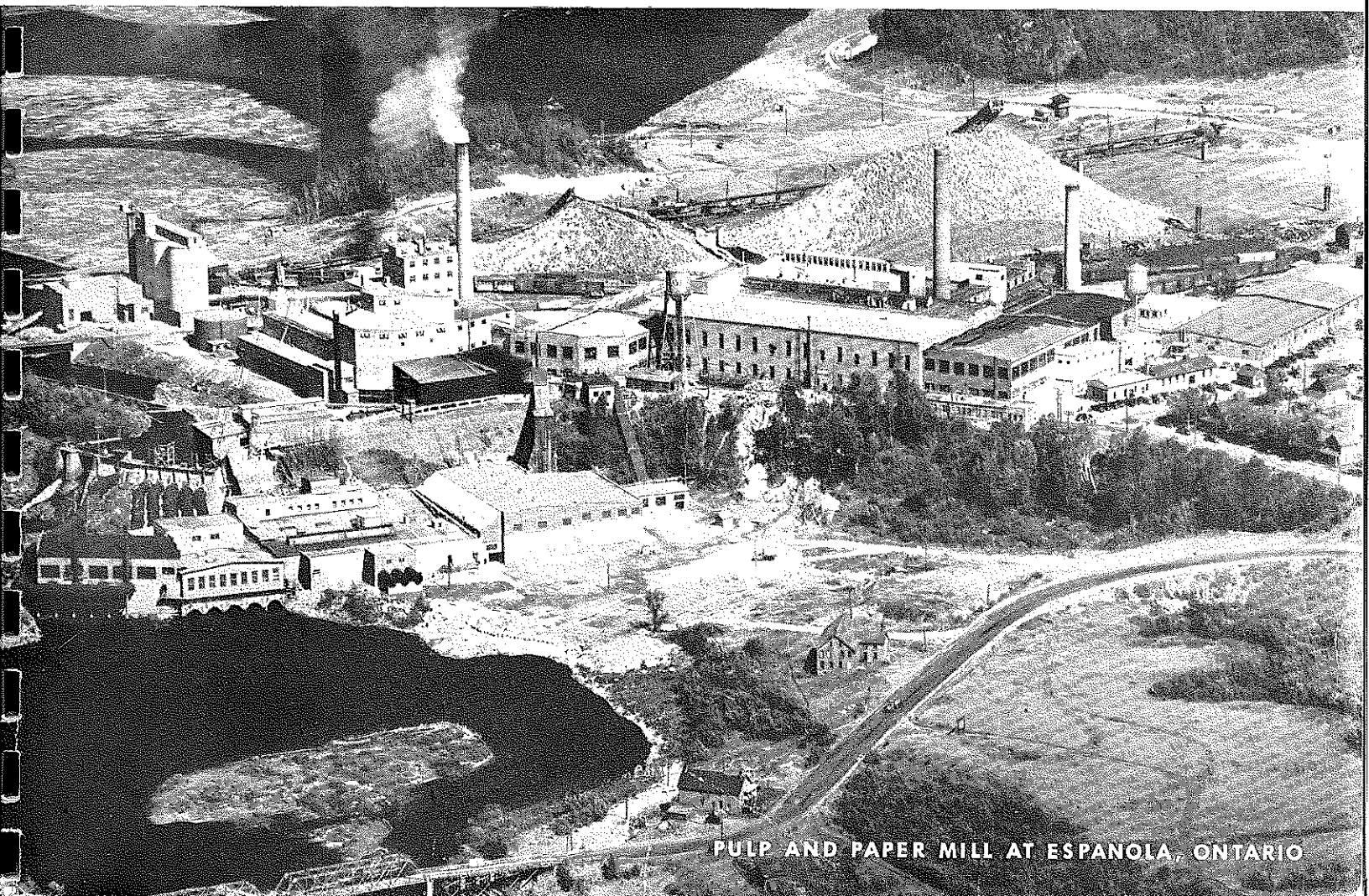
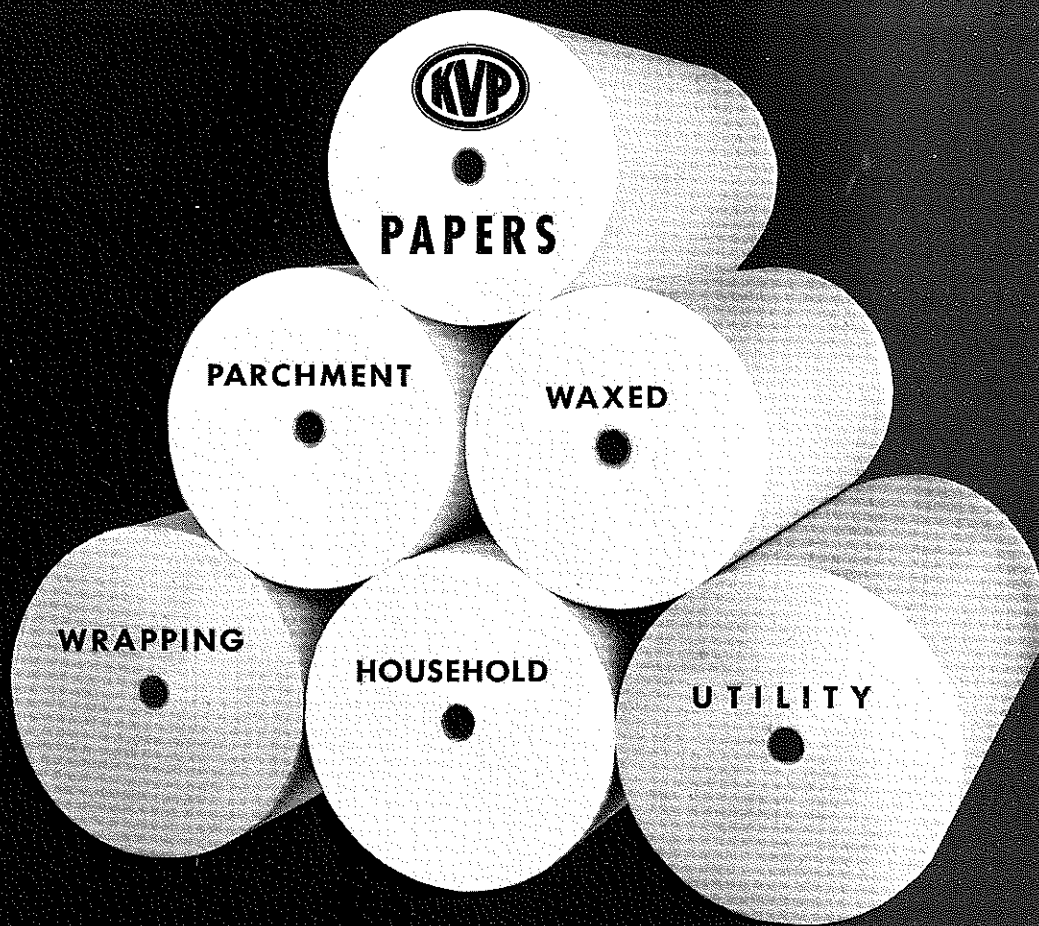



