Hedda Maar beauty aids for your " shoppe " .

Hedda Maar preparations are very effective, extremely economical, of highest quality and created for men and women interested not in make -up but in a basically healthy , clear, clean skin. In reality only such a skin can look beautiful.

Walnut Acres sells " Hedda Maar" since many years and with continueing great success. There are on a smaller scale many others : Penelope Turton, Deer Valley Farm , Oneida Health Store, Arnolds , just to name a few.

Fall is an excellent saison to start the sale of beauty preparations: It is the time that requires hand care and skin protection.

I offer you my 3 main items:

" On Guard " , primarily a hand cream & a very unusually one

" Veiveteen " , the most effective moisterizer and skin softener

" Cleanse with Care " , a totally new concept in skin cleansing.

The enclosed leaflets give information ; should you have any questions, please , don't hesitate to ask.

Your discount would be 40%, that is , something selling for \$ 2.-- would cost you \$ 1.20. Prices are net payable after 10 days. Minimum order is \$ 10.-- I carry handling chages, you pay for the postage.

According to the letters I receive repeately I believe your customers might appreciate to be offerd Hedda Maar beauty aids in your store.

Lookin g forward to hearing from you I remain

Sordially

encl.

Hedda Maar

215-323-1180

5377

Date MARCH 31 1967

Name MRS. TOMO-KO KUSHI

Address 216 Gardner Rd  
Brookline - Mass

Sold by \_\_\_\_\_ Am't Rec'd by priv. p. Mrs.

1 ordered by phone

2

3 5 on Guard 2 on 8 75

4 3 Velveteen 2.75<sup>1.25</sup> 8 25

5 3 Cleanse With Care 2- 6 -

6 23 00

7 less 40% 9 20

8 13 80

9 leaflets postage 1 20

10 payable 10 days \$ 15 00

11 prices net

12 pd by check

13 90056 June 16 - 1967

IN CASE OF ERROR OR EXCHANGE PRESENT THIS SLIP

Order No. 54222 Date July 13 1967

MRS. A.T. KUSHI

BROOKLINE - MASS.

Ship to \_\_\_\_\_

At ordered by phone

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

5 on Guard 2 on 1.25 8 75

3 Velveteen 2.75 8 25

3 Cleanse With Care 2- 6 -

23 00

less 40% 9 20

13 80

leaflets postage 1.10

payable 10 days \$ 14 90

prices net

pd

Nov. 67

AD. 100

February 13, 1967

Mrs. Tomo Koshi  
216 Gardner Rd  
Brookline, Mass.

Dear Mrs. Koshi,

Having been very busy I finally get around to write a letter to you I intended to write since a long time. You wrote in your letter that you have a health store. Many health stores are selling Hedda Haar beauty aids and I wonder if you would like to sell them also. You know "On Guard" and I don't have to tell you that it really is a very superior preparation. Stores in Framingham, Mass., Somerset, Mass., Utaiah, N.H., Endicott, N.Y., Deer Valley and so on sell Hedda Haar preparations and with great success. You might know "Walnut Acres"? They sell since years and more and more people order from them. I think your customers might appreciate to be offered Hedda Haar cosmetics by you in your store.

Hedda Haar preparations are very effective, extremely economical, of highest quality and created for men and women interested not in make-up but in a basically clean skin. In reality only such a skin can look beautiful.

I offer you my 3 main items:

"On Guard", the cream you know

"Velveteen", the most effective moisturizer

"Cleanse with Care", a totally new concept in skin cleansing.

I can offer you also a regular cleansing cream, called "Anytime Cream". 8 ozs sell for \$2.75.

The enclosed leaflets give information; should you have any questions, please, don't hesitate to ask.

Your discount would be 40%, that is, something selling for \$2.00 would cost you \$1.20. Prices are net, minimum order is \$10.-. I carry handling charges, you have to pay the postage. Therefore, send in 50% of the bill with your order, the rest of the bill is payable after 10 days.

"298" Cologne is a new item. To introduce it more I offer 298 Cologne to you till the 15th of March with a discount of 50%. Easter is early and people like to give toiletries as Easter gift, they love such a gift is always welcome.

I am looking forward to hearing from you very soon  
I remain

Hedda Haar



Order No. 5325 REC 11 19 66

M RS. T. R. RUSHI

Ship Brockline Mass.

At from NEW YORK When NEW YORK

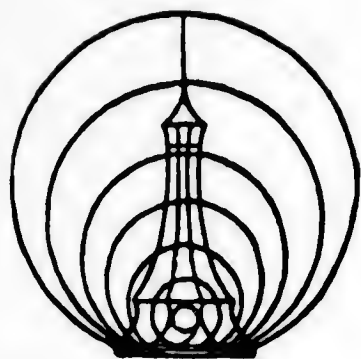
Via NEW YORK Salesman 10036

Terms:  Buyer

1	8m on Marol		5	
1	Charge W.A. Care		2	
			7	

*Sample: Velvetene*  
*298 Clogues*

Please write  
zip code No.



**EAST WEST INSTITUTE**

**SEVEN EASTMAN CIRCLE · WELLESLEY, MASSACHUSETTS 02181**

EAST WEST INSTITUTE  
1190 Lexington Avenue  
New York, N. Y.  
UN 1-6791

Mrs. TOMO KO, KUSHI  
(Caroline)  
216 Gardner Rd  
Brookline, Mass.

please send:

"On Guard" \$5.00

"Cleanse with Care" \$2.00

If you have any other sample

please send I have Health store  
on Newbury street (303 B Newbury  
street Boston (Erskine)).

617

Thank you.

~~263-342~~

734-3853

L

LANCER Co.

6 April 1970

Hedda Maar  
1472 Broadway  
New York, N.Y.

In some data I received from C. H. Carothers of Red Bank, N.J.  
I read with interest about your "CLEANSE WITH CARE".

Please ship me the 4 ounce size at your earliest convenience  
along with a list or catalog of other products.

Ship COD or bill me and I will remit immed.

If you sell on a wholesale level please quote prices as we sell  
select supplements and health foods under the name of LANCER COMPANY.

Thank you.

Frank L. Meng  
3701 West Highway 80  
#24  
Big Spring, Texas 79720

April 13-1970

Mr. Frank L. Meng  
3701 West Highway 80  
Box 24  
Big Spring-Texas- 79720

Dear Mr. Meng,

Thank you so much for your letter of April 6 which- in a way- was of special interest to me. You might ask: " Why"? My answer: I have no idea who C.H. Carothers of Red Bank -N.J. are !!If you would be kind enough to send me the data you received I would appreciate this very much. Should you wish sol'vl return these to you. Thank in advance.

Thank you for your interest in Hedda Maar beauty aids. Their formula are the result of practically a lifetime of study of knowledge about & experience with " skin " and its troubles. They are not overpriced, they are very economical, they keep their promise, and, last not least, they are of superior quality.

They are different from most of the beauty aids on the market.

All Hedda Maar preparations are free as they possibly can be made of harmful, irritating, allergenic substances; they are as naturally as cosmetics can be made natural.

In my opinion only a healthy looking skin can look beautiful. Hedda Maar's " velveteen" & " Cleanse With Care" are formulated to supplement each other; used as directed these 2 preparations make the skin look glowing, clean, clear, smooth, in short healthy looking. Anybody believing in much make-up shouldn't use " Hedda Maar ".

Many, many natural food stores sell " Hedda Maar ". Just last week a first order was mailed from Atlanta , Georgia.

page # 2

The owner wrote: " I am so impressed with your " On Guard " I order 9 of these & 6 of the other preparations you might have." I don't know how or where they got " On Guard " you might know" Walnut Acres" , one of the finest & most well k known natural food stores in the country. They sell for many years and each year more.

I offer you my 3 main items:

- 1) " On Guard "primarily a very unusual hand cream, sells 2 oz. for \$ 2.25, 8 oz. for \$ 6.--
- 2) " Velveten " , the most effective moisturizer & skin softener, sells 4 oz. for \$ 3.50
- 3) " Cleanse With Care ", a totally new concept in skin cleansing, sells 4 oz. for \$ 2.50

Your discount would be 40%, that is, something selling for \$ 2.50 would cost you \$ 1.50. Minimum order is \$ 15.-- I carry handling charges, you pay the postage. Prices are net payable after 10 days.

One 4 oz. bottle "Cleanse With Care "is mailed to you. In the package you 'll find a little sample of " Velveten " Please have Mrs. Meng try it. Don't pour it out of the bottle. Put the fingertip on the top and turn the bottle; only a fine film on the skin is needed.

Many people not used to a clear liquid cleanser are afraid of getting dry skin using it. Mrs. Meng should use it & touch her skin after cleansing & the soft skin will surprise her.

The enclosed circulars give information; should you have any questions, please, don't hesitate to ask.

Looking forward to hearing from you I remain

Sincerely ,

HM./L encl.

Hedda Maar

THE LANCER COMPANY

frank l. meng  
sandra m. meng

p.o. box 1055

big spring, tex. 79720

4 May 1970

Hedda Maar  
1472 Broadway  
New York, New York

We received just the other day our samples of Cleanse With Care and Velvetten. Thank you. I am enclosing my check for the amount of \$2.00 for these items on order #5820.

At your convenience please ship us the following:

3 only "On Guard" 2 oz.

4 only "Cleanse With Care

3 only Velvetten

INCLUDE ANY HANDOUT LIT. AVAILABLE

This should make up a minimum order.

Please note our new mailing address;

The Lancer Company  
Attn: Frank L. Meng  
P.O. Box 1055  
Big Spring, Texas 79720

P.S. WILL WRITE FURTHER THIS WEEKEND &  
DIG OUT BEST INFORMATION FROM CARROTTON

May 11 - 1970

The Lancer Company  
Attn.: Frank L Meng  
P.O.Box 1055  
Big Springs - Texas 79720

Dear Mr. Meng,

It is my pleasure to greet you as a new customer!  
I hope you will remain one for years to come.

Judging from my experience you can be sure to get  
regular customers for Hedda Maar beauty aids.  
Walnut Acres and Deer Valley Farms are mail order houses;  
from year to year their sales increase! The increase are  
probably new customers while the others can be only those  
reordering.

Penelope Turton in Massachusetts sells Hedda Maar  
beauty aids since several years. Her sales must have  
satisfied her! Otherwise I wouldn't have received by her  
recommandation her friend's order who just opened a  
natural food store in Somerville, Massachusetts.

I would like to bring to your attention the 8 oz.  
size of " On Guard ". It sells for \$ 6.-- while the 2 oz.  
jar sells for \$ 2.25. The cream definitely lasts one  
year or even longer without spoiling and by buying the  
large jar your friends can save money.

Should you have any questions you can't answer to  
your customers, please, don't hesitate to ask.

Looking forward to hearing from you soon again  
I remain

Sincerely

HM/L

Hedda Maar



Order No. 5835 Date MAY 11 1970

M The Lancer Co.

BIG SPRING - TEXAS

Ship to \_\_\_\_\_

At order May 4 - 1970

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

3	2 on On Guard	2.25	6 75
4	4 on Cleave With Core	2.50	10 00
3	4" Velveteen	3.50	10 50
			<u>27 25</u>
	less 40% -		10 90
			<u>16 35</u>
	Circulars - stickers		
	by parcel post ins.		
	prices net - 10 days		
	postage		21 -
	pd. July 1970		<u>1 835</u>

July 13 - 1970

Carothers Laboratory  
Box 741  
Red Bank, N.J. 07701

Gentlemen,

In the hope that you will not mind I trust to approach you.

On April 8<sup>th</sup> 1970 I received a letter from a Mr. Meng, Big Spring, Texas: "... In some data I received from C H Carothers of Red Bank, N.J. I read with interest about you..." Understandably I was astonished. He ordered a bottle of "Cleanse With Care" and sent a check by return mail. With the check he ordered Hedda Maar items for \$ 16.--which were mailed May 11 to his new firm "The Lancer Co" P.O.Box 1055 Big Spring, Texas. He did not pay and I never received an answer to the statements I sent to him. Today I tried to phone him and learned to my surprise that neither Mr. Meng nor the Lancer Co. have a phone. I must say I do business with Natural Food Stores since at least 10 years and I can only say: My trust was always rewarded and I never lost one penny.

I now wonder: Did you do business with Mr. Meng? Did he pay the bills.

With thanks in advance for your kind answer

I am

Sincerely,

Encl. (M/L)

Hedda Maar

July 13- 1970

Carothers Laboratory  
Box 741  
Red Bank , N.J. 07702

Gentlemen,

In the hope that you will not mind I trust  
to approach you.  
On April 8 th I received a letter from a Mr. Meng  
Big Spring , Texas

Hedda Maar

1472 Broadway, New York, N. Y. 10036  
July 1 - 1970

Mr. Frank L. Meng  
The Lancer Company  
P.O. Box 1055  
Big Spring, Texas

Statement

ordered May 4 - 1970

billed Nov 11 - 1970

5835

3	2oz	On Guard	\$2.25	\$ 6.75
4	4"	Cleanse With Care	2.50	10.00
3	4"	Velveteen	3.50	10.50
				<u>27.25</u>
			less 40%	10.90
				<u>16.35</u>
			postage	2.00
				<u>\$ 18.35</u>

circulars - stickers

by parcel post ins.

prices net - 10 days

Please remit by return mail

NOTE:

ITEMS STARTING TO EXHAUST ON  
DETAILS IN LETTER TO FOLLER

F. Meng  

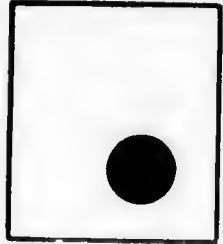



# The Leonard's

Jamaica,  
Vermont

877-874-5921

Photo by John Harris, East Jamaica, VT.



60649

October 2 1963

The Leonard's  
Jamaica, Vt.

Dear Mr. and Mrs. Leonard:

My name might or might not be known to you; Dr. Hamilton, a friend of mine suggested that I write to you. I gladly do so, the more so since she described you as especially nice people.

I understand you have a lovely gift shop in Jamaica; I can assure you, Kodd's Hair preparations fit in very well. They are of highest quality and attractively packaged. They must be known in New England, I get direct orders from Massachusetts, New Hampshire, Vermont and upstate New York.

A little parcel with samples is on its way to you. Please, read the information about the different preparations carefully; it is very necessary for anybody selling cosmetics to know exactly what one is selling. Besides, satisfied customers return. Should you have any questions in regard to the Beauty-aids, please, don't hesitate to ask. I would like to say that "On Guard" is more recommendable for handcare than the "Lotion". Yet, there are people who prefer a lotion for their handcare. As you can convince yourself the lotion is rather a liquid cream. Lotion and Toiletwater are excellent items for Christmas gifts; I also received orders though for "On Guard" and "Velveteen" for gifts.

You will find the retail price of each item on the written information. Your discount is 35%, prices are net, I pay the postage, the bill would be payable after 10 days.

Should you wish I will send with each order some leaflets (blue & yellow) about "On Guard" and "Velveteen" free of charge.

If I may suggest, please, order first and as 1st order, 1 or 2 of each item to get acquainted with the preparation. I offer you for this sample order extra 5%. To make it clear: These extra 5% apply only to the very first order.

Thanking you for your kind interest and looking forward to hearing from you very soon I remain

M



September 7, 1977

Dear Hedda,

This letter is a  
form of an apology  
to you for past

clearing up the  
balance of \$12.<sup>26</sup>  
that was long  
past overdue.

2.

There have been so  
many changes in  
my life that I  
have neglected so  
many matters and  
only now am I  
attending to them.  
I do hope this  
letter finds you  
in the very best

3.

of health Hedda and  
that your trip to  
Europe was a most  
enjoyable one.

Will contact you  
again as I do  
believe I need  
to reorder more.

Velveten

Please forgive

me!

Do take care  
and God bless

you

Sincerely,  
Terri L.

IN REPLY REFER TO

**POST OFFICE DEPARTMENT**  
**OFFICE OF THE INSPECTOR IN CHARGE**  
CHICAGO 7, ILLINOIS 60607

June 23, 1970

Hedda Maar  
1172 Broadway  
New York, New York 10036

Gentlemen:

The Postmaster General referred your recent complaint to me for attention. Investigation disclosed Mrs. Maloney formerly resided on North Nashville in Elmwood Park, Illinois. Mrs. M. J. J. Maloney now resides at 1631 North 73rd Court, Chicago, Illinois 60635. The possibility exists that Mrs. Maloney, in furnishing her address to you inadvertently gave you the 1631 from her new address and the Nashville Avenue from her former address. In view of the foregoing there was no mishandling by Elmwood Park Station in the return of the letter to you.

Sincerely yours,

*M. J. Maloney*

Postal Inspector in Charge

*mitted to Mrs.  
Maloney  
June 26-1970*

May 26-1970

To the Postmaster General  
Washington , D.C.

Dear Sir,

Since I am not the person fond of cheating people I don't know of any other alternative than to approach you.

I enclose a copy of a letter to the Postmaster in Elmwood Park , Illinois written in April 220- 1970; it explains my dilemma. Due to no answer I wrote a second time to the Elmwood Park Postmaster on May 12, again he didn't have the decency to answer.

So now I come to you assuming that this Postmaster is under your jurisdiction. Couldn't you make check if the mailman made a mistake? You might understand my not wanting to keep a check I have no right to keep.

I hope you will be able to help me.

Many thanks in advance.

Sincerely,

Hedda Maar

Encl. HM/L

April 22-1970

To the Postmaster  
Elmwood Park, Illinois 60635

Dear Sir,

To my own regret I have to bother you.

I am the owner of a mail-order business. On April 9-1970 I received an order & a check from a

Mrs. M J Maloney  
1631 N Nashville Ave  
Elmwood Park- Illinois 60635

There was something wrong with the check which was therefore returned. Today I received my letter and check back! The envelope was stamped "Addressee Unknown-3501" At the bottom of the envelope there was written in pencil "not here"

I want to return the check and therefore trust to come to you. The lady's address was written with the typewriter and I am sure she knows her address. Therefore somebody at the post-office must have erred. Would you, please, have the address checked and answer me.

Many thanks in advance.

Very truly yours,

Hedda Maer

HM/L

note a 2<sup>nd</sup> time 5-12-1970

April - 1970

Dear Mrs. Maloney,

Thank you for your order. I think  
I think you'll find the material all the  
same. The ten comes in a 4 on bottles  
& costs \$3.50. There is a 25's 1 large  
towards the postage for orders less than \$5. -

How did you learn about "Kiddie Mear"?

Please find enclosed some information  
about Kiddie Mear beauty aids. It  
might be of interest to you.

Kiddie Mear beauty aids are different  
from most of the beauty aids on the  
market: They are not overpriced,  
they are very economical, they keep  
their picture and last a long time,  
they are of superior quality.

Should you have any questions,  
please don't hesitate to ask.

Sincerely,

Original letter from Mrs. Maloney  
returned



September 17, 1969

Mrs. Eugene V. Miller  
912 Barnette  
Fairbanks, Alaska 99701

Dear Mrs. Miller:

Inflation has hit!

Prices for jars, bottles, ingredients, labels went up enormously, sometimes nearly 50%. Expenses - labor, postage, paper etc. - are going up, up, up, ... Therefore - to our regret - prices for Hedda Maar beauty aids have to be raised, beginning Oct. 15, 69.

New prices:

On Guard	2oz	\$2.25
On Guard	8"	6.00
Velveteen	4"	3.50
Cleanse		
With Care	4"	2.50

Hoping to hearing from you in the near future  
we remain

Sincerely,

Hedda Maar

h/l

Order No. 5766 Date March 13 1969

MRS. EUGENE V. MILLER  
412 Barnette

Ship to FAIRBANKS - ALASKA

At \_\_\_\_\_ 99701

How Ship order MARCH 7-1969

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

12	4oz Velocette	3-	36	-
	less 35%		12	60
			23	40
	Air-mail postage		7	68
		\$	31	08
	acc'd		31	40
	due to you			.32
	balance forward			.32
	balance			

March 13 1969

Mrs. Eugene V. Miller  
912 Barnette  
Fairbanks, Alaska

Dear Mrs. Miller:

Many thanks for your order and check; the  
"Velveteen" is on its way.

So sorry you couldn't order "Cleanse With Care"  
and "On Guard". A small store in upstate New York  
belonging to an elderly lady sells more "Cleanse With  
Care" than most of my customers. She sells an average  
of 6 bottles in 2 weeks. "On Guard" is sold by all  
my customers in big quantities! There definitely isn't  
a better handprotection preparation on the market.

Let's hope in time your friends also will use  
these beauty aids.

Best wishes for a lovely Spring Season!

Sincerely,

Hedda Haar

encl.

n/l

EUGENE V. MILLER  
Attorney at Law  
912 BARNETTE STREET - FAIRBANKS, ALASKA 99701

M E S S A G E

R E P L Y

HEDDA MAAR  
1472 Broadway  
New York, N. Y. 10036

March 7, 1969

Dear Madam:

DATE

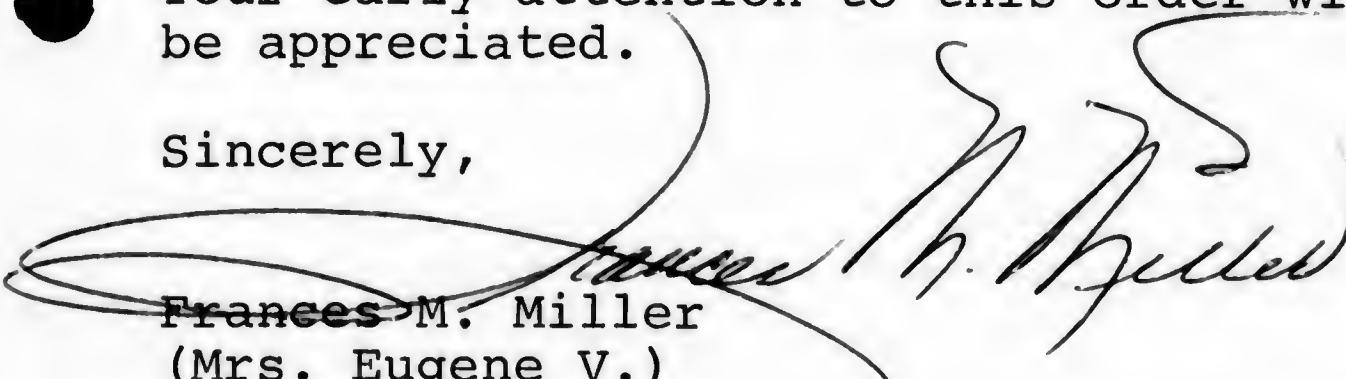
Enclosed find my check for \$31.40 to  
cover the following order:

12 - 4oz Velveteen	\$36.00
less 35%	12.60
	<hr/> 23.40
Estimated postate	8.00
Amount enclosed	<hr/> 31.40

Please ship by parcel post AIRMAIL cov-  
ered by insurance.

Your early attention to this order will  
be appreciated.

Sincerely,

  
~~Frances~~ M. Miller  
(Mrs. Eugene V.)  
Encl.

SIGNED

DATE

SIGNED

January 28, 1969

Mrs. Eugene V. Miller  
912 Barnette  
Fairbanks, Alaska 99701

Dear Mrs. Miller:

The enclosed clipping, cut out from yesterday's paper is the reason for this letter. Hands are especially sensitive to icecold temperatures.

Nothing is better for hand-care than "On Guard", the cream really protecting hands to the maximum from getting chapped, red or cracks; in addition to its superb quality the cream is unbelievably economical. Since you are using "On Guard" you for sure can agree to the beforesaid.

Your friends using "Velveteen" might be glad to learn about "On Guard"! Wouldn't you like to offer it to them? The 2oz jar is \$2.00.

Thanking you & hoping to get an affirmative answer rather soon we remain

Sincerely,  
Hedda Maar

encl.  
n/1

BARBERS, Alaska 99701

8¢ note enclosed

Oct. 21-1968

Dear Mrs. Miller:

Let me greet you as a new customer! Many thanks for your report on your results with "Velveteen". The following might interest you: Many, many people use Hedda Maar beauty aids since years. Today a letter came from Huntington, L.I.: "Your Velveteen was given to me as a gift. I am very pleased with the results! Can you tell me where I can purchase it in L.I.?" Another letter arrives with a reorder: "... The oil is so good!" The letter came from Hancock, N.H..

● The fact is: All Hedda Maar preparations are excellent, long lasting, very economical and in general- without exaggeration- of better quality than the most expensive on the market. The big firms spend millions on television ads and the public has to pay more than 3 & 4 times this expense. Just 1 example: Revlon sells an oil 2oz for \$5.00!

Since you ordered 12 Velveteen the entire order gets the discount. Orders for more than \$50.- get an extra discount of 5%. Good luck for your intention to sell to your friends.

Before you really use "Cleanse With Care" make the test: Use your usual cleansing preparation, wet a tissue with C. W. C. and cleanse with care; you will see for yourself that the tissue is gray. Touch your skin; it will be wonderfully soft.

There are some cards & leaflets in the package. Some of the ladies selling write their name and address on the card to let their friends know to order from them. Should you want more cards or leaflets, please, write for them.

You'll find in the package a sample of Hedda Maar's "298 Cologne". Please, try it. Colognes are a matter of taste; should this type of scent be to your liking you can't buy anything better. The best place for trying fragrances is the lower inner arm where the blood flows; here one gets one's skin reaction to one's skin. Colognes are a very welcome Xmas gift. May be you can interest your friends. Many people also order cosmetics to be given as a gift. The 2oz "On Guard" comes gift wrapped in cellophane when ordered. "298" also can be delivered gift wrapped. There is no charge. Should you have any questions don't hesitate to ask.

Sincerely,  
1/1

Order No. 5595 Date Oct. 17 1968

MRS. EUGENE V. MILLER

912 Barretto - FAIRBANKS - ALASKA

Ship to \_\_\_\_\_

At Order Oct. 10 - 1968

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

12	4oz V'm's L'eau	3-	36	00
2	3" On Guard	5.50	11	-
1	4" Cleave With Care	4.25	2	25
			49	25
	less 35% -		17	23
		\$	32	02
	<del>3.00</del>		9	98
	sample: 298 Cologne		42	00
	rec'd		50	-
	leaflets & cards credit		8	-
	inc. mark for		8	-
			0	00

AD. .00

EUGENE V. MILLER  
ATTORNEY AT LAW  
912 BARNETTE  
FAIRBANKS, ALASKA 99701

TELEPHONES  
452-1261 • 456-4030

October 10, 1968

HEDDA MAAR  
1472 Broadway,  
New York, N. Y. 10036

Dear Madam:

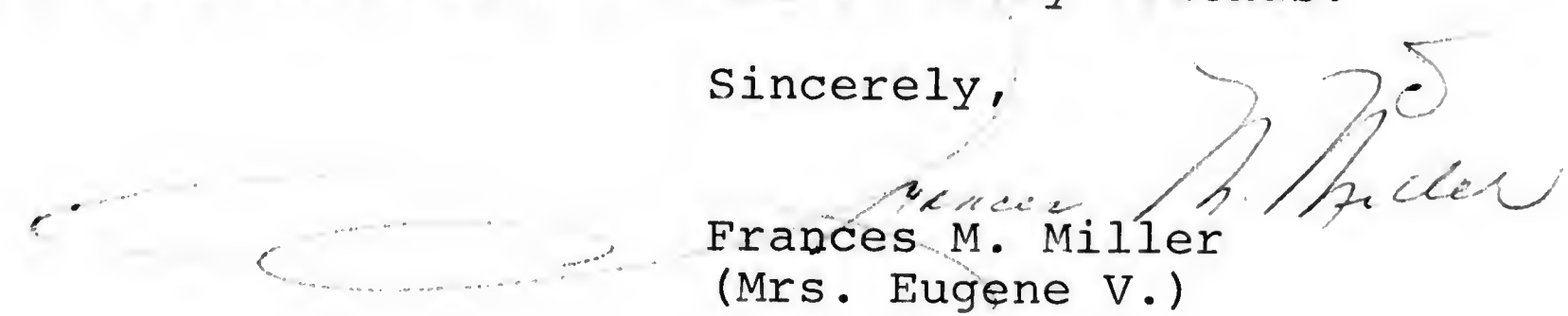
You will find my check for \$50.00 for the following:

- 12 - 4 oz. Velveteen (purchased for resale)
- 2 - 8 oz. On Guard (personal use)
- 1 - Cleanse With Care (4 oz.)

This order is sent in reply to your letter of February 28, 1968. I have had difficulty in determining the parcel post expense, so have sent extra money, considering a reduction due to resale, with you to remit the balance after all expense is totaled.

I had ordered your Velveteen through Walnut Acres and was so pleased with it I would like to sell it to my friends.

Sincerely,

  
Frances M. Miller  
(Mrs. Eugene V.)

Encl.



-----28.11.67

Mrs. Eugene V. Miller  
912 Barnett Street  
Fairbanks, Alaska 99701

Dear Mrs. Miller:

● Thank you for your letter of Feb. 16. How did you learn about Hedda Maar preparations?

Your letter doesn't say if you want to order for resale or for your own use. The retail price for 4 oz Velveteen is \$3.00. Minimum order is \$9.00. Check for merchandise plus postage would have to be sent in with order. Should you be interested in resale kindly state and the discount rates will be mailed.

One bottle's complete weight is ca. 9 oz. To get total weight (= incl. packaging material) please add ca. ● 15 till 20% of weight. Your postoffice can supply rate-sheet. For air-parcel post Zone 8 is the correct

Looking forward with pleasure to your answer  
we remain

encl.

Sincerely,

HEDDA MAAR *me*

MEMO-LETTER

EUGENE V. MILLER

Attorney at Law

912 BARNETTE STREET - FAIRBANKS, ALASKA 99701

MESSAGE

REPLY

TO

HEDDA MAAR  
1472 Broadway  
New York, New York

February 16, 1968

DATE

Gentlemen:

I am interested in purchasing a case  
of your product called VELVETEEN,  
bottled in 4 fl. oz. containers.

Please quote the price for same, also  
indicating how many jars are in a case.

Your attention to this matter will be  
appreciated.

Sincerely,

  
Frances N. Miller (Mrs. Eugene V.)

DATE

SIGNED

SIGNED

Mrs. Florence L. Mills  
3070 Summer Avenue  
Memphis, Tennessee 38112

Dear Hedda Mann.

Please accept my personal  
order for

3/4 oz Velveteen

Bill this to the above  
address will send check to  
cover same.

I will give you the address  
of only Health Food Store in  
this city. They do not carry  
Velveteen.

You might contact them  
Thank you

Florence L. Mills

So nice ~~for~~ of you to call me  
Thanks again

Mc

N

Order No. 4993 March 7 19 65

M Nature Food Products

Ship to Weston - Vermont

At your order When \_\_\_\_\_

Via \_\_\_\_\_ Salesman \_\_\_\_\_

Terms: 2-24-65 Buyer \_\_\_\_\_

2	8oz "On Guard"	5.-	10	-
2	2oz "On Guard"	1.75	3	50
2	Velociteer	2.50	5	-
			\$	18 50
	less 35% Sea Flets			6 48
			\$	12 02
	<del>prices</del>			
	Payable 10 days net			
	by period post			
	pd by check March 19			



NATORG FOOD PRODUCTS

Weston, Vermont

Telephone: 824-5944

3/16/65

Dear Miss Haav,

Thank you for the order of  
On Guard and Keltone.

I do have some "changes with  
care" on hand. I'm anticipating  
that I'll do more with cosmetics  
this season than last. —

And most of all thank you for

the insight into your intent to  
produce an "honest" cosmetic —  
as I am growing by conviction that  
life in the country is closer to  
the "VERITIES" — of which honesty  
I hope is one. —

It was very good to hear  
from you & get acquainted with  
ON COAST particularly —  
Thank you sincerely  
Bill Newhall

March 4 1965

Mr. Bill Newhall  
Matorg Food Products  
Weston, Vermont

Dear Mr. Newhall:

Thank you for your letter and order; it is good to hear from you.

Hedda Mar preparations are very good and comparable to the most expensive on the market. People realize this. Most of those having used them once try to get them again. I am sure you will get new customers for these cosmetics too. Do you send out lists as Matog did at the beginning? If so are my preparations listed? I am happy I can tell you that by now they are rather well known in New England. I always say: They fit the New England character, they keep what they are supposed to do; they are "honest" cosmetics.

You will find in the package some leaflets. Please, give these to your customers.

"Matorg" used to order "Cleanse With Care" too may be you might like to offer these too to your friends. The minimum order for all items combined is \$10.--.

Should you have any questions in regard to the cosmetics, please, don't hesitate to ask. You might like to know that according to some of my customers "On Guard" is a very good protection against the sun.

Looking forward to hearing from you soon again I remain

Very truly yours,

Hedda Mar

encl.  
h/1





NATORG FOOD PRODUCTS

Weston, Vermont

Telephone: 824-5944

2/24/65

HEDDA MAAR,  
1472 BROADWAY  
New York, N.Y. 10036

Dear Miss Maar,

I must do some explaining.  
When I took over Natorg last  
June so far as I can recall now  
there were none of your products  
on the shelf. Add. I did not want

P.S. I read your correspondence with John H. Brown and Miss Coleman with interest.

to get into purchasing cosmetics until I found there was a demand for them.

I have had two requests for ON GUARD so I would like to put an order in for:

- 2 8 Oz jars of ON GUARD
- 2 2 Oz jars " "
- 2 Bottles VELVETEEN

This is a start.

Sincerely  
Bill Newhall

Hedda Maar  
1472 Bway  
New York 36 N Y



THE NATORG FOOD PRODUCTS division of this Company has been sold to William R. Newhall of Weston, Vermont. He knows and will carry the full line on the price list you now have and is prepared to handle mail orders, as well as bulk deliveries within a reasonable distance. Your continued patronage will be greatly appreciated.

Our OLD FARMER'S RESTAURANT by The Sign of the Red Stove continues in business as usual (7-2-2 and 6-8 daily except Sunday). Some of these foods will be served there.

Please accept our sincere thanks for your many past favors. We believe that Mr. Newhall's devoted enthusiasm will meet the challenges of this business far more successfully than our necessarily divided attentions were able to do.

YANKEE, INC. - Dublin, N.H.

Order No. 4773 Jan. 31 1964

M Nature - YANKEE

Ship to DUBLIN - N. H.

At NEW YORK When \_\_\_\_\_

Via NEW YORK Salesman \_\_\_\_\_

Terms: \_\_\_\_\_ Buyer \_\_\_\_\_

*your order of 1/29-64*

6 2oz "On Guard" 1.75 10 50

6 4" Clearw. Care 2.- 12 -

22 50

*less 35 50* 7 88

14 62

*prices net  
10 days pd*

Order No. 4840 Mar 8 1964

M Nature Food Products

Ship to DUBLIN - N. H.

At \_\_\_\_\_

Ship by \_\_\_\_\_ When \_\_\_\_\_

Terms \_\_\_\_\_ Buyer \_\_\_\_\_

6 On Guard 1.75 ~~10 50~~

10 50

*less 35 50* 3 67

6 83

*leaflets*

*order given by phone*

*paid June 2-64*

# YANKEE INCORPORATED

DUBLIN, NEW HAMPSHIRE

1/29/64

Dear Hedda Raar -

Thank you for cleanser - it certainly seems very nice!

For now will try 6 On Guards if you

would please send. Am now enclosing pamphlets with orders by mail - could use some more re 'On Guard'.

Hope all is well with you & business prospering.

Sincerely,

(Miss) Stellan Colman

P. ● On second thought, please send 1/2 doz. of the cleanser - thank you.

YANKEE, INC., Publishers

YANKEE-THE OLD FARMER'S ALMANAC

Dublin, N. H.

Return upper portion to ensure proper heading

Order No. 4678 July 16 1963

M Nature Food Products Co.

Ship to DUBLIN - N.H.

At as ordered

Ship by by telephone When \_\_\_\_\_

Terms \_\_\_\_\_ parcel post

10	200 "On Guard"	1.75	17.50
10	40 "Velvetee"	2.50	25.00
			<u>42.50</u>
	less 35.20		<u>14.88</u>
			<u>217.62</u>

Prices net 10 days

Paid by check 89 15  
Aug. 6 - 1963

C6204

PITTSBURGH SALESBOOK CO., PITTSBURGH 3, PA.



## NATORG FOOD PRODUCTS COMPANY

*A Division of YANKEE, Incorporated*

DUBLIN • NEW HAMPSHIRE

Telephone: 603 - 563-3621

March 15th, 1963

Dear Mrs. Maar,

I am sorry that I missed you, but much more sorry to hear that you have been seriously ill; I most sincerely hope that you will completely recover soon.

My time in New York was almost entirely consumed by conference after conference with the various suppliers and it would appear that my trip was well rewarded by much valuable information and the meeting of many friendly people.

It was 10 years since I saw New York for the last time and I was most surprised by the facelifting the city has been exposed to in that time and evidently is still going on.

Reconstruction of our buildings has started today playing havoc with our operation and which has forced me to temporarily defer purchasing until later. We have not really done much yet on the promotion of your products, but, although important to both of us, my attention is now mainly devoted to our new facilities, which might be completed within the next 3 months.

It may well be that I will pay another visit to my beloved New York in the not too distant future, on which occasion I will again contact you.

With kind regards and best wishes for your recovery,

Sincerely,

John M. Hoogeveen



Mr. John Hoogeveen  
President of Mater,  
Ford Products Co.  
Dublin, New Hampshire

3/10/1963

Dear Sir,

Thank you for your call. Hedda Maas is very sorry to  
to have missed you. She asked me to tell you  
what nobody knows, that she was very ill, is  
still not allright but on her way to recovery.  
Should you have any questions please don't  
hesitate to write.  
Should you want to order something please  
do so. The order will be mailed to you.  
Best regards from Hedda Maas.

Very truly yours,

L.



## NATORG FOOD PRODUCTS COMPANY

A Division of YANKEE, Incorporated

DUBLIN • NEW HAMPSHIRE

Telephone: 603 - 563-3621

Hedda Maar  
New York

February 6th, 1963

Dear Hedda,

If I had time for extensive corresponding and/or better formulation I should have explained to you in my previous letter what I meant by "there is no problem, as far as the prices as concerned". I meant exactly what you are saying in your last letter of Feb. 2.

My customers KNOW THAT I SELL AT WALNUT ACRES' PRICES in the first place and, secondly and MOST PARTICULARLY IN THESE EARLY STAGES OF ESTABLISHING OURSELVES, the last thing I would desire would be to achieve the reputation of a fly by night operator.

I do however understand your concern while, not knowing me personally, you might very well doubt my integrity.

We literally copied Paul Keene's prices from a price list which became obsolete while our list was in the process of being printed, a forgivable "mistake". We have found that also other prices became subject to modification; people understand fluctuations.

Finally, if you read the introduction on the front page of our list carefully, you should understand that we would not risk the reputation of a company (Yankee) the name of which is widely known in USA and under whose flag we sail. May this reply be satisfactory. In our next list we will change the prices.

Sincerely,

*John Huggenberry*

February 2 1963

Matorg Food Products Co.  
Dublin, N.Y.

Dear Mr. Hoogeveen:

You'll have received my letter of Feb. 1 1963. I was thinking it over and have no choice but to write you the following:

I have people selling "On Guard" and "Velveteen" in Vermont, Massachusetts, Connecticut, New York and Wisconsin. I get mail orders from all over the U.S.A., as far as California, Georgia & Florida. The price is the same all over & everybody knows that the price is to be kept. I wouldn't sell to anybody underselling.

I am very happy to know that my reputation is excellent in addition to acknowledgment of the superior qualities from all parts of the Country.

Therefore I hope you'll understand when I ask you - as long as these wrongly priced lists go out - to tell your customers the price for Hedda Bear Cosmetics was printed mistakenly; you charge, please, the correct price as everybody does.

Kindly confirm this letter. As I said above: I hope you'll understand & realize that by this unfortunate mistake my entire reputation is at stake.

I thank you for your compliance.

With best wishes for you and yours I remain

Sincerely,

HEDDA BEAR

h/1



## NATORG FOOD PRODUCTS COMPANY

A Division of YANKEE, Incorporated

DUBLIN • NEW HAMPSHIRE

Telephone: 603 - 563-3621

Hedda Maar  
1472 Broadway  
New York 36, N.Y.

February 4th, 1963

Dear Hedda,

Thank you for your note. Your check will be forthcoming. Payments are being affected by Yankee office on my authorization. However, the only person authorized to endorse my authorization, (the treasurer) was, and still is, away on a trip to Florida. I just checked with the office and the amount due to you has not been forgotten!

About not having identified your products on the price list is true, but I did this on purpose. When your husband and I see an add on a new after-shaving lotion, we'll say: huh, another bottle of expensive junk. I want to arouse people's curiosity; and they WILL be curious. On the day of their arrival I sold 1 Velveteen and 1 On Guard without even saying one single word. Once people do know your product and its quality I will PUSH it!

As far as the prices are concerned, there is not a problem there, but thank you for reminding me

With kind regards,

Sincerely,

*John Hargrave*

*PS The president  
of Yankee is back  
by check is  
hurry the*

February 1 1963  
Feb Mar 1 - 1963

Mr. John Hoogeveen  
Matork Food Products Company  
Dublin, N.H.

Dear Mr. Hoogeveen:

Many thanks for your very kind letter which just arrived. I am sorry I have to tell you that there was no check in the letter as you wrote. Will you please check! I hope you still have it there on your desk.

The price list is lovely, thanks for putting me in. Lots of luck!

Unfortunately you put in the wrong price for the cosmetics. As I wrote to you on Nov. 2 1962 2oz "On Guard" are \$1.75 plus tax, 8oz \$5.- plus tax, "Velveteen" \$2.50 plus tax. You will see these prices also on your bill. "Walnut Acres" has the new prices on its latest list and I hope I'll have no trouble.

May I make a suggestion? Should you have the list printed again add to "On Guard" in ( ) hand cream and to "Velveteen" in ( ) skin oil with Lecithin. Your customers might not know otherwise what "On Guard" and "Velveteen" stand for.

I hope you have the check there; otherwise please stop payment. Sorry for the inconvenience.

Hoping to receive a soon answer I remain with many greetings

Sincerely,

h/1

HEDDA MAR

Order No. 4611 Jan. 25 1963  
 M Nature Food Products Co.  
 Ship DUBLIN - N. H.  
 At as ordered When \_\_\_\_\_  
 Via by telephone Salesman \_\_\_\_\_  
 Terms: \_\_\_\_\_ Buyer \_\_\_\_\_

6	2oz "On Guard"	1.75	10	50
6	4oz "Relaxer"	2.50	15	00
			<u>25</u>	<u>50</u>
	less 35%			893
			\$	16.57
prices net 10 days				
paid by check 107988				
FEB. 8 - 1963				



**NATORG FOOD PRODUCTS COMPANY**

*A Division of YANKEE, Incorporated*

*DUBLIN • NEW HAMPSHIRE*

Telephone: 603 - 563-3621

Jan. 31st. 1963

Dear Hedda,

Thanx for your letter and shipment; it looks very good indeed; hope it works just as well! We will now do our best to make you a millionaire.

I am sending herewith our check in the amount of \$ 16.57 and also our new price list which just rolled off the press. Trust that you are happy to notice only YOUR name under Natural Cosmetics. (We say: the best is not good enough for our customers)

Let's now wish each other luck!

Kind regards,

A handwritten signature in cursive script, appearing to read "Hoogeveen". The signature is written in dark ink and is positioned above a horizontal line.

John M. Hoogeveen



**NATORG FOOD PRODUCTS COMPANY**

*A Division of YANKEE, Incorporated*

**DUBLIN • NEW HAMPSHIRE**

Telephone: 603 - 563-3621

November 16th, 1962

Dear Miss Maar,

I am sorry, it was not possible to reply earlier to your letter of November 2nd ~~mail~~, as we were, and are still, working very hard on the organization of our new enterprise.

As to the question of selling your products; we are right in the middle of a survey pertaining to the items we have to carry without doubt. As our storage space, at least in these initial stages, is rather limited, we have to be very careful in the selection of products. Once you have the opportunity to come down you will know what I am driving at.

Therefore, we need some time before going into the sale of items which are not directly related to food, although I am in perfect agreement that the care of people's skin has a direct bearing on their health.

In the preparation of our "official price-list" we might give consideration to entering your products under a general heading, but, before doing so, I must first learn more about them. So far time has not permitted me to study your literature, however, I promise you to do this as soon as possible.

*first order by phone  
Jan. 25 - 1963*

Sincerely,

John M. Hoogeveen



President Sageudon  
Yankee Magazine  
Dublin, N.H.

Nov. 2 - 1962

Dear Sir:

According to my information "Yankee", your magazine, bought H. S. Towles' of Rindge, N.H. business.

I spoke to Mrs. Towles by phone in March 1962 when she told me she might start to sell "Hedda" preparations in the fall.

I wonder now if I could interest you. "Wall Acres" & "Deer Valley Farm" are selling them; I am happy to say the sales are rather successful.

Hedda Hand preparations are of highest quality comparing - or may be, even better - to the most expensive on the market. Since I don't believe in huge profits they are reasonably priced. Without intention to appear conceited I believe your customer might appreciate to be offered these preparations.

"On guard" completely different from all others on the market, prevents hands and feet from getting cracked. It is ideal for farmwork, dishwashing hands, also for people doing garagework or painting. 2oz are \$1.75 plus tax 8oz are \$5.00 plus tax

"Velveteen", a skin oil, is sufficient to keep skin healthy and smooth looking. It eliminates all other skin care preparation. 4oz are \$2.50 plus tax

Your discount would be 35% from the retail price. 4oz "Velveteen" would be \$2.50 less 35%. Prices are net. Orders over \$10.- are mailed free of charge. Orders are payable from the billing date 15 days later.

Now is an especially good time to offer Hedda Hand products because they are often used as gifts for Christmas too.

Hoping to get from you very soon a favorable answer I remain

Very truly yours,

Hedda Hand

h/1  
encl.

Order No. 6004 Date July 26 1971

M Natural Food Center  
Greenville - S.C. 29609

Ship to \_\_\_\_\_

At your order of July 19-71

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

4	Low on Guard	2.40	9.60
6	4" Kelcokeen	3.75	22.50
4	4" Clouse With Care	2.70	10.80
			<u>42.90</u>
	less 40%		17.16
			\$ 25.74
	postage		1.85
	stickers - leaflets		\$ 27.59
	by parcel post ins. (package)		
	prices net - 10 days		July 10
			1971

July 26 1971

Mrs. W.C. Davis Jr.  
Natural Food Center  
1158 Rutherford Road  
Stone Plaza  
Greenville S.C. 29609

Dear Mrs. Davis Jr.

It is my great pleasure to greet you as a customer. I hope you will remain one for a long time to come. Many thanks for your order. Unfortunately to my own great regret I have trouble with the bottle delivery; I am practically out of them. There is some strike involved. I therefore had to cut down, (I really regret this more than I can say); your "Velveteen" order. I hope by the time of your next order everything will be settled.

To get regular customers for cosmetics it is very important to give correct informations. Therefore: Should you have any questions, please, don't hesitate to ask. Here are some hints not mentioned in the leaflets etc.:

1) Cleanse With Care:

In contrast to Europe women in U.S.A. are not used to a clear liquid for skin cleansing. Many are afraid of having their skin dried by a clear liquid. Therefore I suggest to tell your customers to touch their skin after having used "Cleanse With Care", its softness will be a surprise.

2) Velveteen:

Many customers told me they use Velveteen for their scalp and their hair locks so much better. Many use it for their arms and legs in addition to their face. Some of them use it also as a bath oil. One longtime customer wrote me:

My fourteen year old granddaughter had a terrible itching face and nothing helped. I gave her a bottle of Velveteen and not only did the itching stop, but her skin looks beautiful." I never would have thought of recommending to a 14 year old girl the use of Velveteen.

July 26 1971 page # 2

3) On Guard:

Men and women use " On Guard " between their toes to prevent skin splitting. 2 men working at machines reported about troubles in their arm pits, the skin there became red and itchy. The use of On Guard stopped the troubles.

The following could interest you , the more so since I would never have thought of recommending " Cleanse With Care " and " Velveteen " to be used by men. A young man ordered repeatedly these two items and a few days ago he again ordered them and writes:

"Cleans With Care " is the perfect cleanser for my skin, " Velveteen " has revitalized my skin after years of shaving, harsh after-shave lotions and out-door work . "

Hoping to hearing from you in the near future  
I remain

Sincerely ,

Hedda Maar

HM/L



HEDDA MAAR  
1472 BROADWAY  
NEW YORK N. Y. 10036  
WL 3-1180



Please send:

Date:

Item	oz.	pieces	salesprice	amt.
On Guard	2	4	\$ 2.40	9.60
On Guard	8		6.40	
Velveteen	4	18	3.75	67.50
Cleanse With Care	4	4	2.70	10.80

Total 87.90

4/01/35.76

MIDTOWN STA

5274



Mrs W C Davis Jr

Name: NATIONAL FOOD CENTER  
 Address: 50 ... Rd.  
 City: Stone Mountain  
 Greenville, S. C. 29609

MRS W C. DAVIS JR.

July 14 1971

Natural Food Center  
1158 Rutherford Rd.  
Stone Plaza  
Greenville -- S.C. 29609

Dear Mrs. Dania Jr.

Many thanks for your card; in answer to it I like to tell you that you can send your order directly to me.

You might like to know that letters praising Hedda Maar beauty aids come from all parts of the U. S. A. Yesterday a lady from De Kalb, Ill. writes: " I was introduced to your Velveteen by a friend and have used only this on my face and neck since. It is a very fine product and I have given it as a gift to others. My skin has kept lovely from its use. On Guard has been a source of pleasure as a splendid handcream also. "

Last week a letter came from a lady in Lynchburg, Va. " Your cosmetics are sensational. Velveteen & Cleanse With Care are blessed friends to my fortynine years old skin. I have 3 daughters, ages 20, 19 & 15 who have also discovered the wonders of these golden beauty aids..... "

Hedda Maar preparations are very effective, extremely economical, of highest quality and created for men and women interested not in make-up but in a basically, clear, clean skin. In reality only such a skin can look beautiful.

All Hedda Maar beauty aids are free as they can be possibly made of harmful, irritating, allergenic substances; they are as natural as cosmetics can be made natural.

Hedda Maar beauty aids please everybody really asking for high class quality. They don't contain avocado oil or almond oil, because these are very cheap oils. Hedda Maar's On Guard is scented with Lilly-of the Valley which won some time ago the Grand Prix of Paris. Cleanse With Care is scented with a mixture of lemon and orange oil. Velveteen contains Geranium, violet, peach and apricot oil.

July 14 - 1971 page # 2

Walnut Acres sell Hedda Naar since many years with always increasing enormous success. Many others do on a smaller scale in the states of N.Y., Vt., Mass., Alabama, Conn., Maine, Kentucky, Georgia, even in Alaska. You might know the names of Beer Valley Farm, Penelope Turton, Mary Gibson, Donn's Health Food, The Letts Family etc.

#3 main items are offered to you:

" On Guard ", primarily a unusual handcream, sells  
2 oz. for \$ 2.40 , 8 oz. for \$ 6.40

" Velveteen ", the most effective moisturizer and skin softener , sells 4 oz. for \$ 3.75

" Cleanse With Care ", a totally new concept in cleansing , sells 4 oz. for \$ 2.70

Your discount would be 40 % , that is, something selling for \$ 2.-- cost you \$ 1.20 . Minimum order is \$ 15.--. I carry the handling charges, you pay the postage. Prices are net, payable after 10 days.

I would suggest to order:

3	On Guard	2 oz.	\$ 2.40	\$ 7.20
1	" "	8 "		6.40
2	Velveteen	4 "	3.75	7.50
2	Cleanse With Care	4 "	2.70	5.40
				-----
				Total \$ 26.50
				less 40 % 10.60
				-----
				\$ 15.90

The encl. circulars give informations; should you have any questions, please , don't hesitate to ask.

I would be very happy to receive an order from you very soon.

Looking forward to hearing from you

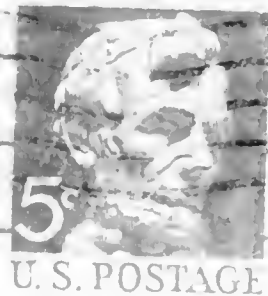
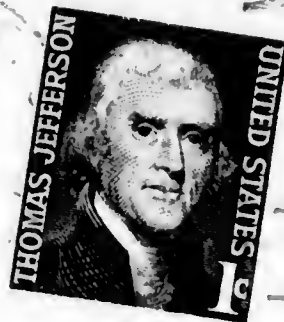
Sincerely ,

Encl.  
HNL

Hedda Naar



NATURAL FOOD CENTER  
1133 Rutherford Rd.  
Stone Plaza  
Greenville, S. C. 29609



HEDDA MAAR  
1472 BROADWAY  
NEW YORK, NEW YORK

JULY 7, 1971

SIRS:

I HAVE A CUSTOMER WHO IS INTERESTED IN OUR STOCKING YOUR  
PRODUCT VELVETEEN. I WOULD APPRECIATE YOUR ADVISING US  
AS TO WHO HANDLES SALES OR WHETHER WE WOULD ORDER DIRECT.

YOURS TRULY,

*Mrs. W. C. Kania*

NATURAL FOOD CENTER  
1153 Ruffin Road  
Stone Mountain  
Greenville, S. C. 29609

all August

603-528-3900

March 18, 1970.

Mrs Warren Mac Michael  
Oak Ridge Nature Food Center  
1090 North Main Street  
Laconia, N.H. 03226

Dear Mrs. Mac Michael,

You might have read my ads in the New Engl. N.F.A. convention booklets, therefore my name might be known to you. Since more and more health food stores now sell Hedda Maar beauty aids I hope I can interest you also.

Just a few days ago a lady of Somerville, Mass., owner of a Natural Food Store, sent her first order in.

Hedda Maar preparations are very effective, extremely economical, of highest quality and created for men and women interested not in make-up but in a basically healthy, clear, clean skin. In reality only such a skin can look beautiful.

All Hedda Maar beauty aids are free as they can be possibly made of harmful, irritating, allergenic substances; they are as natural as cosmetics can be made natural.

Walnut Acres sell Hedda Maar since many years with always increasing enormous success. Many others do on a smaller scale in the states of N.Y., Vt., Mass., Conn., Maine, even in Alaska. You might know the names of Deer Valley Farm, Elmbrook Farm, Penelope tuckon, Mary Ginsen.

Now is an excellent time to sell cosmetics. The very cold weather requires hand and skin protection.

3 main items are offered to you:

"On Guard", primarily an unusual hand cream, sells 2 oz. for \$ 2.25, 8 oz. for \$ 6.--

"Helveteen", the most effective moisturizer and skin softener sells 4oz. for \$ 3.50

"Cleanse With Care", a totally new conception in skin cleansing sells 4 oz. for \$ 2.50

Your discount would be 40%, that is, something selling for \$ 2.--, would cost you \$ 1.20. Minimum order is \$ 10.--, I carry handling charges, you pay the postage. Prices are net payable after 10 days.

The enclosed circulars give informations: should you have any questions, please, don't hesitate to ask.

According to the letters I receive again & again I believe your customers might appreciate to be offered Hedda Maar beauty aids in your store.

I would be very happy to receive an order from you very soon.

Looking forward to hearing from you

Sincerely,

HM/L  
encl.

Hedda Maar

Order No. 5853 Date June 19 1970

M HEALTH FOOD Center  
752 NORTH MAIN ST

Ship to LACONIA - N.H. 03246

How Ship Ordered by phone

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

3	2oz in Sward	2.25	6.75
2	4" Glass White Care	2.50	5.00
2	4" Velocette	3.50	7.00
			15.75
	loss 40 50		7.50
			11.25
	Postage		1.10
			12.35
	inoculars		
	stikers		
	arrives net - 10 days		
	by parcel post ins.		

rd July 30-70

June 19-1970

Mrs. Warren Mac Michael  
Health Food Center  
752 North Main Street  
Laconia, N.H. 03246

Dear Mrs. Mac Michael,

It is a pleasure to greet you as a new customer!  
I hope you will remain one for years to come.

Judging from my experience you can be sure to get  
regular customers for Hedda Maar beauty aids.

Walnut Acres and Deer Valley Farms are mail order  
houses; from year to year their sales increase; the  
increase are probably new customers while the others  
can be only those reordering.

Penelope Turton in Massachusetts sells Hedda Maar  
beauty aids since several years. Her sales must have  
satisfied her! Otherwise I wouldn't have received by  
her recommendation her friend's order who just opened  
a natural food store in Somerville, Mass.

I would like to bring to your attention the 8 oz.  
size of "On Guard", it sells for \$ 6.-- while the 2 oz.  
jar sells for \$ 2.25. The cream definitely lasts one  
year or even longer without spoiling and by buying the  
large jar your friends could save money.

Should you have any questions you can't answer  
to your customers, please, don't hesitate to ask.

Looking forward to hearing from you soon again  
I remain

Sincerely

Hedda Maar

HM/L

Hedda Maar

1472 Broadway, New York, N. Y. 10036  
June 19, 1970

Mrs. Warren Mac Michael  
Health Food Center  
752 North Main Street  
Laconia, N.H. 03246

Sorry I'm so late. Don't have too much time for book keeping.  
You may double the next order ordered by phone July 22-70

Order No. 5863 Date July 27 1970

M. HEALTH FOOD CENTER  
752 NORTH MAIN ST

Ship to LACONIA - N.H. 03246

A  
How Ship ordered by letter 7/22-70

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	2 on On Guard	2.25	13	50
4	4" Claire Whitecare	2.50	10	-
4	4" Velveteen	3.50	14	-
			37	50
	less 40%		15	-
			4	22 50
	postage		1	35
			23	85
	circulars			
	stickers			
	by parcel post ins.			600 70
	prices net - 10 days			

Nov. 30- 1970

Mrs. Warren Mc. Michael  
752 Worthington Street  
Lafonia - N.H. 03246

Dear Mrs. Mc. Michael ,

Since there will soon be Christmas I like to tell you that many stores offer "On guard" as Christmas gift. I myself have several direct customers who came to know "On guard" by getting it as a Christmas gift. The results please them so much that they continue to use it.

Colognes and toilettewaters are always welcome gifts. You will find enclosed a little sample of Hedda Maar 298 Cologne. Please, try it. The best place for finding out one's skin reaction to a particular scent is the lower inner arm where the blood flows. Toilettewaters are a matter of personal taste! Some women like them loud, some delicate, some spicy, some sweet etc. If 298 Cologne's scent is to your liking you can't buy anything better in this category. Most of my store customers have ordered some. Those wanting to sell 298 Cologne order more; some as they write, order for personal use or gifts.

Looking forward to hearing from you in the near future I am with best wishes for a successful and pleasant holiday season

Sincerely ,

Encl., 1M, L

Hedda Maar

*Sold about  
on guard for lips & cheeks!*

Order No. 6010 Date Aug 9 1971

M North Penn Health Food Center

LANSDALE - PA.

Ship to \_\_\_\_\_

At ordered by phone.

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

12	2 on on guard	2.40	28	80
2	8" on guard	6.40	12	80
			41	60
	less 40%		16	64
			24	96
	leaflets - stickers		1	60
			25	56
	by parcel post ins			
	prices net - 10 days			

AD. 100

5929

Date Jan 14 1971

Name Natural Foods

Address LACONIA - N.H. 03246

Sold by \_\_\_\_\_ Am't Rec'd \_\_\_\_\_

	<u>ordered by phone</u>			
6	2 on on guard	2.25	13	50
2	8" on guard	6.-	12	—
6	4" Velvetex	3.50	21	—
			46	50
	less 40%		18	60
			27	90
	Postage		1	60
	stickers, circulars	\$	29	50
	leaflets			
	by parcel post ins.			
	prices net - 10 days			

39  
9A-2

PRINTED IN U.S.A.



PHONE 855-1044



*North Penn Health Food Center*

NUTRITIONAL FOODS AND SUPPLEMENTS

711 WEST MAIN STREET  
LANSDALE, PENNA. 19446

JANUARY 15, 1968

HEDDA MAAR  
1472 BROADWAY  
NEW YORK, NY.

PLEASE SEND A LIST OF YOUR COSMETICS AND WHOLESALE  
PRICES.

SINCERELY,

WALTER K. WADE

January 21, 1969

North Penn Health Center  
711 West Main Street  
Lansdale, Penna. 19446

Dear Mr. Wade:

Thank you for your letter and your interest..

Hedda Maar preparations are based on a vast experience in Europe and the U.S.A. They differ from the brands here on the market. Hedda Maar beauty aids keep their promise, are very effective, of highest quality and are not overpriced. They are created for women interested primarily in a clear, clean, in short, healthy skin; women who use every 2 weeks another beauty aid and are primarily interested in having lots of make-up on their face should not use Hedda Maar preparations.

Many Health Food Stores in U.S.A. sell Hedda Maar beauty aids; one of them, Walnut Acres, is probably known to you; they sell "Hedda Maar" since many, many years and with tremendous success.

Informative circulars about some of the beauty aids are mailed to you in a separate letter; should you have any questions, please, don't hesitate to ask.

Hedda Maar's 3 main items are:

"On Guard", primarily a handcream( and a very unusual one, sells 2 oz for \$2.00, 8 Oz for \$5.50.

"Velveteen", the most effective moisturizer and skin softener, sells 4 oz for \$3.00

"Cleanse With Care", a totally new concept in skin cleansing, it adds moisture and tones at the same time, sells 4oz for \$2.25.

In Addition to these 3 you can have

"Anytime Cream, a soft and easily liquefying cleansing cream, sells 8 oz for \$3.50.

" Night Cream", ideal for dry skin, sells 2 oz for \$3.50.

Your discount would be 40%, that is, something selling for \$2.00 would cost you \$1.20. Minimum order is \$10.- I carry handling charges, you pay the postage. Prices are net, payable after 10 days.

Looking forward to hearing from you I remain

Sincerely,

Hedda Maar

h/i

PHONE 855-1044



# North Penn Health Food Center

NUTRITIONAL FOODS AND SUPPLEMENTS

711 WEST MAIN STREET  
LANSDALE, PENNA. 19446

1-27-1967

Hilda Maar  
1472 Broadway  
New York, N.Y.

Dear Miss Maar.

Thank you for the literature on your products. They look good. We sell more and more vitamins each month and would like to introduce your line in our store.

Please send me

In Guard	6oz	2oz	12.00
Vitamin	6oz	4oz	18.00
Chloro/Carb	6oz	4oz	13.50
			43.50
Less 40%			17.40
Enclosed Check			\$26.10

Sincerely,

Walter K. Wade

If you have order blanks Please send some

North Penn Health Food Center  
711 West Main Street  
Lansdale, Penna.

Dear Mr. Wade:

It is a great pleasure to me to greet you as a new customer! Experience enables me to assure you that you will never regret offering Hedda Maar's beauty aids to your customers. My business depends more or less on people's contentment with "Hedda Maar". Though slowly it is steadily growing! Not one week passes without arrival of a letter full of praise for Hedda Maar beauty aids. I tell you frankly I was surprised to get a letter from Alaska a few weeks ago in which a lawyer's wife orders 12 Velveteen, 9 On Guard & 2 Cleanse With Care which she now wanted to try. She wrote: "I use On Guard & Velveteen & I never want to be without them. I like them so much that I want to try to sell them to my friends." A check for the order & postage was in the letter. I must say I didn't expect "Hedda Maar" to be known in Alaska.

Your order is on its way. You'll find in the package a sample of "298 Cologne". Please, let one or two other of your customers try it. The best place to find out skin reaction to a particular scent is on the lower arm where the blood flows. Toiletwaters are a matter of taste. Some like them sweet, some very delicate etc. If a woman likes 298 Cologne's type she can't find anything better. Eastern is coming and toiletwaters are gladly given and received.

Re: Cleanse With Care: This way of skin cleansing is new to American women, Europeans are more used to it. You can assure every woman that Cl. W. Care never dries her skin! Just the opposite! It keeps the skin moist. Have your friends touch their skin after cleansing & they will realize their skin's rather increased softness & smoothness! This will reassure them!

I wish you and me success with selling Hedda Maar beauty aids.

Hoping to hearing from you in the near future I remain

Sincerely,

Hedda Maar

encl.  
h/1

Order No. 5647 Date Jan. 31 1969

M NORTH PENN HEALTH FOOD CENTER  
LANSDALE - PENNA. 19446

Ship to \_\_\_\_\_

At order Jan. 27 - 1969

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	2oz cr. Guard	2. -	12	-
6	4" Velvetecue	3. -	18	-
6	4" Cheese With Care	2.25	13	50
			43	50
		less 40%	17	40
			26	10
		pd. postage	1	65
			27	75
	cards	paid	26	10
	circulars	open	1	65
	sample 298 Colgate			

March 17, 1969

North Penn Health Food Center  
711 West Main Street  
Landsdale, Penna. 19446

Dear Mr. Wade:

Thanks for your letter and order of 3-12-69;  
The latter will be shipped end of the week.

In the meantime I am sending you enclosed some  
gummed labels giving information about "Cleanse With  
Care. Mr. Carsten of Deer Valley Farm had the idea  
of pasting these on bags or food packages bought from  
him. He wrote me lately: "The leaflets seem to pay  
off now". May be you will like to do the same?!

Soon the weather will be warm. "Cleanse With  
Care" is a year-round beauty aid; last summer some  
people wrote me: "I appreciate "Cleanse With Care"  
especially on warm days! It makes one feel really  
refreshed!"

Should you want more of the leaflets or the be-  
fore sent cards, please, let me know.

Sincerely,  
Hedda Maar

encl.

h/a

PHONE 855-1044



North Penn Health Food Center

NUTRITIONAL FOODS AND SUPPLEMENTS

711 WEST MAIN STREET  
LANSDALE, PENNA. 19446

3/12/69

Hilda Maar  
1472 Broadway  
New York, N.Y.

Dear Madam:

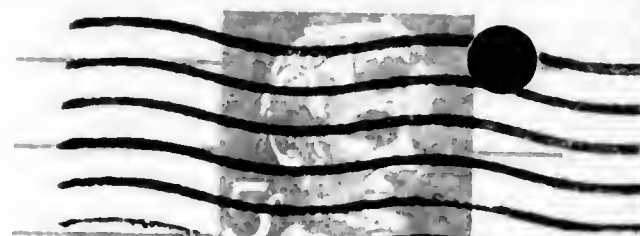
Please send me one doz "One Second" and  
1/2 doz Selection. I have replaced your price lists.  
Please indicate the cost or tell me and the check  
will be in return mail

Sincerely,

Shacter & Shacter

Sam Shacter

4.20  
8.40  
4.20  
16.80



U.S. POSTAGE

**HEDDA MAAR**  
**1472 BROADWAY**  
**NEW YORK, N. Y. 10036**  
**WI. 7-1180**



Please send

Date: 8/26/70

Item	Pieces	ozs.	Salesprice	Amount
On Guard		2	\$ 2.25	
On Guard		8	\$ 6.--	
Velveteen Cleanse With Care	1 doz.	4	\$ 3.50	
		4	\$ 2.50	

— NORTH PENN HEALTH FOOT CENTER  
Name: 711 W. MAIN STREET  
Address: LANSDALE, PA. 19446 855-1043

City:



HEDDA MAAR  
1472 BROADWAY  
NEW YORK, N. Y. 10036  
WI. 7-1180

Order No. 5670 Date 3-20 1969  
 M NORTH PENN HEALTH FOOD CENTER  
Lansdale - Pa.

Ship to \_\_\_\_\_  
 At order 3-12-69  
 How Ship \_\_\_\_\_  
 Terms \_\_\_\_\_ When \_\_\_\_\_  
 Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

12	2 oz On Guard	2	24	—
6	4" Velvetan	3	18	—
			42	—
	less 40%o		16	80
			25	20
	postage		1	50
			26	70
	postage bill		1	65
	5642		28	35

ad  
 March 26 - 69

AD. 100

Order No. 5691 Date May 10 1969  
 M NORTH PENN HEALTH FOOD CENTER  
711 West Main St.

Ship to Lansdale - Pa. 19446  
 At \_\_\_\_\_  
 How Ship ordered by phone  
 Terms \_\_\_\_\_ When \_\_\_\_\_  
 Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	8 oz On Guard	5.50	33	—
12	4" Claude Wilkerson	2.25	27	—
			60	—
	less 40%o		24	—
			36	—
	postage		1	70
			37	70
1	298 Cal. Bonus			
	Velvetan Samples			
	needs - leaflets			
	by parcel post ins.			
	prices net			
	payable July 1. 69			

AD. 100

Order No. 5769 Date Nov. 30 1969  
 M NORTH PENN HEALTH FOOD CENTER  
Lansdale - Pa.

Ship to \_\_\_\_\_  
 At your order Nov. 25-1969  
 How Ship \_\_\_\_\_  
 Terms \_\_\_\_\_ When \_\_\_\_\_  
 Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

12	Coloque 3st	42	—
	less 40%o	16	80
6	8oz mapped	25	20
	postage	1	25
		26	45
	by parcel post ins.		
	prices net - 10 days		

AD. 100

Order No. 5879 Date Sept. 29 1970

M North Penn Health Food Center  
711 West Main Street

Ship to LANSDALE - Penna.  
19446

At \_\_\_\_\_

How Ship order of Sept. 1970

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

12	4oz Velveteen	3.50	42	-
	less 40%		16	80
			25	20
	postage		1	30
			26	50
	circulars			
	prices net - 10 days			
	pd. July 1970			
	by parcel post ins.			
	special handling paid			
	by Hedda Mann			

AD. 100

Order No. 5854 Date June 19 1970

M NORTH PENN HEALTH FOOD CENTER  
711 West Main St

Ship to LANSDALE - Penna. 19446

At \_\_\_\_\_

How Ship ordered by phone

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	8oz on "ward"	6-	36	-
12	2oz on "ward"	2.25	27	-
			63	-
	less 40%		25	20
	postage		4	
	by parcel post ins.		37	80
	prices net - 10 days		1	50
			39	30
	pd. July 1970			

AD. 100

5928

Date Jan. 13 1971

Name North Penn Health Food Center

Address Lansdale - Penna.

Sold by \_\_\_\_\_ Am't Rec'd \_\_\_\_\_

	<u>ordered by phone</u>			
12	<sup>4oz</sup> Clause With Core	2.50	30	-
6	4oz Velveteen	3.50	21	-
			51	-
	less 40%		20	40
			30	60
	postage		1	45
			32	25
	leaflets - circulars - shippers			
	by parcel post ins.			
	prices net - 10 days			
	pd. Jan 1971			

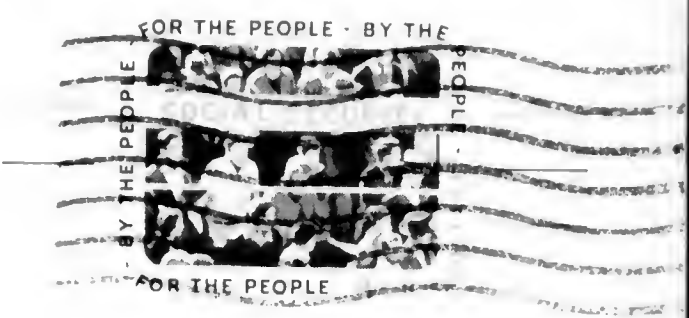
38  
9A-2

PRINTED IN U.S.A.



Oneida Square Health Food Shop  
1237 PARK AVE.  
UTICA, N. Y. 13501 RA 4-0389966  
N.Y.

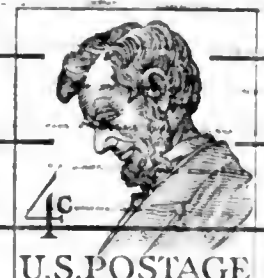
JAN 19  
AM



Hedda Maar  
1472 Broadway  
New York 36, N.Y.

Oneida Square Health Food Shop  
1237 PARK AVE.  
UTICA, N. Y. 13501 RA 4-0389  
1966

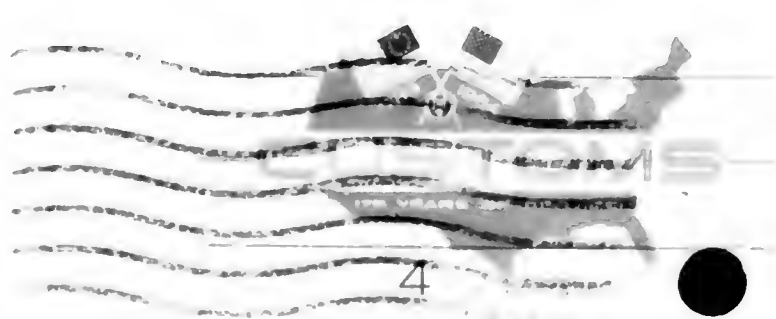
WAYS USE  
ZIP CODE



THIS SIDE OF CARD IS FOR ADDRESS

Hedda Maar  
1472 Broadway  
New York, N.Y. 10036

ONEIDA SQUARE HEALTH FOOD SHOP  
1237 PARK AVENUE  
UTICA, NEW YORK 13501  
1965  
N.Y.



Hedda Maar  
1472 Broadway  
New York

Oneida Square Health Food Shop  
1237 PARK AVE.  
UTICA, N. Y. 13501 RA 4-0389

Jan, 19/66

Please ship 6. Velvetan 4oz  
4 Cleanse with Care  
4oz

Thank you

Florence L. Miller

Oneida Square Health Food Shop  
1237 PARK AVE.  
UTICA, N. Y. 13501 RA 4-0389

10/15/66

Please ship 6/4oz Velvetan  
4/4oz Cleanse W/ Care

Thank you

F. L. Miller

NOT RECEIVED

ONEIDA SQUARE HEALTH DIET SHOP  
1237 PARK AVENUE  
UTICA, NEW YORK 13501

2/5/65

Please ship (6) six bottles  
of Velvetan Velvetan

Thank you

F. L. Miller

Order No. 5160 Jan. 22 1966  
 M Oliveida Square Health Food Shop  
 Ship to Utica - N.Y.  
 At your order Jan. 19-66  
 Ship by \_\_\_\_\_ When \_\_\_\_\_  
 Terms \_\_\_\_\_ Buyer \_\_\_\_\_

6	4oz Velocetea	2.50	15	-
4	4oz Clean White	2	8	-
			\$ 23	-
	less 40%		9.20	
			13.80	
	postage		98	
			14.78	

Receipt: "O. G."  
 mailed tax form (returned)  
 period Feb. 3-66

Order No. 5256 Aug 18 1966  
 M OIVEIDA SQUARE HEALTH DIET  
 Ship to 1237 PARK AVE SHOP  
 At UTICA - N.Y. 13501  
 Ship by \_\_\_\_\_ When \_\_\_\_\_  
 Terms \_\_\_\_\_ Buyer \_\_\_\_\_

6	Velocetea	2.75	16	50
	less 40%		6.60	
			9.90	
	postage		0.82	
			10.72	

ordered by phone  
 via photo  
 del Aug 23-66

Order No. 5515 Date 11-22 1964  
 M Oliveida Square Health Food Shop  
 Ship to UTICA - N.Y.  
 At ordered by phone  
 How Ship (1)  
 Terms \_\_\_\_\_ When \_\_\_\_\_  
 Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	Velocetea	2.25	13	57
3	4oz W.C.	2	6	-
			19.57	
	less 40%		11.87	
			11.70	
	postage		1.25	
	insurance & m. r. d. s.		2.95	

via photo - sample 2.95 / \$  
 to be met 10 days  
 by parcel post 1.60  
 net 11.15

Order No. 5512 Date Feb. 16 1968  
 M R.S. Runkit - Oliveida Square Shop  
 Ship to 1237 Park Ave. Utica - N.Y.  
 At ordered by phone  
 How Ship \_\_\_\_\_  
 Terms \_\_\_\_\_ When \_\_\_\_\_  
 Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	Velocetea	4.02	3	18
3	4oz on hand	2	6	-
2	W.C.	4.02	2.25	4.83
			28.50	
	less 40%		11.40	
			17.10	

via photo - sample 2.95 / \$  
 to be met 10 days  
 by parcel post 1.60  
 net 15.50



5364  
 Date MARCH 18 1967  
 Name ONEIDA SQUARE HEALTH SHOP  
 Address MR. KNIGHT  
1237 PARK AVE  
 Sold by \_\_\_\_\_ Am't Rec'd \_\_\_\_\_  
 1 UTICA - N.Y. 13501  
 2 ordered phone  
 3  
 4 6 Cleave With Care 2-12 -  
 5 6 Velocleen 2.75 16 50  
 6 2 2oz Cm Ward 1.75 3 50  
 7 32 -  
 8 less 40% 12 80  
 9 19 20  
 10 postage 1 25  
 11 total 10.00 plus 1.00  
 12 leaflets - sample 2.98 pd  
 13 90043 4-3-67

Order No. 2587 Date October 20 1966  
 M Oneida Health Diet Shoppe  
 Ship to UTICA - N.Y.  
 At \_\_\_\_\_  
 Ship by ordered by card When \_\_\_\_\_  
 Terms \_\_\_\_\_ Buyer \_\_\_\_\_  
 6 Velocleen 2.75 16 50  
 4 Cleave With Care 2-8 -  
24 50  
less 40% 9 80  
14 70  
postage 1 05  
15 75  
leaflets  
sample: Sensation Toile Water  
2.98 - Cologne  
pd by check Nov 4-66

Order No. 5006 Date 6-11 1965  
 M Oneida Square Health Shop  
UTICA, New York 13501  
 Ship to \_\_\_\_\_  
 At \_\_\_\_\_  
 How Ship \_\_\_\_\_  
 Terms \_\_\_\_\_ When \_\_\_\_\_  
 Salesman \_\_\_\_\_ Buyer \_\_\_\_\_  
 6 Velocleen 2.50 15 00  
less 40% 6 -  
9 -  
postage .55  
9 55  
marked only 4  
2 ml follow without  
mailing charge  
paid 15 June  
pd June 24-65

Order No. 4928 Date Nov. 27 1964  
 M Oneida Square Health Diet Shop  
UTICA - N.Y.  
 Ship to \_\_\_\_\_  
 At \_\_\_\_\_  
 How Ship \_\_\_\_\_  
 Terms \_\_\_\_\_ When \_\_\_\_\_  
 Salesman \_\_\_\_\_ Buyer \_\_\_\_\_  
 6 4oz Velocleen 2.50 15 -  
 3 4oz Sensation Toile Water 9 -  
24 -  
less 40% 9 60  
14 40  
postage .95  
15 35  
The message is mailed  
"Special Delivery" to get to you  
in time. The Green Bell Midge  
is 0.35 to mail with same  
mailing.  
part. 1-5-1964

Order No. 4979 Date FEB. 10 1965  
 M Oneida Square Health Diet Shop  
Utica - N.Y.  
 Ship to \_\_\_\_\_  
 At \_\_\_\_\_ When \_\_\_\_\_  
 Via \_\_\_\_\_ Salesman \_\_\_\_\_  
 Terms \_\_\_\_\_ Buyer \_\_\_\_\_  
 6 Velocleen 2.50 15 -  
less 40% 6 -  
9 -  
postage .50  
9 50  
pd. by check 2-118  
FEB. 16 - 1965

ONEIDA SQUARE HEALTH DIET SHOP  
1237 PARK AVENUE  
UTICA, NEW YORK 13501

11/23/64

• Hedda Blaas  
1472 Broadway  
New York, N.Y.

Please accept my order,  
6 - 4 oz Delacteen  
3 - Toilet water.

• Ship via United Parcel Service  
Much quicker than P.P.

Thank you

J. Miller Dealer

ONEIDA SQUARE HEALTH DIET SHOP  
1237 PARK AVENUE  
UTICA, NEW YORK 13501

May 25, 1965

Hedda Maad  
1472 Broadway  
N.Y. N.Y.

Please ship 6/4oz bottles  
of Velveteen on or after  
June 1, 1965

Yours Truly  
C. L. Mills Dealer

Check United Parcel Service  
delivery.

Hedda Maar

1472 Broadway, New York 36, N. Y.

November 9, 1964

Oneida Square Health Diet Shop  
1937 Park Ave.  
Utica, New York 13501

Dear Madam:

Thank you very much for your order; it is a pleasure to me to be able to greet you as a new customer. You can sell Hedda Maar's preparations with utmost confidence; they have brought expected results to thousands of people.

You will find enclosed in the package some leaflets which you might like to give to your customers for information.

Enclosed too you will find a sample of Hedda Maar's "On Guard". Please, try it. Now is a good time to sell a handcream. Many of my direct customers order "On Guard" every year as their Christmas gift. Those who received it like it so much that they very often order it themselves regularly.

Looking forward to hearing from you soon again I remain with best wishes

Cordially

Hedda Maar

encl.  
h/1

Thank you for your prompt service  
Enclosed my check to cover invoice  
dated 11/4/64.  
Invoice # 4918.

November 9 1964

Oneida Square Health Diet Shop  
1237 Park Ave  
Utica, New York 13501

Dear Madam:

Thank you very much for your order; it is a pleasure to me to be able to greet you as a new customer. You can sell Hedda Maar's preparations with utmost confidence; they have brought expected results to thousands of people.

You will find enclosed in the package some leaflets which you might like to give to your customers for information.

Enclosed too you will find a sample of Hedda Maar's "On Guard". Please, try it. Now is a good time to sell a handcream. Many of my direct customers order "On Guard" every year as their Christmas gift. Those who received it like it so much that they very often order it themselves regularly.

Looking forward to hearing from you soon again  
I remain with best wishes

Cordially,

Hedda Maar

encl.  
h/1

ONEIDA SQUARE HEALTH DIET SHOP  
1237 PARK AVENUE  
UTICA, NEW YORK 13501

11/4/1964

Hedda Maar  
1492 Broadway  
New York, N.Y.

Dear Madam:

Please send order as follows  
4/4 oz. Velvetin  
3/4 oz. Creme w/cor.

See your letter dated July 6, 1964.  
You will discount thro 40%  
plus postage 10 days.

Please bill to

Oneida Sq. Health Shop  
1237 Park Avenue  
Utica, New York 13501.  
Signed F. L. Smith Dealer.

Order No. 4918 Date Nov. 9 1964

M Merida Square. Backs of Shop  
UTICA - N.Y. 13501

Ship to \_\_\_\_\_  
At your order Nov. 4 - 1964

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

4	40W Velvet	2.50	10	—
4	4" clause m/case	2.-	8	—
			18	—
	less 40%		7.20	
			\$ 10.80	
Sample "on guard"				
to file				
Ed. Bn. 10/12				
Nov 15 - 64				

July 6 1964 *illy*

Oneida Square Health Diet Shop  
1237 Park Ave  
Utica, N.Y. 13501

Dear Madam:

Thank you for your postal card. I would very glad to have you sell "Velveteen" and you have selling "Velveteen" very satisfied customer

*will*

*How much of a skin for these the middle reason?*

Hedda Maar beauty aids are created to help clean, clear, soft skin- in short: a healthy skin only a really healthy skin looks beautiful. Hedda Maar beauty aids are economical & in comparison to advertised cosmetics they really are cheap! I don't believe in exorbitant profits.

*information*

The enclosed leaflets give the needed information

*one of you. This \$ with amount*

Many natural food firms are my customers. One of them is Walnut Acres, a name probably known to you. This house sells Hedda Maar preparations since year with great success. What amazes me most is the large amount of 8oz creams they sell every year.

*price that prices are case for \$10 - when you make will you*

Your discount will be 40% from the retail price. If an item selling for \$2.00 costs you \$1.20 net, payable after 10 days. Minimum orders are for 1/2 doz of an item except for 8oz jars. Minimum order is for 1/2 doz. I pay the packing and you pay the postage.

*don't hesitate to ask.*

Should you have any questions, please, do not hesitate to ask.

Looking forward to hearing from you very soon.

Very truly yours,

Hedda Maar

encl.  
h/1



ONEIDA SQUARE HEALTH DIET SHOP  
1237 PARK AVENUE  
UTICA, NEW YORK 13501

UTICA  
JUL 1  
AM  
1964

"ABCD" MAIL FOR  
BETTER BUSINESS SERVICE  
4c  
U.S. POSTAGE



THIS SIDE OF CARD IS FOR ADDRESS

Hedda Naar  
1472 Broadway  
New York, N.Y.

ONEIDA SQUARE HEALTH DIET SHOP  
1237 PARK AVENUE  
UTICA, NEW YORK 13501

July 1, 1964

Hedda Maas

New York, N.Y.

I may be interested in handling your  
Delvateen Product.

Please send Wholesale P/L with literature  
Yours truly,

F. L. Miller Dealer  
1237 Park Avenue  
Utica, New York 13501

P-Q

SEND INQUIRIES ON PROTESTED OR UNDELIVERED PARCELS TO ISSUING POST. (SEE INSTRUCT. REVERSE.)

ISSUING POST: New York, N.Y. 10014  
201 Varick St.

DESCRIPTION/ITEM NO.	OF MERCHANDISE	VALUE	RATE	AMOUNT
365-82		15	28	
Walmart Receipt				
From Maderna 1970				
MAIL ENTRY NO.	3415037	DATE	10/23	POSTMASTER COLLECT \$ 4.20
BY	P3	NAME	Leo Leab	
REG. NO.	1272	STREET	102-25 67 RD	
NO. OF PACKAGES		CITY-STATE-ZIP CODE	Forest Hills NY 11375	
COUNTRY	471	SENDER		PAYMENT RECEIVED DATE

MAIL ENTRY (Address Receipt)  
Customs Form 3419-April 1970  
Department of the Treasury  
Bureau of Customs

UNITED STATES COMMITTEE FOR UNICEF

331 EAST 38 STREET



NEW YORK, N.Y. 10016

C 410788

12/17/70

Your gift of \$8.00 dollars to UNICEF, the United Nations Children's Fund, is gratefully acknowledged. Holiday donation in honor of Verne Thomas and Dr. Berta Hamilton

Your generosity will enable UNICEF to give an additional measure of health and the promise of a happier future to more of the world's needy children. Thank you on their behalf.

To: Mrs. Herta Leab  
102-25 67th Rd.  
Forest Hills, N. Y. 11375

Christmas gift for 2  
Hamilton - Thomas

U. S. COMMITTEE FOR UNICEF

Harvey Goetz

Director, Finance and Administration

POSTAL ZONE

Natural Products From

Walnut Acres

PENNS CREEK, PENNA.  
17862

Name

Address

City

State

ZIP

POSTMASTER: CONTENTS: MERCHANDISE THIS PARCEL MAY BE OPENED FOR  
POSTAL INSPECTION IF NECESSARY. RETURN POSTAGE GUARANTEED

WALNUT ACRES, Penns Creek, Pa. 17862

Did you notice our mailing label above! If you will be so kind as to PRINT your name and address on it carefully, you'll see it again on your parcel. Many Thanks.

ORDER FORM 1167

DATE

NAME & ADDRESS

Again!

New Customer?  New Address  New Name

Former Address or Name? .....

HOW SHALL WE SHIP? (See Page 19)  PARCEL POST  EXPRESS

COLLECT  TRUCK FREIGHT COLLECT  TRUCK LINE? .....

FOR TRUCK FREIGHT ORDERS PLEASE SPECIFY —

- Home Delivery (May be a delivery fee of several dollars)
- Business Delivery (May avoid delivery charge — give address)
- I will pick up at truck terminal upon notification.

Nearest truck terminal address: .....

Delivering address .....

**THIS IS YOUR ORDER AND ACCOUNT RECORD**  
For Walnut Acres Office Use Only — Do Not Write In Space Below

Inclosed with order ..... \$ 6.77

Postage refund credit .....

Previous credit ..... 113

CREDIT TOTAL ..... \$ 790

Amount for produce ..... \$ 5.47

Less Discount .....

Produce less discount .....

Penna. Sales Tax .....

Approximate postage ..... 65

" " .....

" " ..... 80

THIS ORDER TOTAL ..... \$ 692

CREDIT TO YOUR ACCOUNT ..... \$ 98

BALANCE DUE WALNUT ACRES ..... \$

REFUNDED ..... \$

NOV 28 1967

**NOTE!**

Sometimes we are temporarily out of stock on an item or two which you might have included in your order. If you would like to have us hold your order for several days in the hope that we may be able to send the missing items, please indicate below.

( ) Please hold my order for missing items, but not more than.....days.

If you would like to have us substitute a similar item for one that is out of stock, we will do so if you will indicate below.

( ) You may substitute, if necessary, to complete this order.



Ordered from Walnut. Nov. 26 - 1967

Thomas.

3 ● 4 1/2 lb bars Soap	0.90
1 1 lb jar Honey App. Spread	0.71
1 12 oz Mixed Fruit	0.75
<hr/>	
	\$ 2.36 + post. 60 = 2.96

Hamilton

1 12 oz bag Mixed Fruit	0.75
1 10 " Tea Grain	0.69
1 12 " Kaffir Bread	0.50
1 303 mm Skin Beans	0.38
1 dozen 12 oz Kaffir Bread	0.79
<hr/>	
	3.11 + 70 = 3.81
	<hr/>
	6.77

Del. by check  
308

REC  
1967  
NOV 26

25 H  
Hamilton  
Thomas

11-25-1967

Walnut Acres  
Perry Creek - Pa.

Gentlemen:

Please find enclosed 2 small orders  
& 2 labels to be used for these.

Kindly put the enclosed gift cards  
into the packages. Could you mail  
them via Dec. 12 or 13?

Enclosed check for \$ 6.77 for the orders.

Thank you.

Sincerely,  
Ladda Haas

**D/R International Inc.**

53 East 57th Street  
866 Lexington Ave.

New York 22, N. Y.  
New York 21, N. Y.

HA-1-2578  
RH-4-8995

Date

Salesman

Cash

Check

Charge Sale

Charge Credit

Paid on Account

Sold to:

Mr. heat  
102 25 67<sup>th</sup> Rd.

Ship to:

Forest Hills, NY  
same

10/14/66  
7.61  
4.99

QUANTITY DIV.

UNIT

TOTAL

QUANTITY	DIV.	UNIT	TOTAL
		1000	12.00
		using credit	6.61
		5934 10/14/66	
		MAS heat	12.60
		credit	4.99
		<input checked="" type="checkbox"/> CARD ENCLOSED/GIFT WRAP	
		TAX	7.61
	VIA	UPS SHIPPING	
		TOTAL	

CUSTOMER'S SIGNATURE

NO CREDITS OR ADJUSTMENTS AFTER 14 DAYS.

NO CASH REFUNDS.

N 5264



WALNUT ACRES, PENNS CREEK, PA.

### Order and Account Record

Express collect

Your order is being sent

Truck freight collect

Your order is being sent in more than one parcel

Please write your name here when remitting — thank you!

Please see other side for NOTES!

M. H. DEC 7 1966

In Account with

Postage included

Previous credit

CREDIT TOTAL

Amount for produce

Less Discount

Produce less discount

Penna. Sales Tax

Approximate postage

THIS ORDER TOTAL

CREDIT TO YOUR ACCOUNT

BALANCE DUE WALNUT ACRES

REFUNDED

*WALNUT*

5.40

2.15

6.55

4.73

1.15

1.15

5.40

2.15

3.25

POST OFFICE FIVE WINDOW SERVICE STATION MEMPHIS TENNESSEE 38101		\$ 1 <sup>00</sup>	No. 90
AMOUNT (To be written) <i>ONE FIVE AND 70/100</i>		DOLLARS	
FOR	A/C NO. <i>49299</i>	POSTMASTER (By) <i>[Signature]</i>	
(Show address only when receipt is mailed) Received from: <i>Hedda Spear</i> <i>1472 Broadway</i> <i>NY-NY-10036</i>		DATE <i>11-26-68</i>	
GPO 16-48014-7		PERMIT NO.	

POD FORM 3544  
DEC. 1966

POST OFFICE RECEIPT FOR MONEY

Original

1967 *gift of walnut*  
1461-13

IN CASE OF INQUIRY PLEASE GIVE DETAILS SHOWN BELOW.				
DATE <i>11/4</i>	CLERK <i>J.M.</i>	CARD ENCL.	CHARGE OR AMT. RECD. <i>cash</i>	AMT. OF SALE <i>10.50</i>

GEORGE JENSEN INC. 667 FIFTH AVE., NEW YORK, N. Y. 10022

OFFICE OF

UNITED STATES POST OFFICE  
MEMPHIS, TENNESSEE 38101

IN REPLY REFER TO

ADM:FRH:c

Nov. 19, 1968

Hedda Maar  
1472 Broadway  
New York, N. Y. 10036

Gentlemen:

In reply to your attached letter please be advised that we do have a service whereby we can supply you with the last known address of a patron but there is a charge for this service.

Please contact your local postmaster for details.

Yours truly,

L. L. Sims, Postmaster

By:

*M. O. Clark*  
M. O. Clark, Director  
Administrative Services

Enclosure

According to our local  
postmaster it costs \$1.- to get  
an address. Please find enclosed  
\$1.- (bill).  
Thanks for your answer.

*Clara Mae Apts,  
1431 Penhall St  
UTICA - N.Y. 13502*

HEDDA KEAR  
1472 L. ...  
NEW YORK, N.Y. 10005  
W.L. ...