PAPER AND CONVERTING MILLS AT PARCHMENT, MICHIGAN

# KVP PAPERS



PULP AND PAPER MILL AT ESPANOLA, ONTARIO



A profitable jobbing business could be built up with nothing but the *Full Line* of  Papers for the Paper Merchant



# **QUICK FACTS ABOUT KVP**

## **AN INTEGRATED MILL**

NEW SULPHATE MILL (THE KVP COMPANY LIMITED) AT ESPANOLA, ONTARIO.  
PAPER AND CONVERTING MILLS AT PARCHMENT, MICHIGAN.  
WORLD'S LARGEST MANUFACTURER OF FOOD PROTECTION (AND ALLIED) PAPERS.  
A DEPENDABLE SOURCE OF SUPPLY.

## **WIDE RANGE OF PAPERS**

GENUINE VEGETABLE PARCHMENT  
WAXED  
WRAPPING  
HOUSEHOLD  
UTILITY  
SPECIAL TREATED

## **PRINTING**

LARGE STAFF OF DESIGN ARTISTS  
LETTERPRESS  
GRAVURE  
ANALINE

## **BRANCH PLANTS**

DEVON, PENNSYLVANIA                      STURGIS, MICHIGAN (HARVEY PAPER PRODUCTS CO.)  
PRINTING AND WAXING

HOUSTON, TEXAS (THE KVP COMPANY OF TEXAS)  
PRINTING, WAXING, WAREHOUSING

HAMILTON, ONTARIO AND MONTREAL, QUEBEC (APPLEFORD PAPER PRODUCTS LIMITED)

## **NATIONAL ADVERTISING**

IN ALL LEADING TRADE PAPERS AND IN SELECT CONSUMER PUBLICATIONS

## **SALES OFFICES**

BALTIMORE • BOSTON • CHICAGO • DETROIT • HOUSTON  
MINNEAPOLIS • NEW YORK • PHILADELPHIA • SAN FRANCISCO  
AND SALES ENGINEERS IN EVERY MARKET FOR HELP, COUNSEL, AND SALES FORCE EDUCATION.



## DAIRY PAPERS

KVP GENUINE VEGETABLE PARCHMENT

KVP WAXED PAPERS

MILK AND CREAM CAN GASKETS  
 BUTTER WRAPPERS  
 ICE CREAM CAN SQUARES

## KVP DAIRY PAPERS

### KVP GENUINE VEGETABLE PARCHMENT

Genuine vegetable parchment is the only paper which meets the exacting needs of the dairy industry if the product comes in contact with the paper. It is the purest paper known. It is tasteless, odorless. It will not go to pieces in water, fat, grease, or oil. It may even be boiled.

For these reasons, it is indispensable for wrapping butter, and for lining butter tubs and boxes. Weights are usually 27 and 35 lb., the former the more common.

Special treatments are available. *Avenized* parchment is used to retard rancidity and surface flavor development. *Mycoban moldproofed* parchment is used to inhibit mold.

A popular sheet for automatic machines is 30 lb. *dry waxed* parchment, which is helpful in reducing moisture loss.

As a gasket for milk and cream cans, genuine vegetable parchment has no equal. Keeps out dirt and contamination, protects can necks and lids, prevents off-flavors.

Ice cream manufacturers use genuine vegetable parchment for can squares to protect the ice cream from dirt and dust, or from contact with the cover. These are usually squares 9 x 9, 10 x 10, 11 x 11 or 12 x 12, cut from 27 lb. parchment, often with corners printed to show flavor.

Also, ice cream carton liners, and brick wrappers.

All parchment papers for the dairy are available plain or printed, with many die cut variations, circles, squares, rolls, etc.

Stock designs available on butter wrappers, ice cream can squares, and milk and cream can gaskets.

### KVP WAXED PAPERS

Waxed papers for dairy use include KVP Double Royal White and KVP D-O-K Waxed, used for outer wrapper of the 5 lb. chiplet package. Also, KVP Carton Sealing papers for double wrapping (outer) butter.



## FRUIT and VEGETABLE PAPERS

KVP GENUINE VEGETABLE PARCHMENT

KVP WHALEHIDE

KVP WEATHER-MASTER TENT PAPER

# **KVP FRUIT AND VEGETABLE PAPERS**

## **KVP GENUINE VEGETABLE PARCHMENT**

For wrapping moist products like celery, broccoli, lettuce, celery cabbage, asparagus, etc. Bands or whole wrappers, plain or printed. Sold to fruit and vegetable packers.

Also to line crates, boxes, and for cover sheets and circles.

Sell its insolubility in water, its cushioning effect as a liner, its white purity and its toughness when wet.

## **KVP WHALEHIDE**

A parchmented kraft of great strength and long resistance to moisture. Supplied in smooth, puckered or crinkled forms.

Colors: 35 lb.—Brown and Green.

40 lb.—Brown, Cherry, Orange, Green, Purple, Ivory.

Sell to vegetable growers who pack produce wet, or with crushed ice. Carload shipments of carrots, lettuce, etc., in refrigerator cars are typical uses. Strength permits bulge pack without bursting through slats of crates. Keeps vegetable bright in color, free of slime, etc. Retains freshness.

Also used as band, plain or printed, for fresh vegetables.

A wonderful lining for fruit crates. Colors help set off fruit. Cushions fruit from contact with container. Can be printed for grower's identification. Inherent permanent wet strength. Sell to fruit growers and packers.