11-14-1968

Dear Sir:

I trust to come to you to ask you for help & I hope you'll not mind. I am very anxious to contact Mrs. Mills.

I sent a letter to 3070 Summer Ave where she used to live since years. This letter was returned & the address given as it appears on the enclosed envelope. Now the letter was returned again.

325 Court -

Utica, New York 13502 -



p.t.o.

Do you believe you could send me Mrs. Mill's  
correct address? I don't know anybody in Memphis  
& wouldn't know how to find out the new  
address. Many, many thanks in advance.  
Enclosed stamped envelope.

Sincerely,  
Hedda Haa

POSTAL INSURANCE CLAIM IDENTIFICATION	
PAYEE: This slip will be used when mailing the check in payment of this claim. Part A may be completed to show particulars to identify payment. Part B must show name and address of payee.	
A	PACKAGE SENT BY HEDDA MAAR <span style="float: right;">PACKAGE ADDRESSED TO            MISS, BARBARA            % HEALTH UNLIMITED INC.</span>
B	MAIL CHECK TO: (Include name, street address, post office, State and ZIP code. Must be same as that shown in item 7 above. Print or type) HEDDA MAAR 1472 B'WAY N.Y. N.Y. 10036 <span style="float: right;">OTHER IDENTIFICATION            07.71            ORDER            6002 7.11 E</span>

POD Form 3812  
May 1969

POSTAL INSURANCE CLAIM IDENTIFICATION	
PAYEE: This slip will be used when mailing the check in payment of this claim. Part A may be completed to show particulars to identify payment. Part B must show name and address of payee.	
A	PACKAGE SENT BY MAAR <span style="float: right;">PACKAGE ADDRESSED TO            MARS</span>
B	MAIL CHECK TO: (Include name, street address, post office, State and ZIP code. Must be same as that shown in item 7 above. Print or type) HEDDA MAAR 1472 BWAY NYC NY 10036 <span style="float: right;">OTHER IDENTIFICATION            \$3.75            POSTAGE 0.26            \$4.01            Aug 1971</span>

POD Form 3812  
May 1969

POSTAL INSURANCE CLAIM IDENTIFICATION	
PAYEE: This slip will be used when mailing the check in payment of this claim. Part A may be completed to show particulars to identify payment. Part B must show name and address of payee.	
A	PACKAGE SENT BY MAAR <span style="float: right;">PACKAGE ADDRESSED TO            WALNUT ACRES</span>
B	MAIL CHECK TO: (Include name, street address, post office, State and ZIP code. Must be same as that shown in item 7 above. Print or type) HEDDA. MAAR 1472. BWAY. N.Y. N.Y. 10036 <span style="float: right;">OTHER IDENTIFICATION            5971            I.V. 2.17            July 26-71</span>

POD Form 3812  
May 1969

POSTAL INSURANCE CLAIM IDENTIFICATION	
PAYEE: This slip will be used when mailing the check in payment of this claim. Part A may be completed to show particulars to identify payment. Part B must show name and address of payee.	
A	PACKAGE SENT BY HEDDA. MAAR. <span style="float: right;">PACKAGE ADDRESSED TO            DEER. VALLEY.</span>
B	MAIL CHECK TO: (Include name, street address, post office, State and ZIP code. Must be same as that shown in item 7 above. Print or type) HEDDA. MAAR. 1472. BWAY NY NY 10036 <span style="float: right;">OTHER IDENTIFICATION            pd 1.62 I.C.W.C.            nll 5944            June 11-1971</span>

POD Form 3812  
May 1969

POSTAL INSURANCE CLAIM IDENTIFICATION	
PAYEE: This slip will be used when mailing the check in payment of this claim. Part A may be completed to show particulars to identify payment. Part B must show name and address of payee.	
A	PACKAGE SENT BY MAAR
	PACKAGE ADDRESSED TO WALNUT
B	MAIL CHECK TO: (Include name, street address, post office, State and ZIP code. Must be same as that shown in item 7 above. Print or type) HEDDA MAAR 412 BWAY NY NY 10036
	OTHER IDENTIFICATION 1/1 2.17 Bnde Walnut 5900 Pd 3-23-71

POD Form 3812  
May 1969

POSTAL INSURANCE CLAIM IDENTIFICATION	
PAYEE: This slip will be used when mailing the check in payment of this claim. Part A may be completed to show particulars to identify payment. Part B must show name and address of payee.	
A	PACKAGE SENT BY MAAR
	PACKAGE ADDRESSED TO PODACECKI
B	MAIL CHECK TO: (Include name, street address, post office, State and ZIP code. Must be same as that shown in item 7 above. Print or type) HEDDA MAAR 1472 BWAY NY NY 10036
	OTHER IDENTIFICATION Planis put in bet. 5 pd. Dec. 8-1970 1 e. n. e. 2.50 part 24 2.74 No 5865

POD Form 3812  
May 1969

POSTAL INSURANCE CLAIM IDENTIFICATION	
PAYEE: This slip will be used when mailing the check in payment of this claim. Part A may be completed to show particulars to identify payment. Part B must show name and address of payee.	
A	PACKAGE SENT BY MAAR
	PACKAGE ADDRESSED TO LIPPMAN broken
B	MAIL CHECK TO: (Include name, street address, post office, State and ZIP code. Must be same as that shown in item 7 above. Print or type) HEDDA MAAR 1472 BROADWAY NEW YORK, NY 10036
	OTHER IDENTIFICATION Renewed March 1970 pd July 1970

POD Form 3812  
May 1969

POSTAL INSURANCE CLAIM IDENTIFICATION	
PAYEE: This slip will be used when mailing the check in payment of this claim. Part A may be completed to show particulars to identify payment. Part B must show name and address of payee.	
A	PACKAGE SENT BY MAAR
	PACKAGE ADDRESSED TO WALNUT ACRES
B	MAIL CHECK TO: (Include name, street address, post office, State and ZIP code. Must be same as that shown in item 7 above. Print or type) HEDDA MAAR 1472 BWAY NYC NY 10036
	OTHER IDENTIFICATION 5922 5 V. 11.58 July 26-71

POD Form 3812  
May 1969

**POSTAL INSURANCE CLAIM IDENTIFICATION**

*PAYEE: This slip will be used when mailing the check in payment of this claim. Part A may be completed to show particulars to identify payment. Part B must show name and address of payee.*

<b>A</b>	PACKAGE SENT BY <p style="text-align: center; font-size: 1.2em;">MAAR</p>	PACKAGE ADDRESSED TO <p style="text-align: center; font-size: 1.2em;">DOWN</p>
<b>B</b>	MAIL CHECK TO: (Include name, street address, post office, State and ZIP code. Must be same as that shown in item 7 above. Print or type) <p style="text-align: center; font-size: 1.2em;">HEDDA MAAR 1472 BWAY NY NY - 10036</p>	OTHER IDENTIFICATION <p style="text-align: center; font-size: 1.2em;">1 C.W.C. 150 bill 5951 pd June 11-1971</p>

POD Form 3812  
May 1969

**POSTAL INSURANCE CLAIM IDENTIFICATION**

*PAYEE: This slip will be used when mailing the check in payment of this claim. Part A may be completed to show particulars to identify payment. Part B must show name and address of payee.*

<b>A</b>	PACKAGE SENT BY <p style="text-align: center; font-size: 1.2em;">LEAB</p>	PACKAGE ADDRESSED TO <p style="text-align: center; font-size: 1.2em;">LEAB</p>
<b>B</b>	MAIL CHECK TO: (Include name, street address, post office, State and ZIP code. Must be same as that shown in item 7 above. Print or type) <p style="text-align: center; font-size: 1.2em;"><del>MRS</del> MRS H. LEAB 102-25-67rd FOREST HILLS, N. Y. 11375</p>	OTHER IDENTIFICATION <p style="text-align: center; font-size: 1.2em;">A. 3-uc bar 2.40 Linnet Close. 60 postage 6.- pd Dec. 8-1970 Cancelled Oct. 8-1970</p>

POD Form 3812  
May 1969

**POSTAL INSURANCE CLAIM IDENTIFICATION**

*PAYEE: This slip will be used when mailing the check in payment of this claim. Part A may be completed to show particulars to identify payment. Part B must show name and address of payee.*

<b>A</b>	PACKAGE SENT BY <p style="text-align: center; font-size: 1.2em;">Hedda Maar 1472 Broadway New York, NY 10036</p>	PACKAGE ADDRESSED TO <p style="text-align: center; font-size: 1.2em;">Mrs. 1 Leaver 191 Broadway New York, NY 10040</p>
<b>B</b>	MAIL CHECK TO: (Include name, street address, post office, State and ZIP code. Must be same as that shown in item 7 above. Print or type) <p style="text-align: center; font-size: 1.2em;">HEDDA MAAR 1472 Broadway New York N.Y. 10036</p>	OTHER IDENTIFICATION <p style="text-align: center; font-size: 1.2em;">Received payment in the check 25 214 310 &amp; therefore return the 2nd check you sent to me (no. 25-359-917). Oct. 19-1970</p>

POD Form 3812  
May 1969

1 V. plus postage

**POSTAL INSURANCE CLAIM IDENTIFICATION**

*PAYEE: This slip will be used when mailing the check in payment of this claim. Part A may be completed to show particulars to identify payment. Part B must show name and address of payee.*

<b>A</b>	PACKAGE SENT BY <p style="text-align: center; font-size: 1.2em;">H. MAAR</p>	PACKAGE ADDRESSED TO <p style="text-align: center; font-size: 1.2em;">DAVIES</p>
<b>B</b>	MAIL CHECK TO: (Include name, street address, post office, State and ZIP code. Must be same as that shown in item 7 above. Print or type) <p style="text-align: center; font-size: 1.2em;">HEDDA MAAR 1472 BWAY N.Y NY 10036</p>	OTHER IDENTIFICATION <p style="text-align: center; font-size: 1.2em;">lost-registered May 20-1970 paid July 16-1970 (5822) lost</p>

POD Form 3812  
May 1969

**POSTAL INSURANCE CLAIM IDENTIFICATION**

*PAYEE: This slip will be used when mailing the check in payment of this claim. Part A may be completed to show particulars to identify payment. Part B must show name and address of payee.*

<b>A</b>	PACKAGE SENT BY <p style="font-size: 1.2em; margin: 0;">HEDDA MAAR</p>	PACKAGE ADDRESSED TO <p style="font-size: 1.2em; margin: 0;">WALNUT HILDS</p>
<b>B</b>	MAIL CHECK TO: (Include name, street address, post office, State and ZIP code. Must be same as that shown in item 7 above. Print or type) <p style="font-size: 1.2em; margin: 0;">HEDDA MAAR 1472 BWAY NY NY 10036</p>	OTHER IDENTIFICATION <p style="font-size: 1.2em; margin: 0;">Registered May 18 - 1970 pd July 16 - 1970 (5827) broken</p>

POD Form 3812  
May 1969

**POSTAL INSURANCE CLAIM IDENTIFICATION**

*PAYEE: This slip will be used when mailing the check in payment of this claim. Part A may be completed to show particulars to identify payment. Part B must show name and address of payee.*

<b>A</b>	PACKAGE SENT BY <p style="font-size: 1.2em; margin: 0;">HEDDA MAAR</p>	PACKAGE ADDRESSED TO <p style="font-size: 1.2em; margin: 0;">MRS. M. HERSH</p>
<b>B</b>	MAIL CHECK TO: (Must be same as that shown in item 7 above. Print or type) <div style="border: 1px solid black; padding: 2px; margin: 5px 0;"> <p style="font-size: 1.2em; margin: 0;">HEDDA MAAR</p> <p style="font-size: 0.8em; margin: 0;">(Name)</p> </div> <div style="border: 1px solid black; padding: 2px; margin: 5px 0;"> <p style="font-size: 1.2em; margin: 0;">1472 BWAY</p> <p style="font-size: 0.8em; margin: 0;">(Street Address)</p> </div> <div style="border: 1px solid black; padding: 2px; margin: 5px 0;"> <p style="font-size: 1.2em; margin: 0;">NYC NY 10036</p> <p style="font-size: 0.8em; margin: 0;">(Post Office) (State) (ZIP Code)</p> </div>	OTHER IDENTIFICATION <p style="font-size: 1.2em; margin: 0;">no 5613 2 Feb. 7 - (Hersh) bottles were missing</p>

POD Form 3812  
July 1967

**POSTAL INSURANCE CLAIM IDENTIFICATION**

*PAYEE: This slip will be used when mailing the check in payment of this claim. Part A may be completed to show particulars to identify payment. Part B must show name and address of payee.*

<b>A</b>	PACKAGE SENT BY <p style="font-size: 1.2em; margin: 0;">HEDDA MAAR 1472 BROADWAY NYC NY 10036</p>	PACKAGE ADDRESSED TO <p style="font-size: 1.2em; margin: 0;">HELENE'S BEAUTY SHOP 27 GREENMANVILLE AVE MYSTIC CONN 06355</p>
<b>B</b>	MAIL CHECK TO: (Must be same as that shown in item 7 above. Print or type) <div style="border: 1px solid black; padding: 2px; margin: 5px 0;"> <p style="font-size: 1.2em; margin: 0;">HEDDA MAAR</p> <p style="font-size: 0.8em; margin: 0;">(Name)</p> </div> <div style="border: 1px solid black; padding: 2px; margin: 5px 0;"> <p style="font-size: 1.2em; margin: 0;">1472 BROADWAY</p> <p style="font-size: 0.8em; margin: 0;">(Street Address)</p> </div> <div style="border: 1px solid black; padding: 2px; margin: 5px 0;"> <p style="font-size: 1.2em; margin: 0;">NEW YORK NY 10036</p> <p style="font-size: 0.8em; margin: 0;">(Post Office) (State) (ZIP Code)</p> </div>	OTHER IDENTIFICATION <p style="font-size: 1.2em; margin: 0;">2 jars broken (2 on O.S.) Rained April 68 pd. Aug. 68</p>

POD Form 3812  
Aug. 1966

**POSTAL INSURANCE CLAIM IDENTIFICATION**

*PAYEE: This slip will be used when mailing the check in payment of this claim. Part A may be completed to show particulars to identify payment. Part B must show name and address of payee.*

<b>A</b>	PACKAGE SENT BY <p style="font-size: 1.2em; margin: 0;">HEDDA MAAR</p>	PACKAGE ADDRESSED TO <p style="font-size: 1.2em; margin: 0;">MRS. ELSIE SAUL</p>
<b>B</b>	MAIL CHECK TO: (Must be same as that shown in item 7 above. Print or type) <div style="border: 1px solid black; padding: 2px; margin: 5px 0;"> <p style="font-size: 1.2em; margin: 0;">HEDDA MAAR</p> <p style="font-size: 0.8em; margin: 0;">(Name)</p> </div> <div style="border: 1px solid black; padding: 2px; margin: 5px 0;"> <p style="font-size: 1.2em; margin: 0;">1472 BWAY</p> <p style="font-size: 0.8em; margin: 0;">(Street Address)</p> </div> <div style="border: 1px solid black; padding: 2px; margin: 5px 0;"> <p style="font-size: 1.2em; margin: 0;">NY NY 10036</p> <p style="font-size: 0.8em; margin: 0;">(Post Office) (State) (ZIP Code)</p> </div>	OTHER IDENTIFICATION <p style="font-size: 1.2em; margin: 0;">Lost Feb. 8 - 68 at post office rec. med. cert. March 21 - 1968</p>

POD Form 3812  
Aug. 1966



POSTAL INSURANCE CLAIM IDENTIFICATION

PAYEE: This slip will be used when mailing the check in payment of this claim. Part A may be completed to show particulars to identify payment. Part B must show name and address of payee.

A	PACKAGE SENT BY HEDDA MAAR	PACKAGE ADDRESSED TO Miss Doris H DARNELL
	MAIL CHECK TO: (Must be same as that shown in item 7 above. Print or type)	
B	<input type="checkbox"/> HEDDA MAAR (Name) 1472 Bway (Street Address) NEW YORK N.Y. 10036 (Post Office, State, ZIP Code)	OTHER IDENTIFICATION 1-298 3- No. 5458 10-9. 8m 5- Oct. 25-67 Post 0.55 8.55 emper. Jan. 2. 68 pd. Feb. 5 68 Package Cost

Form 3812  
Jan 1966

POSTAL INSURANCE CLAIM IDENTIFICATION

PAYEE: This slip will be used when mailing the check in payment of this claim. Part A may be completed to show particulars to identify payment. Part B must show name and address of payee.

A	PACKAGE SENT BY HEDDA-MAAR-	PACKAGE ADDRESSED TO MRS. E GOULD
	MAIL CHECK TO: (Must be same as that shown in item 7 above. Print or type)	
B	<input type="checkbox"/> HEDDA-MAAR- (Name) 1472-BWAY (Street Address) NEW YORK N.Y. 10036 (City, State, Zip Code)	OTHER IDENTIFICATION 5353 Gault Aug. 3/31-67 pd. 8/25-67

POD Form 3812  
Jan 1964

POSTAL INSURANCE CLAIM IDENTIFICATION

PAYEE: This slip will be used when mailing the check in payment of this claim. Part A may be completed to show particulars to identify payment. Part B must show name and address of payee.

A	PACKAGE SENT BY Tops Products Co 203 East 12th St New York City	PACKAGE ADDRESSED TO MRS N. LEAD 102-25 67 RD FOREST HILLS, N.Y. 11375
	MAIL CHECK TO: (Must be same as that shown in item 7 above. Print or type)	
B	<input type="checkbox"/> MRS N. LEAD (Name) 102-25 67 RD (Street Address) FOREST HILLS, N.Y. 11375 (City, State, Zip Code)	OTHER IDENTIFICATION rec'd \$ 8.75 March 1967

POD Form 3812  
Jan 1965

POSTAL INSURANCE CLAIM IDENTIFICATION

PAYEE: This slip will be used when mailing the check in payment of this claim. Part A may be completed to show particulars to identify payment. Part B must show name and address of payee.

A	PACKAGE SENT BY HEDDA MAAR 1472 BWAY N.Y.C N.Y. 10036	PACKAGE ADDRESSED TO WALNUT. ACRES MIDDLEBURG PA 17842
	MAIL CHECK TO: (Must be same as that shown in item 7 above. Print or type)	
B	<input type="checkbox"/> HEDDA MAAR (Name) 1472 BWAY (Street Address) N.Y.C N.Y. 10036 (City, State, Zip Code)	OTHER IDENTIFICATION Bill 5235 1 on Walnut Walnut Aug 15-66 pd. Jan 1-66

POD Form 3812  
Jan.

**POSTAL INSURANCE CLAIM IDENTIFICATION**

*PAYEE: This slip will be used when mailing the check in payment of this claim. Part A may be completed to show particulars to identify payment. Part B must show name and address of payee.*

<b>A</b>	PACKAGE SENT BY <b>HEDDA MAAR</b>	PACKAGE ADDRESSED TO <b>MRS. H. SELIG</b>
	MAIL CHECK TO: (Must be same as that shown in item 7 above. Print or type)	
<b>B</b>	<input type="checkbox"/> <b>HEDDA MAAR</b> <small>(Name)</small> <b>1472 Bway</b> <small>(Street Address)</small> <b>N.Y. N.Y.</b> <small>(City) (State)</small>	OTHER IDENTIFICATION No. 5200 Mrs. Selig Mrs. slip 4-7-66 (2) 3812 filed 4-14-66 pd. May 23-66
	<b>10036</b> <small>(Zip Code)</small>	

POD Form 3812  
Jan. 1965

**POSTAL INSURANCE CLAIM IDENTIFICATION**

*PAYEE: This slip will be used when mailing the check in payment of this claim. Part A may be completed to show particulars to identify payment. Part B must show name and address of payee.*

<b>A</b>	PACKAGE SENT BY <b>HEDDA MAAR</b>	PACKAGE ADDRESSED TO <b>WALNUT ACRES.</b> <i>Feb. 1966</i> <i>my bill 5173</i>
	MAIL CHECK TO: (Must be same as that shown in item 7 above. Print or type)	
<b>B</b>	<input type="checkbox"/> <b>HEDDA MAAR</b> <small>(Name)</small> <b>1472 Bway</b> <small>(Street Address)</small> <b>N.Y. N.Y.</b> <small>(City) (State)</small>	OTHER IDENTIFICATION 6.20 for 4 Velvetene (1.55) were broken April 14 - 1966
	<b>10036</b> <small>(Zip Code)</small>	

POD Form 3812  
Jan. 1965

**POSTAL INSURANCE CLAIM IDENTIFICATION**

*PAYEE: This slip will be used when mailing the check in payment of this claim. Part A may be completed to show particulars to identify payment. Part B must show name and address of payee.*

<b>A</b>	PACKAGE SENT BY <b>HEDDA MAAR</b>	PACKAGE ADDRESSED TO <b>WALNUT ACRES order 769</b> <i>my bill 4993</i>
	MAIL CHECK TO: (Must be same as that shown in item 7 above. Print or type)	
<b>B</b>	<input type="checkbox"/> <b>HEDDA MAAR</b> <small>(Name)</small> <b>1472 Bway</b> <small>(Street Address)</small> <b>N.Y. N.Y.</b> <small>(City) (State)</small>	OTHER IDENTIFICATION 1 2 on Cream 1.10 1.10 3 8 " " 3.10 4.30 were broken <u>10.40</u> pd. Jan. 66
	<b>10036</b> <small>(Zip Code)</small>	

POD Form 3812  
Jan. 1965

**POSTAL INSURANCE CLAIM IDENTIFICATION**

*PAYEE: This slip will be used when mailing the check in payment of this claim. Part A may be completed to show particulars to identify payment. Part B must show name and address of payee.*

A	PACKAGE SENT BY <b>HEDDA MAAR</b>	PACKAGE ADDRESSED TO <b>WALNUT ACRES.</b>	<i>Order 2705 main bill 5106</i>
	MAIL CHECK TO: (Must be same as that shown in item 7 above. Print or type) <input type="checkbox"/> <b>HEDDA MAAR</b> (Name) <b>1472 B'way</b> (Street Address) <b>N.Y.C. N.Y.</b> (City) (State) <b>10036</b> (Zip Code)		OTHER IDENTIFICATION <i>Bill attached</i> <b>Order No. 4994</b>  <b>3- Velveteen face oil</b> <b>@ \$1.55 \$4.65</b> <i>mere broken</i> <i>pd Jan. 60</i>

POD Form 3812  
Jan. 1965

**POSTAL INSURANCE CLAIM IDENTIFICATION**

*PAYEE: This slip will be used when mailing the check in payment of this claim. Part A may be completed to show particulars to identify payment. Part B must show name and address of payee.*

A	PACKAGE SENT BY <b>MRS. HEDDA MAAR</b>	PACKAGE ADDRESSED TO <b>MRS. H. KOENIG.</b>	
	MAIL CHECK TO: (Must be same as that shown in item 7 above. Print or type) <input type="checkbox"/> <b>MRS. HEDDA MAAR</b> (Name) <b>1472 B'way</b> (Street Address) <b>N.Y. N.Y.</b> (City) (State) <b>10036</b> (Zip Code)		OTHER IDENTIFICATION <b>5409</b> <i>June 9-1967</i> <i>POC Sept 30 1967</i>  <i>package</i> <i>got lost</i>

POD Form 3812  
Jan. 1965

**POSTAL INSURANCE CLAIM IDENTIFICATION**

*PAYEE: This slip will be used when mailing the check in payment of this claim. Part A may be completed to show particulars to identify payment. Part B must show name and address of payee.*

A	PACKAGE SENT BY <b>HEDDA MAAR</b>	PACKAGE ADDRESSED TO <b>WALNUT ACRES INC.</b>	
	MAIL CHECK TO: (Must be same as that shown in item 7 above. Print or type) <input type="checkbox"/> <b>HEDDA MAAR</b> (Name) <b>1472 B'way</b> (Street Address) <b>NEW YORK, N.Y.</b> (City) (State) <b>10036</b> (Zip Code)		OTHER IDENTIFICATION  <b>Jars of</b> <b>2- "On Guard" Cream</b>  <i>pd. 30.6.67</i> <i>bill 5399</i> <i>May 22-67</i>

POD Form 3812  
Jan. 1965

*Copy*

POD Form 1510  
Original—Part I

POST OFFICE DEPARTMENT  
Post Office at \_\_\_\_\_

ADDRESSEE: \_\_\_\_\_

Date \_\_\_\_\_

Please state in the spaces below whether the article described on Part II has been delivered to you and then return both parts of this form in the enclosed OFFICIAL SELF-ADDRESSED ENVELOPE WHICH REQUIRES NO POSTAGE. Your response will help to improve the postal service.

POSTMASTER.

REPLY OF ADDRESSEE (Check one):

( ) REFUSED.

My records show that the article was: ( ) NOT RECEIVED. ( ) RECEIVED.

If any contents missing, list them: \_\_\_\_\_

Value of missing articles, \$ \_\_\_\_\_

(Date of reply) \_\_\_\_\_

16-23385-14

(Signature of addressee or agent) \_\_\_\_\_

POD Form 1510—Original—Part II

Date *March 21 - 1964*

INQUIRY FOR THE LOSS OR RIFLING OF MAIL MATTER

( ) Letter

Registered No. \_\_\_\_\_

( ) Special Delivery

() Parcel

Certified No. \_\_\_\_\_

( ) Special Handling

Insured No. *UNNUMBERED*  
(Insert "Unnumbered" if 10¢ fee)

( ) Air Mail

( ) Ordinary

C. O. D. No. \_\_\_\_\_

Charges, \$ \_\_\_\_\_

Envelope: ( ) Long. ( ) Short. ( ) Business reply (Postage to be paid by addressee.)

Complaint *LOSS*  
(Loss or rifling)

Date mailed *JAN. 14*

(Mo.)

(Date) *1964*

(Yr.)

(Hr.)

(Day of week) *TUESDAY*

Mailed at *FOREST HILLS N.Y.*

(City and State)

*11 375*

Where deposited \_\_\_\_\_

(Main office, station, branch, or location of collection box)

Contents (describe fully) and value *1 jar of cream for hands  
& face sow \$5.- without tax*

Sender:

Addressee:

\_\_\_\_\_  
(Name)

*MRS. WOLFSOHN*  
(Name)

\_\_\_\_\_  
(St. or P. O. Box or Rural Route No.)

*37 RIVERSIDE DRIVE*  
(St. or P. O. Box or Rural Route No.)

\_\_\_\_\_  
(City) (Zone) (State)

*NEW YORK 23 - N.Y.*  
(City) (Zone) (State)

16-23385-14

POD Form 1510—Original—Part III

POSTMASTER, OFFICE OF ADDRESS:

Date \_\_\_\_\_

Please show disposition of the above-described article.

(Postmaster at mailing office)

REPLY:

Date \_\_\_\_\_, 19\_\_\_\_ Has addressee received article? \_\_\_\_\_  
(Yes or No)

(If delivered, show date; if no record, so state \_\_\_\_\_;

If delivered to firm, state accepting employee's name \_\_\_\_\_;

If not intact, what was missing? \_\_\_\_\_;

If C. O. D., give money order No. \_\_\_\_\_, date \_\_\_\_\_, 19\_\_\_\_)

If undelivered and on hand, state reason \_\_\_\_\_

If received but not delivered and not on hand, state disposition \_\_\_\_\_

16-23385-14

(Postmaster at address office)

POD FORM  
AUG. 1962 1510

**SENDER:**

( ) Investigation has disclosed that the article described on the other side, part II, was received by the addressee.

( ) Investigation of your inquiry concerning the { letter }  
{ parcel } mailed by you on

-----, 19-----, addressed to -----

-----  
did not locate the article. The matter has been referred to a postal inspector for consideration, and you will be advised, without making further inquiry, in the event the article is later located or responsibility for the loss is established.

If a postal money order was enclosed, application for a duplicate may be made at the post office 60 days after date of issue. If the loss or rifling of registered, insured, or C. O. D. mail is involved and indemnity is claimed, please present this notice with the mailing receipt and evidence of value (such as receipted bills, etc.) at the post office or nearest postal station.

**POSTMASTER.**

GPO 16-23385-14

(Please see reverse side)

**FOR USE OF POSTAL SERVICE ONLY IN CASES OF LOST OR RIFLED UN-REGISTERED LETTERS AND ALL LOST OR RIFLED REGISTERED AND CERTIFIED MAIL**

The article described on the reverse of this form, if mailed at the time and place stated by the sender, was dispatched at ----- on -----  
(Hour) (Date)

to ----- in  
(Name and No. of R. P. O. or C. P. train, or H. P. O.; name of star route; air mail flight No., etc.)

package of letters bearing facing slip reading -----  
(Name of office, R. P. O., etc.)

and in pouch labeled to -----  
(Name of office, R. P. O., etc.)

or, IF REGISTERED, in -----  
(Jacket or rotary lock pouch, AND No.; iron lock pouch, hand piece, etc.)

received for by -----  
(Name and title of person who receipted for dispatch)

(The following spaces must be filled in at city delivery offices only.)

The letter was due to be collected by -----  
(Name of employee)

and deposited at ----- on ----- at -----  
(Name of office or station) (Date) (Hour)

If -----  
atched from a station to main office, show time -----

If for local delivery, show name of delivering employee -----

GPO 16-23385-14

-----  
(Initials of clerk)

**SENDER:**

( ) Investigation has disclosed that the article described on the other side, part II, was received by the addressee.

( ) Investigation of your inquiry concerning the { letter }  
{ parcel } mailed by you on

-----, 19-----, addressed to -----

-----  
did not locate the article. The matter has been referred to a postal inspector for consideration, and you will be advised, without making further inquiry, in the event the article is later located or responsibility for the loss is established. (See note below.)

If a postal money order was enclosed, application for a duplicate may be made at the post office 60 days after date of issue. If the loss or rifling of an unnumbered insured parcel is involved and indemnity is claimed, please present this notice with the mailing receipt and evidence of value (such as receipted bills, etc.) at the post office or nearest postal station.

**POSTMASTER.**

NOTE.—Insure parcels, indemnity up to \$200. Register valuable and important mail, indemnity up to \$10,000. Purchase postal money orders as a safe, cheap, and convenient method of mailing remittances. All reports by the public of loss, rifling, delay, or damage of mail are of the greatest value to the Post Office Department in locating and correcting faults in the postal service. 16-23385-14

**POSTAL INSURANCE CLAIM IDENTIFICATION**

*PAYEE: If you want identification of any check which may be issued in settlement of this claim, show below the particulars you consider necessary.*

PACKAGE SENT BY

PACKAGE ADDRESSED TO

*Hedda Maar, New York, N.Y. Mrs. L. Gering, 214th St.  
Skin Lotion.*

OTHER IDENTIFICATION

**POSTAL INSURANCE CLAIM IDENTIFICATION**

*PAYEE: If you want identification of any check which may be issued in settlement of this claim, show below the particulars you consider necessary.*

PACKAGE SENT BY

PACKAGE ADDRESSED TO

*Hedda Maar Mrs. Wolfsohn N.Y. 23, N.Y.*

OTHER IDENTIFICATION

*Hand & Face Cream*

C-4-11.0

Claim No. 512

UNITED STATES POST OFFICE  
NEW YORK 36, NEW YORK  
TIMES SQUARE STATION  
INQUIRY WINDOW

MAR 18 1964

Hedda Maar  
1478 Broadway

Please call at the Inquiry Section, Window 1 Times Square Station, 340 West 42nd Street, as soon as possible, to complete an application for indemnity which has been instituted, concerning a parcel post package, the particulars of which are as follows:

Sender: *you*

Addressee: *ms L Greeny 3575 No Oakland Ave Melrose Park Ill*

Insured or C.O.D. No. *uninsured* Date of Mailing: *1/15/64*

Contents: *Wattle Skin lotion*

Kindly comply with the requests checked below:

Be prepared to state if parcel was or was not received by you. If you are a business firm, it is understood that you will consult your records concerning the possible receipt.

Submit damaged articles to this office or a bill covering the repair of those articles damaged. If you wish to retain the damaged articles, please advise the amount of salvage you will allow.

Submit a bill or invoice, substantiating the value of the articles for which indemnity is claimed.

Submit the mailing receipt issued to you at the time of mailing.

*to sign claim form*

Sincerely yours,

*[Signature]*  
Postmaster

OFFICE OF  
THE POSTMASTER

UNITED STATES POST OFFICE  
NEW YORK, N.Y. 10001

IN REPLY REFER TO

971-5773  
ADM:CR:C  
LEJ:ph

March 27, 1968

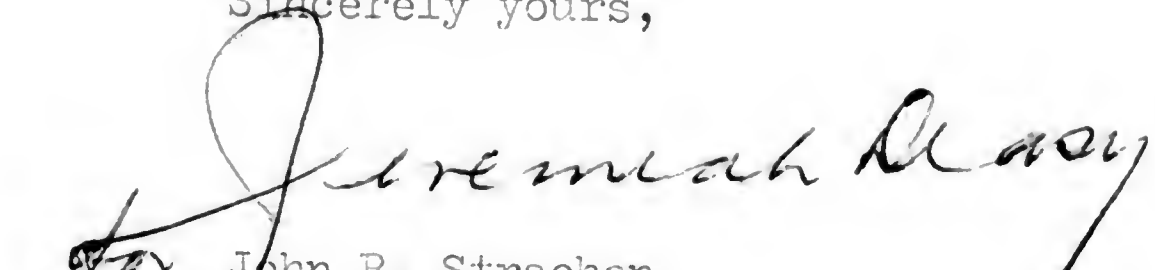
Mrs. H. Leab  
102-25 67th Road  
Forest Hills, N. Y. 11375

Dear Mrs. Leab:

Your communication of March 24th, concerning delivery service at your address is being referred to the Flushing, N. Y. Postmaster for necessary attention.

The New York, N. Y. Postmaster has jurisdiction over mail service in the Borough of Manhattan only.

Sincerely yours,

  
for John R. Strachan  
Postmaster



March 24 - 1968

Dear Sir:

Whoever lives in Queens - L.I. can tell you about the unreliable mail delivery in this part of New York. I don't know the reason for this fact. Several weeks ago we were fortunate to have a dividend check brought to our door <sup>by a man</sup> who lives in this house & brought it having had it in his mailbox. On this particular day according to the Forest Hills Postoffice a new relief carrier had handed the mail. Many people here in the house wouldn't think of bringing a letter not for them they will simply throw it in the garbage. — I feel so uneasy about our mail

delivery  
(over)

Heart out of despair I send you enclosed a (letter) copy of a letter  
to the Postmaster of N.Y. May be you'll be kind enough to make  
him realize an untenable condition which really requires  
to be taken care of. Thank you.

Very truly yours,  
(Mrs.) H. Leab

G. Leab

102-25 67th Road  
Forest Hills, N.Y. 11375  
March 24 1968

971-5773

ADM: CR: C

LEJ: ph

Mr. John R. Strachan  
Postmaster  
U.S. Post Office  
New York, N.Y. 10 001

Dear Sir:

Your letter of Dec. 13, 1967 was answered Jan. 6 -1968;  
I hope you have received it.

To my greatest unhappiness I am forced to approach you  
again being kind of desperate.

I wrote you in my letter of Jan. 6-1968 that Abbott Business  
Service serves me since more than 20 years. I used to live in  
Wash. Heights till 1959. In about 1946 or 1948 I sent a complaint  
about the 2 days it took a letter to arrive in Wash. Heights from  
Times Square. The person in charge corrected this & all letters  
reached me in one day. As long as I lived in Wash. Heights every  
letter arrived . None got lost!

Since we live in Long Island my experience makes me feel uneasy  
about our mail. Beginning with Spring 1967 mail delivery really  
gave reason to worry. It costs me money & time! Why? I have to  
call my office every day about incoming mail so- in case of loss-  
at least I know where the mail came from. --- An out-of-town trip  
prevented me from calling my office on Wednesday March 20, 1968.  
On Thursday March 21, 68 the office told me about a letter mailed  
to me with several pieces of mail requiring 12cts postage, on  
Wednesday 3-20. This letter did not arrive March 21, March 22  
& Saturday March 23. Wouldn't you feel terrible if such miserable  
mail delivery would happen to you?! Here is not one letter involved  
but several pieces of mail the content of which unknown to me. It  
could be checks, it could be orders, who knows?

We receive letters not only from the U.S.A. but from many parts of the world; who knows how often a letter doesn't reach us?

According to my experience your friendly advice to trace lost letters is not good! I traced letters repeatedly & without result.

There seems to <sup>be</sup> only one remedy: Someone with authority should see to it that Long Island mail will be delivered correctly and ~~responsibly~~ responsibly! This is the only way to change an untenable condition and I hope so much you'll agree with me and see to it.

Every taxpaying citizen, I believe, should be entitled to feel secure about his mail, Long Island included.

Thank you.

Very truly yours,

(Mrs.) H. Leab

January 6 1968

971-5773  
ADM: CR:C  
LEJ: ph

Mr. John R. Strachan  
Postmaster  
United States Post Office  
New York, N.Y. 10001

Dear Sir:

Thanks for the consideration given to my letter of December 4 1967.

The Christmas rush and a few days vacation prevented me from answering sooner.

Apparently - may be to my having myself not expressed clearly - my letter was misunderstood. I did not complain about Abbott business service! I deal with them for more than 20 years and know their correct work!

I complained about nondelivery by the U.S. mail of mail sent to me by Abbott! My sad experience with the mail delivery makes me feel uneasy; this is the reason that I call Abbott every day to learn about arrival of letters for me. Nonarrival of these letters makes me know that they are somewhere lost. I have no control about eventual loss of letters sent to my address by other people. The mail sent to me by Abbott must go lost either at Times Square or at Flushing or at the time it gets delivered to my house. This is absolutely clear and should be checked!

I hope this information now will be correctly understood !

It is known to me that mail can be traced. Over the years I did so repeatedly and always to no result.

Since I write to you I would like to ask you about the time it should take for a parcel to be delivered in N.Y.C.? I mailed one at the Forest Hills post office on Dec. 26th 1967 addressed to 46th street in downtown New York; till Jan 5. 1968 in the afternoon 4-30 p.m. it had not arrived.

Thanking you in advance for your answer I am Very truly yours,

(Mrs.) H. Leab

OFFICE OF  
THE POSTMASTER

UNITED STATES POST OFFICE  
NEW YORK, N.Y. 10001

IN REPLY REFER TO  
971-5773  
ADM:CR:C  
LEJ:ph

December 13, 1967

Mrs. H. Leab  
102-25 67th Road  
Forest Hills, N. Y. 11375

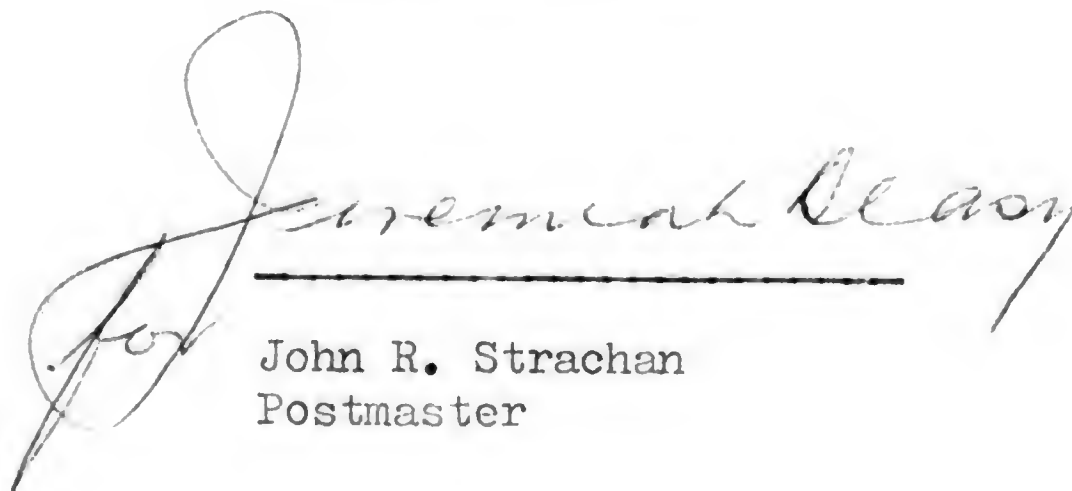
Dear Mrs. Leab:

This is with reference to your communication of December 4, concerning non-receipt of mail addressed to you under the firm name, Hedda Maar at 1472 Broadway, New York, N. Y. 10036.

My representative contacted the Abbott Business Service Inc., at the above address, and they advised that your mail is sent to you daily and could offer no explanation for the failure to receive the articles referred to. There have been no irregularities in the service here and, if the mail is still unaccounted for, we can only suggest that the sender file POD Form 1510 in order that trace may be instituted.

I certainly regret any inconvenience that you have been caused.

Sincerely yours,

  
John R. Strachan  
Postmaster

H. Leab

102-25 67th Road  
Forest Hills, N.Y. 11375  
Monday, Dec. 4 1967

To the Postmaster General  
Main Postoffice  
New York City

Dear Sir:

Being kind of desperate and not knowing where to turn to or what to do I trust to approach you and ask you for help.

I run a very small mailorder business and have a mailaddress at 1472 Broadway, N.Y. 10036, Room 904. My firm's name is HEDDA MAAR. The office belongs to Abbott Business Service Inc. This office mails letters addressed to Hedda Maar to me to Forest Hills.

Last year some letters got lost. since that time I call in every day to know if mail for me arrived. Several weeks ago a letter mailed to me got lost. This letter had only a 5 ct stamp, the one letter in it didn't require more postage.

The letters mailed to me are always put in into the mailbox at Times Square after 5 p.m. , the office doesn't trust the house mailbox.

Monday, Nov. 27th, a letter containing 1 letter from Buffalo & a thick letter from New Jersey requiring 20cts postage was mailed. It never arrived!

Thursday, Nov. 30th, a letter containing a heavier letter from Pennsylvania, 1 letter from Indiana & 1 from N.Y. requiring 15cts postage was mailed to me. Today's mail is in. The letter never came!

On Saturday I received a letter mailed on Friday Dec. 1st.

You might agree that this can't go on. I don't know the contents of these letters, they might be checks, they might be orders. Now is my main season! I lose customers, I lose orders! May be other letters - their sending unknown to me- might have been sent to my Forest Hills address and might have gone lost. ... Who knows?

I complained to our local postoffice in Forest Hills; they are very nice and try to accommodate; somehow they seem not to know what can be done. Our regular mailman was off Tuesday Nov. 28 and Friday Dec. 1st. They might be right! They told me: "You got other mail (and we did) so the carrier knew your name".

I hope you'll try to help me and very soon. I thank you very much in advance for this help.

I can only say: It is a terrible feeling not to be sure about mail delivery , kind impossible and beyond belief.

Very truly yours,

( Mrs. ) H. Leab

R



5916

Date Dec. 14 1970

Name Red Bank Health Foods

Address Red Bank - N.J.

Sold by \_\_\_\_\_ Am't Rec'd \_\_\_\_\_

	ordered by phone		
12	20 n On bread 2.25	27	—
3	4" Velvetan 3.50	10	50
3	4" Clean W. Case 2.50	7	50
		45	—
	less 40% postage	18	—
		27	—
		1	60
	bill 5903	9	57
	6 jars gift wrapped by parcel post ins. preserved - 10 days	38	17

9A-2

special handling charges are paid by Medica

PRINTED IN U.S.A.

Nov. 23- 1970

Red Bank Health Food  
25 Monmouth Street  
Red Bank, N.J. 07701

Dear Miss Mischler,

First let me welcome you home from your Hawaii vacation! I am sure you'll have had a marvelous and interesting time. Now you will have all the strength necessary for the bigger business before Christmas.

Secondly I thank you for your interest. I am glad you will use the cosmetics yourself, first. You will realize that everything I told you about them is true: They really are of superior quality, very economical, effective and keep their promise. Having convinced yourself about these facts it will be easy for you to recommend them in good conscience.

In about 10 or 12 days I'll have new leaflets in addition to the circulars and sticker I sent you in my first letter. Give all the printed matter to your customers, please, to enable them to read about Hedda Maar beauty aids. Thus they might become interested.

Since there will soon be Christmas I like to tell you that many stores offer "On Guard" as Christmas gift. I myself have several direct customers who came to know "On Guard" by getting it as a Christmas gift. The results pleased them so much that they continue to use it.

Colognes and toilettewaters are always welcome gifts. You will find in the package a little sample of Hedda Maar 298 Cologne. Please, try it. The best place for finding out one's skin reaction to a particular scent is the lower inner arm where the blood flows. Toilettewaters are a matter of personal taste! Some women like them loud, some delicate, some spicy, some sweet etc. If 298 Cologne's scent is to your liking you can't buy anything better in this category. Most of my store customers have ordered some. Those wanting to sell 298 Cologne order more, some- as they write- order for personal gifts and own use. —

I hope you'll become my customer. If so, no other store in Red Bank will be able to order Hedda Maar beauty aids from me. You will be the only one offering them in Red Bank.

Looking forward to hearing from you I am with best wishes for a pleasant holiday season

Sincerely,

HM/L

Hedda Maar

Dec. 15-1976

Dear Miss Moskier

It is my great pleasure to greet you as my customer. It was nice talking to you & I thank you for your order, you could be assured your customers can't get or for of anything better than Kudda Maar beauty aids.

I don't use any sales gimmicks, I just tell the truth. My experience teaches me this to be the only way to really gain confidence & to win customers.

I might or might not have told you that my customer in Atlanta - Ga. - they have 2 stores <sup>for me: people</sup> here - ~~one~~ <sup>one</sup> been raving about Kudda Maar beauty aids. ~~As I~~ <sup>As I</sup> wrote you Walnut Acres ~~they~~ since ca. 8 years for more than 1000 dollars every year.

A lady in a small store in Dupont - Conn. just ~~ordered~~ <sup>ordered</sup> today. she sold this year more than any other year (she sells Kudda Maar since 4 years). she ~~ordered~~ <sup>ordered</sup> from me this year for \$120.-

A lady in Somerset Mass. told me today (she sells since 2 years): Now finally my customers realize they realize they can't buy anything better - no matter how much they pay. She gave me her 4<sup>th</sup> order this year.

I would go on soon. ~~Therefore~~ I am convinced you too will get regular customers for Kudda Maar beauty aids. There is no reason that it shouldn't be that way.

Please send

Date : 11/10/70

Item	Pieces	ozs.	salesprice	amt.
On Guard	1	2	\$ 2.25	
On Guard	1	8	6.--	
Velveteen	1	4	3.50	
Cleanse With Care	1	4	2.50	

I would like to  
try your products  
first myself before  
I order more - Thanks  
F. Mischler

Name : FRANCES MISCHLER  
Address : 25 MONMOUTH ST  
City : RED BANK - N. J.

Red Bank Health Foods  
75 Monmouth St. R. B. N. J.  
# 07701

RED BANK  
NOV 12  
1970  
PM  
07701



HEDDA MAAR  
1472 BROADWAY  
NEW YORK, N. Y. 10036  
WI. 7-1180

657  
658

U.S. POSTAGE

201-648-5666

November 4-1970

Mr. Frances H. Tischler  
Red Bank Health Foods  
25 Don Mouth Street  
Red Bank, N.J.

Dear Mr. Tischler,

You might have read my ads in the N.J. and New Jersey newsletters and convention booklet, therefore my name might be known to you. Since more and more health food stores now sell Hedda Maar beauty aids I hope I can interest you also.

Hedda Maar preparations are very effective, extremely economical, of highest quality and created for men and women interested not in make-up but in a basically healthy, clear, clean skin. In reality only such a skin can look beautiful.

All Hedda Maar beauty aids are free as they can be possibly made of harmful, irritating, allergenic substances; they are as natural as cosmetics can be made natural.

Walnut Acres sell Hedda Maar since many years with always increasing enormous success. Many others do on a smaller scale. In the states of N.Y., N.H., Mass., Conn., Maine, Kentucky, Georgia, even in Alaska. You might know the names of Deer Valley Farm, Ellsbrook Farm, Penelope Turton, Mary Gibson.

Now is an excellent time to sell cosmetics. The very cold weather requires hand and skin protection.

Three items are offered to you:

"On Guard" primarily a very unusual hand cream,

sells 2 oz. for \$ 2.25 , 8 oz. for \$ 6.--

"Velveteen", the most effective moisturizer and skin softener sells 4 oz. for \$ 3.50

"Gentle with Care", a totally new conception in skin cleansing sells 4 oz. for \$ 2.50

Your discount would be 40%, that is, something selling for \$ 2.-- would cost you \$ 1.20. Minimum order is 15.--. I carry handling charges, you pay the postage. Prices are net, payable after 10 days.

The enclosed circulars give information; should you have any questions, do not hesitate to ask.

According to the letters I receive again & again I believe your customers might appreciate to be offered Hedda Maar beauty aids in your store.

I would be very happy to receive an order from you very soon.

Looking forward to hearing from you

Sincerely

encl. 3/1

Hedda Maar

March 13 1971

Mrs. Barbara R. Rogers  
918 Rothwood Road  
Lynchburg, Va. 24503

Dear Mrs. Rogers,

It is to my regret that Mr. Rogers did not meet me. Thank you for your order which is on its way. How did you learn about Hedda Maar.

Hedda Maar preparations are of superior quality and keep their promise. I wished you'd read the letters and cards I receive at least twice every week. People praise the beauty aids, tell me about the excellent results they have etc., etc. I must say I appreciate their writings! In this age of keen competition personal judgement is very important.

You will find in the package a little sample of "Cleanse With Care", please, try it. Use first the skin cleanser you have and then try "Cleanse With Care". I am pretty sure that - due to the very thorough cleansing of "Cleanse With Care" the cotton still will be greyish. Now touch your skin! Its softness and smoothness will surprise you.

Sincerely,

Hedda Maar

Encl.  
HM/L

March 29 1971

Mrs. George W. Rogers  
918 Lathwood Road  
Lynchburg- Va. 24503

Dear Mrs. Rogers:

Your letter is a pleasure to me and I thank you for writing it. Everybody loves "praise" and especially getting it expressed in such a lovely way.

Re.: "Velveteen for the scalp! Your report reminds me of something I had completely forgotten. About one year ago a lady from Vermont wrote: "I want you to know that I use Velveteen for my scalp; my hair seems to grow so much better!"

You will find in the package mailed to you the bottle Cleanse With Care and a sample of Sensation Toilet Water. Toiletwaters and Perfumes are a matter of personal taste! Should you like a delicate, kind of flowery scent you might like it. Please try it on the inner arm near the hand where the blood flows. This is the best place to find out one's own skin's reaction to a particular scent. With me "Sensation Toiletwater" lasts 24 hours. Some women insist that it only lasts 6 hours. It probably depends on the skin. I can offer it to you only without a folding box, that is for your own use and not for gift-giving. I used up my folding boxes and so far can't get less than 10000. That is the way small firms are treated these days.

The price for a 4 oz. bottle in a folding box was \$ 4.--, I offer you the unpacked bottle for \$ 3.25

Best wishes for lovely Easter Holidays.

Sincerely ,

HM/L

Hedda Saar



DAVID A. RICCOBONI  
NATURAL ORGANIC FOODS - NATURAL VITAMINS  
Portland Ave. - Georgetown, Conn. 06829  
Tel. 544-8976

June 3, 1970

Dear Hedda Maar,

Thank you for your nasty letter  
of June 1, 1970.

I am sorry that I let you pressure  
me into taking your products. I am  
sending you a check although I think you  
should take the products back because  
I really don't know what I am going to  
do with these items. No one is interested  
in them. I only sold one bottle at cost  
and that person wanted their money  
back.

Please do not call me on the phone  
any more because I find it very annoying  
to do business that way.

David A. Riccoboni

Order No. 5818 Date April 7 1970

M R DAVID A. RICCOBONI  
GEORGETOWN - Conn. 06829

Ship to \_\_\_\_\_

At ordered by phone

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	2oz ON BOARD	2.25	13 50
3	4" Velocitee	3.50	10 50
3	4" Clear with line	2.50	7 50
			31 50
	less 40 50-		12 60
	shippers - Circulars		18 90
	postage		1 25
	by parcel post ins.		20 15
	Prices met - 10 days		
	pd. 18.90		
	June 8 - 1970		

Dear Mr. Riccoboni,

June 1 - 1970

You are the first customer to disappoint me  
and I am in business for many years.

I tried at all times of the day to reach you  
by phone! It is unworkable to claim you! The  
job after answers & never comes about the  
time you're away.

I need my money & then I've ask you  
to ~~return~~ a check by return mail. It is now  
& matters that you received the merchandise.

And I wrote you with my offer that I  
only sell payable a ftr 10 days.  
Why do you order if you don't  
intend to honor the conditions  
I wrote you about? This is not  
fair business!  
Please quit the work! I don't want to  
take other steps!

Hedda Maar

1472 Broadway, New York, N. Y. 10036

April 9 1970

Mr. David A. Riccoboni  
Portland Ave  
Georgetown, Conn. 06829

Dear Mr. Riccoboni,

It is my pleasure to greet you as a new customer! I hope you will remain one for years to come.

Judging from my experience you can be sure to get regular customers for Hedda Maar beauty aids. Walnut Acres and Deer Valley Farms are mail-order houses; from year to year their sales increase! The increase are probably new customers while the others can be only those reordering. Penel/on/Burton is so satisfied with selling "Hedda Maar" that a friend of her sent an order in just lately when opening a store in a little city in Massachusetts, by recommendation of Miss Turton.

I would like to bring to your attention the 8oz size of "On Guard". It sells for \$6.00 while the 2oz jar sells for \$2.25. The cream definitely lasts one year or even longer without spoiling and by buying the large jar your friends can save money.

Should you have any questions you can't answer to your customers, please, don't hesitate to ask.

Looking forward to hearing from you soon again I remain

Sincerely,

Hedda Maar

encl.  
h/l

203

March 10 - 1970.

Mr. David A. Riccoboni *203-544-8976*  
Natural Organic Food  
Portland Ave  
Georgetown Conn. 06829

Dear Sir,

Having read your name in the N.Y. State N.F.A. makes me write to you. You might have read my ads in the New England N.F.A. convention booklets, therefore my name might be known to you. Since more and more health food stores now sell Hedda Maar beauty aids I hope I can interest you also.

Hedda Maar preparations are very effective, extremely economical, of highest quality and created for men and women interested not in make-up but in a basically healthy, clear, clean skin. In reality only such a skin can look beautiful.

All Hedda Maar beauty aids are free as they can be possibly made of harmful, irritating, allergenic substances; they are as natural as cosmetics can be made natural.

Walnut Acres sell Hedda Maar since many years with always increasing enormous success. Many others do on a smaller scale in the states of N.Y., Vt., Mass., Conn., Maine, even in Alaska. You might know the names of Deer Valley Farm, Elmbrook Farm, Penelope Turton, Mary Gibson.

Now is an excellent to sell cosmetics. The very cold weather requires hand & skin protection.

3 main items are offered to you:

"On Guard" primarily a very unusual hand cream, sells 2 oz. for \$ 2.25, 8 oz. for \$ 6.--

"Velveteen", the most effective moisturizer and skin softener sells 4 oz. for \$3.50

"Cleanse With Care", a totally new concealing skin cleansing sells 4 oz. for \$ 2.50

Your discount would be 40%, that is, something selling for \$ 2.--, would cost you \$ 1.20. Minimum order is \$ 10.--. I carry handling charges, you pay the postage. Prices are net payable after 10 days.

The enclosed circulars give informations; should you have any questions, please, don't hesitate to ask.

According to the letters I receive again and again I believe your customers might appreciate to be offered Hedda Maar beauty aids in your store.

I would be very happy to receive an order from you very soon.

Looking forward to hearing from you

Sincerely,

Hedda Maar

H.M.L.  
encl.

*over*

19.10.

Dear Mr. Riccoboni,

It was nice to talk to you over the phone.

Please find enclosed the promised circulars etc.

Remember! you have to talk about Hedda Maar beauty aids over the phone. Maybe some of your customers never heard the name "Hedda Maar!"

I enclose a cut-out from the latest Walnut Acres catalogue. They sell since years and with great success.

They sell about 200 8oz in guard p. year. Deer Valley Farm sells for several hundred dollars p. year. I have a small beauty parlor in Coon. she sells for about \$100. - every year since 3 years. There are no better cosmetics than

Hedda Maar beauty aids. My first letter gives you more information. Prices are net - payable after 10 days.

I hope to hear from you!

Sincerely,

STAUB NATURAL FOODS  
P. O. BOX 295 - 100 W. 10th ST.  
WINONA LAKE, INDIANA 46590  
PHONE 257-7735

Dear Hedda! -

Please send another  
original item statement  
Total amt of order  
Amt Paid

over But Saldo Thank you

STAUB NATURAL FOODS  
P. O. BOX 295 - 100 W. 10th ST.  
WINONA LAKE, INDIANA 46590  
PHONE 257-7735

Thank you

Can send check  
for Bal acct.



Hedda Maar

1472 Broadway, New York, N. Y. 10036

March 1, 1966

Dr. R. Richard Staub  
Staub Natural Foods  
108 West 125th St  
Winona Lake, Indiana 46590

your order Jan. 1 1966

Statement

5153

Jan. 15 1966

6 4oz Vleanse With Care	\$2.00	\$ 12.00
less 30%		<u>3.60</u>
		8.40
postage		<u>1.23</u>
		<u>9.63</u>

prices net 10 days

please send remittance

sent check for 7.35  
Please send new  
~~Statement~~

Order No. 5153 Jan. 15 1966

M Staub Natural Foods

Ship to Winona Lake - Indiana

At \_\_\_\_\_

Ship by Order Jan. 1. - 66 When \_\_\_\_\_

Terms \_\_\_\_\_ Buyer \_\_\_\_\_

6	4m	Clearance With Care		
			2-	12 -
		less 30%		3 60
				8 40
		Sample: Night Cream postage		1 25
		pd by check 1/25/66		9 68

Order No. 5152 Jan 15 1966

M Staub's Natural Foods

Ship to Winona Lake - Indiana

At \_\_\_\_\_

Ship by Order Jan. 1. 1966 When \_\_\_\_\_

Terms \_\_\_\_\_ Buyer \_\_\_\_\_

6	2m	On hand	1.75	10 50
		less 30%		3 15
				7 35

pd.

Dear Mr. Staub,

Jan. 14 - 1966

Thank you for your kind letter order & check. & more so for your correct judgment of "Or Seard". It might interest you that my preparations were highly recommended by the N.Y. Times, N.Y. Post Vogue Magazine, Harper's the "Daily News", & many many more. When - as I told you - people were said to die by doctors, I thought: <sup>why people?</sup> ~~the~~ <sup>my preparation</sup> might help more people. One of the doctors asked   
 ● large hospital to test Or Seard & was told: For this you have to be Elizabeth Arden & someone else very big to be accepted. I wrote to the N.Y. Times asking them to report the facts without mentioning the Cream - name nor my name in the hope to be able to interest a hospital. The N.Y. Times refused. I wonder: What kind of clinic are you associated with? Is it ~~also~~ testing skin conditions?

You'll find in the package a sample of Hedda Warr's Night Cream. It is a highly illuminating preparation & should always be put on, never rubbed. The 2 oz jar sells for \$3. -

I am sorry you didn't order "Kelocten". It is very effective & excellent for keeping the skin moist. It can be used very sparingly. Starting March 1 the price for "Kelocten" will be \$2.75 Looking forward to hearing from you

Account

Feb. 18 - 66

Statement March 1 - 66

1 200 00	10.50
6 400 00	12.00
	<hr/>
	22.50
Less 3050	6.75
	<hr/>
	15.75
Postage	1.25
	<hr/>
	17.00
Period	7.35
	<hr/>
	24.35

2. -

**STAUB NATURAL FOODS**

P. O. Box 395 - 108 W. 12th St.  
WINONA LAKE, INDIANA 46590

Phone 267-7735

219-267-7735

Dear Hedda:-

Jan . 1, 1966

Thank you for samples and kind letter.

I am aware of the situations at hand in regards to our business and associated products.

Your kind offer to me in skin care is appreciated and we are always in research for new and useful products that are high potency and will stand up under the servere test. Clinic I am associated with test the products and most of our line we sell is tested and find nearly 99% affective.

Much of success is the patient themselves who make it appoint to to recover from sickness or ailments. 51 to 71 % is the desire to get well. Faith has much to do with our success.

Since the F.D.A. and A. M. A. does not want any cure all we are in position to offer no cure,

OVER

and cannot recommend any cure.

"It maybe with your own help you may find some thing that will help yourself."

On Guard is powerful Oreme.

Send six of the 1.75 price item.

Send six of Skin Cleanse with care.

Any samples of effecient products you may have let us know.

Thank you,

*R.R. Staub*

Dr. R. R. Staub

*7.35*

*Send Bill*

Dec. 27-1965-

Dear Mr. Staeb:

Thank you for your letter. How did you learn about "On Guard"?

A package with samples is on its way to you. The leaflets give information about the different preparations.

Re "On Guard": Since you are a physician the following might interest you: People repeatedly told me: "With my skin troubles doctors didn't help, your cream helped." I didn't pay much attention. Several doctors used the cream. ~~For their hands.~~ One day a woman with a horrible looking face came to me with a prescription from one of these doctors. ~~She told me she~~ I refused to sell her the cream. My reputation is excellent & I am very careful to keep it that way. She pleaded with me: She had <sup>consulted</sup> skin doctors none ~~hadn't~~ ~~helped~~ had helped. She assured me the risk would be her own besides that the doctor had ~~recommended~~ prescribed the cream. I sold it to her under the condition ~~that~~ to stop use immediately should the skin worsen. (She worked in a place with lot of dust & raising the condition apparently.) 3 weeks later she came back to thank me overjoyed. Her face looked perfect. Mr. Meyer the doctor said several times people the results were wonderful. He must be over 70 now, doesn't practice any more, moved to California.

Another doctor was an orthopedist who prescribed  
the name. He died 2 years ago.

"on hand" is \$1.75 sales price

Your discount: For 6 (minimum order) 30%  
" 12 " 35%

You have to pay the postage. Prices are net,  
bills payable net 10 days.

Looking forward to hearing from  
you  
Remain  
Sincerely,



NATUROPATHIC PHYSICIAN  
PH. 267-7735

Dr. R. Richard Staub, N.D.

STAUB NATURAL FOODS  
108 West 12th St.  
Winona Lake, Indiana 46590

Natural Health Foods - Vitamins - Natural Organic Food Supplements



P. O. BOX 395  
Winona Lake, Ind.

Dear friend:-

Dec 15-65

Please send sample

"on guard"

Price of 6-12 each rate  
for the office o

Thank you

R. R. Staub

AR 7205

5/22

HERTA + LEO LEAB COLLECTION

5 31/7

5/22 RETAILERS S-Z 1965-1971

5/22



Order No. 4961 Date March 23 1971  
 MRS. Betty Sirovella  
Montclair - N.J.

Ship to \_\_\_\_\_  
 At Your order March 17-71

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

4	2 in in Guard	2.25	9	-
2	8" in Guard	6.-	12	-
4	4" Velveteen	3.50	14	-
6	4" Canvas N. in Care	2.50	15	-
			50	-
	less 40%		20	-
1	Canvas with Care free of charge		30	-
			1	65
	by parcel post ins!		31	65
	Prices net - 10 days			
	in circulars - Shikens			
	leaflets			

March 23 1971

Mrs. Betty Sivoilella  
118 Essex Ave  
Montclair N.J. 07042

Dear Mrs. Sivoilella:

It is with great pleasure that I greet you as customer! According to my experience you should get regular customers for Hedda Haar beauty aids. I wish you and me success.

Thanks for the order which is on its way. In the package you will find leaflets, stickers and circulars. In connection with the letter the following could interest you: Deer Valley Farm, a name probably known to you, puts since years these advertisements in their packages, so that the customer get to know the name. Their orders prove this method to be successful. May be you will like to do the same?

I informed you in my Jan. 18 letter about the ess. oils in the different preparations. I hope you will not mind the following suggestions: Please read the information about the the 3 beauty aids carefully. The better you know the reason for using them the easier you will be able to sell them. A clear liquid cleanser is something new in U. S. A. It was used it is well known in Europe. Tell your customers to use the cleanser they have and then the Cleanse With Care; most of the time the cotton or tissue will show grey. Having done this they should touch their skin. It's softness and smoothness will be a surprise. Should you have questions in regard to the beauty aids, please, don't hesitate to ask.

I want you to know that " Hedda Haar " beauty aids will be available only in your store in Montclair, I sell only to one business in each city.

At the end let me tell you that - especially lately- I am getting at least 3 letters the week with praise about Hedda Haar beauty aids. This week I got the following:

1) from North Scituate Mass. ; " A friend gave me a bottle of your Velveteene and I love it. Please find encl. a check for one bottle."

2) from Pittsburg, Pa. : " A friend gave me a bottle of your Velveteene and I find it a marvelous skin oil. Where in Pittsburgh can Velveteene be purchased? "

March 23 1971 Page # 2

3) De Walb , III. : " I was introduced to your Velveteene and Cleanse With Care by a friend, and I have used only these on my face and on my neck ever since.

They are very fine products and I have given both as gifts to others. My skin is lovely from their use. On Guard has been a source of pleasure as a splendid handcream, also.

She ordered one 8 oz. On Guard, one bottle each of Velveteene and Cleanse With Care.

Not only can you offer Hedda Maar preparations for their superior quality! You can tell your customers also and this is the absolute truth-that they can't buy these qualities anywhere for Hedda Maar prices! Similar qualities cost double or even more. I don't believe in raising prices to pay big ads or television time. I believe in good quality, advertising itself and my constantly increasing sales prove me right.

Best wishes for success in your new enterprise.

Sincerely ,

HM/L

Hedda Maar

Order from <sup>mrs.</sup> Betty Swolalla

118 Essex Ave

# ordered size

Montclair, N. J. 07042

4 2 oz "On Guard"

2 2 oz "

4 4 oz "Velvetin"

\* 6 4 oz "Cleanse With Care"

\* special offer order 6 - get one free Please.

Please ship to 118 Essex Ave

Montclair N. J. 07042

I will remit within 10 days of receipt.

Future orders will be sent to the Health Food  
Shopper

229 Bellvue Ave

U. Montclair N. J.

Thanks,  
Betty Swolalla

Jan. 18-1971

Mrs. Betty Sivoletta  
118 Essex Avenue  
Montclair - N.J. 07042

Dear Mrs. Sivoletta,

Many thanks for your letter. How did you learn about Hedda Haar?

Hedda Haar preparations are very effective, extremely economical, of highest quality and created for men and women interested not in make-up but in a basically healthy, clear, clean skin. In reality only such a skin can look beautiful.

All Hedda Haar beauty aids are free as they can be possibly made of harmful, irritating, allergenic substances; they are as natural as cosmetics can be made natural.

Hedda Haar beauty aids please everybody really asking for high-class quality. They don't contain avocado oil or almond oil, because these are very cheap oils. Hedda Haar's "In Guard" is scented with lily-of-the-valley which won some time ago the Grand Prix of Paris. "Cleanse with care" is scented with a mixture of lemon and orange oil. "Velveteen" contains geranium, violet, peach and apricot oil.

Walnut Acres sell Hedda Haar since many years with always increasing enormous success. Many others do on a smaller scale in the states of N.Y., Vt., Mass., Conn., Maine, Kentucky, Georgia, even in Alaska. You might know the names of Deer Valley Farm, Wendell Turton, Gary Gibson, Donn's Health Food, the Lettis family etc.

Now is an excellent time to sell cosmetics. The very cool weather requires hand and skin protection.

3 main items are offered to you:

"In Guard" primarily a very unusual handcream, sells

2 oz. for \$ 2.25 , 8 oz. for \$ 6.--

"Velveteen", the most effective moisturizer and skin softener sells 4 oz. for \$ 3.50

"Cleanse with care", a totally new conception in cleansing sells 4 oz. for \$ 2.50



Jan. 18-1971

Page # 2

Your discount would be 40%, that is, something selling for \$ 2.-- cost you \$ 1.20. Minimum order is \$ 15.--. I carry the handling charges, you pay the postage. Prices are net, payable after 10 days.

The encl. circulars give informations; should you have any questions, please, don't hesitate to ask.

According to the letters I receive again and again I believe your customers might appreciate to be offered Vedda hair beauty aids in your store.

I would be very happy to receive an order from you very soon.

Looking forward to hearing from you

Sincerely ,

Encl., H.M., I

Vedda hair

~~Mrs. Marie Letts, 577 Bedford Street, Whitman, Mass. 02382  
 Dear Mrs. Letts,  
 I have a pleasure in writing to you from my home in the convention  
 booking of new and interesting products.  
 Since more and more health food stores now sell hair beauty  
 beauty aids I hope very much I can interest you also.  
 Today's hair preparations are very of active, extremely  
 economical, of highest quality and created for men and women  
 interested not to make up but in a healthy, clear, clean  
 skin. In reality only such a skin can look beautiful.  
 If you use our beauty aids are free as they can be possibly  
 made of harmful, irritating, allergic substances; they are as  
 naturally~~

Jan. 17-1 71

118 Essex Avenue  
Montclair, New Jersey  
07042  
January 6, 1971

Gentlemen:

On March 1st I am opening a Health Food Store  
in Upper Montclair, New Jersey.

Please send me any information that you have  
available relative to products and supplies which  
you sell the public

Thank you very much.

Sincerely yours

*Betty Sivoletta*  
Betty Sivoletta

Mrs Betty Sivoletta  
118 Essex Avenue  
Montclair N.J. 07042

Hear Mrs. Sivoletta  
1 Many thanks for your letter. How did you learn about  
Hedda Waa? x 1  
2 Hedda Waa beauty aids ~~and~~ please <sup>natural</sup> ~~the~~ <sup>everybody calls</sup> ~~people~~ <sup>ask</sup> ~~ask~~  
3 ~~They~~ for high-class quality. They don't contain avocado oil  
or almond oil because these are very cheap oils. Hedda Waa's  
"In Sward" is scented with isly-of-the-valley which won some 4000  
ago the Grand Prize of Paris. "Celine White Care" is scented with a mixture  
of Lemon & Orange ~~oil~~; "Kulokku" contains Geranium, ~~the~~ violet, peach & apricot  
& Walnut

• Thomas

April 19-1971

No. 12

\$ 3.50-

Peer Valley

April 7,

4-22 Dear Mrs. Leab: Thank you for your nice letter with enclosure. I have been very busy with my work - conducting the workshops on health and nutrition. Am writing another manual on Diet Analysis. Will be looking for another farm in the near future as I hope to establish a health center. Best wishes.

James Leab

12-13-70

Dear Mrs. Leab:

At last I am getting down to clearing off my desk and answering letters. I have been working steadily since the first of February on many things, including writing the book described on the reverse side. It was a huge success at the Natural Food meetings this fall. I have also been conducting workshops and giving talks. I was in Phila. and that area for three weeks in October and early Nov. I also attended the National Health Fed. meeting laste in Nov. I am quite tired now and have to rest a while before I start on the third book.

You must be rpoud of that **grandchild**. I hear Berta Hamilton is in Nova Scotia.

Very best wishes for the Holid-ys.

Sincerely,

*Judy Shaw*

over

# The Body Speaks

by

VERNE THOMAS, B.A., LL.B.

THE BODY SPEAKS was written primarily as a guide for discussion at workshops on nutrition and health. THE BODY SPEAKS is based on the author's experience in conducting workshops with numerous groups and in consultation with individuals.

Questions of a similar nature surfaced during discussion at all meetings and fall into several categories. It is probably safe to assume that the questions asked by participants (many of whom had had considerable formal education) are representative of the thinking on nutrition by the general public.

An appalling amount of ignorance about the human body was revealed, as well as the existence of a wide range of confusion as to symptomatic cause and effect. For example, in many cases it is believed that the pain of a headache has its seat in the head itself, or a blemished skin can be cured by applying some product directly to the blemishes. In many cases, "a little knowledge" is definitely a dangerous thing in the field of supplementation.

The springboard for the text of THE BODY SPEAKS is the chart entitled, FACTORS INFLUENCING THE HEALTH OF MAN. The "life-giving" factors are printed in green and the "interference" factors in red. Each section of the chart is discussed, highlighted by short case histories, and interrelationships and interdependencies between such factors as food, habits, activity and environment pointed out.

The information found in THE BODY SPEAKS is of practical value to the individual who seeks a do-it-yourself approach to health.

The author studied (and continues to research) biochemistry and nutrition for the past four years. Her recovery of sight through a diet of whole natural food and supplements was the basis for the booklet, BLIND SPOT, and the circumstance that triggered this study.

\*\*\*\*\*

THE BODY SPEAKS is available from the author at \$3.95 p.pd.

MISS VERNE THOMAS  
HANCOCK, N.H. 03449

1-10-70

Dear Mrs. Leab: I have your nice gift on my desk ready for an answer but I have been so very busy. Am studying hard but I do get out into the fresh air which is a must with me. Don't feel good if I don't. Thank you for the D.V. check. I am glad they reordered.

Sorry the weather keeps you in. Broken bones sustained in a fall indicate that people lack calcium.

I have asked all my friends to forego sending me presents at Christmas time and instead to make a contribution to UNICEF instead. I worked for UNICEF and know that organization does a remarkable job and should be helped. Please do comply with this request. I appreciate your thoughts very much but would feel more comfortable when I know UNICEF is being helped.

Best wishes for a good 1970.

Sincerely,

A handwritten signature in cursive script, appearing to read "Jenny Green".

Thomas

Jan 8 - 1970

No. 11

\$ 3.40-

Reer Valley

JULY 16 - 1969

DEAR MRS. LEAB: THANK YOU FOR THE CHECK AND I AM GLAD THAT DEER VALLEY HAS ORDERED AGAIN. THEY ARE GROWING AND I KNOW MORE PEOPLE WILL BUY YOUR FINE PRODUCT.

SO GLAD TO KNOW THAT DANI IS DOING SO WELL BUT AM SORRY TO HEAR THAT MR. LEAB HAD TO UNDERGO SURGERY.

I HAVE NOT SEEN BERTA HAMILTON FOR A LONG TIME BUT I MAY SEE HER IF SHE IS AT HOME WHEN I GO OVER THAT WAY LATER ON.

I HAVE NOT LOOKED VERY HARD FOR ANOTHER PLACE AS I HAVE SEVERAL THINGS IN MIND THAT I WISH TO DO AND WILL HAVE TO THINK ABOUT IT FOR A WHILE BUT I SHALL GET ANOTHER PLACE. HOWEVER, HANCOCK N. H. WILL BE MY PERMANENT ADDRESS.

DO HAVE A NICE VACATION. THANKS AGAIN FOR THE CHECK.

SINCERELY

*Bill Shero*



Thomas

July 14 - 1969

No. 10

3.75

Beer Valley

2-19

Dear Mrs. Leab: A friend of mine has sent me money for an 8 oz jar of ON GUARD.  
She lives in Yonkers, N. Y. just north of the city. Would you send her  
an 8 oz jar and send the bill to me along with the postage it takes. I would also  
like to have a few jars of the 8 oz. on hand here so please send me

3 - 8 oz. jars of ON GUARD with the bill and I will send check.

So you will bill me for four jars, 3 to come to me and one to go to Yonkers. I  
am enclosing her address on self-adhesive label for your convenience.

I hope the jars will come through with the lids no broken.

We are having wet snow and drizzle today but I did manage to get in  
my four mile walk before it got too bad.

Sincerely,



VERNE THOMAS  
HANCOCK, N. H. 03449

Send 8 oz. ON GUARD to  
Mrs. Walter Kennedy  
111 Tibbetts Road  
Yonkers, N. Y. 10705

Mrs. Walter Kennedy  
111 Tibbetts Road  
Yonkers, New York  
10705

2-17-69

Dear Mrs. Leab: Mail is not being accepted for surface transportation. To send the booklet by airmail would cost \$1.50 first class. To send it unsealed would cost 90¢ by air. I would not want to send it unsealed. Let me know how you wish to have it sent. When surface mail is available it would cost 29¢ first class. I understand that boat travel to Israel is not very good and would take a long time to arrive.

We have had some beautiful weather after the storm which left a lot of snow.

Sincerely,

A handwritten signature in cursive script, appearing to be "V. L. Leab".

1-2-69

Dear Mrs. Leab: Thank you so much for the nice remembrance at Chris mas.  
That is always so handy.

We are having some very cold blowing weather with plenty of  
snow but the time goes fast and it will be spring before we know it.

The oil is wonderful without the scent and I have found it the  
best hair conditioner. My hair tends to be dry ~~and~~ is kept soft and manageable  
by velveteen.

I hope you will have a better year coming up. Oh yes, why not  
put an ad in LET'S LIVE MAGAZINE, 6015 Santa Monica Blvd., Los Angeles, Calif. 90038  
This is a fine health magazine and growing rapidly.

Happy New Year. Sincerely

*Yellie Slu*

11-26

Dear Mrs. Leab: Thank you so very much for sending the unscented Velveteen. It is just what I want - no more watering eyes. Since I have been on this strict high quality diet my skin is wonderful but after a soap bath I like to restore the oil cover immediately and Velveteen is just the thing .

I shall be in Hancock, N. H. more or less permanently until such time as I find something else in Vermont - the farm in Lunenburg is for sale as the spot is not to my liking.

As soon as I get my vitamin list out I shall send you one. I will list your products along with other things I have found to be of high quality.

I hope you will have a nice Holiday season, and best wishes for a good New Year for Hedda Maar products.

Sincerely

*E. C. Cheate*  
*200*

*[Handwritten signature]*



10-1-8

Dear Mrs. Leab:

Thank you for sending the order. It came thru in good order. The meeting was wonderful - the most wonderful speakers. So much so the people did not have time to see much in the booths. So I sold only 1 of each. But I am delighted to have the rest for women who will want Christmas presents.

My eye is so much better that I can now see to thread a needle and do my own sewing again.

I did not go to the farm this summer but was in Hancock but hope that the farm will be sold before the snow comes so that I can find a more suitable place for the summer.

Do hope your business picks up- the product is so good. Mr. Carsten was there and he also has some of your products.

Hope that you have been feeling well.

Sincerely,



Verne Thomas

VERNE THOMAS  
HANCOCK, N. H. 03449

Gene  
Ch 40 <sup>50</sup>

40.50

8-30

Dear Mrs. Leab:

I shall be attending two meetings and hope to have a booth at both. I would like to have

~~xxx~~ 24 small ON GUARD

6 Velveteen

I will send a check for the amount.

The first meeting is Sept. 14. Please wrap them very carefully as the lids seem to split - I would suggest that you do not turn the lids too tight.

Hope you have had a nice summer. The weather here is wonderful now.

Sincerely,



VERNE THOMAS  
HANCOCK, N. H. 03449



4-29-68

Dear Mrs. Leab:

Thank you for the check re Deer Valley. I am glad to know it is going well with them.

I would suggest that when you send out the large jars of On Guard that you wrap them many times in newspaper even tho the package becomes larger than usual. Also do not twist the cap on so tight - rather leave it on a little loosely and then put tape over it to hold it in place. The small ones seem to come thru whole.

My eyes are going along quite well but I don't hink they will ever be as they were before my trouble started. However, I am most grateful that I can see as well as I can.

Please continue to write to me here in Hancock, N. H. as I don't know just where I will be this summer.

Sincerely,



Verne Thomas

Hancock, N.H. 03449

Thomas

April 22 - 1968

No. 9

2. -

Beer Valley

When I got the last order a long time ago two of the covers the jars were cracked and the package had not seemed too sturdily packed. Thought I would mention this.

3-8-67

Dear Mrs. Leab:

VERNE THOMAS  
HANCOCK, N. H. 03449

Thank you for the check for the Deer Valley order. It came in handy. I am sorry that I may have overlooked thanking you for the nice Christmas gift from Walnut Acres but I have been working and otherwise very busy. It was so nice of you.

My permanent address now is Hancock, N. H. 03449 and please send everything here in the future. It is so difficult with the mail going to more than one place.

I wonder if you would send me

2 - 8 oz. jars of ON GUARD

6 - 2 oz. " "

I will send a check by return mail. I have a friend who is interested in the perfume that you put into On Guard. Is this available in cologne? If so would you send the smallest amount that you pack with the above order? I have a lot of people remark about the nice fragrance of On Guard. I think you told me it was Lily of the Valley - am I right?

Hope the winter wasn't too difficult for you - it has been long and only today has it warmed up.

Sincerely,



Thomas

Feb. 15-68

No. 8

\$  
3.25

Deer Valley

Thomas

Jan. 19-1967

No. 7 Deer Valley

3.<sup>00</sup>

9-17-66

Dear Mrs. Leab:

Thank you for your nice letter - yes you told me Dani will be at Columbia and I am very happy about it.

I have been very busy and working two days a week leaves me little time to do much outside. I shall certainly see you whenever I might come to N. Y. which is of course not on my agenda for the present.

I am enclosing a check to finish up the account and many thanks for everything. We have our Natural Foods meeting at the end of this month and I hope to go but with so much to do I may not be able to make it. I am not baking bread or anything anymore. But my eyes are so much better. I was able to see well enough this spring to again thread a needle.

I do hope things are well with you and shall look forward to seeing you some time.

Sincerely,



Verne Thomas

Received Oct 20-66

Rec'd cards

St. Albans, VT

Thomas

Sept. 10-66

Reed 9. —

Red. Sept. 17

7-29-66

Dear Mrs. Leab:

Thank you for the very thoughtful gift for my new house. The little food warmer comes in so handy when I have guests and serve dinner on the porch or when I am keeping a second cup of my herb tea warm . I appreciate it very much.

I find this area very stimulating and I am glad I made the change. I have some friends in the area and have made new ones already. However, I shall be back in Hancock, N. H. for a few months this winter for several reasons and I may even get down to New York sometime this winter.

Thank you again for the nice gift.

Sincerely

A handwritten signature in cursive script, appearing to read "Verne Thomas", written in dark ink.

Verne Thomas

7-19-66

Dear Mrs. Leab:

I am so busy with a multitude of things that I haven't written to anyone. Yes, I got moved and am settled after a fashion.

Am working two days a week and with the odd things around the house to do I probably won't finish getting settled for a year.

Mrs. Hatch doesnot wish to be bothered with cosmetics and taxes. They have had enough trouble with the Food & Drug so just forget about them. I am sorry that I didn't talk it over with them before I mentioned it.

We are having a wonderful rain just now and the weather is always more or less on the cool side. We did have a hot spell over the 4th but since then it has been fine. My garden that came with the house is wonderful. - Flowers of every description.

My address is

Lunenburg, Vermont 05906

but I expect to be back in Hancock, N. H. for the winter. In any case mail will be forwarded at my direction.

Sincerely,



Verne Thomas



5-7-6

Dear Mrs. Leab:

I have told the Hatch family in St. Johnsbury, Vermont about ON GUARD. I gave them a sample from my jar and they liked it very much. They have a large mail order business in natural foods (It is not as large as Walnut Acres) but is well known and I think they will send for more information about your product and carry it and list it on their sales sheet. You can safely send orders to them on credit - I have known them for a long time and they are highly esteemed.

They will write to you soon and I expect to see them again in a week or so when I go up concerning some property I expect to buy in that area.

Our cold weather continues. I just returned from St. Johnsbury and last Wed. drove thru a terrific snow storm.

My best wishes to you.

Sincerely,



Verne Thomas

Box 142

Hancock, N.H. 03449

571- in the front of envelope  
May 13-1966

4-28-66

Dear Mrs. Leab:

Thank you for your kind letter and note with credit from Deer Valley. I am enclosing a check for \$22.60 to pay in full the last order of 4 large OG and \$10 on account of #1519, leaving a balance of \$13.52.

Thank you for sending the large OG. However, one of the black lids was split off and I think you will have to pack them for security. The black plastic lids are very brittle and need lots of cushioning. I wanted a large jar for myself so I am using the jar with the damaged lid. No harm was done to the contents.

Weather is very, very chilly with rain and snow in the forecast but we have had some very beautiful days. Am busy working on several odd jobs and looking for another place.

I hope all goes well with you and that your business will be booming.

Sincerely,



Verne Thomas

Thomas

April 15-66

No. 6 Deer Valley

\$2.-

Open \$23.50-

3-30-66

Hancock. N.H. 03449

Dear Mrs. Leab:

My many apologies for not answering your letters but I have really been quite upset about my eye condition which fortunately is beginning to show signs of healing up. I have put off writing to all my friends and I guess some think I am dead. I was sort of dead but was able to keep a hold. Now I feel more like myself than I have for a long time and am even thinking of coming down to N. Y. for a visit.

I haven't been able to find my bill with you. This upheaval of moving and living in two places for over a year really messed things up. If you will ~~tax~~ tell me how much I owe, I will send you a check. Also you might send me four large jars of ON GUARD. Three of my old customers have asked if I was still selling it and so I said I would order some. My address is now


Box 142

Hancock, New Hampshire 03449

I hope you have been well and that the winter was not too severe on you. Your trip abroad sounded very nice.

Since I sold my house and part of the land in Wardsboro I feel a little bit lost but I enjoy my nice partment here very much and of course will soon be looking for another place.

Sincerely,

  
Verne Thomas

March 7 20, 1966

Box 142, Hancock, New Hampshire 03449  
Phone : 603-525-3350

Greetings:

My letter of a year ago was sent out to a few and for some reason the remainder of my list got lost in the shuffle - and what a shuffle I have had. I had better go back to two years ago this spring - my right eye began causing me trouble. On top of that I had been in a very melancholy mood along with no appetite and so just let myself run down physically. At Hanover I was told that there was a hole in the retina which was corroborated by a fine eye doctor in Boston. Under the direction of a fine nutrition doctor my diet has improved my whole being and the eye is improving slowly - seems the hole is closing up. during that summer of 1964 I realized I needed to get out into the world again so came to N. H. and applied for a job at the Crotched Mt. Rehabilitation Center and wound up as secretary to the director of the Sch. for the Deaf there. This job left much to be desired and as I had been hired only for the school year I gladly finished up last June 1965. In the meantime I suddenly concluded that living on Route 100, known as the Ski Highway of Vt. was not for me - the noise fumes, litter removed the peace, quiet and charm that I had known twenty-four years ago when I bought the place. So I put the farm on the market and found another in Orange County Vt. but since I did not sell the place in Wardsboro I had to give up my right to the chosen spot. What happened of course shouldn't happen to a dog - I started negotiations for the sale of the Wardsboro Property just as I relinquished my right to the other and nine weeks later I sold part of the farm and could have finished up with the other. I know this sounds confusing - it was certainly frustrating for me - but I am now marking time for a bit and have another list ready that I have extracted from brochures from brokers and I hope to find something that approximates what I had to begin with.

When I found the job at Crotched Mt. I had to find also a place to live in this area and thru an ad in the local paper found this delightful little apartment which is a little detached house joined by a breezeway to my very nice landlady's home. I look out thru a large picture window over a lovely orchard and the spot is wonderful for birds. Last spring the chorus of birds in the early morning was almost deafening but most enjoyable. My present project is getting a tape recorder so that I may have the bird songs. The apt. is located close to the little village and I listen hourly to the Paul Revere bell in the church steeple. Many advantages of living in this area. If one must go to a large city, it is only 2 hours or less to Boston. FM radio reception is excellent and I had the pleasure of hearing over the Eastern Education network the Foreign Relations hearings on China and Vietnam which was certainly an education. Sharon Art Center is nearby and I have had a lot of fun having some shows of my finger paintings - had one for a month at the First National Bank of Athol Galleries in Mass.- one presently in the local Library and am to have another in the new Thorne Art Gallery at Keene State College this summer along with a few other. I wouldn't have enough to fill the gallery. I was inspired to start painting again last winter when I came down off the Mt. every afternoon and saw those incredible sunsets.

Now I feel that I have been given a second chance and with the variety of experiences in my checkered career of now 60 years, maybe I will know how to chart a course thru the Great Dismal Swamp. Last summer I contemplated the accumulation of "things" at the farm and suddenly got rid of as much as I could, and looking back now I know there are a number of things more that are now reposing in a storage house that could have been jettisoned. Even my precious files and books have had a going over during the past few weeks and it really took courage to unload. All this in preparation for future action. - no excess baggage. I must end with a quote from an article by Stoughton Lynd on Thoreau: "...Society as he found it, with its anxious competition and soul-exhausting materialism, repelled him..."

Sincerely,

Verne

Thomas July 7-1965  
No. 4 Deer Valley  
= 28.52  
- 2.50  

---

\$26.02 remain  
open!

Thomas  
No. 5 0.50 from Deer Valley

26.02  
- 50  

---

25.52 remain open

Sept. 13, 65

RYDINGBROOK FARM



Wardsboro, Vermont

January 1965

I hardly know where to begin after a long silence of two years. I find that my last "dispatch" went out Jan. 1963 which took care of 1962. 1963 and until Sept 1964 was a fruitless period and I was in a period of mental stagnation that I thought could not be possible. I often felt that I did not want to wake the next day. However, I pulled myself out of the slump last Sept and I've got a whole new life going again. During the silent time life went on as usual at the farm, people came to use the laundry, I had some guests, made a little syrup on the stove in the spring, baked bread, ground grains, etc. Just a year ago I noticed a distortion in the vision of my right eye which I was told at Hanover is something which comes on with advancing age. Now I am being treated by a nutrition doctor and the diet could very well heal what is wrong but it might take a long time. Anyway I am learning to live with it. The distortion bothers only for close work altho my sight generally is not too good.

Our area has changed for the worst - ski industry refinements are ruining the country. The new road is like a thruway both summer and winter and I feel very crowded out. When I bought 23 years ago Wardsboro was outer space but no more. So one day I decided to do something about it and started farm hunting and found a choice spot in Orange Co. Vermont in a lovely farming area and this place has the most exciting view anywhere. I can see for miles and Camel's Hump at Stowe is visible along with Breadloaf (Robert Frost lived near that) and also Killington and Pico. On a clear day thru a gap to the West the Adirondacks are visible. So I borrowed money on the Wardsboro property for a large downpayment on the new one and put the old farm on the market. Land is eagerly sought in this area and come spring I will be away to the mountains as the old time song went when the Mountains in N.Y. State were being discovered by tourists. Rather from one mountainous part to another.

The next big change is that I got me a job. and at the Crotched Mt. Rehabilitation Center as sec. to the director of the School for the Deaf. Work 4 days a week and have been going back and forth weekends. This is located in Greenfield, N. H. on the shoulder of the Mt. from which it gets its name. This loc is very scenic country in the Monadnock region of southern N.H. The Sch. for the Deaf now has 100 pupils and has been in operation about ten years and doing a fine job. But any job is now just a job to me and the old enthusiasm is not there. However, I need the stimulation of being with people and this helps.

Of course, I had to find a place to live so an ad in the local paper uncovered a darling little apt. - really a little house all by itself attached by a breezeway to the house of the landlady who had built it for her mother ten years ago. It is on a quiet deadend lane overlooking an orchard near a small vilage and is still country. Also the area is a hotbed of culture

Thank you for all the nice clippings you have sent during the past year. They are all welcome and maybe I can use some of the information in my next pamphlet. Best wishes for the coming year.

2-

so I have to watch my English after six years in the hills. Am meeting some interesting people thru my landlady who is a dear. She loves to walk and I have been walking with her and friends on the last several weekends that I have stayed in N.H. The area is a great walkers and hikers paradise.

After considering how nicely my life worked out while I worked in NY and came home summers I will repeat the pattern and run the new place as a guest house which is even better than Rydingbrook Farm for that purpose and that fabulous view is an added attraction. Also this N.H. <sup>now</sup> is an art and craft center and I start a refresher course in pottery next week.

We have had three years of drought and this winter is no exception as there is very little snow and the ski industry is suffering losses. Just heard that there was 11 inches of snow in Virginia and it has paralyzed traffic.

Please forgive the errors on these sheets as I am using an electric typewriter to which I am not accustomed. Also now that I have new impetus to go on again I shall probably have some interesting things to relate again in the future. Do write when you can and the addresses below will reach me and anything that is sent to Wardsboro will be all right should you lose the new ones.

~~xxxx~~ From now until June 15 and again from Sept 15 my address  
Box 6, Greenfield, New Hampshire 03047

The New Place is RFD #1, Randolph Center, Vermont. (see PS below)

Best wishes for all good things in 1965 and write when you can.

Sincerely,

Verne Thomas

PS The dates for this session would be June 15 to Set. 15. And by the way the name of the new place is REACHFAR - name found in the book entitled "My Friends The Miss Biyds"





Mrs. H. Leab

102-25 67th Road

Forest Hills, New York 11375



Mrs. H. Leab

102-25 67th Rd.

Forest Hills, New York 11375

RYDINGBROOK FARM



Wardsboro, Vermont

July 27, 1964

Thank you for your letter with enclosure and the answer to my letter about Yankee, which came this morning.

I am also glad to have the address you sent - would be delighted to do work with them. Will write and get more information.

Thanks again. And I do hope you will be feeling well.

Sincerely,

Handwritten signature of the sender.

~~RYDINGBROOK FARM~~



~~Wardsboro, Vermont~~

Jan 7, 1965  
Greenfield, New Hampshire  
03047

Dear Mrs. Leab:

My letter is still in the making but I want to thank you for the lovely gift from Walnut Acres which arrived in good order and also for your nice card and greetings. I shall save the jellies for my new farm which is farther up in Vermont - about which I shall write soon.

My best wishes for a Happy New Year to you and I do hope that you are feeling much better now.

Sincerely

Handwritten signature of the sender.

7-20

Dear Mrs. Leab: So nice to hear from you. I still have some cream on hand and since I have not been feeling well I haven't done much in the way of selling anything. Somehow I hurt the optic nerve of my right eye and my vision is distorted. I am have it treated but there isn't much hope I guess. My left eye still serves it purpose. I am on a high protein diet which should heal the nerve. I had two falls and the jerking possibly did t e injury.

The person you enquired about is considered not very reliable so I would Not try to contact him. I don't know how he got to take over such a business. But the business in New Hampshire evidently did not go well and they were glad to get rid of it to anyone who would take it. Such natural food business are slow to get going, and not very profitable.

I have not had guests and I am just "marking time."

I am rushing to get this in the return mail so I am making it short.

I would be pleased to have the address of the place in the Bahamas.

Sincerely,

A handwritten signature in cursive script, appearing to read "John Starn".

RYDINGBROOK FARM



Wardsboro, Vermont

05355

March 29, 1964

Dear Mrs. Leab:

A most wonderful surprise yesterday - a package from Walnut Acres with your return address. The contents were wonderful and I am enjoying the ginger cookies and the juice and jelly are on the shelf for future reference. Many thanks.

We had 8 inches of snow last night but the sun is shining now and the temperature is rising fast. The sap is running and the sugaring season is well underway. I do not make syrup in the sugar house anymore as it is just too hard a job. But I do cook a little sap on the hot plate in the laundry and can make three or four gallons just for myself and guests.

Thank you for all your nice notes, the Christmas gift, etc. - it is so nice to be remembered, but really, you shouldn't do it. However, I appreciate it a lot.

This winter I have been going regularly to have deep compression massage on my feet - known as zone therapy - the reflexes in the feet connecting with the organs and different parts of the body. When a very sore spot is found that indicates something wrong at the other end - if it is the reflex to the liver, then we know the liver is out of order. It is really a wonderful way to help nature but one must fast along with the treatment or eat only the best kind of food sparingly.

My tomato seedlings are well up with their first true leaves and I will transplant them next week. I am also starting some globe artichokes and can hardly wait to start the garden.

My best wishes to you and Mr. L.

Sincerely,

*Jesse Shuman*

*answered April 24-64*

Thank you for all the clippings which are always interesting

12-4-63

Dear Mrs. Leab: Sorry to tell you I have received no package from you as yet.

12-15-

I was interrunted just as I started your letter and then just did not get back to it until now. The package came the next day in good order. So few people come to the house in the winter that I hesitate to order anything more and it is now too late for Christmas anyway. I will have to wait until spring.

We are now having winter - temperature gets down to just about zero every night and doesn't get up much above 20 above zero. The snow is here to stay but we haven't too much yet. I have enough wood to keep warm and lots of food I raised myself. Besides I got enough wheat and rye to grind for a few of my friends during the winter. I have a little work typing and mimeographing.

Yes, the President's murder was more than shocking. Everytime I think of it I have such a sinking feeling and just hope that this hasn't touched off a reign of terror. It was a thing so terrible that it may make people think more sanely.

I hope you have a nice Holiday and a wonderful New Year.

Sincerely,

*Jerne*

NEWSLETTER  
N. E. NATURAL FOOD ASSOCIATES  
Wardsboro, Vermont

September 11, 1962

TO

*Hedda Mann*

Thank you for renewing your listing in the DIRECTORY for the coming year.

*6* -line advertisement for four issues

\$ 10<sup>00</sup>

Please make checks payable to ODLIN DAY, Treas., N. E. NFA.

Sincerely,

Verne Thomas  
Wardsboro, Vermont

*Paid by check  
(Hedda Mann) Sept. 21 - 1962*



RYDINGBROOK FARM  
Wardsboro, Vermont

10-9-61

Hedda Maar  
1472 Broadway  
New York, N.Y. (

Dear Miss Maar: This will acknowledge receipt of your check  
No. 66 in the amount of \$10.00 in payment  
for ad in the N. E. NFA NEWSLETTER. We are delighted to have  
you with us and thank you so much for your support.

Sincerely,

*Verne Thomas*



RYDINGBROOK FARM  
Wardsboro, Vermont

9-14-61

HEDDA MAAR

Adv. in N.E. NFA NEWSLETTER

\$10.00

Please make check payable to Verne Thomas

*paid by check Hedda Maar  
No. 66*

T-U



Order No. 68/70 Date 10.19.70 Terms \_\_\_\_\_

M Hedda Marr

Ship to \_\_\_\_\_ When \_\_\_\_\_

At \_\_\_\_\_ Ship Via. \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6 Velvetan

203 On Guard.

Thanks  
Penelope

$$\begin{array}{r}
 71.25 \quad 1236 \\
 8.25 \quad 1236 \\
 2.57 \quad 206 \\
 \hline
 144.5 \quad 2678 \\
 \quad \quad 1442 \\
 \hline
 \quad \quad 4120
 \end{array}$$

$$\begin{array}{r}
 18. \\
 20.25 \\
 \hline
 20.25 \\
 \hline
 20.25 \\
 \hline
 24.71 \\
 \hline
 412 \\
 412 \\
 \hline
 824 \\
 \hline
 1648
 \end{array}$$

Order No. 44/70 Date 7.6.70 Terms open account

M Helda Maar

**PENELOPE TURTON**

Ship to **STEARNS FARM**  
**859 EDMANDS ROAD**  
At **FRAMINGHAM, MASS. 01701**

When

Ship Via.

Salesman

Buyer

4 x 23 On Guard  
4 Yellow  
4 Please with care,

Thank you,



Order No. HM 1/15/70 Date 2.20.70 Terms

M Hedda Maar

Ship to ENELOPE TURTON When

At 859 EDWARDS ROAD Ship Via.

Salesman FRAMINGHAM OTOI Buyer

6x	23	ON GUARD
3x	23	EXQUISITE
2		Cologne

Dear Hedda Maar  
with you write or call

M<sup>rs</sup> Marie LETTS  
Healthway Food Shop  
235 Elm Street  
Somerville -  
Mass.

617-625-1181

She is interested in your products

Handwritten initials or mark.

4.95	4.95
4.95	<u>29.70</u>
4.95	19.80
4.95	<u>43.50</u>
<u>19.80</u>	

29.70  
29.70

Order No. 4953 Date MARCH 8 1971  
 M Penelope Turton  
Framingham - Mass  
 Ship to \_\_\_\_\_  
 At Ordered by phone  
 How Ship \_\_\_\_\_  
 Terms \_\_\_\_\_ When \_\_\_\_\_  
 Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	4m Velveteen	3.50	21	—
	less 35% -		17	35
			13	65
	Circulars - strikers leaflets			
	by parcel post ins.			
	Prices net - 10 days			

AD. 100

Order No. 5858 Date July 9 1970  
 M Penelope Turton  
FRAMINGHAM - MASS. 01701  
 Ship to \_\_\_\_\_  
 At Order - No. 44-70  
 How Ship \_\_\_\_\_  
 Terms \_\_\_\_\_ When \_\_\_\_\_  
 Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

4	2m No Guard	2.25	9	—
4	4" Velveteen	3.50	14	—
4	4" Clause With Care	2.50	10	—
			33	—
	less 35% -		11	55
			21	45
	strikers - circulars			
	by parcel post ins.			
	Prices net - 10 days			
	rd. July 70			

5922

Date Dec. 16 1970  
 Name Penelope Turton  
 Address Framingham Mass.  
 Sold by \_\_\_\_\_ Am't Rec'd \_\_\_\_\_

6	Ordered by phone			
	2m No Guard	2.25	13	57
	less 35% -		4	72
			8	78
	by airtel mailed			
	by parcel post ins.			
	Prices net - 10 days			

Order No. 5687 Date Dec 26 1970

M Penelope Turton  
Framingham - Mass

Ship to \_\_\_\_\_

At your order 68-70

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	4oz Kelobeeau	3.50	21	—
9	2" On Guard	2.25	20	25
			41	25
		less 35% <sup>o</sup>	14	44
			26	51
	Circulars - stickers			
	by parcel post - ins.			
	Prices net - 10 days			
				Dec 16 - 1970

AD. 100

Order No. 5802 Date Feb 27 1970

M Penelope Turton  
FRAMINGHAM - MASS 01701

Ship to \_\_\_\_\_

At Order No. HM 1/15-70

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	2oz On Guard	2.25	13	50
3	2" Night Cream	3.75	11	25
2	4" 248 Cologne	3.50	7	—
			31	75
		less 35% <sup>o</sup>	11	12
			\$	20 63
	Circulars - stickers			
	by parcel post - ins.			
	Prices net - 10 days			
				Feb 16 1970

Order No. 5777 Date Dec 5 1969

M Penelope Turton  
Framingham - Mass. 01701

Ship to \_\_\_\_\_

At Order Nov. 29 - 1969

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	2oz On Guard	2.25	13	50
3	2" Night Cream	3.75	11	25
3	4" Secret-Tone W.	3.50	10	50
			35	25
		less 35% <sup>o</sup>	12	33
			\$	22 92
	3 on guard gift wrapped			
	by parcel post ins.			
	Prices net - 10 days			
				Dec 30 - 69

AD. 100



PENELOPE TURTON  
STEARNS FARM  
859 EDMANDS ROAD  
FRAMINGHAM, MASSACHUSETTS 01701  
TEL. 877-3882

Nov. 29 1969

Hedda Maar  
1472 Broadway  
New York

Dear Hedda Maar,

Please send me the following:-

6 x 2 oz On Guard Cream

3 x 2 oz Exquisit "

3 x 4 oz Sensation Toilet Watet.

Many thanks,

Sincerely

*Penelope Turton*





859 EDMANDS ROAD, FRAMINGHAM, MASSACHUSETTS  
PENELOPE TURTON, TEL. 877-3882

2.18.69

Many thanks for card!  
So kind - coming along well.

3 small "On Guard"  
please -

P. J.

Order No. 5687 Date April 25 1969

M Penelope Turton  
Framingham - Mass.

Ship to ordered by phone

At \_\_\_\_\_

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	4oz Velveteen	3.-	18	-
	less 35%		6	30
			11	40
24 Pers - 1 298 Catalog a. bonus				
by parcel post ins.				
prices net - 10 days				

AD. 100

Order No. 5715 Date July 2 1969

M PENELOPE TURTON

Ship to FRAMINGHAM - MASS.

At ordered by phone

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	4oz Chausse With Lace	2.25	13	50
4	4oz Velveteen	3.-	12	00
2	2oz On Guard	2.-	4	-
2	2oz Night Cream	3.50	7	-
			36	50
	less 35%		12	78
			\$ 23	72
24 Pers - 1 cards				
pd July 1969				

CG204

PITTSBURGH SALEBOOK CO., PITTSBURGH 3, PA.

Order No. 5650 Date 2 - 8 1969

M Penelope Turton  
Framingham - Mass

Ship to \_\_\_\_\_

At your order Feb. 1 - 1969

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	4oz Velveteen	3.-	18	-
3	4oz Chausse With Lace	2.25	6	75
			24	75
	less 35%		8	68
			16	07
card & circulars				
by parcel post ins.				
prices net - 10 days				
pd. Feb. 25 1969				

AD. 100

Order No. 5658 Date Feb 21 1969

M MISS PENELOPE TURTON  
FRAMINGHAM - MASS.

Ship to \_\_\_\_\_

At your order 2-18-69

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

3	2oz On Guard	2.-	6	-
	less 35%		2	10
			3	90
card & circulars				
pd. March 12-69				

AD. 100

PENELOPE TURTON  
STEARNS FARM  
859 EDMANDS ROAD  
FRAMINGHAM, MASSACHUSETTS 01704  
TEL. 877.0481

1 February 1969

Hedda Maar  
1472 Broadway  
New York, New York 10036

Dear Hedda Maar:

Unfortunately, Miss Turton has fallen and broken her arm. She has asked me to write this order for her.

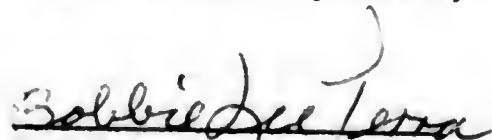
Will you please send her the following and bill her as usual:

Six (6) Velveteen

Three (3) Cleanse with Care

Thank you very much for your attention to the above.

Very truly yours,

  
Bobbie Lee Terra (for Penelope Turton)

PENELOPE TURTON  
STEARNS FARM  
859 EDMANDS ROAD  
FRAMINGHAM, MASSACHUSETTS 01704  
TEL. 877.0481

11.27.68

Dear Jessica -

Thank you - check enclosed  
for \$8.13.

Please send me -

4 Velvetin

2 Exquisite Cream.

Penelope Turton

PENELOPE TURTON  
STEARNS FARM  
859 EDMANDS ROAD  
FRAMINGHAM, MASSACHUSETTS 01704  
TEL. 877.0481

11.9.61

Dear Hedda -

Please send me -

4 x 2oz - On Guard.

2 x 4oz - Cleause with Care.

---

I am sorry - I don't seem to be  
selling anybody's cosmetics right  
now.

Sincerely  
Penelope Turton

PENELOPE TURTON  
STEARNS FARM  
859 EDMANDS ROAD  
FRAMINGHAM, MASSACHUSETTS 01704  
TEL. 877.0481

6.10.68

Dear Hessa Maar,

Please send me: -

4 x 2oz On Guard  
2 x 2oz Exquisite Cream  
20 Cologne.

Travis

Penelope Turton

PENELOPE TURTON  
STEARNS FARM  
859 EDMANDS ROAD  
FRAMINGHAM, MASSACHUSETTS 01704  
TEL. 877.0481

June 26. 1967

Hedda Haar  
New York,

Dear Hedda Haar,

Please send me: -

- 3 Exquisite Cream
- 3 Small "Da Guard"
- 3 ~~beauty~~ soap
- 3 Cream with Care
- 2 each Cologne  
Santalini

Thanks,

Penelope Turton

PENELOPE TURTON  
STEARNS FARM  
859 EDMANDS ROAD  
FRAMINGHAM, MASSACHUSETTS 01704  
TEL. 877.0481

1. 22. 67.

Dear Hedda Maar,

● Check herewith enclosed for  
\$9.75 with thanks.

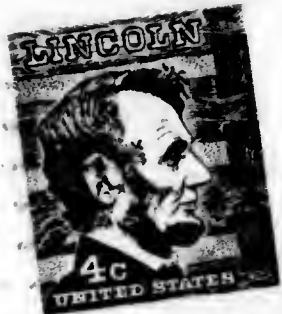
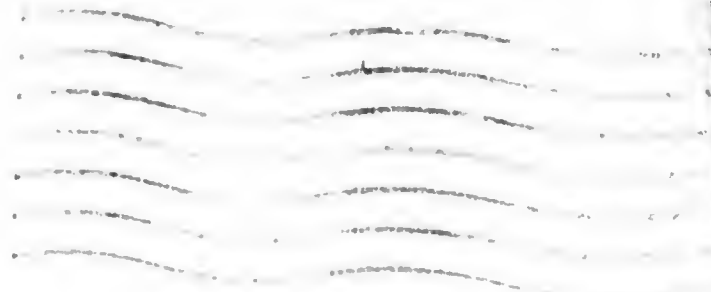
Please send me: -

2 large size - Ou Guard -  
4 x 2oz Superior Night Cream -  
4 each - velvetan & Cleause with the  
usual sizes -

Thanks,

Penelope & Walter





Yeada Haar

1472 Broadway  
New York

N.Y. 10036



859 EDMANDS ROAD, FRAMINGHAM, MASSACHUSETTS  
PENELOPE TURTON, TEL. 877-3882

Please send me the <sup>8-21-67</sup> following:—

1/ Velvetan

4 Exquisite Cream

one jar of On Guard in my last order  
had a broken lid —

Penelope Turton

Order No. 5342 Jan. 27 19 67

M Penelope Turton

Ship to Framingham - Mass.

At your order When \_\_\_\_\_

Via S. L. Q. 67 Salesman \_\_\_\_\_

Terms: \_\_\_\_\_ Buyer \_\_\_\_\_

2	8 on in ward	5.75	10	—
4	Asquith Night Cream 2oz	3.25	13	—
4	Velociteen 4oz	2.75	11	—
4	Cleane With Care 4oz	2.00	8	—
			42	—
	less 35%		14.70	
			\$ 27.30	
	leaflets, cards			

SHELBY BUSINESS FORMS, INC., SHELBY, OHIO

Order No. 5333 Jan 12, 19 67

M Penelope Turton

Ship to FRAMINGHAM - MASS.

At \_\_\_\_\_ When \_\_\_\_\_

Via \_\_\_\_\_ Salesman \_\_\_\_\_

Terms: \_\_\_\_\_ Buyer \_\_\_\_\_

	your order Jan. 4 - 1967			
4	2 on in ward	1.75	7	—
4	Cleane in the care 2oz		8	—
			15	—
	less 35%		5.25	
			9.75	

pd. Jan. 23 - 67

SHELBY BUSINESS FORMS, INC., SHELBY, OHIO

5403

Date May 29 19 67

Name Penelope Turton

Address Framingham - Mass

Sold by \_\_\_\_\_ Am't Rec'd \_\_\_\_\_

1	ordered by phone			
2				
3				
4	3 Night Cream 3.25	9.75		
5	3 on ward 1.75	5.25		
6		15.00		
7	less 35%	5.25		
8		9.75		
9	pd June 18 - 1967			

168012

IN CASE OF ERROR OR EXCHANGE PRESENT THIS SLIP

5382

Date April 7 19 67

Name Penelope Turton

Address Framingham - Mass.

Sold by ordered by phone Am't Rec'd \_\_\_\_\_

1				
2	4 Night Cream 3.25	13		
3	4 on ward 1.75	7		
4		20		
5	less 35%	7		
6		13		
7				
8				
9				
10				
11				
12				
13				

90061

IN CASE OF ERROR OR EXCHANGE PRESENT THIS SLIP

5416

Date June 30 1967  
 Name PENELOPE TURTOIV  
 Address FRAMINGHAM - MASS.

Sold by \_\_\_\_\_ Am't Rec'd \_\_\_\_\_

1	your order of June 26-1967		
2			
3	3 Nightcream	3.25	9 75
4	3 On Guard Lotion	1.75	5 25
5	3 Velvetan	2.75	8 25
6	3 Clause With Care 2-		6 -
7	2 298 Cologne	3.-	6 -
8	2 Sensation Toiletry 3.25		6 50
9			41 45
10	Less 35%		14 62
11	Reflets - samples		27.13
12	Prices net - 10 days		
13	<b>168025</b>		

IN CASE OF ERROR OR EXCHANGE PRESENT THIS SLIP

Order No. 5473 Date 11-29 1967

M Penelope Turton  
Frammingham - Mass

Ship to your order Nov. 27-1967  
 At \_\_\_\_\_

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	2oz On Guard	2.-	12 -
	Less 35%		4 20
			7 80
by parcel post ins.			
prices net - 10 days			
Reflets			
rd. Dec. 67			

AD. 100

Order No. 5462 Date Nov. 8 1967

M Penelope Turton  
Frammingham - Mass.

Ship to \_\_\_\_\_  
 At ordered by phone

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

4	Velvetan	3.-	12 -
4	on Guard Lotion	2.-	8 -
3	Clause With Care	2.25	6 75
1	Sensation Toiletry		3 25
1	298 Cologne		3 -
			33 00
	Less 35%		11 55
			21 45
by parcel post ins.			
prices net - 10 days			
pd. by check			
Dec. 6-1967			

AD. 100

Order No. 5429 Date August 25 1967

M Penelope Turton  
FRAMMINGHAM - MASS.

Ship to \_\_\_\_\_

At \_\_\_\_\_

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

your order of Aug 21-1967			
4	Night Cream	3.25	13 00
4	Velvetan	2.75	11 00
			24 -
	Less 35%		8 40
			15 60
by parcel post ins.			
prices net - 10 days			
1	bid for On Guard Lotion		9 - 26-67

AD. 100

PENELOPE TURTON  
STEARNS FARM  
859 EDMANDS ROAD  
FRAMINGHAM, MASSACHUSETTS 01704  
TEL. 877.0481

November 4.  
1966.

● Hedda Haar.  
1472 Broadway  
New York.

Dear Hedda Haar,

Please send me the following: -

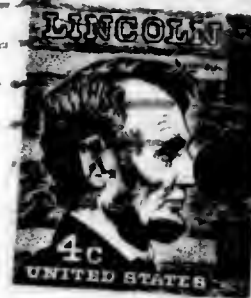
A x 23. On Guard.

A - Please with love.

● Check enclosed for \$10.72 with  
thanks - Sorry - not much luck  
with Tiler water - Thanks for  
Christmas Card, & (re-typ) for 1967.  
Penelope Turton

POST CARD

THE ADDRESS TO BE WRITTEN ON THIS SIDE



Hedda Naar

1472 Broadway

New York

N.Y. 10036

MISS PENELOPE TURTON, 859 EDMANDS ROAD, FRAMINGHAM, MASSACHUSETTS.

11. 27. 66.

Rush please: —

6 Belvedere — only —

Thank you —

Penelope Turton

PENELOPE TURTON  
STEARNS FARM  
859 EDMANDS ROAD  
FRAMINGHAM, MASSACHUSETTS 01704  
TEL. 877.0481

Oct. 30. 1966.

● Dear Hedda Haar,

Please send me: —

4 Clause with Care

6 Velvet

4 On Guard - (23)

3 298 Cologne.

● I do recommend your not calling  
me - I now have an answering  
service - which is unsatisfactory  
for you, & believe me - further-  
more I fear I do not respond



well to such ends.

Thanks for the Convention  
Advertisement - it has brought  
in some business -

Sincerely

Cecilia J. Burton

Order No. 5231 June 4 1966  
 M Penelope Turton  
 Ship to FRAMINGHAM - MASS.  
 At your order May 31 - 1966  
 Ship by \_\_\_\_\_ When \_\_\_\_\_  
 Terms \_\_\_\_\_ Buyer \_\_\_\_\_

6	2 on in guard	1.75	10.50
	less 35%		3.68
			\$ 6.82

leaflets

pd by check  
June 20-66

06204  
 PITTSBURGH SALESBOOK CO., PITTSBURGH 3, PA.

Order No. 5176 Feb. 18 1966  
 M Penelope Turton  
 Ship to Framingham - Mass.  
 At you When \_\_\_\_\_  
 How Ship \_\_\_\_\_ Salesman \_\_\_\_\_  
 Terms \_\_\_\_\_ Buyer \_\_\_\_\_

your order of 2-8-66

6	Velotec	2.50	15.00
	less 35%		5.25
			\$ 9.75

pd. March 4 - 1966

06203  
 PITTSBURGH SALESBOOK CO., PITTSBURGH 3, PA.

Order No. 5085 Oct. 4 1965  
 M Penelope Turton  
 Ship to FRAMINGHAM - MASS.  
 At \_\_\_\_\_ When \_\_\_\_\_  
 Via \_\_\_\_\_ Salesman \_\_\_\_\_  
 Terms \_\_\_\_\_ Buyer \_\_\_\_\_

6	Velotec	2.50	15.00
6	on guard	1.75	10.50
3	Chauw. to care	2.00	6.00
			31.50
	less 35%		11.03
			\$ 20.47

leaflets

\* 3 of the "on guard"  
 gift wrapped  
 pd Oct. 15

SHELBY BUSINESS FORMS, INC., SHELBY, OHIO

Order No. 5062 Aug. 8 1965  
 M Penelope Turton  
Framingham - Mass.  
 Ship to \_\_\_\_\_  
 At \_\_\_\_\_  
 How Ship \_\_\_\_\_  
 Terms \_\_\_\_\_ When \_\_\_\_\_  
 Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

6	Velotec	2.50	15.00
	less 35%		5.25
			\$ 9.75

leaflets

pd by check  
 Aug 23-65

AD. 100

Order No. 5151 January 14 1966

M. Penelope Tilton

Ship to Framingham - Mass

At \_\_\_\_\_

Ship by \_\_\_\_\_ When \_\_\_\_\_

Terms \_\_\_\_\_ Buyer \_\_\_\_\_

2	5oz On Guard	5.-	10 -
4	2oz On Guard	1.75	7 -
			17 -
	less 35%		5.95
			11.05

sample: Night Cream

Oct. File. 11-66

ordered by phone

Order No. 5259 August 20 1966

M. Penelope Tilton

Ship to Framingham, Mass.

At \_\_\_\_\_

Ship by Ordered When \_\_\_\_\_

Terms by phone Buyer \_\_\_\_\_

4	Velveten	2.75	11 -
	less 35%		3.85
			7.15

leaflets prices met 10 days

Order No. 5298 Nov. 6 1966

M. Penelope Tilton

Ship to FRAMINGHAM - MASS 01904

At \_\_\_\_\_

Ship by your order Oct. 30. 66

Terms \_\_\_\_\_ Buyer \_\_\_\_\_

4	Chaise With Car	2.-	8 -
6	Velveten	2.75	16.50
4	2oz On Guard	1.75	7 -
3	298 Cologne	3.-	9 -
			40.50
	less 35%		14.18
			\$ 26.32

sample 298 Cologne leaflets Night Cream Oct Nov. 20-66

Order No. 5315 Nov. 30 1966

M. Penelope Tilton

Ship to Framingham Mass.

At Ordered When \_\_\_\_\_

Via by card Salesman \_\_\_\_\_

Terms 11.27.66 Buyer \_\_\_\_\_

6	Velveten	2.75	16.50
	less 35%		5.78
			10.72

pd Jan. 4-67

PENELOPE TURTON  
STEARNS FARM  
859 EDMANDS ROAD  
FRAMINGHAM, MASSACHUSETTS 01704  
TEL. 877.0481

May 31 - 1960

Dear Hedda Maar,

Please send me: -

6 - Small size - on guard -

with thanks,

Penelope Turton

PENELOPE TURTON  
STEARNS FARM  
859 EDMANDS ROAD  
FRAMINGHAM, MASSACHUSETTS 01704  
TEL. 877.0481

2-5-66.

Dear Hessa Naar,

Check enclosed for \$11.05.

Please now send me: -

6 - Velveteen -

Sincerely

Penelope Turton

PENELOPE TURTON  
STEARNS FARM  
859 EDMANDS ROAD  
FRAMINGHAM, MASSACHUSETTS 01704  
TEL. 877.0481

September 30.1965

Hedda Maar  
1472 Broadway  
New York

Dear Hedda Maar,

Will you please send me the following:

6 Velveteen            4 oz  
6 On Guard            2 oz  
3 Cleanse with Care 2 oz.

Any of these can be gift wrapped.

I was sorry to see no mention of Stearns Farm in your advertisement in our New England Natural Foods Convention program, only Walnut Acres and Deer Valley. However I sold your products at the Convention successfully.

Yours sincerely,

*Penelope Turton*

PENELOPE TURTON  
STEARNS FARM  
859 EDMANDS ROAD  
FRAMINGHAM, MASSACHUSETTS 01704  
TEL. 877.0481

---

8.5.65.

Dear Hedda -

Please forward me: -

6 x 4oz Velvetex -

Thank you,

Penelope Turton

---

Order No. 4905 Date October 16 1964

M Penelope Turton  
Frammingham - Mass.

Ship to from

At \_\_\_\_\_

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

*ordered by telephone*

4 2oz "On Guard" 1.75 7 -

4 4" "Veloctee" 2.25 10 -

17 -

less 35%

5.95

\$ 11.00

sample "Sensation Toilet Water"

1 gift wrapped "O.S."

pd. Oct. 26-64

AD. 100

Order No. 5558 Date June 18 1968

M Penelope Turton  
FRAMMINGHAM - MASS.

Ship to \_\_\_\_\_

At your order 6-10-68

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

4 2oz On Guard 2. - 8 -

2 2oz Night Cream 3.25 6 50

2 4oz 298 Cologne 3. - 6 -

20 50

less 35%

7 18

13.32

leaflets

"Sensation Toilet Water" out of stock

pd July 68

AD. 100

Order No. 5619 Date Dec. 5 1968

M Penelope Turton  
Frammingham - Mass.

Ship to \_\_\_\_\_

At order Nov. 29-1968

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

4 4oz Veloctee 3. - 12 -

2 Night Cream 3.25 6 50

\$ 18 50

less 35%

6 48

12.02

AD. 100

Order No. 5609 Date Nov. 16 1968

M Penelope Turton  
Frammingham - MASS.

Ship to \_\_\_\_\_

At your order Nov. 9-68

How Ship \_\_\_\_\_

Terms \_\_\_\_\_ When \_\_\_\_\_

Salesman \_\_\_\_\_ Buyer \_\_\_\_\_

4 2oz On Guard 2. - 8 -

2 chance N/A Cream 2.25 4 50

12 50

less 35%

4 37

8 13

leaflets

pd. Dec. 1968

AD. 100



PENELOPE TURTON  
STEARNS FARM  
859 EDMANDS ROAD  
FRAMINGHAM, MASSACHUSETTS  
TEL. ~~TRINITY 2-5948~~

2.1.65.

Dear Hessa Haas,

I shall be grateful if  
you will send me, to arrive  
on or after Feb. 25. (I shall  
be away until then -)

6 Velvetreen

3 Small Dogwood.

Thank you,

Penelope Turton

Pal

by check  
(1/18)

3-8-65

PENELOPE TURTON  
STEARNS FARM  
859 EDMANDS ROAD  
FRAMINGHAM, MASSACHUSETTS  
TEL. ~~TRINITY 2-5248~~

11. 28. 64.

Hedda Haer  
1472 Broadway  
New York 36. N.Y.

Dear Hedda Haer,

Please send me: -

6 x 4ozs. Velveteen

3 x 2ozs. On Quars - Gift wrapped

6 x 4ozs. "Sensation"

With thanks,

Tr sincerely

Penelope Turton

October 16, 1964

Penelope Turton  
Framingham, Mass.

Dear Miss Turton:

Many thanks for your order.

You'll find one jar of "On Guard" wrapped in flowered cellophane as it is made up for Christmas gifts. Should you want some wrapped that way, please, order them; the wrapping is free of charge.

As I mentioned over the phone I enclosed in the package 2 vials of Hedda Lear's "Sensation" toiletwater. This is a very welcome gift, not only for Christmas, but also for birthdays, mother's day, Eastern, also for a hospital patient. --When you try the toiletwater, please, pour a tiny bit on the arm's lower part inside where the blood flow and rub it softly in. This is the best spot to find out one's skin reaction to a particular scent.

Perfumes and toiletwaters are a matter of taste: some women like it spicy, some sweet, some like loud, some very discreet and refined, some like it woody, some flowery. "Sensation" has a very refined and delicate scent; in this particular category nobody can buy anything finer.

"Sensation" comes in a 4 oz bottle in a cellophane covered folding box, looks very attractive and sell for \$3.00 plus tax.

"Arpège," a nationally advertised product, has a similar scent; it is sold at a much higher price.

I will be very glad to receive another order in time for the Christmas business which will include "Sensation" toiletwater.

My very best wishes!

Sincerely,

Hedda Lear

encl.  
h/1

PENELOPE TURTON  
STEARNS FARM  
859 EDMANDS ROAD  
FRAMINGHAM, MASSACHUSETTS  
TEL. TRINITY-2.5948

8. 4. 64.

Dear Hedda Lars,

Please send me: -

- 6 Velveteen -
- 6 Please with Care
- 3 large size Oa guards.

Thank you,

Penelope Turton

PENELOPE TURTON  
STEARNS FARM  
859 EDMANDS ROAD  
FRAMINGHAM, MASSACHUSETTS  
TEL. ~~TRINITY 2-5948~~

4. 27. 64

Dear Hedda Haas,

Thank you for your letter,  
& I am so sorry about your accident,  
& do hope it won't bother you  
much longer - Think nothing

of the error, it is always comforting  
to find others can make mistakes!

However there seems to be  
a glitch on this order - I received  
the "bebe deen", but one bottle was  
completely smashed - so I have  
deducted the cost of ~~one~~ (less 35¢)  
& hope my figuring & my check  
are in order -

Sincerely, Penelope Turton

4.17-64

Dear Miss Turton:

One shouldn't mix business with personal affairs -  
but - as long as I have my business - His mistake never  
happened. ~~I am more than sorry!~~ I had an accident  
3 weeks ago, I fell in the street & still can hardly see & see  
myself. All I can say now is: I am terribly sorry.

● I hope the delayed "Kelokeen" delivery will  
not cause trouble. I would regret this more  
than I can say.

hoping to hear from you soon again

POST CARD



BE ADDRESS TO BE WRITTEN ON THIS SIDE



Remember -

Only you can

PREVENT

FOREST FIRES



Hedda Haas  
1472 Broadway ●  
New York 36.  
N.Y.

PENELOPE TURTON STEARNS FARM 859 EDMANDS ROAD, FRAMINGHAM, MASSACHUSETTS  
TEL. TRINITY 2.5948.

4.9.64

Dear Hedda Haas,

My order of 3/31/64 requested

6 - on guard + 6 - belvedere -

I have received the on guard. I

please with care. ~~I~~ I will keep

2 - but now I have to bother returning

the others - please credit my account

with postage on package - Penelope Haas

And please send belvedere.



PENELOPE TURTON  
STEARNS FARM  
859 EDMANDS ROAD  
FRAMINGHAM, MASSACHUSETTS  
TEL. TRINITY 2.5948

March 31, 1964

Hedda Star.  
1472 Broadway  
New York 36.

Dear Hedda Star.

I should be grateful if you would  
kindly send me: —

6 x 203 "On Guard" @ \$1.75  
6 x ? "Velveteen" @ \$2.50.

less 35%. Please include shipping.

Sincerely

Penelope Turton

Order No. 4814 Date APRIL 2 1964  
 M PENELOPE TURTON  
 Ship to FRAMINGHAM - MASS.  
 At from When  
 Via your order March 31-64 Salesman

Terms:	Buyer	
6 On Guard	2m 1.75	10 50
6 Velociteen	4. 2.50	15 --
		25 50
less 35%		8 93
		\$ 16 57
leaflets		ad. Mag 2/64
7824 2 ll. w.c. 2.-	4.-	
less 35%	1.40	
	2.60	
due to you for postage	50	
	2.10	2 10
		\$ 18 67

1 bottle Velociteen arrived broken

Order No. 4879 Date Aug. 7 1964  
 M Penelope Turton  
 Ship to Framingham, MASS.  
 At from When  
 Via HEDDA MAAR Salesman  
 How Ship 1472 BROADWAY  
 Terms NEW YORK, N. Y. 10036  
 Salesman WI. 2W100 Buyer

your order 8.4.64	
6 Velociteen	2.50 15 --
6 Cleanse with Care 2.-	12 --
3 8m "On Guard" 5.-	15 --
	42 --
less 35%	14 70
	\$ 27 30
prices net	
10 days	paid Aug 14-17 1964
leaflets	by order

AD. 100

Order No. 4934 Date Dec. 3 1964  
 M Penelope Turton  
 Ship to Framingham - Mass.  
 At your order When  
 How Ship 11.28.64  
 Terms \_\_\_\_\_ When  
 Salesman \_\_\_\_\_ Buyer

6 4m Velociteen	2.50	15 --
3 2m On Guard	1.75	5 25
6 4. Serum. Test Kit	3.-	18 --
	(58% mpp)	38 25
less 35%		13 38
		2 48 7
leaflets		

AD. 100

Order No. 4987 Date Feb. 19 1965  
 M Penelope Turton  
 Ship to Framingham - Mass.  
 At \_\_\_\_\_ When  
 Via \_\_\_\_\_ Salesman  
 Terms \_\_\_\_\_ Buyer your order 2.1.65

6 Velociteen	2.50	15 --
3 On Guard 2m	1.75	5 25
		20 25
less 35%		7 15
		1 3 15
leaflets		

SHELBY BUSINESS FORMS, INC., SHELBY, OHIO.

PENELOPE TURTON  
STEARNS FARM  
859 EDMANDS ROAD  
FRAMINGHAM, MASSACHUSETTS  
TEL. ~~TRINITY 2-5548~~ 877.1599.

1.28.64.

Hedda Haar  
1472 Broadway  
New York, N.Y.

Dear Madam,

Thank you for your letters, & based  
on your terms stated in your letter of  
Dec. 4. '63, kindly forward me: —

4 x 203 Tans - On Guard.

4 x 403 - . . . Cleanse with Care

I hope to give you a better order  
in time, but am only now building up  
my business.

Yours truly,  
Penelope Turton

PENELOPE TURTON  
STEARNS FARM  
859 EDMANDS ROAD  
FRAMINGHAM, MASSACHUSETTS  
TEL. ~~TRINITY 2-5618~~ 877.1599.

1.28.64.

Hedda Haar  
1472 Broadway  
New York, N.Y.

Dear Madam,

Thank you for your letters, & based  
on your terms stated in your letter of  
Dec. 4. '63, kindly forward me: -

4 x 203 Tans - On Guard.

4 x 403 - . . . Cleanse with Care

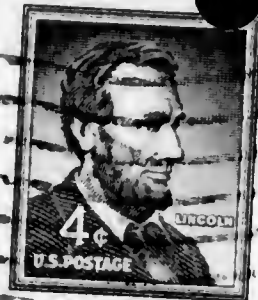
I hope to give you a better order  
in time, but am only now building up  
my business.

Yours truly,  
Penelope Turton



POST CARD

THE ADDRESS TO BE WRITTEN ON THIS SIDE



Heada Star

1472 Broadway

New York

N.Y.

PENELOPE TURTON, SORNS FARM, 859 EDMANDS ROAD, FRAMINGHAM, MASSACHUSETTS

~~TEL FRAMINGHAM 2 5648~~  
617-877-1599

11. 29. 63.

Kindly send me your  
whole sale price list.

2  
MIDTOWN STA.



order  
3590-Net  
No postage charge

Order No. 4775- FEB. 1 1964

M Paula Turton

Ship to FRAMINGHAM - MASS

At \_\_\_\_\_ When \_\_\_\_\_

Via your order Salesman \_\_\_\_\_

Terms: from 1-28-64 Buyer \_\_\_\_\_

by parcel post ins.

●	2 in "On Guard"	1.75	7	—
---	-----------------	------	---	---

4	4 " Cleave n. Case	2.17	8	—
---	--------------------	------	---	---

			15	—
--	--	--	----	---

	<u>less 35%<sup>90</sup></u>		5	25
--	------------------------------	--	---	----

			9	175
--	--	--	---	-----

prices net  
10 days

leaflets







Louisville, Ky  
1824 Rosedale  
Jan. 9, 1970

1971

Dear Hedda -

Surely, you are not receiving your mail. I wrote and thanked you the very day your nice cosmetic arrived.

You say the lady in charge of Grimm's has never re-ordered. It is her own fault. She doesn't know the first principle of merchandising, which is to present an attract-

ing display. When  
women go shopping  
for cosmetics, they  
want to be able to  
choose between shin-  
ing bottles, boxes, etc.

But the Health  
stores stack their  
cosmetics just as  
tho they were oat-  
meal or vitamins.

Best wishes for  
a happy, holy, and  
blessed 1971.

Ruth Yunker

Answered  
Oct. 20-1970

Send  
1 bottle Valvetone

Louisville, Ky.;  
1824 Rosedale,  
July 8, 1970.

Dear Hedda -

(just call me Ruth)

Bess Elder is the name of the proprietress of Nu-Life Health Store, 1574 1/2 Bardstown Road. She tells me that she stocks a complete line of Gaylord Hauser's cosmetics. I don't know the prices.

Mrs. Hatfield is the name of the proprietress of Grimm's Health Foods, 1482 So. 7<sup>th</sup>. She

-2-

tells me she does not stock any particular brand of cosmetics; she just tries the samples as dealers send them to her, and decides whether or not to stock them.

Your hand cream is A-1; I have never known one as good.

There is another Health Store, newly started up in I-ville; when I ~~found~~ find out more about it, I shall write you.

(Mrs.) Ruth Junker

Louisville, Ky.,  
1824 Rosedale,  
April 28, 1970

Hedda Maar,  
1472 Broadway,  
● N.Y., 10036, N.Y.

Dear Friends -

From Walnut Acres  
in Pennsylvania, I  
obtained your 'On Guard'  
hand cream. It is excellent.

● Do you have any-  
thing else good? May I  
have your price list or  
catalogue? Thank you.

(Mrs.) Ruth Yunker

May 4 1970

Mrs. Ruth Yunker  
1824 "osedale Ave  
Louisville, Ky.

Dear Mrs. Yunker:

Many thanks for your letter and your interest in Hedda Maar beauty aids.

In connection with your statement about On Guard the following might be of interest to you: The day your letter arrived anothe letter came from Atlanta, Ga.. A lady, owner of a nat. food store, writes: " I have just tried your "Velveteen" and "On Guard" for the first time, and I am very, very much impressed. Would like to know of any other products you manufacture .."

Since the lady has a store I phoned and I must truthfully say :I am used to compliments about Hedda Maar preparations! Her enthusiasm really surpassed everything! "I sold a ll kinds of cosmetics", she sa: "I never could offer anything like Velveteen and On Guard, both are so far superior"....

In addition to On Guard I can offer you a face cleanser "Cleanse With Care" and an oil "Velveteen". These 2 beauty aids, used together, are all necessary to have a clear, clean, smooth skin.

The enclosed leaflets give information. Should you have any questions, please, don't hesitate to ask

As far as cosmetics can be made natural, Hedda Maar preparations are definitely natural.

Looking forward to hearing from you I am with good wishes

Sincerely,

Hedda Maar

encl.

h/l

Answered  
June 22-1970

Louisville, Ky.,  
1824 Rosedale

May 24, 1970

Dear Hedda -

● Thanks very much for your letter. I find 'Orl Guard' the best hand cream I have ever tried. I am waiting to get a little ahead financially, then I am going to buy myself a bottle of 'Velveteen'.

In Louisville, there are two Natural Food stores, one on Bardstown Road, and

- 2 -

the other at the Shelbyville Road plaza. I asked <sup>the</sup> proprietess of Nu-Life (Bardstown Road store) if she carried cosmetics, and she said she carried a complete line of Gaylord Hausers. But I didn't see any. As soon as I get hold of the name of the natural food store at the Plaza, I shall ask them about cosmetics. I think people like you who



-3-

try to take the  
curse (hormones,  
additives, etc.) off  
today's products,  
deserve a helping  
hand.

I am interested  
in purchasing some  
authentic cologne or  
sachet. All I have  
been able to buy  
locally, smells like  
vanilla or mosquito  
repellent.

Sincerely,

Mrs. Ruth Yunker

AR 705

5/23

HERTA & LEO LEAB COLLECTION

S 39/7

5/23 SALE OF BUSINESS 1971-1972

5/23

July 20 - 1971

Mr. Paul Keene  
Walnut Acres, Inc.  
Penns Creek, Penna.

Dear Mr. Keene:

Not often did I write a letter as hesitatingly as I do this one. It is in no way a business letter! While in U. S.A. I often had to act against my inner self; now I have to do so again having no choice.

I always read your letters in the price lists & admire wholeheartedly your ability to write; no writer can surpass you. To me these letters are a reflection of your feelings for human beings, THEY encourage me to approach you hopefully not to arouse bad feelings. I don't want you to feel in any way that - because of your & Mrs. Keene's kindness to me - take advantage.

To make you understand me better I consider it best to tell you a little bit about my life in U.S.A. My husband always spoke German & French, I spoke German & English. While waiting for 2 years to get into what was that time Palestine we had these years Hebrew lessons to speak this country's language. The English plan~~ed~~ed into the hands of the Nazis & we couldn't get in. We were very fortunate to get the visum for U.S.A. even though we had to come here penniless. We arrived end of Sept. 1938. My boy was exactly 2 years & 3 days old; he never had been sick.

I knew my husband - without skill & language (he was all his life a businessman) would have difficulty to find a job the more so since nobody existed here to help us. Therefore I had planned to take a job & send the child to a good nursery school. On our 4th day in U.S.A. the child while playing dropped like dead. In the ambulance on the way to the hospital with the deadlike child on my knees I prayed and made a vow: I'll not push him out of the house and into nurseries, I'll bring him up as if nothing had happened even if I have to hunger. I kept my vow. We had lost our country, our home & income, our money was gone, my mother - out of the clear sky was overtaken on cancer 1 day before we had to leave, it was enough! I wanted to keep my child! When the car entered the hospital yard the boy opened his eyes, the doctors were puzzled unable to explain anything. They wanted to keep him in the hospital, I refused & fortunately until today nothing happened again.

2. Since keeping the child home I tried to make home-work: sewing gloves, covering buttons etc. ;the child was often sick, mostly I could work only at night. During the depression pay was very low, I couldn't make more than 20cts p. hour. Finally I decided to make "On Guard". A German Refugee woman peddling stockings gave me the names of 3 of her customers & this was my start. soon I could make a second item & than a third one.

My husband had a job carrying 75 lbs & 100 lbs boxes; his coworkers hated foreigners & especially German Jewish refugees & did everything to prevent him from getting easier work.

Being young, having never been sick, I believed in my strength & decided to do everything in my power to build up the business so that we could do it together. Housework, the child, selling, mail, manufacturing... I worked 18 hours every day; my husband helped in the evening.

Something nice happened to me! The Daily News carried a beauty column reporting about cosmetics. My dream was to be mentioned in it once. I went to their office to learn about the price. The young woman I met wore a cross from a chain around her neck & was very nice to me, something I wasn't used to at all. Therefore I asked her: "You are so nice to me! You don't consider me arrogant to approach you?" Her answer: "People put their foot on the neck of people in distress; unfortunately it is that way!" The write-ups didn't cost anything & she really gave me more than one.

I was very tired but didn't want to pay attention. There was something else in addition to my hard work: My mother & 2 younger sisters were still in Berlin & I knew I raced with Hitler, my brain couldn't think of his fiendish doings but I always was convinced that eventually if the world does not accept the German Jews he will shoot them. I tried the possible & impossible to save their lives ( among my pleas for help I also approached the State Dept. & Mrs. Roosevelt); I didn't succeed. 220 000 German Jews were left, in 1938 U.S.A. had 130 millions peop, now there are over 200 millions...

I couldn't sleep! Everything I had been taught, everything I had believed in fell apart.... I cried at night, during the day I had to smile! My mother was taken away from my sisters, her fate is not known, my sisters & husbands died in Auschwitz. I lost 37 relatives and friends.

One day in 1944 I lifted a cup & my arm fell down: A complete breakdown caused by humiliation, grief, overwork, worries. The little money we had went for doctors, we got into debt. <sup>poverty</sup> & sickness! We really were hit....

My husband had to work to pay for rent & food; the child was pushed around, we had nobody. I saw the frightened child & in my misery I had only one wish: To be able to take care of my family. It took long but I succeeded!

In the meantime some of my private customers went on to send orders in. My husband considered it better for me to fill these, he did the housework & I had only to cook. This went on for years.

Since 1953 we were somewhat better off; there was overtime & my husband could work 60 hours the week till 1956 when

3 he got a heart attack. Another blow!

The doctor warned me to be careful. Easily said! I packed my little packages, carried them to the post-office, had to see my husband daily during his 6 weeks in the hospital, etc., etc.; (my son could help very little, since his 12th birthday he worked afterschool. He won the N.Y. state scholarship & another small one for college but had to earn his clothings & towards our expenses as good as he was able to. He worked in addition to his studies till he received his Ph. D.)

My husband was home from the hospital one day when I collapsed in the street & was taken to the Hospital. The second breakdown! This time I recovered quicker; I just had to be careful. In the meantime my private customers continued to order.

God was good to us: So far my husband's heart never bothered him.

When you began to order the break came! I had some money to put little ads in some newsletters. People reacted, one store wrote, another one wrote & they really sold! Now 21 stores in different parts of U.S.A. sell "HEPBA MAAR". Being sick from time to time I never sell & I never see a customer. Stores approach me & I answer by letter or phone. It is a rather strange way to run a business but this is the only way for me. Just yesterday a health food store called me from Atlanta, Ga. who had to me for the first time in March 1970: "...your cosmetics impressed me so very much...". I have no idea how or where they got them. They phoned to give an order for \$70.-; the girl in charge of orders said: "Customers are raving about your beauty aids". In 1970 their orders amounted to \$250.-. (They had ordered On Guard, Velveteen & 60 Cleanse With Care). A week ago a card came from Greenville, South Carolina: "2 customers are interested in our stocking your cosmetics. Can we order direct?" To my answer they ordered today for \$51.00. This is now the 22nd store.

Unfortunately during these last months my strength declined & now in the heat it gets worse. With more orders now the business requires another basis. I most certainly have the knowledge to do so but not the strength. After 2 breakdowns I don't dare to overdo. This is not a complaint, it is a by me accepted fact. My husband is 74 years old & I realised lately that the packing etc. does not seem so easy for him anymore neither.

Having told you the beforesaid as short as possible you might understand now by saying: "My business is my 2nd child; I don't want it to die". Therefore I trust to come to you; I dare to hope you 'll not be angry. You might say: "Why don't you offer it for sale by an ad"? I don't want this! I learned here the hard way to be distrusting!

I don't want anybody using my name interested in nothing but to make money or take advantage of customers. My experience with health food stores is very good & they trust me & rightly so. I want the name "Hedda Maar" to continue to represent good merchandise & integrity.

Many cosmetic Houses sell different brands: Rubinstein sells "Kent of London", Revlon sells "Princess Borghese", the large corporation selling "Pond's (I forgot their name)" sells several other brands. Therefore I was thinking: May be Orjene's can sell "Hedda Maar"? For him - and I believe you'll agree with me - this would be an absolute secure investment! He has experience with cosmetics, he could have them made in his factory, his salesmen could sell them.

Since - to my own surprise & happiness - my name seems to be rather known sales in "Hedda Maar" could increase very easily.

I used to make a cleansing cream & a night cream; I discontinued these 1 1/2 year ago; it was too much for me. People call me to tell me that they never found anything as good as these 2 beauty aids. I never offered these to you, I knew it was too much for me.

I believe nobody except somebody knowing me many years would believe my story; no healthy person keeps a business on a small scale if it could be relatively easily enlarged. Therefore my plea to you; you know that I say the truth! Would you like to tell about it may be interest the owner of Orjene for me? You deal with him for years.

I dare to think that you would like to continue to offer "Hedda Maar" to your customers. I really don't want to take advantage of you. Should Orjene's buy I want to give to a charity designated by you in your name one thousand dollars.

1971 I am so far ca. 30% ahead of 1970 and that in spite of the way I do business. So far I sold for \$2000.- that is, under normal conditions I should sell this year at least for \$5000.- (Oct., Nov., Dec. are the main cosmetic months.

It was customary in Germany to sell for 5 times 1 year sales. It probably is here the same. I don't want 25000.00 my main aim is to have the business go on. I ask for ten thousand dollars. The formulas are included in the price.

3 people told me 1940 they would to help me. Today I know they wanted to use me. one of them knew Mad. Rubinstein. She arranged to have her see me & her. I was supposed to ask \$5000.- for the "On Guard" formula. I had to sign that the 1st one would get \$2500.-, the other 2 each 1000.- & I 500.-\$. Having nothing I signed. Mad. Rubinst. made me return the next day alone. She offered \$1000.- & to my answer: "I signed an agreement" she asked: "Does it mean so much to have given your signature?" My "Yes" ended the meeting.

Dear Mr. Keene, please, don't get angry at me for taking so much of your time; I hope so much you will not feel bothered! Thanks for reading the letter.

Very Sincerely,

Hedda Maar

March 3 1972

Kays Shop  
315 High Street  
Pottstown Pa. 19464

Dear Miss Kay ,

Again I would like to thank you for your interest. I hope you and your family are having a very good winter.

I told you that a lady from Atlanta , Ga. approached me in Nov. about the Hedda Maar business; I told her the same I told you on Christmas when you called me: " You have to wait until my health improves. " I made my offer to her in the beginning of January.

She is manager of a Health Food Store whose owner has a second one besides the one she is managing. The owner's wife wrote me in the fall of 1969: " I tried On Guard and never used a cream like this ... " With this came a first order. In 1970 they sold Hedda Maar beauty aids for several hundred dollars. Their customers sent friends for the cosmetics, they all considered them better than anything else.

The lady was here a few days ago; she told me: " Everybody is raving about your cosmetics. " She bought the business, that is she bought the name Hedda Maar, the names On Guard, Velveteen & Cleanse with Care and their formulas. She is a very nice, very honest and reliable person and I think you will like to buy from her the more so since On Guard did your hands so good.

I sold for many years a cleansing cream and a night cream. When I got more & more orders I discontinued- to the dismay of many customers- the cleansing cream in 1969 and later the night cream. As I told you I have to be careful with my health since 1945 and I had to be careful not to overdo. It is a strange way to do business! I had no choice!

- OVER -

page # 2 March 3 1972

I was now thinking, after I saw the vitamin tablets under your own name, that , may be , you would like to make the night cream and the cleansing cream under your own name.. I have also a really superb formula for an after shaving lotion. The firm I worked for in Europe sold this after shaving lotion very successfully over the whole world.

I offer you:     the night cream formula  
                  the cleansing cream formula  
                  the after shaving lotion formula  
each for \$ 600.-- including written information about their manufacture.

I could send you samples; I can't show you the manufacturing because I threw everything ( pots, ingredients, weights etc. ) away in August.

Since you have 3 stores it might even pay to make these 3 items only for the stores( if you do not want to sell otherwise ) because you get retail prices.

May be , you think about this offer.

Looking forward to hearing from you , I am

Sincerely ,

HL/L

H. Leab



Mrs. H. Leab  
6 West 77th Street  
Apartment 5C  
New York, N. Y. 10024

Jan. 10-1972

Kay's Shop  
315 High Street  
Pottstown - Pa. 19464

Dear Miss Kay ,

Thank you for your <sup>call</sup> and your kind interest.

I received the package with the vitamin pills; you forgot to deduct their cost from your check. I don't remember exactly their price; I enclose a check for seven dollars. Should this not be the correct amount I owe you, please let me know.

Now to your offer:

I am willing to sell

A= 1- The 3 formulas of On Guard  
Velvetine (Velveteen)  
Cleanse With Care

Without the use of their names and the name of Hedda Maar  
A-2 In addition information about manufacturing of these products,  
for \$ 3000.--

B - 1 - The Business Name- Hedda Maar- ( to be used  
exclusively for cosmetics and nothing else)

2- the 3 formulas of On Guard  
Velvetine (Velveteen)  
Cleanse With Care

3- in addition 1 formula of Night Cream  
a cleansing cream  
an after shaving lotion

For many years I sold the night cream and the  
cleansing cream. When my business grew I discontinued  
these two. Due to my having been sick for years I  
was forced to be very careful and not to overdo.  
I never made the after shaving lotion in U.S.A.

4- Information about manufacturing of all the products

5- Information as to the sources of supply of all  
ingredients, containers, labels etc.

6- Information as to names & addresses of purchasers  
of Hedda Maar products.

For \$ 8000.--

Both offers would require full payment in cash.

Hoping that you and your family are fine I remain with  
wishes for 1972.

Sincerely,  
*H. Leab*  
H. Leab

i encl. L/HL

Jan. 10-1972

Kay's Shop  
315 High Street  
Pottstown - Pa. 19464

Dear Miss Kay,

Thank you for your <sup>all</sup> and your kin' interest.

I received the package with the vitamin pills; you forgot to deduct their cost from your check. I don't remember exactly their price; I enclose a check for seven dollars. Should this not be the correct amount I owe you, please, let me know.

Now to your offer:

I am willing to sell

A- 1- The 3 formulas of On Guard  
~~Velvetine~~ *Velveteen*  
Cleanse With Care

Without the use of their names and the name of Hedda Haar  
A-2 In addition information about manufacturing of these products,  
for \$ 3000.--

B - 1 - The Business Name- Hedda Haar- ( to be used  
exclusively for cosmetics and nothing else)

2- the 3 formulas of On Guard  
Velvetine  
Cleanse With Care

3- in addition 1 formula of Night Cream  
*1 formula of* a cleansing cream  
*1 formula of* an after shaving lotion

For many years I sold the night cream and the  
cleansing cream. When my business grew I discontinued  
these two. Due to my having been sick for years I  
was forced to be very careful and not to overdo.  
I never made the after shaving lotion in U. S. A.

4- Information about manufacturing of all the products

5- Information as to the sources of supply of all  
ingredients, containers, labels etc.

6- Information as to names & addresses of purchasers  
of Hedda Haar products.

For \$ 8000.--

Both offers would require full payment in cash.

Hoping that you and your family are fine I remain with  
wishes for 1972.

Sincerely,

i encl. 1/BL

H. Leab

Febr. 14-1972

Gilbert M. Ganberg  
150 Nassau Street  
New York, N.Y. 10038 Room 1500

Dear Mr. Ganberg ,

You might remember me: You saw me in your office some days ago and checked a sales agreement between myself and an eventual buyer. The woman ( the buyer ) called me Saturday from Atlanta : " I will show the contract to my lawyer and see you Febr. 21 in your home ."

Now- there is something else and I can't come down to see you due to a cold; therefore I am forced to write:

I sold the business on August 16 1971. The buyer and I signed a sales agreement; I got a small down payment. We were away all September and on Sept. 29 I received a letter asking me to release him from the agreement. He wrote on Sept. 27- 1971 .....

" .....- We have not written or spoken to any of your customers or suppliers or to anyone else about Hedda Maar products or about our agreement. You are where you were two months ago, as we see it, except that you that you have the downpayment. We have not made and will not make or keep copies of your customers list. We have not contacted them and will not. They are yours- the list is inviolate-. We will not use your formulas in any way.. We will not divulge, disclose, give or sell them to anyone who might want to use them. We will never make products using your formulas, although of course we know what the ingredients are from our study.

We will not use the name Hedda Maar in any way on any product of any type. We have not given nor will we give or sell to anyone else any right to use this name. We have not mentioned this arrangement to anyone in any way, other than to our counselors. As far as we are concerned we stand businesswise in regard to Hedda Maar products where we stood before August 1971.

( They are a large outfit and sold my preparations rather successfully for about 10 years. The owner knew about my breakdowns through a letter of mine asking him for help in getting me a buyer because my bad health was preventing me from going on. He called me and offered to buy the business.)

Cont. page # 2

Febr. 14- 1972

In short you must now decide what you want to do with the business. We do not consider it ours in any sense. .... " signed

-----

I answered on Oct.9-1971 :

" Your letter hit me like a bomb! It made me sick. It will take months for me to recover. I will not be able to work for a long time. I have no business anymore! ( I really never filled any orders, I was in terrible shape.)

I ended the letter:

" With your downpayment I agree to let matters rest and relieve of the rest payment which is due to the contract. " ( You might shake your head! I had only one wish to prevent a third breakdown.)

He answered on October 17-1971 :

" I returning herewith the sales agreement, the formulas and all the other informations you gave us in August. You may rest assured that we shall not use the formulas or any of the names in any way , nor shall we permit any one else to see, know or use them. As I wrote earlier, we consider them as still all yours, and you are free to sell them or use them as you wish. There will be no conflict of interest.

We appreciate being relieved of the payment of the balance. We sincerely hope that you can find someone to become interested in purchasing your formulas. signed .... "

In November 1971 the woman who sold my preparations in a xixre store in Atlanta, Ga. was informed about - Hedda Maer not existing any more- called me:

"I want to buy your business. Your preparations are too good to be unavailable."

I told her that she would have to wait till my health improves. I finally wrote her in the middle of January. She does not know about the first sale and I do not want her to know.

cont. page # 3

Febr. 14/1972

My husband and I consider the letters of the first buyer a complete renunciation of any right he might have had to the name of Hedda Maar or the formulas or their names.

Now my son insists he is not sure about that and I therefore approach you to give me, please, before the woman comes here Febr. 21, legal advice on that matter.

Can I have any kind of trouble with the first buyer by selling to her the name Hedda Maar, the names for the formulas, the formulas, in short the business?

Kindly send bill and I shall send check by return mail.

I am sorry for taking so much of your time to read the letter. I have no choice.

Sincerely,

Mrs. H. Leab

AGREEMENT Between

Mrs. H. Leab (nee Hedda Maar), 102-25 67th Road, Queens, NYC, N.Y.  
(Seller) and  
Paul K Keene and Enid Betty Keene, Penns Creek, Pa., (Purchasers)

IN exchange for a payment on this date, August 16, 1971, in the sum of \$3,500.00, and for a further payment of \$4,000.00 on or before February 16, 1972, both Seller and Purchasers hereby agree to the following, the Seller agreeing to sell and the Purchasers to purchase

ALL rights to the use of the name HEDDA MAAR on cosmetic products; all formulas, secrets, productions methods, etc.; connected with the production of said products; all information as to sources of supply of all ingredients, containers, closures, labels, etc.; all information as to names and addresses of all purchasers of said products, with their addresses; all information (with names and addresses) as to manufacturers, compounders, etc., who now aid in making these products; all excess labels, containers (if any), along with all available items used in the manufacture of cosmetic items.; all information as to the value to the user of these cosmetic products and their individual ingredients.

IT is understood that -

(1) Purchasers obtain hereby from Seller the sole use of the name HEDDA MAAR for use with any cosmetic products which may be manufactured by or for Purchasers, under the sole condition that Purchasers agree never to use the name HEDDA MAAR on products other than cosmetics.

(2) The formulas given by the Seller to the Purchasers on August 16, 1971, represent all the formulas developed by the Seller for cosmetics for marketing purposes.

(3) No individual, group or company, excepting the Purchasers, after August 16, 1971, may use the name HEDDA MAAR on any cosmetic product whatsoever.

(4) There are no creditors whatsoever who have a prior claim against any of the assets of the Seller, which claim could in any way be assessed against the Purchasers because of this agreement.

IN common agreement we hereby sign this statement, on August 16, 1971, at the residence of Mrs. H. Leab.

Mrs. H. Leab  
(Mrs. H. Leab) (Seller)

Mr. L. Leab  
Mr. L. Leab (Witness)

Paul K. Keene  
Paul K. Keene (Purchaser)

Emma Jean Mattern  
Emma Jean Mattern (Witness)

Enid Betty Keene  
Enid Betty Keene (Purchaser)

AGREEMENT Between

Mrs. H. Leab (nee Hedda Maar), 102-25 67th Road, Queens, NYC, N.Y.  
(Seller) and  
Paul K Keene and Enid Betty Keene, Penns Creek, Pa., (Purchasers)

IN exchange for a payment on this date, August 16, 1971, in the sum of \$3,500.00, and for a further payment of \$4,000.00 on or before February 16, 1972, both Seller and Purchasers hereby agree to the following, the Seller agreeing to sell and the Purchasers to purchase

ALL rights to the use of the name HEDDA MAAR on cosmetic products:  
all formulas, secrets, productions methods, etc.; connected with the production of said products;  
all information as to sources of supply of all ingredients, containers, closures, labels, etc.;;  
all information as to names and addresses of all purchasers of said products, with their addresses;  
all information (with names and addresses) as to manufacturers, compounders, etc., who now aid in making these products;  
all excess labels, containers (if any), along with all available items used in the manufacture of cosmetic items.;;  
all information as to the valuxe to the user of these cosmetic products and their individual ingredients.

IT is understood that -

(1) Purchasers obtain hereby from Seller the sole use of the name HEDDA MAAR for use with any cosmetic products which may be manufactured by or for Purchasers, under the sole condition that Purchasers agree never to use the name HEDDA MAAR on products other than cosmetics.

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Mrs. H. Leab  
(Mrs. H. Leab) (Seller)

Mr. L. Leab  
Mr. L. Leab (Witness)

Paul K. Keene  
Paul K. Keene (Purchaser)

Emma Jean Mattern  
Emma Jean Mattern (Witness)

Enid Betty Keene  
Enid Betty Keene (Purchaser)

# Walnut Acres

Incorporated

Penns Creek, Pa.

17862

PAUL KEENE,  
PRESIDENT

ORGANIC FARMING  
NATURAL FOOD PRODUCTS  
BY MAIL

September 27, 1971

Mrs. H. Leab  
102-25 67th Road, Apt. 2A  
Forest Hills, New York 11375

Dear Mrs. Leab - Hedda Maar!

It was good to hear from you from Florence. You both must have had a wonderful 5 of 6 weeks, and we are happy for you. We hope you had a rewarding time with friends and relatives, and that the days ahead may be full and rich for you.

We enjoyed meeting you in New York and learning of your work. We appreciated your kind hospitality, for which we would like to thank you at this late date.

I wanted to wait until your return before making the surprising request that we be released from the agreement we made on August 16th of this year. I know you will be dismayed in some ways, so I hasten to give our reasons for this request.

Before entering into this agreement we were always under the impression that your products differed greatly from standard commercial products both (1) as to general types of ingredients and formulation, and (2) as to the absence of any synthetics. We also had a comfortable feeling that there was nothing of a misleading nature in what was said about them.

We came to these feelings by your written statements - "...superior, yet economical beauty aids without the addition of synthetics..."; "they (Hedda Maar beauty aids) are as natural as cosmetics can be made natural"; "CLEANSE WITH CARE, a clear liquid containing fruit extracts"; "CLEANSE WITH CARE ... contains in addition to cleansing .. ingredients a mixture of juices of living plants which according to scientists purify the skin". In addition, your letters over the years conveyed the general feeling that there was a great difference ingredient-wise between your products and standard commercial products, and that you stayed away entirely from synthetics, using only natural products.

When we came to visit you last month and first saw the formulas (after signing the agreement and paying the \$3500.00), we were surprised to note what we thought to be synthetics, and we mentioned this to you. You assured us that they were not, and we could not at that time argue the point, but the more we studied the formulas, the more we wondered about the ingredients.



We referred to a copy of one of the standard, best-known technical books entitled - "Cosmetics - Science & Technology", edited by Edward Sagarin, published by Interscience Publishers of New York and London. In this book of over 1400 pages, 65 scientists and experts write on every phase of the subject. There are many complete formulas with full directions for making the various types of cosmetic products. We also referred to a copy of the U.S. Dispensatory, Vol. 1 & 2, by Osol-Farrar-Pratt, which lists all drugs recognized by U.S., British and International Pharmacopeias, tells how they are made, and so on. The more we read, the more we felt there must have been one great misunderstanding somewhere.

Perhaps our definitions of the words "natural" and "synthetic" differ, but there is a great difference in concept between us. Perhaps you cannot accept our ideas, but neither can we accept yours at this point. I'm sure you had no intention to mislead, but neither may we mislead our customers when we know what facts are. The new Random House Dictionary defines the word "synthetic" as - "Pertaining to compounds formed by chemical reaction in a laboratory, as opposed to those of natural origin." In your best-selling product, ON GUARD, there are at least four outright synthetics present. It was quite a shock to learn this.

We are puzzled now, after thinking it over, to find your references to "fruit extracts" and "a mixture of juices of living plants" as found in your CLEANSE WITH CARE. We find this misleading - as if people were to assume a substantial benefit from fruits and grasses because they are "natural", when actually we do not find either of these substances in the formula. There may be citrus oil in the essence used. If this is the case, the use of the words "fruit extracts" to suggest superior quality is misleading. If the grass juices mean the honey, this is also quite misleading. I'm afraid it appears as if words are being stretched to imply an unusualness and a naturalness which does not in fact exist. Had we been permitted to make a study of the ingredients before entering upon an agreement, we would not have gone ahead as we did.

We were surprised to learn that both as to basic ingredients and as to formulation, some of your formulas are close to some of those given in the book referred to. They appear in general to be more similar to those which make no claim for naturalness than we expected. We find it hard, therefore, to determine wherein lies superiority of one over the other. You are surely convinced of the superiority of your products - you have given much of your life to them. I must move beyond this to what I can determine from the point of view of thousands of our customers. I must confess that I cannot find yours particularly meaningful from the standpoint of natural products, no matter how outstanding they may be otherwise.

On the basis of these facts we feel it impossible to go ahead with the manufacture of Hedda Maar cosmetics. We simply do not find in them an outstanding, unusual naturalness. Perhaps some day we will work on a line of natural cosmetics as we understand that idea.

We feel that cosmetics more truly natural than the standard ones will soon appear. At recent conventions we noticed some of these - they have no mineral oil, no preservatives, have a short shelf-life and have to be refrigerated. In Washington there is a move afoot to have all ingredients listed on the label. We will be happiest when we reach the point where we can do this with cosmetics. People must be free to know what they are using. We may phase out our present cosmetics gradually, keeping only those which we feel fit into our present concept of naturalness. We will then have to know all contents in advance of our handling them.

I am returning all of your customers' letter, with any checks or deposits. We have not written or spoken to any of them, to any customers or suppliers, or to anyone else about Hedda Maar products, or about our agreement. You may handle these letters as you would have if we had not entered the picture. You are where you were two months ago, as we see it, except that you have \$3500.00 more than before. When we know you are home, we will send on the formulas, the customers' cards and lists, the bottles of drugs any everything else we got from you. Then you will be in a fine position, your homework done, to interest others in your work.

We have not made and will not make or keep copies of your customer list. We have not contacted them, and will not. We will not send them any of our material unless of course they request it. They are yours - the list is inviolate. We will not use your formulas in any way. We will not divulge, disclose, give or sell them to anyone who might want to use them. We will never make products using your formulas, although of course we know what the ingredients are from our study.

We will not use the name HEDDA MAAR in any way on any products of any type. We have not given nor will we give or sell to anyone else any right to use this name. We have not mentioned this arrangement to anyone in any way, other than to our counsellors. As far as we are concerned we stand businesswise in regard to Hedda Maar products where we stood before August of this year, 1971. In short, you must now decide what you want to do with the business. We do not consider it ours in any sense. If we can help contact Eugene Gomory of Orjene Products, we will be glad to do so. We sincerely hope your name will go on!

Regarding finances, we feel we should be relieved of further obligation. We do not expect to pay either the additional \$4000.00 mentioned in the agreement, or any portion of it. Some of our counsellors feel that we would be justified in claiming a return of the \$3500.00 or a portion of it. We would accept it if you did, but we are not at this point demanding or expecting it!

We do not have any money which is not tied up in the business, and can ill afford this expenditure of \$3500.00. Yet we have always felt close to Hedda Maar and her work on a personal basis. We feel too almost a kind of obligation to one who over the years has suffered so very much. If matters can rest where they

are, we will be happy to let the \$3500.00 go, in the hopes that it may in some small way help make the future more complete for you and your good husband.

While we are exceedingly sorry about the misunderstanding, there probably being no other way we could have learned what we had to know to carry on our own work according to our highest lights, we do hope you can succeed in finding someone else who will carry on the name Hedda Maar and reward you accordingly.

Very best wishes to you and your good husband, Mr. H. Leab. God bless you both always.

Sincerely yours,



Paul Keene



Enid Betty Keene

October 9-1971

Dear Mr. Keene,

Your letter of Sept. 27 hit me like a bomb! To explain the delayed answer. It made me sick.

It will take months for me to recover. The doctor wants me to go away. Please, don't contact Orjene's owner; in my condition now I am not able to talk to a buyer. I have to prevent a 3 rd breakdown and will rest and live quietly.

Please, don't return the ingredients I mailed and the labels I gave you. I returned and I will return orders, I will not be able to work for a long time. I have no business anymore, Hedda Maar is dead. Never would I have expected to have it end that way! I adored Mr. Keene....

I believe somebody- though in nice words - called a liar has the right to answer.

Hedda Maar beauty aids are different from other cosmetics:

I don't know of any moisterizing oil containing lecithin.

I don't know of any liquid cleanser containing honey.

I searched many, many cosmetic counters over the years for a handcream simulat to On Guard, I never found it.

As to On Guard's formula: All my formulas were formulated in Europe before 1938. Here, in U.S.A. , I changed them, adding some ingredients and leaving others out. I added lecithin to the oil, honey to the cleanser and lanolin to On Guard.

You might or might not know that in 1946 a chemist, Dr. Karras, ( I, met him, I believe in 1941 ) was sent by the American Government to Germany to e confiscate the large cosmetic houses' formulas. It could easily be that he brought my original formula too to the U.S.A. where all formulas were made available to the industry and so found also their way probably in the by you mentioned book.

I received over the years hundreds of letters telling me: "We never used cosmetics as good as yours." I mentioned this to you in my house and you answered: " We also get these letters. "Do you believe all these people incapable of judgement.

October 9- 1971 page # 2

When you left my house August 15 you took all the formulas and everything typed out along. You wanted the 2 ladies to go out, you to use the evening to study everything. I remember this so very well because I found the night cream formula left by you on the table after you had left. I gave it to you the next day, August 16.

After I demonstrated to you the putting together of velveteen and talking about other items concerning the business you gave me the check, on August 16, shortly before you left my house.

You approached me that you are interested to sell my preparations and you sold over the years for thousands and thousands of dollars.

I never, never said or wrote you that my cosmetics are natural. How could I? This would have been against my conscience. I wrote you repeatedly during the 1960's: "People advertise natural cosmetics. In my opinion, there don't exist natural cosmetics. To say this is a fraud." I always said "Hedda Maar cosmetics are as natural as cosmetics can be made natural!" I believe this to be an absolute explanation for the existence of non natural ingredients in my cosmetics. I never intended to deceive anybody!! I repeat again: Cosmetics of today can't be explained by anybody as natural. My be there will come a time when the concept of a cosmetics will change and the possibility for really natural cosmetics will exist.

I did not offer you my business, you offered to buy it. Since you gav me the break I wanted to show you my gratitude and went down with the price from \$ 10000.-- to \$ 7500.--. I only did this for the before mentioned reason. In the position we are the larger amount would have helped us gratly.

With your payment of \$ 3500.-- I agree to let matters rest and relieve you of payment of \$ 4000.-- which were due to the contract.

I wish you and your family the very best in every regard.

Sincerely,

Mrs. H. Leab

## Walnut Acres

Incorporated

Penns Creek, Pa.

17862

PAUL KEENE,  
PRESIDENT

ORGANIC FARMING  
NATURAL FOOD PRODUCTS  
BY MAIL

October 17, 1971

Mrs. H. Leab  
102-25 67th Road  
Forest Hills, N.Y.

Dear Hedda Maar:

Thank you for your kind and gracious letter. I am returning herewith the formulas and other information you gave us in August. You may rest assured that we shall not use the formulas or any of the names in any way, nor shall we permit anyone else to see, know or use them. As I wrote earlier, we consider them as still all yours, and you are free to sell them or use them as you wish. There will be no conflict of interest!

We do not dispute the fact that your cosmetic preparations are excellent products. Only you know the years and the tears that have gone into working with them. We do feel, though, that they do not fit into our idea of what truly "natural" cosmetics are. This is just a difference of opinion and definition, and we regret this very much.

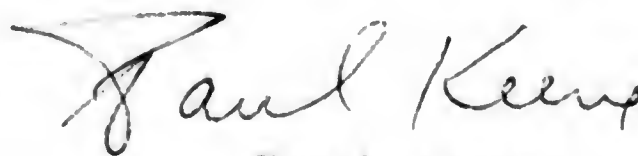
We see now that what we should have done was to study up cosmetics in general before coming to see you, and then perhaps inquire of you if your products contained this and this and this substance. Then we could have judged before all the heart-ache.

We mentioned, or planned to mention, that there are cosmetics on the market which seem to fit our concept of what is "natural". I inclose a copy of the material on one line of these which is imported from Germany. These are said to be made exclusively from natural plant substances. If this is truly the case - and before we decide to carry something like this we will certainly investigate - then they would seem to fit our requirements.

We appreciate being relieved of the payment of the balance of \$4000.00. We sincerely hope that you can find someone to become interested in purchasing your formulas, and perhaps you can make out better than you would have otherwise. We hope so! We will be happy to return the bottles of material you sent if you so desire, although I believe you feel this is not necessary. We will not have need for them.

The years we have worked together have been good ones, and we will not forget them. God bless you and Mr. Leab always.

Sincerely,



Paul Keene

## NATURAL TOILETRIES AND COSMETICS

We have questioned ourselves as to how natural is the whole concept of cosmetics. Certainly in part they are a compromise to fashion. However, after all is said for cleanliness and beauty (natural or unnatural), most families feel a need for some cosmetic supplies.

We have chosen what we consider to be best from among the offerings of several firms which manufacture cosmetics. These products are said by the manufacturers to be as free as they can possibly be made of harmful, irritating, allergenic or otherwise undesirable substances. For

example, there is no aluminum chloride in the deodorant; no coal tar dye in the lipsticks; no detergents, orris root, aluminum chloride or coal-tar dye in any of the products.

On the positive side some of these products contain such substances as lanolin, lecithin, and the more costly oils — wheat germ oil, sesame oil, avocado oil and almond oil — in place of the less expensive oils. We feel that first and foremost emphasis is on true value rather than on trick advertising and deceptive containers.

A April 1971

### Natural Toiletries and Cosmetics

We pay the postage on the cosmetic items listed on this page, except where stated otherwise. You pay only the price shown, unless you live in Pennsylvania, in which case you must add 6% for sales tax.

**CREMES AND OILS AND OINTMENTS:** There are many types of these, said to do many things. We have the following to offer, with the feeling that they are about the best.

**AFTER SHAVE LOTION** — Orjene's — 3 oz. — 1.50  
Non-alcoholic, sting free, non-greasy, non-sticky, not highly perfumed. Very nice.

**AVOCADO 7-OILS** — Orjene's — 3 oz. — 3.50  
A fine skin oil made with avocado, sesame, safflower, sunflower, peanut, olive, and wheat germ oils. Pleasantly scented.

**HAND BEAUTY BALM** — Orjene's — 6 oz. — 1.70  
(Dispenser — 25¢ extra)  
Never greasy, never sticky. Protects dry, chapped skin. Leaves hands really smooth. Dispenser not needed, but convenient.

**HEALING OINTMENT** — Barth's — large tube — 1.25  
Non-stinging — for cuts, burns, abrasions, chapping and the like.

**LANOLIN** — Postage extra — 3½ oz. jar — .50  
Pure, sticky, gooey. Wonderful for chapped, rough skins. Slightly smelly and sheepy.

**LEMON MOISTURIZER LOTION** — Orjene's — 4 oz. — 3.50  
Very good skin lotion, with pleasing fresh lemon scent. Makes dry, chapped skin beautifully smooth.

**ON GUARD** — Hedda Maar's — 2 oz. jar — 2.25; 8 oz. jar — 6.00  
One of the most effective hand cremes and general purpose cremes that we have been able to find. It heals chapped skin, prevents chapped skin, prevents most of the little cracks around the fingernails — and does a satisfactory all around job. Rather highly scented.

**SPECIAL CLEANSING CREME** — Orjene's — 2 oz. jar — 1.75; 4 oz. jar — 2.50  
Deep pore cleansing and softening agent. An excellent creme, made with avocado oil.

**VELVETEEN** — Hedda Maar's — 4 oz. bottle — 3.50  
A remarkable oil (containing lecithin) which is practically greaseless and which disappears readily. It helps to improve most dry, flaky skin. A little on the fingertips goes a long way.

**WHEAT GERM OIL OINTMENT** — Barth's — 2 oz. tube — 2.00  
It is said to help relieve minor muscular aches and pains, swelling, cramping, soreness and muscular backache.

**DEODORANT:** There are two general types of deodorants. The more powerful type is the antiperspirant type — this actually stops the perspiration. The milder type, which we list here, tends to deodorize the perspiration.

**CREME DEODORANT** — Randall's — 1 oz. jar — 2.50  
A pleasant, relatively mild-scented creme of which but little is required to do an effective job.

**HAIRBRUSHES:** Please state name and number. Natural Bristle Brushes — seem to act more gently than their synthetic counterparts.

**PROFESSIONAL STYLE** — narrow, 5-row, dark bristle.

#88 White Plastic Back ..... 4.35

**HALF-ROUND STYLE** — 180 degrees of dark bristles — 8 rows of them.

#75 White Plastic Back ..... 4.35

**MEN'S STYLE** — masculine and all that! 9 rows of dark bristles.

#70X Amber Plastic Back ..... 4.35

We have been thoroughly assured that the lipsticks listed below do not contain any coloring matter which is made from coal-tar or its derivatives. In fact the Nutra-Foods Corporation which manufactures the Barth's Lipsticks claims that an independent testing laboratory has proven theirs to be 100% free of coal-tar-dyes and derivatives and that they are the only ones who have come this far to prove their contention.

**LIPSTICKS** — Naturglo - Barth's — 1.75 each  
Colors — PRETTY PINK; TRUE RED; CORAL.

**SHAMPOOS:** These are all detergent-free.

**HERBAL SHAMPOO** — Orjene's — 8 oz. bottle — 1.70  
For hard or soft water — please specify.  
Contains coca butter and herbal extracts. Nicely perfumed.

**LEMON-FLUFF CREME SHAMPOO** — Randall's — 4 oz. jar — 2.00  
A most appealing lemon-scented creme which does excellent work.

**NEUTROGENA SOLID SHAMPOO BAR** — \$1.00 per bar  
A surprising, mild shampoo bar. Leaves the hair lustrous and easy-to-manage. Long lasting, comes in its own soap dish.

**SOAPS:**

Walnut Acres SOAP — 4½ oz. wrapped bar — 1 bar — .35;  
3 bars — .90; 6 bars — 1.74; 12 bars — 3.34; case/48 bars — 12.38  
Olive oil, coconut oil, highest grade beef tallow and lanolin only. Uncolored, a small amount of natural scent (lavender) added. No detergents.

**COCOA BUTTER SOAP** — Barth's — Box of 6 bars — 2.25

**LANO-VEG FACIAL SOAP** — Orjene's — box of 3 cakes — 1.75  
Contains lanolin and edible vegetable oil. This is a very good soap — mild and gentle enough to be safe for babies.

**LECITHIN SOAP** — Barth's — Lemon scented. — Box of 6 bars — 2.00

**NEUTROGENA SOAP** — \$1.00 per bar  
Clear, amber, different. An excellent soap — neutral-acting, non-irritating, free of hardening agents, artificial additives, alcohol, coloring, detergents or fillers. Very soluble in water and must be kept out of wet soap dishes. Soft and mild.

**TOOTHPASTES:**

**SCHIFF'S TRUDENT TOOTHPASTE** — 4½ oz. tube — .69  
A toothpaste containing bone meal, chlorophyl and papain. Minty Flavor.

**BARTH'S DOLOMITE TOOTHPASTE** — 3 oz. tube — 1.00  
Dolomite, plus vitamins A & D — minty flavor.

**TOOTHBRUSHES:**

Walnut Acres NATURAL BRISTLE TOOTHBRUSHES —

Please order by Style Letter.

Style - O — Oval — 1½" head; 3 rows of bristles; 8 tufts per row, quite convex top.

Style - T — Tufted — 1½" head; 3 rows of bristles, 6 tufts per row, tuft at end.

## LAUNDRY HELPS

Not postpaid

All free of Phosphates and N T A

**NEO-KLEEN** — with Kelpro — concentrated liquid cleaner —  
5 gallon — 26.00; case/6 qts. — 9.05; 1 quart — 1.95  
(Shpg. wts. — 49 lbs.; 12 lbs.; 3 lbs.)

For dishes, washing vegetables, everything! Please write for literature. Very small amount needed.

**NEO-KLEEN PLUS** — powdered laundry concentrate —  
20 lb. box — 11.95; 8¼ lb. box — 5.95  
(Shpg. wts. — 20 lb. 5 oz.; 8 lb. 7 oz.)

A good laundry powder. Be sure to run some through a wash cycle with water only before using it with clothing for the first time. It cleans the machine of any detergent residue which otherwise might come out on the materials being washed. Write for literature.

# WALNUT ACRES

Natural Foods · Natural Farming



How many more  
grandsons does  
our earth still hold—  
to help determine her future?

MRS. LEE LEAB 3  
102-25 67th RD.  
FOREST HILLS, N. Y. 11375

**PENNS CREEK, PA. 17862**

New Items — Page 8

ADDRESS CORRECTION REQUESTED

NOTE: We must have your bulk orders here in our store at least 1 week in advance of your coming to pick them up. Remember our custom preparation? We cannot promise to fill store orders without this advance notice.

## INDEX

APPLIANCES .....	Page 2
ASSORTED ITEMS — see NON-CONFORMING ITEMS	
BAKED PRODUCTS .....	Pages 3, 4
BARTH ITEMS .....	Page 14
BEVERAGES .....	Pages 4, 5
BOOKS .....	Page 4
CANDIES .....	Page 5
CEREALS .....	Page 6
CHEESE & MILK PRODUCTS .....	Page 7
EGGS .....	Page 7
FERTILIZING MATERIALS .....	Page 14
FLOURS, GRAINS, SEEDS .....	Pages 1, 2
FRUITS, CANNED .....	Pages 5, 6
FRUITS, DRIED .....	Page 7
HERBS, SPICES, EXTRACTS .....	Page 15
HONEY, SUGAR, SYRUPS .....	Page 15
JAMS, JELLIES, PRESERVES .....	Page 15
JUICES, FRUITS & VEGETABLES ..	Page 4
LAUNDRY HELPS .....	Page 21
MEAT, POULTRY, FISH .....	Page 16
MOLASSES .....	Page 15
NEW ITEMS .....	Page 8
NON-CONFORMING ITEMS .....	Page 16
NOODLES, MACARONI .....	Page 18
NUTS, NUT PRODUCTS .....	Page 16
OILS, PRESSED .....	Page 17
PEANUT BUTTER .....	Page 16
PICKLES, RELISHES .....	Page 17
SALAD DRESSINGS, SPREADS, CONDIMENTS .....	Page 17
SALTS & SEASONINGS .....	Page 18
SCHIFF ITEMS .....	Page 14
SOUPS & BROTHS .....	Page 18
SUPPLEMENTS .....	Page 14
TOILETRIES & COSMETICS .....	Page 21
VEGETABLES, CANNED .....	Pages 5, 6
VEGETABLES, DRIED .....	Page 7
VITAMINS & MINERALS ..	Pages 10, 13, 14
WATER, BOTTLED, DRINKING ..	Page 2

## BULK PRICES

BUCKWHEAT GROATS — 25 lbs. 50 lbs. 100 lbs			
whole, toasted .....	8.06	15.02	29.81
BUCKWHEAT GROATS, whole, raw .....	7.37	13.74	27.29
*CORN GRITS .....	4.88	9.37	17.70
*FOUR-GRAIN CEREAL .....	4.53	8.70	16.33
WHOLE MILLET .....	7.00	13.13	25.92
NUTRITIOUS CEREAL .....	6.63	12.54	24.55
OATS, kinkled .....	6.63	12.54	24.55
OATS, steel cut, fine .....	4.88	9.37	17.70
OATS, steel cut, coarse .....	3.41	6.65	12.49
*RYE CEREAL, cracked .....	4.35	8.11	15.65
*RYE CEREAL, kinkled .....	4.15	8.03	14.96
*SOY GRITS .....	6.12	11.58	22.50
TWELVE-GRAIN CEREAL .....	7.37	13.74	27.29
*WHEAT CEREAL, cracked .....	4.53	8.70	16.33
*WHEAT CEREAL, crushed .....	3.97	7.66	14.28
WHEAT GERM, toasted .....	9.40	17.76	35.25
WHEAT GERM, raw .....	4.88	9.37	17.70

## Cereals

*WHEAT GRAINS, spring ....	3.97	7.66	14.28
2 - 100 pound bags —			26.00
YEAST POWDER, NBC 600 —			
Red Star	23.78	46.86	91.66

## Flours

*BLENDED BREAD FLOUR	4.88	9.37	17.70
*BREAD FLOUR .....	4.53	8.70	16.33
*BREAD FLOUR, unbleached white .....	5.25	10.02	19.07
CAROB FLOUR, toasted .....	15.39	30.55	60.19
CAROB FLOUR, raw .....	13.77	27.33	53.89
*CORN FLOUR, yellow .....	5.25	10.02	19.07
*CORN MEAL, yellow .....	4.53	8.70	16.33
*CORNELL BREAD FLOUR .....	4.53	8.70	16.33
GLUTEN FLOUR .....	10.53	20.15	40.01
*GRAHAM FLOUR .....	4.15	8.03	14.96
*MUFFIN MEAL .....	4.15	8.03	14.96
*RYE MEAL .....	3.97	7.66	14.28
*RYE FLOUR .....	4.15	8.03	14.96
SOYA-CAROB FLOUR .....	9.69	18.44	36.61
*SOYBEAN FLOUR .....	6.33	11.85	23.17
*WHEAT FLOUR, Deaf Smith	4.15	8.03	14.96
*WHEAT FLOUR, whole, all purpose .....	3.61	7.02	13.09
*WHEAT FLOUR, unbleached white all purpose .....	4.53	8.70	16.33

## Grains, Seeds, Supplements, Etc.!

BONE MEAL POWDER .....	21.02	41.43	81.02
COCONUT, all grinds .....	11.60	22.55	44.44
MILK POWDER, skim .....	10.53	20.15	40.01
MILK POWDER, whole .....	19.15	38.62	74.37
OAT GROATS .....	5.60	10.34	20.44
‡PEANUTS, spanish, unblanched	11.60	22.55	44.44
*RICE - natural brown, short grain	7.69	14.33	28.45
*RICE, natural brown, long ..	7.19	13.40	26.61
*RICE, white, organic .....	7.69	14.33	28.45
*RYE GRAINS — .....	3.61	7.02	13.09
ROSE HIPS POWDER .....	19.98	39.68	77.61
SESAME SEEDS, raw .....	11.79	22.89	45.12
SESAME SEEDS, toasted .....	13.69	27.18	53.55
*SOYBEANS, WHOLE, yellow..	5.60	10.34	20.44
‡SUNFLOWER SEEDS .....	18.36	36.45	71.14
SUGAR, turbinado .....	4.85	9.30	16.45
*WHEAT GRAINS, Deaf Smith	3.61	7.02	13.09

## CASE LOT PRICES ON FRUITS

APRICOTS — .....	20 lb. —	25.00
*CALMYRNA FIGS, large .....	30 lb. —	28.81
*CALMYRNA FIGS, med. ....	30 lb. —	27.53
*BLACK FIGS, Medium .....	30 lb. —	17.84
*BLACK FIGS, Small .....	30 lb. —	14.49
PRUNES, Enormous .....	25 lb. —	22.26
RAISINS, Monukka .....	30 lb. —	20.45
RAISINS, Thompson's .....	30 lb. —	15.24
PITTED DATES .....	.41 per pound	
By the case 50 to 70 lbs.		
VIRGINIA PEANUTS, Raw, blanched .....	25 lb. —	14.03



Hedda Maar

February 1972

Dear friend,

To my own regret it was failing health that forced me to give up my business. From the bottom of my heart I wished I could have gone on the more so since the business grew lately every month.

*inability* By phone and letters many of my customers expressed their dismay at their/~~dis~~ability to get Hedda Maar beauty aids,. This made me feel kind of guilty.

Therefore I am happy and I think you will like to hear that Mrs. Barbara Gallaher took over the business. As soon as she will be able to fill orders you will hear from her. Again you will be able to give your face and hands, in short your skin, the benefit of Hedda Maar beauty aids, proven as excellent.

I hope you will give Mrs. Gallaher the same support you gave me. She is a lovely and conscientious lady and I know she will do her utmost to please you. I thank you in advance.

I wish all my customers good health and the veeey best.

Sincerely ,

HM/L

Hedda Maar

Agreement

Between

Mrs. H. Leab 6 West 77 th Street , New York, N.Y. -10024  
( Seller )

Mrs. Barbara F. Gallaher 125 Finchley Court N.W. Atlanta- Ga. 30328  
( Purchaser )

In exchange for a payment on this date, February 23 1972 ,  
in the sum of \$ 6000.--( six thousand)both Seller & Purchaser  
agree to the following, the Seller agreeing to sell and the  
Purchaser to purchase

- All rights to the use of the name Hedda Maar on cosmetic products;
- all formulas, production methods, etc., connected with the production of "On Guard", "Velveteen", "Cleanse With Care";
- all information as to the sources of supply of all ingredients, containers, closures, labels, etc.;
- all information as to names & addresses of all purchasers of said products, with their addresses;
- all information ( with names & addresses ( as to manufacturers or compounders, etc. who now aid in making these products;
- all information as to the value to the users of these products.

\* It is understood that -

A Purchaser obtain hereby from Seller the sole use of the name Hedda Maar for use with cosmetic products which may be manufactured by or for Purchaser, under the sole condition that Purchaser agrees never to use the name Hedda Maar on products other than cosmetics.

B The formulas given by the Seller to the Purchaser on February 1972 represent the formulas of "Velveteen", "ON GUARD ", " Cleanse With Care" developed by the Seller for marketing purposes.

to have

C Purchaser will have the name "Hedda Maar" copyrighted for cosmetics. Hedda Maar Cosmetics was started Jan. 1- 1940 .

D There are no creditors whatsoever who have a prior claim against any of the assets of the Seller, which claim could in any way be assessed against the Purchaser because of this agreement.

In common agreement we hereby sign this agreement  
on February 23 1972, at the residence of Mrs. H. Leab.