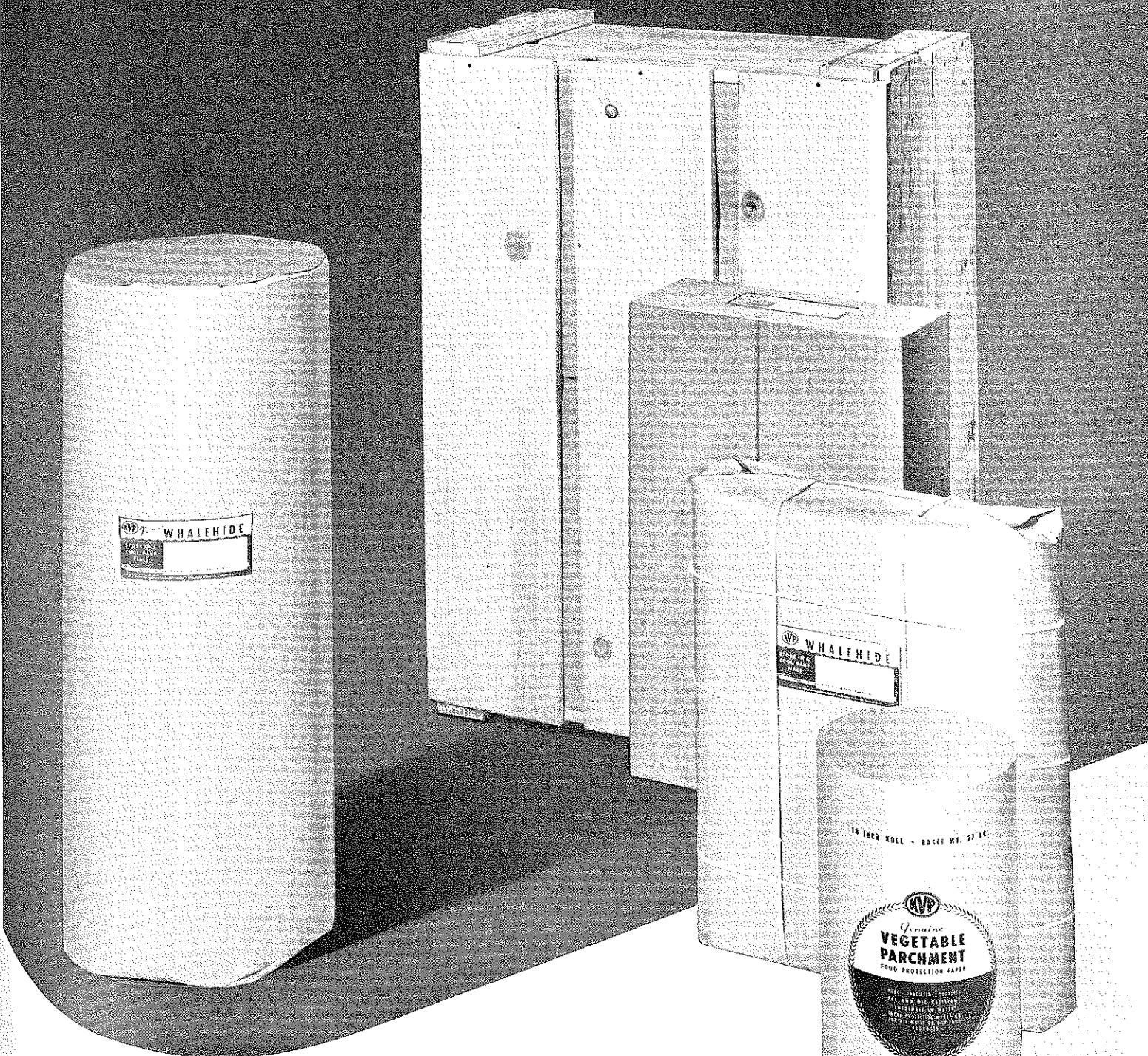
## **KVP WEATHER-MASTER TENT PAPER**

A specially treated and waxed kraft used to cover young celery and other row crops. Usually unrolled from two-wheel cart over series of wire wickets to form continuous cover or "tent." Paper anchored by earth turned up on sides of unrolled strip.

Advantages: Allows crop to be set out before danger of late frost is over. Gives 10 days to two weeks start on growth over normal planting. Brings crop to market earlier to get premium prices.

Acts as miniature hothouse to protect tender plants. Many users say they can now sleep nights in the early planting season as they no longer fear loss of early plantings due to frost. Withstands temperatures as low as 20 degrees.

Send for special information.



# GENUINE VEGETABLE PARCHMENT & WHALEHIDE

MISCELLANEOUS



# **KVP GENUINE VEGETABLE PARCHMENT & WHALEHIDE**

## **Miscellaneous**

### **KVP GENUINE VEGETABLE PARCHMENT**

Although the dairy, meat packing, and vegetable industries account for the greatest use of genuine vegetable parchment, there are numerous miscellaneous uses.

Wherever there is a problem of moisture, grease, fat, or oil, parchment is a probable answer.

Weights include 27, 35, 45 and 60 lb., with others available on specification. Also 35 and 43 lb. special lard liner parchment.

Color is pure white, in keeping with the paper's inherent purity and freedom from odor or taste. Special blue and goldenrod are available when specified.

### **KVP WHALEHIDE**

W halehide is the KVP name for a parchmented kraft of inherent permanent wet strength.

Weights and Colors: 35 lb. in Brown and Green.

40 lb. in Brown, Cherry, Orange, Green, Purple, Ivory.

All available plain, waxed, puckered, or crinkled.