Mrs. H. Leab  
( Mrs. H. Leab ) ( Seller )

Barbara F. Gallaher  
( Mrs. Barbara Gallaher ) ( Purchaser )

Leo Leab  
( Mr. L. Leab ) ( Witness )

Mrs. H. Leab  
6 West 77th Street  
Apartment 5C  
New York, N. Y. 10024

Jan. 10-1972

Mrs. Barbara Gallaher  
125 Finchley Court N.W.  
Atlanta - Ga.- 30328

Dear Miss Barbara,

Finally I am in a position to write to you;  
I am sorry for the delay.

I want to thank you for your kind interest!  
Other customers- all women- approached me also;  
they feel as you that letting something so good die is wrong.

I write to you first.

I offer you 2 propositions:

- A- 1- The 3 formulas of On Guard  
Velveteene  
Cleanse With Care  
without the use of their names and the name  
of Hedda Maar  
A- 2- in addition information about manufacturing  
of these products ,  
for \$ 3000.--
- B- 1- The Business Name - Hedda Maar- ( to be used  
exclusively for cosmetics and nothing else)
- B- 2- the 3 formulas of On Guard  
Velveteen  
Cleanse With Care
- B-3- in addition i formula of Night Cream  
a cleansing cream  
an after shaving lotion

For many years I sold the night cream and the  
cleansing cream. When my business grew I  
discontinued these two. Due to my having been sick  
for years I was forced to be very careful and not  
to overdo.  
I never made the after shaving lotion in U.S.A.

over

- B - 4- Information about manufacturing of all the products
- B - 5- Information as to the sources of supply of all ingredients, containers, labels etc.
- B - 6 - Information as to the names & addresses of purchasers of Hedda Maar products.

For \$ 8000.--

Both offers would require full payment in cash.

I wish you and yours a 1972 good in every regard  
and I am

Sincerely ,

1/HL

H. Leab

Jan. 10-1972

Mrs. Barbara Gallaher  
125 Finchley Court N.W.  
Atlanta - Ga. - 30328

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1/HL

H. Leab

Jan. 17-1972

Mrs. Barbara Gallaher  
125 Finchley Court N.W.  
Atlanta, Ga. - 30328

Dear Miss Barbara,

Many thanks for your call! It is always nice to talk to you.

I was thinking it over and I don't think you will need more than \$ 500.-- to buy equipment, ingredients, jars & bottles for the start. May be you would have to add a little bit, considering that you have to have labels printed. I now regret so much that I threw everything away. I had at least 6 till 700 " On Guards" left and also 400 " Cleanse With Care ".

Re " Cleanse With Care " I would suggest to have the first order done in New York till you get to know there reliable -Private Brands- firms. The firm I dealt here with is besides being very reliable also not expensive at all. The essential oils you would have to order from New York since I consider it of utmost importance not to change the scent. These oils require only very small bottles.

I enclose a page of the 1971 New England States N.F.A. Convention booklet to give you an idea about the ads I put in. As I told you: I had regularly each year an ad in the New England States, New York State and New Jersey State Convention booklets.

Sometimes if the ad of a store was to my liking I offered my preparations by letter to this store. Mostly if I didn't hear in 2 weeks time I called. One lady in Con. Promised me in Febr. she will order. 4 weeks passed and not hearing from her I wrote again; no answer! 4 weeks later I wrote again; Again no answer. I gave up. Suddenly some months later I received an order.

I got today a call from a lady in Pa., she wanted to come to New York to talk things over with me. I believe I mentioned her to you. Her husband was an engineer and lost hi job and she wants " Hedda Maar for him. I told her that you approached me first and I want to wait for your answer.

page # 2

Jan. 17-1972

Now to your offer:

Since you think like I do I would like, you to be able to buy " Hedda Maar "

I would sell you ( see letter Ja. 10-72 )

B 1

B 2

B 4

B 5

B 6

for \$ 6000.--

payment in cash.

This is my last offer.

I want to repeat the information I gave you by phone.

The cosmetics are as natural as cosmetics so far can be made natural.

The names " Velveteen "

" Cleanse With Care "

" On Guard "

are not copyrighted.

I am using the name

Velveteen since Oct. 21- 1952

On Guard " Oct. 22-1957

Cleanse With Care Oct. 31- 1963

On Guard my first cream in U.S.A. was called till 1957 " Cream for the day "

" Cleanse With Care" was a new item in 1963.

I expect your answer very soon.

Kindest regards

Sincerely ,

Encl. HL/L

H. Leab

PS. Enclosed my latest leaflet. I had other pamphlets, I hope you saw them at the store. I have none left.



Jan. 17-1972

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125 Finchley Court N.W.  
Atlanta, Ga. - 30328

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Encl. HL/L

H. Leab

PS. Enclosed my latest leaflet. I had other pamphlets, I hope you saw them at the store. I have none left.

Mrs. Tom B. Gallaher, Jr.

Jan. 23, 1972

Dear Mrs. Seal,

Thank you so much for all the information. I have enjoyed talking to you and am happy to inform you that the propositions set forth in your letter of Jan. 17, 1972, will be acceptable to me.

I'm very eager to meet you in person and look forward to seeing you in New York very soon.

I will of course

notify you as to when  
I can come and if it  
is not convenient for  
you, will adjust my  
plans accordingly.

I hope this finds  
you feeling better and  
rested from the diffi-  
cult job of moving.

Sincerely,

Barbara Fuller

Jan. 30-1972

Mrs. Tom B Gallaher Jr.  
125 Finchley Court N.W.  
Atlanta - Georgia 30328

Dear Mrs. Gallaher ,

Your letter of Jan.23 arrived yesterday. I thank you for giving me in writing your acceptance of my offer Jan. 17-1972 and also of signing a sales contract by both of us and at this time giving me a Bank-Check for \$ 6000.---

Already today I wish you from the bottom of my heart very possible success.

Monday or tuesday I will contact a lawyer and as soon as I will have the contract I will send it to you have it looked over by you.

I was thinking it over and would suggest that you make " Velveteen "right from the start yourself. It is very easy to be made and would cost you less.

I also want you to know that I never bought cardboard boxes for the jars and bottles to be mailed. I got the boxes and nests the way I needed them from the boxes the jars and bottles were delivered in. I held the boxes together by gummed tape which I bought in a large roll in a stationery store. Cardboard boxes are rather expensive and to save money I didn't mind the extra work. I sent all my packages insured to be protected. If the postman throws a huge package just so- and I saw it - on a package it can happen that the best packed bottles and jars break.

Enclosed I am sending you a leaflet. I had an ad in regularly. The price of the ad was always \$ 4.--. The market stores became my customers due to the advertisement. Try to get always the item you have an ad in. After all, I feel, one has to see what one pays for, also it is important to check the ad's correctness.

Jan. 30 - 1972

Conditions in the natural items have in a way changed lately. I would not say any more in ads: without synthetics, hormone or coal tar. I would say now: these cosmetics don't contain anything known in any way harmful to the skin. This is true and proof is that I never had one complaint in 25 years; just the contrary happened: all my private customers ordered by recommendation and at least 50%, may be, more of the stores ordered because their customers asked for Hedda Maer beauty aids.

Should you approach stores having their ads in the leaflets or booklets never forget to mention your regular ads to the owners.

I think you should try very hard to start in your basement and if necessary to get the permit for it. After all a factory can be in clean basement as well as in the second floor. It would be much cheaper for you than to pay rent somewhere else.

In the huge factory I worked for in Berlin the very large "Alcohol Room" with huge tanks and all kinds of large containers was located in the building's cellar. The liquid was pumped up and filtered by an electric pump to tanks in the 2nd floor. (The factory had 4 floors) That time in Germany cheaper alcohol could be used only under supervision of the government. So there was always an official around to watch in the cellar putting together the ingredients.

I am looking forward to meeting you; I am sure it will be pleasure to me.

Many greetings,

Sincerely ,

H. Leab

encl. L/HL

Jan. 30-1972

Mrs. Tom B Gallaher Jr.  
125 Finchley Court N.W.  
Atlanta - Georgia 30328

Dear Mrs. Gallaher ,

Your letter of Jan.23 arrived yesterday. I thank you for giving me in writing your acceptance of my offer Jan. 17-1972 and also of signing a sales contract by both of us and at this time giving me a Bank-Check for \$ 6000.--

Already today I wish you from the bottom of my heart very possible success.

Monday or tuesday I will contact a lawyer and as soon as I will have the contract I will send it to you have it looked over by you.

I was thinking it over and would suggest that you make " Velveteen "right from the start yourself. It is very easy to be made and would cost you less.

I also want you to know that I never bought cardboard boxes for the jars and bottles to be mailed. I cut the boxes and nests the way I needed them. from the boxes the jars and bottles were delivered in. I held the boxes together by gummed tape which I bought in a large roll in a stationary store. Cardboard boxes are rather expensive and to save money I didn't mind the extra work. I sent all my packages insured to be protected. If the postman throws a huge package just so- and I saw it - on a package it can happen that the best packed bottles and jars break.

Enclosed I am sending you a leaflet. I had an ad in regularly. The price of the ad was always \$ 4.--. The marked stores became my customers due to the advertisement. Try to get always the item you have an ad in. After all, I feel, one has to see what one pays for, also it is important to check the ad's correctness.

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I am looking forward to meeting you; I am sure it will be pleasure to me.  
Many greetings,

Sincerely ,

H. Leab

Encl. L/HL



Dear Mrs. Gallaher,

1 I. 72

With reference to my letter of Jan 30-1972 please find enclosed the sales agreement which we both will sign at the same time while you'll be in my house. Don't forget to bring it along.

I wish it to you to enable you to let your lawyer see it.

I don't think you'll have your label printed with "Distributed by" "Hedda Weisz Inc" or whatever you'll call it will be your firm & according to N.Y. Law you just ~~can~~ say only at the bottom on the back label "Hedda Weisz & whatever you'll call it." In N.Y. it was required to have the address printed on also.

Not only would they have to be copyrighted, they would have to be copyrighted for ~~inventions~~

Hedda Haar Cosmetics	1940
Velveteen	1952
On Guard	1957
Cleauwen Care	1963

helen rubinstein

52, RUE DU FAUBOURG ST HONORÉ paris

hoping to get your answer very soon.  
D'auu miki kindest regards

Sincerely,

By the way: I asked the lawyer. He gave me the same information another lawyer gave me in 1955. If a name is used uncopyrighted for 5 years & there is no copyright prior to the date (in this case 2) started it you have the right to continue to use it. I told you that already over the phone.

MRS H. LEAB

Febr. 14 - 1972

Dear Mrs. Gallaher,

Thanks for the call! I am looking forward to seeing you.

I wished you could start in the beginning of March so that the business will be really going for the months May & June. In general these are good months. July & August are always very quiet. They give time to prepare for the Christmas business. October, November & December are the main months. January can be very good for 2 reasons: 1) the weather requires special hand care. 2) stores have to refill their shelves hopefully emptied by the Christmas business.

Many people don't think of giving beauty aids for Christmas; therefore they have to be reminded. Not a few of my customers came to know about Wedda Maas beauty aids by having received them as Christmas gifts. I write that I expect to get a bank check from you. Since a personal check might also be called a bank check I consider it best to make it clear. Kindly bring a check made out to me by a bank.

Hoping to hear that you will be definitely in my house febr 23 I ask you to call me after your arrival in N.Y. My telephone no is 595-4929

I wish you a good time with your children and a pleasant flight to New York.

Sincerely,

(Mrs) H. LEAB

Agreement Between

Mrs. H. Leab 6 West 77 th street , New York, N.Y. -10024  
( Seller )

Mrs. Barbara Gallaher 125 Finchley Court N.W. Atlanta- Ga. 30328  
( Purchaser )

In exchange for a payment on this date, February 1972 ,  
in the sum of \$ 6000.--( six thousand)both Seller & Purchaser  
agree to the following, the Seller agreeing to sell and the  
Purchaser to purchase

- all rights to the use of the name Hedda Maar on cosmetic  
products;
- all formulas, production methods, etc., connected with the  
production of "On Guard", "Velveteen", "Cleanse With Care";
- all information as to the sources of supply of all  
ingredients, containers, closures, labels, etc.;
- all information as to names & addresses of all purchasers  
of said products, with their addresses;
- all information ( with names & addresses ) as to manufacturers  
or compounders, etc. who now and in making these products;
- all information as to the value to the users of these  
products.

\* It is understood that -

A Purchaser obtain hereby from Seller the sole use of the name  
Hedda Maar for use with cosmetic products which may be manufactured  
by or for Purchaser, under the sole condition that Purchaser  
agrees never to use the name Hedda Maar on products other than  
cosmetics.

B The formulas given by the Seller to the Purchaser on  
February 1972 represent the formulas of "Velveteen", "ON GUARD",  
" Cleanse With Care" developed by the Seller for marketing  
purposes.

to have

C Purchaser will have the name "Hedda Maar" copyrighted  
for cosmetics. Hedda Maar Cosmetics was started Jan. 1- 1940 .

D There are no creditors whatsoever who have a prior claim  
against any of the assets of the Seller, which claim could in  
any way be assessed against the Purchaser because of this  
agreement.

In common agreement we hereby sign this agreement  
on February 1972, at the residence of Mrs. H. Leab.

\_\_\_\_\_  
( Mrs. H. Leab ) ( Seller )

\_\_\_\_\_  
( Mrs. Barbara Gallaher ) ( Purchaser )

\_\_\_\_\_  
( Mr. L. Leab ) ( Witness )

Agreement Between

Mrs. H. Leab 6 West 77th Street, New York, N.Y. -10024  
( Seller )

Mrs. Barbara Gallaher 125 Finchley Court N.W. Atlanta- Ga. 30128  
( Purchaser )

In exchange for a payment on this date, February 23<sup>rd</sup> 1972, in the sum of \$ 6000.-- ( six thousand) both Seller & Purchaser agree to the following, the Seller agreeing to sell and the Purchaser to purchase

- All rights to the use of the name Hedda Maar or cosmetic products;
- all formulas, production methods, etc., connected with the production of "In Guard", "Velveteen", "Clear Skin Care";
- all information as to the sources of supply of all ingredients, containers, closures, labels, etc.;
- all information as to names & addresses of all purchasers of said products, with their addresses;
- all information with names & addresses as to manufacturers or companies, etc. who now aid in making these products;
- all information as to the value to the users of these products.

A It is understood that -

A Purchaser obtain hereby from Seller the sole use of the name Hedda Maar for use with cosmetic products which may be manufactured by or for Purchaser, under the sole condition that Purchaser agrees never to use the name Hedda Maar on products other than cosmetics.

B The formulas given by the Seller to the Purchaser on February 1972 represent the formulas of "Velveteen", "In Guard", "Clear Skin Care" developed by the Seller for marketing purposes.

to have

C Purchaser will have the name "Hedda Maar" copyrighted for cosmetics. Hedda Maar Cosmetics was started Jan. 1- 1940 .

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\_\_\_\_\_  
( Mrs. H. Leab ) ( Seller )

\_\_\_\_\_  
( Mrs. Barbara Gallaher ) ( Purchaser )

\_\_\_\_\_  
( Mr. L. Leab ) ( Witness )

Formula for Night Cream

1)

Lanolin	1.350	kg.	
Protegin	0.067	kg.	
<i>mineral</i> Oil light	0.615	kg.	3.007 kg.
PETROLATUM	0.975		

---

2)

Aqua Dest. <del>xxxxxx</del>	1.665	kg.	
Glycerine	0.120	kg.	
Cetylalcohol	0.048	kg.	1.833 kg.
Bouquet-Perfume			
<i>3)</i> <del>Oil</del> Oil- K-107-1	0.010	kg.	0.010 kg.
			3.007 kg.
			1.833 kg.
			0.010 kg.
			<u>4.850 kg.</u>

Melt in an enamel pot all the ingredients of 1 on a medium flame of 70 to 75 degrees. At the same time warm 2 to about 55 degrees until it is clear.

Pour 2 into 1 and stir very, very quick ( ( mostly this type of a cream is done with a centrifuge, a machine turning very quickly ).

This mixture has to be hand-stirred with medium speed 4 till 4 1/2 hours.

When it starts to settle at the sides of the pot or bowl put the essent. oil *(3)* in.

After 4 1/2 hours stirring stop and let it settle over night. The cream, if it is all right will be the next day like a rather thick liquid cream.

Should it have ( it happened once to me ) water on top the next day it has to be stirred at least for 1 till 1 1/2 hours.

The cream is excellent for dry & mature skin. It should be put on in kind of light, upward strokes, primarily around the eyes and mouth.

It should be patted in with the fingertips and then blotted off very lightly with a tissue. Women can also leave it on while in the bathtub; the steam makes the skin kind of soak ~~x~~ it up. Out of the bathtub the mirror can give proof of the effect.

Do not sell the cream cheaper than \$4.--dollar for 2 oz. The larger houses ~~take~~ charge \$ 6.-- and more. It should be filled by a spatula. I closed the jar with tinfoil which can be pasted on the jar ~~x~~ ( absolutely no fatty otherwise the tinfoil does't stick ) and holds very well.

*x milk mucilage*

*Last 1 year closed tight.*

\*\*\*  
-----  
After Shaving Lotion Formula  
-----

I never made this in U.S.A

<u>Essent. Oil</u>	0.882	oz.	
Ethyl Para Hydroxy Benzoate	0.353	"	} These 2 are disinfectants
Benzyl Para Hydroxy Benzoate	0.352	"	
Alcohol	165.769	"	
Aqua Destillata	165.769	"	
Glycerine	17.635	"	
Borax	<u>19.398</u>	"	
	370.158	oz. or 23 lbs.	<u>2.158</u> oz.

This is the Original Formula.

The formula can be figured out according to the number of bottles to be filled.

I would suggest that you use some of the aqua destillata and some of the Glycerine and mix these with the 2 chemicals so that Tops has to add the rest and does not get the complete formula.

The ess. oil has to be sent in an extra little glass bottle.

I can't give you the name for the essential oil. The firm had a perfumer for that.

I intend to give you a bottle of the after shaving lotion, I consider the fragrance excellent.

I suggest to contact Givaudan with a sample <sup>of</sup> TAR > and they will be able to furnish you with a similar essential oil.

I did that with all my beauty aids.

*some bottles as Velvetin*

*sell*  
4 kg - 2.50  
8 kg - 3.75

\*-----  
Formula for Cleansing Cream  
-----\*

Mineral Oil Light	5.500 kg.
Beeswax	1.100
<i>5 kg.</i> <i>1 kg.</i> Ozokerite White	0.250
Parffin	0.200
Petrolatum White	0.350
Aqua Dest.	2.170
Borax	0.070
Methyl Para Hydroxy	$\frac{1}{4}$ gramm
Ess. Oil Bouquet Perfume	
Oil K-107-1	20 gramm
	-----
	9.640 kg. + 20 $\frac{1}{4}$ gramm
	=====

DO NOT  
OVERHEAT!

Put Mineral Oil Light, Beeswax, Ozokerite White, Paraffin & Petrolatum White in one pot and melt to c. 70-75 Degrees on a medium flame. Should the Borax have some lumps rub it through a very fine sieve and then put it into the water, also the Methyl Para Hydroxy, and warm it up to c. 40 degrees. The water should look clear. Some Borax requires warmer water. If you have to warm it higher than 40 degrees let it cool before pouring it into the melted fats. Stir slowly! The best way for that is as you write an eight. When the cream seems all even like a liquid cream and it is not warmer than 35 degrees put the ess. oil in and stir again. You can fill this liquid cream immediately. If you want to wait for the next day you have to warm the cream again to c. 35 degrees so that it will be liquid, but do not let it just melt. It has to be stirred. Never overheat the ingredients to prevent boiling over and second to prevent to throw all away.

With a ladle fill <sup>the into a small</sup> an enamel pot with a tip and pour as <sup>even as</sup> possible into the jars. If filled at the correct temperature the cream should have <sup>a</sup> beautiful shine. If for one or other reason you pour it too quickly you will see bubbles coming up. Take a knife with a tip as soon as you see a bubble and open it up. If you do it immediately the top will even out and will look good. Should while you fill, the cream cool too much, that is, it is too thick for filling, warm it lightly. It is best to leave the jars settle over night and have them closed the next day. Cover them lightly with white paper to prevent dust from getting in.

I would suggest to make 4 & 3 oz. jars; these are the best sizes for cleansing cream. This is a liquifying cream, that is, it melts as soon as it is put on the skin. It cleanses well. I would not recommend it for oily skin; it is good for normal and dry skin.

Fill from faucet!



...the following ...

...the following ...

...the following ...

...the following ...

...the following ...

...the following ...

...the following ...

...the following ...

...the following ...

...the following ...

...the following ...

...the following ...

...the following ...

...the following ...

General Questions

...the following ...

...the following ...

...the following ...

...the following ...

...the following ...

...the following ...

...the following ...

...the following ...

...the following ...

General Questions

...the following ...

-----  
The first labels were printed:  
-----

Velveteen

October 21 1952  
paid \$ 16.-- for 1000 labels  
to John Horn  
Printing  
835 - 839 10 th Ave  
New York , N.Y.

Since many years this printing firm does not exist anymore.

-----

On Guard

1- Frontlabels  
October 22 1957  
John Horn charged \$ 16.-- for 1000 front labels

2- back labels  
~~October 22 1957~~ MARCH 9 - 1959  
John Horn charged \$ 12.50 for 1000 back labels

-----

Cleanse With Care

October 31 1963  
paid \$ 30.-- for 1800 labels  
to Teicher Printing Co  
158 West 27 th Street  
New York , N.Y. 10001

There are still in existence.

-----

Advertisements

I advertised in:

- 1) N.Y. State Natl. Food Assoc. Newsletter  
Supposed to appear 4 times the year -  
Everytime it was published-

Editor : Mrs. E.B. Orsini  
35 South Broadway  
Irvington - N.Y. 10533  
Ad ca. \$ 8.-- each

- 2) N.J. Natl. Food Assoc. Newsletter  
Supposed to be published 4 times the year  
Everytime it was published  
( once they forgot to print it)

Editor: Mrs. Helen Palinkas  
25 Old Road  
Sewaren N.J. 07077

Ad ca. \$ 5.-- each

- 3) Bucks County Organic Gardening Club " Leaflet "  
Printed each month

in charge : Miss Frekert  
P.O.Box 212  
Sellersville - Pa. 18960

Ad ca. \$ 4.-- each

- 4) New England N.F.A. Convention Brochure  
5) New Jersey N.F.A. " " " "  
6) New York N.F.A. " " " "

The people in charge of 4-5-6-  
change from year to year

---

I paid for	Brochure	N.J.	\$ 9.--	for an ad
	" "	N.Y.	\$ 12.--	" " 2
	" "	New Engl.	12.--	" " "

Total \$ 33.--

---

I always asked for 7 -8 Newsletters as well brochures  
which have my ads and most of the time I got them.  
I mail these to my store customers . I try to arrange it so  
That during the year each gets one or two brochures or  
newsletters.  
I was told that they like to get them.

---

Suppliers

I ordered everything as Mrs. H. Leab

- 1) UOP Fragrance U.S.  
43-23 37 th Ave Long Island City New York , N.Y. 11101  
Ess. oil for On Guard  
Name: Muguet D'automne for cream  
They gave me credit
- 2) Givaudan Corporation  
321 West 44 th Street  
New York , N.Y.  
a- Ess. Oil for Cleanse With Care  
name- Cologne Parume Oil GI - 9054  
b- Ess. Oil for Velveteen  
name: Bouquet Perfume Oil K- 107- 1  
I had to send in check with order
- 3) Ruger Chemical Co. Inc.  
83 Cordier St.- Irvington N.J.  
Mailing address: P.O.Box 806, Hillside , N.J. 07205  
Ingredients: for On Guard- Velveteen- Cleanse With Care  
They gave me credit
- 4) George Di Giulio & Sons Inc.  
13 East 17 th St.  
New York , N.Y.10003  
White caps for bottles.They will also sell caps for jars. They may  
have the plastic disks for On Guard 2 oz.  
I had to pay in advance.
- 5) J Rabinowitz & Sons Inc.  
1300 Metropolitan Ave Brooklyn ,N.Y. , 11237 ( Mr. Margolis )  
Jars for On Guard , bottles forr Velveteen ,Cleanse With Care  
I had to pay in advance
- 6) Tops Products Mr. Amtman, owner  
203 East 12 th Street  
New York , N.Y. 10003  
They make private brands  
They have an Alcohol permit and als from the Alcohol board the permission  
to manufacture and also to use the Cleanse With Care label  
They gave me credit
- 7) Teicher Printing Co Mrs. Epstein , owner  
158 West 27 th Street  
New York , N.Y. 10001  
They did the On Guard- Velveteen- Cleanse With Care labels and  
also the leaflet and the sticker  
They gave me credit.

*Cleanse With Care*

Description	price	amt.	year
Anhydrous Lanolin Cosmetic Grade USP	\$ 1.--	per lb.	1969
Protgin X ( Protegin )	1.50	lb.	1968
Glycerine USP	1.15	lb.	1969
Stearic Acid Triple Pressed	.75	lb.	1964
Spermaceti USP	.90	lb.	1964
Cholesterin USP	1.--	oz.	1970
Sorbitol 70 % Sol. USP	1.--	lb.	1970
Ethylene Glycol	.75	lb.	1963
Triethanolamine USP	.90	lb.	1963
Borax USP	1.--	lb.	1970
Titanium Diox ( order 8 oz. )	?	?	
Mineral Oil Light N.F.	2.--	gal.	1970
Lecithin Soja Oil	1.20	8 oz.	1970
Peach Kernel Oil N.F.	1.85	lb.	1970

All these ingredients can be ordered from  
Ruger Chemical Co.

who delivers always fresh merchandise. Prices vary depending on quantity.

On Guard lasts , tightly closed , ca. 1 to 1½ years ,

Velveteen , also tightly closed , lasts about a year ,

Cleanse With Care can't spoil , if not closed tightly , might evaporate or also the scent or smell could change a little.

To save money I ordered sometimes items not getting spoiled by time in larger quantities.

Peach Kernel Oil as such does not last longer than 9 months.

number of jars, bottles etc.

For On Guard :  
2 oz. opal jars 58/400 \$ 628 per gross \$ 10.--1965  
8 oz. " " 83/400 CLP 48 " " 25.--1967

Prices are without service & handling charges

Plastic caps for 8 oz. jars are not practical; they break easily; Metal caps are better. I would suggest white plastic caps for 2 oz. jars.

Rabinowitz the jar supplier carries caps also.

I am sure Giulio & Sons Inc. will carry the plastic covers for the 2 oz. jars .

We cut out the tinfoil for 8 oz. jars by hand.

The labels have to be ordered gummed.

Page # 2

numbers of bottles

For Velveteen & Cleanse With Care

4 oz. bottle      4 oz. FLT I S Oblong    20 / 410 A    4906  
per gross      \$ 8775      1970

but with handling & service charges a bottle costs ca. 10¢  
at Rabinowitz

White caps for 4 oz. bottles    20 M/M    P/V # 1383 # 410  
White Urea caps per gross    \$ 3.---

from Giulio & Sons Inc.

The labels have to be ordered gummed.

The minimum order for stores was \$ 15.-- ( to me )

Since ca. 1½ years I mailed to private customers orders free of postage charge only for more than \$ 5.--

I wrote or told my store customers I would have only one firm in each city selling " Hedda Maar "

I refused orders from New York stores. Eventually I had to see them and this I could not do.

The South has lots of small cities. May be you find someone who is selling aprons, dresses, cosmetics etc. directly to private customers there.

I had , before Fuller Brush carried cosmetics a Fuller Brush man. He was very successful.

I guss you heard about Avon.

A Masseuse who worked in the Plaza Hotel, one of the finest hotels in New York, sold Hedda Maar beauty aids to her clients for ca. 24 years that is until she died suddenly. She was an excellent saleslady. She got 40 % .

April is often a sluggish month, I therefore made \$ pot each year but every 2 years about ) for this month a special offer :

1 Gleanse With Care free with an order of

6 Gleanse With Care,

The reason: I wanted to interest the store owners to offer Gleanse with Care to make it more known to people.

I do not think Tops will need a new permit for Gleanse With Care. He has it for Hedda Maar and this is the same.

In case you will have a new label , he ha to have it OK.ed .

When your letters of information about expecting orders will be mailed I would suggest to enclose envelopes for return answer. Since not all will answer it would be a waste to have them made post-free with stamps. The post office offers envelopes printed with your address. As much I know only used ones have to be paid. I would suggest to inquire.

Store customers	telephone no.	discount	postage paid by
1) Bucks County Natural Food Center Mr. & Mrs. Boxer 107 First Ave. Richland Town-Pa. 18955	215-536-3819	40 %	<i>July</i> 1968 customer
2) Deer Valley Farm Mr. Joseph or Mr. Ted Carsten R.D. # 1 Guilford - N.Y. 13780	607-764-2720	35 %	1963 Hedda Maar
3) Donn's Health Foods Mr. Don Crafts 14 Oak Street Lisbon Falls-Maine 04252	207-353-2806	40 %	1964 customer
4) Dorothy's Natural Food Shop Mrs. Dorothy Hull 14 Mechanic Ave Endicott- N.Y. 13760	607-785-9597	40 %	1968 customer
5) Eco Center Manager: Mr. Richard True 116 West Putnam Ave Greenwich-Conn. 06830	203-661-1300	40 %	<i>April</i> 1971 customer
6) Elmbrook Farm Mr. Charles M. Perol Torrington Road -Winsted Conn.-06098	203-379-2997	40 %	1970 customer
7) Four Seasons Health Foods Mrs. Margaret Anderson 91 South Street Danbury-Conn. 06810	203-743-7803	40 %	<i>Aug</i> 1971 customer
8) Gibson, Mrs. Mary Tweed Meadow - Stockbridge- Vt. 05772	802-746-5541	40 %	1970 customer
9) Grimms Health Foods Mrs. Hatfield 1482 So. 7 th St- Louisville-KY. 40205	502-634-1777	40 %	1970 customer
10) The Green Door-Inc.-Health Fare Mrs. Geraldine C. Snow 2845 Culver Road, Mountain Brook, Birmingham, Ala. 35223	205-879-3178	40 %	<i>April</i> 1971 customer
11) Health Food Shoppe Mrs. Betty Sivoletta 229 Bellevue Ave- N. Montclair- N.J. 07042	201-783-7590	40 %	<i>April</i> 1971 customer
12) HEALTHFUL Healthful Diet Shoppe Mrs. Mangold 74 Allen St. Buffalo- N.Y. 14202	716-TT3-8815	40 %	1970 customer
13) The Health Shoppe Mrs. Marjorie Sullivan 1154 Riverside Ave Somerset-Mass. 02726	617-673-1481	40 % <del>30 %</del>	1967 customer
14) Health Unlimited Inc. store No. # 2 Owner: Mr. Krauss-in charge of store Miss Barbara Gallagher 6130 Howell Rd. N.E. Atlanta-Ga. 30328	404-252-7070	40 %	1970 customer



Store customers	telephone no.	discount	postage paid by
15) Healthway Food Shop Mrs. Marie Letts 235 Elm St. Somerville Mass. 01704	617-625-1181	40% <i>since 1970</i>	customer
16) Helen's Beauty Salon Mrs. Helen Nasiatka 27 Green Laneville Ave Mystic-Conn. 06355	203-536-9449	40% <i>1967</i>	customer
17) Kay's Shop Miss Kay 315 High St. Pottstown-Pa.-19464	215-323-1180	40% <i>1967</i>	customer
18) Miller, Mrs. Eugene V 912 Barnette - Fairbanks-Alaska		35% <i>1968</i>	customer
19) Natural Food Center Mrs. W C Davis Jr. Stone Plaza- 115 Rutherford Road Greenville- S.C. 29609		40% <i>July 1971</i>	customer
20) Natural Foods Mrs. Warren Mc. Michael 752 North Main St. Laconia-N.H. 03246	603-524-3902	40% <i>1970</i>	customer
21) North Penn Health Food Center Mr. Walter Wade 711 West Main St. Lansdale-Pa. 19446	215-855-1044	40% <i>1964</i>	customer
22) Red Bank Health Foods Mrs. Francis Mischler ( <i>MISCHLER</i> ) 25 Monmouth St. Red Bank-N.J. 07701	201-842-5666	40% <i>1970</i>	customer
23) Penelope Turton Stearns Farm- 850 Edmonds Road Framingham- Mass. 01704	617-877-0481	35% <i>1964</i>	Hedda Maar
24) Last not least Walnut Acres Inc. Penns Creek - Pa.		<i>35% + 5%</i>	<i>50% by customer 1961</i>

Deer Valley Farm & Penelope Turton were together with Walnut Acres my first 3 store customers.

(18)  
Mrs. Miller sells from house to house. *LAWYER'S*  
She is a lawyer's wife.

-----  
A list of my most important private customers  
to whom you might like to send informative material  
-----

page # 1

Miss Molly Adams 101 St. Marks Place  
# 14 New York , N.Y. 10009

Ashkenaze , Mrs. 75-05 113 th Street  
New York , Forest Hills , N.Y. 11375

Abeles , Mrs. 99-41 64 th Ave  
Forest Hills , N.Y. 11374

Mrs. Eva Baer 111-39 76 th Road # C 6  
Forest Hills , N.Y. 10040

Mrs. Bernhard Belisle Box 49  
Groveton , New Hampshire

Mrs. H. Baer 730 Fort Washington Ave  
New York , N.Y. 10040

Patricia Brown , Miss 120 Prospect Street  
West Acton , Mass.

E.J. Bodue , Mrs. 85 Summer Street  
Shrewsbury , Mass. 01545

Vera Craener 35 West 92 nd. Street  
New York, N.Y. 10025

Miss Doris H Cassidy 67 Marston Street  
Medford , Mass. 02155

Mrs. Clark 2209 Taze Ave  
Ann Arbor , Mich. 48104

Mr. Garth Cate Box 1082  
Tryon , N.C. 28782

Mrs. B Bessler 88-09 35 th Ave  
Jackson Heights , L.I. N.Y.

Evelyn G Davies ~~xxxxxxx@xxxxxx~~  
27 Ann Vinal Road  
North Scituate Mass , 02060

Mrs. Harold F Dean The Sequoias Geary Blvd.  
San Francisco , Calif., 94109

Mrs. Leon M Ennis Jr. P.O.Box 1346  
Chapel Hill , N.C. 27514

Frances R Evans 205 Nelson Ave  
Peekskill , N.Y.

A List of most important Private customers

Page #2

Mrs. Vic Fioraventi 93 Oak Drive  
Upper Saddle River , N.J. 07458

Mrs. Walter Frank 1263 Pennsylvania Ave  
San Diego , Calif. 92103

Mrs. George Flowers 1549 East 96 th Street  
Brooklyn , N.Y. 11236

Mrs. Anna Feldman 814 Main Street  
Peekskill , N.Y.

Mary Fletcher 85 New York Ave  
Congers , N.Y. 10920

Mrs. Albert Franklin Jr. 7 Oak Way  
Scarsdale , N.Y. 10583

Mrs. Brian Gottlieb R.D.# 2  
E. Stroudsburg Pa. 18301

Miss Muriel Bart 8 North Water Street  
Nantucket , Mass. 02554

CM Gardner Mrs. 1510 Rockland Ave  
Rocky River , Ohio

C W Gardner Mrs. 28401 Lgrain Road  
North Olmstedt , Ohio

S D Hewat Mrs. 19 West End Ave  
Stamford , N.Y. 12167

Mrs. R E Holzwarth 122 Kensington Road  
Syracuse , N.Y. 13210

Mrs. Bruce Holzwarth P.O.Box 133  
Grove Ave Leeds , Mass. 01053

Mrs. Mary Hersch 43 St. Andrews Place  
Yonkers , N.Y. 10705

Mrs. D A Howard 215 High St.  
Westwood , Mass. 02726

Mrs. James D Herbert 70 Barnes St.  
Providence R.I. 02906

Mrs. F J Haley Nod Hill Road  
Ridgefield , Conn 06877

Mrs. D Haber 43 St. Andrews Place  
Yonkers , N.Y. 10705

Mrs. M.M. Hardisty 221 N. Osceola Ave  
Osceola Inn- Clearwater Fla. 33515

A List of my most important private customers

Page # 3

Mrs. Earl W Hayter 560 Normal Rd.  
De Kalb , ILL. 60115

Mrs. Heitzner 43 Sutin Place  
Spring Valley , N.Y.

Mrs. Ernest Joseph 3720 Independence Ave  
# 4 H New York , N.Y. 10063

Mrs. Doris Jahn 97 Fort Washington Ave # 6 E  
New York , N.Y. 10032

P A Kitson 27935 Lorain Road  
North Olmstedt , Ohio 44070

Mrs. W T Kennedy 111 Tibbetts Road  
Yonkers , N.Y. 10705

R Katzenstein 19343 Greefield # 3  
Detroit , Mich. 48235

Joe Ellen Kemp 222 Christie St.  
Leonia , N.J. 07605

Joan Kuhn c/o Marzozza 330 Hillside Ave  
Leonia , N.J. 07605

Mrs. F Katz 28 Valley View Rd.  
Elmsford , N.Y. 10523

Mrs. Ellen Kemp 6980 Roswell Rd. Apt. P-5  
Atlanta , Ga. 30328

M Dorothea Kerr , M.D. 20 East 68 th St.  
New York , N.Y. 10021

Mrs. Walter Lesser 609 W. 174 th St. # 604  
New York , N.Y. 10033

Miss May Laraiia c/o Dr. A N Ruff  
1104 Lexington Ave N.Y. N.Y. 10021

Mrs. G. Lichtenberg 55 Fabyan Place  
Newark , N.J. 07108

Mrs. E Loew 344 Kenwood St.  
Englewood , N.J. 07631

Mrs. R Lambert 134 Haven Ave # 4 H  
New York, N.Y. 10032

Mrs. B Lamberger 34-14 Knox Place # 4 E  
Bronx , N.Y. 10467

Mrs. G Lewis 109-20 Queens Blvd. # 5 C  
Forest Hills , N.Y. 11375

Mrs. J Mc. Low 965 Hoe Ave  
Bronx , N.Y. 10459

Mrs. Fred Loewenberg 195 Bennett Ave  
New York , N.Y. 10040

Lucy Levy , Mrs. 1225 Park Ave  
New York , N.Y. 10028

Ernest Levy , Mrs. 167 Clayton Road  
Scarsdale , N.Y. 10583

Mrs. Henry Maas 4960 Broadway  
New York , N.Y. 10034

Mrs. Alexander Martinoff 101 Apple St.  
Lakewood , N.J. 08701

Mrs. Sandra Meng 3701 West Highway  
80- Box 24 Big Springs Texas 79720

Mrs. B Meyer 240 E. 62 nd St.  
New York , N.Y. 10021

Mrs. H. Megowan Old Albany Post rd.  
Garrison , N.Y. 10524

Mrs. Miles J Maloney 1631 North 73 rd Court  
Elmwood Park , Ill. 60635

Mrs. Walter Marx 205 Pinehurst Ave  
New York , N.Y. 10040

Mrs. P Mitchell 5550 Fieldston Rd. # 7 C  
Riverdale , Bronx , N.Y. 10063

Dora E Miller 510 Commonwealth Ave  
Boston - 15 , Mass.

Mrs. Bella Ponazecki 505 West End Ave  
New York , N.Y. 10024

Mrs. L Portugal 309 Ave C  
New York , N.Y. 10009

Mrs. A Piant 200 Cabrini Blvd.  
New York , N.Y. 10040

Mrs. Toni Prager 34444 Corlear Ave  
Bronx , N.Y. 10063

Mrs. George Porter 60 E 9 th Street # 239  
New York , N.Y. 10034

Mrs. H. Post 226 Delhi Road  
Scarsdale , N.Y. 10583

Kenneth E Reed 3120 Country Lane  
Wilmette Ill.

PS Reiter , Mrs. 7 Shawnee Trail  
Harrison , N.Y. 10528

Mrs. Leo Kollman 119-120 Turnpike  
Kew Gardens , N.Y. 11415

Mrs. Barbara R Rogers 918 Rothwood Rd.  
Lynchburg , Va. 24503

Mrs. Louis Raymond Box 160  
Gerham , N.H. 03581

Mrs. R. Seidheimer 63-04 Booth Street  
Rego Park , N.Y. 11374

Mrs. R Simon 90 Ellwood St. # 11 E  
New York , N.Y. 10040

Mrs. Rose Selinger 540 W. 165 th St.  
New York , N.Y. 10032

Mrs. E Saul 97 Fort Washington Ave  
New York , N.Y. 10032

Mrs. M Schiewitz 18- 19 Tompkins Rd.  
Scarsdale N.Y. 10583

Mrs. R Schorr 277 Ave C  
New York , N.Y. 10009

Mrs. Tintner Sherman Drive 12  
Carnerville , N.Y. 10923

Mrs. Walter C Tobie 5 Lincoln Ave  
Old Greenwich , Conn. 06870

Mrs. H Tedeschi RT 1 Bx. 257  
Pittsstown , N.J. 08367

Mrs. F Vaughn 411 Maxwell Drive  
Pittsburgh , Pa. 15236

Mrs. John J Thal 80 Leaman Ave # 1 F  
New York , N.Y. 10034

Mrs. T E Tulane 928 West Monroe St.  
Salisbury , N.C. 28144

Mrs. Marye Toko R F D 2  
Greenville , N.H. 03048

Mrs. C Talbot R # 2 Box 371  
Auburn , Mich. 48611

A List of my most important private customers

page # 6

Mrs. S. Wolfsohn 60 East 9 th St # 233  
New York , N.Y. 10003

Mrs. Luther Wolfe Box 145  
Elkins , West Va. 26241

Mrs. Ruth Yunker 1824 Rosedale  
Louisville , Ky. 40205

Mrs. Romeo M. Zulauf 597 Normal Rd.  
De Kalb Ill. 60115

Mrs. H. Zeiss Sr. 67 Chestnut St.  
Huntington , N.Y. 11743

Mr. Frank Zimbardi 549 East 11 th St.  
New York , N.Y. 10009 #25

Mrs. Ruth Kleinfeld 4100 Hutchinson River Parkway East  
Bldg. 30 B # 19 E  
Bronx , N.Y. 10475

Sales - Statistics

---

<u>Velveteen</u>	sold --	1963 --		419
		1964 --		482
		1965 --		410
		1966 --		420
		1967 --		411
		1968 --		418
		1969 --		560
		1970 --		540
	1/1 to 7/1	1971 --		335

---

<u>Cleanse With Care</u>		1964 --		51
		1965 --		43
		1966 -- <del>X</del>		86
		1967 --		38
		1968 --		80
		1969 --		110
		1970 --		166
	1/1 to 7/1	1971 --		126

---

On Guard 2 oz.		1967 --		325
		1968 --		373
		1969 --		477
		1970 --		573
	1/1 to 7/1	1971 --		349

---

*I stopped selling Cleansing Cream in 1969  
 " " " Night Cream " 1970  
 " " " Tonic Water " 1970*



-----  
Utensils needed for manufacturing  
-----

- 1 fat thermometer
- 1 larger and a smaller pot
- 1 medium sized wooden spoon
- 2 small and 1 somewhat larger glass beaker ( to weigh ess. oils )
- 1 scale and 1 set of weights ( When you weigh something you first have to have the weight of the container you want to weigh a particular ingredient in , )
- 1 small spatula ( chrome ) for filling cream into jars.
- 1 funnel , size depends on the bottles you buy.
- 1 medium sized pot with a handle and a point or tip (for evtl. filling of velveteen )
- 1 knife with a point to cut tissue paper
- 1 bottle for 5 lbs. ( for F - 3 )
- 2 8 oz. bottles for ess. oil & On Guard
- 2 2 lbs. containers for M-1 and M- 2

It is understood that everything you use has to be  
spotless clean.

-----  
Velveteen  
-----

V  
/

Formula

Mineral oil light	26 lbs.	13 oz.	2/7	
Lecithin		5	6/7	
Peach Kernel oil	9	2	4/7	
Ess. oil - Bouquet				
Perf. oil K- 107- 1		1	5/7	
	35	21	17/7	or
		2	3/7	
		23	3/7	or
	1	7	3/7	
	36 lbs.	7 3/7 oz.		

Weigh ca. 1/3 of the mineral oil, <sup>all</sup> Lecithin and <sup>all</sup> the Peach Kernel oil in an Enamel or stainless <sup>steel</sup> pot big or large enough to hold the rest of the formula. Warm up on a small flame to about 50 to 55 degrees always stirring until it is clear, add the rest of the Mineral oil and stir well slowly. A wooden, polished spoon is good for that. Let it get cool and add the essential oil. Stir well but not very quick so that no air bubbles develop in the liquid.

No matter if enamel or stainless steel pots it is of utmost importance that these in addition to being leak, have absolutely dry. Not a trace of water should be left.

It is absolutely necessary to weigh correctly & to use the ingredients according to the formula. Otherwise, the result will be different.

Velvetec

V  
29

\*\*\*-----  
Filling , Capping , & Labeling  
-----

The bottles are mostly clean when delivered. Should it be necessary to wash and rinse some you would have to wait to have them filled until they are really complete dry inside . As long as you fill small quantities you can use an enamel pot with a tip. One can fill about 2 gross by buying at a Laboratory Supply Place hand fillers, these work more automatic. If possible the rim at the opening of the bottle should not be soiled. Should it <sup>be soiled</sup> happen it has to be wiped completely dry to prevent any drop of oil from soiling the cap inside.

Try to prevent air bubbles in the bottles by watching the pace of filling. Should air bubbles develop leave the bottle open to let the air bubble disappear. Only then screw the cap on.

The cap is to be screwed on on the standing, straight up bottle and has to sit tight.

The label is gummed.

It is advisable to wipe with a rag the bottles after they are ready to be wrapped into paper so that when unwrapping the liquid looks clear and clean.

✓ 3

-----  
Velveteen made by Tops  
-----

If you want to have it done by Tops:

Formula for Tops

Mineral oil light	24 lbs.	2 3/7 oz.	
Peach Kernel oil	6	10 6/7	
x Mixture A ( from me )	5	8 3/7	
-----			
	35 lbs.	20 12/7 oz.	or
		21 5/7	or
X Ess. oil ( from me )	36 lbs.	5 5/7	
" " " " →		1 5/7	
-----			
	36 lbs.	6 10/7	or
	36 lbs.	7 3/7	

Tops get Mixture A in container or bottle and the ess. oil in a small glass bottle.

You would have to make Mixture A and send it to Tops.

Formula for Mixture A

Mineral oil light	2 lb.	10 6/7	oz.
Lecithin-Soya oil		5 6/7	
Peach Kernel oil	2	7 5/7	
-----			
	4	22 17/7	or
	4	24 3/7	or
	1	8 3/7	
-----			
	5 lbs.	8 3/7	oz.

To make it, is the same as you would make Velveteen.

*Give the essential oil in a small glass bottle*

Tops charged me in Spring 1971 for manufacturing including his material, filling, capping and labeling the bottles 30 ¢ per each bottle. I gave him the bottles, caps and labels.

*I gave a slip I gave Tops with each order as a sample.*

C.W.C.

\*\*-----  
Cleanse With Care  
-----

I ordered always 144 bottles and extra 2 gal of Cl.W.C  
from Tops Products, the firm with the Alcohol permit .  
People asked me sometimes for 8 oz. or 16 oz. bottles Cl.W.C.  
and I filled these from the gal. bottles.  
I bought the 8 oz. bottles from the Drugstore, I used for  
16 oz. bottles those I had emptied from liquid ingredients.

144 bottles - 4 oz bottles = 576 oz.  
2 gallons = 2 x 128 oz. = 256 oz.  
-----  
Total 832 oz. = 52 lbs.

52 lbs.  
for waste 1 " ( by filtering there is a loss )  
53 lbs.

Formula

Alcohol	15 lbs.	14 4/8 oz.	
Aqua Destillata	33 "	4 5/8 "	
Glycerine	1 "	10 "	
Borax		8 5/8 "	
Honey	1 "	6 "	-- I bought the honey in the supermarket
Ess. Oil- Cologne		4 2/8	
Perfume oil GI- 9054	50 lbs.	46 16/8 oz.	or
	3 "	48 oz.	= 3 lbs.
		-----	
	53 lbs.		

*It is a necessity to weigh correctly & to use the ingredients as their name appears in the formula. Otherwise the result will be different.*

C.M.C.  
3

-----  
Cleanse With Care  
Formula for Tops  
-----

Formula for Tops  
-----

Alcohol	15	lbs.	14	4/8	oz.
Aqua Destillata	31	"	11	5/8	"
Glycerine			12		"
F - 3 ( from me	4	"	4	5/8	"
Essential Oil			4	2/8	"
-----					
			50	lbs.	46 16/8 oz. or
					48 oz. or 3 lbs.
			3	"	"
-----					
			53	lbs.	

Tops get the F-3 in one bottle and the Essential Oil in a small glass bottle

Every liquid you give to Tops in a bottle has to have a label with the name of the liquid and its amount in the bottle.

When ordering the bottles have them sent directly to Tops. I mostly ordered 3 or 4 gross ( the same bottles are needed for Veldsteen ) and left them at Tops in stock. I always kept a record card. I would suggest to order, when you order for the first time, to order 1 gross to your address. Should you be short of Cleanse With Care in 4 oz. bottles, you can have filled some yourself.

I always had the caps come to my house and delivered those necessary with the F-3 and the labels. I always sent for 144 bottles 147 labels in case one goes wrong. I never sent more caps.

Tops charged me in Febr. 1971 for manufacturing including material and filtering \$ 3.-- per gallon and for filling and finishing the 4 oz. bottles 12¢ for each bottle.

E. W. C.

-----  
Cleanse With Care  
-----

-----  
Formula for F-3  
-----

Aqua Destillata	1 lb.	9 oz.
Glycerine		14 "
Borax		8 5/8 oz.
Honey	1 "	6 "
-----		
	2 lbs.	37 5/8 oz. or
	2 "	5 5/8 "
-----		
	4 lbs.	5 5/8 oz.

In a large enamel or stainless steel pot mix the cold water with the borax. You can use a polished wooden spoon. After the water is really clear add the honey and stir slowly again. You can heat it on a very small flame, not more than 30 - 35 degrees. Then add the glycerine. Let it cool completely before you fill it in a container or bottle.

I gave a slip I gave Topsearch free with  
all order as sample

Mineral Oil light	1 lb.	7 oz.	
Stearic Acid	6	9	
Protegin	1	11	
Spermazeti	1	4	
Cholesterine		8 $\frac{1}{4}$	
Lanoline	2	2 $\frac{1}{4}$	
			----- Fatty Mixture 13 lbs. 9 $\frac{1}{2}$ oz.
Glycerine	2	3 $\frac{3}{4}$	
Sorbitol		14	
Ethilen Glycol	3	7	
Aqua Destillata	24	13	
Triethanolamin		7 $\frac{1}{2}$	
Borax		2	
Titanium Diox.		1	
			----- Non Fatty Mixture 32 lbs. $\frac{1}{4}$ oz.
			----- 5 $\frac{1}{4}$ oz.
Essential Oil Muguet d'automne			----- 45 lbs. 15 oz.

Use enamel or stainless steel pot!  
 Keep one for fatty mixture and one for non fatty mixture.  
 If smaller quantities are to be made, the formul. has to  
 be figured out accordingly.

Warm oily mixture to ca. 70 degrees and non fatty mixture  
 to 45- 50 degrees. Turn the gas off. Pour non fatty mixture  
 into fatty mixture, of course both have to be clear. Stir  
 with a polished wooden spoon thoroughly but very slow.  
 If it is done too quickly the cream will be in a way like  
 snow so soft. This is not good at all. After the cream has  
 cooled to 45 - 48 degrees pour the essential oil in and  
 stir again very slow.

The cream should be filled with a spatule at 40 degrees.  
 If the cream get filled too warm, the cream might be too  
 hard.

The caps have to be screwed on tight so the cream can not  
 dry out or spoil.

The cream has to be filled to the top and then a very little bit  
 is taken off.

It should be closed under the cap with a plastic disc.

*The same like Valcoeteen*



\*-----  
 On Guard  
 -----

Formula for Tops

1) Oily Mixture

Stearic Acid	6 lbs.	9 oz.	
Protegin	1	11	
Spermazeti	1	4	
Lanolin	2	2 $\frac{1}{4}$	
Mixture 1	1	15 $\frac{1}{4}$	( by me )
<hr/>			
	11 lbs.	41 $\frac{1}{2}$ oz.	or 13 lbs. 9 $\frac{1}{2}$ oz.

2) Non Oily Mixture

Ethylen Glycol	3 lbs.	7 oz.	
Glycerine	1	13 $\frac{1}{2}$	
Aqua Destillata	24	13	
Thriethanolamin		7 $\frac{1}{2}$	
Titanium Diox.		1	
Mixture 2	1	6 $\frac{1}{4}$	( by me )
<hr/>			
	29 lbs.	48 $\frac{1}{4}$ oz.	or 32 lbs. $\frac{1}{4}$ oz.

3) Essential Oil

5  $\frac{1}{4}$  oz.  
 -----  
 45 lbs. 15 oz.

Tops charged me including his ingredients, the jars, caps, plastic discs and the manufacturing and finishing

per 2 oz. jar 40 ¢  
 per 8 oz. jar 80 ¢

The last bill was Spring 1971

I gave only front labels, back labels. ( I cut the 8 oz. labels) and 8 oz. labels. and the foil discs for 8 oz. jars.

When you cut the foil put in between tissue paper and cut this with the foil. This way the foils don't stick to each other.

With each order for 8 oz. jars ask Tops to give you the size for the for the foil discs.

-----  
On Guard  
-----

Formula M - 1

for ca. 45 lbs.

Oily Mixture

Mineral Oil light  
Cholesterine

23 oz.

8  $\frac{1}{4}$  "

-----  
31  $\frac{1}{4}$  oz. or 1 lb. 15  $\frac{1}{4}$  oz.

Warm the mineral oil to 40 degrees and stir Cholesterine into oil. Try to keep the mixture at 40 degrees, eventually go to 45 degrees. Stir always slowly.

Put label on container, with M- 1 , shake well before putting in

Formula M - 2 for ca. 45 lbs.

Non oily mixture M - 2

Glycerine

6  $\frac{1}{4}$  oz.

Sorbitol

14 "

Borax

2 "

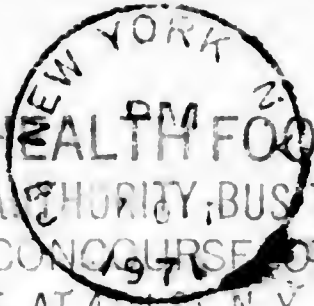
-----  
22  $\frac{1}{4}$  oz. or 1 lb. 6  $\frac{1}{4}$  oz.

Warm to 35 to 38 degrees mix and stir, the liquid should be nearly clear.

For M - 1 and M - 2 it is best to use plastic containers with a wider neck to get the liquid out easier.

*I gave a slip Tops got from me every time I ordered as sample.*

VITALITY HEALTH FOODS, Inc.  
INSIDE PORT AUTHORITY BUS TERMINAL  
SUBURBAN CONCOURSE BOX 5-2877  
625 EIGHTH AVE. AT 41ST ST. N. Y., N. Y. 10018



Paul Revere

Patriot



U.S. Postage 6¢

*Herb MAR*  
*1472 Broadway*  
*NY NY 10036*

Dear Madam

Please send  
wholesale price list &  
literature in your natural  
basket, also have your  
representative call on us -

VITALITY HEALTH FOODS, Inc.  
INSIDE PORT AUTHORITY BUS TERMINAL  
SUBURBAN CONCOURSE OX 5-2877  
625 EIGHTH AVE. AT 41st ST. N. Y., N. Y. 10018

*M. Dorothea Kerr, M.D.*

*20 East 68<sup>th</sup> Street  
New York, N. Y. 10021*

*628-8500*

April 1, 1971

Hedda Maar Cosmetics  
1472 Broadway  
New York, New York 10036

Dear Sir:

Please send me 2 jars of ON GUARD  
Genuine Protection Cream, 2 ounce size to the  
above address and bill me at same.

I would also appreciate a list of  
your other products.

Thank you.

Very truly yours,

*M. Dorothea Kerr*

M. Dorothea Kerr, M.D.

MDK/fw

West Townshel  
Vermont, 05359  
Sept. 3, 1971

Hedda ~~nee~~ Maar  
~~New York~~ New York, New York

Please send me two 4 oz. bottles  
Clenze with care at 2.70 @ or 5.40 for  
two. 2 4oz. Velveteen at 2.40 @ or 4.80  
6 8oz. On Guard at 6.40 @ or 38.40

My check amounts to \$ 48.60<sup>incl.</sup>  
and is inclosed.

Send to address above.

Sincerely

Mrs. Margaret T. Taylor

check  
unsigned

new customer

answered  
Oct. 8 - 1971

My Suppliers

I ordered everything as Mrs. H. Leab



- 1- U O P Fragrances U.S.  
43-23 37 th Ave- Long Island City New York - N.Y. 11101  
Ess. Oil for " On Guard "  
Name: Muguet D'automne for cream  
They gave me credit
- 2- Givaudan Corporation  
321 West 44 th Street  
New York , N.Y.  
a- Ess. Oil for " Cleanse With Care "  
name: Cologne Perfume Oil G I - 9054  
b- Ess.Oil for (Cleansing Cream, Night Cream), Velveteen  
name: Bouquet Perfume Oil K - 107- 1  
I had to send in check with order
- 3- Ruger Chemical Co. Inc.  
83 Cordier St. - Irvington N.J.  
Mailing Address: P.O.Box 806, Hillside, N.J. 07205  
Ingredients : for On Guard, Velveteen, Cleanse With Care (Cleansing Cream,  
Night Cream)  
They gave me credit
- 4- George Di Giulio & Sons Inc.  
13 East 17 th Street  
New York , N.Y. 10003  
White caps for bottles. They will also sell caps for jars  
I had to pay in advance, *they may have plastic discs for On Guard.*  
*Also may have plastic powder for after shaving skin*
- 5- J Rabinowitz & Sons Inc.  
1300 Metropolitan Ave- Brooklyn, N.Y. 11237 ( Mr. Margolis )  
Jars for On Guard, (Cleansing Cream, Night Cream)  
Bottles for Velveteen , Cleanse With Care  
I had to pay in advance
- 6- Tops Products --Mr. Amtman, owner--  
203 E. 12 th Street  
New York, N.Y. 10003  
They make private brands  
They have an Alcohol permit and also from the Alcohol board the  
permission to manufacture and also to use the Cleanse With Care label.
- 7- Teicher Printing Co.-- Mrs. Epstein , owner ---  
158 West 27 th Street  
New York , N.Y. 10001  
Printers: They did the On Guard-, Velveteen-, Cleanse With Care labels  
and also the leaflet and the sticker  
They gave me credit.

1 Names of ingredients, number of jars, bottles etc.

Descriptions	price	amt.:	year
Anhydrous Lanolin Cos <sup>metic</sup> Grade USP	\$ 1.--	per lb.	1969
Protegin X	1.50	lb.	1968
White Petrolatum USP	.45	lb.	1967
Glycerine USP	1.15	lb.	1969
Cetylalcohol	2.--	lb.	1969
Stearic Acid Triple Pressed	.75	lb.	1964
Spermaceti USP.	.90	lb.	1964
Cholesterin USP	1.--	per oz.	1970
Sorbitol 70 % Sol. USP	1.--	per lb.	1970
Ethylene Glykol	.75	lb.	1963
Triethanolamine USP	.90	lb.	1963
Borax USP	1.--	lb.	1970
Titanium Diox ) order 8 oz. )	?	?	
Mineral Oil Light N. F.	2.--	per gal.	1970
Beeswax USP White (bleached)	1.95	per lb.	1969
Ozokerite White (large tin: to melt)	.85	lb.	1969
Paraffin	.40	lb.	1968
Lecithin Soja Oil	1.20	per 8 oz.	1970
Peach Kernel Oil N.F.	1.85	per lb.	1970
Methyl Para Hydroxy Benzoate	?	?	
	<u>order 4 oz. not more</u>		

All these ingredients can be ordered from Ruger Chemical Co. who delivers all ays fresh Merchandise. Prices vary depending on quantity.

On Guard (Night Cream, Cleansing Cream,) last, tightly closed, ca. 1-1½ years, Velvetee, also tightly closed, lasts about a year. Cleanse With Care can't spoil; it, if not closed tightly, might evaporate or also the scent or smell could change a little.

To save money I ordered sometimes items not getting spoiled by time in larger quantity.

Peach Kernel Oil as such does not last longer than 9 months.



# 2

-----  
numbers of jars, bottles etc.  
-----

For On Guard, (Night Cream, Cleansing Cream :)

2 oz. opal jars 58 / 400 S 628 per gross \$ 10.--1965  
8 oz. " " 83 / 400 CLP 48 " " \$ 25.- 1967

prices are without service & handling charges

Plastic caps for 8 oz. jars are not practical; they break easily; metal caps are better. I would suggest white plastic caps for 2 oz jars.

Rabinowitz the jar supplier carries caps also.

~~I used tinfoil to close the jars under the cap.~~

Horn punched out for me years and years back 10000 for 2 oz. jars, I still have some left. I would suggest now plastic covers. I am sure Giulio & Sons Inc. will carry them. We cut out the tinfoil for 8 oz. jars by hand.

The labels are gummed. *have to be replaced on jars*

For Velveteen & Cleanse With Care

4 oz. bottle 4 oz. FLT I S Oblong 20 / 410 A 4906  
per gross \$ 8.75 1970

but with handling & service charge, 1 bottle costs ca. 10 ¢  
at Rabinowitz

White caps for 4 oz. bottles 20 M/M P/ V # 1383  
# 410 White Urea caps per Gross \$ 3.--  
from Giulio & Sons Inc.

*Full label 23 per jar*

THE FIRST LABELS WERE PRINTED :

Velveteen

October 21 1952  
paid \$ 16.-- for 1000 labels  
to John Horn  
Printing  
835 - 839 10 th Ave  
New York - N.Y.

Since many years this printing firm does not exist anymore.

---

On Guard

1- Frontlabels

October 22 1957

John Horn charged \$ 16.--for 1000 front labels

2- back labels --- March 9 1959

John Horn charged \$ 12.50 for 1000 back labels

---

Cleanse With Care

October 31 1963

paid \$ 30.-- for 1800 labels

to Teicher Printing Co.  
158 West 27 th Street  
New York , N.Y. 10001

*They are still  
in existence*

*(still prints)*

---

-----  
Velveteen  
-----

Formula

Mineral oil light	26 lbs.	13 oz.	2/7	
Lecithin		5	6/7	
Peach Kernel oil	9	2	4/7	
X Ess. oil-Bouquet				
Perfume oil K-107-1		1	5/7	
	35	21	17/7	or
		2	3/7	
		23	3/7	or
	1	7	3/7	
	36 lbs.	7 3/7 oz.		

If you want to have it done by Tops:

Formula for Tops

Mineral oil light	24 lbs.	2 3/7 oz.	
Peach Kernel oil	6	10 6/7	
X Mixture A (from me)	5	8 3/7	
	35 lbs.	20 12/7 oz.	or
		21 5/7	or
	36 lbs.	5 5/7 oz.	
X Ess. oil (from me)		1 5/7	
	36 lbs.	6 10/7 oz.	or
	36 lbs.	7 3/7 oz.	

Tops gets Mixture A in container or bottle and the ess. oil in a small glass bottle. You would have to make Mixture A and send it to Tops.

Weigh ca. 1/3 of the mineral oil, all Lecithin and the Peach Kernel oil in an enamel or stainless steel pot big or large enough to hold the rest of the formula. Warm up on a small flame to about 50 to 55 degrees <sup>C</sup> always stirring until it is clear, add the rest of the Mineral oil and stir well. <sup>slowly</sup> A wooden, polished spoon is good for that. Let it get cool and add the ess. oil. Stir well but not very quick so that no air bubbles develop in the liquid.

X Formula for Mixture A

Mineral oil light	2 lb.	10 6/7 oz.
Lecithin-Soya oil		5 6/7
Peach Kernel oil	2 "	7 5/7
	4	22 17/7 or
	4	24 3/7 or
	1	8 3/7
	5 lbs.	8 3/7 oz.

To make it is the same as you would make Velveteen

The bottles mostly are clean when delivered. Should it be necessary to wash and rinse some you would have to wait to have them filled until they are really completely dry inside. As long as you fill small quantities you can use an enamel pot with a tip. One can fill about 2 gross by buying at a Laboratory Supply Place hand fillers, these <sup>more</sup> automatic. If possible the ~~cap~~ <sup>cap</sup> at the opening of the bottle should not be soiled.. Should it happen it has to be wiped completely dry to prevent any drop of oil from soiling the cap inside.

Try to prevent air bubbles in the bottles by watching the pace of filling. Should an air bubble develop leave the bottle open to let the air bubble disappear. Only then screw the cap on.

The cap is to be screwed on on the standing, straight up bottle and has to sit tight.

The label is gummed. *with soap.*

It is advisable to polish the bottles after they are ready to be wrapped into paper so that when unwrapping the liquid the liquid looks clear and clean.

Tops charged me in Spring 1971 for manufacturing including material, filling capping and labeling the bottles 30¢ per each bottle.

*over*

The basic formula for "Velocteen" in kg

Mineral oil light 0.740

Lecithin 0.010

Peanut Kernel oil 0.250

\$ 1.000 kg

res. oil

3.582

I ordered always 144 bottles and extra 2 gal. of Cl.W.C.  
 from Tops Products, the firm with the Alcohol permit. People  
 asked me sometimes for 8 oz. or 16 oz. bottles Cl.W.C. and I  
 filled these from the gal. bottles.

I bought the 8 oz. bottles from the Drugstore, I used for 16 oz. bottles  
 those I had emptied from liquid ingredients.

Formula : 144 4oz. bottles = 576 oz.  
 2 gallons 2 x 128 oz. = 256 oz. = 832 oz. = 52 lbs.  
 52 lbs.  
 for waste 1 " " ( by filtering there is a loss )  
 53 lbs.

Formula

<del>Alcohol</del>	15 lbs.	14 4/8	oz.	
Aqua Destillata	33 "	4 5/8	"	
Glycerine	1 "	10	"	
Borax		8 5/8	"	
Honey	1 "	6	"	-----I bought the honey in the supermarket
ess. oil - <del>B... t...</del>		4 2/8	"	(order 2 bottles, 4 1/2 oz each)
<u>Put alcohol in 2<sup>nd</sup> last</u>	50 lbs.	46 16/8	" or	
		48	oz. = 3 lbs.	
	3 "			
	53 lbs.			

F-T

Formula for Tops

Alcohol	15 lbs.	14 4/8	oz.
Aqua Dest.	31 "	11 5/8	"
Glycerine		12	"
F-3 (from me)	4 "	5 5/8	"
Essential Oil		4 2/8	"
	50 lbs.	46 16/8	" or
		48 oz.	or 3 lbs.
	3 "		
	53 lbs.		

Formula for F-3

Aqua Des.	1 lb. 9 oz.
Glycerine	14 "
Borax	8 5/8
Honey	1 6
	2 lbs. 375/8
	2 " 5 5/8
	4 lbs. 5 5/8

Tops gets the F-3 in one bottle and  
 the ess. oil in a small glass bottle.

For explanations  
 see page # 2

You would have to make F-3 and have  
 it delivered to Tops.

*(faint handwritten notes)*

Explanations for formula F-3

In a large enamel or stainless steel pot mix the cold water with the Borax. You can use a polished wooden spoon. After *the water* is really clear add the honey and stir *again*. You can heat *it* on a very small flame, not more than 30- 35 degrees. Then add the Glycerine. let it cool completely before you fill it in a container or bottle.

46

Page 3

When ordering the bottles have them sent directly to Tops. I mostly ordered 3 or 4 gross ( the same bottles are needed for Velveteen ) and left them at Tops in stock. I always kept a record card. I would suggest to order, when you order for the first time, to order 1 gross to your address. Should you be short of Cleanse With Care in 4 oz. bottles, you can have filled some yourself.

I always had the caps come to my house and delivered those necessary with the F-3 and the labels. I always sent for 144 bottles 147 labels in case one goes wrong. I never sent more caps.

Tops charged me in Febr. 1971 for manufacturing including material and filtering \$ 3.-- per gallon and for filling and finishing the 4 oz. bottles 12¢ for each bottle.

Mineral Oil light	1	lb.	7	oz.	
Stearic Acid	6		9		
Protegin	1		11		
Spermazeti	1		4		
Cholesteroline			8	$\frac{1}{4}$	
Lanoline	2		2	$\frac{1}{4}$	
----- Fatty Mixture					13 lbs. $9\frac{1}{2}$ oz.
Glycerine	2		3	$\frac{3}{4}$	
Sorbitol			14		
Ethilen Glycol	3		7		
Aqua Destillata	24		13		
Triethanolamin			7	$\frac{1}{2}$	
Borax			2		
Titanium Diox.			1		
----- Non Fatty Mixture					32 lbs. $\frac{1}{4}$ oz.
					-----
					$5\frac{1}{4}$ oz.
					-----
Essential Oil Muguet d'automne					45 lbs. 15 oz.

Use enamel or stainless steel pot!  
 Keep one for fatty mixture and one for non fatty mixture.  
 If smaller quantities are to be made, the formula has to be figured out accordingly.

Warm oily mixture to ca. 70 degrees and non fatty mixture to 45- 50 degrees. Turn the gas off. Pour non fatty mixture into fatty mixture, of course both have to be clear. Stir with a polished wooden spoon thoroughly but very slow. If it is done too quickly the cream will be in a way like snow so soft. This is not good at all. After the cream has cooled to 45 - 48 degrees pour the essential oil in and stir again very slow.  
 The cream should be filled with a spatule at 40 degrees. If the cream get filled too warm, the cream might be too hard.

The caps have to be screwed on tight so the cream can not dry out or spoil.  
 The cream has to be filled to the top and then a very little bit is taken off.  
 It should be closed under the cap with a plastic disc.

On Guard

-----

Formula for Tops

1) Oily Mixture

Stearic acid	6 lbs.	9 oz.	
Protegin	1	11	
Spermazeti	1	4	
Lanolin	2	2 $\frac{1}{4}$	
Mixture 1	1	15 $\frac{1}{4}$	( by me )
<hr/>			
	11 lbs.	41 $\frac{1}{2}$ oz.	or 13 lbs. 9 $\frac{1}{2}$ oz.

2) Non Oily Mixture

Ethylen Glycol	3 lbs.	7 oz.	
Glycerine	1	13 $\frac{1}{2}$	
Aqua Destillata	24	13	
Triethanolamin		7 $\frac{1}{2}$	
Titanium Diox.		1	
Mixture 2	1	6 $\frac{1}{4}$	( by me )
<hr/>			
	29 lbs.	48 $\frac{1}{4}$ oz.	or 32 lbs. $\frac{1}{4}$ oz.

3) Essential Oil

5  $\frac{1}{4}$  oz.  
-----  
45 lbs. 15 oz.

Tops charged me including his ingredients, the jars, caps, plastic discs and the manufacturing and finishing

per 2 oz. jar 40 ¢

per 8 oz. jar 80 ¢

The last bill was Spring 1971

I gave only front labels , back labels.( I cut the 8 oz. labels) and 8 oz. labels. and the foil discs for 3 oz. jars.

When you cut the foil put in between tissue paper and cut this with the foil. This way the foils don't stick to each other.

With each order for 8 oz. jars ask Tops to give you the size for the for the foil discs.



If you want to have it done by To's name 3

On Guard

Formula M - 1

for ca. 45 lbs.

Oily Mixture

Mineral Oil light	23 oz.		
Cholesterine	8 $\frac{1}{4}$ "		
	<hr/>		
	31 $\frac{1}{4}$ oz.	or	<u>1 lb. 15 <math>\frac{1}{4}</math> oz.</u>

Warm the mineral oil to 40 degrees and stir Cholesterine into oil. Try to keep the mixture at 40 degrees, eventually go to 45 degrees. Stir always slowly.

Put label on container, with M- 1 , shake well before putting in

Formula M - 2 for ca. 45 lbs.

Non oily mixture M - 2

Glycerine	6 $\frac{1}{4}$ oz.		
Sorbitol	14 "		
Borax	2 "		
	<hr/>		
	22 $\frac{1}{4}$ oz.	or	<u>1 lb. 6 <math>\frac{1}{4}</math> oz.</u>

Warm to 35 to 38 degrees mix and stir, the liquid should be nearly clear.

For M - 1 and M - 2 it is best to use plastic containers with a wider neck to get the liquid out easier.

21  
(N Guard)

On Guard Formula (page) # 2

For Tops 1) Oily Mixture

Stearic Acid	6 lbs.	9.000 oz.
Protegin	1	11.000
Spermazeti	1	4.0000
Lanolin	2	2.250
Mixture 1	1	15.250 (Walnut)
<hr/>		
	11 lbs.	41. 1/4 oz. or
	13 lbs.	9. 1/2 oz.

2) Non Oily Mixture

Ethyleneglycol	3 lbs.	7.000 oz.
Glycerine	1	13.5000
Aquq Dest.	24	13. —
Thriethanolamin		7.500
Titanium Diox.	1	1. —
Mixture 2	1	6.250 (Walnut)
<hr/>		
	29 lbs.	48. 1/4 oz. or
	32 lbs.	4 oz.

3) Ess. Oil

	5	1/4 oz. Walnut
<hr/>		
1-	13 lbs.	9 1/4 oz.
2-	32 "	1/4 oz.
3-	5	1/4 oz.
<hr/>		
	45 lbs.	15 oz.

Formula  
for M 1 & M 2 for Tops  
for ca. 45 lbs.  
for oily -- M- 1-1 lb. 15 1/4 oz. or 31 1/4 oz.

Mineral Oil	23 oz.
Cholesterine	8 1/4 oz.
<hr/>	
	31 1/4 oz.

warm to 40°C stir  
chol. into oil - alcohol -  
at 40°C -  
putting in

Non oily-- M 2-1 lb. 6 1/4 oz.

Glycerine	6 1/4 oz.
Sorbitol	14 "
Borax	2 "
<hr/>	
	22 1/4 oz. or
	1 lb. 6 1/4 oz.

Put .053 Methyl Para Hydroxy Benzoate into M2

mix & stir  
heat 35° to 40°C

For M 1 & M 2 it is better to use containers ( plastic ) with a wider neck to get these out easier.

Tops charged me including his ingredients, the jars caps & the manufacturing & finishing p. 2 in jar 40 lbs & p. 8 in jar 80 lbs. The last bill was Spring 1971

1) ...  
2) ...  
3) ...

*Close all tight*

3 gal. Mineral Oil Light	1 lb.	7.000 oz.	Fatty Mixture	
12 lbs. Stearic Acid	6 "	9.000		
3 lbs. Protegin	1 "	11.000		
3 lbs. Spermazeti	1 "	4.000		
16 oz. Cholesterine Lanolin	2 "	8.250		
		2.250		13 lbs. 9.500 oz.
-----				
5 lbs. Glycerine	2 lbs.	3.750 oz.	Non-fatty Mixture	
1 lb. Sorbitol		14.000		
5 lbs. Ethilen Glykol	3	7.000		
Aqua Dest.	24	13.000		
1 lb. Triethanolamin		7.500		
1 lb. Borax		2.000		
8 oz. Titanium Diox.		1.000		
4 oz. Methyl Para Hydroxy		.053		
4 oz. <i>(used to prevent spoiling)</i>				32 lbs. 0.303 oz.
Ess. Oil. - Muguet d'automne		5.250 oz		5.250
				-----
				45 lbs. 15.653 oz.

*(Order 3/5'6 oz.)*

Use enamel or stainless steel pots!  
 Keep one for fatty mixture and one for nonfatty mixture.  
 If smaller quantities are to be made, the formula has to be figured out accordingly.

Warm oily mixture to ca. 75 degrees and non-fatty mixture to 45 to 50 degrees. Turn the gas off. Pour non-fatty mixture into fatty mixture, of course both have to be clear.. Stir with a polished wooden spoon thoroughly but very slow. If it is done too quickly the cream will be in away like snow so soft. This is not good at all. After the cream has cooled to 45 to 48 degrees pour the the essent. oil in and stir again very slow. The cream should be filled with a spatule at 40 degrees. If the cream get filled too warm, the cream might be to hard.

The caps have to be screwed on tight so the cream can not dry out or spoil. The cream has to be filled to the top and then a very little bit is taken off. It should be closed under the cap with tinfoil or plastic.

1) *kg*

Oil	0.650
Stearin	2.940
Protegin	0.785
spermacti	0.560
Chol.	0.240
Lanolin	0.950
	<u>6.125</u>

2) *kg*

Glycerin	1.-
Sorbitol	0.380
Methyl Gly.	1.575
Aqua d.	11.250
TiO <sub>2</sub>	2.25
Borax	55
Titanium	50
	<u>14.535</u>

*kg*

1) 6.125
2) 14.535
3) 0.150
<u>20.810 kg</u>

*This is the same formula as above but not the same amount*

*must fast on with mucilage!*

3) *kg*  
 200.02 0.150

-----  
Sales - Statistics--  
-----

			total	( W.A.---	Rest )
<u>Velveteen</u>	sold	1963	419		
		1964	482		
		1965	410		
		1966	420		
		1967	411		
		1968	418	300	118
		1969	560	400	160
		1970	540	320	220
	1/1-7-1	1971	335	240	95
-----					
<u>Cleanse With Care</u>		1964	51		
		1965	43		
		1966	86		
		1967	88		
		1968	80		
		1969	110		
		1970	166		
	1-1- to 7-1	1971	126		
-----					
On Guard 2 oz.		1967	325	216	109
		1968	373	228	145
		1969	477	276	201
		1970	(573) 543	320	253
	1/1-to 7/1	1971	349	192	157
-----					

Because H E D D A M A A R

cares about your skin she offers  
you beauty aids, skillfully blended,  
free of harmful, allergenic or irritating  
ingredients, combining speed and simplicity  
in use.

"CLEANSE WITH CARE" cleanses the skin to  
new clarity 4oz \$2.75 postpaid

"VELVETEEN" moisturizes your skin to a  
radiant bloom 4oz \$3.75 postpaid

HEDDA MAAR

1472 Broadway

New York, N.Y. 10036

MAKER OF FAMOUS "ON GUARD" CREAM

MRS. RALPH E. HOLZWARTH

---

122 KENSINGTON ROAD, SYRACUSE, NEW YORK 13210

Dec. 1, 1971

Dear Hedda Maar,

We are so sorry you are not making Velvetex, On Guard, and Cleansing cream. What have you done with your formulas and can you recommend anything equally as good as your products? For several years I have been making a combination of beeswax and vaseline as a cream for healing my extreme dry hands in the winter. It is the only cream that has made my hands comfortable. I hope this letter

finds you in good health.

Sincerely,  
Mrs. Ralph Holzwarth

Hedda Maar

February 1972

Dear friend,

To my own regret it was failing health that forced me to give up my business. From the bottom of my heart I wished I could have gone on the more so since the business grew lately every month.

*Embroidery* By phone and letters many of my customers expressed their dismay at their inability to get Hedda Maar beauty aids. This made me feel kind of guilty.

Therefore I am happy and I think you will like to hear that Mrs. Barbara Gallaher took over the business. As soon as she will be able to fill orders you will hear from her. Again you will be able to give your face and hands, in short your skin, the benefit of Hedda Maar beauty aids, proven as excellent.

I hope you will give Mrs. Gallaher the same support you gave me. She is a lovely and conscientious lady and I hope she will do her utmost to please you. I thank you in advance.

I wish all my customers good health and the very best.

Sincerely ,

RR/L

Hedda Maar



1961-1970

Category	1961	1965	1969	1975	1978	Notes
Deer County Nat Food Center	-	36.45	57.00	59.40	50.00	
Pike County Nat Food Center	-	-	-	-	-	
Allegheny Valley Nat Food Center	-	100 -	138.50	-	45 -	Handwritten note
Allegheny Valley Nat Food Center	-	-	24.60	16.00	11.00	Handwritten note
Allegheny Valley Nat Food Center	-	33.45	25.75	16.50	-	
Allegheny Valley Nat Food Center	-	-	-	-	63.18	Handwritten note
Allegheny Valley Nat Food Center	-	-	-	39.30	-	
Allegheny Valley Nat Food Center	-	-	-	-	3.18	Handwritten note
Allegheny Valley Nat Food Center	-	-	-	25.40	37.20	
Allegheny Valley Nat Food Center	-	-	-	11.00	-	
Allegheny Valley Nat Food Center	-	-	-	-	15.93	Handwritten note
Allegheny Valley Nat Food Center	-	-	-	-	30 -	Handwritten note
Allegheny Valley Nat Food Center	-	-	-	10.00	-	
Allegheny Valley Nat Food Center	25.65	28 -	33.45	66 -	90.90	
Allegheny Valley Nat Food Center	-	-	-	281.27	89.24	
Allegheny Valley Nat Food Center	-	-	-	73.00	51 -	
Allegheny Valley Nat Food Center	-	-	-	-	43.20	
Allegheny Valley Nat Food Center	84.00	88.20	61.50	110.60	43.20	
Allegheny Valley Nat Food Center	-	-	-	33.75	27.80	
Allegheny Valley Nat Food Center	-	-	-	-	25.24	Handwritten note
Allegheny Valley Nat Food Center	-	-	118.50	63 -	51 -	
Allegheny Valley Nat Food Center	-	-	-	38.40	75.50	
Allegheny Valley Nat Food Center	7.20	27.90	56.40	38.40	75.50	
Allegheny Valley Nat Food Center	-	-	32 -	28.60	-	

5/12

Item name	1967	1968	1969	1970	1971
Red Sea Westwoods	<u>10.57</u>	<u>19.68</u>	<u>13.27</u>	<u>35.57</u>	<u>-</u>
Red Rock - H. J.					
Truck	131.78	33.47	4831	117.66	13.40
Franklin - 1000					rest of 1971
Warrant 1000	1087.87	1163.34	1598.62	1657.31	1172.00
Truck 1000					

As I told you I recorded part of or lost money  
 people might have ordered in the last 4 months  
 The mail numbers for computers  
 are set. Nov. Dec.

AR 7205

5/24

HERTA + LEO LEAB COLLECTION

S 39/7

5/24 SUPPLIERS 1943-1955

5/24

TOMPkins 7-0121

# FRUCHTMAN MFG. CO.

2304 AMSTERDAM AVENUE  
NEW YORK 33, N. Y.

№ 7751

10/30/55 195

Mr. S. Leal

TERMS:

705 W 170 W

10	27	# 30156			1 50
				fol to tax \$20	5
				paid by check # 806	✓ 1 55
				11/5.1955 \$ 1.55	

M. FRUCHTMAN  
 — TRUCKING —  
 2304 AMSTERDAM AVENUE  
 NEW YORK 33, N. Y.  
 PHONE: TOmpkins 7-0121

Nº 1376

Received in good order from Mr Leab Date 2/23/57 1957

Pkges.	Cartons	Cases
Bales	Rolls	Drums
		1

Consigned to B. H. Konega John Konega

Miscellaneous

Prepaid .....  
 Collect .....  
 Amt. \$ 1.00  
 Tax 0.03  
 C.O.D. 1.03  
 Total .....

Driver's Signature [Signature]  
 Firm Name .....  
 By .....

Liability limited to \$50.00 unless value declared and paid for at prevailing rates.

M. FRUCHTMAN  
 — TRUCKING —  
 2304 AMSTERDAM AVENUE  
 NEW YORK 33, N. Y.  
 PHONE: TOmpkins 7-0121

Nº 1369

Received in good order from B. H. KROEGER Date 2-23-56 1956

Pkges.	Cartons	Cases
		1
Bales	Rolls	Drums

Consigned to H. LEAB John Konega  
205 W 170 ST

Miscellaneous

Prepaid .....  
 Collect .....  
 Amt. \$ 1.00  
 Tax 0.03  
 C.O.D. 1.03  
 Total .....

Driver's Signature [Signature] John Konega  
 Firm Name .....  
 By .....

Liability limited to \$50.00 unless value declared and paid for at prevailing rates.

No. \_\_\_\_\_

RECEIVED from B.H. Kueger 11/28/55 1955

In good order the following articles:

1 - 5 gal Bottle / Crate  
J.T.W.

Addressed to

Mrs Lent 1-63  
705 V 190 St.

RETAIN THIS SLIP TO COMPARE WITH INVOICE

Per \_\_\_\_\_

No. 1194 ADAIR GLASS  
47 Monroe St Feb 21 1957

RECEIVED from ADAIR GLASS CORP.

In good order the following articles:

2 gross of 2 1/2 oz. white  
Paid for 2 gross caps \$7. -  
that is \$3.50 per gross

Addressed to \_\_\_\_\_

RETAIN THIS SLIP TO COMPARE WITH INVOICE

Per \_\_\_\_\_

LEO LEAB  
HERTA LEAB

No. 14072

NEW YORK May 11

19 53  $\frac{1-12}{210}$

PAY  
TO THE  
ORDER OF

Mr. L. Jung

\$ 25.00

Twenty-Five

DOLLARS

CHEMICAL CORN EXCHANGE BANK  
167TH STREET OFFICE  
(JEROME AVENUE)  
NEW YORK

Herta Leab

756

22

2- 71,480,406

United States  
Postal Money  
Order

DOLLARS	
	<u>25</u>
CENTS	

PURCHASER'S RECEIPT

DETACH AND HOLD

SEE INSTRUCTIONS ON REVERSE SIDE

ISSUING OFFICE



STAMP

2

POST OFFICE SAVINGS DEPARTMENT  
POST OFFICE SAVINGS DEPARTMENT  
POST OFFICE SAVINGS DEPARTMENT

MAY 13 1935

MAY 16 1935 05503

1-103

*Per Trade Name Search  
Hynd & Sons*

REMITTER SHOULD PRESENT THIS RECEIPT  
UNTIL SURE THE ORDER HAS BEEN PAID.

WHEN MAKING INQUIRY REGARDING ORDER,  
PRESENT THIS RECEIPT AT ANY POST OFFICE.

SENT TO 1012

ADDRESSEE



# ARAX press

— Printers —

350 WEST 31st STREET — NEW YORK 1, N. Y.

Telephone LACKAWANNA 4-0644

SOLD TO

*Ms. N. Leab*  
*705 W. 170<sup>th</sup> St.*  
*N. Y. C.*

DATE

*Nov. 21, 1946*

INVOICE No.

*888*

ORDER No.

SHIPPED VIA

Terms:

<i>1000</i>	<i>Envelopes 6 3/4 Plain</i>	<i>2</i>	<i>50</i>	
<i>1000</i>	<i>Paper 8 1/2 x 11</i>	<i>2</i>	<i>50</i>	
<i>1000</i>	<i>Amytamine Cream Label</i>	<i>5</i>	<i>00</i>	
<i>1000</i>	<i>Gold Label</i>	<i>5</i>	<i>00</i>	
<i>1000</i>	<i>2 op. Labels</i>	<i>3</i>	<i>00</i>	
		<hr/>		<i>18</i>
				<i>36</i>
				<hr/>
				<i>18</i>
				<i>36</i>

*Paid*  
*Nov*

*S. T.*

# ARAX press

printing - "at a price that is right"

23 W. 32nd St., New York 1, N. Y. • LA 4-0644

Sold to *Mrs. Leah*  
*705 W. 170<sup>th</sup> St*  
*NY. C*

DATE: *Nov. 8, 1944*

INVOICE NO. *1148*

ORDER NO.

DEPT.

SALESMAN

TERMS

SHIPPED VIA

<i>500</i>	<i>Cancelled</i>	<i>for</i>		
<i>1000</i>	<i>Envelopes 34</i>	<i>250</i>		
		<hr/>		
			<i>10</i>	<i>50</i>
			<i>11</i>	
			<hr/>	
			<i>10</i>	<i>61</i>

*10.61*  
*7.75*  


---

  
*2.86* bill *9.57*  
*p. check*  
*paid*

*S. T.*

*+ Mrs. [unclear]*  
*[unclear]*

*D. A.*

# ARAX press

printing - "at a price that is right"

23 W. 32nd St., New York 1, N. Y. • LA 4-0644

Sold to *Wedda Maer*  
*705 W. 170<sup>th</sup> St.*  
*N. Y. C.*

DATE: *Sept. 1, 1944*

INVOICE NO. *1170*

ORDER NO.

DEPT.

SALESMAN

TERMS

SHIPPED VIA

*3000*

*Circular*

*1500*

*Quithas's Connections*

*1000*

*Walftone Cert*

*3000*

*1*

*Please refer*

*S. T.*

*1900*

*19*

*1919*

Thessie 70

Kalunweiler 20

Pomhdahl

Malien

Macdonald

# ARAX press

printing - "at a price that is right"

23 W. 32nd St., New York 1, N. Y. • LA 4-0644

Sold to *Ms. Hedda Maas Leab.*  
*705 West 140<sup>th</sup> St.*  
*N Y C*

DATE: *7/13/44*

INVOICE NO.

ORDER NO. *102*

DEPT.

SALESMAN

TERMS

SHIPPED VIA

*1000*

*Envelope 63614 Reg*

*S.T.*

*2 00*  
*02*

*2 02*

*Sheet 1111 72*

*July Aug 1944*

# ARAX press

printing - "at a price that is right"

23 W. 32nd St., New York 1, N. Y. • LA 4-0644

Sold to *Waddu Maan*  
*705 W. 170th St.*  
*N.Y.C.*

DATE: *5/4/44*

INVOICE NO.

ORDER NO.

DEPT.

TERMS

SHIPPED VIA

SALESMAN

*1500*

*Cumulative Import*

*8 50*

*margin market*  
*Waddu Maan*

*paid check FLINT 510*

*check 340*

*850*

*56.44*

# ARAX press

printing - "at a price that is right"

23 W. 32nd St., New York 1, N. Y. • LA 4-0644

Sold to *Wedaan Maan*

DATE: *4/19/44*

INVOICE NO. *676*

ORDER NO.

DEPT.

TERMS

SHIPPED VIA

SALESMAN

*2000*

*Labels*

*Imprint via S.T.*

*3.28 Lord & Taylor.*

*3.65 Berall*

*6.88*  
*19 bar*

*7.07*

*David  
G.K.*

*7-4  
07*

*707*

# ARAX press

printing - "at a price that is right"

23 W. 32nd St., New York 1, N. Y. • LA 4-0644

Sold to

*Wadda Mann*

DATE:

*4/3/44*

INVOICE NO.

*573*

ORDER NO.

DEPT.

TERMS

SHIPPED VIA

SALESMAN

<i>2000</i>	<i>Labels Sensation</i>	<i>4</i>	<i>8</i>	<i>—</i>		
<i>1000</i>	<i>Labels Noted</i>	<i>2</i>	<i>2</i>	<i>—</i>		
	<i>Labels Bapin all night</i>			<i>7</i>	<i>—</i>	
<i>1000</i>	<i>Letter heads Men</i>	<i>3</i>	<i>6</i>	<i>—</i>		
<i>1000</i>	<i>Envelope</i>	<i>11</i>	<i>6</i>	<i>—</i>		
						<i>22 75</i>
						<i>22</i>
<i>Labels</i>	<i>7 42</i>					<i>22 97</i>
<i>Labels</i>	<i>2 25</i>					<i>10 85</i>
<i>Labels</i>	<i>9 67</i>					<i>12 12</i>
<i>Labels</i>	<i>2 45</i>					
	<i>212</i>					

*S.T.*  
*Basic checks*



# ARAX press

285

printing - "at a price that is right"

23 W. 32nd St., New York 1, N. Y. • LA 4-0644

Dec. 28 1943

Medda Mass  
 705 W. 170th St  
 NYC

Terms: \_\_\_\_\_

100	Xmas Card	3	✓		
300	Envelope			90	
1000	Labels Spec	4	✓		
					7 90
					3 90
					<hr/>
					4 ✓
	Basic Card				
	Card				
	per				

# ARAX press

193

printing - "at a price that is right"

23 W. 32nd St., New York 1, N. Y. • LA 4-0644

Nov. 2 1943

Mrs. Hedda Maer Kent

705 W. 170<sup>th</sup> St.

N. Y. C.

Terms: \_\_\_\_\_

100

Postal Cards

2 50

Attorney S. T.  
W. T. Ross

3

2 53

Paid Money order  
Michaelis.

167.43

**A R A X p r e s s**

**printing "at a price that is right"**

**23 West 32nd St., N. Y. C. • LAckawanna 4-0644**

Date

*July 2, 1943*

Sold to

*Hedda Maas*

Address

*1098 Anderson Ave.*

Terms:

*N. Y. C.*

No.

*600*

*Small tabs*

*280*

*beg. p. Clerk*

*Siberk. July 13, '43*

Fidelity Union  
Sofa  
Air  
Fidelity Union  
Wholesale

John  
George  
R...

March 1-2  
5/1/60

Franklin D. Roosevelt  
John F. Kennedy

964716

DOLLARS	19
19	CENTS

**RECEIPT**

FOR REMITTER  
TO DETACH AND HOLD  
SEE OTHER SIDE



New York 19, N. Y. May 6 19 53.

3626-62nd Ave.  
Rego Park, N.Y.

# MAX HURNI

... IMPORTER ...

45-WEST 45th-STREET

Order No. 266

Sold to

Miss Hedda Maar,  
705 W. 170th Street,  
New York 32, N.Y.

Terms: net

2	# 70/25	shoppers	1.00	2.00
1	# 70/21	"		.75
				<hr/>
				\$ 2.75
				<hr/>

Sorry, could not ship before; just returned from New England-trip; will leave again on Sunday for middle-west; back May 23. Thank you. Business is fine. M.H.

*Paid by money order  
May 20*

# ADAIR GLASS CORP.

17 EAST 42ND STREET  
NEW YORK 17, N. Y.

CABLE ADDRESS: ADAGLAS  
TEL. MURRAY HILL 2-0147-8-9

Mrs. H. Leab  
705 West 170th Street  
New York 32, N. Y.

DATE June 25, 1953

TERMS Cash

VIA

SALESMAN R.B.A.

YOUR ORDER NO.

PKGES.	GROSS	DESCRIPTION	PRICE	AMOUNT	TOTAL
1	2 doz.	1 oz. Tuya -	0.30 <del>0</del>	7 20	
		Postage		30	
					7 50

*Ad - 6/25/53*  
*J. Adams*

ALL CLAIMS MUST BE MADE WITHIN 5 DAYS AFTER RECEIPT OF GOODS

Washington Heights 7-3600

# Stringfield Press

1085 St. Nicholas Avenue

Bet. 164th & 165th Sts.

NEW YORK 32, N. Y.

6-73-54

Name

Healds Maan

Address

1500 double size 26 cols.  
2 col.

Paid in full

S. G. F. W.

6-25-54

Weeks. 25

1500 Karten  
doppelt

Amt. \$

25

Tax \$

75

Total \$

25.75

Dep. \$

7.00

Bal. \$

18.75

Washington Heights 7-3600

FOLIO 33753

11/15/57

No 18220

SOLD TO

Mrs. Sear.



TERMS NET

# S. B. STRINGFIELD PRINTING

1085 ST. NICHOLAS AVENUE, NEW YORK 32, N. Y.  
AT 164TH STREET



2000 Cir 9 sets + 11

15 -

When does

Wedde Maar

Make a DAY Cream

~~Paid 11/15/57~~

Keys.

600 6 3/4 L

(envelopes)

15 -  
5 -

10 -

4 -

14 -



**QUATTLANDER PRESS**  
ESTABLISHED 1893  
PRINTING · ENGRAVING · LITHOGRAPHING  
350 WEST 31ST STREET  
NEW YORK  
ZONE 1

December 1, 1949

M Hedda Maar Cosmetics  
1742 Broadway  
New York

YOUR ORDER No. \_\_\_\_\_

DELIVERED TO

Printing of Labels

9 60

500  
Lotion  
Labels

RECEIVED PAYMENT  
QUATTLANDER PRESS  
CRR

# A. DORFMAN CO., INC. DESIGNERS AND MANUFACTURERS OF *Set-up Sales Packages*

57-59 WEST 19th STREET, NEW YORK, N. Y.

PHONE: WATKINS 9-3985-6



*Sold to:*

Mrs. Leab  
705 West 170 St.  
New York City

Invoice

Date 3/15/44

Your Order No.

Our Order No.

Terms: 1% 10 Days, Net 30 Days

Shipped Via

Quantity	Description	Price	Amount	Total
500	Boxes		50.00	\$50.00
	<i>Pd. g. never</i>		1%	<u>.50</u>
				\$49.50

This merchandise is sold for resale only. The goods covered by this invoice were manufactured in accordance with the time and wage levels prescribed in the Converted Paper Products Wage Order of June 1941.

1472 Broadway, New York

# ERNEST F. SOLINGER

Telephone BRyant 9-9642

*Creative Printing*

June 21, 1943

Hedda Maar  
1098 Anderson Ave.  
New York, N.Y.

TERMS: NET

DUE WHEN RENDERED

3000 Leaflets

40.00

City Sales Tax

- .40

40.40

*paid by check  
Leo Lieberman*

HEDDA MAAR

1098 Anderson Ave.  
N.Y. May 15, 1943.

Sehr geehrter Herr Solinger:

Nach dreimaligem Anruf habe ich heute frueh um 9Uhr, d.h. gerade jetzt diesen beigefuegten Proof erhalten. Wie entsetzt ich bin, kann ich einfach nicht in Worten ausdruecken.

Nachdem ich so lange mit Ihnen in so netter Form gearbeitet habe, kann ich diese Erledigung nicht verstehen.

Dieser Prospekt ist so haesslich & miserabel, wie er einfach nicht weniger sein kann.

Erst mal weiss ich nicht, wie das Papier aussieht, dass ich bekommen soll. Wenn ich etwas kaufe, muss ich doch wenigstens sehen, wie das, was ich bezahlen soll, aussieht.

Das Deckblatt ist unbedruckt. HEDDA MAAR (ohne about) sollte in den Typen sein, wie es auf dem Lotion & Skin Freshener Etikett gedruckt ist. Es muss viel mehr nach links. (Dieser Drucker hat ueberhaupt keinen Sinn fuer Schoenheit.)

Ueber "Anytime Cream" muss auch ein Strich, ich hatte extra gebeten, den ganzen Strich auf der linken Seite fortzulassen. Etwas, was ich gern geaendert haben moechte, gegen vorher: Ich moechte auch "Sensation" Lipstick ohne shades & "Sensation" Lipstick Refill auch ohne shades.

Ask for instruction booklet muss in die Mitte, hinter booklet ein Doppelpunkt,

Choose something good & it lasts long/er gehoert zusammen, d.h. Nach der Reihe: Invitation zu loveliness muss mehr Absatz sein & dann Choose something good direct ueber It lasts longer, in derselben Schrift. Choose mit einem grossen C, something & good alles in kleinen Buchstaben, nach good einen Gedankenstrich, dann drunter It (mit einem grossen I so wie es im Proof ist) & lasts & longer klein. Alles in der selben Type wie "It last longer" im Proof gedruckt ist.

Keep on buying war bonds---ist richtig in der Hoehe, muss aber in die Mitte, ohne Gedankenstrich am Ende & wenn es geht, in diesen Typen & der Grosse, aber feiner gedruckt.

Die rechte Seite ist voellig unmoeglich. Ich hatte extra gebeten, "Vogue" N.Y. Times etc. zu unterstreichen, d.h. oben & unten mit einem feinen Strich, nicht mit so einem ordinaeren Dicken. (Ich fuege ein Muster des Striches bei.)

Der Text ist ein absolutes Durcheinander, Sie werden mir zugeben, dass kein Mensch je dieses Mischmasch lesen wird. Das Datum muss so drunter gesetzt sein wie es gemacht ist. "Vogue" muss in die gleiche Reihe wie Cosmetics. N.Y. Times muss in gleicher Hoehe wie "Anytime Cream" etc. Ich nehme an, dass Sie wissen werden, was ich meine. Das 2. Datum unter N.Y. Times " muss auf dieselbe Linie wie Exquisit Day Cream. Das 2. Datum von der N.Y. Post muss in die gleiche Hoehe wie Anytime Cream.

...about HEDDA MAAR'S Cosmetics ist in Ordnung. Ich moechte alle Uberschriften so lassen. Den Text moechte ich in derselben Type wie unten unter den Namen. Ich glaube, es wird besser

Bei N.Y. Times "Anytime Cream muss der Doppelpunkt hinter die Anfuhrungsstriche.

Bei N.Y. Post Exquisit Day Cream sind die Anfuhrungsstriche bei Exquisit vergessen.

Bei N.Y. Post "Anytime Cream muss es im Text heissen "unusually smooth & Anytime Cream groos geschrieben.

Bei Daily News: bitte Cream & Day, Uream & Night & Anytime Cream & Day Cream, Night Cream mit grossen Buchstaben zu drucken.

Ich moechte "Vogue" in denselben Typen, d.h. in Schreibschrift wie it lasts longer. Ich ueberlasse Ihnen ob dann N.Y. Times etc. auch in den gleichen Typen sein soll. Wenn Sie glauben, es sieht nicht gut aus, nehmen Sie bitte Druckschrift, die verschnoerkelten Buchstaben (N.Y. Times) moechte ich nicht.

Werden in dem Original auch die Striche auf dem Photo sein? Das ist ja sehr haesslich.

Unter Mrs. Wise: World known klein geschrieben & nach recommend the .

Vielleicht sollte man auch alles ...about so fett drucken wie Mrs. Herbert Lehman? & die Zeitungs- & Zeitungsnamen alle in geschriebener Schrift? Ich glaube, das ist das Beste & der Prospekt wird nicht ganz so hoch.

Ich moechte die Aufteilung folgender Massen: 2000 Stck. so Original  
500 " mit Bloom. & Preis  
500 " ohne Preise, origi

Ich schicke Ihnen mit gleicher Post den Cut fuer das Buch.

Ich hoffe, dass es Ihnen moeglich sein wird, mir nun Alles so zu erledigen, wie Sie es so schoen immer bisher getan haben. Sie werden sich ja denken, dass ich nur etwas brauchen kann, was in Ordnung geht. Ich bitte Sie sehr, nun umgehend mir einen neuen Proof mit Deckblatt & ein Papiermuster zuzusenden zu lassen. Was ist mit den Sternen auf dem Deckblatt?

Beste Gruesse

REDDA MAART

ERNEST F. SOLINGER  
~~XXXXXXXXXXXXXXXXXX~~  
~~888 RIVERSIDE DRIVE~~  
NEW YORK CITY

~~XXXXXXXXXXXXXXXXXX~~

101 Sherman Avenue  
May 3, 1943

Dear Mrs Maar,

Der Probedruck geht Ihnen bestimmt morgen oder übermorgen zu. Ich war heute nochmals bei der Druckanstalt und habe Dampf dahinter gemacht.

Die Etiketten in genau derselben Farbe und Qualität wie Sie sie gehabt haben liefere ich Ihnen für 2.95 für 500 oder 3.50 für 1000.

Frdl. Gruss,

*Ernest F. Solinger*

HEBDA MAAR

1096 Anderson Ave.  
N.Y. 4-8-1943.

Mr. E. Solinger  
101 Sherman Ave.  
New York, N.Y.

Sehr geehrter Herr Solinger:  
Wahrscheinlich werden Sie mein Nichtantworten garnicht verstehen;  
ich glaube, mit diesen Prospekten ist irgend etwas. Erst musste ich  
so ewig auf den Preis warten & zu meinem Pech hatte ich Ihren spe-  
cial delivery brief verlegt & konnte ihn einfach nicht finden. Sie k-  
oennen sich vielleicht mein Entsetzen vorstellen, denn da war ja die  
Zeichnung drin. Ich bin froh, ich hab' alles heute gefun den & ich eil-  
nun, Ihnen zu antworten.

Der Preis ist ja weit ueber meinen Etat. Ich werde nehmen:  
3000 mit farbigen Druck auf Kunstdruckpapier fuer 35.50  
Druckplatte 5.00  
40.50

weiter bezahle ich nichts, das Falten  
werde ich allein besorgen.

Ich bin mir nun nicht ganz klar, ob ich die Kaesten bekomme  
fuer dieses viele Geld. Ich moechte sie ja sehr gerne haben, da das  
ja dem Prospekt den Charackter gibt. Wenn das nicht im Preis drin ist  
moechte ich aber auf jeden Fall "Vogue" N.Y. Times etc. einmal unter-  
strichen & die Artikel oben & unten unterstrichen (d.h. der Strich an  
der Seite wuerde fortfallen) denn ohne die Striche wuerde es einfach  
ueberhaupt nach Nichts aussehen. Ich habe mich klar verstaendlich ausge-  
drueckt.

Koenneten Sie es wohl ermoeeglichen, dass bei 1000 auf der Rueckseite  
on sale at  
Bloomingdale's  
gedruckt wird?

Ich glaube, ich nehme zartblau mit dunkelblau, vielleicht koennen Sie  
mir auch ein Papier in beige senden, damit ich eine Vorstellung bekomme.

Sehr geehrter Herr Solinger, Bitte, beschleunigen Sie jetzt alles wie es  
nur geht; ich brauche die Reklame dringendst.

Viele Gruesse

HEBDA MAAR

1472 Broadway, New York

# ERNEST F. SOLINGER

Telephone BRyant 9-9642

*Creative Printing*

March 31, 1943

Mrs Hedda Maar  
1098 Anderson Avenue  
New York City.

Dear Mrs Maar,

Jch schätze Sie im Besitze meines Special Delivery Briefes.

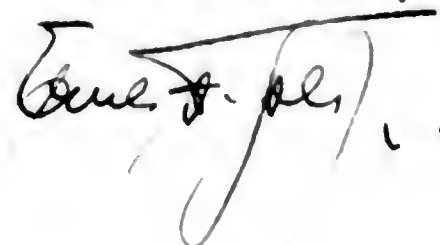
Die Preise für die Folders sind wie folgt:-

Schwarzer Druck auf weissem Hammermill Papier	3000	29.50
Farbiger Druck auf farbigem Kunstdruckpapier	3000	35.50
Falten 1.50 per 1000		
Druckplatte für Photographie 5.00 (Jhr Eigentum)		

Für eine gute Reproduction müßten wir schon das Kunstdruckpapier nehmen (glänzendes Papier).

Eine Auflage von weniger als 3000 rentiert sich nicht, da der Preis verhältnismässig kaum billiger wird.

Frdl. Gruss,



#### PLEASE NOTE

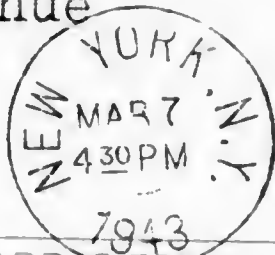
Due to present market conditions ALL PRICES QUOTED FOR IMMEDIATE ACCEPTANCE and subject to change without notice.

All orders accepted are subject to:

- 1) Government regulations affecting quality and shades of paper and other materials.
- 2) Ability to obtain materials.



E.F. Solinger  
101 Sherman Avenue  
NYC



THIS SIDE OF CARD IS FOR ADDRESS

A rectangular postmark from Inwood Station. The text "INWOOD STATION" is printed in a bold, sans-serif font. The postmark is partially overlaid by a circular postmark and is surrounded by horizontal cancellation lines.

INWOOD  
STATION

Mrs Hedda Maar  
1098 Anderson Avenue  
Bronx, N.Y.

Dear Mrs Maar,

Jch habe leider noch keinen annehmbaren Preis für die Circulare bekommen können. Werde Ihnen noch Bescheid zukommen lassen. Als Farbe kommt m.E. d'blau auf zartblau oder d'braun auf beige (Elfenbein) in Frage.

Wenn Sie Plakate in Busses anbringen lassen wollen kommt es darauf an, wieviele Sie anbringen wollen. M.E. kommen dafür nur die 5th Ave Busses in Frage. Subway dürfte bei den Tausenden von Cars unerschwinglich sein. Erkundigen Sie sich über Preis und dann können wir über die Herstellung von Plakaten reden. Was den Stempel für Jre Etiketten anbetrifft, so ist er noch bei der Druckanstalt und gut aufgehoben. Wenn Sie ihn unbedingt benötigen, werde ich ihn holen und Ihnen zuschicken. Frdl. Grüsse,

*Ernst H. Jost*

INDIVIDUAL LETTERHEADS AND TRADE MARKS DESIGNED

EVERYTHING  
PHOTOGRAPHED  
REPRODUCED  
PRINTED

**E. F. SOLINGER**

1472 BROADWAY - at Times Square  
New York City

LINE CUTS  
HALF TONES  
ADVERTISING  
NOVELTIES

BRYANT 9-9642

WISCONSIN 7-1208

High Quality \* Quick Service \* Low Price

Feb 21 43

Sehr geehrte Mrs. Maar,

Ihren Brief vom 17 ds habe ich erhalten.

Ich werde Ihnen Preis für 2 M + 3 M mitteilen so bald ich Preise für Satz, Papier, etc. selbst habe. Zu blau passt als Druckfarbe d'bleu, schwarz + dunkelrot. Das Falten macht es etwas teurer, aber es wird besser aussehen wenn maschinengefaltet und Ihnen viel Zeit sparen.

Das cliché (Klischee, oder wie das Ding auf Deutsch heißt) ist selbstredend Ihr Eigentum. Für Anzeigen ist es nur in den besseren Magazinen zu verwenden, die auf Kunstdruckpapier gedruckt sind (z. B. VOGUE).

Was die Sache teurer machen wird sind die vielen Striche und Kästen, die alle handgesetzt werden müssen und die verschiedenen Schriftarten. Fotografiedruck ist natürlich auch viel teurer. Man kann die Sache auch auf billigere ~~tot~~ machen, aber das hat wenig Sinn.

Ich werde Ihnen noch den genauen Preis mitteilen.

Frohe Grüße

E. F. Solinger

PLEASE NOTE

Due to present market conditions ALL PRICES QUOTED FOR IMMEDIATE ACCEPTANCE and subject to change without notice.

All orders accepted are subject to:

- 1) Government regulations affecting quality and shades of paper and other materials.
- 2) Ability to obtain materials.

1472 Broadway, New York

# ERNEST F. SOLINGER

Telephone BRyant 9-9642

*Creative Printing*

Jan. 25, 1943.

Mrs Hedda Maar  
1098 Anderson Avenue  
New York City.

Sehr geehrte Mrs Maar,

Jch danke Ihnen für Ihren Brief vom 22. ds.

Es ist sehr schön, dass es Ihnen gelungen ist, ins Vogue und ev auch in Mademoiselle zu kommen. Das wird Ihren Umsatz sicher sehr heben, was ich Ihnen sehr wünsche.

Was die Zusammenstellung der Write-ups anbetrifft, so halte ich es für das beste, wenn Sie sie in der Form zusammenstellen wie ich seinerzeit meine Muster. Jch weiss nicht, ob Sie sich darauf erinnern können.

Es ist ein sog. Ring Binder mit drei Ringen, der es gestattet, immer neue Blätter einzulegen, wenn mehr dazukommt und andererseits keine leeren Stellen sehen lässt. Die Originale Ihrer Write-ups sind geschützt durch Celluloid. Sie bekommen diese Art Binder und die Blätter bei Goldsmith Bros. in der Nassau Street. Jch hatte damals No. 2513-P. Lineage Sheets. Es gibt diese Binder natürlich in der verschiedensten Ausführung. Es lohnt sich, wenn Sie einmal runterfahren. Die Zusammenstellung soll möglichst einfach sein, damit der "dokumentarische" Character gewahrt bleibt und es nicht zu sehr nach Reklame aussieht.

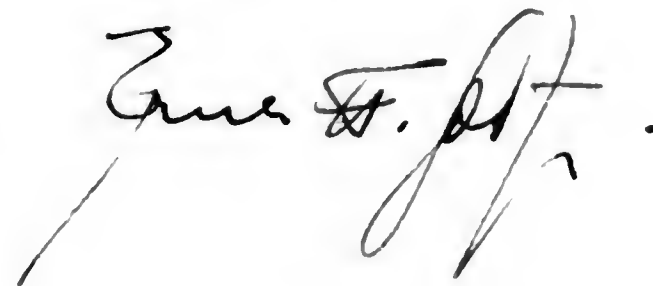
Die Reklamezettel kann man natürlich, wie Sie selbst sagen, in der verschiedensten Ausführung machen und der Preis hängt von vielen Dingen ab. Ob Vogue Ihnen die Platte überlässt, ist nicht ohne weiteres zu sagen, wenn ja, wird sie sicher sehr teuer sein. Es ist vielleicht billiger, eine neue zu machen. Vielleicht kann ich sie Ihnen aber verschaffen, da eine Fotografin im Vogue Studio eine gute Bekannte von mir ist.

Anrufen kann ich Sie zzt leider nicht, da ich sehr wenig Zeit habe. Wenn Sie alle Write-ups beisammen haben, können Sie mir sie vielleicht einmal zuschicken und ich werde Kopien davon machen und Ihnen die Originale gleich wieder zurücksenden und Ihnen dann Vorschläge machen,

und Ihnen die Preise mitteilen.

Auf Ihre Anfrage teile ich Ihnen noch mit, dass ich zwar LA classified bin, aber aufgrund meines Defense Jobs als essential man zurückgestellt bin.

Frdl. Gruss,

A handwritten signature in cursive script, appearing to read "Ernest H. Pitt". The signature is written in dark ink and is positioned below the typed name "Ernest H. Pitt".

Väter Metal (Tiberis:)

10.11.43

2 gross medium 20mm white Pabalite  
3 " " 20mm ivory " "

Blue Preis & blue Self  
nur bestellt.

INVOICE

**Victor Metal Products Corporation**

MANUFACTURERS OF COLLAPSIBLE TUBES IN TIN, TIN-COATED, LEAD AND ALUMINUM  
PLASTIC MOULDERS

196 DIAMOND STREET, BROOKLYN, N. Y.  
TELEPHONE EVERGREEN 9-3630, 3631-3632

AS SOME OF OUR RAW MATERIAL SUPPLIERS HAVE  
PLACED US ON A PRICE-WHEN-DELIVERED BASIS,  
ALL PRICES ARE SUBJECT TO CHANGE WITHOUT  
NOTICE. ALL CONTRACT PRICES ARE SUBJECT TO  
REVISION BASED ON THE PRICE OF RAW MATERI-  
ALS TO US AT THE TIME OF MANUFACTURE.  
SELLER SHALL NOT BE RESPONSIBLE FOR FAILURE  
OR DELAY IN DELIVERING DUE TO PREFERENCE  
GIVEN ORDERS OF THE U. S. GOVERNMENT, ANY  
INSTRUMENTALITY THEREOF, OR FOR NATIONAL  
DEFENSE.

THIS IS TO CERTIFY THAT MERCHANDISE LISTED  
IN THIS INVOICE HAS BEEN PRODUCED IN AC-  
CORDANCE WITH THE FAIR LABOR STANDARDS  
ACT OF 1938.

CUSTOMER'S ORDER  
NO. AND DATE

Ltr HL  
3-6-43

Plastic

REFER TO  
INVOICE NO.

7482

REQUISITION NO.

INVOICE DATE

March 12, 1943

CONTRACT NO.

VENDOR'S NO.

SOLD  
TO

Mrs. W. Liebeskind  
1098 Anderson Avenue  
New York, N. Y.

SHIPPED TO  
AND  
DESTINATION

Ditto

DATE SHIPPED

March 12, 1943

CAR INITIALS AND NO.

FROM BROOKLYN, N. Y.

PREPAID OR COLLECT?

ROUTE  
SHIPPED

P. P. 6

F. O. B. BROOKLYN, N. Y.

SALESMAN

TERMS:

C. I. A.

1

PACKAGES

CASES

10000  
CARTONS

QUANTITY ORDERED	QUANTITY SHIPPED	DESCRIPTION	UNIT PRICE	AMOUNT	TOTAL
500	5 gr	20mm Ace Medium Ivory #29A pulp/vinylite Broken Package Charge  (On hand lined)		7.30 <u>1.00</u>	0.30

MOULDING DIVISION  
**Victor Metal Products**  
CORPORATION  
196 DIAMOND STREET  
BROOKLYN, N.Y.  
March 4, 1943

Mrs. H. Liebeskind  
1098 Anderson Avenue  
New York, N. Y.

Dear Madam:

We have seven gross of 20 m/m Medium Ace Ivory Caps on hand. These are lined with Pulp/Vinylite.

If you can use these, we shall be glad to send these to you on a C.C.D. basis.

Very truly yours,

VICTOR METAL PRODUCTS CORP.

By

RDTiberiis:HJ

*6. Main*  
*75 Gross bestellt a 1.66 = 8.30*  
*8 1020*  
*8.22 bez. p.*  
*1.10/11*





# CARR-LOWREY GLASS CO.

MANUFACTURERS OF

## FLINT GLASS CONTAINERS & OPAL JARS

MACHINE AND HAND MADE

FACTORY AND MAIN OFFICE - - - BALTIMORE 3, MARYLAND

41422

SOLD TO

H. Leab 12-1000-31-1  
705 West 170th St.  
New York 32, N.Y.

INVOICE NO. 41422

YOUR ORDER NO. NYOS  
CASH IN ADVANCE

TERMS: 1% 10 DAYS - 30 DAYS NET  
Check recd \$21.07 7-30-52 rhp

F. O. B. Balto. with C/L Frt. All'd  
TO N.Y., N.Y.

DATE 8/5/52

BILLING NO. 23170

SALESMAN M/NYOS

WEIGHT 72.4

SHIPPED VIA George's to Above

SHIP WHEN At Once

NO. OF CS./CTN.	MOLD NUMBER	DESCRIPTION - FINISH	TOTAL NO. GROSS	PRICE PER GROSS	TOTAL
2	IS-959	#357 - 4 Ounce 20mm 410 R/O Pack Bulk - 8 Doz. "C"	1-48/144	\$6.36	8.48
	P-48	#48 - 8 Ounce 83mm 400 C.T. Pack Bulk		\$15.85	
		83mm 400 Black Single Shell Metal Caps		\$3.20	
				.25	
				.04	
				.20	
				.01	
					.30
					8.18

**PAID**  
AUG 18 1952  
Carr-Lowrey Glass Co.

21.05  
8.18  
12.87

Frt. allowed at 35¢ cwt. .25  
Plus 15% .04  
3% Trans Tax .01

Prices charged in accordance with applicable ceiling price regulations

Seller represents that with respect to the production of goods covered by this invoice, it has fully complied with the requirements of the Fair Labor Standards Act of 1938, as amended, including Section 12(a).

6.36  
1.80  
8.16

8.48  
2.50  
10.98 : 192 = 5

ITEMS NOT EXTENDED WILL BE SHIPPED LATER

NOTE - WE ARE NOT RESPONSIBLE FOR LOSS OR DAMAGE IN TRANSIT. IF SHIPMENT ARRIVES IN BAD CONDITION NOTE THIS ON YOUR RECEIPT AND THEREBY HAVE RECOURSE ON THE TRANSPORTATION COMPANY.

STRAIGHT BILL OF LADING—SHORT FORM—ORIGINAL NOT NEGOTIABLE

Shipper's No.

*George - ...*

(Name of Carrier)

Carrier's No.

RECEIVED, subject to the classifications and tariffs in effect on the date of the issue of this Bill of Lading,

at Baltimore, Md.,

*AUG 5 - 1952* 195

From **CARR-LOWREY GLASS CO.**

the property described below, in apparent good order, except as noted (contents and condition of contents of packages unknown), marked, consigned, and destined as indicated below, which said carrier (the word carrier being understood throughout this contract as meaning any person or corporation in possession of the property under the contract) agrees to carry to its usual place of delivery at said destination, if on its route, otherwise to deliver to another carrier on the route to said destination. It is mutually agreed as to each carrier of all or any of said property over all or any portion of said route to destination, and as to each party at any time interested in all or any of said property, that every service to be performed hereunder shall be subject to all the terms and conditions of the Uniform Domestic Straight Bill of Lading set forth (1) in Official, Southern, Western and Illinois Freight Classifications in effect on the date hereof, if this is a rail or a rail-water shipment, or (2) in the applicable motor carrier classification or tariff if this is a motor carrier shipment.

Shipper hereby certifies that he is familiar with all the terms and conditions of the said bill of lading, including those on the back thereof, set forth in the classification or tariff which governs the transportation of this shipment, and the said terms and conditions are hereby agreed to by the shipper and accepted for himself and his assigns.

Consigned to *A. Leab* (Mail or street address of consignee—For purposes of notification only.) *725 ...*

Destination *New York* State of *N.Y.* County of *...*

Route *...*

Delivering Carrier *...* Car Initial *...* Car No. *...*

No. Packages	Kind of Package, Description of Articles, Special Marks, and Exceptions	*Weight (Sub. to Cor.)	Class or Rate	Ck. Col.
<i>2</i>	Cartons of Empty Glass Bottles, Less Than One Quart in Capacity O/T Cut	<i>12</i>		
	Cases of Empty Glass Bottles, Less Than One Quart in Capacity O/T Cut			
	Cartons of Caps-Covers or Tops For Bottles or Jars			
	Cartons of Glass Stoppers			
	Boxes of Glass Stoppers			
	Bundles of Corrugated Fibre Boxes K. D. Flat			

Subject to Section 7 of conditions of applicable bill of lading, if this shipment is to be delivered to the consignee without recourse on the consignor, the consignor shall sign the following statement:  
 The carrier shall not make delivery of this shipment without payment of freight and all other lawful charges.  
**CARR-LOWREY GLASS CO.**  
 (Signature of consignor)  
 If charges are to be prepaid, write or stamp here "To be Prepaid."  
 Received \$.....to apply in prepayment of the charges on the property described hereon.  
 Agent or Cashier  
 Per..... (The signature here acknowledges only the amount prepaid.)  
 Charges advanced:  
 \$.....

The fibre boxes used for this shipment conform to the specifications set forth in the box maker's certificate thereon, and all other requirements of the Consolidated Freight Classification.

\*If the shipment moves between two ports by a carrier by water, the law requires that the bill of lading shall state whether it is "carrier's or shipper's weight."  
 NOTE—Where the rate is dependent on value, shippers are required to state specifically in writing the agreed or declared value of the property.  
 The agreed or declared value of the property is hereby specifically stated by the shipper to be not exceeding.....per.....

This shipment is correctly described.  
 Correct weight is.....lbs.  
 Subject to Verification by the Eastern Weighing & Insp. Bureau According to Agreement  
**CARR-LOWREY GLASS CO.** Shipper

"Shipper's imprint in lieu of stamp; not a part of bill of lading approved by the Interstate Commerce Commission."

**CARR-LOWREY GLASS CO., Shipper, Per**  
 Permanent post-office address of shipper, BALTIMORE, MARYLAND.

*D. N. Owens & Co., Inc.*

Agent, Per *...*  
**FORM NO. 85**

FREIGHT BILL

781

BALTIMORE OFFICE PIER 5, PRATT ST.  
PHONE: MULBERRY 4836

NEW YORK OFFICE 174 PERRY ST.  
PHONE: CHELSEA 3-3663

**GEORGE'S TRANSPORTATION COMPANY, INC.**  
NEW YORK - BALTIMORE - WASHINGTON

1

BA 20375

CONSIGNEE H Leab

DATE 8/5/52

DESTINATION 705 West 170th St New York 32 N Y

FROM Baltimore Md

SHIPPER Carr Lowrey Glass Co

CONNECTING  
LINE AND  
WAYBILL REF.

I.C.C. REQUIRES PAYMENT WITHIN 7 DAYS	WEIGHT	RATE	FREIGHT	ADVANCES	PREPAID	COLLECT
2 Ctns Empty glass bottles	72	min	2 50			2 50 08 2 58
					TAX	
					C.O.D. FEE	
					C.O.D.	
CONSIGNEE'S SIGNATURE					TOTAL	

\$

H.Leab

*Lo 5-3201*

705 W 170th st  
New York 32  
Tel. Wa- 7-6850  
July 10, 1952

Carr Lowry  
40 W 40th St  
New York 18

Dear Mr. Leideman,

Please find enclosed my check about \$21.07 for my order of

16 doz.	bottles 4oz no. 357	\$6.36	p. gross	\$8.48
8 "	(opal jars 8oz	19.00	" "	12.80
	(caps			<u>21.28</u>
			less 1%	21
				<u>\$ 21.07</u>

Kindly call me a day before delivery so that I have arranged to accept the boxes. Thank you.

Very Truly Yours,

H.Leab

*Handwritten notes:*  
9/1/52  
3/2/52  
h/m  
encl.

CARR-LOWREY GLASS CO.

BALTIMORE 3, MD.

Sales Agreement No. G 2384

Invoice To H. Leab

Date November 22, 1950

Street 705 W. 170th Street

Salesman N.Y.O.S.

City and State New York 32, N.Y.

Cus. Order No. Letter 11-18-50

Ship To Above

CASH IN ADVANCE

Street City and State

Routing George's F. O. B. Baltimore with C/L Frt All'd to New York 32, N.Y.

All Goods To Be Shipped On Or Before: At Once

QUANTITY	MOLD No.	DESCRIPTION AND PACKING	PRICE
1 <sup>1</sup> / <sub>2</sub> dozen	IS 959	#357 - 4 oz. 20 m.m. 410 R/O Packed Bulk Code 1020	\$5.83 per gr.

DATE RECEIVED	PRICE	CREDIT	BY	AMT. RECORDED	BY	DATE RECORDED	BY	SCHEDULE OUT	BY
CARTONS ORDERED	BY	INVOICE ISSUED	BY	CONTR. ORDER ENT'D	BY	AT ONCE ORDER SHP'D	BY		
		11-22-50	N.Y.						

NOTE: The order listed above is subject to acceptance by the Home Office, on the terms and conditions appearing on the back hereof. Kindly notify the Home Office by return mail if your order has not been entered correctly or if the conditions are not satisfactory. Failure to do so or to effect prompt return of the goods shipped hereunder shall constitute acceptance of the terms and conditions appearing on the back hereof.

Baltimore, Md. 11/27/50 19

Buyer H. Leab

Approved and Accepted: CARR-LOWREY GLASS COMPANY

By

By R. J. Kelly

Title

BUYER TO SIGN AND RETURN THIS COPY FOR SELLER'S SIGNATURE. AFTER WHICH IT WILL BE SENT TO BUYER FOR HIS FILES.

H. Leab

705 W 170th Street  
New York 32, N.Y.  
November 18, 1950

Carr-Lowrey Glass Co.  
40W 40th Street  
New York City

Dear Mr. Leideman:

Referring to my visit in your office will you please  
send

2 cartons-16doz	357	4 ozs bottles r/o	
		price per gross	\$5.83--\$7.78
		less 1%	<u>8</u>
			\$7.70

Enclosed check about \$7.70

Kindly rush the delivery.

Very truly yours,

H. Leab



BALTIMORE OFFICE PIER 5, PRATT ST.  
PHONE: MULBERRY 4836

CONSIGNEE COPY

NEW YORK OFFICE 174 PERRY ST.  
PHONE: CHELSEA 3-3663

# GEORGE'S TRANSPORTATION COMPANY, INC.

NEW YORK - BALTIMORE - WASHINGTON

3

BA 10814

CONSIGNEE H. Leab

DATE 11/28/50

DESTINATION 705 W. 170th St., New York 32, N. Y.

FROM

Baltimore, Md

SHIPPER

Carr Lowrey Glass Co

CONNECTING LINE AND WAYBILL REF.

I.C.C. REQUIRES PAYMENT WITHIN 7 DAYS	WEIGHT	RATE	FREIGHT	ADVANCES	PREPAID	COLLECT
2 Ctns empty glass bottles	72	min	1 90			1 90 06 1 96 Charge
<p><i>With Rec'd Payment</i></p> <p><i>Watah</i></p>						TAX
						C.O.D. FEE
						C.O.D.
CONSIGNEE'S SIGNATURE						TOTAL



# CARR-LOWREY GLASS Co.

MANUFACTURERS OF

**FLINT GLASS CONTAINERS & OPAL JARS**

MACHINE AND HAND MADE

FACTORY AND MAIN OFFICE - - - BALTIMORE 3, MARYLAND

SOLD TO

H. Leab 12-1134-31-1  
705 W. 170th Street  
New York 32, N.Y.

INVOICE NO.

27716

YOUR ORDER NO. Letter 11-18-50

TERMS: ~~10 DAYS~~ ~~30 DAYS NET X~~

CASH IN ADVANCE

F. O. B. Balto with C/L Frt  
All'd to New York 32, N.Y.

WEIGHT

72#

SHIP WHEN

At Once

DATE 11/28/50

BILLING NO. 9246

SALESMAN N.Y.O.S.

SHIPPED VIA George's to Above

NO. OF CS./CTN.	MOLD NUMBER	DESCRIPTION -- FINISH	TOTAL NO. GROSS	PRICE PER GROSS	TOTAL
2	IS 959	#357 - 4 oz. 20 m.m. 410 R/O Packed Bulk 8 dozen "C"	1-48/144	\$5.83	7.77
		Frts. allowed at 35¢ cwt. 3% Trans Tax		.25 .01	.26
					7.51

**PAY TO**

DEC 31 1950

Carr-Lowrey Glass Co.

Per \_\_\_\_\_

ITEMS NOT EXTENDED WILL BE SHIPPED LATER

NOTE-WE ARE NOT RESPONSIBLE FOR LOSS OR DAMAGE IN TRANSIT. IF SHIPMENT ARRIVES IN BAD CONDITION NOTE THIS ON YOUR RECEIPT AND THEREBY HAVE RECOURSE ON THE TRANSPORTATION COMPANY.

# POLAK & SCHWARZ, Inc.

MANUFACTURERS OF

ESSENTIAL OILS, AROMATIC CHEMICALS,  
BASIC PERFUMES AND FLAVORS

667 WASHINGTON ST., NEW YORK 14, N. Y.

TELEPHONE  
CHELSEA 2-6525

CABLE ADDRESS  
POSCHWA

## SOLD TO:

H. Leab,  
705 W. 170th Street,  
New York 32, N. Y.

YOUR NO.

OUR NO. 35146/5242

SHIPPED VIA P. P.

TERMS, NET 30 DAYS OR 1% CASH 10 DAYS

DATE 11/8/44

8	oz	Aspasia for Toilet Water	25.00	\$12.50
---	----	--------------------------	-------	---------

*paid  
1/19/44*

H. Leab

705 W 170th Street  
New York 32, July 15, 4

Sehr geehrter Herr Lengsfelder:

Mit gleicher Post sende ich Ihnen die drei kleinen Flaeschchen,  
von denen ich am Telefon zu Ihnen sprach. Sie sind mit Nr. versehen  
1, 2, 3.

1. ist das alte Toilettenwasser, etwa 1 1/4 Jahr alt. Es ist 1 1/4 fl. oz.

2. ist das neue von Special Toilettes, von mir ergaenzt auf 2 1/4 fl. oz.

3. ist das mit dem von Ihnen gesandten Sprit. Es ist 2 fl. oz.

Alle sind 70% Sprit & 30% Wasser.

Bitte, ueberzeugen Sie sich, dass das alte stundenlang auf der Haut  
& wundervoll riecht waehrend das neue in etwa einer Std. vollkommen  
verflogen ist & ausserdem absolut roh riecht, wenn auch frisch, muerste  
es anders riechen.

Es tut mir Leid, dass Sie sich damit soviel Arbeit machen. Es ist aber  
so, dass es Ihnen vielleicht ganz interessant sein wird, denn das Oel,  
das eben nicht in Ordnung ist, wird ja nicht nur fuer mich verwandt &  
es mag sein, dass Niemand vorher etwas gemerkt hat. Sie wissen ja aus un-  
serer gemeinsamen Erfahrung wie es mitunter ist. -Fuer mich ist es sehr  
unangenehm, denn ich habe viele Kunden verloren.

Ich danke Ihnen vielmals fuer Ihr frdl. Interesse & begruesse Sie  
bestens

ESSENTIAL OILS  
AROMATIC CHEMICALS

PERFUME SPECIALTIES  
FLOWER OILS

TRUE FRUIT FLAVORS  
IMITATION FLAVORS

FRUIT EXTRACTS  
CONDENSED JUICES

# POLAK & SCHWARZ, INC.

667 WASHINGTON STREET

NEW YORK, N. Y.

TELEPHONE  
CHELSEA 2-6525

CABLE  
POSCHWA

April 26, 1944

H. Leab  
705 W. 170th Street  
New York 32, N.Y.

Gentlemen:

The official ruling in connection with the City  
Sales Tax states:

1. That all resale certificates must be sworn to.
2. That the certificate number of the customer must be given.
3. That unless this number is given or if the purchaser has no certificate the tax must be charged and collected.

In compliance with the above, we now enclose a new certificate and ask that you have it executed as outlined and return it to us promptly preferably by return mail.

Yours very truly,

POLAK & SCHWARZ, INC.

A. Solomon

FACTORIES and BRANCHES at:

OUTTENBERG, N. J. — ZAANDAM and HILVERSUM (Holland) — PARIS — LONDON — BRUSSELS — MESSINA

# POLAK & SCHWARZ, Inc.

MANUFACTURERS OF

ESSENTIAL OILS, AROMATIC CHEMICALS,  
BASIC PERFUMES AND FLAVORS

667 WASHINGTON ST., NEW YORK, N. Y.

TELEPHONE  
CHELSEA 2-6525

CABLE ADDRESS  
POSCHWA

## SOLD TO:

Mrs. H. Leab,  
705 W. 170th Street,  
New York 32, N. Y.

YOUR NO.

OUR NO. 26578/3707

SHIPPED VIA P. P.

TERMS, NET 30 DAYS OR 1% CASH 10 DAYS

DATE 3/1/44

8	oz	Aspasia for Toilet Water	25.00	\$12.50
---	----	--------------------------	-------	---------

*12.50*  
*25.00*  
*37.50*

*paid for Aspasia for Toilet Water*  
*Leab*

*2*  
*12.50*  
*25.00*  
*37.50*

# POLAK & SCHWARZ, Inc.

TELEPHONE  
CHELSEA 2-6525

MANUFACTURERS OF  
ESSENTIAL OILS, AROMATIC CHEMICALS,  
BASIC PERFUMES AND FLAVORS  
667 WASHINGTON ST., NEW YORK, N. Y.

CABLE ADDRESS  
POSCHWA

## SOLD TO:

H. Leab,  
705 W. 170th Street,  
New York 32, N. Y.

YOUR NO.

OUR NO. 18482/3119

SHIPPED VIA P.P.

TERMS, NET 30 DAYS OR 1% CASH 10 DAYS

DATE

11/29/43

4	oz	Aspasia for Toilet Water	25.00	\$6.25
---	----	--------------------------	-------	--------

PAID



ESSENTIAL OILS  
AROMATIC CHEMICALS

PERFUME SPECIALTIES  
FLOWER OILS

TRUE FRUIT FLAVORS  
IMITATION FLAVORS

FRUIT EXTRACTS  
CONDENSED JUICES

# POLAK & SCHWARZ, INC.

667 WASHINGTON STREET

NEW YORK, N. Y.

TELEPHONE  
CHELSEA 2-6525

CABLE  
POSCHWA

March 15, 1943

Miss Herta Liebeskind  
1098 Anderson Avenue  
New York City

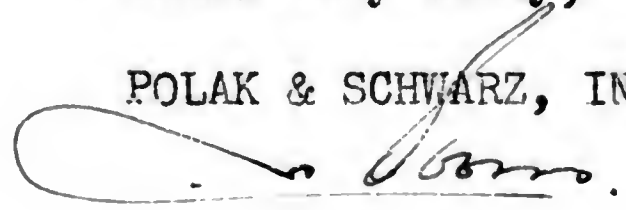
Dear Miss Liebeskind:

It gives us pleasure to inform you that we can indeed supply you with a less expensive version of the Aspasia which you have been buying from us.

This is our Aspasia 15774, the price of which is \$16.00 per pound. This odor is particularly suitable for powders, and we have no doubt that you will find it satisfactory.

Yours very truly,

POLAK & SCHWARZ, INC.



E. POONS

EP:EK

*Bestelt per Special Toilettes*

*300 Boxes 13.90 lb.*

*1300 and 100 lb. = 13.9*

*12  
25-4 100 lb*

*1000 p. box 100 box 700 lb  
300 " 2100 = 116-132 lb  
50  
20*

*132  
25  
660  
264  
33.40*

*300 Boxes 75 \$  
300 Full 53 "  
300 1/2 lb. 6 "  
300 Boxes 15 "  
129 \$*

FACTORIES and BRANCHES at:

GUTTENBERG, N. J. - ZAANDAM and HILVERSUM (Holland) - PARIS - LONDON - BRUSSELS - MESSINA



# POLAK & SCHWARZ, Inc.

TELEPHONE  
CHELSEA 2-6525

MANUFACTURERS OF  
ESSENTIAL OILS, AROMATIC CHEMICALS,  
BASIC PERFUMES AND FLAVORS

CABLE ADDRESS  
POSCHWA

667 WASHINGTON ST., NEW YORK, N. Y.

## SOLD TO:

Miss H. Liebeskind,  
1098 Anderson Avenue,  
New York City.

YOUR NO.

OUR NO. 16440/842

SHIPPED VIA P.P.

TERMS, NET 30 DAYS OR 1% CASH 10 DAYS

DATE 2/17/43

4	oz	Rose Centifolia	lb.	7.50	\$ 1.33
8	"	Muguet d'Auteuil for Cream	"	12.00	6.00
4	"	Gardenia Blanc	"	15.00	3.75
1	"	Aspasia for Toilet Water	"	25.00	1.56
$\frac{1}{2}$	"	Jacinthe Longchamp Blanc	"	20.00	.63
					\$ 13.32
Less 1% Cash					.14
<u>P A I D</u>					\$ 13.68

1300 walk  
 11. 168 = 138  
 10216 = 122  
 2259

1015 1 hr = 2000 = 1998

300 = 33. =  
 $\frac{220}{53}$   
 $\frac{11.00}{11.00}$   
 $\frac{6}{157} = 0.4$   
 $\frac{1}{4}$

105-107  
 16 254  
 $\frac{14}{3}$   
 $\frac{2481}{1}$

125 p. Mt  
 8

How much 100 Mt = 148  
 100 Mt = 148  
 $\frac{121}{969}$   
 16-16 028 800 = 13  
 $\frac{13}{20}$   
 15

100 Mt 1600 = 168  
 0 1000  
 1.600 = 1.60  
 1.60

22000  
 35-5  
 $\frac{15}{24} =$   
 $\frac{2100}{10000}$   
 $\frac{104}{25}$   
 $\frac{657}{511}$   
 $\frac{2130}{511}$



How much 100 Mt = 148  
 100 Mt = 148  
 $\frac{101}{210}$

100 small 7000  
 How much 100 Mt = 138  
 $\frac{121}{254}$

Small 7000  
 25:16 = 158  
 $\frac{90}{80}$   
 169  
 11.50  
 25

1900 16 = 875  
 $\frac{120}{400}$   
 $\frac{11}{21}$   
 2200

H.Liebeskind

1098 Anderson Ave.  
N.Y. Febr. 13, 1943.

Polak & Schwarz  
New York, N.Y.

Gentlemen:

Will you please send me:

4 ozs.	Rose Centifolia	7.50	\$ 1.87
8 "	Muguet d'Auteuil for Cream	12.-	6.00
4 "	Gardenia Blanc	15.-	3.75
1 "	Aspasia for Toiletwater	25.-	1.56
1/2 "	Jacinthe Longchamps Blanc	20.-	.63
			<u>\$13.81</u>
		less 1%	<u>13</u>
			\$13.68

Enclosed one check: 1.89  
one check: 11.79  
13.68

Very truly yours

H.Liebeskind

AR 7205

5/25

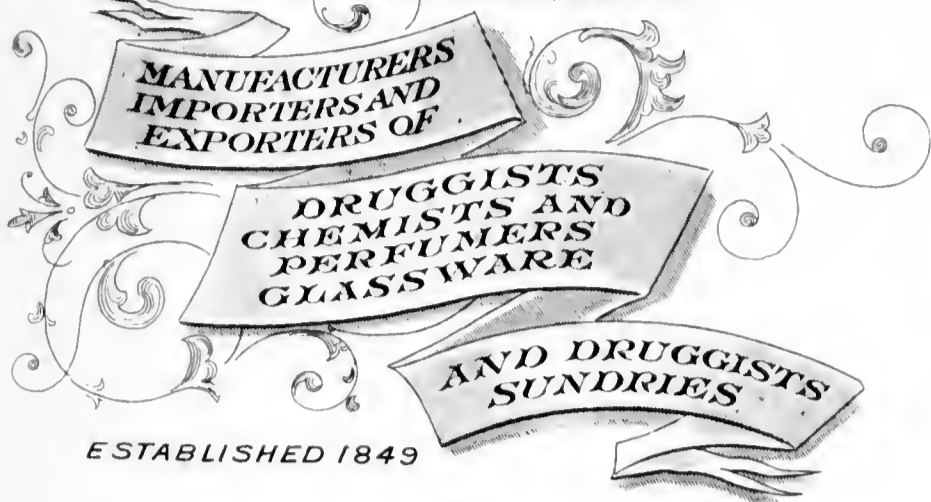
HERTA & LEO LEAB COLLECTION

S. 34/1

5/25 SUPPLIERS - HAGERTY BROS. & CO. 1943-1951

5/25

CABLE ADDRESS: HAGERTY, NEW YORK



New York 7, June 25, 1951

Mr. H. Leab  
705 West 170th Street  
New York 32, N. Y.

Dear Sir:

Replying to your letter of June 19th we are indeed sorry that we cannot cancel the charge of \$1.60 inasmuch as it represents the difference between what you paid our Mr. Grann and the correct present day price.

Through an error no doubt on Mr. Grann's part the jars were billed you in error. How it happened and why is impossible to check but the writer feels that you also as a business man would not want to lose money on a transaction of this type. The difference is small and so is the profit on this item.

We will see to it that this matter is closely watched in the future.

Very truly yours

HAGERTY BROS. & CO

Joseph F. Kelly

*Paid \$1.60  
for jars  
9/7 57*

JFK/fs

H. Leab

705 E 170th Street  
New York 31, N. Y.  
June 19, 1951

Mr. Kelly  
Hagerty Bros.  
137 John Street  
New York

Dear Mr. Kelly:

Since the decision in the following matter, according to Mr. Graham, is with you, I like to tell you the facts leading to this letter:

I am your customer-though a small one- since 1942. I pay every order in advance.

On April 11, 1951 I called Mr. Graham to order 2 gross of 2ozs jars. I was told to send a check about \$14.40 for the 2 gross what I did. I believe, on April 16, my truckman picked the jars up.

3 weeks ca. later, on May 1, I received a bill according to which I owed \$1.60. Right away, over the telephone, I informed Mr. Graham about the mistake of the bookkeeper; he meant, he will straighten it out.

Last week, about 6 weeks later, on about June 14, I received a statement, to my greatest surprise. I became more surprised when I called: According to Mr. Graham his information was wrong. ---I don't blame him. It is just too bad he does not get information at the right time.

Dear Mr. Kelly: I know very well I am a small customer. You just the same know the struggle of the small man. Wouldn't you consider? -Besides: Isn't it funny to send a bill to somebody who would not get 10cts credit?!

You might agree, one can't do more than pay for an order in advance? I ask you as a businessman: would you pay if the same happened to you?

I ask you, please, to cancel out the \$1.60.

Thank you.

Very truly yours,

H. Leab

We do not insure delivery or safe carriage of goods. They are at your risk of breakage and Transportation after shipment from our store.

CABLE ADDRESS  
"HAGERTY NEWYORK"

# HAGERTY BROS. & CO.

TELEPHONE  
WHITEHALL 3-1774

NOS. 8 & 10 PLATT STREET

Between Pearl and Gold Streets

SOLD TO

New York 7, N. Y.

April 17, 1951

H. Leab  
705 West 170th St.  
N.Y. 32, N.Y.

Our Order No. 4135109

Your Order No.

Sales 164

Page

Sent to Conveyance

2 gro.	2 oz. opal jars #6285 & s/s caps	8.00 gro.	16 00
		Received check	14 40
		<i>PAID 7.20 = 14.40</i>	
		BALANCE	1 60

*according to telephone call  
straightened with Mr. Graham*

*April 30, 1951*

*Medis*

We hereby certify that the merchandise covered  
by this invoice has been produced in keeping with  
the Fair Labor Standards Act of 1938.

TERMS, 1% 10 DAYS NET 30

Hagerly Bros. 10<sup>9</sup> Platt Street

Dear Mr. Graham; April 11, 1951

Please find enclosed invoice of  
14.40 - 1.00 = 14.26 for

Boxes of 200 gal. gas. m. l. c.  
with caps

The transporter will pick them up  
on Monday 11.51 Very truly yours



We do not insure delivery or safe carriage of goods. They are at your risk of breakage and Transportation after shipment from our store.

CABLE ADDRESS  
"HAGERTY NEWYORK"

# HAGERTY BROS. & CO.

TELEPHONE  
WHITEHALL 3-1774

NOS. 8 & 10 PLATT STREET

Between Pearl and Gold Streets

SOLD TO

*New York 7, N. Y.*

January 5, 1950

H. Lieb  
705 W. 170th St.  
N.Y., N.Y.

Our Order No. 8295002

Your Order No.

Sales

Page

Sent to | Conveyance

3 doz.	16 oz. 5207 bottles & s/s caps	1.00 doz.	3	00
5 doz.	8 oz. #46 opal jar ct & s/s caps	1.50 doz.	7	50
1 only	1 roll gum tape	1.50 ea.	1	50
			12	00

\$12.00  
    .12  
    11.88  
PAID --- 11.40  
BALANCE DUE     .48

8-1957  
HAGERTY BROS. & CO.  
*[Signature]*  
FRANK L.

TERMS, 1% 10 DAYS NET 30

Received 50cts  
from Mrs. Leab

Signed for Haggerty

*[Handwritten signature]*

H. Leab

705 W 170th Street  
New York 32, N.Y.  
January 3, 1951

Hagerty Bros.  
10 Plattstreet  
New York 7, N.Y.

Dear Mr. Graham:

Please find enclosed check about \$11.40

for 3 doz. 16oz. flint jars and metal caps,	\$1.- per doz.	\$3.-
5 " 8" opal " " " "	1.50 " "	7.50
1 roll tape		1.00
		<u>11.50</u>
	less 1%	10
		<u>\$11.40</u>

I'll let you know when the truckman will come to pick  
the order up.

Very truly yours,

H. Leab

Encl.

Kayenta

August 1950

1 Gross T.W. Fl.	6.60
6 Dn. <sup>7.50</sup> Saw Toepfe	9. —
6 " <sup>40</sup> Probea Toepfe	2.40
1 Gross Vials	3.10
mtk rapas	<u>91.10</u>

It isn't a very  
large bouquet  
Just a few little roses  
to say

"HAPPY BIRTHDAY TO YOU!"

Yours  
Rose + Lazar Steer



Aug. 22, 1950

Hagerty Bros. N.Y.

Dear Mr. Graham:

Please find enclosed 21.10  
 - 211.90  
 -----  
25.89

1 Gross T.W. Fl. 8.00  
 10 pairs 2.00 X  
 10 pairs 9.00  
 10 pairs 9.00  
 10 pairs 2.70 +  
 -----  
 21.10

for my order. The workman will  
 let me know when he can call for the  
 order, so that I can inform you.





Hagerty

9/1/49  
1949

2 doz. 16oz	2.00
1 roll rope	1.00
4 doz. 8oz jars	6.00
<hr/>	<hr/>
gross 6.60 / 16 doz	8.50
<hr/>	<hr/>
400 bottles	17.80
paper plates	1.70
1000 bottles	17.60

Harro

DAILY DELIVERIES TO  
MANHATTAN, BRONX &  
WESTCHESTER COUNTIES

CUSTOMER'S RECEIPT  
**WEST FARMS EXPRESS, Inc.**

**Nº 11496**

BRONX OFFICE  
4477 THIRD AVE., BRONX 57, N. Y.  
Tel. SEdwick 3-6366

DATE 7/1/48

From Property Bureau  
114

To H. ...  
Address 705 ...  
Town ...

PIECES	DESCRIPTION	WEIGHT	RATE	PREPAID	COLLECT
				FED. TAX	
				C. O. D. FEE	
				C. O. D.	
				TOTAL	

RECEIVED IN GOOD ORDER

CONSIGNEE .....

PER .....  
FULL SIGNATURE - NOT INITIALS

**2**

We do not insure delivery or safe carriage of goods. They are at your risk of breakage and Transportation after shipment from our store.

CABLE ADDRESS  
"HAGERTY NEWYORK"

# HAGERTY BROS. & CO.

TELEPHONE  
WHITEHALL 3-1774

NOS. 8 & 10 PLATT STREET

Between Pearl and Gold Streets

17.45

New York 7, N. Y.

June 23, 1948

SOLD TO

H. Lieb  
705 West 170 Street  
Bronx, New York

Our Order No. 622809

Your Order No.

Sales

Page

Sent to

Conveyance

West Farms Collect

5 Dz.	8 oz. #46 opal jars C.T. & s/s caps	1.50 dz.	7	50	
2 Dz.	16 oz. #5207 flint jars C.T. & black s/s caps	1.00 dz.	2	00	
✓ 5 Dz.	$\frac{1}{4}$ oz. #40 opal jars C.T. & s/s caps	.40 dz.	2	00	
✓ 1 Dz.	$\frac{1}{2}$ oz. ovals C.T. & bakelite caps attached	.25 dz.		25	
✓ 1 Gro.	1 dram vials C.F. & corks	1.35 gro.	1	35	
✓ $\frac{1}{2}$ Gro.	2 dram vials C.T. & bakelite caps attached	3.60 gro.	1	80	
					14.90
					15
					14.75

Handwritten notes: 24 traps, 1% photo, 9.50

TERMS, 1% 10 DAYS NET 30

H. Leab

705 W 170th Street  
New York 32, N.Y.  
Tel. Wa7-6850  
Oct. 16, 1947

Hageerty Bros.  
10 Plattstreet  
New York N.Y.

Dear Mr. Graham:

Kindly mail to me

5 doz. 1/4 oz. jars with caps

p.dz..40	2.00
1% less	<u>2</u>
	1.98
postage	<u>20</u>
	\$ 2.18

Enclosed a check about \$2.18

Very truly yours

H. Leab

We do not insure delivery or safe carriage of goods. They are at your risk of breakage and Transportation after shipment from our store.

CABLE ADDRESS  
"HAGERTY NEWYORK"

# HAGERTY BROS. & CO.

TELEPHONE  
WHITEHALL 3-1774

NOS. 8 & 10 PLATT STREET

Between Pearl and Gold Streets

SOLD TO

*New York 7, N. Y.*

Our Order No. 123721

Your Order No.

Sales

Page

Sent to

Conveyance

Collect

┌  
M. Lieb  
705 West 170 Street  
New York, New York  
└

3 Dz. #5207 16 oz. & s/s caps 1.00 dz.

3 00

3

~~2.97~~

MEMORANDUM BILL

*1%*  
*paid by check 3/2.1947.*

TERMS, 1% 10 DAYS NET 30

We do not insure delivery or safe carriage of goods. They are at your risk of breakage and Transportation after shipment from our store.

CABLE ADDRESS  
"HAGERTY NEWYORK"

# HAGERTY BROS. & CO.

TELEPHONE  
WHITEHALL 3-1774

NOS. 8 & 10 PLATT STREET

Between Pearl and Gold Streets

SOLD TO

New York 7, N. Y. January 14, 1947

Our Order No. 110703

Your Order No.

Sales

Page

Sent to

Conveyance

H. Lieb  
705 West 170 Street  
New York, N. Y.

Cartage Collect

4 doz.	8 oz. #46 opal jars & s/s caps	1.50 doz.	6	00
1 pkg.	of #45 filter paper	2.10 pkg.	2	10
1 doz.	$\frac{1}{2}$ oz. ovals $\infty$ bake caps	.25 doz.		25
			<hr/>	

8 35  
8  

---

8 27

*less 120*

Memorandum Invoice

TERMS, 1% 10 DAYS NET 30

H. Leab

705 W 170th Street  
New York 32, N.Y.  
Tel. Wa 7-6850  
July 11, 1946

Hagerty Bros.  
10 Plattstreet  
New York, N.Y.

Dear Mr. Graham:

Referring to my telefon call, this is to repeat my order.

Will you please send me by American Railway Express

6 doz. 8 oz. #46 opal jars w/bake/caps	p.gr. \$20.40	\$10.20
5 doz. 1/4 oz. jars with caps	p.dz. .40	<u>2.00</u>
		12.20
	less 1%	<u>12</u>
		\$12.08

Enclosed a check about \$12.08  
My city sales tax nr. is M-312757

Very truly yours

H. Leab

We do not insure delivery or safe carriage of goods. They are at your risk of breakage and Transportation after shipment from our store.

CABLE ADDRESS  
"HAGERTY NEWYORK"

# HAGERTY BROS. & CO.

TELEPHONE  
WHITEHALL 3-1774

NOS. 8 & 10 PLATT STREET

Between Pearl and Gold Streets

SOLD TO

*New York 7, N. Y.*

Oct. 24, 1944.

H. Leab  
705 West 170 St.  
N. Y. C.

Our Order No. 1013406

Your Order No. 242

Sales 186

Page

Sent to Conveyance

Am. Exp. Collect

2 1/4 gro.	4 oz. #357 lotion - no caps	4.20 gro.	9 45
2 gro.	4 oz. lotion blttles w/bake. caps	5.65 gro.	11 30
6 doz.	8 oz. #46 opal w/bake. caps	24.00 gro.	12 00
2 doz.	16 oz. #5210 flint w/metal caps	1.00 doz.	2. 00
1 roll	green paper tape	1.00 rl.	1 00
			35 75

Paid

TERMS, 1% 10 DAYS NET 30



H.Leab

705 W 170th Street  
New York 32,N.Y.  
Oct.20,1944.

Hagerty Bros.  
10 Plattstreet  
New York 7,N.Y.

Gentlemen:

Referring to my telefon call,I enclose hewith a check about  
\$35.40.

It pays for

2 1/4 gro.	4 oz. #357 lotion without caps	4.20gro.	9.45
2 "	4 oz. V301 lotion & bake caps	5.65 "	11.30
1/2 "	8 oz. # 46 opal & bake caps	24.00 "	12.00
2 doz.	16 oz. #5210 flint & metalcaps	1.00 doz.	2.00
1	roll paper tape		1.00
			<u>35.75</u>
		less 1%	35
			<u>\$ 35.40</u>

My City Sales Tax No. isBx 48824  
Please,deliver by American Raiway Express.

Very truly yours

H.Leab

H. Leab

705 W 170th Street  
New York 32, N.Y.  
April 26, 1944.

Hagerty Bros.  
10 Plattstreet  
New York City

Gentlemen:

Referring to my telefon call I repeat my order.

Kindly send me as soon as possible

1/2 gross 1/4 oz. #40 opal Jars with caps 50cts p. doz.  
postage

\$3.00
.25
<hr/>
\$3.25

Enclosed a check about \$3.25

I should be very glad if you could send them out immediately that I might get them on Fri day.

Very truly yours

H. Leab

My city sales Tax Nr. is 48824

*60-10-12* *Hagerty Bros*

We do not insure delivery or safe carriage of goods. They are at your risk of breakage and Transportation after shipment from our store.

CABLE ADDRESS  
"HAGERTY NEWYORK"

# HAGERTY BROS. & CO.

TELEPHONE  
WHITEHALL 3-1774

NOS. 8 & 10 PLATT STREET

Between Pearl and Gold Streets

**SOLD TO**

*New York 7, N. Y.* January 10, 1944

┌ H. Leab -c/o Heda Marr ┐  
705 W. 170th St.  
New York, N.Y.

Our Order No.

Your Order No.

Sales 235

Page 367

Sent to | Conveyance

132/144 gro. 4oz. No. 7522 Lotion Bottles CT  
no caps 4.20 gro.

1 gro. 1 oz. vials & caps

Cash Discount 1%

5 85

2 45

6 30

06

6.24

PAID

TERMS, 1% 10 DAYS NET 30

We do not insure delivery or safe carriage of goods. They are at your risk of breakage and Transportation after shipment from our store.

CABLE ADDRESS  
"HAGERTY NEWYORK"

# HAGERTY BROS. & CO.

TELEPHONE  
WHITEHALL 3-1774

NOS. 8 & 10 PLATT STREET

Between Pearl and Gold Streets

SOLD TO

*New York,* Dec. 21, 1943.

Our Order No.

Your Order No.

Sales

Page

Sent to

Conveyance

Mrs. Liebeskind  
1098 Anderson Ave.  
N. Y.

2 doz.	5210 no caps 16 oz.	1.00 doz.
1 doz.	opal jars 8 oz.	1.50 doz.

2	00
1	50
<hr/>	

3.50

Paid

TERMS, 1% 10 DAYS NET 30

We do not insure delivery or safe carriage of goods. They are at your risk of breakage and Transportation after shipment from our store.

CABLE ADDRESS  
"HAGERTY NEWYORK"

# HAGERTY BROS. & CO.

TELEPHONE  
WHITEHALL 3-1774

NOS. 8 & 10 PLATT STREET

Between Pearl and Gold Streets

SOLD TO

New York, Dec 27/43  
*N. Leat*  
 705 West 170<sup>th</sup> St  
 apt 4 nyc

Our Order No. 1223313

Your Order No.

Sales

Page

Sent to | Conveyance

3 gr

403 ✓ 301 Bottles + Bakelite Cap @ 5<sup>75</sup>

17 25

Tax

17

Return Charge  
Exp Charge

17 42

30

96

18.68

TERMS, 1% 10 DAYS NET 30

Wages

Flour 6<sup>5</sup>

10 1/2

4 1/2

55

2 2/3

Out Water 7 1/2

1 1/2 for Soap

1 1/2

2 1/2 for Oil

5 1/2

Penicillin

25

Fallopian

50

We do not insure delivery or safe carriage of goods. They are at your risk of breakage and Transportation after shipment from our store.

CABLE ADDRESS  
"HAGERTY NEWYORK"

# HAGERTY BROS. & CO.

NOS. 8 & 10 PLATT STREET

Between Pearl and Gold Streets

TELEPHONE  
WHITEHALL 3-1774

SOLD TO

*New York,* Nov. 17, 1943.

H. Leab  
705 W 170 St.  
N. Y. C.

Our Order No. 1116339  
Your Order No. 234  
Sales 289  
Page  
Sent to | Conveyance

$\frac{1}{2}$ gro.	8 oz. opal jars	12.42	gro.
2 doz.	$\frac{1}{4}$ oz. #40 opal jars	GT .60	doz.

6	21
1	20

7	41
---	----

Less 1%

07
----

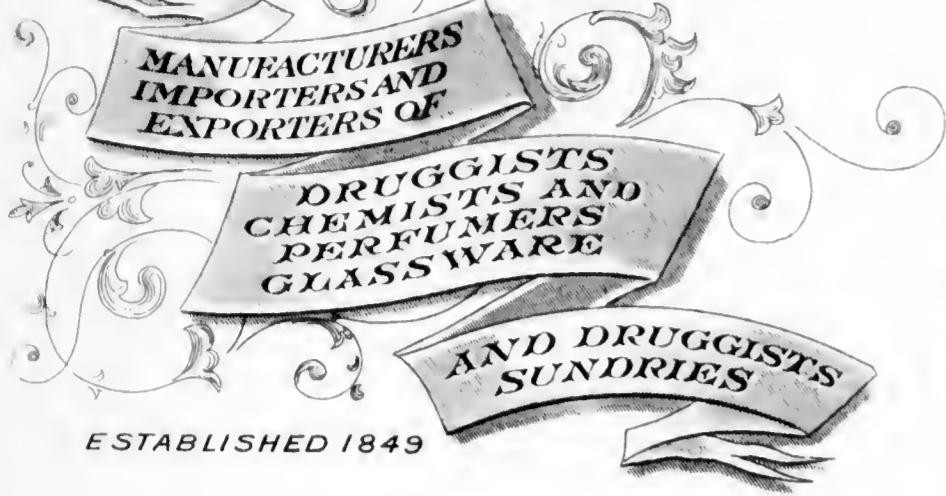
Paid G/C

7.34

220

TERMS, 1% 10 DAYS NET 30

CABLE ADDRESS: HAGERTY, NEW YORK



NEW YORK September 24, 1943.

H. Liebeskind,  
1098 Anderson Ave.,  
N. Y. C.

Gentlemen:

We are in receipt of your order of September 18th for 1 gross V 301 bottles with caps and regret to state that we have no stock on this particular item at the present time.

We are therefore cancelling your order and ask that you kindly mark your records accordingly.

Regretting our inability to be of service to you, we beg to remain

Very truly yours,

HAGERTY BROS. & CO.

By:

*M. F. Thompson*

MFT:AH



H.Liebeskind

1098 Anderson Ave.  
N.Y.Sept. 18.1943.

Hagerty Bros.  
10 Plattstreet  
New York,N.Y.

Dear Mr. Graham:

This is an order for  
1 gross V 301 bottles & black caps (Sprinkler) 4 oz. \$5.75

Will you please notify me when you have the bottles ready for  
delivery that I can send you the money for them in advance.  
I hope you can send them very soon.

Very truly yours

H.Liebeskind

We do not insure delivery or safe carriage of goods. They are at your risk of breakage and Transportation after shipment from our store.

CABLE ADDRESS  
"HAGERTY NEWYORK"

# HAGERTY BROS. & CO.

TELEPHONE  
WHITEHALL 3-1774

NOS. 8 & 10 PLATT STREET

Between Pearl and Gold Streets

SOLD TO

*New York,* July 27, 1943.

Our Order No. 5244310

Your Order No.

Sales

231

Page

402

Sent to

Conveyance

H. Liebeskind,  
1098 Anderson Ave.,  
N. Y. C.

3 doz.

5210 flint jars and caps - 16 oz.

1.07 doz.

3 20

Paid

TERMS, 1% 10 DAYS NET 30

Hagerby Post, 10<sup>th</sup> Lathrop St.

May 21, 43

order for

3 dms. # 5207 Flint 16oms. jaw with

Mark caps

3. -

20 postage

3.20

Enclosed check 3.20

We do not insure delivery or safe carriage of goods. They are at your risk of breakage and Transportation after shipment from our store.

CABLE ADDRESS  
"HAGERTY NEWYORK"

# HAGERTY BROS. & CO.

TELEPHONE  
WHITEHALL 3-1774

NOS. 8 & 10 PLATT STREET

Between Pearl and Gold Streets

SOLD TO

<sup>1.34</sup><sub>4</sub> New York, March 15th, 1943.

Our Order No. 2194318

Your Order No.

Sales 228

Page

Sent to | Conveyance

16:12:133  
40  
40

H. Liebeskind,  
1098 Anderson Ave.,  
N. Y. C.

I  
II  
III  
IV

1 gro.	2 oz. squat jar #3134 w/blk D/S caps	6	20	gro	6	20
4 dz.	8 oz. squat jar w/blk cap	16	25	gro	5	43
1 only	5 gal. water bottle w/cork	1	25	ea.	1	25

2 doz #5207 16oz jars 8 caps

N. Y. C. Sales Tax

12 88  
13

Please send remittance.

I  
II  
III  
IV

6 20  
5 36  
1 25  
2 -  
14 81

14.81  
15 less 1.90  
14.66

1.48 Sib. Ullmann  
2.57 " Faerber  
4.67 " Levy  
5. - " Rittlich  
13.72  
1. -  
14.72

13 01

TERMS, 1% 10 DAYS NET 30

H.Liebeskind

1098 Anderson Ave.  
N.Y. Febr. 18, 1943.

Hagerty Bros.  
10 Plattstreet  
N.Y.C.

Dear Mr. Graham:

Referring to my telephon call I am asking you again, please, to try your utmost, to send me the jars with the caps. I really don't know, what to do without them.

Besides the 2 gross of 2ozs. jars I ordered, I order another gross of the 2 ozs. jars with caps & 4 doz. of the 5ozs. opal jars with caps. Please, send me the bill, when you think you can deliver & I send you the money right away.

Please, send me, as I told you at the telephone, 2 doz. of the 16ozs. flint jars with caps.

I hope, you can keep your promise and can send the jars with the caps in 2 weeks & I tell you my best thanks for trying to get me all.

Very truly yours

H.Liebeskind

*Act here,*  
*1 gr. 5 Ball. Flasks.*

AR 7205

5/26

HERTA & LEO LEAB COLLECTION

S 39/7

5/26 SUPPLIERS - R.F. REYSON CO. 1943-1954

5/26

# R. F. REVSON Co.

CHEMICALS

243 WEST 17TH STREET

NEW YORK 11, N. Y.

CUSTOMER'S  
ORDER NO. & DATE

REQUISITION NO.

CONTRACT NO.

REFER TO  
INVOICE NO. 38375  
INVOICE DATE 11/17/54  
VENDOR'S NOS.

SOLD H. Leab  
TO 705 W. 170th St.  
New York 32, N. Y.

SHIPPED TO  
AND  
DESTINATION

DATE SHIPPED

FROM

PREPAID OR COLLECT?

CAR INITIALS & NO.

F. O. B.

HOW SHIPPED AND

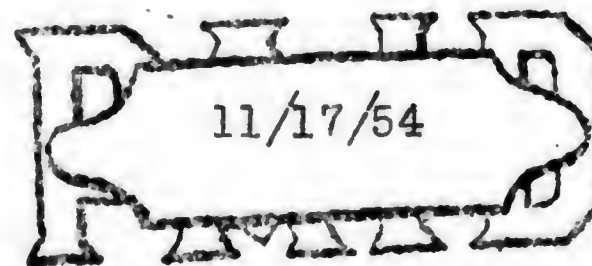
ROUTE

TERMS: R.W.O.

## FOR CUSTOMER'S USE ONLY

REGISTER NO.	VOUCHER NO.	
F. O. B. CHECKED		
TERMS APPROVED	PRICE APPROVED	
CALCULATIONS CHECKED		
TRANSPORTATION		
FREIGHT BILL NO.	AMOUNT	
MATERIAL RECEIVED		
DATE	SIGNATURE	TITLE
SATISFACTORY AND APPROVED		
ADJUSTMENTS		
ACCOUNTING DISTRIBUTION		
AUDITED	FINAL APPROVAL	

ITEM	QUANTITY	DESCRIPTION	UNIT PRICE	AMOUNT
	5 gals.	Light Mineral Oil NF	.95	4.75
	3 lbs.	Lanolin Anhy. USP	.58	1.74
	3 "	White Beeswax USP	.95	2.85
	1 "	Ozokerite		.70
	1 "	Paraffin		.25
	3 "	White Petrolatum USP	.30	.90
	1 "	Ethylene Glycol		.65
	1 "	Borax		.25
	3 "	Peach Kernel Oil	.80	2.40
	2 ozs.	Cholesterol USP		2.00
				<u>16.49</u>



WE HEREBY GUARANTEE THAT THE ITEMS ON THIS INVOICE ARE NOT ADULTERATED OR MISBRANDED WITHIN THE MEANING OF THE FEDERAL FOOD DRUG & COSMETIC ACT APPROVED JUNE 25, 1938 AND MEET THE REQUIREMENTS OF THE FAIR LABOR STANDARDS ACT OF 1938, AS AMENDED.

705 W 170th St  
New York 32  
November 10, 1954

R.F. Revson  
243 W 17th St  
New York City

Ch 2-5041

Dear Mr. Revson:

Please send as soon as possible pro-  
forma factura for the following items:

✓ 5 gals.	Light Mineral Oil	95	4.75
3 lb	Lanolin Anhy. USP	58	1.74
✓ 3 "	White Beeswax U S P	95	2.85
✓ 1 "	Ozokerite White	70	.70
✓ 1 "	Paraffin Wax 128-130	25	.25
✓ 3 "	White Petrolatum USP	30	.90
1 "	Ethylene Glykol	65	.65
1 "	Borax	25	.25
2 oz	Cholesterine Pure USP	2.00	2.00
✓ 3 lb	Peach Kernel Oil	.80	2.40

1 1/2

16.49  
1.6  
18.09

Very truly yours,

H. Leab

I would like to remind you of my credit  
of 34¢ your bill 37904



# R. F. REVSON Co.

CHEMICALS

243 WEST 17TH STREET

NEW YORK 11, N. Y.

FOR CUSTOMER'S USE ONLY

REGISTER NO.	VOUCHER NO.	
F. O. B. CHECKED		
TERMS APPROVED	PRICE APPROVED	
CALCULATIONS CHECKED		
TRANSPORTATION		
FREIGHT BILL NO.	AMOUNT	
MATERIAL RECEIVED		
DATE	SIGNATURE	TITLE
SATISFACTORY AND APPROVED		
ADJUSTMENTS		
ACCOUNTING DISTRIBUTION		
AUDITED	FINAL APPROVAL	

CUSTOMER'S ORDER NO. & DATE

REQUISITION NO.

CONTRACT NO.

REFER TO INVOICE NO. 37904

INVOICE DATE 7/6/54

VENDOR'S NOS.

SOLD TO Mrs. H. Leab  
705 W. 170th St.  
New York 32, N. Y.

*Handwritten:* 2-5041

SHIPPED TO AND DESTINATION

DATE SHIPPED

FROM

PREPAID OR COLLECT

CAR INITIALS & NO.

F. O. B.

HOW SHIPPED AND ROUTE

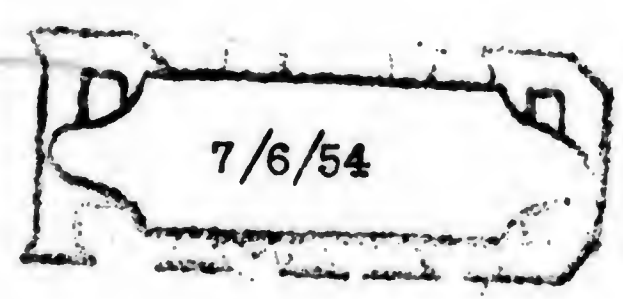
TERMS:

R.W.O.

ITEM	QUANTITY	DESCRIPTION	UNIT PRICE	AMOUNT
	1 lb.	Apricot Kernel Oil		.80
	1 "	Lanolin Anhy. USP		.58
	1 "	Stearic Acid TP		.50
	1 "	Protegin		1.25
	1 "	Spermaceti		.60
	1 "	White Beeswax		.95
				<u>4.68</u>
P.P. and Ins.				.37
				<u>5.05</u>

You have a credit on our books of 34¢

*Handwritten calculations:*  
4.68 + 1.25 = 5.93  
5.93 - 1.12 = 4.81  
4.81 - .76 = 4.05



*Handwritten notes:*  
5.05  
1.99  
7.04  
paid  
by  
No. 684 (1) (1) (1)  
July 1954

WE HEREBY GUARANTEE THAT THE ITEMS ON THIS INVOICE ARE NOT ADULTERATED OR MISBRANDED WITHIN THE MEANING OF THE FEDERAL FOOD DRUG & COSMETIC ACT APPROVED JUNE 25, 1938 AND MEET THE REQUIREMENTS OF THE FAIR LABOR STANDARDS ACT OF 1938, AS AMENDED.

# R. F. REVSON Co.

CHEMICALS

243 WEST 17TH STREET

NEW YORK 11, N. Y.

CUSTOMER'S  
ORDER NO. & DATE

REQUISITION NO.

CONTRACT NO.

*Ch 2-5041*

REFER TO  
INVOICE NO. 37876  
INVOICE DATE 6/30/54  
VENDOR'S NOS.

SOLD TO Mrs. H. Leab  
705 W. 170th St., Apt. 4  
New York 32, N. Y.

SHIPPED TO  
AND  
DESTINATION

DATE SHIPPED

FROM

PREPAID OR COLLECT?

CAR INITIALS & NO.

F. O. B.

HOW SHIPPED AND  
ROUTE

TERMS: Net Cash

## FOR CUSTOMER'S USE ONLY

REGISTER NO.

VOUCHER NO.

F. O. B. CHECKED

TERMS APPROVED

PRICE APPROVED

CALCULATIONS CHECKED

TRANSPORTATION

FREIGHT BILL NO.

AMOUNT

MATERIAL RECEIVED

DATE

SIGNATURE

TITLE

SATISFACTORY AND APPROVED

ADJUSTMENTS

ACCOUNTING DISTRIBUTION

AUDITED

FINAL APPROVAL

ITEM	QUANTITY	DESCRIPTION	UNIT PRICE	AMOUNT
------	----------	-------------	------------	--------

	1 lb.	Apricot Kernel Oil		.80
	$\frac{1}{4}$ "	Lecithin in Soya		.45

1.25

P. P. and Ins. .29

Spec. Del. .45

1.99

~~You have a credit on our  
books of 31¢~~

*paid  
in bank about 7.04  
No 687 July 1954*

WE HEREBY GUARANTEE THAT THE ITEMS ON THIS INVOICE ARE NOT ADULTERATED OR MISBRANDED WITHIN THE MEANING OF THE FEDERAL FOOD DRUG & COSMETIC ACT APPROVED JUNE 25, 1938 AND MEET THE REQUIREMENTS OF THE FAIR LABOR STANDARDS ACT OF 1938, AS AMENDED.

H. Leab  
705 W 170th St  
New York 32  
June 25, 1954

R.F. Revson  
243 W 17th St  
New York 11, n.y.

Dear Mr. Revson:

Please send as soon as possible:

2 lb	Peach Kernel Oil	p bl .80	\$1.60	✓
1/4 "	Lecithin in Soya Bean		.40	+ 5
1 "	Lanolin Anh. U.S.P.		.56	+ 2
1 "	White Beeswax U.S.P.		.95	✓
1 "	Stearic Acid T P		.50	✓
1 "	Protegin		1.00	+ 2.5
1 "	Spermaceti		.60	✓
			<u>\$5.61</u>	
		less 1%	6	
			<u>5.55</u>	

Enclosed check for \$5.55

Very truly yours,

Encl.

H. Leab

5.55  
32  
5.87

# R. F. REVSON Co.

CHEMICALS

243 WEST 17TH STREET

NEW YORK 11, N. Y.

CUSTOMER'S  
ORDER NO. & DATE

REQUISITION NO.

CONTRACT NO.

REFER TO  
INVOICE NO. 37352

INVOICE DATE 3/17/54

VENDOR'S NOS.

SOLD TO Mrs. H. Leab  
705 W. 170th St.  
New York 32, N. Y.

SHIPPED TO  
AND  
DESTINATION

DATE SHIPPED

CAR INITIALS & NO.

HOW SHIPPED AND

ROUTE

TERMS: R. W. O.

FROM

F. O. B.

PREPAID OR COLLECT

## FOR CUSTOMER'S USE ONLY

REGISTER NO.

VOUCHER NO.

F. O. B. CHECKED

TERMS APPROVED

PRICE APPROVED

CALCULATIONS CHECKED

TRANSPORTATION

FREIGHT BILL NO.

AMOUNT

MATERIAL RECEIVED

DATE

SIGNATURE

TITLE

SATISFACTORY AND APPROVED

ADJUSTMENTS

ACCOUNTING DISTRIBUTION

AUDITED

FINAL APPROVAL

ITEM	QUANTITY	DESCRIPTION	UNIT PRICE	AMOUNT
	5 gals.	Light Mineral Oil	.95	4.75
✓	1 lb.	Stearic Acid ✓		.50
2	"	Lanolin Anhydrous USP ✓	.58	1.16
✓	4 "	White Beeswax USP ✓	.95	3.80
✓	1 "	Ozokerite White ✓		.70
✓	1 "	Paraffin Wax 128-130 ✓		.21
✓	2 "	White Petrolatum USP ✓	.30	.60
✓	1 "	Ethylene Glycol ✓		.65
✓	1 "	Castor Oil USP ✓		.60
✓	1 "	Peach Kernel Oil		.80
		Sample Cremogene, no charge		13.77
		1 % Cash Disc.		.14
				13.63

**PAID**  
3/15/54

WE HEREBY GUARANTEE THAT THE ITEMS ON THIS INVOICE ARE NOT ADULTERATED OR MISBRANDED WITHIN THE MEANING OF THE FEDERAL FOOD DRUG & COSMETIC ACT APPROVED JUNE 25, 1938 AND MEET THE REQUIREMENTS OF THE FAIR LABOR STANDARDS ACT OF 1938, AS AMENDED.

H. Leab  
705 W 170th St  
New York 32

March 5, 1954

R. F. Revson  
243 W 17th St  
New York 11, N.Y.

Dear Mr. Revson:

Kindly send a proforma factura at the  
cheapest possible prices for

5 gals. Light Mineral Oil  
1 lb Stearic Acid TP  
1 " Protegin  
2 " Lanolin Anhy. U.S.p  
4 " White Beeswax U.S.P  
1 " Ozokerite  
1 " Paraffinum durum 128-130  
2 " White Petrolatum U.S.P  
1 " Ethylenglykol  
1 " Castor Oil  
1 " Peach Kernel Oil

I would like to get the same qualities you  
always sent me. Did Mr. Dean from Scherk  
contact you? I gave him your address.

Very truly yours,

H. Leab

# R. F. REVSON Co.

CHEMICALS

243 WEST 17TH STREET

NEW YORK 11, N. Y.

CUSTOMER'S  
ORDER NO. & DATE

REQUISITION NO.

CONTRACT NO.

REFER TO  
INVOICE NO.

36329

INVOICE DATE

6/23/53

VENDOR'S NOS.

SOLD TO Mrs. H. Leab  
705 W. 170th St.  
New York 32, N. Y.

SHIPPED TO  
AND  
DESTINATION

DATE SHIPPED

FROM

PREPAID OR COLLECT?

CAR INITIALS & NO.

F. O. B.

HOW SHIPPED AND

ROUTE

TERMS: R. W. O.

## FOR CUSTOMER'S USE ONLY

REGISTER NO.	VOUCHER NO.	
F. O. B. CHECKED		
TERMS APPROVED	PRICE APPROVED	
CALCULATIONS CHECKED		
TRANSPORTATION		
FREIGHT BILL NO.	AMOUNT	
MATERIAL RECEIVED		
DATE	SIGNATURE	TITLE
SATISFACTORY AND APPROVED		
ADJUSTMENTS		
ACCOUNTING DISTRIBUTION		
AUDITED	FINAL APPROVAL	

ITEM	QUANTITY	DESCRIPTION	UNIT PRICE	AMOUNT	
	5 gals.	Light Mineral Oil NF	.95	4.75	
	3 lbs.	Stearic Acid TP	.50	1.50	
	1 "	Protegin		1.00	
	$\frac{1}{4}$ "	Cholesterine USP		3.75	
	1 "	Sorbitol		.60	
	2 "	Lanolin Anhy. USP	.58	1.16	
	2 "	Glycerine USP	.90	1.80	
	4 "	White Beeswax USP	.95	3.80	
	1 "	Ozokerite		.70	
	1 "	Paraffin refined 128-130		.21	
	2 "	White Petrolatum USP	.30	.60	23.07
	3 "	Apricot Kernel Oil	.85	2.55	.23-1%
	1 "	Ethylene Glycol		.65	
				<u>23.07</u>	22.84

PAID  
6/23/53

WE HEREBY GUARANTEE THAT, FOR THE PURPOSE OF SECTION 303 (C) OF THE FEDERAL FOOD, DRUG AND COSMETIC ACT, NO ARTICLE LISTED HEREIN WHICH FALLS WITHIN THE SCOPE OF SAID ACT IS ADULTERATED OR MISBRANDED WITHIN THE MEANING THEREOF OR IS AN ARTICLE WHICH MAY NOT, UNDER THE PROVISIONS OF SECTIONS 404 OR 505 OF SAID ACT, BE INTRODUCED INTO INTERSTATE COMMERCE.

WAGE-AND-HOUR-LAW: GOODS COVERED BY THIS INVOICE WERE NOT PRODUCED UNDER LESS THAN THE MINIMUM CONDITIONS REQUIRED UNDER THE WAGE-AND-HOUR-LAW. SELLER REPRESENTS THAT WITH RESPECT TO THE PRODUCTION OF THE ARTICLES AND/OR THE PERFORMANCE OF THE SERVICES COVERED BY THIS INVOICE, IT HAS FULLY COMPLIED WITH SECTION 12 (A) OF THE FAIR LABOR STANDARDS ACT OF 1938, AS AMENDED.

CHEMICALS  
●

**R. F. REVSON CO.**  
**243 WEST 17th STREET**  
**NEW YORK 11, N. Y.**

Cable Address  
**COSCHEMS**  
New York  
●

June 19, 1953

Mrs. H. Leab

705 West 170th Street

New York 32, N. Y.

Dear Madam:

We thank you for your order received over the 'phone yesterday for which we enclose a proforma invoice. We can have the materials ready within twenty four (24) hours from the time we have received the payment.

Observe that the Mineral Oil has advanced by 5¢ per gallon in view of the fact that we are now supplying this in the N. F. quality, which would be to your advantage.

Looking forward to the pleasure of serving you, we are

Yours very truly,

R. F. Revson Co.

*R. F. Revson*  
By R. F. Revson, Chemist.

# R. F. REVSON Co.

CHEMICALS

243 WEST 17TH STREET

NEW YORK 11, N. Y.

CUSTOMER'S  
ORDER NO. & DATE

REQUISITION NO.

CONTRACT NO.

REFER TO  
INVOICE NO. 35838

INVOICE DATE 2/20/53

VENDOR'S NOS.

SOLD H. Leab  
TO 705 W. 170th St.  
New York 32, N. Y.

CH2-5041

SHIPPED TO  
AND  
DESTINATION

DATE SHIPPED

FROM

PREPAID OR COLLECT?

CAR INITIALS & NO.

F. O. B.

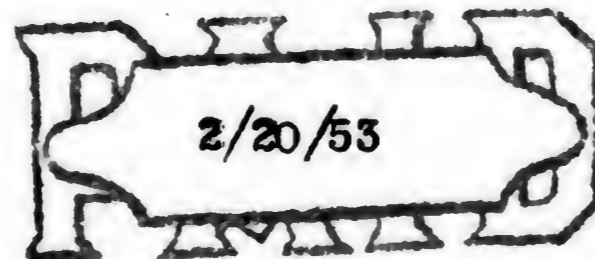
HOW SHIPPED AND  
ROUTE

TERMS: R. W. O.

## FOR CUSTOMER'S USE ONLY

REGISTER NO.	VOUCHER NO.	
P. O. B. CHECKED		
TERMS APPROVED	PRICE APPROVED	
CALCULATIONS CHECKED		
TRANSPORTATION		
FREIGHT BILL NO.	AMOUNT	
MATERIAL RECEIVED		
DATE	SIGNATURE	TITLE
SATISFACTORY AND APPROVED		
ADJUSTMENTS		
ACCOUNTING DISTRIBUTION		
AUDITED	FINAL APPROVAL	

ITEM	QUANTITY	DESCRIPTION	UNIT PRICE	AMOUNT
	2 lbs.	Peach (Apricot) Kernel Oil	.85	1.70
	2 "	White Petrolatum	.25	.50
	1 "	Ozokerite		.70
	1/2 "	Cocoa Butter USP		.60
				<u>3.50</u>
		P. P. and Ins.		<u>.35</u>
				3.85



*Paid by check*

WE HEREBY GUARANTEE THAT, FOR THE PURPOSE OF SECTION 303 (C) OF THE FEDERAL FOOD, DRUG AND COSMETIC ACT, NO ARTICLE LISTED HEREIN WHICH FALLS WITHIN THE SCOPE OF SAID ACT IS ADULTERATED OR MISBRANDED WITHIN THE MEANING THEREOF OR IS AN ARTICLE WHICH MAY NOT, UNDER THE PROVISIONS OF SECTIONS 404 OR 505 OF SAID ACT, BE INTRODUCED INTO INTERSTATE COMMERCE.

WAGE-AND-HOUR-LAW: GOODS COVERED BY THIS INVOICE WERE NOT PRODUCED UNDER LESS THAN THE MINIMUM CONDITIONS REQUIRED UNDER THE WAGE-AND-HOUR-LAW. SELLER REPRESENTS THAT WITH RESPECT TO THE PRODUCTION OF THE ARTICLES AND/OR THE PERFORMANCE OF THE SERVICES COVERED BY THIS INVOICE, IT HAS FULLY COMPLIED WITH SECTION 12 (A) OF THE FAIR LABOR STANDARDS ACT OF 1938, AS AMENDED.



CHEMICALS  
●

R. F. REVSON CO.  
243 WEST 17th STREET  
NEW YORK 11, N. Y.

Cable Address  
COSCHEMS  
New York  
●

Feb. 18, 1953

Mrs. H. Leab  
705 West 170th Street  
New York 32, N. Y.


Dear Madam:

We are pleased to have your card of the 17th inst. Enclosed please find Proforma Invoice covering those items which we can furnish. You will note we have omitted Olive Oil which you can obtain economically at your A. & P. store.

Upon receipt of funds we shall be very happy to make shipment.

Yours very truly,

R. F. Revson Co.

  
By R. F. Revson, Chemist.

# R. F. REVSON Co.

CH 2-5041

CHEMICALS

243 WEST 17TH STREET  
NEW YORK 11, N. Y.

CUSTOMER'S  
ORDER NO. & DATE  
REQUISITION NO.  
CONTRACT NO.

REFER TO  
INVOICE NO.  
INVOICE DATE 10/17/52  
VENDOR'S NOS.

SOLD TO Mrs. H. Leab  
705 W. 170th St.  
New York 32, N. Y.

SHIPPED TO  
AND  
DESTINATION  
DATE SHIPPED  
CAR INITIALS & NO.  
HOW SHIPPED AND  
ROUTE  
TERMS:

FROM  
F.O.B.

PREPAID OR COLLECT?