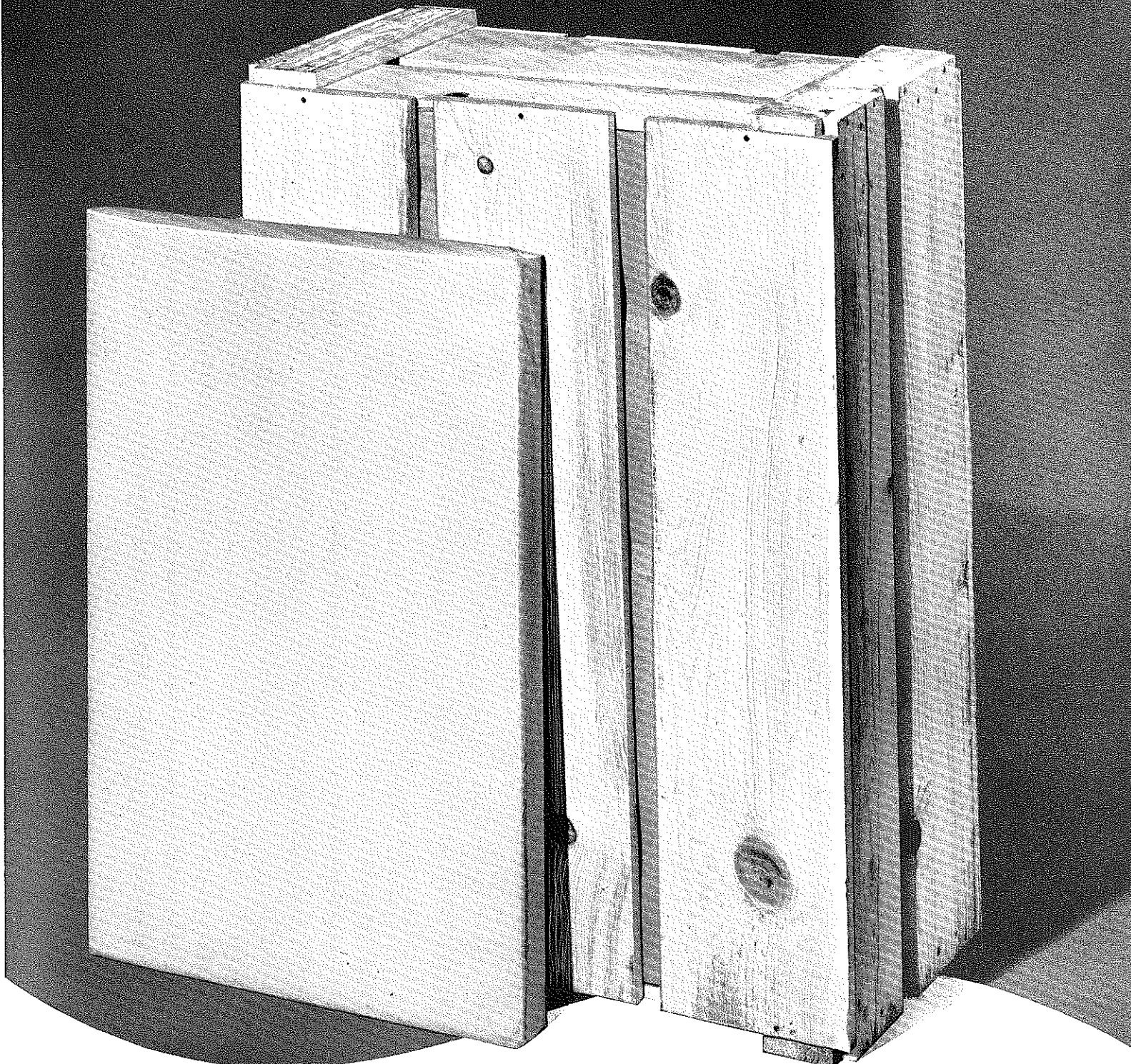
Uses: In wide demand as crate liners for vegetables packed wet, or with crushed ice. 40 lb. weight in puckered form recommended for the larger crates when iced.

Also used for bands on such vegetables as carrots or broccoli, plain or printed.

An excellent barrel liner for fruit, providing good cushioning effect with colorful display value.

Used by nurseries for packing tree or plant roots with wet moss, and for transporting ferns. Also for bandaging young trees.

Excellent for interleaving transfer signs because it strips cleanly from metal surfaces.



## **PRINTING PARCHMENTS**

**KVP GREETING PARCHMENT**

**KVP GENUINE VEGETABLE PARCHMENT**

**KVP PUCKERED WHALEHIDE**

## **KVP PRINTING PARCHMENTS**

### ***The Papers . . . . .***

**KVP GREETING PARCHMENT** is heavy genuine vegetable parchment of special formation to provide a unique background for printing.

Stock types are 60 lb. Clear, 60 lb. Mottled, and 80 lb. Egyptian (mottled).

**KVP GENUINE VEGETABLE PARCHMENT** is standard parchment in 27, 35, 45, and 60 lb. weights.

**KVP PUCKERED WHALEHIDE** is a parchmented kraft, in ivory and brown, 40 lb. basis.

### ***Where to Sell . . .***

These are papers for printers and lithographers who cater to the unusual. **KVP GREETING PARCHMENT** is in demand for special menus, diplomas, certificates of award, programs, etc.