FOR CUSTOMER'S USE ONLY

REGISTER NO.	VOUCHER NO.	
F. O. B. CHECKED		
TERMS APPROVED	PRICE APPROVED	
CALCULATIONS CHECKED		
TRANSPORTATION		
FREIGHT BILL NO.	AMOUNT	
MATERIAL RECEIVED		
DATE	SIGNATURE	TITLE
SATISFACTORY AND APPROVED		
ADJUSTMENTS		
ACCOUNTING DISTRIBUTION		
AUDITED	FINAL APPROVAL	

ITEM	QUANTITY	DESCRIPTION	UNIT PRICE	AMOUNT
------	----------	-------------	------------	--------

Proforma Invoice

5 gals.	Mineral Oil, light	.90	4.50
5 lbs.	Stearic Acid T. P.	.40	2.00
1 "	Protegin		1.00
2 "	Glycerine USP	.75	1.50
5 "	Beeswax USP	.92	4.60
1 "	Ozokerite		.65
1 "	Ceresin		.50
4 "	Ethylene Glycol	.65	2.60
2 "	White Petrolatum USP	.30	.60
1 "	Spermaceti USP		.60
1 "	Refined Paraffin 128-130		.21
2 "	Lanolin Anhydrous USP	.57	1.14
1/2 "	Castor Oil USP T. & O.		.35
2 "	Peach-Apricot Kernel Oil		.85
1/4 "	Lecithin in Soya Bean Oil		.40
6 ozs.	Cholesterin USP	1.10	6.60

3% Sales Tax 28.10  
.84

Truckage charge on Mineral Oil 28.94  
1.00

Less 1% for remittance with order 29.94  
.28

29.66

218.10  
218.10  
27.82  
240.28

City Salesman M-312 7577  
218.10  
no bill, just receipt.



# R. F. REVSON Co.

CHEMICALS

243 WEST 17TH STREET

NEW YORK 11, N. Y.

CUSTOMER'S  
ORDER NO. & DATE

REQUISITION NO.

CONTRACT NO.

REFER TO

INVOICE NO. 33876

INVOICE DATE 12/5/51

VENDOR'S NOS.

**SOLD** Mrs. H. Leab  
**TO** 705 West 170th Street  
New York 32, N. Y.

SHIPPED TO  
AND  
DESTINATION

DATE SHIPPED

FROM

PREPAID OR COLLECT?

CAR INITIALS & NO.

F. O. B.

HOW SHIPPED AND

ROUTE

TERMS: Net Cash

## FOR CUSTOMER'S USE ONLY

REGISTER NO.	VOUCHER NO.	
F. O. B. CHECKED		
TERMS APPROVED	PRICE APPROVED	
CALCULATIONS CHECKED		
TRANSPORTATION		
FREIGHT BILL NO.	AMOUNT	
MATERIAL RECEIVED		
DATE	SIGNATURE	TITLE
SATISFACTORY AND APPROVED		
ADJUSTMENTS		
ACCOUNTING DISTRIBUTION		
AUDITED	FINAL APPROVAL	

ITEM	QUANTITY	DESCRIPTION	UNIT PRICE	AMOUNT
	1/2 lb.	Peach-Apricot Kernel Oil		.50
	1 qt.	light Mineral Oil		.35
				<u>.85</u>
			Parcel Post	.23
			Spedial Delivery	.35
			Insurance	.05
				<u>\$1.48</u>

*paid dec. 10 by check*

WE HEREBY GUARANTEE THAT, FOR THE PURPOSE OF SECTION 303 (C) OF THE FEDERAL FOOD, DRUG AND COSMETIC ACT, NO ARTICLE LISTED HEREIN WHICH FALLS WITHIN THE SCOPE OF SAID ACT IS ADULTERATED OR MISBRANDED WITHIN THE MEANING THEREOF OR IS AN ARTICLE WHICH MAY NOT, UNDER THE PROVISIONS OF SECTIONS 404 OR 505 OF SAID ACT, BE INTRODUCED INTO INTERSTATE COMMERCE.

WAGE-AND-HOUR-LAW: GOODS COVERED BY THIS INVOICE WERE NOT PRODUCED UNDER LESS THAN THE MINIMUM CONDITIONS REQUIRED UNDER THE WAGE-AND-HOUR-LAW. SELLER REPRESENTS THAT WITH RESPECT TO THE PRODUCTION OF THE ARTICLES AND/OR THE PERFORMANCE OF THE SERVICES COVERED BY THIS INVOICE, IT HAS FULLY COMPLIED WITH SECTION 12 (A) OF THE FAIR LABOR STANDARDS ACT OF 1938, AS AMENDED.

# R. F. REVSON CO.

CHEMICALS  
243 WEST 17TH STREET  
NEW YORK 11, N. Y.

CUSTOMER'S  
ORDER NO. & DATE  
REQUISITION NO.  
CONTRACT NO.

REFER TO  
INVOICE NO. 33888  
INVOICE DATE 12/6/51  
VENDOR'S NOS.

SOLD H. Leab  
TO 705 West 170th Street  
New York 32, N. Y.

SHIPPED TO  
AND  
DESTINATION

DATE SHIPPED

FROM

PREPAID OR COLLECT?

CAR INITIALS & NO.

F.O.B.

HOW SHIPPED AND  
ROUTE

TERMS: Part paid with order

## FOR CUSTOMER'S USE ONLY

REGISTER NO.	VOUCHER NO.	
F. O. B. CHECKED		
TERMS APPROVED	PRICE APPROVED	
CALCULATIONS CHECKED		
TRANSPORTATION		
FREIGHT BILL NO.	AMOUNT	
MATERIAL RECEIVED		
DATE	SIGNATURE	TITLE
SATISFACTORY AND APPROVED		
ADJUSTMENTS		
ACCOUNTING DISTRIBUTION		
AUDITED	FINAL APPROVAL	

ITEM	QUANTITY	DESCRIPTION	UNIT PRICE	AMOUNT
	5 gals.	light Mineral Oil	.90	4.50
	5 lbs.	Stearic Acid T. P.	.45	2.25
	1 "	Protegin		1.00
	2 "	Glycerine	.90	1.80
	5 "	White Beeswax USP	.92	4.60
	1 "	Ozokerite		.70
	3 "	Ethylene Glycol	.60	1.80
	3 "	White Petrolatum USP	.25	.75
	1 "	Spermaceti USP		.60
	1 "	Paraffin, refined 128-130		.21
	3 "	Lanolin Anhydrous USP	.55	1.65
	4 oz.	Cholesterine, pure		3.50
	8 "	Peach Kernel Oil, Persic		.50
				<u>23.86</u>
		Truckage		.50
				<u>\$24.36</u>

Received \$23.30  
Due us 1.06

*Handwritten calculations:*  
23.86  
1.06  
24.92  
1.48  
26.40  
1.06  
27.46  
1.01  
28.47

*Handwritten notes:*  
1.06  
1.48  
2.54

*Handwritten note:* paid 1.06 Dec. 14

*Handwritten signature:* by check

# R. F. REVSON Co.

CHEMICALS  
243 WEST 17TH STREET  
NEW YORK 11, N. Y.

FOR CUSTOMER'S USE ONLY

CUSTOMER'S  
ORDER NO. & DATE  
REQUISITION NO.  
CONTRACT NO.

REFER TO  
INVOICE NO.  
INVOICE DATE 11/28/51  
VENDOR'S NOS.

SOLD TO H. Leab  
705 West 170th Street  
New York 32, N. Y.

SHIPPED TO  
AND  
DESTINATION  
DATE SHIPPED  
CAR INITIALS & NO.  
HOW SHIPPED AND  
ROUTE  
TERMS:

FROM  
F.O.B.

PREPAID OR COLLECT?

REGISTER NO.	VOUCHER NO.	
F. O. B. CHECKED		
TERMS APPROVED	PRICE APPROVED	
CALCULATIONS CHECKED		
TRANSPORTATION		
FREIGHT BILL NO.	AMOUNT	
MATERIAL RECEIVED		
DATE	SIGNATURE	TITLE
SATISFACTORY AND APPROVED		
ADJUSTMENTS		
ACCOUNTING DISTRIBUTION		
AUDITED	FINAL APPROVAL	

ITEM	QUANTITY	DESCRIPTION	UNIT PRICE	AMOUNT
------	----------	-------------	------------	--------

PROFORMA INVOICE

5	gals.	Mineral Oil, light	.90	4.50
5	lbs.	Stearic Acid T. P.	.45	2.25
1	"	Protegin		1.00
2	"	Glycerine	.90	1.80
5	"	Beeswax U. S. P.	.92	4.60
1	"	Ozokerite, domestic		.70
3	"	Ethylene Glycol	.60	1.80
3	"	Petrolatum White U. S. P.	.25	.75
1	"	Spermaceti		.60
1	"	Paraffin, refined 128-130		.21
3	"	Lanolin Anhydrous U. S. P.	.55	1.65
4	ozs.	Cholesterine, pure		3.50
8	"	Peach Kernel Oil		.50

\$23.86

Truckage on Oil

.50

Tot-

72

Less 1/10 m 23.86

25.08

74

24.54

CHEMICALS

**R. F. REVSON CO.**  
**243 WEST 17th STREET**  
**NEW YORK 11, N. Y.**

Cable Address  
**COSCHEMS**  
**New York**

Nov. 28, 1951

H. Leab

705 West 170th Street

New York 32, N. Y.

Dear Sir:

We are pleased to have your favor of the 26th. Enclosed we hand you a Proforma Invoice covering your proposed order.

We are in position to make prompt shipment and trust that you will favor us.

Yours very truly,

R. F. Revson, Co.

By *R. F. Revson*  
R. F. Revson, Chemist.

Dear Mr. Revson:

Thank you for your prompt answer.  
~~Please have a note~~ My Cig sales tax no.  
is M 312 757. My truckman will pick up  
the order on Wednesday. Please have  
everything carefully packed in 2 cartons.

Your bill \$ 23.86

less 1.25  $\frac{23}{23.61}$

less credit for me 23.30 *for frorage*

enclosed here for 23.30

H.Leab  
705 W 170th Street  
New York 32, N.Y.  
November 26, 1951

R. F. Revson  
243 W 17th Street  
New York 11, N.Y.

Dear Mr. Revson:

Will you please send me

5 gal Mineral Oil Light  
5 lbs Stearic Acid T. P.  
1 " Protegin  
2 " Glycerine  
5 " Beeswax U. S. p.  
1 " Ozokerite  
3 " Ethylene Glykol  
3 " Petrolatum White U.S.P.  
1 " Spermaceti  
4ozs Cholesterine Pure  
1 lb Paraffine refined 128-130  
3 " Lanolin Anhydrous U. S. P.  
8ozs Peach Kernel Oil

Upon receipt of proforma factura ~~18/111~~  
I'll send check. Kindly give me the cheapest  
prices possible.

Very truly yours,

H.Leab



# R. F. REVSON CO.

CHEMICALS

243 WEST 17TH STREET  
NEW YORK 11, N. Y.

CUSTOMER'S  
ORDER NO. & DATE  
REQUISITION NO.  
CONTRACT NO.

REFER TO  
INVOICE NO. 31685  
INVOICE DATE 12/28/50  
VENDOR'S NOS.

SOLD TO H. Leab  
705 West 170th Street  
New York 32, New York

SHIPPED TO  
AND  
DESTINATION

DATE SHIPPED 12/28/50

FROM N.Y.

PREPAID OR COLLECT?

CAR INITIALS & NO.  
HOW SHIPPED AND

ROUTE Martens truck  
TERMS: RWO

FOR CUSTOMER'S USE ONLY		
REGISTER NO.	VOUCHER NO.	
F. O. B. CHECKED		
TERMS APPROVED	PRICE APPROVED	
CALCULATIONS CHECKED		
TRANSPORTATION		
FREIGHT BILL NO.	AMOUNT	
MATERIAL RECEIVED		
DATE	SIGNATURE	TITLE
SATISFACTORY AND APPROVED		
ADJUSTMENTS		
ACCOUNTING DISTRIBUTION		
AUDITED	FINAL APPROVAL	

ITEM	QUANTITY	DESCRIPTION	UNIT PRICE	AMOUNT
	6 lbs. ✓	Beeswax USP ✓	.90	5.40
✓ 1x	5 gal.	Mineral Oil Light Tech. ✓	.85	4.25
	3 lbs. ✓	Stearic Acid T.P. ✓	.45	1.35
	2 lbs. ✓	Protegin ✓	1.00	2.00
	2 lbs. ✓	Glycerine US P ✓	.90	1.80
	2 lbs. ✓	Ethylene Glycol ✓	.60	1.20
	5 lbs. ✓	Petrolatum White USP ✓	.24	1.20
	1 lb. ✓	Spermaceti USP ✓	.60	.60
	2 lbs. ✓	Sorbitol ✓	.60	1.20
	6 oz. ✓	Cholesterine Pure ✓	.90	5.40
	1 lb. ✓	Borax USP ✓		.15
	1 lb. ✓	Paraffine Ref. 128-130 ✓		.21
	1 lb. ✓	Triethanolamine ✓	.70	.70
1 x5	lbs. ✓	Lanolin Anhydrous USP ✓	.50	2.50
	1/4 lb. ✓	Titanium Dioxide Purif. ✓		.30
	2 oz. ✓	Cetyl Alcohol Super ✓		.50
	1 lb. ✓	Ceresine ✓		.50
				29.26
			1%	.29
				28.97

PAID  
DEC 28 1950

*Handwritten signature*

CHEMICALS

**R. F. REVSON CO.**  
**243 WEST 17th STREET**  
**NEW YORK 11, N. Y.**

Cable Address  
**COSCHEMS**  
**New York**

December 18, 1950

H. Leab  
705 West 170th Street  
New York 32, New York

Dear Mr. Leab:

We are pleased to have yours of the 13th instant. Enclosed we hand you a Proforma Invoice covering the materials about which you inquire. We do not have any Ozokerite to offer. We believe for the small quantities that you may require, Ceresine will be equally good and if so, one pound will cost you 50¢.

You will note that there have been some advances in the price of some articles. We have had to raise the price on the Mineral Oil Light by 10¢ per gallon because of advances in costs to us as well as the higher costs of delivery. If you could pick up the material at our warehouse (232 West 18th Street), the Mineral Oil would be 10¢ per gallon less. The balance of the materials can be furnished promptly as of today. In view of the scarcity of a number of these items, we would suggest your prompt reply in the event that our quotations are of interest to you.

Yours very truly,

R. F. REVSON COMPANY



By: R. F. Revson, Chemist

RFR:CM  
Enc. 1

# R. F. REVSON CO.

CHEMICALS

243 WEST 17TH STREET  
NEW YORK 11, N. Y.

CUSTOMER'S  
ORDER NO. & DATE  
REQUISITION NO.  
CONTRACT NO.

REFER TO  
INVOICE NO.  
INVOICE DATE 12/18/50  
VENDOR'S NOS.

**SOLD TO** H. Leab  
705 West 170th Street  
New York 52, New York

SHIPPED TO AND DESTINATION  
DATE SHIPPED 12/18/50  
CAR INITIALS & NO.  
HOW SHIPPED AND ROUTE P.P.  
TERMS: RWO

## PROFORMA INVOICE

FROM N.Y. PREPAID OR COLLECT?  
F.O.B.

FOR CUSTOMER'S USE ONLY		
REGISTER NO.	VOUCHER NO.	
F. O. B. CHECKED		
TERMS APPROVED	PRICE APPROVED	
CALCULATIONS CHECKED		
TRANSPORTATION		
FREIGHT BILL NO.	AMOUNT	
MATERIAL RECEIVED		
DATE	SIGNATURE	TITLE
SATISFACTORY AND APPROVED		
ADJUSTMENTS		
ACCOUNTING DISTRIBUTION		
AUDITED	FINAL APPROVAL	

ITEM	QUANTITY	DESCRIPTION	UNIT PRICE	AMOUNT
	6 lbs.	Beeswax USP	.90	5.40
1 x	5 gal.	Mineral Oil Light Tech.	.90	4.50
	3 lbs.	Stearic Acid T.P.	.45	1.35
	2 lbs.	Protegin	1.00	2.00
	2 lbs.	Glycerine USP	.90	1.80
	2 lbs.	Ethylene Glycol	.60	1.20
	5 lbs.	Petrolatum White USP	.24	1.20
	1 lb.	Spermaceti USP	.60	.60
	2 lbs.	Sorbitol	.60	1.20
	6 oz.	Cholesterine Pure	.90	5.40
	1 lb.	Borax USP		.15
	1 lb.	Paraffine Ref. 128-130		.21
	1 lb.	Triethanolamine	.70	.70
1 x	5 lbs.	Lanolin Anhydrous USP	.50	2.50
	1/4 lb.	Titanium Dioxide Purified		.30
	2 oz.	Cetyl Alcohol Super		.50

28.76  
29  
28.47

29.01  
2% city sales tax .58  
29.59

32  
5  
37

Dear Mr. Revson:  
Please find enclosed  
check for 28.47

1 lb Ceresin

29.01  
57  
29.51  
30 less 1.70  
27.81

your proforma invoice 12/18/50 29.01  
1 lb Ceresin 57  
29.57

less 1.70 30  
27.81  
less 2.50  
sum total 25.31  
less 1.70 23.61

My, by order of Mr. M 312757

paid you only 75.00 per  
gallon of mineral oil  
your check 23.61  
per invoice, it should  
be 4.25 each 4.25

H. Leab  
705 W 170th Street  
New York 32, N.Y.  
December 13, 1950

R. F. Revson  
243 W 17th Street  
New York 11, N.Y.

Dear Mr. Revson:

Will you please send me

- ✓5 gal Mineral Oil Light
- ✓3 lbs Stearic Acid T.P.
- ✓2 " Protegin
- ✓2 " Glycerine
- ✓6 " Beeswax U.S.P.
- 1 " Ozokerite *Carnegie*
- ✓2 " Ethylene Glykol
- ✓5 " Petrolatum White U.S.P.
- ✓1 " Spermacti
- ✓2 " Sorbitol
- ✓6 ozs Cholesterine Pure
- ✓1 lb Borax U S P Powder
- ✓1 " Paraffine refined 128-130
- ✓1 " Triethanolamine
- ✓5 lbs Lanolin Anhydrous U S P
- ✓4 ozs Titanium Dioxide Purified
- ✓2 ozs Cetylalcohol

Upon receipt of proforma invoice I'll mail the check. Kindly make the cheapest prices possible.

Very truly yours,

H. Leab

CHELSEA 2-5041

INVOICE NO.....

# R. F. REVSON CO.

243 WEST 17TH STREET  
NEW YORK 11, N. Y.

Sold to.....

Address.....

Ship to.....

Date..... *3/8/50*

Funds Received.....

- M. O.
- Check
- Cash
- Stamps

TERMS.....

Customer's Order No.

REMARKS  Hold for funds  
 Hold for arrival of goods

WHEN SHIP

F.O.B.

- Warehouse
- Destination
- Dock

WEIGHT OR NUMBER	ITEM	PRICE PER UNIT	TOTAL OR LOT
<i>1</i>	<i>Carton of 700 104 New York</i>	<i>.50</i>	<i>52</i>
	DATE SHIPPED	CHARGE	TOTAL

Express  
Parcel Post  
C. O. D.  
Insurance  
Tax

CHELSEA 2-5041

INVOICE NO.....

# R. F. REVSON CO.

243 WEST 17TH STREET  
NEW YORK 11, N. Y.

*Mr. Lutz*

Sold to.....

Date.....

Address.....

Funds Received.....

M. O.

Check

Cash

Stamps

Ship to.....

TERMS.....

Customer's Order No.

REMARKS  Hold for funds  
 Hold for arrival of goods

WHEN SHIP

F.O.B.

- Warehouse
- Destination
- Dock

WEIGHT OR NUMBER	ITEM	PRICE PER UNIT	TOTAL OR LOT
<i>15- 13</i>	<i>Pure Tar Art del Kestegher</i>	<i>20</i>	<i>20</i>
	<i>Tot</i>	<i>20</i>	<i>20</i>
	<i>Paul</i>		<i>40</i>
			<i>40</i>
			<i>40</i>
			<i>40</i>
			<i>40</i>
			<i>40</i>

DATE SHIPPED

CHARGE

- Express
- Parcel Post
- C. O. D.
- Insurance
- Tax

TOTAL

**R. F. REVSON CO.**  
**CHEMICALS**  
**NEW ADDRESS:** 243 W. 17th ST. 144 WEST 18TH STREET  
 NEW YORK 11, N. Y.

CUSTOMER'S  
 ORDER NO. & DATE

REQUISITION NO.

CONTRACT NO.

REFER TO  
 INVOICE NO. 30342

INVOICE DATE 2/14/50

VENDOR'S NOS.

SOLD  
 TO

Mrs. H. Leab  
 705 W. 170th Street  
 New York 32, New York

SHIPPED TO  
 AND  
 DESTINATION

DATE SHIPPED 2/14/50

CAR INITIALS & No.  
 HOW SHIPPED AND

ROUTE West Farms Express

TERMS: FWO

FROM

F. O. B.

N.Y.

PREPAID OR COLLECT

FOR CUSTOMER'S USE ONLY

REGISTER NO.

VOUCHER NO.

F. O. B. CHECKED

TERMS APPROVED

PRICE APPROVED

CALCULATIONS CHECKED

TRANSPORTATION

FRT. BILL NO. \_\_\_\_\_ AMOUNT \_\_\_\_\_

MATERIAL RECEIVED

\_\_\_\_ 19 \_\_\_\_  
 DATE SIGNATURE TITLE

SATISFACTORY AND APPROVED

ADJUSTMENTS

ACCOUNTING DISTRIBUTION

AUDITED

FINAL APPROVAL

QUANTITY	DESCRIPTION	UNIT PRICE	AMOUNT
5 gal.	Mineral Oil Light Tech	.75	3.75
3 lbs.	Stearic Acid T.P.	.48	1.44
2 lbs.	Protogin	1.00	2.00
1 lb.	Glycerine U.S.P.		.65
4 lbs.	Beeswax U.S.P. Discs	.83	3.32
1 lb.	Ethylene Glycol		.65
5 lbs.	Petrolatum White U.S.P.	.24	1.20
1 lb.	Spermaceti U.S.P.		.60
1 lb.	Sorbitol Syrup		.65
4 oz.	Pine Tar		.25
8 oz.	Oil Apricot (Peach) Kernel		.50
6 oz.	Cholesterine, Pure	.95	5.70
			20.71
		20.51	less 1%
			.20
			20.51

WE HEREBY GUARANTEE THAT, FOR THE PURPOSE OF SECTION 303 (C) OF THE FEDERAL FOOD, DRUG AND COSMETIC ACT, NO ARTICLE LISTED HEREIN WHICH FALLS WITHIN THE SCOPE OF SAID ACT IS ADULTERATED OR MISBRANDED WITHIN THE MEANING THEREOF OR IS AN ARTICLE WHICH MAY NOT, UNDER THE PROVISIONS OF SECTIONS 404 OR 505 OF SAID ACT, BE INTRODUCED INTO INTERSTATE COMMERCE.

WAGE-AND-HOUR-LAW:

GOODS COVERED BY THIS INVOICE WERE NOT PRODUCED UNDER LESS THAN THE MINIMUM CONDITIONS REQUIRED UNDER THE WAGE-AND-HOUR-LAW.



H.Leab  
705 W 170th Street  
New York 32,N.Y.  
Jan.27,1950

R.F.Revson Co.  
243 W 17th Street  
New York 11,N.Y.

Dear Mr. Revson:

Will you please send me

5 gals. Mineral Oil Light  
3 lbs Stearic Acid T.P.  
2 " Protegin  
1 " Glycerine  
4 " Beeswax U.S.P.  
1 " Ozokerite  
1 " Ethylene Glykol  
5 " Petrolatum White U.S.P.  
1 " Spermaceti  
1 " Sorbitol  
8 ozs Peach Kernel Oil  
4 " Reve Tar  
6 " Cholesterine Pure

On receiving a proforma invoice I'll mail  
a check.

Very truly yours,

H.Leab



CHELSEA 2-5041

INVOICE NO. ....

# R. F. REVSON CO.

243 WEST 17TH STREET  
NEW YORK 11, N. Y.

Sold to.....

Date.....

Address.....

Funds Received.....

M. O.

Check

Cash

Stamps

Ship to.....

TERMS..... *07 20 50*

Customer's Order No.

REMARKS  Hold for funds  
 Hold for arrival of goods

WHEN SHIP F.O.B.  Warehouse  
 Destination  
 Dock

WEIGHT OR NUMBER	ITEM	PRICE PER UNIT	TOTAL OR LOT
805	Peach Kernel oil		50
DATE SHIPPED		CHARGE	
		Express Parcel Post C. O. D. Insurance Tax	
TOTAL			

# R. F. REVSON CO.

## CHEMICALS

144 WEST 18TH STREET  
NEW YORK 11, N. Y.  
243 W. 17th ST.

CUSTOMER'S  
ORDER NO. & DATE

REQUISITION NO.

CONTRACT NO.

REFER TO  
INVOICE NO. 28833

INVOICE DATE 11/18/48

VENDOR'S NOS.

SOLD Mrs. H. Leah  
TO 705 W. 170 St.  
NYC 32

SHIPPED TO  
AND above  
DESTINATION

DATE SHIPPED 11/17/48

CAR INITIALS & No.  
HOW SHIPPED AND

ROUTE Express

TERMS: Remittance with order

FROM

F. O. B.

New York

PREPAID OR COLLECT

prepaid

### FOR CUSTOMER'S USE ONLY

REGISTER NO.

VOUCHER NO.

F. O. B. CHECKED

TERMS APPROVED

PRICE APPROVED

CALCULATIONS CHECKED

TRANSPORTATION

FRT. BILL NO. \_\_\_\_\_ AMOUNT \_\_\_\_\_

MATERIAL RECEIVED

\_\_\_\_ 19\_\_\_\_  
DATE SIGNATURE TITLE

SATISFACTORY AND APPROVED

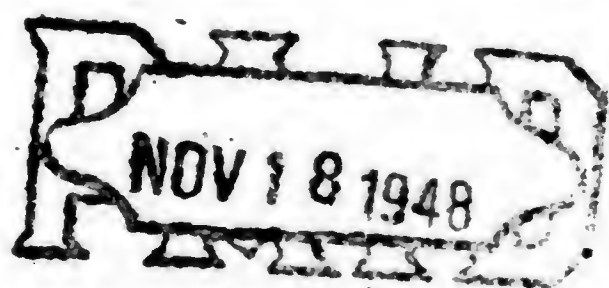
ADJUSTMENTS

ACCOUNTING DISTRIBUTION

AUDITED

FINAL APPROVAL

QUANTITY	DESCRIPTION	UNIT PRICE	AMOUNT
5 gallons	Mineral Oil Light tech.	.70/gal.	\$3.50
5 lbs.	Beeswax White USP	.83/lb.	4.15
1 lb.	Paraffine refined 128-130	.21	.21
1 lb.	Borax USP powder	.15	.15
5 lbs.	Petrolatum White USP	.24	1.20
			<u>\$9.21</u>
	2 packages	Delivery	1.00
			<u>\$10.21</u>



WE HEREBY GUARANTEE THAT, FOR THE PURPOSE OF SECTION 303 (C) OF THE FEDERAL FOOD, DRUG AND COSMETIC ACT, NO ARTICLE LISTED HEREIN WHICH FALLS WITHIN THE SCOPE OF SAID ACT IS ADULTERATED OR MISBRANDED WITHIN THE MEANING THEREOF OR IS AN ARTICLE WHICH MAY NOT, UNDER THE PROVISIONS OF SECTIONS 404 OR 508 OF SAID ACT, BE INTRODUCED INTO INTERSTATE COMMERCE.

#### WAGE-AND-HOUR-LAW:

GOODS COVERED BY THIS INVOICE WERE NOT PRODUCED UNDER LESS THAN THE MINIMUM CONDITIONS REQUIRED UNDER THE WAGE-AND-HOUR-LAW.

CHEMICALS

R. F. REVSON CO.  
144 WEST 18th STREET  
NEW YORK II, N. Y.

Cable Address  
COSCHEMS  
New York

November 9, 1948

Mr. H. Leab  
705 W. 170th St.  
N. Y. 32, N. Y.

Dear Sir:

Your favor of the 8th inst. received. We have not advanced our prices on the materials about which you inquire. However, delivery charges have gone up so much that we can no longer afford to make delivery on the heavy bulk items represented by the materials that you wish to order. We quote as follows:

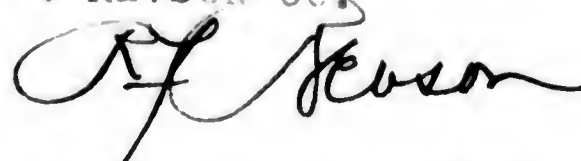
5 gals.	Mineral Oil Light	\$.70	\$3.50
5 lbs.	Beeswax USP discs	.83	4.15
1 lb.	Paraffine ca. 130	.21	.21
1 lb.	Borax USP	.15	.15
5 lbs.	Petrolatum White USP	.24	1.20
			<u>\$ 9.21</u>

These quotations are all F.O.B. our warehouse. If you wish them delivered, it will be necessary for you to include \$1.50 delivery charges. In addition, if you do not have a Resale Tax Certificate Number deposited with us, it will be necessary to pay the City Sales Tax on the merchandise. All the material is in stock and shipment can be made promptly.

We quote Ozokerite at \$.60 per lb.

We do not have an up-to-date price list. You probably have a copy of our old price list, which is the only one we have printed. Should you wish any prices, etc. kindly inquire and we shall be glad to answer your questions.

Yours,  
R. F. REVSON CO.



by R. F. Revson, Chemist

RFR:YP

*Handwritten initials*

I received your letter of Nov 9, 1918.

Please find enclosed \$9.21.

Check about \$9.21

1. -  
\$10.21

the...  
to...  
pay...  
the...  
some...  
you...  
that...  
for...  
amount...  
advanced...  
these...

as far  
your house  
Since I...  
made...  
disposed...  
I...  
suspect...  
agree...  
to carry...  
the...  
you...  
for...  
advanced...  
in these...

you...  
to pay...  
the...  
advance...

M 312757

H. Leab  
705 W 170th Street  
New York 32, N.Y.  
November 8, 1948.

R. F. Recson Co.  
243 W 17th Street  
New York 11, N.Y.

Gentlemen:

Will you please send me

5 gals. Meneral Oil Light  
5 lbs. Beeswax U.S.P. Discs  
1 lb. Paraffine ca. 130°  
1 lb. Borax U.S.P.  
5 lbs. Petrolatum White U.S.P.

Will you please send me a pro-forma  
invoice covering my order that I can mail you  
a check. Do you have up-to-date price-lists?

Is Ozokerite available? At which price?

Looking forward to getting the invoice very  
soon, I remain

Very truly yours,

H. Leab

# R. F. REVSON CO.

## CHEMICALS

144 WEST 18TH STREET  
NEW YORK 11, N. Y.

NEW ADDRESS:  
243 W. 17th ST.

CUSTOMER'S  
ORDER NO. & DATE

REQUISITION NO.

CONTRACT NO.

REFER TO  
INVOICE NO. 27893  
INVOICE DATE 2/27/48  
VENDOR'S NOS.

SOLD H. Leab  
TO 705 W. 170 St.  
N.Y. 32, N.Y.

SHIPPED TO  
AND  
DESTINATION above  
DATE SHIPPED 2/27/48

CAR INITIALS & No.  
HOW SHIPPED AND Express PP and Parcel Post PP  
ROUTE  
TERMS: R.W.O.

FROM  
F. O. B. NYC

PREPAID OR COLLECT

### FOR CUSTOMER'S USE ONLY

REGISTER NO.	VOUCHER NO.	
F. O. B. CHECKED		
TERMS APPROVED	PRICE APPROVED	
CALCULATIONS CHECKED		
TRANSPORTATION		
FRT. BILL NO.	AMOUNT	
MATERIAL RECEIVED		
DATE	SIGNATURE	TITLE
SATISFACTORY AND APPROVED		
ADJUSTMENTS		
ACCOUNTING DISTRIBUTION		
AUDITED	FINAL APPROVAL	

QUANTITY	DESCRIPTION	UNIT PRICE	AMOUNT
5 gals.	Mineral Oil Light (Sent Express PP)	.75	3.75
5 lbs.	Stearic Acid T.P.	.55	2.75
3 lbs.	Protegin	1.10	3.30
6 oz.	Cholesterin Pure		7.50
1 lb.	Glycerine		.75
1 lb.	Borax U.S.P.		.15
6 lbs.	Beeswax U.S.P.	.83	4.98
1 lb.	Ozokerite Sub.		.55
1 lb.	Paraffine 128-130°		.21
2 lbs.	Ethylene Glycol (to arrive)	.75	1.50
			<u>25.44</u>

*R. F. Revson Co.*  
*per yp*

WE HEREBY GUARANTEE THAT, FOR THE PURPOSE OF SECTION 303 (C) OF THE FEDERAL FOOD, DRUG AND COSMETIC ACT, NO ARTICLE LISTED HEREIN WHICH FALLS WITHIN THE SCOPE OF SAID ACT IS ADULTERATED OR MISBRANDED WITHIN THE MEANING THEREOF OR IS AN ARTICLE WHICH MAY NOT, UNDER THE PROVISIONS OF SECTIONS 404 OR 505 OF SAID ACT, BE INTRODUCED INTO INTERSTATE COMMERCE.

#### WAGE-AND-HOUR-LAW:

GOODS COVERED BY THIS INVOICE WERE NOT PRODUCED UNDER LESS THAN THE MINIMUM CONDITIONS REQUIRED UNDER THE WAGE-AND-HOUR-LAW.

*Faint, illegible handwritten text, possibly including a date and a signature.*

Policy No.

**INSURANCE COMPANY OF THE  
STATE OF PENNSYLVANIA  
PHILADELPHIA**

In consideration of the premium hereinafter named, and other conditions stipulated in the policy from which this certificate has been detached, hereby insures the property contained in the package or described in the invoice, with which this certificate is mailed, against loss or damage, including theft, pilferage and breakage, as provided in the policy. Loss, if any, payable to Assured named in the above mentioned policy.

**Prepaid Premium**

NEW ADDRESS  
243 W. 17th ST.

CHEMICALS

**R. F. REVSON CO.**  
**144 WEST 18th STREET**  
**NEW YORK 11, N. Y.**

Cable Address  
COSCHEMS  
New York

February 18, 1948

Mr. H. Leab  
705 W. 170th St.  
N.Y. 32, N.Y.

Dear Sir:

We are pleased to have yours of the 17th inst. Enclosed please find pro-forma invoice covering the materials you desire to order.

Kindly note that the Ethylene Glycol is due to arrive. At the moment, we do not have any in stock. At the same time it would seem very probable that you could use Diethylene Glycol or Propylene Glycol which is now a N.F. material and is quoted on your pro-forma invoice.

Also note that the Cholesterol we offer is not C.P. However, it is pure white material which is quite satisfactory for cosmetics.

Our terms are remittance with order. You are entitled to a 1 per cent cash discount. If you have no resale tax certificate number, add 2 per cent to cover City Sales Tax.

We thank you for your suggestion to Mr. Dean to contact us regarding supplies. Looking forward to the pleasure of serving you, we are,

Yours,  
R. F. REVSON CO.



by R. F. Revson, Chemist

RFR:YP  
Enc.



H. Leab

705 W 170th Street  
New York 32, N.Y.  
Tel. Wa 7-6850  
FEBR. 17, 1948

R. F. Revson  
144 W 18th Street  
New York City

Dear Mr. Revson:

Will you please send me a proforma invoice to enable me to send you a check for my order. I would like to have:

5 gall. Mineral Oil Light  
5 lbs Stearic Acid T P  
3 " Protegin  
6 ozs Cholesterine CP  
1 lb Glycerine  
2 " Etylene Glykol  
1 " Borax U S P  
6 " Beeswax White USP discs  
1 " Ozokerite  
1 " Paraffine

I expect you to make me the cheapest prices.

Did Mr. Dean from Scherk contact you?  
I recommended your house since you always gave me very good advice.

Very truly yours

H. Leab

CHEMICALS

R. F. REVSON CO.  
144 WEST 18th STREET  
NEW YORK II, N. Y.

Cable Address  
COSCHEMS  
New York

March 18th, 1947

Mrs. H. Leab  
705 West 170th Street,  
New York 32, N.Y.

Dear Madam:

We will forward to you tomorrow, all of the items on your order of the 17th with the exception of 4 ounces of Cholesterine CP and 1 pound of Glycerine.

With the shipment that will be made, a credit will remain in your favor in the amount of \$ 2.16.

With respect to the items omitted, we have the Cholesterine Pure, which is quite satisfactory for cosmetics but which we would not offer as chemically pure. It is priced 1 ounce at \$ 2.00 and 4 ounces \$ 7.50.

The pound of Glycerine is priced at 70¢.

Kindly send us additional funds covering the order which you wish to place.

Very truly yours,

R. F. REVSON CO.

  
CHEMIST

RFR:gl

# R. F. REVSON CO.

## CHEMICALS

144 WEST 18TH STREET  
NEW YORK 11, N. Y.

CUSTOMER'S  
ORDER NO. & DATE  
REQUISITION NO.  
CONTRACT NO.

REFER TO  
INVOICE NO. 26544  
INVOICE DATE March 21, 1947  
VENDOR'S NOS.

**SOLD TO** Mrs. H. Leab  
705 West 170th Street,  
New York 32, N.Y.

SHIPPED TO  
AND  
DESTINATION

DATE SHIPPED

FROM

CAR INITIALS AND NO.

F. O. B.

NY

PREPAID OR COLLECT?

HOW SHIPPED AND

Via Bens Express

ROUTE

PP

TERMS: PAID

### FOR CUSTOMER'S USE ONLY

REGISTER NO.	VOUCHER NO.	
F. O. B. CHECKED		
TERMS APPROVED	PRICE APPROVED	
CALCULATIONS CHECKED		
TRANSPORTATION		
FREIGHT BILL NO.	AMOUNT	
MATERIAL RECEIVED		
DATE	SIGNATURE	TITLE
SATISFACTORY AND APPROVED		
ADJUSTMENTS		
ACCOUNTING DISTRIBUTION		
AUDITED	FINAL APPROVAL	

QUANTITY	DESCRIPTION	UNIT PRICE	AMOUNT
5 gal.	Mineral Oil Light	.65¢	\$ 3.25
2 lbs.	Ozokerite Sub.	.50¢	1.00
1 lb.	Borax, USP		.15
1 lb.	Triethanolamine		.70
2 lbs.	Paraffine	.21	.42
5 lbs.	Petrolatum White USP	.24	1.20
10 lbs.	Beeswax USP Discs	.83	8.30
1 lb.	Sorbitol		.60
1 lb.	Spermaceti USP		.60
2 lbs.	Ethylene Glycol	.75	1.50
			\$ 17.72
		Less: 1%	.18
			\$ 17.54
	Received	\$ 19.70	
	Credit due you	\$ 2.16	

**WAGE-AND-HOUR-LAW:**

GOODS COVERED BY THIS INVOICE WERE NOT PRODUCED UNDER LESS THAN THE MINIMUM CONDITIONS REQUIRED UNDER THE WAGE-AND-HOUR-LAW.

805259

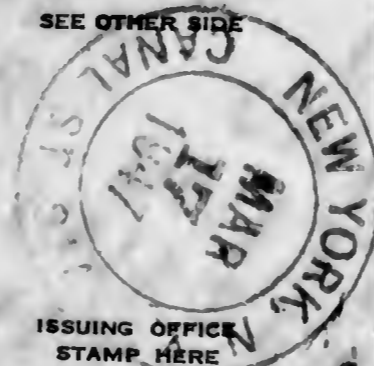
DOLLARS	70
19	CENTS

**RECEIPT**

FOR REMITTER  
TO DETACH AND HOLD

SEE OTHER SIDE

ISSUING OFFICE  
STAMP HERE



H.Leab

705 W 170th Street  
New York 32, N.Y.  
Tel. Wa 7-6850  
March 17, 1947

R.F.Revson  
144 W 18th Street  
New York City

Dear Mr. Revson:

Will you please send me as soon as possible:

✓ 1 lb	Sorbitol	.50	\$..50
✓ 1 "	Speemaceti USP	.35	.35
4 oz	Cholesterine CP		3.00
1 lb	Glycerine	.50	.50
✓ 2 "	Ethylene Glycol	.75	1.50
✓ 1 "	Triethanolamine		.70
✓ 1 "	Borax U SP		.15
✓ 10 "	Beewax white USP discs	.70	7.00
✓ 2 "	Paraffine	.15	.30
5 "	Petrolatum white U S P	.22	1.10
✓ 2 "	Ozokerite	.80	1.60
5 gall.	Mineral Oil Light	.65	3.30
			<u>19.90</u>
		less 1%	20
			<u>19.70</u>

Enclosed a moneyorder  
about \$19.70.

If you don't have the items ordered in stock  
will you kindly call me to talk over what I  
could take instead.

Very truly yours

H.Leab

# R. F. REVSON CO.

## CHEMICALS

144 WEST 18TH STREET  
NEW YORK 11, N. Y.

CUSTOMER'S  
ORDER NO. & DATE

REQUISITION NO.

CONTRACT NO.

REFER TO  
INVOICE NO. 24915

INVOICE DATE March 12 1946

VENDOR'S NOS.

SOLD  
TO

Mrs. H. Leab,  
705 W. 170th St.,  
N.Y.C.

SHIPPED TO  
AND  
DESTINATION

DATE SHIPPED

FROM

CAR INITIALS AND NO. PP INS EXPRESS F. O. B.

HOW SHIPPED AND

ROUTE

TERMS:

PAID

NY

PREPAID OR COLLECT?

PP

FOR CUSTOMER'S USE ONLY

REGISTER NO.

VOUCHER NO.

F. O. B. CHECKED

TERMS APPROVED

PRICE APPROVED

CALCULATIONS CHECKED

TRANSPORTATION

FREIGHT BILL NO.

AMOUNT

MATERIAL RECEIVED

19

DATE

SIGNATURE

TITLE

SATISFACTORY AND APPROVED

ADJUSTMENTS

ACCOUNTING DISTRIBUTION

AUDITED

FINAL APPROVAL

QUANTITY	DESCRIPTION	UNIT PRICE	AMOUNT
1 lb.	Sorbitol		.50
1 lb.	Glycerine USP		.50
1 lb.	Ethylene Glycol		.75
1 lb.	Borax USP		.15
3 lbs.	Beeswax White USP Discs	.75	2.25
1 lb.	Ozokerite Substitute		.50
1 lb.	Paraffine		.15
6 gal.	*Mineral Oil Light	.65	3.90
			<u>\$ 8.70</u>
		less 1% Discount	.09
			<u>\$8.61</u>
*5 gal. shipped by express		1% City sales tax	.09
1 gal. shipped by parcelpost			<u>\$8.70</u>
		Rec'd	8.17
		Due us	.53

WAGE-AND-HOUR-LAW:

GOODS COVERED BY THIS INVOICE WERE NOT PRODUCED UNDER LESS THAN THE MINIMUM CONDITIONS REQUIRED UNDER THE WAGE-AND-HOUR-LAW.

Policy No. **B 12479-159**

**INSURANCE COMPANY OF THE  
STATE OF PENNSYLVANIA  
PHILADELPHIA**

In consideration of the premium hereinafter named, and other conditions stipulated in the policy from which this certificate has been detached, hereby insures the property contained in the package or described in the invoice, with which this certificate is mailed, against loss or damage, including theft, pilferage and breakage, as provided in the policy. Loss, if any, payable to Assured named in the above mentioned policy.

**Prepaid Premium**

Policy No. **B 12479-160**

**INSURANCE COMPANY OF THE  
STATE OF PENNSYLVANIA  
PHILADELPHIA**

In consideration of the premium hereinafter named, and other conditions stipulated in the policy from which this certificate has been detached, hereby insures the property contained in the package or described in the invoice, with which this certificate is mailed, against loss or damage, including theft, pilferage and breakage, as provided in the policy. Loss, if any, payable to Assured named in the above mentioned policy.

**Prepaid Premium**

H. Leab  
(formerly Liebeskind)  
705 W 170th Street  
New York 32, N.Y.  
Tel. Wa 7-6850.  
March 11, 1946,

R. F. Revson Co.  
144 W 18th Street  
New York, N.Y.

Dear Mr. Revson:

Referring to my telephon call will you please  
send me by American Railway Express:

1 lb	Sorbitol	\$0.50
1 "	Glycerine	0.40
1 "	Ethylene Glycol	0.75
1 "	Borax	0.15
3 "	Wax white )	.75 2.25
	U S P discs)	
1 "	Ozokerite	0.80
1 "	Paraffine	0.15
5 gall.	Mineral Oil	3.25
		0.65
		<u>\$8.25</u>
less 1%		<u>8</u>
		<u>\$8.17</u>

Enclosed a check about \$8.17.

Very truly yours

H. Leab

CHEMICALS

R. F. REVSON CO.  
144 WEST 18th STREET  
NEW YORK, N. Y.

Cable Address  
COSCHEMS  
New York

March 24th, 1943.

Mr. H. Liebeskind,  
1098 Anderson Ave.,  
Bronx, New York.

Dear Sir :-

We have made shipment as per invoice enclosed.

We have allowed you a 20¢ credit for the 2 cans which you returned. In the future it will not be necessary to return these cans for credit except for refilling when you order such items.

Trusting that we may have the pleasure of serving you again at an early date, we are

Yours very truly,

R.F. REVSON CO.

*R. F. Revson*  
CHEMIST.

RFR:BZ



# R. F. REVSON CO.

CHEMICALS

~~911 SEVENTH AVENUE~~ 144 W. 18th St.  
NEW YORK, N. Y.

CUSTOMER'S  
ORDER NO. & DATE  
REQUISITION NO.  
CONTRACT NO.

REFER TO 20630  
INVOICE NO. March 5 1943  
INVOICE DATE  
VENDOR'S NOS.

SOLD  
TO

Mr. H. Liebeskind,  
1098 Anderson Ave.,  
Bronx, New York.

SHIPPED TO  
AND  
DESTINATION

DATE SHIPPED

FROM

PREPAID OR COLLECT

CAR INITIALS AND NO.  
HOW SHIPPED AND

EXPRESS

F. O. B.

NY

PP

ROUTE

PAID less 1%

TERMS:

FOR CUSTOMER'S USE ONLY

REGISTER NO.	VOUCHER NO.	
F. O. B. CHECKED		
TERMS APPROVED	PRICE APPROVED	
CALCULATIONS CHECKED		
TRANSPORTATION		
FREIGHT BILL NO.	AMOUNT	
MATERIAL RECEIVED		
DATE	SIGNATURE	TITLE
SATISFACTORY AND APPROVED		
ADJUSTMENTS		
ACCOUNTING DISTRIBUTION		
AUDITED	FINAL APPROVAL	

QUANTITY	DESCRIPTION	UNIT PRICE	AMOUNT
1 lb.	✓ Cremogene A		.65 ✓
8 lbs.	✓ Stearic Acid TP Saponified	.25	2.00 ✓
1 lb.	✓ Spermaceti USP		.35
1/2 lb.	✓ Titanium Dioxide Purified		.40
8 oz.	✓ Cholesterine CP		5.00
10 lbs.	✓ Lanolin Anhydrous USP	.38	3.80
2 x 1/2 lb.	✓ Glycerine	.20	.40
3 lbs.	✓ Ethylene Glycol	.75	2.25
1 lb.	✓ Triethanolamine		.80
1 lb.	✓ Ceresine		.50
1 lb.	✓ Borax USP		.15
1 oz.	✓ Methyl Para Hydroxy Benzoate, Pure		.35
1/2 lb.	✓ Steryl Alcohol		.65
1 lb.	✓ Ozokerite		.80
1 lb.	✓ Paraffine		.15
8 lbs.	✓ Beeswax white USP discs	.65	5.20
5 lbs.	✓ Petrolatum White USP	.22	1.10
1 lb.	✓ Carbon Tetrachloride		.25
			\$24.80
		less 1%	.25
			\$24.55

geo. 27.82  
3.27 Credit

*Handwritten signature*

# R. F. REVSON Co.

CHEMICALS

144 WEST 18th ST.  
NEW YORK, N. Y.

CUSTOMER'S  
ORDER NO. & DATE

REQUISITION NO.

CONTRACT NO.

REFER TO  
INVOICE NO. **20705**

INVOICE DATE **March 23 1943**

VENDOR'S NOS.

SOLD

TO **Mr. H. Liebeskind**  
**1098 Anderson Ave**  
**Bronx NY**

SHIPPED TO  
AND  
DESTINATION

DATE SHIPPED

FROM

PREPAID OR COLLECT?

CAR INITIALS AND NO. **EXPRESS**

F. O. B. **NY**

**PP**

HOW SHIPPED AND

ROUTE

TERMS: **PAID LESS 1%**

FOR CUSTOMER'S USE ONLY	
REGISTER NO.	VOUCHER NO.
F. O. B CHECKED	
TERMS APPROVED	PRICE APPROVED
CALCULATIONS CHECKED	
TRANSPORTATION	
FREIGHT BILL NO.	AMOUNT
MATERIAL RECEIVED	
____ 19	____
DATE	SIGNATURE
SATISFACTORY AND APPROVED	
ADJUSTMENTS	
ACCOUNTING DISTRIBUTION	
AUDITED	FINAL APPROVAL

QUANTITY	DESCRIPTION	UNIT PRICE	AMOUNT
----------	-------------	------------	--------

1 lb.	Sorbitol		.50
1 lb.	Paraffin		.15
5 gal.	Mineral Oil Light	.65	3.25
			<u>\$3.90</u>
	less credit 5 gal can	.25	
	less credit 2 cans @ 10¢	.20	
		<u>.45</u>	
			.45
			<u>\$3.45</u>
	less 1%		.04
			<u>\$3.41</u>

*W. H. ...*  
*credit*

WAGE-AND-HOUR-LAW:

GOODS COVERED BY THIS INVOICE WERE NOT PRODUCED UNDER LESS THAN THE MINIMUM CONDITIONS REQUIRED UNDER THE WAGE-AND-HOUR-LAW.

CHEMICALS

*Gesamt  
1-1 lb. Proline  
2-5 " "  
2-1 " Kammell.*

*white powder  
from Germany  
Remy.*

**R. F. REVSON CO.**  
144 WEST 18th STREET  
NEW YORK, N. Y.

Cable Address  
COSCHEMS  
New York

February 4th, 1943.

Mr. H. Liebeskind,  
1098 Anderson Ave.,  
Bronx, N.Y.

Dear Sir:-

Your favor of the 3rd inst. received. We can supply the materials you request at prices given below. Kindly observe that we cannot supply Protegin X and we suggest the use of our Cremogene A Special priced 1 lb. 65¢, 5 lbs. 63¢ per lb. With reference to Glycerine we can sell only 1/2 lb. as noted. There is no more Cetyl Alcohol available. Steryl Alcohol will serve the same purpose but has a little higher melting point. With reference to Mineral Oil it is necessary that you send us a can. With reference to the empty 5 and 10 lb. cans for Lanolin we shall be glad to have you ship these back and we would use same in reshipping such materials to you and will allow you a credit for the cans. In the future we will not be able to ship petrolatum and lanolin in cans unless furnished by the customer.

We do not know where you can get wooden tops instead of bakelite caps. However, powder puffs may be obtained from Siegfeld Puff & Cosmetics Supply Co. 29 W. 17th St. N.Y.C. With reference to vaseline we assume you refer to Petrolatum, White.

7 1/2 lb.	Stearic Acid TP Saponified	25¢ per lb.
1 lb.	Spermaceti	35¢ per lb.
1/2 lb.	Titanium Dioxide Purified	for 40¢.
8 oz.	Cholesterin CP	for \$5.00.
10 lbs.	Lanolin Anhydrous USP	38¢ per lb.
1/2 lb.	Glycerine	for 20¢.
3 lbs.	Ethylene Glycol	75¢ per lb.
1 lb.	Triethanolamine	80¢ per lb.
1 lb.	Ceresine	50¢ per lb.
1 lb.	Borax	15¢ per lb.
1 oz.	Nipagin	for 35¢.
1/4 lb.	Steryl Alcohol	for 65¢.
5 gal.	Mineral Oil Light	65¢ per gal.
1 lb.	Ozokerite	80¢ per lb.
8 lbs.	Beeswax white USP Discs	65¢ per lb.
1 lb.	Paraffin	15¢ per lb.
5 lbs.	Petrolatum, White USP	22¢ per lb.

*1 lb. Cremogene A = 6.51-*  
*8. Stearic = 2.80*  
*0.35*  
*0.40*  
*5.00*  
*3.80*  
*0.40*  
*2.80*  
*0.80*  
*0.50*  
*0.35*  
*0.65*  
*3.30*  
*0.80*  
*5.20*  
*1.50*  
*1.10*

Trusting that we may have the pleasure of serving you, we are

Yours very truly,

*W. F. Revson*

R. F. REVSON CO.

*W. F. Revson*  
CHEMIST.

*Gesamt 15 Stück  
1" Silica 3.05  
1" Borax 18.77  
27.82*

RFR:BZ

*27.85*  
*28*  
*27.57*  
*25*  
*27.82*

CHEMICALS

R. F. REVSON CO.  
144 WEST 18th STREET  
NEW YORK, N. Y.

Cable Address  
COSCHEMS  
New York

February 18th, 1943.

Mr. H. Liebeskind,  
1098 Anderson Ave.,  
Bronx, N.Y.

Dear Sir:-

Your favor of the 11th inst. was received in due course of time. We have your order ready with the exception of the 5 gal. Mineral Oil which we are holding pending the receipt of an empty can from you. We did receive some empty 1 and 5 lb. tin cans the other day, which of course cannot be used for this purpose.

Answering your question we advise you that we are including 1 lb. Glycerine in your order. Sorbitol is used in place of glycerine but as it is somewhat thicker we believe you could cut down the amount to a small extent. However, the availability of this material is likewise limited. In the event you become distressed for lack of a similar material we believe we could give you something else that would satisfy your purpose. *as are including a lb of sorbitol*

Yours very truly,

R.F. REVSON CO.

*R. F. Revson*

CHEMIST.

RFR:BZ

*Gesamt wie Ganzem: 1 1lb. Pflanze  
3 5" "  
3 1" Kanne  
1 5gall. Kanne.*

*extra bestellt 1 lb sorbitol  
1" Paraffine  
1/2" Glycerin*

AR 7205

5/27

HERTA & LEO LEAB COLLECTION

S 27/7

5/27 SUPPLIERS - T.C. WHEATON CO. 1943-1960

1  
5  
/27

**T. C. WHEATON CO.**  
MILLVILLE, NEW JERSEY

SOLD TO:

C

L

H. Leab  
102-25 67th. Road  
Apt. 2A  
Forest Hills 75, N.Y.

SHIPPED TO:

T

L

Same

OUR ORDER No.: T69P-65      ORDER ENTERED: 3/9/60  
SALESMAN: Britten      TERMS: Net Cash  
YOUR ORDER NO.:      F.O.B. Millville, N.J.

**INVOICE**

DATE NO.

3/9/60  
PRO69

VIA

QUANTITY ORDERED	DESCRIPTION	UNIT PRICE	QUANTITY SHIPPED	AMOUNT	QUANTITY DUE
2 gross	S-628, 2 oz. Jar White Opal Decorated Buff 3924 Service Bulk Pack	\$13.75 gross		\$ 27.50	
2 gross	58 m/m Caps sent to us to be decorated in Buff 3937	13.00 gross		26.00	
	Plus Set Up Charge	25.00 Net		25.00	
				<u>\$ 78.50</u>	

PROFORMA INVOICE

IMPORTANT: We cannot be responsible for loss or damage. If ware arrives in bad condition give your receipt accordingly and thereby have recourse on the transportation company. We hereby certify that the goods covered by this invoice were produced in compliance with all applicable requirements of the Fair Labor Standards Act as amended, including Section 8, 9 and 12 thereof, and the regulations and orders of the U. S. Department of Labor issued under Section 14 thereof.

# T. C. WHEATON CO.

MILLVILLE, NEW JERSEY

SOLD TO:

C

└

L

H. Leab  
102-25 67th. Road  
Apt. 2A  
Forest Hills 75, N.Y.

SHIPPED TO:

└

└

Same

OUR ORDER No.: T69P-65  
SALESMAN: Britten  
YOUR ORDER NO.:

ORDER ENTERED: 3/9/60  
TERMS: Net Cash  
F.O.B. Millville, N.J.

## INVOICE

DATE NO.

3/9/60  
PRO69

VIA

QUANTITY ORDERED	DESCRIPTION	UNIT PRICE	QUANTITY SHIPPED	AMOUNT	QUANTITY DUE
2 gross	S-628, 2 oz. Jar White Opal Decorated Buff 3924 Service Bulk Pack	\$13.75 gross		\$ 27.50	
2 gross	58 m/m Caps sent to us to be decorated in Buff 3937	13.00 gross		26.00	
	Plus Set Up Charge	25.00 Net		25.00	
				<u>\$ 78.50</u>	
PROFORMA INVOICE					

IMPORTANT: We cannot be responsible for loss or damage, if we arrive in bad condition give your receipt accordingly and thereby have recourse on the transportation company. We hereby certify that the goods covered by this invoice were produced in compliance with all applicable requirements of the Fair Labor Standards Act as amended, including Section 6, 7 and 12 thereof, and the regulations and orders of the U. S. Department of Labor issued under Section 14 thereof.

TCW-176



# Wheaton

T. C. WHEATON CO.  
GLASS MANUFACTURERS  
MILLVILLE, NEW JERSEY, U.S.A.  
TELEPHONE TAYlor 5-1400

March 9, 1960

Herta Leab  
705 West 170th Street  
New York 32, New York

Gentlemen:

Thank you for your order dated February 23. We enclose our pro forma invoice. This order can be entered immediately upon receipt of your check.

Thanking you again, we remain

Sincerely yours,

T. C. WHEATON CO.

Louis Stein

LS/rmb  
Enclosure

*your letter & proforma invoice of 3-9-60 arrived today.*

*I am bringing the 5-6-28 long for record 1/20 since you have your letter.*

*Some paid in Aug. 1958 for 2 gross (incl. delin- nation of paper) \$33.50. Today I received a bill for \$78.50 for the same 2 gross.*

*Not known upon delivery for which we had one that is a set-up charge of \$25. for order line that \$5 gross. You as the borrower will not know that it is an impossibility for me to pay*



~~double expense I request of you \$25. - for a year long~~

<sup>(some weeks of information to you)</sup>  
Now I wonder, do you will please see this  
country to sell every small business in  
that in the final but ~~there will be only~~  
a few houses & nothing only some people in  
have initiative & success in the U.S.,  
planning from to see, please this country,  
What is a list of business does contribute  
to economy the value of business & show to  
freedom to a matter of money?

My profit is as it is <sup>you can</sup> very small.  
I mean at <sup>to you</sup> ~~total~~ Would you see my position - ~~but~~  
plus it a somewhat <sup>invest</sup> ~~profit~~ ~~to~~ ~~see~~ ~~\$25~~ -  
for \$25000 or 40000 - see.  
do you know it has not done as if it <sup>is</sup> ~~is~~  
will contribute on a small scale your help  
won't make it properly supported.

I hope you'll see to it  
to help me.

Wheaton  
ville, N.J.

Gentlemen:

Your letter and proforma factura of 3-9-60 arrived today.

Since years I am buying the S-628 2oz jars from your house. I paid in August 1958 for 2 gross incl. cap-dec. - \$33.50/ Today I received a bill for 2 gross for \$78.50. *dec.*

Upon callin g Mr. Quinn I was told that there must be an error in the price of the cap dec., *but* there is a set-up charge of \$25.- for orders less 25 gross. *you*

As business men you will underst and the i on my part to pay these \$25.- for 2 gross. As it is my profit is more than small! *must pay*

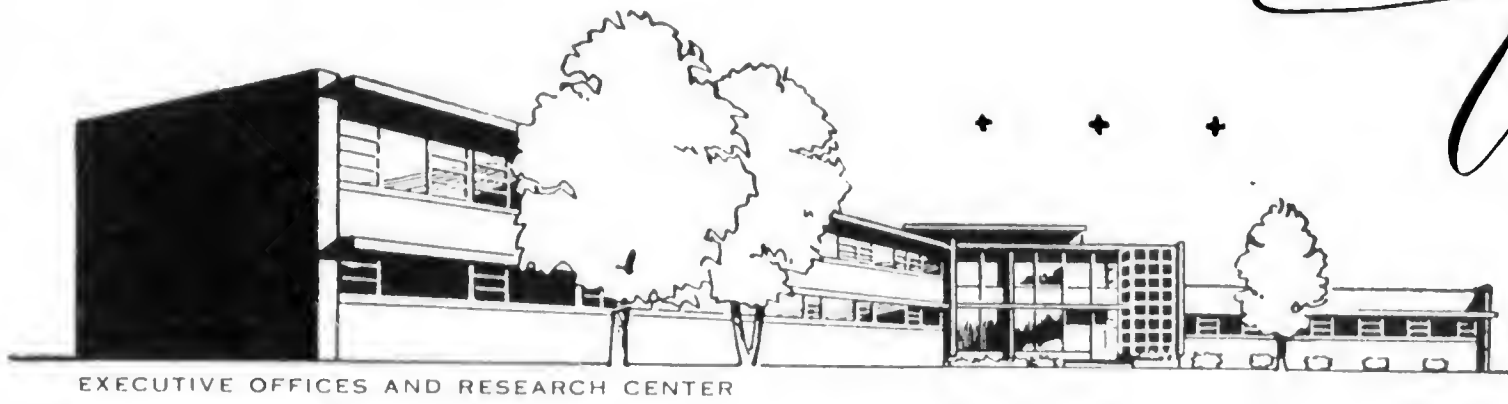
I ask you: Wouldn't you in my position con sider it somewhat unjust to ask for 2 gross or 20 gross same amount of \$25.-? *me*

I am sure it is well known to you how extr a difficult it is to sell cosmetics on a small sc ale. Your extra charge would make it simply impossib le.

I hope you will find a way to help me and I a million thanks in advance. *pay*

Very truly yours,

H. Leab



EXECUTIVE OFFICES AND RESEARCH CENTER

# Wheaton

T. C. WHEATON CO.  
GLASS MANUFACTURERS  
MILLVILLE, NEW JERSEY, U.S.A.  
TELEPHONE TAYlor 5-1400

March 23, 1960

Mr. H. Leab  
102-25 67th Road  
Forest Hills 75, N. Y.

Dear Mr. Leab:

Thank you for your letter of March 14 regarding our proforma invoice dated March 9th covering the S-628 2 oz. Opal Jars decorated as well as the decoration of caps that you are going to send into us.

We can quite conceivably understand your problem regarding the price of processing these jars and caps. However, for a number of years we have been bearing the burden of processing these small orders. We realize that the prices mentioned on the proforma invoice may appear costly. However, our factory has been calling this to our attention for quite some time and our Cost Department has insisted that we charge our customers accordingly where these small orders are concerned.

If you feel that someone else could process these jars and caps at a lesser price we certainly would not blame you for making the necessary arrangements to ship the jars to that particular company.

Trusting that you will advise our Mr. Stein, Manager of the Credit Department, of your decision, we are,

Very truly yours,

T. C. WHEATON CO.

*Ray Thompson*  
Ray Thompson

RT:emg  
cc:nyo

*Handwritten notes and signatures:*  
A handwritten signature is written over the typed name Ray Thompson.  
A large handwritten 'X' is drawn across the bottom half of the page.  
Faint handwritten notes are visible in the bottom left and right corners, including phrases like 'More I hope...' and 'What is the...'.  
A date '2-25' is written in the top right corner.

H. Leab

102-25 67th Road  
Forest Hills 75, N.Y.  
March 28, 1960

Wheaton  
Millville, N.J.

Gentlemen:

Thank you for your letter of March 23. It didn't answer my question: Can you give me a cheaper price?

Your firm always could help me! I can't believe that I am your only customer for yellow jars! Therefore: Can't you process 5 gross of jars for me and the other customers at the same time?

Thank you for the consideration.

Very truly yours,

H. Leab

The Nazis lost the war, but did they  
lose the battle for the German mind.



# Wheaton

WHEATON GLASS COMPANY  
GLASS MANUFACTURERS  
MILLVILLE, NEW JERSEY, U. S. A.  
TELEPHONE TAYlor 5-1400

March 31, 1960

Mr. H. Leab  
102-25 67th Road  
Forest Hills 75, N. Y.

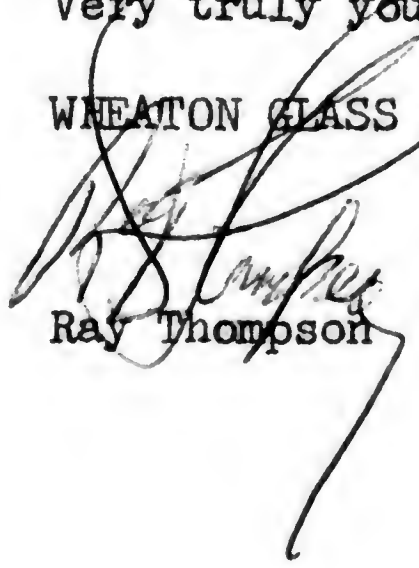
Dear Mr. Leab:

Thank you for your letter of March 28 in reply to our letter concerning the proforma invoice that we sent to you.

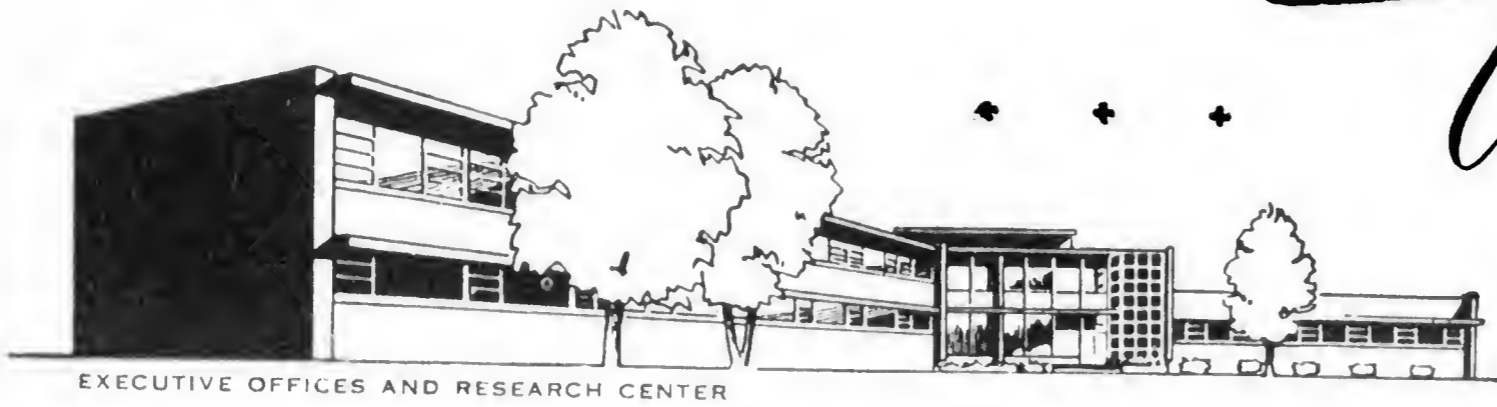
We are sorry that you did not interpret our letter to confirm the price as represented by the proforma invoice. Unfortunately, we cannot offer these jars or do this decorating at a lesser price.

Very truly yours,

WHEATON GLASS COMPANY

  
Ray Thompson

RT:emg  
cc:nyo



# Wheaton

T. C. WHEATON CO.  
GLASS MANUFACTURERS  
MILLVILLE, NEW JERSEY, U.S.A.  
TELEPHONE TAYlor 5-1400

Please reply to:

T. C. Wheaton Co.  
165 Broadway  
New York 6, N. Y.  
COrtlandt 7-4794

February 29, 1960

Miss H. Leab  
102-25 67th Road Apt. 2A  
Forest Hills 75, N. Y.

Dear Miss Leab:

We are in receipt of your order for 2 gross 2 ounce jars to be decorated Buff, and 2 gross 58  $\frac{3}{4}$  caps to be decorated Buff.

We will enter this order with our plant. However, we no longer supply caps. If you will purchase these caps from one of the jobbers in the New York area, either J. Rabinowitz & Sons, Inc., Brooklyn, or J. W. Wilson GlassCo., Brooklyn, or anyone else you may wish to procure them from, and send them to us, we will be only too happy to decorate same for you.

Please advise when these caps will go forward, and please be sure to instruct the cap supplier to make the carton for your account. They are to be sent to the T.C.Wheaton Co., 220 G Street, Millville, New Jersey.

Very truly yours,

T. C. WHEATON CO.

*Francis J. Quinn*  
Francis J. Quinn

FJQ/ar1  
*L. J. Quinn*  
13 ~~15~~ 6 17 25 8  
W-5-9164

H. Leab

new address 102-25 67th Road  
apt. 2A Forest Hills 75, N.Y.  
2-23 1960

T.C. Wheaton Co.  
165 Broadway  
New York City

Gentlemen:

Please, send by American Railway Express

2 gross S\*628 2oz jars dec. buff 3924  
2 " 58 mm caps " buff 3937

Please send proforma bill so that check can be mailed  
in advance.

Will you rush the order since I need the jars.  
Thank you.

Very truly yours,

H. Leab



# WHEATON GLASS COMPANY

MILLVILLE, NEW JERSEY

YOUR CHECK FOR THIS INVOICE SHOULD BE TO  
THE ORDER OF WHEATON GLASS COMPANY

SOLD TO:

C  
74  
38

H. Leab  
705 West 170th Street  
New York 32, New York

SHIPPED TO:

Same

OUR ORDER No.: W231-6  
SALESMAN: Ambrose  
YOUR ORDER NO.:

ORDER ENTERED: 8/19/58  
TERMS: 1/10 N/30  
F.O.B. Millville, N. J.

**INVOICE**

DATE NO.

9/11/58  
29AZ254

VIA Kowalsky's Express

QUANTITY ORDERED	DESCRIPTION	UNIT PRICE	QUANTITY SHIPPED	AMOUNT	QUANTITY DUE
2 gross	S-628, 2 oz. Jar White Opal Glass Decorated 3924 Buff Bulk Pack	\$13.75 gross	2 gross	\$ 27.50	
2 gross	58 mm. caps sent to us for decorating in 3937 Buff	3.00 gross	2 gross	6.00	
				<u>\$ 33.50</u>	
		Vials:	2 ctns. 104 lbs.		
		Caps:	1 ctn. 14 lbs.		

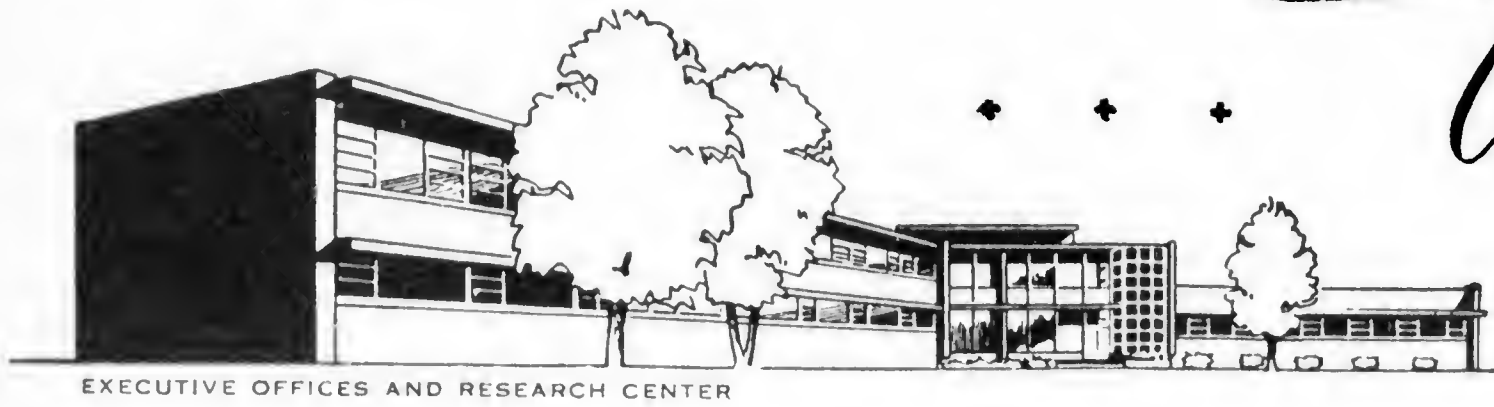
*4672 = 15-15*

**PAID**  
WHEATON GLASS  
COMPANY

*33.50*  
*3.75 freight*  
*1.50 -*

*50.70 in 2 88 = 17.5*  
*212.0*  
*20.10*

IMPORTANT: We cannot be responsible for loss or damage. If ware arrives in bad condition give your receipt accordingly and thereby have recourse on the transportation company. We hereby certify that the goods covered by this invoice were produced in compliance with all applicable requirements of the Fair Labor Standards Act as amended, including Section 6, 7 and 12 thereof, and the regulations and orders of the U. S. Department of Labor issued under Section 14 thereof.



# Wheaton

T. C. WHEATON CO.  
GLASS MANUFACTURERS  
MILLVILLE, NEW JERSEY, U. S. A.  
TELEPHONE TAYlor 5-1400

August 11, 1958

H. Leab  
705 West 170th Street  
New York 32, New York

Gentlemen:

On August 6 we received from J. Rabinowitz Company of Brooklyn, New York 2 gross of the 58 mm caps to be used on your order for 2 gross of the S-628 2 oz. opal jars decorated buff. Upon receipt of your check for this order, per our letter of July 29, we will proceed with production of your order.

Very truly yours,

T. C. WHEATON CO.

*David Burk*

David Burk

DB:emp



*Wheaton*

WHEATON GLASS COMPANY  
GLASS MANUFACTURERS  
MILLVILLE, NEW JERSEY, U. S. A.  
TELEPHONE TAYlor 5-1400

July 29, 1958

H. Leab  
705 West 170th Street  
New York 32, New York

Gentlemen:

Thank you for your order dated July 22. We enclose our pro forma invoice. This order can be entered immediately upon receipt of your check.

Thanking you again, we remain

Sincerely yours,

WHEATON GLASS COMPANY

*Kennard Chance*  
Kennard Chance

KC/rmb  
Enclosure

# WHEATON GLASS COMPANY

MILLVILLE, NEW JERSEY

YOUR CHECK FOR THIS INVOICE SHOULD BE TO  
THE ORDER OF WHEATON GLASS COMPANY

C  
D  
O  
S  
O  
T

H. Leab  
705 West 170th Street  
New York 32, N.Y.

S  
E  
A  
L  
E  
D  
T  
O

## ORIGINAL INVOICE

SALESMAN:  
YOUR ORDER:

Ambrose

ORDER ENTERED: 7/29/58  
TERMS: 1/10 N/30

Number X

2947-P210

INVOICE DATE 7/29/58

F. O. B. Millville, N. J. VIA:

QUANTITY ORDERED	DESCRIPTION	UNIT PRICE	QUANTITY SHIPPED	AMOUNT
2 gross	S-628, 2 oz. Jar White Opal Decorated 3924 Buff Bulk Pack	\$13.75 gross	2 gross	\$ 27.50
2 gross	58 mm. caps sent to us for decorating in 3937 Buff	3.00 gross	2 gross	6.00
				\$ 33.50
				33
				33.17

*PAID BY CHECK # 311*

*8/18/58*

*PROFORMA INVOICE*

*Caps 5 75 p. 22*

*33.50*  
*12.12*  


---

*21.38*  
  
*23.06*  
*14.4*  


---

*8.66*  
*8.64*

*11.50*  
*1.12*  


---

*12.62*

**IMPORTANT** WE CANNOT BE RESPONSIBLE FOR LOSS OR DAMAGE. IF WARE ARRIVES IN BAD CONDITION GIVE YOUR RECEIPT ACCORDINGLY AND THEREBY HAVE RECOURSE ON THE TRANSPORTATION COMPANY. WE HEREBY CERTIFY THAT THE GOODS COVERED BY THIS INVOICE WERE PRODUCED IN COMPLIANCE WITH ALL APPLICABLE REQUIREMENTS OF THE FAIR LABOR STANDARDS ACT AS AMENDED, INCLUDING SECTION 6, 7 AND 12 THEREOF, AND THE REGULATIONS AND ORDERS OF THE U. S. DEPARTMENT OF LABOR ISSUED UNDER SECTION 14 THEREOF.



# Wheaton

WHEATON GLASS COMPANY  
GLASS MANUFACTURERS  
MILLVILLE, NEW JERSEY, U.S.A.  
TELEPHONE TAYlor 5-1400

Please reply to:  
T. C. Wheaton Co.  
165 Broadway  
New York 6, N. Y.  
COrtlandt 7-4794

July 25, 1958

H. Leab  
705 W. 170th Street  
New York, N. Y.

Gentlemen:

We are in receipt of your order for 2 gross S-628 2 oz. jar to be decorated 3924 Buff and 2 gross 58 mm caps to be decorated 3937 Buff, for which we thank you.

However, we have discontinued supplying caps of any kind. The present practice is to have our customer purchase the caps and send to our plant for decoration. If you will be so kind as to purchase these caps, we will be glad to decorate them for you.

For a supplier of caps you may contact L. Kihn 13 East 17th Street, New York, N. Y. or J. W. Wilson Glass Company 25 North 3rd. Street, Brooklyn, N. Y.

We have entered your order with our plant so will you please have these caps sent to the Wheaton Glass Company, Millville, New Jersey to the attention of Mr. D. Burk in order for them to enter your order in its entirety.

Very truly yours,  
WHEATON GLASS COMPANY

*Frank Quinn*

Frank Quinn

575

11.59  
11

11.39

12.69

57  
26  
213

11

*In reference to your letter of July 25, 1958... You have ordered 2 gross of S-628 2 oz. jars to be decorated 3924 Buff and 2 gross of 58 mm caps to be decorated 3937 Buff. If you please let me know what you would like to do with these caps... I will be glad to help you in any way I can.*

*July 31-58*

H.Leab

705 West 170th St  
New York 32, N.Y.  
JULY 22, 1958

T.C. Wheaton Co.  
165 Broadway  
New York City

Gentlemen:

Will you please send me

2 gross S-628 2oz jars dec. buff 3924  
2 " 58 mm caps " buff 3937

Please send proforma bill so that check  
can be mailed in advance.

Kindly rush the order.

Very truly yours,

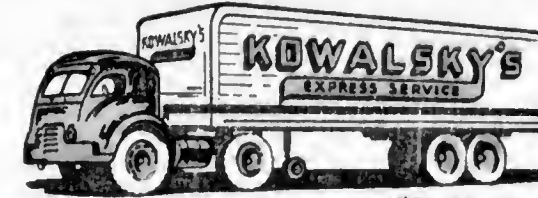
H.Leab

h/1

FREIGHT BILL

I.C.C. No. 29919

# KOWALSKY'S EXPRESS SERVICE



Insured & Bonded Carrier

D 78639

SERVING NEW YORK, PHILADELPHIA, BALTIMORE AND NEW JERSEY

SHIPPER

T. C. Wheaton Co.,  
Millville, N. J.

CONSIGNEE

Herta ~~Lab.~~ **LEAB**  
705 W. 170th St.,  
New York, N. Y.

Date

4/3/56 b

Chge. Cash

Transfer From

Transfer To

NO. PIECES	DESCRIPTION	WEIGHT	RATE	REVENUE	TAX	PREPAID	COLLECT
2	ctns glass jars NOI und 1 qt	104					
1	ctn caps for the above	11	m	2.29	.07		2.36
						Advances	
						C.O.D.	
						C.O.D. Fee	
						TOTAL	

*Paul Barrie*  
*4/2/56*  
*(3)*

MANIFEST NO.

TRACTOR-TRAILER NO.

DRIVER

RECEIVED ABOVE MATERIALS IN GOOD ORDER

K.E.S.

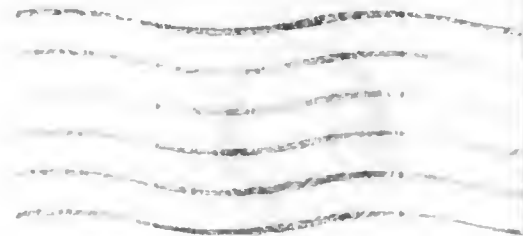
C.L.

NEW YORK AREA OFFICE  
FISK & WATER STS. J. C., N. J.  
HENDERSON 5-9500  
N. Y. C. WHITEHALL 3-2676

GENERAL OFFICES  
MILLVILLE, N. J.  
TAYLOR 5-5200

PHILADELPHIA OFFICE  
1505 N. FIFTH STREET  
PHILADELPHIA, PA.  
FREMONT 7-4800

ALL CLAIMS MUST BE MADE WITHIN FIVE DAYS FROM RECEIPT OF GOODS



Merta Leal.  
705 W. 170th St.  
New York, 32, N. Y.



Millville, N. J. 2/27/56

Dear Sir:

We received from

J. Rabinowitz & Sons  
1 box c. d. s. to be processed  
a/c your order 2/20/56

We thank you for the favor and same will have our immediate attention.

Very truly yours,

T. S. WHEATON CO.

H. Leab  
705 West 170th St  
New York 32  
February 17, 1956

T.C. Wheaton Co  
165 Broadway  
New York City

Dear Mr. Broda:

With reference to my telephone call please,  
find enclosed Check for \$ 32.27  
for

2 gross S-628 2oz jars p.gr.	\$6.30	\$12.60
decor. buff #3924	" "	7.00
" " #3937(caps)"	" "	3.00
		<u>6.00</u>
		\$32.60
	less 1%	33
		<u>\$32.27</u>

Rabinowitz will mail 2gross of white  
caps to Millville for the decoration .

Kindly give delivery date in advance.

Please rush order.

Very truly yours,

H.Leab

encl.

# T. C. WHEATON CO.

MILLVILLE, NEW JERSEY

YOUR CHECK FOR THIS INVOICE SHOULD BE TO  
THE ORDER OF T. C. WHEATON CO.

SOLD TO:

C  
7

Herta Leab  
705 W. 170th Street  
New York 22, N. Y.

SHIP TO:

Same

OUR ORDER NO.  
SALES  
TRUCK ORDER NO.

52-42  
Borda

ORDER ENTERED 2/21/56  
TERMS Net Cash  
F.O.B. MILLVILLE, N. J.

INVOICE

DATE NO.

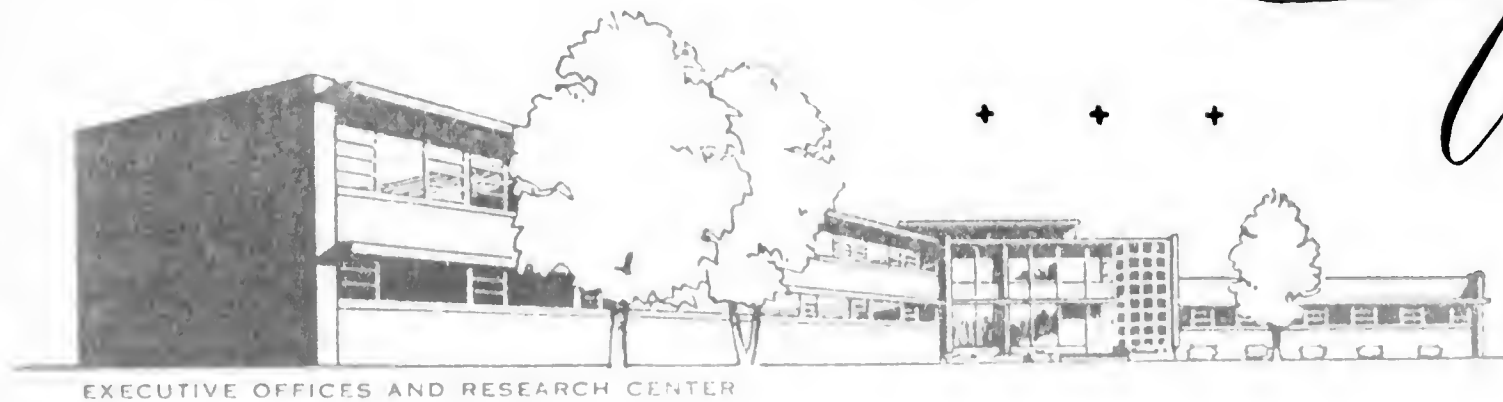
4/2/56  
55AZ93

VIA Kowalsky's Express

QUANTITY ORDERED	DESCRIPTION	UNIT PRICE	QUANTITY SHIPPED	AMOUNT	QUANTITY DUE
2 gross	S-628 2 oz. Jar Opal Glass Bulk Pack Decorated Buff 3924	\$13.30 gross	2 gross	\$ 26.60	
2 gross	White Caps sent to us from Rabinowitz & Sons Bulk Pack Decorated Buff 3937	3.00 gross	2 gross	6.00	
				<u>\$ 32.60</u>	
	<p>6.30 jars p. gross 7 - decoration 6 - jars p. gross paid Rabinowitz 3 - decoration</p> <p><u>22.30 p. gross</u></p> <p>22.30 - 144 - 15 144 790 120</p> <p><b>PAID</b> T. C. WHEATON CO.</p>				
			3 ctns. 115 lbs.		

IMPORTANT: We cannot be responsible for loss or damage if more arrived in bad condition than your order. We warrant that the goods covered by this invoice were produced in compliance with all applicable laws, including the Fair Labor Standards Act as amended, including Section 6, 7 and 12 thereof and the maximum load orders of the U. S. Department of Labor issued under Section 15 thereof.

Form 349 (2)



# Wheaton

T. C. WHEATON CO.  
GLASS MANUFACTURERS  
MILLVILLE, NEW JERSEY, U.S.A.  
TELEPHONE 1400

February 6, 1956

H. Leab  
705 West 170th Street  
New York 32, New York

Gentlemen:

Please refer to my letter dated February 3, 1956. You will note in this letter that among other prices I quoted you on 58 mm caps.

This will advise you that we no longer supply caps from our plant. When such caps are to be decorated it is now necessary for our customer to purchase said caps from a cap supplier or distributor.

If you have any difficulty in contacting a cap supplier please do not hesitate to contact our New York office, 165 Broadway, New York, New York and they will be very happy to supply any information that they have available.

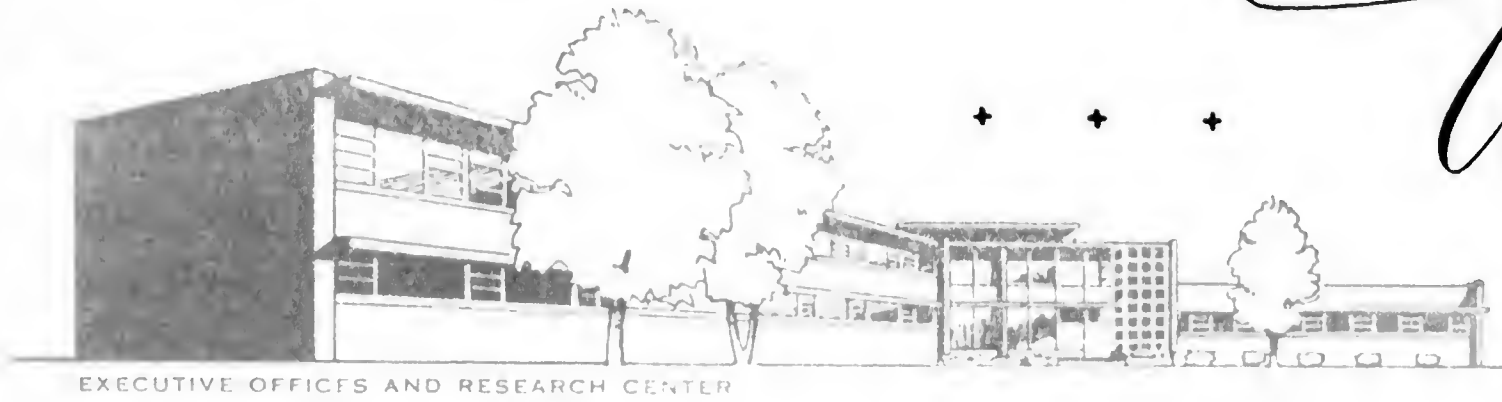
Yours very truly,

*George H. Long*  
T. C. WHEATON CO.

George Long

GL/eg  
cc:nyo

2 gross jars paid 11.90



# Wheaton

T. C. WHEATON CO.  
GLASS MANUFACTURERS  
MILLVILLE, NEW JERSEY, U.S.A.  
TELEPHONE 1400

February 3, 1956

CO 7-4794

~~Mr. B. ...~~  
Mr. ...

22.50  
144  
144.15  
165 Wood ...

H. Leab  
705 West 170th Street  
New York 32, New York

Gentlemen:

We regret that we have no jar to offer you in a 2 oz. capacity that would be cheaper than the S-628 2 oz. jar formerly used by you.

The current price on this item is as follows:

Jars	\$6.30 per gross
Decorating jars	7.00 per gross
58 mm caps	3.25 per gross
Decorating caps	3.00 per gross

The smallest salable quantity of this item would be one gross. We trust the above information is satisfactory.

Yours very truly,  
*George H. Long*  
T. C. WHEATON CO.

Rihn  
19th ST

400/58

GL/eg  
cc:nyo

Mr. ...  
with ...  
3-6410

George Long  
Mr H-6700

Wilson ...  
4-7639

144  
33  
57.6

5

3.3

16.30

13

Uria

6.30  
7.00  
3.25  
3.00

1

# T. C. WHEATON CO.

GLASS MANUFACTURERS

MILLVILLE, NEW JERSEY, U.S.A.

TELEPHONE 1400

DATE: November 14, 1953

STATEMENT  
OF ACCOUNT  
WITH

Herta Leab  
705 W. 170th Street  
New York 22, New York

DATE	REFERENCE	CHARGES	CREDITS	BALANCE
10/23/53			50.39	
11/12/53		53.17		2.78

**WU- 4-089-883**

American Express Co.

REMITTER'S RECEIPT  
KEEP IT

5	75
DOLLARS	CENTS

DATE 11-21-53

IF THE MONEY ORDER BEARING THIS SERIAL NUMBER IS LOST OR DESTROYED, AMERICAN EXPRESS CO. WILL REFUND THE FACE VALUE TO THE OWNER UPON PRESENTATION OF THIS RECEIPT AND EXECUTION OF REFUND AGREEMENT.  
SEE OTHER SIDE

W. U. T. CO.

*Paid Nov. 21, 53  
by money order*

2 1/2 gross 53.17 : 5 10.63  
21.20

# T. C. WHEATON CO.

MILLVILLE, NEW JERSEY

YOUR CHECK FOR THIS INVOICE SHOULD BE TO THE ORDER OF T. C. WHEATON CO.

SOLD TO:

SHIP TO:

C  
14  
33  
35  
Herta Leab  
705 W. 170th Street  
New York 22, New York

Same

## ORIGINAL INVOICE

OUR ORDER NO: 295-24  
SALESMAN: Durkin  
YOUR ORDER NO:

ORDER ENTERED: 10/22/53  
SHIPMENT WANTED:  
TERMS: 1/10 N/30

INVOICE NUMBER: 33A316

INVOICE DATE: 11/12/53  
Kowalsky's Express

F. O. B. Millville, N. J. VIA:

QUANTITY ORDERED	DESCRIPTION	UNIT PRICE	QUANTITY DUE	QUANTITY SHIPPED	AMOUNT
2-1/2 gross	S-628 2 oz. Opal Jars decorated buff #3924	\$13.75 gross		2-2/3 gross	\$ 36.67
2 gross	58 mm merit seal caps decorated buff #3937	5.75 gross		2 gross	11.50
	Set-up charge	5.00			5.00
					<u>\$ 53.17</u>

144  
144  
384  
5317 : 384 = 14  
1477  
1336  
1770

170/14

H.Leab

705 W 170th St  
New York 32, N.Y.  
Tel. Wa-7-6850  
October 13, 1953

T.C.Wheaton Co.  
Millville, N.J.

Gentlemen:

Thank you for your letter of September 25.

Will you please send

2 gross 2oz Cerama Opal Jars #S 628 dec. buff #3924	\$	
with caps dec. buff #3937	per gross	\$19.50
1/2 gross 2 oz Cer. Opal Jars #S 628 dec. buff #3924		39.00
(I have the caps)		6.90
	set up charge	5.00
		<u>\$ 50.90</u>
	less 1%	51
		<u>\$ 50.39</u>

Enclosed check for \$50.39.

I would appreciate a very soon delivery. Please notify me on the date of the delivery. Thank you.

Very truly yours,

h/m

H.Leab



Cosmetic Container Division  
H. H. Mills, Manager



# Wheaton

T. C. WHEATON CO.  
GLASS MANUFACTURERS  
MILLVILLE, NEW JERSEY, U.S.A.  
TELEPHONE 1400

September 25, 1953

Mrs. H. Leab  
705 W. 170th st.  
New York 22, N.Y.

Dear Mrs. Leab:

Thank you for your letter of September 23 with reference to your proposed order for our #S-628 2 oz. opal jar decorated buff #3924, and complete with 58 mm Merit Seal caps decorated buff #3937. We are pleased to quote as follows:

5-gross order	Jars	\$6.75 per gross
	decorating jars	7.00 " "
	58 mm caps	2.75 " "
	decorating caps	<u>3.00</u>
	Total	\$19.50 per gross

This quotation would also apply on an order for 3 gross of these jars and caps, however a setup charge of \$5.00 would be added.

Unfortunately, we cannot accept an order for 5 gross and split the shipments. The prices quoted are on a make and ship basis.

If you wish to order 5 gross, we will appreciate your including your check in the amount of \$97.50, less 1% discount; if you can only use 3 gross, your check for \$63.50 will cover this quantity.

Best regards.

Yours very truly,

T. C. WHEATON CO.

*Tom Greene*  
Tom Greene

tpg/cl  
cc NYO

6.75  
2.35  

---

9.52

51.50 = 10.20  
15 20.00 = 14.00  
3.30

950:140  
1103

2412  
8-26  
1103

H.Leab

705 W 170th Street  
New York 32  
September 23, 1953

T.C.Wheaton Co.  
Milville, N.J.

Gentlemen:

In August 1950 you granted me to order 5 gross of jars under the condition that I pay 3 gross immediately and 2 gross in the coming 12 months. I hope that this ~~offer~~ stands again.

I paid in July 1951 for  
2oz Cerama Opal Jars #S-628  
decorated buff #3924 #3937 with caps per gross \$18,83.

I would like to sand an order. As soon as I will have received your answer I'll mail a check.

Very truly yours,

H.Leab

Mr. W. Brew

Thank you for your letter  
of September 25.

*Handwritten notes at top left of page.*

TRIPPLICATE

I. C. C. No. 29919

FREIGHT BILL

No. B 90870

JERSEY CITY OFFICE  
720 TONNELLE AVE.  
Phone: JOurnal Sq. 5-3288  
WHitehall 3-2676

# KOWALSKY'S

## EXPRESS SERVICE

MAIN OFFICE  
MILLVILLE, N. J.  
PHONE: 812

PHILADELPHIA OFFICE  
3719 EAST THOMPSON  
Phone: JEfferson 3-6825

Date 7-15-51

SERVING DAILY, NEW YORK, PHILADELPHIA, BALTIMORE, AND SOUTH JERSEY POINTS

SHIPPER

T.C. Wheaton Co.  
Millville, NJ

CONSIGNEE

Herta Leab  
705 W. 170th St.  
New York, NY

Transfer From

Truck No.

Transfer To

NO. PIECES	DESCRIPTION	WEIGHT	RATE	BALANCE DUE
2	ctns mty gls bot NOI	100		
	Und 1 qt cap.	19	M	
1	ctn caps for above			
				PREPAID
				ADVANCES
				COLLECT
				1.80
				C. O. D.
				C. O. D. FEE
				TAX
				.05
				TOTAL
				1.85

*Handwritten signature: Paid J. Kendall*

Our Revenue  
CL Revenue

TIME RECEIVED

RECEIVED ABOVE MATERIALS IN GOOD ORDER  
ALL CLAIMS MUST BE MADE WITHIN FIVE DAYS FROM RECEIPT OF GOODS

NEW YORK July 10 19 51

CHEMICAL BANK & TRUST COMPANY 1-12  
167TH STREET OFFICE 210  
(JEROME AVENUE)  
NEW YORK

PAY TO THE ORDER OF T.C. Wheaton Co. \$ 37<sup>00</sup>/<sub>100</sub>  
Thirty Seven <sup>00</sup>/<sub>100</sub> DOLLARS

No. 14072 ACCOUNT Herta Leab

ESTABLISHED 1888

**T. C. WHEATON Co.**  
 EXPERT BOTTLE BLOWERS  
 MILLVILLE, N. J.

DATE 8/14/51

SOLD TO:

SHIPPED TO:

Herta Leab  
 705 W. 170th St.  
 New York, 32, N. Y.

TERMS:  
 1% 10 DAYS  
 NET 30 DAYS

SHIPPED VIA: Kowalsky's Express

CUSTOMER'S ORDER NO.	CASES	GROSS	DESCRIPTION	PRICE	AMOUNT	TOTAL
	3	2	2 oz. Cerama Opal jars, #S628, decorated buff #3924 with caps decorated buff #3937	\$18.83 gross	37.60	\$37.60

**IMPORTANT:** WE CANNOT BE RESPONSIBLE FOR LOSS OR DAMAGE. IF GLASS ARRIVES IN BAD ORDER GIVE YOUR RECEIPT ACCORDINGLY  
 AND THEREBY HAVE RECOURSE ON THE TRANSPORTATION COMPANY.

PATENTED—MOORE BUSINESS FORMS, INC., NIAGARA FALLS, N. Y.

H. Leab

705 W 170th STREET.  
New York 32, N.Y.  
July 10, 1951

T. C. Wheaton  
Millville, N.J.

Gentlemen:

In reference to your letter of June 19 will you please deliver the 2 gross of jars you are holding in stock for me.

2 gross 2 oz. Cerama Opal Jars #S-628  
decorated buff # 3924 with caps  
" " # 3937

p. gross	18.83
	<u>18.83</u>
\$	37.66
	<u>36</u>
\$	37.30

less 1%

Enclosed check for \$37.30

Very truly yours,



T. C. WHEATON CO. - Millville, New Jersey

ADDRESS REPLY TO

NEW YORK SALES OFFICE  
165 BROADWAY, NEW YORK 6, N. Y.  
PHONE CORTLANDT 7-4794

18.83  
18.83  
37.66  
59.30

June 19, 1951

Mr. H. Leab  
705 W. 170th St.  
New York 32, N. Y.

Dear Sir:

According to our records we have 2 gross of your jars made up on your account that we have been holding in stock since last Sept.

Will you please advise if it is convenient for you to take these jars in at this time and if so, please address your check to our New York Office.

Very truly yours,

T. C. WHEATON CO.

*Edward Hagerthey*

*I received your letter of June 9  
I am going today  
in regard to  
on my return  
on July 9*

ESH:mb

*will mail you the check for delivery of jars*

WE MAKE ANYTHING IN GLASS • EITHER BLOWN OR PRESSED

Box 4-59117

10 miles to

5950th St SE

11th St NW  
10000th St  
10000th St



ESTABLISHED 1888

**T. C. WHEATON Co.**  
 EXPERT BOTTLE BLOWERS  
 MILLVILLE, N. J.

SOLD TO:

H. Leab  
 705 W. 170th St.  
 New York 32, N. Y.

SHIPPED TO:

*James S  
 5-32 88  
 Jersey City*

DATE 10-9-50

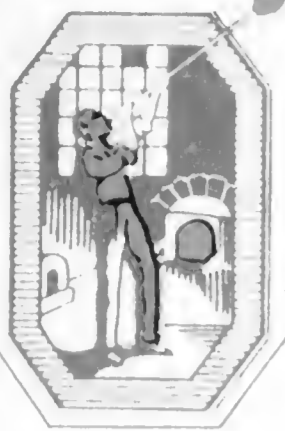
SHIPPED VIA: Kowalsky's Express

TERMS:  
 1% 10 DAYS  
 NET 30 DAYS

CUSTOMER'S ORDER NO.	CASES	GROSS	DESCRIPTION	PRICE	AMOUNT	TOTAL
	Ctns.					
	3	3	2 oz. Cerama Opal Jars # S-628 decorated buff # 3924	\$ 18.83	\$ 56.49	
			Less Discount 1%		.56	
	1	3	Caps decorated buff # 3937	Memo:	Price included with above	
						\$ 55.93
				18.83	55.93	
				1.55	1.85	
				20.68	57.78	
				21.	60.00	
				20.00	144.00	
				145.00		

IMPORTANT: WE CANNOT BE RESPONSIBLE FOR LOSS OR DAMAGE. IF GLASS ARRIVES IN BAD ORDER GIVE YOUR RECEIPT ACCORDINGLY AND THEREBY HAVE RECOURSE ON THE TRANSPORTATION COMPANY.

PATENTED—MOORE BUSINESS FORMS, INC., NIAGARA FALLS, N. Y.



T. C. WHEATON CO. - Millville, New Jersey

August 25, 1950

H. Leab  
705 West 170th Street  
New York 32, N.Y.

Dear Sir:

We refer to your letter of August 21, addressed to the attention of our president.

In an effort to bring to a satisfactory conclusion all the problems involved, he has suggested that you authorize us to enter an order for 5 gross of these jars which will result in a lower price and give us reasonable assurance that the other 2 gross will be paid for and withdrawn within the next twelve months.

If you are willing to go along with this suggestion, the \$5.00 set-up charge, which is normally required for printing any orders in less than 5 gross quantities, will be unnecessary and this amount will be saved.

Your reply will be appreciated.

Very truly yours,

T. C. WHEATON CO.

*R. B. Wentzel*  
R. B. Wentzel

*Sept 2, 1950*

RBW/bsw  
cc NYO

*I thank you for your letter of Aug 25 and the offer which I accept. I order 5 gross of the jars. I paid 3 gross and ask you to deliver them as quickly as possible. I will withdraw the # left 2 gross and will be paid for twelve months.*

~~17th Aug~~

009.3

On Sept. 1 I confirmed your letter of Aug. 25 asking you to deliver the ordered and paid for 3 gross of jars as quick as possible.

4 weeks

~~after not receiving them for 3 weeks~~

passed

today - since one week - for the

I didn't find time I called your NY

office

and am unable to locate

I therefore

called your office today

for the

5<sup>th</sup> day

need

for jars urgently

regularly

the same answer: <sup>Since</sup> would appreciate an <sup>immediate</sup> <sup>reply</sup> to ask for a quicker delivery

regularly

the same answer:

regularly

the same answer:

regularly

the same answer:

H. Leab

705 W 170th Street  
New York 32, N.Y.  
Tel. SA-7-6850  
August 21, 1950

To the President  
of Wheaton Co.  
Milville, N.J.

Dear Sir:

This letter is not businesslike, however, I am forced to write it.

In 1947 I bought cream jars from your house; the price was \$15.50 the gross.

In 1948 the price for the same jars was \$17.27 per gross. You might understand that, as a "practically nobody" in the cosmetic business I was unable to raise my price against the large competition.

I always ordered the same quantity.

Last week I was informed that the price had risen to \$18.83 the gross. The answer to my check about \$37.28 for the new order was that I would have to pay \$5.- extra charge or order 5 gross; otherwise no jars.

Since I have to pay every order in advance I can't order more than 3 gross and I come therefore directly to you for help. Wheaton has such an excellent name, I am sure, you will help a small firm. -I enclose a check for \$18.65 for the 3rd gross asking you to help me by giving the permission for shipment without any extra charge.

Thanking you in advance, I am

Very truly yours,

H. Leab

H. Leab

705 W 170th Street  
New York 32, N.Y.  
Tel. Wa 7-6850  
August 11, 1950

T.C. Wheaton  
165 Broadway  
New York City

Gentlemen:

Referring to the telephone call will you please send

2 gross 2 ozs #3143 (#8 628) Opal jars decorated Buff #3924

with caps (lugs) decorated Buff #3937

Enclosed check about \$37.28.

p.gross 18.83--37.66  
less 1% .38

\$37.28

Very truly yours

H. Leab

# T. C. WHEATON COMPANY

ESTABLISHED 1888  
EXPERT BOTTLE BLOWERS  
MILLVILLE, N. J.

DATE 11-23-48

SOLD TO:

SHIPPED TO:

Mrs. Herta Liebeskind  
705 West 170th St.  
New York, 32, NY

TERMS:  
NET CASH

SHIPPED VIA: Kowalsky's Express.

CUSTOMER'S ORDER NO.	CASES	GROSS	DESCRIPTION	PRICE	AMOUNT	TOTAL
	2ctns.	24 Doz.	2 oz. #S-628 Wheaton jars, decorated Buff #3924 with merit seal	17.27 Gro.	34.54	\$34.54
	1 "	25 "	58mm caps decorated Buff #3937	MEMO.		

T. C. WHEATON CO.  
MILLVILLE, N. J.

**IMPORTANT:**

WE CANNOT BE RESPONSIBLE FOR LOSS OR DAMAGE, IF GLASS ARRIVES IN BAD ORDER GIVE YOUR RECEIPT ACCORDINGLY  
AND THEREBY HAVE RECOURSE ON THE TRANSPORTATION COMPANY

ASHLEY-MCCORMICK Co., BRIDGETON, N. J.

~~18,83,144-14~~  
~~144~~  
~~443~~

15 - 210/1

1883

pink 20w with white caps

5.63  
2.20  

---

7.83

pink  
521 W 23 rd  
Ch-23230

H. Leab

705 W 170th Street  
New York 32, N.Y.  
Tel. Wa-7-6850  
Sept. 21, 1948

T.C. Wheaton  
165 Broadway  
New York City

Gentlemen:

This is an order about

2 gross 2 ozs #3183 Opal jars decorated buff #3924		
with caps(lug) decorated buff #3937	p.gross \$15.50	\$31.00
	less 1% discount	<u>.31</u>
		<u>\$30.69</u>

Enclosed a check about \$30.69

*Maider Ma*

*326*

Looking forward to having delivered the jars very soon, I am

Very truly yours

H.L.:h m

*315.60*  
*3.86*  
*34.46*

H. Leab

*[Signature]*



# T. C. WHEATON COMPANY

ESTABLISHED 1888

EXPERT BOTTLE BLOWERS  
MILLVILLE, N. J.

DATE 1-18-47

SOLD TO:

SHIPPED TO:

H. Leab  
705 W. 170th St.  
New York, 32, NY

TERMS:  
NET CASH

SHIPPED VIA: Express

CUSTOMER'S ORDER NO.	CASES	GROSS	DESCRIPTION	PRICE	AMOUNT	TOTAL
	2ctns.	24 Doz.	2 oz. #3143 Opal jars, colored Buff, #3924	15.50Gro.	31.00	
			1% Discount		<u>.31</u>	
						\$30.69
	1 "	24 "	Lug caps, colored Buff, #3937 for above jars	MEMO. PRICE INCLUDED WITH ABOVE JARS.		

IMPORTANT: WE CANNOT BE RESPONSIBLE FOR LOSS OR DAMAGE. IF GLASS ARRIVES IN BAD ORDER GIVE YOUR RECEIPT ACCORDINGLY AND THEREBY HAVE RECOURSE ON THE TRANSPORTATION COMPANY

SPEEDISET-PATD.-THE SHELBY SALESBOOK CO., SHELBY, OHIO



# T.C. Wheaton Co. - Millville, New Jersey

ADDRESS REPLY TO  
NEW YORK SALES OFFICE  
165 BROADWAY, NEW YORK 6, N. Y.  
PHONE CORTLANDT 7-4917

December 31, 1946

H. Leab  
705 West 170 Street  
New York, 32, New York

Dear Sir:

I have your letter of the 28th with order for jars and also check from which you have deducted 2% discount, 62¢.

Our terms are 1%, 31¢. Will you, therefore, please send us 31¢ in stamps so that the order can be properly entered.

Yours very truly,

T. C. WHEATON CO.

*Edward Hagerthy*

ESH:b

*p. Leab Jan 3.*

We Make Anything in Glass-- Either Blown or Pressed

H. Leab

705 W 170th Street  
New York 32, N.Y.  
Tel. Wa 7-6850  
Dec. 28, 1946

T.C. Wheaton  
165 Broadway  
New York City

Gentlemen:

Referring to your letter of the 15th of Nov. , I am ordering today

2 gross 2 oz. #3143 Opal Jars decorated buff #3924		
with caps (lug) decorated buff #3937	per gross \$15.50-	\$31.00
	less 2% discount	62
		<u>\$30.38</u>

I enclose a check about \$30.38.

I hope to get the same shade, I had before.  
Will you kindly rush the delivery.

Very truly yours

H. Leab



# T.C. Wheaton Co. - Millville, New Jersey

ADDRESS REPLY TO

NEW YORK SALES OFFICE  
165 BROADWAY, NEW YORK 6, N. Y.  
PHONE CORTLANDT 7-4917

November 15, 1946

H. Leab  
705 West 170 Street  
New York, 32, New York

Dear Sir:

In reply to your letter of the 14th, we wish to advise that double shell caps are not yet available. However, jars can be supplied with a lug cap which looks exactly the same as a double shell, as the threads are not visible from the outside. The present cost is \$15.50 per gross, f.o.b. our Millville, New Jersey Factory.

Yours very truly,

T. C. WHEATON CO.

*Edward Hagerthey*

ESH:b

**We Make Anything in Glass-- Either Blown or Pressed**

H. Leab

705 W 170th Street  
New York 32, N.Y.  
Tel. Wa. 7-6850  
Nov. 14, 1946

TLC. Wheaton  
165 Broadway  
New York City

Gentlemen:

Some time ago I bought from your house  
2 oz. #3145 Opal jars decorated buff, #3924  
Double shell caps decorated buff, #3937 per Gross \$15.--.  
Due to wartime conditions I had to take single shell caps.

Would you kindly let me know if I now can have again when  
ordering the jars, double shell caps decorated; will you please, tell  
me the price and how long it takes to get an order.

Expecting your answer, I remain

Very truly yours

H. Leab

# T. C. WHEATON COMPANY

ESTABLISHED 1888

EXPERT BOTTLE BLOWERS  
MILLVILLE, N. J.

DATE 3-26-43  
SOLD TO:

SHIPPED TO:

Mrs. H. Liebeskind  
1098 Anderson Ave.  
New York, N. Y.

TERMS:  
1% 10 DAYS  
NET 30 DAYS

SHIPPED VIA: **Express**

SHIPPED	CASES	CUSTOMER'S ORDER No.	PRICE	AMOUNT	TOTAL
3 Gross	Ctns. 3	2 oz. #3143 Opal Jars decorated buff, #3924	15.00 Gross	45.00	\$44.55
		1% Discount		<u>.45</u>	
3 Gross	1	Single shell Caps decorated Buff #3937	MEMO.		

T. C. WHEATON CO.  
MAR 27 1943  
MILLVILLE, N. J.

IMPORTANT: WE CANNOT BE RESPONSIBLE FOR LOSS OR DAMAGE. IF GLASS ARRIVES IN BAD ORDER GIVE YOUR RECEIPT ACCORDINGLY AND THEREBY HAVE RECOURSE ON THE TRANSPORTATION COMPANY

SPEEDISET-PATD.-THE SHELBY SALESBOOK CO., SHELBY, OHIO

H.Liebeskind

1098 Anderson Ave.  
N.Y. March 24, 1943.

T.C.Wheaton Co.  
New York, N.Y.

Gentlemen:

Got just now 1 gross of the ordered jars and had to pay to the Delivery man \$1.09, a tremendous sum for one gross of anyway very expensive jars.

I ask you to send the other 3 jars by American Railway Express. This Co. is much cheaper and besides that they bring everything up, no matter if 1 or 2 or 3 flights. The Express Co. ,you sent with, only delivers downstairs and I have to hire somebody to bring the packages up, what costs me again.

Will you please, keep my wish in mind when sending the other 3 gross of jars and caps.

Thanking you, I am

Very truly yours

H.Liebeskind

# T. C. WHEATON COMPANY

ESTABLISHED 1888

EXPERT BOTTLE BLOWERS  
MILLVILLE, N. J.

DATE 3/20/43

SOLD TO:

SHIPPED TO:

Mrs. Herta Liebeskind  
1098 Anderson Ave.  
Bronx, N. Y.

TERMS:  
1% 10 DAYS  
NET 30 DAYS

SHIPPED VIA:

Kowalsky's Express

SHIPPED	CASES	CUSTOMER'S ORDER NO.	PRICE	AMOUNT	TOTAL
1 Gross	1 ctn.	2 oz. #3143 Opal jars decorated Buff #3924	15.00 gross	15.00	\$15.00
1 Gross	1 ctn.	Black single shell metal caps decorated Buff #3937	MEMO	.	

T. C. WHEATON CO.  
MAR 22 1943  
MILLVILLE, N. J.

IMPORTANT: WE CANNOT BE RESPONSIBLE FOR LOSS OR DAMAGE. IF GLASS ARRIVES IN BAD ORDER GIVE YOUR RECEIPT ACCORDINGLY  
AND THEREBY HAVE RECOURSE ON THE TRANSPORTATION COMPANY

SPEEDISSET-PATD.-THE SHELBY SALESBOOK CO., SHELBY, OHIO



TRIPPLICATE

I. C. C. No. 29919

FREIGHT BILL

No. B 62176

JERSEY CITY OFFICE  
720 TONNELLE AVE.  
Phone: JOurnal Sq. 5-3288

PHILADELPHIA OFFICE  
S. E. COR.  
EAST THOMPSON & BUTLER

# KOWALSKY'S

## EXPRESS SERVICE

MAIN OFFICE  
MILLVILLE, N. J.  
PHONE: 812

Date 10/10/50

SERVING NEW YORK, PHILADELPHIA, BALTIMORE, AND SOUTH JERSEY POINTS

SHIPPER

F. C. Wheaton Co  
Millville, N.J.

CONSIGNEE

H. Leab  
735 W. 170th St.  
New York, N.Y.

Transfer From

Truck No.

Transfer To

NO. PIECES	DESCRIPTION	WEIGHT	RATE	
	3 ctas sty gls bot #01 und 1 qt cap	165	M	BALANCE DUE
	1 ctas caps for above			PREPAID
				ADVANCES
				COLLECT
				1.85
				C. O. D.
				C. O. D. FEE
				TAX
				TOTAL
				1.85

Our Revenue

CL Revenue

TIME RECEIVED

RECEIVED ABOVE MATERIALS IN GOOD ORDER

ALL CLAIMS MUST BE MADE WITHIN FIVE DAYS FROM RECEIPT OF GOODS 0①753R

TRIPPLICATE

# KOWALSKY'S

FREIGHT BILL NO. 57080

NEW YORK OFFICE  
154 PERRY STREET  
PHONE: CHELSEA 2-3085  
2-9151

PHILADELPHIA OFFICE  
3800 N. 5th STREET  
PHONE: BELL-SAGAMORE 1822  
KEYSTONE-PARK 5044

MAIN OFFICE  
MILLVILLE, N. J.  
PHONE: 601-W

## EXPRESS SERVICE

SERVING DAILY NEW YORK, PHILADELPHIA, BALTIMORE, AND SOUTH JERSEY POINTS

Shipper T. C. Weston Co.

Consignee Mrs. Merta Lieberskind

Address Millville, N. J.

Address 1098 Anderson Ave.

Bronx, N. Y.

Date 3/22/43 I. C. C. No. 29919

Truck No. \_\_\_\_\_

Transfer From \_\_\_\_\_

Transfer To \_\_\_\_\_

NO. PIECES	DESCRIPTION	WEIGHT	RATE	
				BALANCE DUE
				ADVANCES
				COLLECT
1	Cartons empty glass bottles NOIBN under 1 gal capacity	45	N	1.06 PREPAID
1	Carton caps for above bottles	5		C. O. D.
				C. O. D. FEE
				CHARGE
				Tax .03
				TOTAL 1.09

*Paid*  
*3/24/43*  
*[Signature]*

RECEIVED ABOVE MATERIALS IN GOOD ORDER

ALL CLAIMS MUST BE MADE WITHIN FIVE DAYS FROM RECEIPT OF GOODS

# RAILWAY EXPRESS AGENCY

INCORPORATED

## COPY OF EXPRESS RECEIPT—NON-NEGOTIABLE

(CONTRACT ON ORIGINAL)

(1204-G)  
5-43  
Printed in U.S.A.

Check with (X) Whether		Enter Herein Number Of Original Receipt
COLLECT <input checked="" type="checkbox"/>	OR	PREPAID <input type="checkbox"/>
		41-6-13

Purchase No. \_\_\_\_\_ a/c No. \_\_\_\_\_

Order No. \_\_\_\_\_ Sale No. \_\_\_\_\_

Requisition No. \_\_\_\_\_ Terms \_\_\_\_\_

Trace or Claim No. \_\_\_\_\_

Remarks \_\_\_\_\_

To Destination Office New York, 32, N. Y.		Enter Date Shipped 1/18 19 7	
Consignee H. Leab			
Street Address or Non-Agency Destination 705 W. 170th St.		Advances	
Name of Forwarding Office		Value Charges	
		Express Charges	
		Tax	
		Total	
		C. O. D.	
		C. O. D. Service Charge Write in YES or NO	

COPY

	Number Pieces	Hour

For the Company

M



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# T.C. Wheaton Co. - Millville, New Jersey

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ADDRESS REPLY TO  
NEW YORK SALES OFFICE  
165 BROADWAY  
PHONE CORTLANDT 7-4917

February 26, 1943

Herta Liebeskind  
1098 Anderson Avenue  
New York, New York

Dear Madam:

We have your letter of February 24 with check enclosed, amounting to \$44.55, to cover three additional gross of 2 oz. jars with single shell metal caps, both decorated in Buff color.

We are sorry that as much as we would like to accommodate you by a free delivery we are unable to do so inasmuch as all our merchandise is sold F.O.B. our factory.

With reference to the wood caps for bottles, we suggest that you contact the following people:

Fontaine Products  
306 East 61st Street  
New York, New York

Clarke and Gilbert  
20 East 12th Street  
New York, New York

Very truly yours,  
T. C. WHEATON CO.

*Edward Mc Dowell*

EM:MC

---

We Make Anything in Glass-- Either Blown or Pressed

---



# T.C. Wheaton Co. - Millville, New Jersey

ADDRESS REPLY TO  
NEW YORK SALES OFFICE  
165 BROADWAY  
PHONE CORTLANDT 7-4917

February 19, 1943

Mrs. Herta Liebeskind  
1098 Anderson Avenue  
New York, New York

Dear Madam:

I have your letter of Feb. 13 and am pleased that you agree with my suggestion with regard to increasing your order.

We require, however, the full remittance before we can proceed with your order and wish that you would please send me your check to cover the three extra gross of jars.

Will you please give this your immediate attention and send the check to this office so that we can advise our factory to proceed.

Very truly yours,

T. C. WHEATON CO.

*Edward McDowell*

EM:MC

45. -  
45 less 1.00

44.55

Check Feb. 25-

We Make Anything in Glass--Either Blown or Pressed



# T.C. Wheaton Co. - Millville, New Jersey

ADDRESS REPLY TO  
NEW YORK SALES OFFICE  
165 BROADWAY  
PHONE CORTLANDT 7-4917

February 17, 1943

Mrs. Merta Lieberskind  
1098 Anderson Avenue  
Bronx, New York City

Dear Madam:

With reference to your order for 2 oz. jars to be decorated in the Buff color and the black double shell metal caps to be decorated to match; we have been advised by our factory that they are no longer in a position to supply the double shell metal caps and therefore, would have to substitute the single shell caps.

Before doing so, however, we would like to have your approval and I might also suggest that you plan your future requirements ahead and, if possible, order two gross of these jars as they cannot be replaced after our present supply is exhausted.

T.C. Wheaton  
165 Broadway  
N.Y.C.

Gentlemen:

Referring to your letter of Febr. 17, I thank you very much for your kind suggestion.

Will you please send me 4 gross instead of the ordered 1 gross jars.

Please, let me know shortly, before you want to deliver & I send you right away the money.

As I can't get the double shell metal caps, I have to take the single shell caps.

Very truly yours

H. Liebeskind

Very truly yours,

T. C. WHEATON CO.

*Edward M. Dowell*

18. II

We Make Anything in Glass-- Either Blown or Pressed

H.Liebeskind

1098 Anderson Ave.  
N.Y.Febr. 13.1943.

T.C.Wheaton CO.  
165 Braodway  
N.Y.C.

Gentlemen:

Will you please send me:

1 gross 2oz. #3143 Opal Jars decorated buff #3924  
with caps dec. buff #3937  
less 1%

\$15.-  
15  
14,85

Enclosed a check about \$14,85.

Very truly yours

H.Liebeskind

AR 7205

5/28

HERTA & LEO LEAB COLLECTION

S 31/7

5/28 ADVERTISING-MAILINGS 1945-1965

5/28



## A BEAUTY HINT

2 Preparations used together, could give you a healthy and beautifully natural complexion: "VELVETEEN" & "CLEANSE WITH CARE".

"CLEANSE WITH CARE", a remarkable clear liquid with added fruit extracts, cleanses the skin to a new clarity, helps stimulate the surface cells, smoothes the skin. 4 oz. \$2.25

"VELVETEEN", a mixture of moist oils, (contains lecithin) eases dry, aging skin and endows the skin softly with a radiant bloom. 4 oz. \$3. Both preparations reflect **HEDDA MAAR'S** dedication to producing superior yet economical cosmetics without hormones or synthetics.

FALL 1968 (also with Hedda Maar's address).

REC. 1966  
If you want to look **beautifully** natural (not just plain natural) glorify your natural beauty through the daily use of HEDDA MAAR'S "Cleanse With Care" and "Velveteen".

"Cleanse With Care", a most remarkable, clear lotion with added fruit extracts, cleanses most thoroughly, with infinite gentleness and stimulates circulation. 4 oz. \$2.00

"Velveteen", a guardian angel against your skin's moisture loss, (contains lecithin), eases away roughness and tiny lines. To be used under make-up or all on its own. 4 oz. \$2.75

The two preparations, used together, could have a really startling effect — the result of applied cosmetic science.

Order with confidence! Send check or money order to  
**HEDDA MAAR**, 1472 Broadway, New York, N. Y. 10036  
Add 5% tax in New York City, 2% tax in N. Y. State.

N.Y. State Convention booklet

Oct. 9, 1965

HOW MANY HANDCREAMS  
HAVE YOU TRIED?

Still looking for something better? Try Hedda Maar's "On Guard," the farm-tested hand-preparation. You will be agreeably surprised! 2 oz. \$2. postpaid. Available from Walnut Acres or Deer Valley Farm.

N.Y. State N.F.A Newsletter

HOW MANY HAND CREAMS  
HAVE YOU TRIED?

April 1966

Still looking for something better?  
Try Hedda Maar's "ON GUARD" -- the farm-tested hand preparation. You will be agreeably surprised. 2 oz. \$2.00, postpaid. Available from Walnut Acres, Deer Valley Farm, or

direct from

**HEDDA MAAR**  
1472 Broadway, New York, N.Y. 10036

Summer 1966

The greatest help to win the customers confidence is:

Recognize the skin-type.

Here follows an explanation to recognize the different skin-types.

Normal Skin ) is clear & soft, not very dry & not very oily. It is important to keep the skin that way by regular skin care.

Dry Skin ) is very fine textured, has often fine lines. Needs constant protection and lubrication.

Oily Skin ) looks shiny, has very often large pores & gets easy blackheads.

A very common type is a combination skin. The skin is dry, but nose & chin are shiny.

The correct cleansing cream for every skin is

Anytime Cream.

It is a many purpose beauty treatment: It cleanses, it soothes, it softens. It is the ideal cream for the budget-conscious customer. It protects the loveliness of the young skin. It is fatty enough to be used as a Night Cream for normal skin. It softens chapped hands, lips, elbows, legs. It is excellent too, for men after shaving. Shortly: It is a beauty treatment for the entire family.

The regular use of Exquisit Skin Freshener is a good advice for every woman. It is just right for normal skin. It might give a little burning feeling to a very dry skin. In this case it is advisable to wet a piece of cotton with water to make it less stronger. The Freshener stimulates the skin, gives the final cleaning, leaves the skin radiant and refreshed. Wonderful cooling in Summertime. Exquisit Skin Freshener could be used as an after shaving lotion.

A regular used night treatment is an insurance for later years. Exquisit Night Cream, scented with Gardenia, is a specially rich textured emollient, a relaxation for the skin. It helps to prevent wrinkles; it should be used for the throat too.

Exquisit Day Cream is a different type of cream. It contains lanolin but is not fatty. It protects the skin from getting chapped. A woman who does not like to use powder, should use this cream as it takes any shine away. Powder clings lovely to it all day, it is the ideal powder base for normal & ~~XXXX~~ oily skin. It is a very rich preparation and should be used sparingly. It is the ideal preparation for young girls whose skin has a tendency to be oily. Its healing effects make it very recommendable for the use after shaving. A very fine handcream, especially for the Summer. It is scented with lily of the valley.

Exquisit Skin Lotion is a liquid cream. It is fatty but not sticky and due to this the handlotion for the women who prefer a lotion to a cream. It is very rich and though it seems expensive, it is cheaper than all the other lotions as a little drop is sufficient and it lasts longer and longer and longer. It is a good powderbase

for dry skin, an excellent body lotion & could be used as a quick cleanser.

HEDDA MAAR's Lipsticks are fatty, but just so to keep the lips naturally soft and moist. They stay on and are rich in texture.

Sensation is a gay and sprinlike fragrance, the expression of youth and happiness.

A great help to win the customer's confidence is to recognize the skin-type.

Following below is an explanation about the different types of the skin.

Normal Skin is clear & soft, not very dry & not oily. It is important to keep the skin that way by regular skin care.

Dry Skin is very fine textured. Often fine lines. Needs constant protection & lubrication.

Oily Skin looks shiny. Has very often enlarged pores & blackheads.

A very common type is a combination skin. The skin is dry, but nose & chin are shiny.

The correct cleansing cream for every skin is

Anytime Cream

It is a many purpose beauty treatment. It cleanses, it soothes, it softens. It is the ideal cream for the budget-conscious customer. It softens chapped hands, lips, elbows, legs. It protects the loveliness of the young skin. It is fatty enough to be used as an Night-Cream for normal skin. It is excellent, too, for men after shaving. Shortly: It is a beauty treatment for the entire family.

A good advice for every woman is the regular use of a "Skin Freshener Exquisit Skin Lotion" is just right for normal skin. It might give a little burning feeling to a very dry skin & it is advisable to wet a piece of cotton with water to make it less stronger. The Freshener stimulates, it gives the final cleaning, it leaves the skin radiant & refreshed. Could be used as an after shaving lotion.

A regular used night treatment is an insurance for later years. Exquisit Night Cream, scented with gardenia, is a specially rich textured emollient, a relaxation for the skin. It helps to prevent wrinkles & should be used for the throat too.

Exquisit Day Cream is a different type of cream. It contains lanolin, but it is not fatty. It is the ideal powder base for normal & dry & oily skin. It is a very rich cream, it should be used very sparingly. A woman who does not like to use a powder, can use this cream, it takes away the shine from the face. It is an excellent handcream for the young girls with a skin tendency to blackheads should only use this preparation. It is scented with lily of the valley.

Exquisit Skin Lotion is a liquid cream. It is the ideal hand lotion. It is fatty, but not sticky. It is the powder base for a dry skin. It is excellent body lotion. It could be used as a quick cleanser.

MAAR's Lipsticks are creamy, but not fatty. The colors make the face attractive. The ingredients keep the lips naturally soft & moist.

Light becoming to every type. Bright a red for blondes. Cardinal flattering shade for the conservative type. Empress red a brilliant shade, lovely for a brunette type.

Sensation Toiletwater, a gay & springlike fragrance, for youth & happiness, a lovely gift. The bottle contains 4 ounces.

1472 BROADWAY • NEW YORK 18, N. Y. • Wisconsin 7-1208

HEDDA MAAR's Christmas 1950

Gift Suggestions.....

- 1. Sensation Toilet Water \$1.50 \*  
A cheery fragrance with charm and beauty
- 2. Sensation Dusting Powder 1.25  
Delicately scented with  
Sensation's enchanting fragrance
- 3. Sensation Twosome 2.75  
For fashionable femininity  
an attractive package of cologne  
and Dusting Powder
- 4. Sensation Duo 2.25  
A bewitching lipstick & Cologne
- 5. HEDDA MAAR's luxurious Cosmetics  
in charming gift combinations:

  - a) Anytime Cream/Exquisit Skin Freshener 1.75
  - b) Anytime Cream/Exquisit Skin Lotion Special 1.75
  - c) Exquisit Night Cream & Skin Freshener 2.50
  - d) Exquisit Day Cream & Skin Lotion Special 2.25
  - e) Exquisit Day & Night Cream 2.75

- 6. For Tender Hands 1.00  
Lotion in a star-dotted box
- 7. Stocking-Fillers

  - Anytime Cream .75 Exquisit Day Cream 1.25
  - Lipstick .75 Exquisit Skin Freshener
  - neutral shade 1.00

each item attractively wrapped

\*All prices subject to 20% Federal Tax.

Gift wrapping at no extra cost/Mailed everywhere

\*\*\*\*\*

Please send the items checked to

Name:  
State:

Address:  
City:

.. **Sensation** ..

"THE MOST DELIGHTFUL FRAGRANCE"



## F R A G R A N C E \*

### S H O W C A S E \*

A "fragrance foundation" was created in the U.S.A. to make people more "scent - conscious" thus to promote the sales of fragrances.

A tremendous promotional help is a show-case.

A perfume showcase has to be something special in design, to impress name and scent on those seeing it. It has to be different from the other styles to draw people's attention and to make them wish to wear the fragrance.

As a result of these of these thoughts I offer the above cut-out as a new design for a fragrance showcase.

It could be made out of plastic or of cardboard; wood could be used for the platforms. Depending on the price glass or thick cellophane could be the windows. The lower window should be higher (as I tried to show by pasting one side over) so that 2 sizes of toiletwater are to be seen, one above the other. The top window could be filled with perfume. 2 different fragrances could be displayed. "a, b, c, d," should show wording. The middle could be a mirror. If too expensive the fragrance ad could be repeated there.

The pipes as shown on the cut-out are to be atomizers. People can try thus the fragrance "on the spot". These atomizers, instead of having the ball at the top (if this type is to be used) should have it hanging down. It can lie in front for easy use. The connection piece between the atomizer and the ball can rest in "e".

The bottles would have to be delivered separately, the store would have to fill the case. A lot of bottles would show; the platforms should be wide enough to hold at least 4 bottles in a row backwards. Behind the mirror dusting powder could be piled up. Since the case is high and the bottles behind the windows the possibility for stealing is reduced if not entirely impossible.

Sales will jump.

**THE PERMANENT COMMITTEE**  
for the  
**PREVENTION OF JUVENILE DELINQUENCY**

*Chairman*

Gertrude P. Wixson  
220 South St., New York 15, N. Y.  
COrtlandt 7-1212

*Secretary*

Catherine S. Linder  
40 Gramercy Park  
New York 10, N. Y.

*Treasurer*

Edith F. Gordon  
39 Frankfort St.  
New York 7, N. Y.

*Ass't Secretary*

Florence Carraba  
1302 85th Street  
Brooklyn, N. Y.

---

**"PREVENTION, NOT CORRECTION"**

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November 12, 1952

My dear Mrs. Leab:

Please know how much I appreciate all you did to help us at our booth during the Women's International Exposition. You were not only a super-salesman, you were so very pleasant to work with.

Have you heard the good news about Dr. Weill? She won the electric typewriter! There is no one on our Committee more deserving of this good fortune and I believe that is the general opinion of our members. Dr. Weill was overwhelmed at her good luck.

Our Committee meets on Wednesday, November 19th at 5:30 p.m., at the National Arts Club - 15 Gramercy Park South. We would be very happy to have you join us at that time if you find it convenient.

Yours very sincerely,

  
Gertrude P. Wixson

Mrs. H. Leab,  
705 West 170th Street,  
New York 32, N.Y.

Sponsors of Girls' Town, Inc.

H E D D A M A A R  
1472 Broadway  
New York, N.Y. 10036  
Tel. WI 7 - 1180

\*\*\*\*\*  
\* YOUR HANDS WILL BE PROTECTED \*  
\* WITH HEDDA MAAR'S "ON GUARD" \*  
\*\*\*\*\*

Hedda Maar worked in Europe for years testing and researching to develop a Really Protective skin cream; a very different and unusual preparation was the marvelous result.

After her arrival in America experience made Hedda Maar realize that many women, here too, search for a Really Protective cream.

Results: You now can buy the original European exclusive formula for Skin Protection made here in U.S.A.: Hedda Maar's name for it: "ON GUARD".

"On Guard" based on scientific research into the causes of chapped and irritated skin goes to work with the most fantastic results. This absolutely non-fatty preparation is a help for many annoying complexion problems - externally caused blemishes, sunburn, grassrashes - and treats against the effects of detergents, farmwork, gardening, dish-washing and rough weather.

"On Guard" is wonderfully economical; one Thin coat is sufficient for hours.

Here are reports by women using "ON GUARD", \*)  
the uniquely advanced protective cream:

Mrs. Silk: I have an allergy to detergents and jewelry and your "On Guard" has helped me, better than some salve the doctor gave me.

Mrs. Montgomery: I think your products are excellent, particularly "On Guard".

Miss Gilbert: This is the only greaseless cream I found that really helps.

Miss Thomas: Your "On Guard" is the most effective handcream I've ever tried (and I've tried everything). It's been farm-tested here in Vermont for years... Our hands take a brutal beating... With "On Guard" they are always soft and smooth.

Mrs. E. Brown: I was given a jar of your protective "On Guard" and like it so much that I would like to buy more.

2 oz \$2.00      8 oz (economy size) \$5.50 plus tax.

\*) from recent letters sent to me voluntarily by actual users of "On Guard".



### Schutz der Haut beim Pudern

Da Puder hauefig die Feuchtigkeit der Hautoberflaeche verringert, benutzt man eine sogenannte "foundation"-je nach der Hauttype Cream oder Lotion- die man vor dem Pudern auftraegt.

Damen, die cake foundation benutzen wollen und eine trockene Haut haben, sollen ein bisschen Cream auf den Schwamm tun, zwecks Verringerung von Faltenbildung.

Jan. 24, 1947

HELENA MAAR

1.12.1946.

Jede Haut muss regelmaessig gereinigt werden....

um Vitalitaet und Charm zu behalten.

Da die feinen Staubpartikel, die in der Luft herumschwirren, sich auf der Haut foermlich festsetzen, ist das haeufige Reinigen fast ebenso wichtig wie die Art des Reinigens selbst.

Man benutzt zuerst eine Reinigungscreme, die man nicht einreibt, sondern nur leicht auf die Haut auftraegt. Das Letztere hat den Zweck, die Staubteilchen sich von der Haut losloesen zu lassen, damit man sie abwischen kann.

Man beginnt mit dem Auftragen der Creme am Halsansatz, geht herauf bis zu den Schlaefen und Haaransatz, wartet einige Sekunden, um die Creme wirken zu lassen und reibt sie dann mit Seidenpapier, Zellstoff oder Watte ab.

Im Allgemeinen unterscheidet man 2 Typen Creme: eine sich beim Auftragen fast sofort verfluesigende, leicht glasig aussehende Creme, zu bevorzugen fuer oelige Haut, und eine etwas in sich schwerere Creme, die die Haut weicher macht zu bevorzugen fuer trockene Haut.

Nach dem Entfernen der Creme spuelet man die Haut abwechselnd mit kaltem und warmen Wasser nach, traenkt einen Wattebausch mit Gesichtswasser und entfernt mit diesem die letzten Spuren der Creme.

Oelige Haut sollte nicht mehr als einmal am Tage mit Creme gereinigt werden.

Fuer diejenigen, die am Tage nicht zu Hause sind, gibt es auf dem Markt preparierte Zellstoffscheiben, die mit Reinigungsmitteln getraenkt sind und so eingepackt sind, dass man sie in der Handtasche mitnehmen kann.

HEDEA MAAT.

1.12.1946.

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Jede moderne Frau weiss,  
dass der Gebrauch von Kosmetik unerlaess-  
lich ist, wenn man gepflegt aussehen will.  
Es ist aber von groesster Wichtigkeit, die  
fuer die individuelle Haut richtigen Prae-  
parate zu waehlen, um den erwuenschten Erfolg  
zu haben. Dazu muss man seinen Hauttyp kenne

Man unterscheidet im Allgemeinen zwischen  
oeliger Haut, trockener Haut und normaler  
Haut. Oelige Haut glaenzt, bekommt leicht ver-  
groesserte Poren und Hautunreinlichkeiten,  
haeufig Mitesser. Trockene Haut scheint zart  
ist leicht sensitiv, sie hat eine Tendenz, vor-  
zeitig feine Linien zu entwickeln. Normale  
Haut ist geschmeidig und gleichmaessig, ausse-  
dem nicht merklich trocken oder oelig.

Die moderne Kosmetik hat fuer jeden Hauttyp  
Praeparate auf dem Markt.

HEDDA MAAR

31.10.1946

May 22, 1946.

Many people, men women and children who browned in the sunshine in parks, at beaches, on the roofs, come home to find their skin not only browned but a bit burned. In such cases the skin is very often itching and somewhat reddened. -A cosmetician, studying this condition, ~~succeeding~~ succeeded in looking for a preparation to clear the skin and give it a fresh look. One of the creams of her line, very often recommended by doctors, gave excellent results. The cream is cooling, of non-fatty type, and disappears right away. Women with sensitive skin should use this cream as a powderbase, the powder clings lovely.

The name: Exquisit Day Cream  
On sale at Lord & Taylor's.

Price: \$1.00

HEDDA MA R

*enrichment June 46*

HEDDA MAAR'S

Exquisit Day Cream & Exquisit Night Cream

1.00

\$1.50

at Lord & Taylor's

2 creams are the idea of a cosmetician for a complete night and day skin care beauty plan.

The cream for the day is a finishing cream beneficial as well for mother as it is for daughter. Mother will like it because it will heighten the interest in the look of her make-up, because the powder will cling unusually to it, because the cream will let her remain as well groomed all day long as when she left her dressing table, because it gives her complexion an all-around finish. Daughter will like it because it protects her skin against wind and weather, takes away the "tired" look, gives her face a natural looking appearance. Both will like the delicate scent of lily of the valley in this cream, giving always the expression of loveliness and Spring.

The cream for the night is a superbly rich-textured cream blended with oils that resemble the precious natural oils of the young skin. That is why mother will like it. It will work to relieve that dry, taut look, it will be like a good friend to her skin, lubricating face and throat to smooth out lines (which develop into age-telling wrinkles), it will make her feel transform her winter-weary complexion to Springtime freshness.

A short regular use of both creams will show the results and each jar lasts a long, long time.

Feb. 46

Sensation Toiletwater

Tastes have changed in this atombomb age. The intelligent girl of today wants to wear a nonaggressive toiletwater with her attractive but plain suit or dress; she just wants so to say a frame for her anyhow interesting appearance.

There is a new one to fulfill her wishes. Its light, delicious and lasting fragrance just give her a note of freshness, a touch of happiness. This toiletwater is so delicate that its use can be recommended for all day long, be it to work in an office or a factory or be it to a luncheon or another social gathering. It will always heighten the elegance of the outfit.

The packaging & label are designed for the modern girl of today.

4 ozs bottle \$1.50  
at McCreery

*Ernestine New York*

*45*

News

Sept/ 1945

HEDDA MAAR Anytime Cream

A few years ago a cosmetician brought her creams on the market who had gained her experience in formulating, testing, perfecting formulae for beauty preparations on the European continent. From France she learned to ~~highly~~ use valuable essential oils for creams too & as she liked this idea she created her creams as beneficial as resultful for the skin & lovely scented. -Due to the war's end one of these creams, scented like a bouquet of flowers, now is available in an economy size; so far it came only in a trial size. This cream can be used by the entire family, what makes it more worthy to buy a bigger size. The cream is primarily a cleanser but if you are in a habit of using just one cream try it to get acquainted with it. It helps clear the skin, it lubricates to smoothes out lines, it even acts as a powderbase. It protects your baby's face when you use it on his tender skin as a light film before bringing him into the air. It will soothe a man's skin after shaving. -This "One Cream" will work for the beauty of the entire family.

At Bloomingdale's	8 ozs	\$1.60
	2 ozs	0.65

Mrs. M. M. M. Oct. 11, 45



News

Summertime brings suntan faces, making every girl's face lovely & interesting.

Wanting to improve this new look of her face, a girl has to choose a lipstick whose color is rich in contrast to the suntan.

2 lipstick shades are on the market doing this trick: the darker red recommended for the sophisticated type, the lighter full red for a lively face.

The lipstick itself is rich, long lasting, easy on the lips - what makes its use extra nice for the hot months - & agreeable tasting. It comes in a pretty white case.

HEDDA NAAR's lipstick  
cardinal  
empress red

\$1.00

at McCreery's

Hands are a matter of individuality....

Now that so many women work with their hands, it is advisable to make them learn to take care of them in just this way that is suitable to their needs. No matter what kind of work hands are doing, they will look attractive and expressive, taken care in the right way.

Oily skinned hands should get once a week a washing in camomile tea. HEDDA MAAR's "Exquisit" Day Cream should be used after each handwashing during the day, and HEDDA MAAR's "Exquisit" Skin Lotion for the night. Both contain the skin's natural lubricants without increasing the oiliness.

Dry skinned hands should be rubbed in with mineral oil once the day before the washing to prevent them from too much de-fatting by frequent washing. HEDDA MAAR's "Exquisit" Skin Lotion should be used after each handwashing during the day and "Exquisit" Night Cream, a fatty cream with a lot of lanolin in it, should be applied for the night. To make the cream still more effective, it is advisable to wear gloves overnight.

HEDDA MAAR  
1472 Broadway  
New York 18, N.Y.  
Tel WI.7-1208

HEDDA MAAR's Lipsticks.

More & more women realize that a lipstick is the most important single make-up aid they can have. With the right one the face can achieve a dramatic effect, look interesting expressive. This lipstick is glorious in color, satin smooth in texture, lastingly lovely, its white case attractive and handy. A cosmetician with a long experience in scientific research in many countries has developed particular shades, you will realise the effects when using them. So far only her creams were known, now, she starts with lipsticks, considering them the expression of youth and charm. Thinking of the Xmas packages for overseas, she suggests to send them to your Waves & Wacs & may be, yes, to your soldier. Lipsticks are rare where the war rages & he might be able to exchange them for something valuable to him. These Lipsticks could be sent all over the world because its consistency can stand heat & cold.

Sales price \$1.00  
at Bloomingdale's

HEDDA MAAR  
1472 Broadway  
New York 18  
Tel. Wi-7-1208.

HEDDA MAAR'S

"Sensation" Toiletwater & Dustingpowder

A fragrance which can be called a "happy" one, comes in a charming box as a toiletwater. It has a refreshing, ~~spring~~ springlike odor, light, young & delicate. It completes a charming appearance, making a lovely gift for every girl. It's is delicious for splashing it on the body after bathing, can be used as a fragrance for the hair. It is long lasting, comes in a 4 oz. bottle & costs \$1.50

The matching body powder, rich scented, comes in a square box, seeming small. Contrary to most of the boxes on the market which are only half filled, when opened, this box is filled to the last point of the top. Both sides of the puff are made of velour & are washable.

Toiletwater & Dustingpowder are wrapped as a nice gift item handsomely together too.

Pudern ist keine Kunst,

es ist nur sehr wesentlich, die richtige Puderfarbe und Puderart zu wählen.

Blonde mit weisser Haut koennen helle & rosa Farben tragen, Bruenette bevorzugen besser gelbliche und dunklere Toene.

Trockene Haut verlangt einen feinen Puder, fuer oelige Haut ist eine kompaktere Masse ratsamer.

Beim Pudern bedecke man das Gesicht recht reichlich, nehme dann, um ein schoen gleichmaessiges Aussehen zu erzielen, eine Puderbuerste und entferne damit den Ueberschuss.

2. Maerz, 1947

HELENA MAAR

Ob alt, ob jung, ob 70, ob 17...

Ihre Haut kann klarer, huebscher, und elastischer aussehen. Pflegen Sie sie nur regelmaessig mit Hedda Maar's Anytime Cream, der seit Jahrzehnten erprobt, so besonders wirksamen "Hauthilfe" .2oz nur c.75 ct & tax. Postversand oder Bezugsquellennachweis durch Hedda Maar, 1472 Broadway, Room 904, New York 18.

1969

H E D D A M A A R  
1472 Broadway  
New York, N.Y. 10036  
Tel: WI 7 - 1180

\*\*\*\*\*  
\* YOUR FACE NEVER \*  
\* HAD IT SO CLEAN. \*  
\*\*\*\*\*

Every woman knows that to be beautiful her skin must be healthy; to be healthy it must be immaculately clean.

The creation of a better skin cleanser has long been the chief interest of Hedda Maar. For many years she has dedicated herself to intensive study. "CLEANSE WITH CARE" is the impressive result.

"CLEANSE WITH CARE" is a nongreasy, clear, cooling liquid that contains in addition to cleansing and clearing ingredients a mixture of juices of living plants which according to scientists purify the skin.

"CLEANSE WITH CARE" completely removes make-up, grime and dust. It stimulates surface circulation. Skin treated with "Cleanse with Care" is immaculately clean, cleaner than you ever thought it could be.

Mornings and evenings moisten a cotton pad with "Cleanse with Care" and stroke your face and neck in an upward motion with the damp pad. When soiled take a fresh pad. Discover for yourself how this treatment leaves your skin all tingly and aglow. See your face obtain a new purity!

There is no other skin-cleanser like "Cleanse with Care". Its unique formula is Hedda Maar's exclusively.

The Guarantee of Quality and Integrity stands behind each preparation produced by Hedda Maar.

"CLEANSE WITH CARE" (4 oz) is \$2.25.

H E D D A M A A R  
1472 Broadway  
New York, N.Y. 10036  
Tel. WI 7 - 1180

1969

\*\*\*\*\*  
\* YOUR HANDS WILL BE PROTECTED \*  
\* WITH HEDDA MAAR'S "ON GUARD" \*  
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Hedda Maar worked in Europe for years testing and researching to develop a Really Protective skin cream; a very different and unusual preparation was the marvelous result.

After her arrival in America experience made Hedda Maar realize that many women, here too, search for a Really Protective cream.

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"On Guard" is wonderfully economical; one Thin coat is sufficient for hours.

Here are reports by women using "ON GUARD", \*)  
the uniquely advanced protective cream:

Mrs. Silk: I have an allergy to detergents and jewelry and your "On Guard" has helped me, better than some salve the doctor gave me.

Mrs. Montgomery: I think your products are excellent, particularly "On Guard".

Miss Gilbert: This is the only greaseless cream I found that really helps.

Miss Thomas: Your "On Guard" is the most effective handcream I've ever tried (and I've tried everything). It's been farm-tested here in Vermont for years...Our hands take a brutal beating... With "On Guard" they are always soft and smooth.

Mrs. E. Brown: I was given a jar of your protective "On Guard" and like it so much that I would like to buy more.

2 oz \$2.00      8 oz (economy size) \$5.50 plus tax.

\*) from recent letters sent to me voluntarily by actual users of "On Guard".



*Christmas 1965*

H E D D A M A A R  
1472 Broadway  
New York, N.Y. 10036

Dear Friend:

At no time of the year are uncompromising standards of quality more appreciated than during the holiday season... when gifts that are individual and distinctive are so important to both the giver and the recipient.

HEDDA MAAR COSMETIC FORMULAS have been used by European women for many years to their complete satisfaction. Hedda Maar knew that preparations of proven continental quality, manufactured here, would sell on their own merits. She started on a very small basis. Today, women from 18 to 80 across the United States use Hedda Maar preparations faithfully, knowing that they not only get the best in beauty care for their skin, but also the ultimate in money value. Hedda Maar preparations are designed to glorify the natural look.

Achieve the radiant spirit of the season ... Treat your friends to Hedda Maar's beauty aids, give them a lasting and exciting experience, give Hedda Maar beauty preparations.

Make your choice thoughtfully:

\* for heightened elegance  
"Sensation" toilet water  
(flowery and delicate)  
4 oz. \$3.00

\* for lovelier hands  
" On Guard "  
(the most appreciated handcream)  
2 oz. \$1.75 8 oz. \$5.00

\* for skin lubrication  
"Exquisit" Night Cream  
(especially effective)  
2 oz. \$3.00

\* for greater skin moisture  
" Velveteen "  
(an unusual beauty aid)  
4 oz. \$2.50

\* for skin cleansing  
"Anytime Cream"  
(for mature skin)  
8 oz. \$2.50

"Cleanse With Care"  
(for normal skin)  
4 oz. \$2.00

From now until Christmas Hedda Maar will be happy to include personal gift-cards with gifts you wish her to mail direct for you.. Send gift card along with your order.

Please add tax: In New York State 2%, in New York City 5%.  
For orders less than \$2.00 please add 30¢ for postage.

Please send check or money order to

H E D D A M A A R  
1472 Broadway #904  
New York City, N.Y. 10036

H E D D A M A A R  
1472 Broadway  
New York, N.Y. 10036

Spring 1965

Beauty Begins With The Care of Your Skin

One of the many reasons for HEDDA MAAR's success is her superb knowledge of skin care and her insistence that the very basis of beauty is an impeccable clean, correctly cared for skin. She knows that the most perfect make-up is wasted on a neglected skin. Here is the skin care program suggested for you and your own particular skin.

CLEANSE DEEPLY WITH:	MOISTURIZE WITH:	LUBRICATE WITH:
Anytime Cream or Cleanse With Care	Velveteen or Skin Lotion Special	Exquisit Night Cream

PROTECT YOUR HANDS WITH:	FLATTER YOURSELF WITH:
On Guard	Sensation Toiletwater

People from all over the U.S.A. order HEDDA MAAR cosmetics. In all the years Hedda Maar offered her beauty preparations she never asked anybody to write her a testimony about her cosmetics. Still year after year they come from all areas. Recently the following came:

Mrs. E.L., New London, Conn. writes:	Have found yours the best of all the cosmetics I have tried.
Mrs. M. T., Franklin, N.H.	" I especially like these cosmetics.
Mrs. H.P.D., San Diego, Cal.	" Think your products are fabulous.
Miss H.R., Chicago, Ill.	" I would like to state my enthusiasm for your very fine products.

If you like to use superior beauty aids at reasonable prices order HEDDA MAAR beauty preparations. There is really no reason why you should deny yourself these beauty aids.

Make your choice:

Anytime Cream	\$1.00	\$2.50	Exquisit Night Cream	\$3.00	
Cleanse With Care		\$2.00	On Guard	\$1.75	\$5.00
Velveteen		\$2.50	Sensation Toiletwater	\$3.00	
Skin Lotion Special		\$2.25			

All prices subject to 10% Fed.Tax. In N.Y.C. add 4% City Sales Tax  
For orders less than \$2.00 add 30¢ for postage.

Please send check or money order to

H E D D A M A A R , 1472 Broadway, #904, New York, N.Y. 10036

P.S. Unfortunately, for personal reasons, there can be no delivery from April 23, 1965 to June 4, 1965. Your cooperation by anticipating your needs prior to this date will be greatly appreciated.

05.1968

H E D D A M A A R  
1472 Broadway  
New York, N.Y. 10036  
Tel: WI 7 - 1180

BEAUTY BEGINS WITH THE CARE OF YOUR SKIN

One of the many reasons for HEDDA MAAR's success is her superb knowledge of skin care and her insistence that the very basis of beauty is an impeccable clean, correctly cared for skin. She knows that the most perfect make-up is wasted on a neglected skin. Here is the skin care program suggested for you and your own particular skin.

CLEANSE DEEPLY WITH:	MOISTURIZE WITH:	LUBRICATE WITH:
Anytime Cream or Cleanse With Care	Velveteen or Skin Lotion Special	Exquisit Night Cream
PROTECT YOUR HANDS WITH:	FLATTER YOURSELF WITH:	
On Guard	Sensation Toiletwater	

There is really no reason why you should deny yourself these beauty aids !

---o---

ARE YOU LOOKING FOR THE IDEAL GIFT now that the holiday season is here?

No gift is more appreciated, no gift could bring more pleasure than a gift of beauty. It is an expression of love and affection. Surely your gift of Hedda Maar unusual beauty aids will be most welcome; excerpts from letters to Hedda Maar make this clear.

Mrs. H.P.D., San Diego, Calif. writes:	"Think your products are fabulous".
Mrs. A.P.C., Bloomsbury, N.J.	"I am delighted with your products".
Miss H.R., Chicago, Ill.	"I would like to state my enthusiasm for your very fine products".

Let your friends share your pleasure with Hedda Maar beauty aids. From now until Christmas Hedda Maar will be happy to include your personal gift card with gifts you wish her to mail direct for you. Send gift card along with your order.

Make your choice:

Anytime Cream	\$1.00, \$2.50	Exquisit Night Cream	\$3.00
Cleanse With Care	\$2.00	On Guard	\$1.75 \$5.00
Velveteen	\$2.50	Sensation Toilet Water	\$3.00
Skin Lotion Special	\$2.00		

All prices subject to 10% Federal Tax  
In New York City add 4% City Sales Tax

For orders less than \$2.00 add 30¢ for postage.

Please send check or money order to H E D D A M A A R  
1472 Broadway, #904  
New York, N.Y. 10036

H E D D A M A A R  
1472 Broadway  
New York, N.Y. 10036

October 1963

Greetings.....

A few days ago I read in the New York Times a report about a survey on "the rising tide of individual taste in the United States". According to this survey, "American taste is changing for the better and finds its ultimate expression in greater individuality".

This survey serves to explain the astonishing, continuing increase in sales of Hedda Maar unique beauty-aids. People have judged these preparations for themselves, and discovered their exceptional quality. Hedda Maar's incomparable beauty formulas, the ultimate in money value, have proved themselves over and over again. Satisfied customers have not only rebought Hedda Maar beauty-aids but very often have accompanied their reorders with letters of praise and thanks.

I now have combined my studies and experience in Europe, and my knowledge about beauty problems gained through years of hard work and research in the U.S.A. to create a new concept in skin-cleansing for the busy woman of today.

It is with pride that I now offer you my newest formula "Cleanse With Care". The enclosed leaflet explains the new preparation.

Treat your face faithfully morning and night with "Cleanse With Care" and "Velveteen". They work together scientifically to give you a radiant, clearer, healthier, more velvety looking complexion, a fresh new outlook.

If you are already using some of Hedda Maar cosmetics let me thank you for having given me the chance to help you. Should you not yet have used Hedda Maar beauty-aids it is my hope that you will start today to give your skin the benefit of Hedda Maar's remarkable preparations.

Cordially,

HEDDA MAAR

P.S. Do your Christmas shopping early! Hedda Maar beauty-aids are a welcome gift. Hedda Maar's "Sensation" toiletwater (4 oz \$3.- plus tax), a discrete, refined fragrance, is liked by every woman with good taste.

(Please send check or money order with your order).

H E D D A M A A R  
1472 Broadway  
New York, N.Y. 10036  
Tel.: WI 7 - 1180

\*\*\*\*\*  
\* Every woman owes her skin the benefit of \*  
\* Hedda Maar's "VELVETEEN" \*  
\*\*\*\*\*

It took Hedda Maar's vast European and American experience to make "Velveteen's" formula possible. For she has compounded into "Velveteen" the most important of the lipoids. Called lecithin it is considered by leading world scientists more important than any hormone or vitamine.

"Velveteen" contains this natural element with its ability to really hold water and maintain moisture and precious oils to banish dry, flaky surface skin.

It is the best treatment with beauty benefits for every skin, in a greaseless formula that is most delicious to use.

Constantly at work for you - that's the beauty of this formula. Its gentle lasting transparent film protects against wind and cold.

See "Velveteen" absorbed before your eyes when you apply it in the morning.

Use it every night faithfully! Don't miss a night of its benefits! Your linens are safe from grease. Your complexion will look smoother, less lined in the morning.

The tiniest amount applied with your fingertips does a multitude of good.

"VELVETEEN" is \$2.50 plus tax.

H E D D A M A A R  
1472 Broadway  
New York, N.Y. 10036  
Tel: WI 7 - 1180

\*\*\*\*\*  
\* YOUR FACE NEVER \*  
\* HAD IT SO CLEAN! \*  
\*\*\*\*\*

Every woman knows that to be beautiful her skin must be healthy; to be healthy it must be immaculately clean.

The creation of a better skin cleanser has long been the chief interest of Hedda Maar. For many years she has dedicated herself to intensive study, "Cleanse with Care" is the impressive result.

"Cleanse with Care" is a nongreasy, clear, cooling liquid that contains in addition to cleansing and clearing ingredients a mixture of juices of living plants which according to scientists purify the skin.

"Cleanse with Care" completely removes make-up, grime and dust. It stimulates surface circulation. Skin treated with "Cleanse with Care" is immaculately clean, cleaner than you ever thought it could be.

Mornings and evenings moisten a cotton pad with "Cleanse with Care" and stroke your face and neck in an upward motion with the damp pad. When soiled take a fresh pad. Discover for yourself how this treatment leaves your skin all tingly and aglow. See your face obtain a new purity!

There is no other skin-cleanser like "Cleanse with Care". Its unique formula is Hedda Maar's exclusively.

"Cleanse with Care" (4 oz) is \$2.00 plus tax.

H E D D A M A A R  
1472 Broadway  
New York, N.Y. 10036  
Tel. WI 7 - 1180

Aug. 6. 3

\*\*\*\*\*  
\* YOUR HANDS WILL BE PROTECTED \*  
\* WITH HEDDA MAAR'S "ON GUARD" \*  
\*\*\*\*\*

Hedda Maar worked in Europe for years testing and researching to develop a Really Protective skin cream; a very different and unusual preparation was the marvelous result.

After her arrival in America experience made Hedda Maar realize that many women, here too, search for a Really Protective cream.

Results: You now can buy the original European exclusive formula for Skin Protection made here in U.S.A.; Hedda Maar's name for it: "ON GUARD".

"On Guard" based on scientific research into the causes of chapped and irritated skin goes to work with the most fantastic results. This absolutely non-fatty preparation is a help for many annoying complexion problems - externally caused blemishes, sunburn, grassrashes - and treats against the effects of detergents, farmwork, gardening, dish-washing and rough weather.

"On Guard" is wonderfully economical; one Thin coat is sufficient for hours.

Here are reports by women using "ON GUARD", \*)  
the uniquely advanced protective cream:

Mrs. Silk: I have an allergy to detergents and jewelry and your "On Guard" has helped me, better than some salve the doctor gave me.

Mrs. Montgomery: I think your products are excellent, particularly "On Guard".

Miss Gilbert: This is the only greaseless cream I found that really helps.

Miss Thomas: Your "On Guard" is the most effective handcream I've ever tried (and I've tried everything). It's been farm-tested here in Vermont for years... Our hands take a brutal beating... With "On Guard" they are always soft and smooth.

Mrs. E. Brown: I was given a jar of your protective "On Guard" and like it so much that I would like to buy more.

2 oz. \$1.75      8 oz. (economy size) \$5.00 plus tax.

\*) from recent letters sent to me voluntarily by actual users of "On Guard".

Spring 1961

H E D D A M A A R  
1472 Broadway  
New York 46, N.Y.  
Tel.: WI 7 - 1180

H A P P Y O L D Y E A R 1 9 6 0 !

HEDDA MAAR'S sales in "VELVETEEN" - her feather-light skin-oil -doubled in 1960. The reason? Very likely it is one of the finest beauty preparations a woman will use.

Virtually every woman who uses "Velveteen", once, continues to use it. Complexion beauty is its reward.

"VELVETEEN" - Hedda Maar's clear lubricant - contains Lecithin, the natural element found in all living cells. World scientists consider Lecithin better for the skin than hormones or vitamins.

"VELVETEEN" has always contained Lecithin, because HEDDA MAAR, while doing research in Europe years ago, learned about its beneficial uses and help to keep the complexion radiant and moist.

Hedda Maar is delighted to report that now the American Perfumer, the leading trade magazine in the American cosmetic world, recommends:

"...As Lecithin is a natural component of the living cell, its use in cosmetics is definitely indicated...", "...Lecithin has a softening effect...", "...the use of Lecithin would reduce skin irritation..." "...it has shown beneficial results in quite a large number of skin ailments..." and so on.

HEDDA MAAR'S "VELVETEEN" works 24 hours a day at keeping the complexion moist: All day, under make-up it guards against dryness; as night-lubricant it helps prevent tiny eye-lines, helps retain a youthful throatline.

The tiniest amount, applied with your fingertips, does a multitude of good. "Velveteen" is absorbed instantly by your skin; it works within the skin.

Try it! Feel it work! See the results!

"Velveteen" (4 oz.) is \$2.25 plus tax.

Add 20¢ for postage with order.



FEB. 58

H E D D A M A A R  
1472 Broadway  
New York 46, N.Y.  
Tel.: WI 7-1180

\* \* \* \* \*  
\* YOUR HANDS WILL BE PROTECTED .... \*  
\* \* \* \* \*  
\* WITH HEDDA MAAR'S "ON GUARD" \*  
\* \* \* \* \*

While still in Europe Hedda Maar worked for years testing and researching to develop a REALLY PROTECTIVE skin cream. "On Guard", this sensationally different preparation, was the marvelous result.

It is with pride now that Hedda Maar reports the essence of an article which appeared lately in "The American Perfumer", the leading trade magazine of the industry. The article asserts:

"A lot has been written about the manufacture of handcreams. But most of the formulas ... with addition of glycerine or other humectants, collectively vanish into the hands.

Who uses handcreams? Mostly the housewife who, after washing dishes in hot, soapy water, gets the well-known "sudsy hands". The natural fat protecting cover is rinsed off. The cream... does not help at all.

...It is possible to produce hand-creams which have real value. A large German factory produces a cream advising to try it as an aftershave and hand cream. The compounds are known for their benign effects on the skin."

(Some formulas are given).

With pleasure I announce that "On Guard" contains nearly all the necessary chemicals recommended by that article. In fact, other substances to protect the skin still better, are added. That is not all! The perfume in it won a prize in Paris! And last not least "On Guard" is so much more economical!

You'll love to use this cooling, quick absorbing, greaseless cream! It has already helped many women (and men) with their hand-skin problems.

Use it sparingly; a T H I N C O A T is sufficient.

A few applications will let you see for yourself what this amazing cream does for your skin.

\* \* \*  
\*

2 oz. \$1.50      8 oz. (economy size) \$4.50  
plus tax.

H E D D A M A A R  
1472 Broadway  
New York 46, N.Y.

February 1956

Dear Madam:

It is my pleasure to send to you the essence of an article which appeared in the January 1956 issue of "The American Perfumer", the leading trade magazine of the industry. The article asserts:

"A lot has been written about the manufacture of handcreams. But most of the formulas.... with addition of glycerine or other humectants, collectively vanish into the hands.

Who uses hand cream? Mostly the housewife who, after washing dishes in hot, soapy water, gets the well-known "sudsy hands". The natural fat protecting cover is rinsed off. The cream, even with little glycerine, does not help at all.

.....It is possible to produce hand-creams which have real value. A large German factory produces a cream advising to try it as an after-shaving and handcream. The compounds are known for their benign effects on the skin."

(Some formulas are given). The article ends: "There are a lot of other formulas in this line which will overcome the old drawbacks of handcreams and provide us with a really good basis for product research."

Now it is with pride that I announce to you that Hedda Maar's Day Cream - my first American product - formulated 1938 in Germany, contains nearly all the necessary chemicals which are recommended by this article in 1956. And this is not all! There are added other substances to protect the skin still better.

"Day Cream" has already helped many women (and men) with their hand-skin-problems.

For your skin's benefit, study the enclosed list and find from it the correct preparation for your special beauty problem.

Cordially,

HEDDA MAAR

ENCL.

H E D D A M A A R  
1472 Broadway  
New York 46, N.Y.  
Tel. WI 7 - 1180

You Can Solve Your Skin Problem

Know your own skin and treat it correctly! - for lifelong beauty-dividends !

Anytime Cream cleanses more effectively, penetrates deeper, removes clinging make-up, dislodges grime. Beneficial to oily, dry or normal skin. A superb massage and before shaving cream. Liquefies instantly on the skin. Contains bacteria killing ingredients. A value for the economy-minded family. 2 oz \$ .75 8 oz 2.00 16 oz 3.50

Exquisit Skin Freshener should be used for invigorating effects in the morning before make-up, in the evening before putting on the night preparation. A must as a cleanser for teen-age or oily skin. A wonderful help for the summer; it cools hot skin. 4 oz \$1.00

Skin Lotion SPECIAL Hedda Maar's new formulation with fine emollients to work against dryness. Non-sticky. It is wonderful for sensitive or delicate skin. Keeps soft hands smooth. Ideal as a base for very fine skin. 4 oz \$1.00

Velveteen the sensational greaseless oil, formulated for revitalization and moisture-retaining. Treat face, throat, arms, legs and body with it. It bolsters the underskin to fill out lines and creases. Should be used for luxurious loveliness under facial make-up. Contains N-7 which - according to leading world scientists - is better for the skin than any hormone or vitamine. 4 oz \$1.50

Day Creme Unique in its formulation it is a help for many annoying complexion problems: Rough skin, lifeless skin, externally caused blemishes. It soothes soreness (good for after-shaving), heals sun- or grass rashes, chapped skin. The perfect preparation for oily or teen-age skin. A delight for dishwashing hands. 2 oz \$1.25

Exquisit Night Cream An incomparable over-night cream rich in lubricants for dry skin. This remarkable cream helps to smooth out fine lines. Great for mature skin! It works while you sleep. 2 oz 1.50 8 oz 4.50

For Heightened Elegance and Distinguished Appearance:

Sensation Toiletwater A youthful, delicate fragrance, charming and elegant, for those loving a bouquet of flowers. 4 oz 1.75

"298" Cologne a feminine blend of woos and leaves, never unnoticed, for those loving herbs and ferns. 4 oz 2.00

All prices subject to Federal Tax.

Unable to get these preparations at your cosmetic counter?

Send check to HEDDA MAAR, 1472 Broadway, suite 904, New York 46, N.Y.

For \$1.- orders enclose 25¢ for postage.

H E D D A M A A R  
1472 Broadway, Room 904  
New York 36, N.Y.  
Tel. WI 7 - 1180

Christmas 1954

"Beauty-Building" is my business...

Dear Madam:

Let me extend to you best wishes for the holiday season!

At this time when you are wondering what to give, let me help you solve your problem.

If you want to give the Perfect Gift, if you want to be sure to please, give Hedda Maar's "Beauty-Preparations". Gifts of beauty have all time feminine appeal.

You can have these wonderful gifts, beautifully wrapped, mailed postage free anywhere in the U.S.A. Just send name and address. Study the gift list. You are sure to find what you are looking for.

Yours for a wonderful New Year!

HEDDA MAAR.

Please send the following:

Name: ..... Address: .....  
(print, please)

City: ..... Zone: ..... State: .....

<u>Quantity</u>	<u>Hedda Maar's Fragrant Gifts in a Holiday Mood</u>	<u>Amount</u>
.....	<u>Sensation Perfume Cloud</u> , "the nearest thing to perfume".. It looks like - but does not cost like perfume. Perfume-typed packaged in a white, gold lined box	1 oz \$3.00
.....	<u>Sensation Toilet Water</u> , light and gay, with the fragile sweetness of rock garden flowers	4 oz \$1.75
.....	<u>"298" Perfume Cologne</u> , Hedda Maar's new elegant fragrance, subtle, mysterious, sophisticated	4 oz \$2.00
.....	<u>Adorable Duett</u> , to dispel all feeling of horrid skin-dryness: Velveteen (skin oil) Anytime Cream	\$2.25
.....	<u>Stocking Stuffers, dressed up for X-mas</u>	
.....	Exquisit Day Cream	2 oz \$1.25
.....	" Skin Lotion Special	4 oz \$1.00
.....	" Skin Freshener	4 oz \$1.00
		10% Federal Tax
	<u>Gift wrapping at no extra cost</u>	in N.Y. 3% Sales Tax
		Total

Enclosed: Check  \$ ..... Money Order  \$ .....

1954

" Beauty - Building "  
is my business ...

Your Skin Can Be Improved

V O G U E , the leading fashion magazine, says:  
"Hedda Maar is a girl who knows skin..."

Hedda Maar, the "girl who knows skin" offers to show you  
how you can make yourself more beautiful

All you need .... find right here from this list the  
correct preparation for your special skin problem

<u>Anytime Cream</u>	Cleanse with this cream! It penetrates deeper, dislodges grime, removes make-up. Liquefies instantly on the skin. Beneficial to oily, dry and normal skin. Leaves skin smooth, soft. A superb massage cream, too.	\$ .75   2.00   3.50
<u>Exquisit Skin Freshener</u>	This tingling, gentle, clear lotion leaves a finer-textured skin and a clearer look. A must for oily skin. A wonderful help for the summer; it cools hot, damp skin.	\$1.00
<u>Exquisit Skin Lotion Special</u>	This anti-drying milky lotion gives skin a dewy luminous look. It floats evenly and is non-sticky. The ideal foundation for normal skin. Perfect for soft hands.	\$1.00
<u>Velveteen</u>	This skillful blend of finest oils, gently revitalizing, lessens tautness and retains moisture. A perfect foundation for dry skin. A night lubricant for normal skin.	\$1.50
<u>Exquisit Day Cream</u>	This help for many annoying complexion problems like rough skin, lifeless skin, externally caused blemishes, has a most unusual formula. Absolutely non-fatty it contains lanolin. It soothes soreness, heals sunrashes, chapped skin. The perfect foundation for oily skin. Delightful for dish-washing hands.	\$1.25
<u>Exquisit Night Cream</u>	An incomparable cream rich in lubricants to help check age-betraying squint lines, dryness. Applied nightly, after proper cleansing, it will prove great for skin naturally dry... or for mature skin.	\$1.50   4.25
<u>Sensation Toiletwater</u>	This youthful, enchanting fragrance, elegant and discreet, should be part of you.	\$1.75
<u>Sensation Perfume Cloud</u>	The unsurpassed "Sensation" fragrance in new form. "The nearest thing to perfume". Perfume-typed, packaged in a gold-lined box.	\$3.00

All prices subject to federal tax.

The cosmetic creations of HEDDA MAAR are obtainable at better  
cosmetic counters or direct by mail order

from H E D D A M A A R , 1472 Broadway, Room 904, New York 18, N.Y.

H E D D A M A A R  
1472 Broadway, Room 904  
New York 18, N.Y.  
Tel.: WI 7 - 1180

Spring 1954

"Beauty - Building" is my business ...

Dear Madam:

It makes me very happy to be able to report to you about the great increase in my customers.

More and more women accept Hedda Maar's simple way to attain a more beautiful skin. More and more realize that Hedda Maar's cosmetics represent the most modern achievement in scientific beauty-care.

Every skin problem can be solved. I have combined my studies and experience in Europe and my knowledge about beauty-problems which have come to my attention through many years of hard work in U.S.A. to perfect my formulas.

Whether you are 15 or 50 your skin can be improved with proper treatment and your cooperation. A beautiful youthful complexion can be yours if you faithfully use the recommended cosmetics, each day.

It will cost you only pennies the week since Hedda Maar Cosmetics are astoundingly economical. They are the ultimate in money value.

If you are already using Hedda Maar's cosmetics let me thank you for having given me the chance to help you. In the event that you are not yet acquainted with my cosmetics, it is my hope that you will start today to give your skin the benefit of Hedda Maar's marvelous beauty-aids.

Cordially,  
*Hedda Maar*  
HEDDA MAAR

P.S. Do you know that beauty editors of VOGUE, HARPER'S, THE N.Y. TIMES, THE N.Y. POST, MADEMOISELLE, THE DAILY NEWS and many others commented enthusiastically on Hedda Maar Cosmetics?

Looking for a gift surprise for EASTER?

Give an invisible aura of enchantment: SENSATION PERFUME CLOUD  
SENSATION TOILETWATER

Order "EASTER GIFT" wrapped.

H E D D A M A A R  
 1472 Broadway, Room 904  
 New York 18, N.Y.

Please send me the following:

NAME: .....  
 (Print, please)

ADDRESS: .....

CITY: ..... ZONE #: ..... STATE: .....

You can solve your skin problem

	<u>Quantity</u>	<u>Amount</u>
<u>Anytime</u> <u>Cream</u>	Cleanse with this cream! It penetrates deeper, dislodges grime; removes make-up. Liquefies instantly on the skin. Beneficial to oily, dry or normal skin. Leaves skin smooth, soft. A superb massage cream too.	\$ .75 2.00 3.50
<u>Exquisit</u> <u>Freshener</u>	This tingling, gentle, clear lotion leaves a finer-textured skin and a clearer look. A must for oily skin. A wonderful help for the summer; it cools hot, damp skin.	\$1.00
<u>Exquisit</u> <u>Lotion Special</u>	This anti-drying milky lotion gives skin a dewy, luminous look. It floats evenly and is non-sticky. The ideal foundation for normal skin. Perfect for soft hands.	\$1.00
<u>Velveteen</u>	This skillful blend of finest oils, gently revitalizing, lessens tautness and retains moisture. A perfect foundation for dry skin! A night lubricant for normal skin.	\$1.50
<u>Exquisit</u> <u>Day Cream</u>	This help for many annoying complexion problems - rough skin, lifeless skin, externally caused blemishes - has a most unusual formula. Absolutely non-fatty it contains lanolin. It soothes soreness, heals sunrashes, chapped skin. The perfect foundation for oily skin. Delightful for dish-washing hands.	\$1.25
<u>Exquisit</u> <u>Night Cream</u>	An incomparable cream rich in lubricants to help check age-betraying squint lines, dryness. Applied nightly, after proper cleansing, it will prove great for skin naturally dry.. or for mature skin.	\$1.50 4.25
<u>Sensation</u> <u>Toiletwater</u>	A youthful, enchanting fragrance, elegant and discreet.	\$1.75
<u>Sensation</u> <u>Perfume Cloud</u>	The unsurpassed "Sensation" fragrance in new form. "The nearest thing to perfume"... Perfume-typed packaged in a white, gold-lined box.	\$3.00

For \$1.00 orders please enclose 20¢ postage. 10% Federal Tax  
 in New York 3% Sales Tax

T O T A L

Enclosed \$ ..... in Check  Money Order

H E D D A M A A R  
1472 Broadway, Room 904  
New York 18, N.Y.  
Tel. WI 7-1180

Christmas 1953

Dear Madam:

THEY told me I was wrong!  
THEY said that "you can't sell cosmetics without big advertisement. People only buy the name".

I was not wrong, THEY were!

These important people did not and still do not have the immense faith I had and have in the individual judgment of the American woman.

I knew what THEY didn't know:

I knew that thousands of European women had used these cosmetic formulas for scores of years to their complete satisfaction; I knew of the strange preference of American women for Continental products; and I knew absolutely that preparations of proven Continental quality, manufactured here, would sell on their own merits.

On this basis I started....

At first a few women dared to buy an unknown and unadvertised product. Through the years their number has steadily increased. Today women from 18 to 80 use HEDDA MAAR Cosmetics, knowing that they not only get the best in beauty care for their skin but also the ultimate in money value.

If you want to give the PERFECT CHRISTMAS GIFT, if you want go make your friends happy, give them HEDDA MAAR Cosmetics. In ever increasing numbers more and more people are realizing that HEDDA MAAR Cosmetics are the ideal gift for all occasions, especially for Christmas. You can have these wonderful gifts, beautifully wrapped, mailed postage free anywhere in the U.S.A. Just send name and address. Study the enclosed gift list! You are sure to find what you are looking for!

Remember: If you want to make this a perfect Christmas for somebody, just give HEDDA MAAR Cosmetics.

May your holiday season be a merry one - boundless in pleasure and rich in spirit!

Sincerely yours,

*Hedda Maar*  
HEDDA MAAR

ENCL.



H E D D A M A A R  
 1472 Broadway, room 904  
 New York 18, N.Y.  
 Tel. WI 7-1180

Please send the following:

Name: .....  
 (Print, please)

Address: .....

City ..... Zone: ..... State: .....

HEDDA MAAR'S

Gifts of Enchantment,

delightful to receive...

<u>Quantity:</u>	<u>Amount</u>
..... <u>SENSATION PERFUME CLOUD</u> , fragrance in a new form "The nearest thing to perfume"... It looks like, acts like - but doesn't cost like perfume. Perfume- typed packaged in a white, gold lined box. A thrilling gift	1 oz \$3.00 .....
..... <u>SENSATION TOILET WATER</u> , light, but extremely lasting,.. a warm, yet delicate fragrance	4 oz \$1.75 .....
..... <u>HEDDA MAAR'S LUXURIOUS COSMETICS in a festive box</u>	
..... Duett (Cream and Freshener)	1.75 .....
..... Trio (3 Creams)	3.50 .....
..... Charm Set (Velveteen and Cream)	2.75 .....
..... Night and Day (2 Creams)	2.75 .....
..... <u>For Cherished Hands</u>	
..... Hand Care Kit (for men too) Cream and Lotion	2.25 .....
..... Lotion in a star dotted box	1.00 .....
..... <u>Stocking Stuffers, dressed up for Xmas</u>	
..... Freshener	1.00 .....
..... Velveteen (Skin oil)	1.50 .....
..... Lipstick, in a white case	1.00 .....
..... Anytime Cream and Lipstick	1.75 .....
	20% Federal Tax .....
	in New York 3% Sales Tax .....
	TOTAL .....
<u>Gift wrapping at no extra cost</u>	

Enclosed: Check  \$ ..... Money Order  \$ .....

H E D D A M A A R  
1472 Broadway, Room 904  
New York 18, N.Y.  
Tel. WI 7 - 1180

Spring 1953

A message from Hedda Maar -- a woman of quality

Dear Madam:

My customers made me a success because I knew "quality" and made no compromise with it.

I can offer no bargains. In my opinion people who advertise enormous bargains such as a \$2.25 cream for \$1.00 or a \$6.00 combination for \$3.50 simply insult their customers' intelligence. Everybody with common sense knows that you cannot sell a \$2.25 item for \$1.00 or a \$6.00 item for \$3.50 and stay in business. Actually the customers are told that they were expected to pay \$2.25 or \$6.00. They refused. So now they are offered these items for \$1.00 or \$3.50.

I consider it most important, more than ever now, in these days of high prices, that every purchase should be an informed one.

One cream - purchased without proper knowledge - can harm your skin. Even a hand preparation should be chosen correctly to avoid waste of money.

Insure the correctness of your "beauty" investment. Buy what is right for your skin as it is today.

Study carefully my newest educational information. Your skin will give proof of your right investment! And you'll marvel at your new skin-texture!

Today, true to my belief - I offer just as always - the finest at the best price possible.

Yours for more beauty,

HEDDA MAAR

Looking for an Easter gift?  
Think of the flowers of Spring and  
give "Sensation Cologne". Order  
it Easter gift wrapped. No extra charge.

H E D D A M A A R  
 1472 Broadway, Room 904  
 New York 18, N.Y.

Please send me the following:

NAME: .....  
 (Print, please)  
 ADDRESS: .....  
 CITY: ..... ZONE #: ..... STATE: .....

Where quality is the first consideration,  
there is no substitute for Hedda Maar Cosmetics.

	<u>Quantity</u>	<u>Amount</u>
<u>Anytime Cream</u>	solves several beauty problems: It cleanses the skin immaculately and more thoroughly due to its formula, floats away oily and non-oily grime, contains emollients to counteract dryness, gets the skin shades and shades clearer than ever before, tissues off in seconds. It is a superb massage cream too. ..... \$ .75 2.00 3.50	.....
<u>Velveteen</u>	a skillful blend of the finest skin softening oils known for that glowing moist look. It lessens tautness and "laughliness" and acts as an invisible night lubricant as well as a foundation ..... \$1.50	.....
<u>Exquisit Skin Freshener</u>	a mildly tingling, gentle astringent. Should be used after each skin cleansing. A must for enlarged pores. A wonderful help for the summer: it cools and refreshes hot, damp skin. .... \$1.00	.....
<u>Exquisit Skin Lotion Special</u>	floats evenly over skin to give it a young-skin dewy look. A wonderful foundation, even for the most sensitive skin. Seems to transform dull complexion with lifelike, vibrant color, gives skin that luminous look. Perfect for soft hands ..... \$1.00	.....
<u>Exquisit Day Cream</u>	a most unusual formula, a help for many annoying complexion problems - rough skin, lifeless skin, externally caused blemishes. It soothes soreness, heals sunrashes, chapped skin. Ideal foundation for oily skin. Wonderful for dishwashing hands. .... \$1.25	.....
<u>Exquisit Night Cream</u>	a blend of precious oils and lubricants to help check age-betraying squint lines, crows' feet, dryness. It penetrates the surface of the skin to smooth while you sleep. A must for dry skin. .... \$1.50 4.25	.....
<u>Sensation Cologne</u>	smells simply wonderful! It pins an invisible corsage on you .. that lingers and lingers hour after hour. Fantastic how it clings. Elegant and discreet, truly "a tender song in fragrance". It is "THE" scent for the hot summer months. .... \$1.75	.....

For \$1.00 orders please enclose 20¢ postage. 20% Federal Tax in New York 3% Sales Tax  
 T O T A L

Enclosed Check  \$ ..... Money Order  \$ .....

H E D D A M A A R  
1472 Broadway  
New York 18, N.Y.

Christmas 1952

Dear Madam:

We are in the midst of the holiday season: "Christmas" is in the air!

Hedda Maar's toiletries have attracted a devoted following within the last few years. Your friends will feel remembered in a special way if you express your holiday sentiment with a gift of beauty selected from Hedda Maar's "wonderful to give-wonderful to get" gift ensemble.

The variety will help eliminate your shopping problems and provide a gift which will be treasured.

Simplify your Christmas shopping, avoid fatigue, send your list: an order blank is enclosed for your convenience.

Your gift selections can be sent directly. Please send full instructions for this and enclose your gift card. Your gifts will be mailed, charmingly gift wrapped, with the personalized touch that brings with it a cargo of holiday cheer.

The most wonderful holiday season to you!

Sincerely,

HEDDA MAAR

P.S.

Do you spend the holidays in the mountains or in the South? Hedda Maar's Velveteen, skin oil, fragrant in blossoms, is an ideal protector for skin and hair likely to become dry under southern sun or northern winds.

*Why does* HEDDA MAAR

offer a

*"Day Cream"*

Many years of experience in America made Hedda Maar realize that, here too, many women search for a REALLY PROTECTIVE skin cream for day wear.

Results: You now can buy the original European formula for SKIN PROTECTION; Hedda Maar's name for it: DAY CREAM.

This sensationally different preparation containing the most effective ingredients for skin protection, non-greasy, scented with lily-of-the-valley, makes the skin look delightfully healthy.

As a matter of fact Hedda Maar's Day Cream is extremely good for skin — especially oily skin; it gives a mat finish.

Hedda Maar's Day Cream can be used as a foundation; it has a new affinity for make-up. You'll love to use this cooling, quick absorbing cream for hands, arms, legs and feet.

Use it sparingly; one THIN coat is sufficient for hours.

Hedda Maar's Day Cream costs only \$1.25 plus tax.

If you can't get it at your cosmetic counter, send check or money order to Hedda Maar, 1472 Broadway, New York 18, N. Y.

*Why does* HEDDA MAAR

offer a

*"Day Cream"*

Many years of experience in America made Hedda Maar realize that, here too, many women search for a REALLY PROTECTIVE skin cream for day wear.

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Use it sparingly; one THIN coat is sufficient for hours.

Hedda Maar's Day Cream costs only \$1.25 plus tax.

H E D D A M A A R  
 1472 Broadway  
 New York 18, N.Y.

Please send me the following:

Name: .....  
 (Print, please)

Address: .....

City: ..... Zone: ..... State: .....

HEDDA MAAR'S  
Brilliant Christmas Presents  
that will be loved...

<u>Quantity:</u>	<u>Amount</u>
<u>SENSATION, light, but extremely lasting, a fragrance...</u>	
in a way all its own	
..... Toilet Water 4 oz	\$1.75
..... Dusting Powder with huge velour puff	1.25
..... Ensemble (both wrapped together in a holiday mood)	3.00
<u>HEDDA MAAR'S PRECIOUS COSMETICS in a festive Xmas box</u>	
..... Charm Set (Velveteen Oil and Cream)	2.75
..... Deb Set (Cream and Freshener)	1.75
..... Trio (3 Creams)	3.50
..... Night and Day (2 Creams)	2.75
<u>BATH LUXURY</u>	
..... Dusting Powder and Velveteen	2.75
<u>FOR CHERISHED HANDS</u>	
..... Hand Care Kit (for men too) Cream and Lotion	2.25
..... Lotion in a star dotted box	1.00
<u>GAILY WRAPPED STOCKING STUFFERS:</u>	
..... Anytime Cream	.75
..... Freshener	1.00
..... Lipstick, neutral shade, in a snow-white case	1.00
	.....
	.....
	20% Federal Tax
	in New York 3% Sales Tax
	.....
	.....
	TOTAL
	.....
	.....
<u>Gift wrapping at no extra cost</u>	

Enclosed: Check  \$..... Money Order  \$.....

H E D D A M A A R  
1472 Broadway  
New York 18, N.Y.

May 1952

Dear Madam:

Vogue, the leading fashion magazine, says:  
Hedda Maar is a girl who knows skin...

Hedda Maar, the girl who "knows skin", says:  
Don't alter your natural looks....  
rather make them more visible!  
Enhance the hidden loveliness of your skin....  
Give your skin soft allure, personality appeal!

Women in all walks of life, of all ages (from 15 to 70) have a more beautiful skin than ever due to the regular use of Hedda Maar's uncomplicated cosmetics.

Formulated of the finest materials, the result of a lifelong experience, these enchanting cosmetics cost no more than a few cents the week. They are never "on sale"; their prices are "sale" prices not only for a limited time, but for all year around.