Many printers require regular parchment for varied types of jobs needing a water and grease-proof paper.

The **KVP PUCKERED WHALEHIDE** is also used for greeting purposes and is often made into printed place mats, doilies, etc.

Packed especially for the printing trade.



# UTILITY PAPERS

(GENUINE VEGETABLE PARCHMENT)

FOR SCALE AND SLAP SHEET USES

WALL CARTONS • TABLETS

BOXES • SEALED PACKAGES

PONY ROLLS • INTERFOLDED

# KVP UTILITY PAPERS

## *The Paper . . . . .*

27 lb. Genuine Vegetable Parchment.

## *Characteristics . .*

Insoluble in water, grease, blood, fat, oil.

Tasteless. Odorless.

Pure white. Strong, wet or dry.

Will not pulp, lint, or go to pieces.

## *Stock Sizes . . . . .*

Wall Cartons: 8 x 11 and 9 x 12. Both in 250 and 500 sheet count.

Tablets: 8 x 11 and 9 x 12. Both in 250 and 500 sheet count.

Boxes: 8 x 11 and 9 x 12. Both in 500 and 1000 sheet count.

Sealed Packages: 8 x 11 and 9 x 12. Both in 250, 500 and 1000 sheet count.

Pony Rolls: 5" diameter, 6, 7½, 9 and 12-inch widths.

Interfolded Dispenser Cartons: 8 x 10¾, 10 x 10¾, 12 x 10¾, all in 400 sheet count.

Interfolded Sealed Packages: 8 x 10¾, 10 x 10¾, 15 x 10¾, all in 250 and 500 sheet count.

## *Where to Sell . . . .*

All types of markets using scale or slap sheets for meats, butter, lard, fish, cheese, moist vegetables, etc.

## *How to Sell . . . . .*

This paper is for the particular, quality-minded market operator who takes pride in "only the best." Point out the unique characteristics (see above) of genuine vegetable parchment. No other paper is permanently water and grease resistant. No other paper has *inherent* wet strength and greaseproofness. Appeal to his pride. His top quality food products need top quality protection.



# UTILITY PAPERS... WAXED

**KVP DELICATESSEN PAPER**

PONY ROLLS • WALL CARTONS •  
HANDI-PAC DISPENSER (Interfolded)

**KVP PATTY PAPER**

**KVP WAXED TISSUE**

TISSUE-PAC DISPENSER (Interfolded)

**KVP SANDWICH WAXED**

## **KVP UTILITY PAPERS...WAXED**

### **KVP DELICATESSEN PAPER**

A light weight, strong base sheet, given a moisture and grease resistance treatment. Free from odor, strips clean. Needed in every grocery, delicatessen, market and bakery. Used as slap or scale sheet.

Pony Rolls: 9 and 12-inch widths.

Sealed Packages: Approx. 10 lbs., 8 x 11, 9 x 12.

Wall Cartons: 500 and 1000 sheets, 8 x 11 and 9 x 12.

Handi-pac Dispenser (Interfolded): 500 sheets in boxes. 6 x 10<sup>3</sup>/<sub>4</sub>, 8 x 10<sup>3</sup>/<sub>4</sub>, 10 x 10<sup>3</sup>/<sub>4</sub>, 12 x 10<sup>3</sup>/<sub>4</sub>, 15 x 10<sup>3</sup>/<sub>4</sub>.

A very dependable paper, nationally advertised, handsomely packaged.

### **KVP PATTY PAPER**

The same sheet as KVP DELICATESSEN PAPER but in special sizes for the ever-growing hamburger and sandwich trade.

Also in special 35-lb. wet waxed grade for frozen meats.

Packed in 1000 sheet boxes, sizes 4<sup>3</sup>/<sub>4</sub> x 5, 5<sup>1</sup>/<sub>2</sub> x 5<sup>1</sup>/<sub>2</sub>.

Also in special drilling and slotting for hand or automatic hamburger machines.

### **KVP WAXED TISSUE (Interfolded)**

A strong tissue, free from odor, with special moisture and grease resistance treatment. (Not a substitute for KVP DELICATESSEN). Most common use is for a pick-up sheet in retail bakeries, etc.

Tissue-pac Interfolded Dispenser Boxes, 500 sheets, sizes 6 x 10<sup>3</sup>/<sub>4</sub>, 8 x 10<sup>3</sup>/<sub>4</sub>, 10 x 10<sup>3</sup>/<sub>4</sub>, 12 x 10<sup>3</sup>/<sub>4</sub>, 15 x 10<sup>3</sup>/<sub>4</sub>.