Use Hedda Maar's aids for a glowing, more beautiful skin faithfully, reap a reward of self-confidence and compliments.

Sincerely,

HEDDA MAAR

ENCL.

Hedda Maar  
 1472 Broadway  
 New York 18, N.Y.

Please send me the following:

NAME: .....  
 (Print, please)

ADDRESS: .....

CITY: ..... ZONE: ..... STATE: .....

What Hedda Maar's Cosmetics will do for you!

	<u>Quantity</u>	<u>Amount</u>
<u>Anytime Cream</u>	Hedda Maar's famous cleanser for normal, oily and dry skin cleanses the skin immaculately. Featherlight, its poredeep action leaves the skin sparkling fresh. Superb massage cream.	
	\$ .75    2.00    3.50	
<u>Exquisit Skin Freshener</u>	is a must for enlarged pores. A "cleanser plus" for oily skin. A wonderful help for the summer: it cools and refreshes hot, damp skin.	\$1.00
<u>Exquisit Night Cream</u>	is your beauty sleep treatment. Especially recommended for dry, lined and thin skin. A blend of precious oils and lubricants. Disappears into the skin overnight.	\$1.50    4.25
<u>Exquisit Day Cream</u>	Hedda Maar's amazing preparation for skin protection. Extremely good for every skin type, it tones down oily skin. Heals sun-rashes, chapped skin. Ideal for cooling hot feet. Can be used as a foundation.	\$1.25
<u>Exquisit Skin Lotion Special</u>	a balmy, soothing lotion, never greasy. A wonderful foundation, even for most sensitive skin. Seems to transform dull complexion with lifelike, vibrant color.	\$1.00
<u>Sensation Cologne</u>	a dreamy, romantic bouquet, delicate, discreet, elegant, so long lasting. The most charming scent for the hot summer months. Most cherished hostess gift. 4 oz	\$1.75
<u>Sensation Body Powder</u>	for your Summer daintiness	\$1.25

20% Federal Tax  
 in New York 3% Sales Tax  
 TOTAL

For \$1.00 orders please enclose 20¢ postage.

Enclosed Check  \$ ..... Money Order  \$ .....



H E D D A M A A R  
1472 Broadway  
New York 18, N.Y.

January 1952

Dear Madam:

Winter can ruin your complexion. The freezing cold is bad in itself, however, the overheated rooms are worse - particularly if your skin has a tendency for dryness.

I therefore offer you today solutions to overcome any problem you might have with your skin due to winter conditions.

I have created formulas all my life, made cosmetics in most capitals of Europe and since years in the U.S.A., doctors prescribed my preparations. Thousands of women having followed my advice have the most beautiful complexion, in any kind of weather.

Study the treatment in this announcement; solve your particular problem. You will find the help you are looking for.

Sincerely,

HEDDA MAAR

Hedda Maar  
 1472 Broadway  
 New York 18, N.Y.

Please send me the following:

Name: .....  
 (Print, please)

Address: .....

City: ..... Zone: ..... State: .....

Hedda Maar's suggestions

to meet

the winter problems of your skin

	<u>Quantity</u>		<u>Amount</u>
Dry, Lined Thin Skin?	.....	<u>Exquisit Night Cream</u> is the perfect beauty sleep treatment for all women, young and old. Extra rich emollients soften, purify and release tautness.	\$1.50 .....
Sensitive Skin?	.....	<u>Exquisit Skin Lotion Special</u> is a balmy, soothing lotion that pampers delicate skin. You will love its mild, gentle action - and its excellent results.	1.00 .....
Coarse Pores?	.....	<u>Exquisit Skin Freshener</u> counteracts oiliness, creates a flawless finer-textured look for your skin.	1.00 .....
Chapped Hands?	.....	<u>Exquisit Day Cream</u> smooths dry, rough hands to ideal perfection. Rich in cholesterine and best emollients it is instantly absorbed, never sticky.	1.25 .....
Regular Cleansing, the first step to beauty!	.....	<u>Anytime Cream</u> is a must for all modern women. This famous cleanser for normal, oily and dry skin not only cleanses your skin of surface dust and powder, its purifying ingredients float away grime. Use it regularly and your face will be immaculately clean. It's the one cream you should never be without. Superb massage cream too.	.75    2.00    3.50 .....

20% Federal Tax .....

in New York 3% Sales Tax .....

T O T A L .....

=====

For \$1.00 orders please enclose 10¢ postage.

Enclosed Check \$ .....

Money Order \$ .....

H E D D A M A A R  
1472 Broadway  
New York 18, N.Y.

Christmas 1951

Dear Madam:

The pleasant hubbub of the holiday season will soon be in the air.

Express your holiday sentiment with a gift of beauty selected from the gift ensemble planned by Hedda Maar. Send it as a gift to those you want to remember in a special way.

Your discriminating friends will be reminded of your thoughtfulness for months to come if you choose Hedda Maar's preparations. The variety will help eliminate your shopping problems and provide a gift which will be treasured.

Why not avoid the fatigue and discomfort of visiting shop after shop in a search for a really satisfactory gift? Hedda Maar's gifts are easy to buy: an order blank is enclosed for your convenience.

A wonderful holiday season to you!

Sincerely,

*Hedda Maar*

HEDDA MAAR

P.S.

Your gift selections can be sent directly. Please send full instructions for this and enclose your gift card.

Hedda Maar  
 1472 Broadway  
 New York 18, N.Y.

Please send me the following:

NAME: .....  
 (Print, please)

ADDRESS: .....

CITY: ..... ZONE: ..... STATE: .....

H E D D A M A A R  
 presents  
for festive gifts  
to delight feminine hearts

<u>QUANTITY</u>		<u>AMOUNT</u>
.....	<u>SENSATION</u> , the sentimental, sense-stirring fragrance,	
.....	Toilet Water 4 oz \$1.50	.....
.....	Body Powder 7 " 1.25	.....
.....	The Ensemble (both wrapped together in a box) 2.75	.....

HEDDA MAAR'S LUXURIOUS COSMETICS for that  
 enchantingly fresh, "un-artificial" look  
 in a snow-white box

.....	Night and Day (2 Creams)	2.75	.....
.....	Trio (3 Creams)	3.50	.....
.....	Duo (Cream and Freshener)	1.75	.....

FOR CHERISHED HANDS

.....	Hand Care Kit (for men too) (Cream & Lotion)	2.25	.....
.....	Lotion in a star dotted box	1.00	.....

GAILY WRAPPED STOCKING FILLERS:

.....	Anytime Cream	.75	.....
.....	Freshener	1.00	.....
.....	Lipstick, neutral shade	1.00	.....

20% Federal Tax  
 in New York 3% Sales Tax

T O T A L

Gift wrapping at no extra cost.

ENCLOSED: Check  \$..... Money Order  \$.....

Wang 1951

A message of "beauty" from

H E D D A M A A R

Dear Madam:

Vogue, the leading fashion magazine, states:

"HEDDA MAAR is a girl who knows skin....."

HEDDA MAAR, "the girl who knows skin", tells you:

Every woman can have a beautiful skin.

Her Exquisit Cosmetics - made of pure, mild ingredients, carefully compounded - will cherish the most fragile complexion.

All you need..... follow HEDDA MAAR's beauty treatment daily:

Free your skin mornings and evenings from grime with Anytime Cream (\$ .75, 2.00, 3.50) and Exquisit Freshener (\$1.-)

Lubricate your skin with Exquisit Night Cream (\$1.50, 4.25, 7.00)

Protect your skin with Exquisit Day Cream (\$1.25, 3.50)

Use as your foundation Exquisit Skin Lotion Special (\$1.-)

If you follow this treatment you'll notice astonishing results after less than 20 days. Your skin will glow with a new warmth and aliveness. You will feel as if years have been taken off your age.

You'll be amazed to find - as your skin grows lovelier and clearer - that this beauty care costs no more than a few cents the week.

All prices plus tax.

Yours for loveliness,

*Hedda Maar*  
HEDDA MAAR.

If you'll write to HEDDA MAAR, 1472 Broadway, New York 18, N.Y. you will be told where you can buy these delightful Exquisit Cosmetics. You'll find their prices worth many, many times the money you pay.



Jan. 1945

The right preparations ~~prevent~~ keep the skin smooth & soft, inspite of winter & heat in the house & wind outside. The oily skin needs for this protection a different one than the dry skin.

HEDDA MAAR has a preparation for each type.

For oily skin: Exquisit Day Cream

For dry skin: Exquisit Skin Lotion.

They are both actually powderbases, but both are made up to protect the skin during the day. So, if someone is a woman who does not like to use any powder at all, she should use one of these preparations without afterwards putting powder on.

The preparation for the oily skin is a cream which contains all the oils for skin protection, but is not fatty at all. It is just right made up to keep the necessary moisture of the skin. It should be used very sparingly. As most of the young girls have an oily skin, this type of cream is really a necessity for them.

The preparation for the dry skin is a liquid cream, lotion type. It is fatty, but does not stick & keeps the pores free. It helps to prevent the dry skin from being chapped & the powder clings lovely to it. It is advisable to take only a drop not to make it smear.

Both preparations are typically feminine scented, a woman has actually something lovely smelling under her nose.

Exquisit Day Cream \$1.00

Exquisit Skin Lotion 1.25

At Bloomingdale's

HEDDA MAAR  
1472 Broadway  
New York 18

Hedda Maar

"Exquisit" COSMETICS

1472 BROADWAY • NEW YORK 18, N. Y. • Wisconsin 7-1208

Christmas 1949

HEBDA MAAR presents.....  
for gifts.....

- |  |          |
|--|----------|
| 1. <u>Sensation Toilet Water</u><br>An enchanting fragrance  | \$1.50 * |
| 2. <u>Sensation Dusting Powder</u><br>Delicately scented with<br>Sensation's enchanting fragrance  | 1.25     |
| 3. <u>Sensation Gift Set</u><br>A charming gift in a<br>striking package   | 2.75     |
| 4. <u>Sensation Duo</u><br>A bewitching lipstick<br>Sensation Toilet Water   | 2.25     |
| 5. <u>HEBDA MAAR's famous Beauty Essentials</u><br>Anytime Cream<br>Exquisit Skin Freshener  | 1.75     |
| 6. <u>Exquisit Skin Lotion Special</u><br>For office and home<br>in a star-dotted box  | 1.00     |
| 7. <u>Teen-Age Kit</u><br>Exquisit Day Cream<br>Exquisit Skin Freshener  | 2.-      |
| 8. <u>To fill the stockings:</u><br>Exquisit Freshener 1.00    Exquisit Day Cream 1.00<br>Anytime Cream    0.75    Exquisit Night Cream 1.50<br>attractively wrapped in flowery cellophane |          |

\*All prices subject to 20% Federal Tax

Gift wrapping at no extra cost

Please send the items checked to

Name:  
State:

Address:  
City:

.. **Sensation** ..

"THE MOST DELIGHTFUL FRAGRANCE"



Hedda Maar

"Exquisit" COSMETICS

1472 BROADWAY • NEW YORK 18, N. Y. • WISCONSIN 7-1208

Christmas 1948

HEDDA MAAR presents

Festive Gifts

sure to please. .

A	<u>Top of the tree present</u>	\$1.50
	Sensation Toilet Water	
	The very essence of elegance	
B	<u>After Bath Powder</u>	1.50
	Sensation Dusting Powder	
	A veil of fragrance	
C	<u>After Bath Set</u>	3.00
	Sensation Toiletwater	
	Sensation Dusting Powder	
D	<u>Complimentary Set</u>	2.50
	Sensation Toilet Water	
	Lipstick, neutral shade	
E	<u>Hedda Maar's favorite Beauty Essentials</u>	1.75
	Anytime Cream	
	Exquisit Skin Freshener	
F	<u>Hand Care Kit (for men too)</u>	2.25
	Exquisit Lotion	
	Exquisit Day Cream	
G	<u>Young Girl's Kit</u>	2.00
	Exquisit Skin Freshener	
	Exquisit Day Cream	
H	<u>The Twin Kit</u>	2.50
	Exquisit Day Cream	
	Exquisit Night Cream	

Daily wrapped "Little Gifts"

Anytime Cream	.75	Exquisit	
Exquisit Day Cream	1.00	Freshener	1.00
		Lotion	1.25

All prices subject to 20% tax

Gift wrapping at no extra cost

Please send the items checked to

Name:

Address:

State:

City:

.. **S**ensation ..

"THE MOST DELIGHTFUL FRAGRANCE"

Hedda Maar

"Exquisit" COSMETICS

1472 BROADWAY • NEW YORK 18, N. Y. • Wisconsin 7-1208

Christmas 1947

HEDDA MAAR...

presents....

for gifts.....

- |   |        |   |
|---|--------|---|
| 1. <u>Sensation Duett</u>   | \$3.00 | * |
| Sensation Body Powder   |        |   |
| Sensation Toiletwater   |        |   |
| 2. <u>Sensation Ensemble</u>  | 2.25   |   |
| Sensation Toiletwater   |        |   |
| Lipstick, neutral shade   |        |   |
| 3. <u>Sensation Eau de Toilette</u>                                     | 1.50   |   |
| a delicate and dainty<br>fragrance, a reflection of<br>youth            |        |   |
| 4. <u>Sensation Dusting Powder</u>                                      | 1.50   |   |
| The luxurious adter Bath Powder   |        |   |
| 5. <u>Exquisit Surprise</u>   | 2.75   |   |
| a bottle of wonderful Beauty<br>Lotion and 2 lipsticks                  |        |   |
| 6. <u>Exquisit Duett</u>  | 1.65   |   |
| Skin Freshener and Cleansing<br>Cream, the set for perfect<br>skin care |        |   |
| 7. <u>Hands Beautiful</u>   | 2.25   |   |
| Cream and Lotion for hands  |        |   |
| 8. <u>Little Gifts :</u>  |        |   |
| Exquisit Day Cream  | 1.00   |   |
| Exquisit Night Cream  | 1.50   |   |
| Exquisit Freshener  | 1.00   |   |
| Exquisit Lotion   | 1.25   |   |

\*All prices plus 20% tax

.. **S**ensation ..

"THE MOST DELIGHTFUL FRAGRANCE"

Hedda Maar

"Exquisit" COSMETICS

1472 BROADWAY • NEW YORK 18, N. Y. • Wisconsin 7-1208

Christmas 1945

Let me wish you a very happy holyday season.

It is a pleasure to me to send you for your convenience my little folder "Gifts of beauty" listing gifts at different price ranges.

Gifts of beauty have all time feminine appeal ! This too may be an opportunity to select a preparation of Hedda Maar your friend didn't know of yet. She might be delighted to get it.

The gifts are full of feminine charm and will be wrapped very attractive.

Please, put Hedda Maar's gifts on the head of your shopping list.

If you send me your personal gift card, I gladly will mail your gift directly to the receiver, on the date you designate.

Don't forget to add the 20% cosmetic tax on each item.

Yours for a wonderful New Year

HEDDA MAAR

Encl.

.. **S**ensation ..

"THE MOST DELIGHTFUL FRAGRANCE"

H E D D A M A A R  
1472 Broadway  
New York 18, N.Y.  
Tel. WI 7-1208  
Christmas 1945

Let me wish you a very happy holyday season.

It is a pleasure to me to send you for your convenience my little folder "Gifts of beauty" listing gifts at different price ranges.

Gifts of beauty have all time feminine appeal. This too may be an opportunity to select a preparation of Hedda Maar your friend didn't know of yet. She might be delighted to get it.

The gifts are full of feminine charm and will be wrapped very attractive.

Please, put Hedda Maar's gifts on the head of your shopping list.

If you send me your personal gift card, I gladly will mail your gift directly to the receiver, on the date you designate.

Don't forget to add the 20% cosmetic tax on each item.

Yours for a wonderful New Year

HEDDA MAAR

P.S.

There are many toiletwaters ... a compliment to good taste is "SENSATION".

Christmas 1943

H E D D A M A A R

presents ...

for gifts ...

to be remembered ...

1. SENSATION FAVORITES \$3.00  
Distinctive Sensation Toiletwater  
paired with fragant matching  
Body Powder
2. AN EXQUISIT COMBINATION \$2.75  
Exquisit Skin Lotion and  
Exquisit Night Cream,  
the set for loveliness
3. EXQUISIT DUETT \$2.00  
Exquisit Day Cream and  
Exquisit Skin Freshener,  
the ideal gift for the  
teen-age girl
4. SENSATION ENSEMBLE \$2.50  
Specially packaged set of  
Sensation Toiletwater and  
one lustre Lipstick
5. EXQUISIT SURPRISE \$2.25  
contains one bottle of  
Exquisit Skin Lotion and  
one gay colored Lipstick
6. SENSATION EAU DE TOILETTE \$1.50  
HEDDA MAAR's exciting Eau de  
Toilette in an attractive  
Christmas box
7. SENSATION DUSTING POWDER \$1.50  
The luxurious after Bath Powder  
in a star decorated box
8. LITTLE GIFTS :  
Anytime Cream ) each wrapped \$ .65  
Exquisit Day Cream ) in 1.00  
Exquisit Lotion ) gay 1.25  
Exquisit Freshener ) cellophane 1.00

1948/

H E D D A M A A R  
C H R I S T M A S G I F T S

- #1 Exquisit Quartett \$4,40  
HEDDA MAAR's effective beauty aids:  
Exquisit Night Cream, Anytime Cream  
Exquisit Lotion, Exquisit Freshener  
lovely packaged. The ideal gift.
- #2 Exquisit Terzett \$2,90  
Exquisit Lotion, Exquisit Freshener  
Anytime Cream, in a red box with stars.  
A gift--as lovely as it is practical.
- #3 Exquisit, Double Set A \$2,25  
Exquisit Lotion for beautiful hands  
An attractive Lipstick
- #4 Exquisit, Double Set B \$2,00  
Exquisit Freshener to keep you alive  
all day, an elegant cased Lipstick
- #5 Exquisit, Twin Set \$2,00  
Exquisit Day Cream, Exquisit Night Cream  
in an interesting labeled box
- #6 Sensation, Eau de Toilette \$1,50  
HEDDA MAAR's exciting Eau de Toilette  
in a box with stars
- #7 Sensation Duett \$2,50  
HEDDA MAAR's delicate Eau de Toilette  
and Lipstick, an exquisite gift
- #8 HEDDA MAAR's Creams and Lipsticks  
wrapped in cute flowered cellophane
  - a) Anytime Cream and Lipstick \$1,65
  - b) Exquisit Day Cream and Lipstick 2,00
  - c) Exquisit Night Cream and Lipstick 2,50

The following items are wrapped in very attractive cellophane  
and make a very nice "Little" gift:

Anytime Cream	0,65
Exquisit Day Cream	1,00
Exquisit Lotion	1,25
Exquisit Freshener	1,00

\*\*\*\*Subject to 10% Federal Sales Tax.

H E D D A M A A R  
1472 Broadway  
New York, N.Y. 10036  
Tel: WI 7 - 1180

\*\*\*\*\*  
\* YOUR FACE NEVER \*  
\* HAD IT SO CLEAN. \*  
\*\*\*\*\*

Every woman knows that to be beautiful her skin must be healthy; to be healthy it must be immaculately clean.

The creation of a better skin cleanser has long been the chief interest of Hedda Maar. For many years she has dedicated herself to intensive study. "CLEANSE WITH CARE" is the impressive result.

"CLEANSE WITH CARE" is a nongreasy, clear, cooling liquid that contains in addition to cleansing and clearing ingredients a mixture of juices of living plants which according to scientists purify the skin.

"CLEANSE WITH CARE" completely removes make-up, grime and dust. It stimulates surface circulation. Skin treated with "Cleanse with Care" is immaculately clean, cleaner than you ever thought it could be.

Mornings and evenings moisten a cotton pad with "Cleanse with Care" and stroke your face and neck in an upward motion with the damp pad. When soiled take a fresh pad. Discover for yourself how this treatment leaves your skin all tingly and aglow. See your face obtain a new purity!

There is no other skin-cleanser like "Cleanse with Care". Its unique formula is Hedda Maar's exclusively.

The Guarantee of Quality and Integrity stands behind each preparation produced by Hedda Maar.

"CLEANSE WITH CARE" (4 oz) is \$2.50.

June 1942

A personal letter from

HEDDA MAAR

Dear Madam:

HEDDA MAAR may be a new name to you. Wherever you read it, it should mean quality to you, quality for your money.

One of Vogue's latest issues says:- Today, spending money wisely is perhaps a woman's best individual act of patriotism.

Money spent on HEDDA MAAR's cosmetics is spent wisely, for they last longer.

These cosmetics, based on long and thorough scientific research, are created to make you

look lovely,

feel lovely.....

If you are looking for the unusal, try HEDDA MAAR's cosmetics, something entirely new for this country. They made their way around the globe..... you too will love them.

Ask for them at your beauty parlor or drug counter. If you cannot get them there, they are obtainable in New York City at:-

Bloomingdale's  
Charles Deutsch, Inc.  
Capitol Beauty Parlor  
Madlaine's

59th Street and Lexington Avenue  
607 Fifth Avenue, at 49th Street  
835 - 8th Avenue, at 51st Street  
291 Amsterdam Avenue at 74th Street.

Yours for loveliness,

*Hedda Maar*

P.S. Have you read the enthusiastic comments of the NEW YORK TIMES on May 22, 1942 about my "ANYTIME CREAM"? The "Times" calls it: "Soft and cool as a cloud bank, the creation of a Continental woman who makes a virtue of simplicity."

Or have you read what the "NEW YORK POST" says about my "Exquisit, Cream for the Day" on June 9, 1942:-

"A powder base which disappears greaselessly, a fluffy white cream, a nice hand cream too. It has a cool, delicious scent, stronger and more lasting than the perfume generally used in creams."



Verbeke  
manuscript  
June 1942.

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"A powder base which disappears greaselessly, a fluffy white cream, a nice hand cream too. It has a cool, delicious scent, stronger and more lasting than the perfume generally used in creams."

...  
of  
HERBERT ...

The cream is a product, whose recipe is  
now for the country.  
The ingredients, the cream is created in,  
are based on science and experience. This  
new kind of cosmetics declared that needs  
are met by the same kind of cream  
you to know it, truly well.

The cream is an important by a fitting  
for the elegant lady who would like  
to choose between the old and new  
cosmetics

"Elegant" cream for the day  
is called  
ACQUISHING FINISHING CREAM  
FOUNDATION CREAM.

It is a marvelous cream for you to  
that not only makes the face  
clear but also an excellent  
agent at the same time.  
A face powdered with that cream-  
lotion cream for the body too. An  
elegant lady would like it. It is a  
sweet, not greasy that gives the  
skin a luminous, beautiful, cool  
little shimmer. It will help you  
make up so beautifully all day.

The cream used to be made by hand  
is sold in a little jar. Some people  
thinly over the water. It is  
used.

The City Commission the cream can  
be used in a MILK CREAMER too.  
It seems the people in the city  
without applying additional oil

This cream is a cream. MILK CREAM  
it must be used in a cream. The cream  
is used in a cream and makes  
them a little. It is used in the  
cream only a little bit. The  
cream is used in the cream  
quantity used.

The lady who buys the cream  
this cream seems to pay more,  
but it seems only for one jar  
but not to be used later.

\* Use it after every hand washing and  
Apply . . . .

HEDDA MAAR'S ANYTIME - CREAM

wants you to see for yourself just how much more appealing this lovely cream with its fascinating fragrance will make your skin.

This cream is an extremely efficient cleanser, loosing by its pore deep action every trace of dirt.

This cream is highly effective in combating dryness and encouraging your skin to the look of petal smoothness and soft flower freshness.

It is very important, when using every day a softening cream, that you pick up a good pure one.

C h o o s e

HEDDA MAAR'S ANYTIME - CREAM

and you will be satisfied.

Hedda Maar.

WHAT ELEGANT LADIES THINK ABOUT  
H E D D A M A A R ' s C O S M E T I C S .

- Mme.LOTTE LEHMANN, diva of the Metropolitan Opera: April 20, 1940  
.... I found these creams most satisfying and I feel that they produce excellent results ....
- Mrs.LOUISE W.WISE, wife of the world known Rabbi Stephen S.Wise: Febr.,22, 1940  
.... I recommend the creams of Hedda Maar which I have tried and found excellent ....
- Mrs.SOMMERFELD, Broadway, NYC. : March 7, 1940  
.... I think the cream is just lovely ....
- Mrs.GITTENNANN, Park Ave., NYC.: April 2, 1940  
.... I have tried your cream and found it very good, I shall be glad to speak of your product whenever I get a chance ....
- Mrs.SANDS, Kew Gardens, N.Y.: Dec. 7, 1940  
.... Friends of mine, having used your Exquisit Day cream, found it extraordinary effective ....
- Mrs.EHRLICH, Masseur, N.Y.: June 7, 1940  
.... I must give you my compliments. All ladies like your creams. I see the excellent results at the skin of my customers ....
- Mrs.SALOMON, Hedda Maar's representative in Atlanta: July 2, 1940  
.... I sold your products to ladies who are used expensive and elegant creams. They all praised your products.
- Mrs.OPPENHEIM, Hedda Maar's representative in Connecticut: Nov.24, 1940  
.... All users are delighted. The ladies like especially Exquisit, Cream for the Day. They all are satisfied with the lipstick too.
- .... All ladies like the Anytime Cream. - A very good customer of mine, wife of a physician, told me Hedda Maar's Anytime Cream is the best cream, she ever bought in America. Dec.12, 1940

H E D D A M A A R  
1472 Broadway  
New York, N.Y. 10036

.....  
: Every woman owes her skin the benefit of :  
: Hedda Maar's "Velveteen" :  
.....

It took Hedda Maar's vast European and American experience to make "Velveteen's formula possible. For she has compounded into "Velveteen" the most important of the lipoids. Called lecithin it is considered by leading world scientists more important than any hormone or vitamine.

"Velveteen" contains this natural element with its ability to hold water and precious oils to banish dry, flaky surface skin. Its matchless formula is an unexcelled moisturizer.

Worn invisibly, steadily, day and night, it is the best treatment with beauty benefits for every skin. Drop for drop, "Velveteen" contains more of what your skin craves than anything known to beauty care till now. Your skin will look and feel younger for it. Clean and pleasant to use it corrects the oil and moisture balance.

See "Velveteen" absorbed before your eyes when you apply it in the morning.

Use it every night faithfully! Don't miss a night of its benefits! Your complexion will look smoother, less lined in the morning.

The tiniest amount applied with your fingertips does a multitude of good.

The 4 oz. bottle "Velveteen" costs \$ ~~4.00~~ <sup>3.75</sup>

Hedda Maar is dedicated for the idea of producing superior, yet economical beauty aids without the addition of synthetics, hormone or coal tars.

The famous opera star

L O T T E L E H M A N N

writes about HEDDA MAAR'S CREAM:

April 20, 1940

..... I have found this cream most satisfying  
and I feel that it produces excellent results.

Mrs. LOUISE W. WISE, wife of the world-known  
RABBI STEPHEN S. WISE, says in a letter:

February 22, 1940

I recommend the Cream of HEDDA MAAR, which I have  
tried and found excellent.

Mrs. GITTERMAN, Park Avenue, New York City, writes in  
her letter of April 2, 1940

I have tried your cream and found it very good. I shall  
be glad to speak of your product whenever I get a chance.



Introducing: HEDDA MAAR'S "EXQUISIT" CREAM FOR THE DAY.

The formula of this cream has never before been made up in any American product. Until now it has been known only to one of the very large Continental makers of fine cosmetics in France.

Its characteristics will satisfy the most discriminating and sophisticated ladies. For example, the perfumes worked into its composition are real French perfumes, delicate, seductive, unobtrusive.

An OUTSTANDING

DAY CREAM

This cream is primarily a day cream, because its properties as a foundation cream are exceptional. It is an excellent emollient agent and holds powder perfectly, imparting the smooth mat finish that conceals small blemishes so perfectly, and induces the indescribable quality of appearing immaculate, luminous, perfectly groomed.

The make up stays on much better all day long, when using this cream as a FOUNDATION.

A peculiar additional merit of this cream is that it can be used also as a NIGHT CREAM for people whose complexions are oily. Unsurpassed as an emollient, the cream has an apparently contradictory quality of being able to remove surplus oil.

It is a very effective HAND CREAM, smoothing and softening the hands, keeping them white and free from chapping or roughness.

Because of its ability thus to safeguard the skin from roughness, an excellent practice recommends its use after every handwashing.

The ingredients and characteristics of this cream command a good price. Nevertheless it is really economical as a small quantity goes a long way and one jar lasts and lasts and lasts.

Hedda Maar.

1944

# Beauty Gifts



by



## Hedda Maar

*Handsome*

*Practical*

*In Attractive Boxes*

- |   |             |   |             |
|---|-------------|---|-------------|
| <b>A.</b> Sensation Toilet Water and Dusting Powder | <b>3.00</b> | <b>E.</b> Exquisit Skin Freshener and Anytime Cream | <b>1.65</b> |
| <b>B.</b> Sensation Toilet Water Lipstick           | <b>2.50</b> | <b>F.</b> Exquisit Skin Lotion and Day Cream        | <b>2.25</b> |
| <b>C.</b> Sensation Toilet Water                    | <b>1.50</b> | <b>G.</b> Exquisit Skin Freshener and Day Cream     | <b>2.00</b> |
| <b>D.</b> Sensation Dusting Powder                  | <b>1.50</b> | <b>H.</b> Exquisit Skin Lotion and Night Cream      | <b>2.75</b> |

— *Little Gifts* —

- |                                |             |                              |             |
|--------------------------------|-------------|------------------------------|-------------|
| <b>I.</b> Anytime Cream        | <b>.65</b>  | <b>L.</b> Exquisit Day Cream | <b>1.00</b> |
| <b>K.</b> Exquisit Skin Lotion | <b>1.25</b> | <b>M.</b> Exquisit Freshener | <b>1.00</b> |

Wrapped in gay cellophane

### ORDER BLANK

Please send me the following gift packages which I have checked:

- |                |                |                |
|----------------|----------------|----------------|
| <b>A.</b> 3.00 | <b>E.</b> 1.65 | <b>I.</b> .65  |
| <b>B.</b> 2.50 | <b>F.</b> 2.25 | <b>K.</b> 1.25 |
| <b>C.</b> 1.50 | <b>G.</b> 2.00 | <b>L.</b> 1.00 |
| <b>D.</b> 1.50 | <b>H.</b> 2.75 | <b>M.</b> 1.00 |

Please add 20% N. S. Tax

Name ..... Address .....

City ..... State .....

Chck  Money Order  C. O. D.  Subject to local regulations

### HEDDA MAAR

1472 BROADWAY

NEW YORK 18, N. Y.

Tel. Wlsconsin 7-1208

Something beautiful to enjoy..... a fresh elegance  
... unmistakable charm ...

"SENSATION", Hedda Maar's classic fragrance creates such a delightful feeling of sophistication!

Its haunting aroma and floral freshness holds for untold hours!

A fragrance for a very special present! Such a happily remembered gift!

Perfume \$4.50 \* Large 4 oz Toiletwater \$2.25 \*  
\* prices plus 10% Federal tax.

Order today! Gifts will be mailed all over the U.S.A.

HEDDA MAAR, 1472 Broadway, New York 36, N.Y., suite 904  
(scented with "SENSATION")

Your "lucky number" is  
-- " 2 9 8 " --

Nov. 1954

Hedda Maar's new perfume cologne

With every important oil in it, with a lifetime's experience in mixing and blending these, with quality in every drop, fashionable and alluring, Hedda Maar's "298" cologne is a clear liquid in a forever feminine blend of woods, herbs and flowers.

But there is nothing high-flown about the price! "298" is the same low price that has made Hedda Maar's outstanding preparations known for value for years. Compare ... and you'll thank your luck for the value on Hedda Maar's "298" cologne.

Order today! 4 oz only \$2.00

(This card is scented with "298")

Isn't it nice to think that as you  
grow older your skin can look younger?

Sept. 1964

Refine and improve the texture of your skin with Hedda Maar's "CLEANSE WITH CARE" and Hedda Maar's "VELVETEEN"!

"CLEANSE WITH CARE", a clear liquid, will cleanse skin immaculately, deeply... stimulate circulation... reduce oiliness...promote healthy pore action. 4 oz \$2.- pl.tax

"VELVETEEN", an oil mixture, (contains lecithin) is formulated to help maintain the natural oils and moisture of your skin... will add radiance to your complexion ... is greaseless 4 oz \$2.50 pl.tax

Superb care will yield improved skin!

Start soon! Order today!

There are hundreds of hand creams...  
There is only one "ON GUARD"...

Oct. 1964

There is nothing miraculous about this cream! "On Guard" is a white, light, well-perfumed, very economical cream that originated several years back in a German research laboratory. Since some years it is made here. In the meantime new handcreams appeared, with silicone, with hormones. "On Guard's" formula has remained the same, and more women (and men) have chosen it. They heard by word of mouth!

"On Guard's" reputation has not been built on promises but on results! Use it faithfully. Your hands' look will be more impressive than anything that could be said about "On Guard".

Now is the time to take good care of your hands! "On Guard" comes in 2 sizes: 2 oz \$1.75 8 oz \$5.00

ORDER TODAY! plus tax.

900

THIS SIDE OF CARD IS FOR ADDRESS



THIS SIDE OF CARD IS FOR ADDRESS



THIS SIDE OF CARD IS FOR ADDRESS



THIS SIDE OF CARD IS FOR ADDRESS



This is the verdict of many "On Guard" users (both men and women):

"it is the finest on the market".

- \* There is really no reason why you should deny yourself any longer this unusual handcream.
- \* Unique in every sense of the word "On Guard" is an unusual formulation-- a luxury cream incorporating scientific ingredients that effectively treat chapped, reddish skin.
- \* "On Guard" protects you against damage from icy winter winds as well as from harsh detergents. It has been proved by use all over the country.

Try "On Guard" now! 2 oz \$1.75 plus tax  
8 oz only \$5.00 plus tax

Send check or money order to  
H E D D A M A A R 1472 Broadway New York, N.Y. 10036

Prevent your hands from getting chapped by gardening, detergents, farmwork.....

*June 1962*

Use HEDDA MAAR'S "ON GUARD", the uniquely protective cream, compounded of safe ingredients.

On May 8, 1962, Mrs. S. from Bay Village sent an order and wrote: "I have an allergy to detergents and jewelry and your "On Guard" has helped me, better than some saive the doctor gave me. So I rely on it (and) now have my husband using it too, when he is painting, etc...."

Your hands, too, might be in need of "On Guard".

It is so economical and different: really a cream of the highest quality!

ORDER TODAY! 2 oz \$2.00 (tax and post.incl.)  
P.S. Sunburned? "On Guard" helps.

NOW is the time to lavish yourself with HEDDA MAAR aids to beauty while wintry winds and steam heat are at work.. HEDDA MAAR'S formulas are created by research and experience in Europe perfected by knowledge about beauty problems in U.S.A.

*Apr. 1962*

"ON GUARD", most exclusive protection cream, prevents hands and feet from getting chapped 2 oz. \$1.50 plus tax  
 "VELVETEEN", combination of rare natural oils and lecithin, "moisturizes" instantly to impart a smooth velvety finish, a radiant look 4 oz. \$2.25 plus tax  
 "NIGHT CREAM", a scientific blend of skin nutrients, rich to the touch, works while sleeping for a lovely dewey texture during the day 2 oz. \$3.00 plus tax

No other beauty-aid whether it costs \$10.- or \$50.-- can do more for your skin.

Hedda Maar preparations are never "On Sale". They are "ON SALE PRICE" the entire year!

If you have tried skin creams and moisterizers with only fleeting results.... try HEDDA MAAR beauty aids.

*1962*

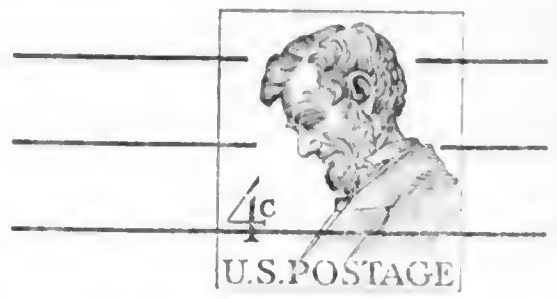
"VELVETEEN", a combination of rare natural oils and lecithin, pure and super-light, works 'round the clock to impart a velvety finish, a radiant look. 4 oz \$2.50 plus tax

"ON GUARD", created by scientific research into the causes of chapped and irritated skin, goes to work with the most fantastic results. A unique protection cream it treats against the effects of detergents, farmwork, gardening, wintry weather! 2 oz \$1.75 plus tax

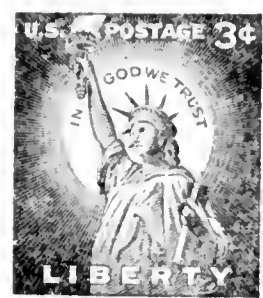
HEDDA MAAR beauty-aids are not only laboratory tested, they are time-tested. Since years proven effective in active use they have become a skin-care "staple" in homes all over the U.S.A. ORDER TODAY.

902

THIS SIDE OF CARD IS FOR ADDRESS



THIS SIDE OF CARD IS FOR ADDRESS



THIS SIDE OF CARD IS FOR ADDRESS



THIS SIDE OF CARD IS FOR ADDRESS



HEDDA MAAR  
1472 BROADWAY  
NEW YORK 18, N. Y.  
TEL WI 7-1180

Nov 61

Thinking about Christmas gifts?  
A really good hand cream is such a delight!

G I V E

H E D D A M A A R ' S  
" O N G U A R D "

The ultimate in hand cream.

You will be well remembered.

2 oz \$1.65 (tax incl.)      8 oz \$4.95 (tax incl.)  
(in New York City add 3% for sales tax).

Shipped anywhere in the United States  
(enclose 35¢ for postage)

VALUE has always been the cornerstone on which HEDDA MAAR has built her business.

Sec. 57

Never before could you buy for so little money such a talented fragrance as her "lucky number" scent "298".

Here is your opportunity to use a greater amount of fragrance at a lesser price with no loss in quality.

"298" PERFUME CLOUD in a 1 oz cristall-cut bottle in a white gold-lined box is only \$4.00 plus tax  
"298" COLOGNE comes in a 4 oz bottle, very attractively packaged for only \$2.00 plus tax

Think of "298", the enigmatic, elusive, never unnoticed fragrance when buying your Christmas presents. Your friends will think you paid an enormous price. (Gifts will be mailed all over the U.S.A.)

HEDDA MAAR, 1472 Broadway, New York 46, N.Y. Suite 904  
(This card is scented with "298")

It is with pride that HEDDA MAAR introduces her immensely successful "lucky number" scent "298" in a concentrated form called "298" Perfume Cloud.

It comes in a 1 oz cristall-cut bottle in a white, gold-lined box for only \$3.75 & tax.

Here is your opportunity to use a greater amount of perfume at a lesser price with no loss in quality! Price is not always a true measure of a product's worth! It's what you get for the low price that counts. Hedda Maar's amazing price policy brings customers back year after year.

Think of "298", the enigmatic, elusive, never unnoticed fragrance when buying your Christmas presents. "298" also is available in toiletwater 4 oz \$2.00 & tax

Nov 1955

(This card is scented with "298")

At last - nature succeeds where others failed.

To keep the skin sleek and supple by means of penetrating moisture rather than mere surface moisture you never used anything as revolutionary as "Velveteen" by HEDDA MAAR. One day leading world-scientists heard about a natural element found in all living cells -"N 7"- and it was reported that this natural chemical had the ability to hold water... to maintain moisture. Nature's own wonder succeeded where others failed.

"Velveteen's" rare formula -containing N 7- keeps essential moisture and natural oils in proper balance. Greaseless and completely invisible, you can wear "Velveteen" anywhere, under make-up or at bedtime.

Let "N 7" work for you! Make "Velveteen" your "skin insurance". 4 oz \$1.65 plus tax

H E D D A M A A R , 1472 Broadway, New York 46, Suite 904

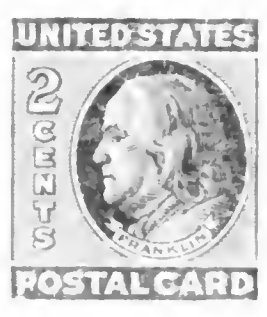
THIS SIDE OF CARD IS FOR ADDRESS



THIS SIDE OF CARD IS FOR ADDRESS



THIS SIDE OF CARD IS FOR ADDRESS



THIS SIDE OF CARD IS FOR ADDRESS





Do you want to give your skin "insurance"?

Your skin is only as young as it is elastic and as elastic as it is moist.

To keep the skin sleek and supple by means of penetrating moisture rather than mere surface moistening you have never used anything as revolutionary as "Velveteen" by Hedda Maar.

"Velveteen's" rare and precious oils contain N-7, the most important of the lipoids. Leading world scientists consider N-7 more important than any hormone or vitamin. "Velveteen's" formula keeps essential moisture and natural oils in proper balance. Never greasy or sticky - apply it under make-up or at bedtime.

It's always good to start on a good insurance before its need is apparent. Therefore order today. 4 oz \$1.50 plus tax

H E D D A M A A R 1472 Broadway New York 46, Suite 904

## DID YOU KNOW

that the daily use of cologne costs less than your daily newspaper?!

HEDDA MAAR operates not on a policy of "get the biggest prices possible"..but on a policy of "give the finest at the biggest bargain possible". It's what brings customers back year after year.

HEDDA MAAR's luxurious "298" cologne, the forever feminine blend of woods, herbs and flowers, the dashing fragrance for the dashing woman 4 oz only \$2.00

HEDDA MAAR's light-hearted "Sensation" toiletwater capricious and soft...adapting itself to your mood 4 oz only \$1.75

Order for yourself, for your friends, to delight your mother on "Mother's Day".

(This card is scented with "298").

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HEDDA MAAR operates not on a policy of "get the biggest prices possible"..but on a policy of "give the finest at the biggest bargain possible". It's what brings customers back year after year.

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HEDDA MAAR's light-hearted "Sensation" toiletwater capricious and soft...adapting itself to your mood 4 oz only \$1.75

Order for yourself, for your friends, to delight your mother on "Mother's Day".

(This card is scented with "Sensation" )

The November 1957 issue of the "American Perfumer", the leading cosmetic trade magazine, says:

"Lecithin has been used in European cosmetic practice... In this country, for one reason or another, it never got much of a play... Moisturizing, a complex operation..., is more than the use of lanolin derivatives and unsaturates. It must of necessity involve lecithin, too."

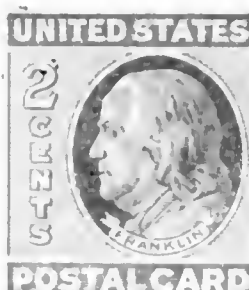
HEDDA MAAR, with her wide European experience, has compounded lecithin into her "Velveteen" long ago. "Velveteen", a pleasantly greaseless and quickly absorbed fluid, works to restore natural oil and moisture all through the day under make-up and is the perfect overnight care.

Make "Velveteen" your "skin insurance"! Capture a youthful beauty! 4 oz. \$2.00 plus tax.

HEDDA MAAR, 1472 Broadway, New York 46, N.Y. Suite 904

906

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THIS SIDE OF CARD IS FOR ADDRESS

HEDDA MAAR  
1472 BROADWAY  
NEW YORK, N.Y.  
TEL. WI-7-1180



HEDDA MAAR  
1472 BROADWAY  
NEW YORK, N.Y.  
TEL. WI-7-1180

THIS SIDE OF CARD IS FOR ADDRESS



THIS SIDE OF CARD IS FOR ADDRESS



Feb. 1960

A message to beautiful women of all ages...

This is directed primarily to those who never heard of HEDDA MAAR's beauty aids. However, Hedda Maar hopes it will also be read by anyone who has used them.

Many years ago, after careful research, Hedda Maar offered her "Skin Lotion Special".

Since then many used this marvelously different, never greasy lotion to protect skin from dryness, to correct complexion problems created by overheated rooms or icy blasts of wind. "Skin Lotion Special", a liquid cream, therefore perfect for body massage, keeps your skin spring-time-smooth all year long.

Order "Skin Lotion Special" today! 4 oz. \$2.- plus tax. "Skin Lotion Special" is a perfect gift for hospital patients. H E D D A M A A R, 1472 Broadway, suite 904, New York 46, N.Y.

Dec. 1960

If you are counting on real results ... buy QUALITY!

If you know quality you'll buy "VELVETEEN", Hedda Maar's feather-light skin-oil, containing lecithin, the natural element found in all living cells and used in European cosmetics since years. This natural chemical has the ability to hold and maintain moisture and to fill out little lines and creases.

With "VELVETEEN" there need never be a "dry spell" for your skin. You see new beauty, you feel new softness instantly! The tiniest amount applied with your fingertips does a multitude of good.

You will have every right to believe that Hedda Maar's "VELVETEEN", this formula based on knowledge and research, would be very expensive. You'll be delighted to find that it is not. 4 oz Velveteen cost only \$2.25 plus tax.

Make "Velveteen" your "skin insurance"! Order today! HEDDA MAAR, 1472 Broadway, suite 904, New York 46, N. Y.

May 1959

Hot - dry Summer sun abuses your skin...ages it even faster!

As your skin's moisture goes, so does its elasticity.

To keep your skin looking young, any moisturizer must do two things: it must penetrate and it must hold moisture within your skin. That's why HEDDA MAAR developed "VELVETEEN"- the greaseless moisturizer.

Only "VELVETEEN", Hedda Maar's exclusive combination of ingredients to carry moisture into your skin and hold it there, works to keep your skin surface "filled out" and smooth.

Use "VELVETEEN" faithfully every night! See it absorbed before your eyes when you apply it as prefoundation base in the morning! Discover for yourself!

Order "VELVETEEN" today! 4 oz. \$2.25 plus tax. H E D D A M A A R, 1472 Broadway, suite 904, New York 46, NY.

Dec. 58

Something beautiful to enjoy..... a fresh elegance ... unmistakable charm ...

"SENSATION", Hedda Maar's classic fragrance creates such a delightful feeling of sophistication!

Its haunting aroma and floral freshness holds for untold hours!

A fragrance for a very special present! Such a happily remembered gift!

Perfume \$4.50 \* Large 4 oz Toiletwater \$2.25 \*  
\* prices plus 10% Federal tax.

Order t o d a y ! Gifts will be mailed all over the U.S.A.  
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(scented with "SENSATION")

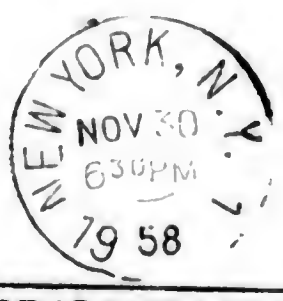
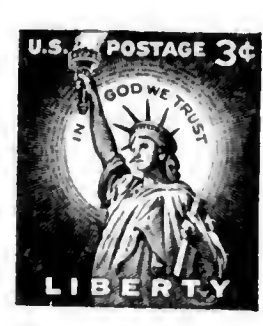
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Years ago HEDDA MAAR brought the knowledge about LECITHIN to this country from EUROPE.

Because she knew she compounded this natural element into VELVETEEN, Hedda Maar's wondrous skin oil!

Now the May, 1958 issue of the AMERICAN PERFUMER, leading trade magazine of the cosmetics industry, confirms

LECITHIN is found in SKIN TISSUE,  
the skin is composed of 4% lecithin!

LECITHIN is a natural product containing factors considered essential for HUMAN HEALTH!

LECITHIN presence in creams will replenish skin tissue depleted by bathing or perspiration!

This summer for new beauty use "VELVETEEN", the greaseless formula based on knowledge and research. Order today!

HEDDA MAAR's "VELVETEEN" 4 oz only \$2.25 plus tax.

Beautiful Skin Knows No Age !

Sept. 1965

Not with the radical new phase of HEDDA MAAR'S beauty care: The "Velveteen" and "Cleanse With Care" treatment!

Hedda Maar's "CLEANSE WITH CARE", this most remarkable clear lotion, contains ingredients that clean more intensively and immaculately 4 oz \$2.00

Hedda Maar's "VELVETEEN" helps retain moisture of youth and is plumping up tiny wrinkles 4 oz \$2.50

The two preparations, used together, could have a really startling effect-- the result of applied cosmetic science.

Please send check or money order with your order to  
H E D D A M A A R , 1472 Broadway, New York, N.Y. 10036

If you want to look beautifully natural (not just plain natural) glorify your natural beauty through the daily use of HEDDA MAAR'S "Cleanse With Care" and "Velveteen".

"Cleanse With Care", a most remarkable, clear lotion with added fruit extracts, cleanses most thoroughly, with infinite gentleness and stimulates circulation. 4 oz \$2.00

"Velveteen", a guardian angel against your skin's moisture loss, (contains lecithin), eases away roughness and tiny lines. To be used under make-up or all on its own.

4 oz \$2.75

The two preparations, used together, could have a really startling effect- the result of applied cosmetic science.

Order with confidence! Send check or money order to  
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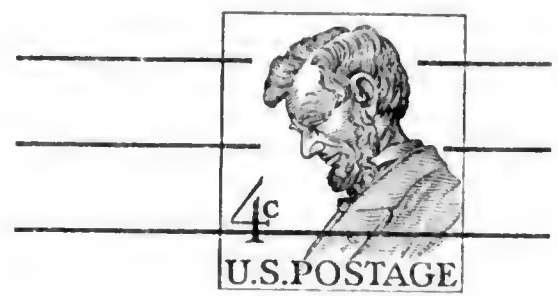
Add 5% tax in New York City, 2% tax in N.Y. State.

MAY 1966

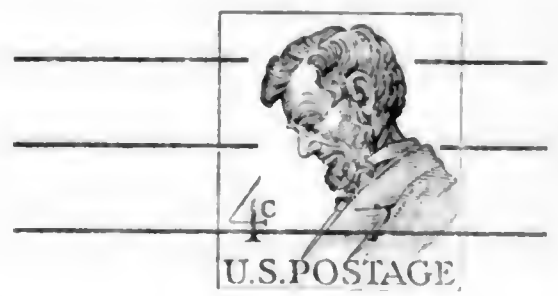
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How many handcreams have you tried? *1/27/55*

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Add tax: In N.Y. State 2%, in N.Y.C. 5%.

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H E D D A   M A A R   1472 Broadway, New York, N.Y. 10036

You can actually beauty-moisturize your skin! *Oct. 61*

The more you face wind, sun, heated rooms - the more you need HEDDA MAAR'S "VELVETEEN", the feather-light, greaseless skin-oil.

Here is the proof: Hundreds of women, any age, tested "Velveteen", the formula for a naturally beautiful skin. They saw remarkable results! They don't want anything new, they stick to "Velveteen".

Hedda Maar has formulated "Velveteen" with Lecithin, one of the precious "Ingredients" with which nature endows your skin. Every normal cell contains Lecithin. Vibrantly healthy human skin, glowing with freshness, actually has a Lecithin content.

With "Velveteen" there need never be a "dry spell" for your skin! The tiniest amount applied with your finger-tips does a multitude of good.

4 oz. "Velveteen" cost only \$2.25 plus tax.

Make an investment in Hedda Maar's "Night Cream"... *April 1966*

It pays off by keeping your skin smooth, moisturized and soft. Hedda Maar's Night Cream is a rich, soothing moisture holding cream, free from hormones and placental extracts. Its extraordinary result is due to the combined effect of nature's precious treasures: natural active ingredients and precious skinoils.

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2 oz \$3.25      8 oz \$8.75 plus tax

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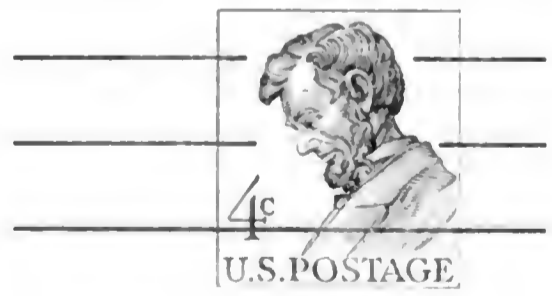
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## APRIL 1952 PROGRAMM

Liederkranz  
Ecke 5th Ave.

6 East 87 St.  
Beginn 9 Uhr

Nach den Vortraegen Kaffeetafel und Tanz.

**Donnerstag, d. 3.—“Ein Land entsteht der  
Daemmerung”.**

Wie Schlesien besiedelt wurde.

Vortrag.....Hans Thenen, New York.  
Eintritt 35c., Mitglieder 20c. einschl. Steuer.

**Dienstag, d. 8.—JAHRESVERSAMMLUNG.**

Zutritt nur fuer Mitglieder  
Tagesordnung

1. Genehmigung des Berichts d. letzten Versammlung
2. Jahresbericht des 1. Vorsitzenden
3. Kassenbericht des Schatzmeisters
4. Bericht der Kassenpruefer
5. Wahlen
6. Verschiedenes

Vorschlaege fuer Kandidaten zur Wahl sind zu richten an Herrn Herman Schwoerer, 335 E. 95 St., New York 28, N. Y. (1. Vorsitz.-Schriftfuehrer-Saalwart.)

**Donnerstag d. 10.—“Die Habsburger”.**

Vortrag.....Egon Bergson, New York.  
Eintritt 35c., Mitglieder 20c. einschl. Steuer.

**Donnerstag, d. 17.—“Wilhelm Busch”.**

Vortrag.....Karl Loevenich. New York.  
Eintritt 35c., Mitglieder 20c. einschl. Steuer.

**Dienstag, d. 22.—Vorstandssitzung 9:15 Uhr 207 E 84 St.**

**Donnerstag, d. 24.—“Wie ein Oelgemaelde  
entsteht”.**

Vortrag mit Demonstration.....Prof. Leopold  
Charles Matzal, Irvington, N. J.  
Eintritt 35c., Mitglieder 20c. einschl. Steuer.

In Memoriam

Frau Aline Werner

11. Maerz 1952

## LITERARISCHER VEREIN

Incorporated

Postadresse: 337 E. 88th St. New York 28, N. Y.

No. 4. New York, April 1952 47. Jahrgang

1. *Vorsitzender:* Heinrich Meier, 67 W. 192. St.  
New York 68

*Schatzmeister und* Georg Peters, 337 E. 88. St.  
*Geschaeftsfuehrer:* Tel. SAcramento 2-4548 New York 28

Die Hauptaufgabe des Vereins besteht darin, den Gebrauch der deutschen Sprache als Umgangssprache unter Amerikanern deutscher Abstammung zu fördern und seinen Gästen und Mitgliedern einmal wöchentlich einen gediegenen Vortrag in deutscher Sprache zu bieten.

Das gesellige Beisammensein nach den Vorträgen bringt die Besucher einander näher und bietet Gelegenheit zu anregendem Gedankenaustausch.

Es steht allen Besuchern vollkommen frei, jederzeit die Vorträge und geselligen Veranstaltungen des Vereins zu besuchen, ohne sich verpflichtet zu fühlen, Mitglied des Vereins werden zu müssen.

Besucher, die jedoch dazu beitragen wollen, die Bestrebungen des Vereins zu fördern, sind jederzeit willkommen, die Mitgliedschaft zu erwerben. Der Vereinsbeitrag beträgt \$5.— das Jahr.

Das monatliche Programm des Vereins, wird jedem drei Monate lang kostenlos zugesandt, der seine Anschrift beim Besuch eines Vortragsabends hinterlegt.

Ein jeder ist daher herzlich eingeladen, sich von dem Gebotenen zu überzeugen. Er wird im Literarischen Verein jene anregende Umgebung finden, die er vielleicht lange vergebens gesucht hat.

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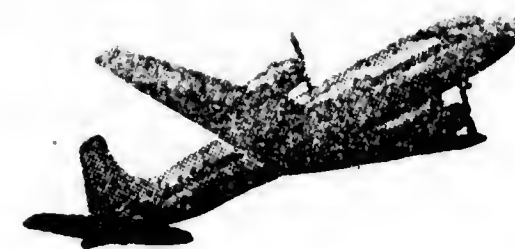
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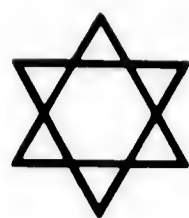
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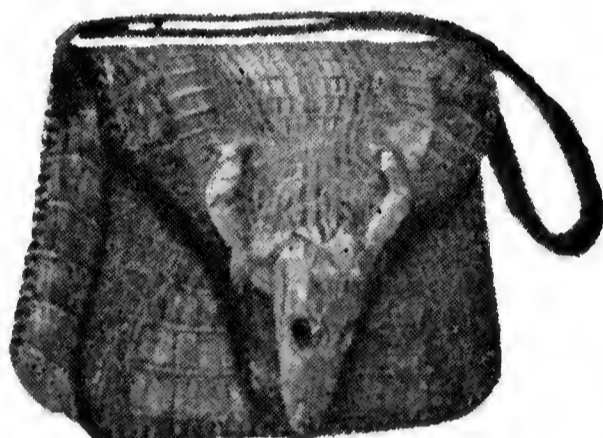
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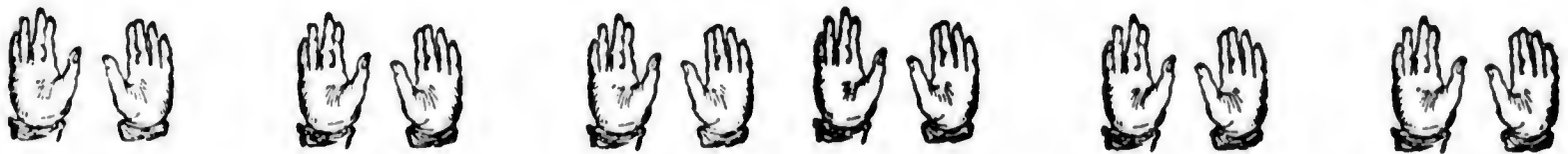
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It all started a little haphazardly, she admits, about ten years ago during the war when her husband, John, was in the service and overseas at that. Elsa found herself hectically dividing her time between a good job in the Art Department of a New York publishing house and caring for her four year-old daughter, Lynn, whose clothes she both designed and made.

*Lynn holds one of the charming sew-it-yourself dresses that she once inspired.*



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*N.F.C. booklet Sept 17 - 1965*

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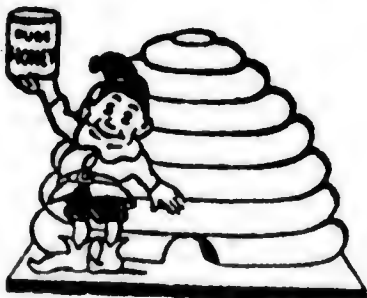
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and a little meat, minus of course all the poisoned, dyed, adulterated garbage some of our processors would have us believe is food.

As long as the government allows it, the processors will continue to produce this so-called food, and as long as we buy it, they will continue processing it.

For your sake try buying fresh fruits and vegetables - organically grown if you can get it. Eat as much of this food raw as you possibly can and see the improvement in your health. Of course there are some who cannot tolerate raw roughage and many of these persons do benefit from the raw juices of these foods.

We must make a start soon, so why not now, and see if by prodding, writing, and talking we can awaken our people - even up to the President of our good country.

We owe this to the memory of our good friend and author, Rachel Carson.

Alfred L. Langberg, W.J.N.F.C.

A Few Suggestions for the Use of Herbs

1. Sprinkle fresh young dill foliage on broiling lamb chops five minutes before the end of cooking.
2. Use other herbs besides parsley for garnishing meats: foliage of

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ad in New Jersey Newsletter Sept. 1966

-5-

use of earthworms as soil builders consumed much of the time, and led inevitably to a consideration of vitamins. It was proposed that several members each be assigned a vitamin for intensive study and give a report at the August meeting.

That meeting was held on August 18th with 25 attending. Last year at this time the Club had 17 members. Now it has 39. Congratulations!

Lest We Forget SILENT SPRING

We who are conscious of the flagrant disregard that some of our chemical, drug and pesticide manufacturers have for our health and well-being, just for the sake of lining their pockets with huge profits regardless of the consequences to man, beast, bird and marine life, should by all means do all we can to promote the sale and encourage the reading of the wonderful book "Silent Spring". We should see that this book is in every school and public library.

We all should write to our senators and congressmen, and ask them to please read this book and start to take some action before the bodies of our so-called human race become little more than sickly walking vessels of poison.

Try reading the obituary column in your local papers for a while and see where men who should have been in the prime of life, yes, even learned doctors in their forties, have degenerated to the point of their extinction. Whereas the people of Hunza land, known as the healthy Hunzas, live up to 135 and 140 years of age on their diets of fresh fruits, vegetables, nuts

<p>ANNOUNCEMENTS PRICE LISTS PAMPHLETS LETTERS FORMS ETC Ford Heritage 205 Howard Avenue Woodstown, N.J. 08098 Phone: (609) 769-2614 Duplicating, Addressing and Mailing Service</p>	<p>Vacation with us in beautiful hills of New Hampshire. Enjoy fall foliage, natural foods. Adults only; each guest room with private bath; seclusion; good air and water, wildlife, swimming, boating, fishing. Meals prepared by -  BEATRICE TRUM HUNTER  author of <u>The Natural Foods Cookbook</u></p>
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# NEWS LETTER



natural food associates

NEW JERSEY CHAPTER

November 1966

Issue No. 23

GREEN CHLOROPHYL FROM GREEN L

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Recipes

All ingredients, in so far as possible, should be naturally grown, free of poisonous sprays, and processed without additives and preservatives. Patronize our advertisers and be safe!

Casserole Eggplant

1 large Eggplant (about 2 lbs.)	2 Green Peppers (cut in strips)
4 tbsp. Salad Oil	1/2 tsp. Salt - dash Pepper
2 Garlic Cloves (finely minced)	1/2 cup Buttered Whole Wheat Crumbs
4 large Onions (sliced)	1 lb. Mushrooms (optional)
6 oz. can Tomato Paste or 4 large peeled & sectioned Tomatoes	

Wash and pare eggplant - dice into one-inch cubes (should be about 4 cups.) Cook garlic and onion and pepper in oil over low heat about one minute. Add eggplant and cook until tender and lightly browned about 5 minutes. Add tomatoes or tomato paste and season. Mix well. Place in a 1-1/2 quart casserole. Top with buttered crumbs and bake in moderate (375°) oven for 25 minutes. Makes 6 servings.

Bertha Cohen, J.H.N.F.C.

Quick Date Pudding

1/2 tsp. Cream Tartar	1/8 tsp. natural Vanilla
1/2 cup Raw or Brown Sugar	1 Egg Yolk
1/2 cup Chopped Dates	2 Egg Whites
2 tbsp. chopped Nuts or Sunflower Seeds	1 pinch of Salt

Mix cream of tartar and sugar, then add dates, salt, egg yolks and vanilla. Beat egg whites stiff and fold in. Put in buttered baking dish. Sprinkle on the nuts. Bake 20 minutes in moderate oven.

Virginia Bostick, J.H.N.F.C.

Chewy Pecan Squares

4 Eggs, slightly beaten	1 tsp. Baking Powder
1 tsp. natural Vanilla	1/2 tsp. Salt
2 cups Whole Wheat Flour	1-1/2 cups chopped Pecans
1 lb. light brown Sugar (or raw sugar - (Editor's note))	

Put eggs in top of double boiler. Add and stir in the sugar. Put over boiling water and cook, stirring until thickened, about 10 minutes. Add vanilla and flour sifted with baking powder and salt. Stir in the pecans. Pour into buttered 13 x 9 x 2 inch pan. Bake in 350° oven 25-30 minutes. When cold, dust with confectioners sugar.\* With sharp knife cut into 48 small squares. Can be frozen. (These look like cake but are chewy like caramels.)

Irma Fidler, O.C.N.F.C.

\* Ed.'s Note: We do not recommend the use of confectioner's or white sugar.

This issue features Basic Factors Underlying Organics



N E W Y O R K S T A T E

natural food associates

NEWSLETTER

Winter 1966-1967  
Volume 5, Number 4

Natural Food Associates is a national, non-profit educational organization with the following four-point objective:

1. To teach all people the values of natural, poison-free food grown on fertile soil.
2. To expose the evils of chemical contamination of our food, water, and environment.
3. To convince all people that prevention of metabolic disease is necessary to save our civilization.
4. To teach all people the importance of conservation of soil, water, and human health, which are interrelated.

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On Saturday morning, after  
C. Webber gave an address on "Basic Factors Underlying Organics." In brief, he described the chemical processes that take place in the soil, their relationship to nutrition at the cell level, and WHY natural foods are so important. No one could doubt, after hearing his talk, that health ultimately depends on the condition of the soil. There were so many requests for copies of this talk that it is reproduced in full in this issue of the Newsletter. See page 3.

After this, Dr. Joseph A. Cocannouer continued his lecture from the previous evening. He said that the only way to have quality food is to build up the soil until it is "nature-

York State N. F. A.  
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Tom Lavin, Mr. Herbert

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approved." For all our so-called knowledge, we still do not know a fraction of what nature knows. He said that if we observed the togetherness law, we, too, could build this nature-approved soil in our small city gardens and raise quality foods that would contain all the known and unknown elements.

Dr. Ernest Shearer was our next speaker. His message was that people could have better health and learn how to look after themselves if they joined N.F.A. and studied nutrition. He said that it is possible to build resistance to disease by following these suggestions: detoxify the body; normalize body structure and then maintain it through exercise; achieve better function of the glands and organs; achieve mental tranquillity; and study nutrition until it becomes second nature to practice proper nutrition.

Mrs. Ruth Rosevear, in her lecture "Danger - Curves Ahead," said that what is eaten today may act as a time bomb and go off 20 years later. If good nutrition is not practiced early in life, a deficiency disease may occur, although it may not be apparent for many years, until suddenly a heart attack or some other serious disease strikes. She urged the complete abstinence from white sugar and white flour products and also recommended a high protein diet. She said that high blood sugar and high blood pressure went together, and that when the blood sugar was brought down to a normal level, the blood pressure also was lowered.

An all-organic dinner was served Saturday night. Dr. Joe D. Nichols, National President, N.F.A., was the dinner speaker. His learned discussion of the cell was accompanied by colored slides. He illustrated that a cell, in order to carry on proper metabolism and prevent metabolic disease in the human body, must have all the essential amino acids, all the natural vitamins, all the organic minerals, all the essential fatty acids, and all the unknown factors as well. He said that if poisons are put into the cell, even though a person has proper nutrition, that person is going to end up with a metabolic disease, because poisons are enzyme inhibitors.

On this note the Convention ended. The following day (Sunday), before leaving, many of those who had attended the convention took the "Grand Tour" of the Falls and the many remarkable sights of the area.

\* \* \* \* \*

THE ANNUAL BUSINESS MEETING took place on Saturday, before the start of the afternoon session. The following Directors were re-elected: Ellen Johnston, Verdi Carsten, Joseph Carsten, Wilburt Wahl, Margaret Buschman, and John Bell. Dr. Leon Mason, D.D.S. was elected for Zone 4. Reports of local club activities during the past year were given, and a new club was welcomed: the Sullivan Trail Health Club, Mrs. Zerl Madden of Elmira, president.

THE DIRECTORS held their annual meeting at breakfast, Sunday morning, October 9th. The week-end of October 14th was set as the date for the 1967 New York State NFA Convention. A committee was appointed to select a suitable spot.

As an encouragement to new clubs and to help them get started, it was voted that the state organization sponsor new clubs to the extent of \$25.00 each at the discretion of the Board of Directors, providing that the new club in question have a minimum of ten members who are also members of the New York State N.F.A.

Regarding the taping of lectures at N.F.A. conventions, it was voted that henceforth it be restricted to one official tape, from which others may be made for those desiring copies.

# NEWS LETTER



natural food associates

NEW JERSEY CHAPTER

*also June 1967*

March 1967

Issue No. 24

Whole grain breads, cakes and pastries, from grains grown here on our farm, stone milled, and then baked to perfection in our own modern bakery -- Whole grain flours and cereals -- Fresh eggs and poultry -- All kinds of meat products, from hot dogs to sirloin steaks, cut and processed in our farm meat shop.

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The Birth of NFA

When my younger daughter Sandra was small she asked me, "Daddy, what was it like in the olden days?" What she meant, of course, was, "How were things with your contemporaries at the Round Table with King Arthur?" (I was all of 40 at the time!)

It seems almost that long, though, since the beginning of another "Round Table" - Natural Food Associates - and it might be interesting to review briefly the garden and kitchen work that went on before the natural foods were ready to serve to the public. At mid-century, various individuals and groups were becoming weary of the silly exhibitionism that existed in publications on natural food growing, and they were ready for some sort of national organization. In the East, about a dozen people from New York, New Jersey, and Connecticut met at the Prince George Hotel in New York City and formed the Society of Organic Farmers and Gardeners with Leonard Wickenden as president. The group met several times at homes and farms of members and had a mimeographed publication called Organic News, but the organization was short-lived, because, as "Wick" put it: "We kept meeting to convince each other of something of which we were already convinced." (Incidentally, I haven't a single copy of Organic News and would appreciate the loan of copies to photostat.)

Growing out of Organic News came Normal Agriculture, which I published on my own as the result of urging by friends to put out a rational paper in the field of natural farming and gardening. Early issues contained articles by Louis Bromfield, Dr. Max Gerson, Joseph Cocannouer, Dr. Kirstine Nolfi of Denmark, Leonard Wickenden, Dr. Ehrenfried Pfeiffer, and others concerned with human health. In the July 1952 issue I mentioned that I had for some time hoped for the formation of a national organization of people interested in natural foods. I was aware of several groups with an all-out or partial interest in natural foods - the United Farmers of America, Friends of the Land, the Bio-Dynamic Farming and Gardening Association, the Soil Association (of England) - but there seemed to be a need for a comprehensive, nationwide organization. Then in the fall of 1952 several people in Illinois got in touch with me and asked if I would be willing to participate in a preliminary meeting in the Midwest with a view to forming just such an organization, with Normal Agriculture as its publication. I went to Illinois and had a meeting with Robert Rowe, Anthony Jackson, Hamilton Noyes, Dr. Henry Trautmann, Dr. Kenneth Ladwig, and others at Mount Zion to form a committee for organization, with Rowe as president, me as vice-president, Jackson as secretary-treasurer, Trautmann, Mrs. A.C. Leiter, and Noyes. This committee was charged with carrying out the formal organization of Natural Food Associates and with selecting a board of directors.

Here are the names of the first officers and directors of the national organization: President, Robert Rowe; vice-president and editor, Alden Stahr; secretary, Anthony Jackson; treasurer, Robert Rich. Directors: Devin Garrity, Philip Wells, Mary Pierce, John Pearmain, Lewis Eggleston, Fred Engle, Arthur Helleman, Kenneth Ladwig, L.P. De Wolf, Gloria Swanson, E. Pfeiffer, E.H. Pratt, Royal Lee, Ernest Halbleib, David Striplin, Paul Keene, Ira Allison, Gordon Galaty. Subsequently, at the first national meeting in Chicago, other officers and directors were added.

Alden Stahr

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Washington, D.C. 20036

## SPROUTS and FOOD ECONOMY *(Reprinted from JOURNAL OF NATURAL LIVING)*

Hear ye! Hear ye! Hear ye! Are you of the millions of Americans dependent wholly upon outside sources of supply for your food? Are you of those who raise small gardens but who do not begin to raise enough food to last you throughout the year? Are you of those who spend much time and more effort in the "sweatshop", canning this, preserving that and freezing the other until you don't care much whether you eat the following winter or not? Well listen! Here is good news for you:

When God put this old world into operation, He arranged for the continuation of the food supply through processes of natural reproduction. By divine fiat, all plant life was to produce "seed after its kind." Ample life potential was provided in the original creation to bring us down to the present time, still having an adequate food supply for our needs.

The secret of life is tucked away in every kind of seed, large or small. The power and possible future benefit from each seed is overwhelming. Tiny living plants can split rocks and literally move mountains! Life begets life — life sustains life. Nothing alive can be brought into existence except through something already alive. Nothing living can carry on without some living food.

When sprouts are mentioned as food, grains and legumes are usually referred to; although, nutritionally speaking, all sprouts are "loaded" with life. Some, however, are not palatable, and therefore not practical as foods. Others are very palatable, can be used in a variety of ways, are low in cost and high in nutritional value. Sprouted legumes and grains contain "complete" proteins. They are also a good source of quick energy, much of the starch having been converted to simple sugars during germination.

Let me illustrate the economy in dollars and cents: 100 lbs. of organically grown soybeans can be purchased for \$10.00 to \$15.00, plus freight charges. Figuring high, we'll say that the cost per pound will average twenty cents. These soy beans are then handled in the following manner: soaked

overnight; spread out on a plastic screen or cloth bag; kept moist and dark. Three to five times a day they are flushed with clean water, neither hot nor cold.

Immediately, they begin to swell. Very soon, tiny sprouts appear and will grow to a length of two and one-half to four inches by the end of 72 hours. At this point, from one pound of beans thus treated, four to six pounds of fresh produce is ready for consumption. Moneywise, that reduces our cost per pound to somewhere around three to five cents!

Now here is the "payoff": these sprouts are fantastically high in Vitamin C and the B complex vitamins. One-half cup of soy sprouts is equal in Vitamin C to six glasses of orange juice!

See what I mean about food economy? It takes much less of this type of food to supply the needs of our bodies. This is fresh food. This is live food — indeed, it is growing food until the moment it is consumed, providing you use the sprouts raw as in a salad or a sandwich.

They can also be quick-cooked or lightly steamed and made into a delicious vegetable dish in just five minutes, without losing too much of that increased vitamin content. Sprouts can be used in bread, soups, pancakes — almost anywhere!

Delicious bread can be made from sprouted wheat and rye. By "de-sprouting" the soy beans, and using the sprouts as a raw or cooked vegetable, one can then use the bean (ground up) with the whole wheat flour to make a nourishing bread. Generally speaking, the more kinds of grains employed, the more delicious the bread.

All sprouts produce about the same general rate of increase: foodwise, they are most practical to use after sixty to eighty hours of growth. Beyond that, most tend to become unpalatable because of root-hairs, leaves, and changes in flavor. During the germinating period, the Vitamins C and B complex

(Continued on back page)



*Bucks County Organic  
Gardening and Health Club*

"Until man duplicates a blade of grass, Nature  
can laugh at his so-called scientific knowledge."

— Thomas A. Edison.

*1967 March April*  
*Speaker for February* — FREDERIC B. SADTLER, FORT WASHINGTON, PA. *over*

Mr. Sadtler has been a stock broker all of his life. He has been a student of herbs and grows several of them. But most important, he has been studying and working with sprouting of seeds for several years. He is the producer of Beale's Famous Seed Sprouter.

*Topic for February* — THE SPROUTING OF SEED FOR FRESH FOOD

There is a revolution now in progress in living foods. Sprouting, which has been in progress for centuries, is now becoming a necessity. The present high cost of foods and the growing trend toward adulteration of our foods, makes sprouting seed the answer to these problems.

The soybean is the world's most important bean. It is a perfect alkaline protein. Of Chinese origin, it has been a major source of food and oil in China and Japan for thousands of years but was virtually unknown in Europe and America until after 1920.

Dr. Clive M. McCay, School of Nutrition, Cornell University, said, "Our daily paper would surprise us if it carried an ad: "Wanted! a vegetable that will grow in any climate, will rival meat in nutritive value, will mature in three to five days, may be planted any day of the year, will require neither soil nor sunshine, will rival tomatoes in Vitamin C, free of waste (in preparation), and which can be cooked with as little fuel and as quickly as a pork chop."

The Chinese discovered this vegetable centuries ago in sprouted soybeans. Today they are an important food for many millions and can become an outstanding food in the American diet. This vegetable is easy to sprout, inexpensive to grow.

You are invited to come and learn more about soybean sprouts and those of many other seeds. Samples of various seed sprouts will be passed around for you to taste.

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*— What You Should Know About —*

"DOC" PAPAYA Hawkins is scheduled to talk to us in March about Papaya.

STEERING Committee meeting will be held on February 8 at Feldi's Souderton Store.

WHOLE GRAIN BREAD baked by Jane Burd will be available at the meeting.

LIBRARY — Starting in February all overdue Library books will earn a "fine" of 25 cents a month per book. The money will help us to buy new books to replace those which have not been returned for a year or more. Any book which was taken out before January 1967 may be returned without paying any "fine".

WHY SUFFER — The book was donated by the author as a door prize at the January meeting. The club thanks Dr. Ann Wigmore for her contribution.

DOOR PRIZES FOR FEBRUARY — A subscription to Prevention Magazine courtesy Rodale Press, Emmaus, Pa. Honey from Thousand Island Apiaries, Clayton, N.Y. Also Natural Food Products donated by Natural Food Stores which advertise in this bulletin.

There is no admission charge. Bring Your Friends. Please Pass this notice along to your neighbors.

also in the N.J. Newsletter.

Nov. 1967

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## THE STAR EXERCISE

I would like to share with you a method of drawing on a source of greater power to intensify your own. It was taught to me many years ago, and those to whom I have passed it on have later told me that it has been an invaluable aid. These people, incidentally, range from hard headed business executives to average housewives. One day in the same mail, came two letters from opposite sides of the United States. One was from a doctor, the other was from a career woman. Both asked me if I knew about this same technique and then included the directions. I mention it to show you that people in all walks of life are finding it practical and helpful. I hope you practice it sincerely until you, too, derive benefits.

Here are the directions for the Star Exercise: In the quiet privacy of your room, stand tall with feet apart, and hands outstretched to the sides. Your left palm should face up, your right palm down. This places you in a star position. Now say aloud or silently, "Universal Life Energy is flowing through me. I feel it now."

If you remain relaxed you will soon feel a tingle in your finger tips. This is the power flowing into you. It is as simple to tap it as flicking on the light switch to get illumination. If you don't

feel it the first day, don't overtry. Wait until the next day and try again. As you are able to relax, you will be able to feel the power more readily. In due time it won't be necessary to stand in the star position at all. You can make the affirmation silently, wherever you are and you will feel the power begin to flow.

The originator of the Star Exercise, the late Baron Eugene Fersen, wrote that you can use it for anything and everything. He suggested that you "tune in" before an important conference, a social engagement which you dread, or a business meeting which worries you. He advised tapping the power before visualizing money, housing, or other supplies you need. He suggested using it for guidance in solving emotional problems or health difficulties. Using Universal Power helps when you are frightened; it cheers when you are depressed. Use it to gather strength for any task which faces you. And as you learn to use the power, you will find that it becomes stronger. It is God's power, always available night and day, on which you can lean and find comfort. You can also direct it to solve your problems for you as Aladdin directed the Genie with his lamp. But it must be used only for good, or it will boomerang! I share the Star Exercise solemnly and reverently with you, and I hope you will pass it on to others whom you consider deserving.

By combining many or all of the tools I have placed in your hands, I hope you will get well and stay well-naturally. God Bless You.





# *Bucks County Organic Gardening and Health Club*

"Peace on earth to men of goodwill"

## **A FILM — Nature's Half Acre**

A film in sound and color which is a beautiful movie made up of some unusual shots by fifteen nature photographers showing how birds, plants and insects are dependent in a way, one life upon another. If you love nature you will like this film.

ELECTION OF OFFICERS for 1968. This is an annual necessity and we promise that it will not take up much time.

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### *— What You Should Know About —*

STEERING COMMITTEE meeting will be held on Wednesday December 6, 1967 at 7:30 P.M. at Feldi's Health Food Store in Souderton, Pa. At this meeting the new officers will be acquainted with their duties and plans for the coming year will be discussed. The officers will appreciate all of the new ideas you can give them so let's see you there.

MEMBERSHIP — If you join the Club at the December meeting you will be eligible to vote for the 1968 officers. You also may borrow books from our lending library free of charge, two books per month. Those who are already members are urged to pay their dues so that they may continue to use the library.

SUBJECTS for meetings. It has been the policy of the officers to obtain speakers on all kinds of interesting subjects and topics as long as they have a relationship to Gardening or Health. Naturally, some of these speakers and topics are definitely controversial. We cannot always cover both sides of such a subject on the same evening, and sometimes we never find anyone who will cover the other side. In the future we hope to do better.

THE STAR EXERCISE (see inside). Further information available from The Lightbearers, 1409 E. Prospect, Seattle, Wash.

DOOR PRIZES FOR December — A Subscription to Organic Gardening Magazine courtesy of Rodale Press, Honey from 1000 Island Apiaries, Clayton, N.Y. and Natural Food Products donated by stores which advertise in this bulletin.

There is no admission charge. Please pass this notice along to your friends.



Pa

# Bucks County Organic Gardening and Health Club

Live Soil — Live Food — Alive People

## ANNUAL ORGANIC GARDENING FAIR AND PICNIC

over

SEPTEMBER 17, 1967

You are invited to attend our annual outdoor affair which is being held this year at Mr. and Mrs. Phillip Braungardt's farm in Bucks County just north of Perkasio on West Rockhill Road. This is an organic farm situated in a beautiful setting. There is plenty of parking space. It is advisable to bring your own camp chairs. There will be tables. Bring a good appetite.

FOOD — The main feature is Roasted Corn, in the Picnic Grove. Something new will be country sausage made right on the farm. You might even get to try some fresh goat milk. Or course there will be the usual organic hot dogs, cold mint tea, hot dandelion beverage, and all the other good things that get served at our fairs. We expect cantaloupe and watermelon to be available.

EXHIBITS FOR PRIZES — One of the reasons we started our annual fair was to give our organic gardeners an opportunity to show the public what can be grown and how well it does. This year, for the first time we are giving prizes of value in several categories. Last year Mr. and Mrs. Frances Banko won the prize as the best all around Organic Gardeners. In addition to this prize there will be prizes for Large vegetables, like the largest tomato, beet or carrot or whatever you grow. There will be a prize for the best display for new organic gardeners. The more items you show the better chance you will have to win. Quality is always a big point winner.

AUCTION — Usually all of the vegetables shown for the prize judging are sold at an auction to the highest bidder after the grower has signified he is willing to do this for the benefit of the club. Naturally there is some competition for a large tomato just to get the organic seeds.

VEGETABLE SALE — Another new idea — Organic gardeners who have more than they need of certain items may give them to the club for sale at the fair or they may sell them and give the club a commission. Arrangements to do this can be made before the fair starts.

OTHER EXHIBITS — There will be several exhibits by producers of organic products or products used in organic gardening. If you have a product or products you wish to exhibit please contact Mrs. Florence Banko, who is in charge of the picnic this year or Hubert DeLoria. This may be arranged at the picnic, if necessary, but it is preferred that it be done in advance.

TOUR OF THE FARM — Mr. and Mrs. Braungardt will be glad to show you their farm which will include a real smoke house. The club greatly appreciates their kindness in letting us use their place for the picnic.

PRIZES — Our prizes have been donated by our advertisers. In the November bulletin we will report on the winners and the donors.

LOOKING AHEAD — In the next few months we expect to have speakers on the following subjects — Protecting Your Heart, Dowsing for Water, Mental and Emotional Health, and other subjects of your choice. If you know what you want to hear, we will find the speakers.

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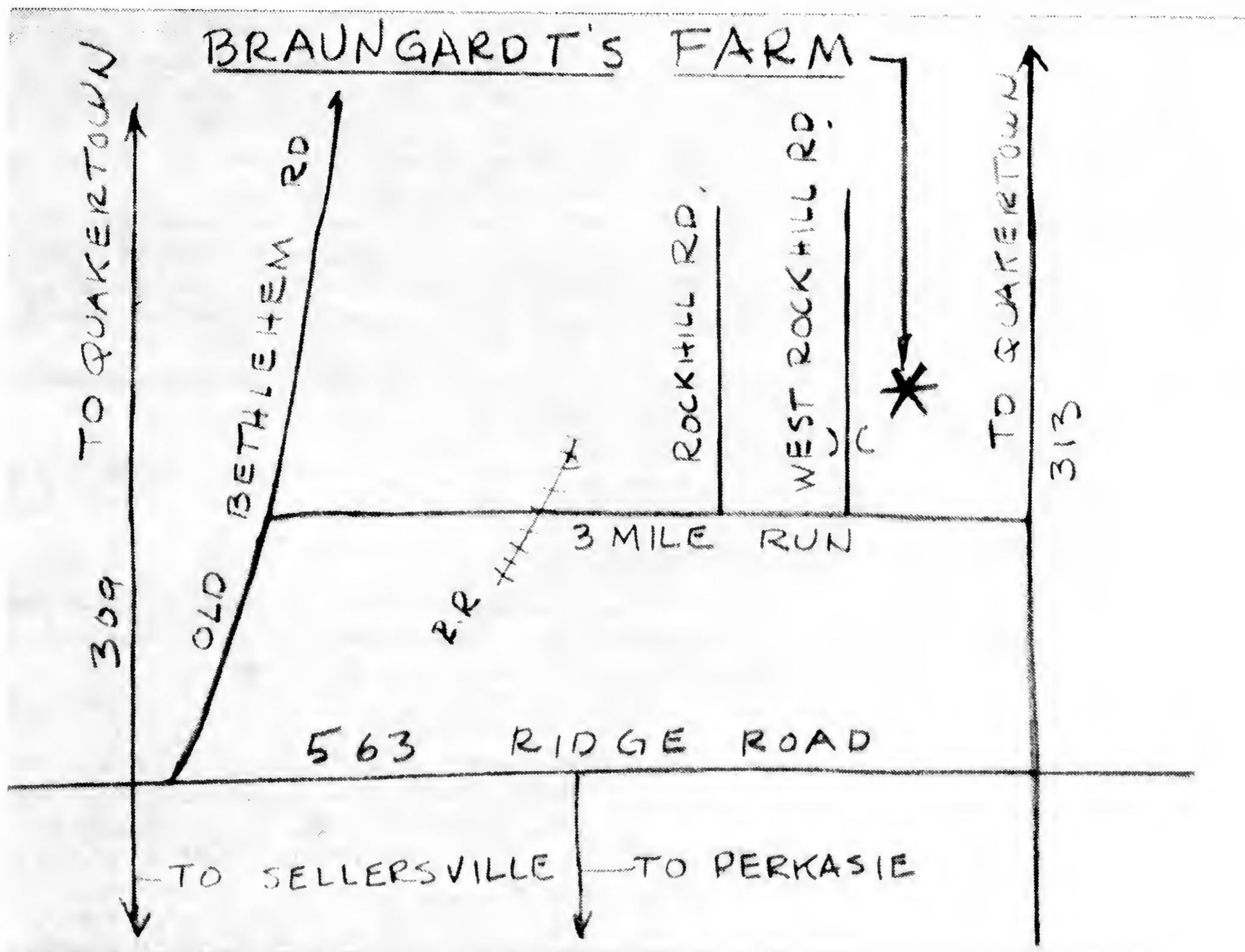
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It is our 4th Anniversary. May we thank all of you who helped us to get started and to grow. We would like to think that we have been of help to some and of service to many. We look forward, with your cooperation, to a New Year of greater service.

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**John Feldi**

**Planting by the Moon**

It is well known that the moon has an affect upon the tides. This is because it has a gravitational pull upon the waters of the earth. Like wise it has an effect upon the waters of plants. It has been noticed that the different periods or quarters of the moon have different effects upon plants. From the New Moon until the Full Moon — seeds planted in this period will have a good top growth. This is to say that plants which produce their yield above the surface of the soil do better when planted in the first two quarters of the Moon. The third quarter or the seven days immediately following the Full Moon are good for root growth. And the last quarter is good for destroying weeds. Of course there is a lot more to this Planting by the Moon. There are the twelve Signs divided into Fruitful, Semi-fruitful, Barren and Semi-barren and naturally planting seeds or transplanting in the proper quarter and sign for your purpose is the thing to do.

All of these things have been figured out for us in the Moon Sign Book. The 1968 edition gives exact times of the moon's changes, from sign to sign and the times of the quarters, new and full moons. These changes are based on the position of the moon at it ENTERS each quarter, and not when it leaves that quarter. We with green thumbs and organic minds like to know when the moon begins its new face, so we can plant in

time to make use of this aspect of the lunar orb. "Let's Live Magazine" also has a monthly article on Planting by the Moon. It is available at some of our local Health Food Stores. The Moon Sign Book is advertised in this magazine.

Planting by the moon is an exciting adventure. You can have a contest with someone who does not plant by the moon. You can see with your own eyes the difference in the gardens of those who do and those who don't plant by the moon. It is well to keep accurate records on your planting times, moon positions, what seeds you used, grown by whom, organic or otherwise, and plant some check plots yourself just to see what difference planting by the moon makes. Of course you must play fair and give all of your plantings your best organic care.

For those of you who grow your own sprouts you will notice that they seem to grow faster in the first two quarters of the moon. Those planted after the full moon will seem to grow a little slower but will grow fast after the roots have developed.

"There is a time to sow and a time to reap . . .". If you plant WITH the moon, you will come to know this and much more. Happy planting.

Do you have your seeds ordered?

Febr. 1968



Water

## Bucks County Organic Gardening and Health Club

over

Blood is manufactured in the intestinal tract, in the most wonderful chemical factory ever made. The vegetables and fruits of the earth take the minerals from the soil and store them in the little cells of the plant for man's use, and this is the only way that man can absorb the mineral salts from Mother Earth. Nature will not assimilate manufactured salts, though scientifically like the salts found in the plants. This is the law of nature and God does not change His laws for any person. Man must get his nourishment from those foods made by the hand of God.

— The Life Abundant — Robert B. H. Bell, M. A.

*March Speaker* — JESSE E. CLEMENTS, ALLENTOWN, PA.

*March Topic* — NATURES WATERS

On March 4th we will be privileged to hear from our fellow member, Jesse E. Clements, who has spent a great part of his life studying Nutrition. He is going to tell us about some of the liquids provided by Nature, the distilled essences of Life. Fruits and vegetables and their juices; herb teas; rain water, spring water and sea water, hard water, soft water and treated water — and some of the ways to use them for improved well being. This is a large field and we will be introduced to many of its parts. We may be inspired to continue our own investigations in those areas which appeal to us. You are invited to join us and share in the findings of Jesse Clements.

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### — *What You Should Know About* —

The February meeting was well attended. Paul Sanger spoke from his heart and his experience. His message in brief told us that to farm organically you must do it where there are no sprays and no air pollution anywhere near your farm.

The March Steering Committee meeting will be on Wednesday, March 6 at John Feldi's Health Food Center in Souderton, Pa.

The officers wish to thank all of you who have been paying your dues at the meetings and especially those who send in dues from afar. Your interest is appreciated. It would be very helpful at this time of the year, if more people would pay their dues now.

JANE BURD'S Bread is available at our meetings.

DOOR PRIZES FOR MARCH — A Subscription to Prevention Magazine courtesy of Rodale Press, Emmaus, Pa. An Adelle Davis Book donated by North Penn Health Food Center and Natural Food Products donated by the Natural Food Stores which advertise in this Bulletin.

NO ADMISSION CHARGE. Bring your friends. Pass this notice along to your neighbor.

SOME SPROUTING SUGGESTIONS

Add to sandwich spreads for crunch, flavor and enzymes.

Chop and add as topping to soups and casseroles just before serving so their enzymes are unharmed by heat.

A good way to use sprouts if you are not particularly fond of their flavor is to liquefy them in a blender and add to your favorite vegetable juices.

Rye and wheat sprouts have a nutlike flavor and may be chopped or ground together with any combination of dates, figs, raisins, coconut, almonds or other nuts, shaped into balls and rolled in carob, wheat germ, ground nuts or coconut.

To increase the chlorophyll content of the seeds, a few hours before using, expose them to the light, but not to direct sunlight.

Seeds, as the vital life force of the plant, are themselves rich sources of nutrients. However, one of the mysteries of nature is the fantastic increase of nutrients in the sprouted seed over that contained in the parent seed.

Research has proven that some of the B Vitamins may increase as much as 2000 per cent. The Vitamin C content may increase as much as 600 per cent. Vitamin E also increases appreciably.

Don't give up if you don't like your first taste of sprouts as there are so many different seeds to try, each with a distinct flavor.

The mung bean sprout of the Chinese is probably the most widely known. However sunflower, pumpkin and alfalfa seeds are also mild and delicious.

How long to sprout is not complicated as it seems. A general rule of thumb is to use when the sprout equals the length of the seed. Alfalfa sprouts are best 1 or 2 inches long; mung beans, 2 to 3 inches; lentils, about 1 inch; pea sprouts, 2.

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# NEWS LETTER



natural food associates

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March, 1968

Issue No. 28

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14th - Passaic

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Alexander J. Matturri (R)  
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15th - Hunterdon, Sussex, Warren

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37 Waddington Ave., West Orange, 07052

Wayne Dumont, Jr. (R)  
701 Hillcrest Blvd., Phillipsburg, 08865

James H. Wallwork (R)  
94 Canoe Brook Rd., Short Hills, 07078

ASSEMBLYMEN

12th - Hudson

Frank J. Guarini, Jr. (D)  
24 Britton St., Jersey City, 07306

A list of assemblymen is of no use unless you know what particular assembly district you are in within your county. Your local library or newspaper will be able to give you all the necessary information.

Frederick H. Hauser (D)  
1000 Hudson St., Hoboken, 07030