### **KVP SANDWICH WAXED**

A lightweight, supercalendered wet waxed sheet, transparent, for wrapping sandwiches, especially for the take-out trade. Gives full visibility of contents. High moisture-vaporproof protection.

Pony Rolls, 9 and 12-inch widths. Sheet sizes: 10 x 12, 12 x 12, 11 x 15 in 1000 sheet count boxes.

A very desirable feature of these papers is that they offer a *complete line* of allied products. Makes for easier selling, easier ordering and stocking.



## BAKERY PAPERS

KVP LIGHTNING SEAL

KVP ROYAL WHITE

KVP DOUBLE ROYAL WHITE

KVP WAXED PAPER (Isyn-Gloss)

KVP GOLD STANDARD

WHITE • "FINE BAKED GOODS"

KVP GENUINE VEGETABLE  
PARCHMENT

KVP PROSPERITY  
WATERPROOFED



# **KVP BAKERY PAPERS**

A very complete line of plain and printed papers for the wholesale and retail bakery trade.

## **KVP LIGHTNING SEAL**

## **KVP ROYAL WHITE**

## **KVP DOUBLE ROYAL WHITE**

## **KVP WAXED PAPER (Isyn-Gloss)**

These are all self-sealing waxed papers of varying whiteness and opacity. The Isyn-Gloss is transparent.

Chief sales outlets are the small wholesale bakeries who either hand-wrap, or have low-production automatic machines.

Stock printed sheet wrappers without bakery name imprint are available for immediate shipment.

Many stock plate designs available without engraving charge. Bakery name imprint at actual plate patching cost.

## **KVP GOLD STANDARD**

A strong, white, sulphate wrapping for the retail bakery.

Also imprinted "Fine Baked Goods."

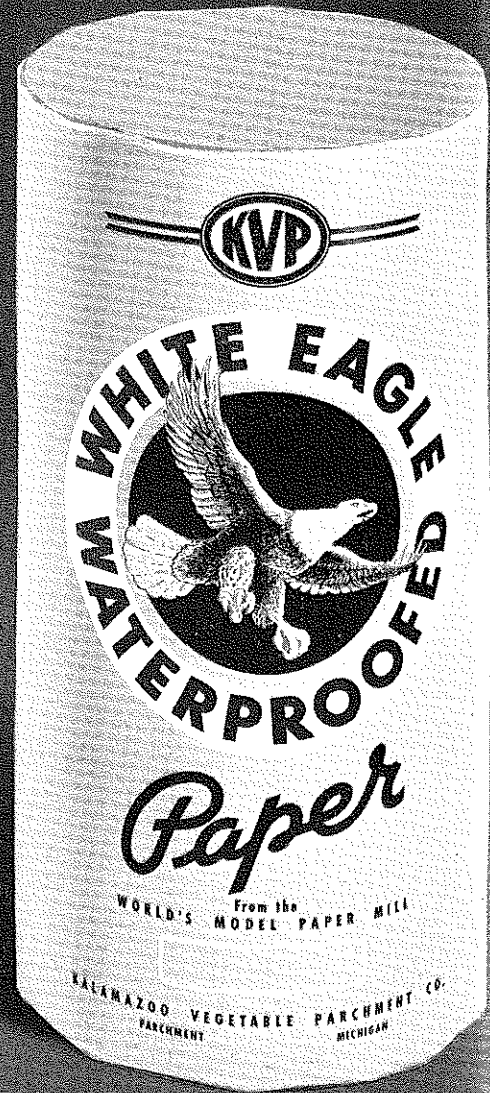
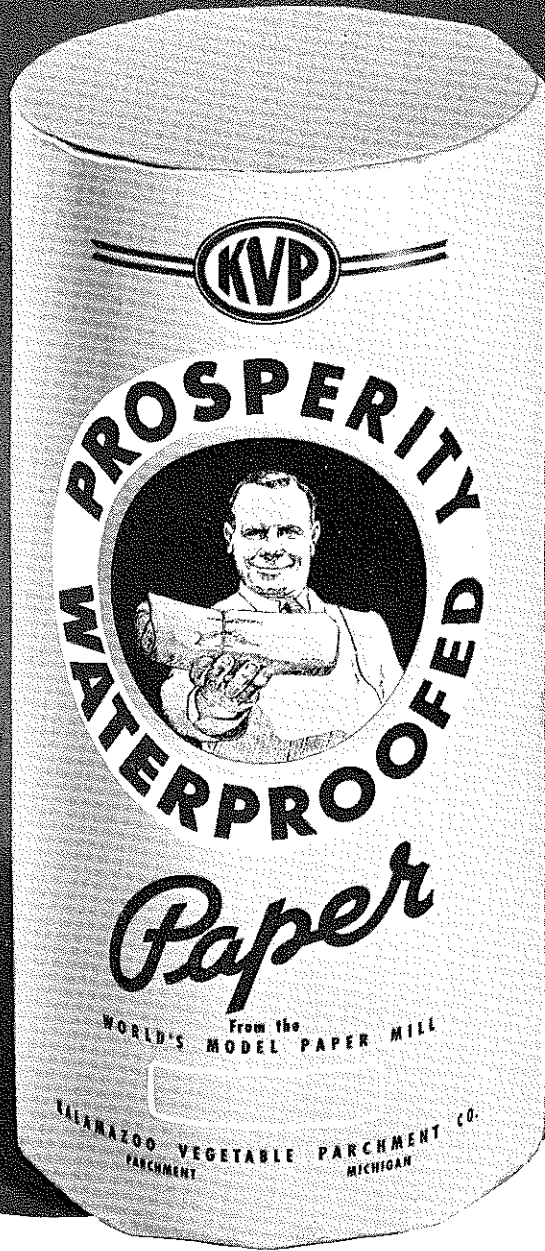
## **KVP GENUINE VEGETABLE PARCHMENT (27 lb.)**

Used for tray liners of sweet goods to prevent sticking to pans, save scraping pans, and making washing easier. Also as doilies for cake pads, etc. Completely grease and moisture resistant.

## **KVP PROSPERITY WATERPROOFED (25 lb.)**

Used as tray and pan liner and to interleave finished products. Highly moisture and grease resistant.

Bakery needs are numerous and varied, but KVP is one of the largest suppliers of papers to the bakery trade, and offers a wealth of papers and experience in this large volume field.



## FOOD MARKET PAPERS

- ★ PROSPERITY WATERPROOFED
- ★ WHITE EAGLE WATERPROOFED

# KVP FOOD MARKET PAPERS

## KVP PROSPERITY WATERPROOFED

### *The Paper*.....

45 lb. partially bleached deodorized kraft, with special waterproof treatment.

This was the first of the modern meat wrapping papers, and the original salmon-colored sheet.

Also in 25 lb. weight for specialized uses.

### *Characteristics*..

So resistant to water, blood, and meat juices that orders can actually be put up one day for delivery the next. Distinctive color. Does not show soil or stains from contents. Hard for bones to punch through. Keeps meat in original wrapper in home refrigerator until ready for use.

### *Stock Sizes*.....

Rolls: 9" diameter rolls, standard widths.

Sheets: To order.

### *Where to Sell*....

All retail meat markets.

### *How to Sell*.....

Demonstrate. Get the butcher to wrap a juicy liver in KVP Prosperity Waterproofed, and another one in an ordinary butcher paper. Have him put them in the cooler over night. Go back the next day. Compare the results. More KVP Prosperity Waterproofed has been sold by this single demonstration than by any other method.

Point out that it is a safe once-around paper. It is therefore as low in cost as some papers at half its price which require two or three times around wrapping.

Demonstrate its leakproof qualities. See "Characteristics" for further selling points.

### **NOTE:**

Also made in 25 lb. weight for *Fruit and Vegetable Stands*, to wrap wet produce. Interleaving sheet for metal advertising signs and for use between layers of stainless steel. Protects surfaces and strips clean.

## KVP WHITE EAGLE WATERPROOFED

This is the same paper as KVP Prosperity Waterproofed, but *white* in color. 45 lb. weight only.

Same uses, same selling methods.



# FOOD MARKET PAPERS

- ★ MARKET PAPER  
PEACH AND WHITE
- ★ STEAK INTERLEAVING & TRAY PAPER  
PEACH AND WHITE
- ★ SPECIAL STEAK PAPER  
PEACH AND WHITE

# KVP FOOD MARKET PAPERS

## KVP MARKET PAPER

## KVP STEAK INTERLEAVING & TRAY PAPER

## KVP SPECIAL STEAK PAPER

(All three are the same paper)

### **The Paper** . . . . .

40 lb. partially bleached kraft, specially treated for water, blood, and grease resistance.

### **Characteristics** . . . . .

This superb paper was originally brought out as a companion line for KVP PROSPERITY WATERPROOFED. It has similar protection as an outer wrapper. Resists fat, blood, water, and meat juices for long periods of time. Bones do not readily punch through. Does not soak up costly meat juices. Meats retain original bloom. A safe once-around wrapper. (Saves money.)

Most astonishing feature is its property of **KEEPING RED MEATS FROM TURNING BLACK**. This makes it a **DUAL-PURPOSE** paper for both outer wrapping and interleaving.

### **Colors** . . . . .

Peach and White.

### **Stock Sizes** . . . . .

Rolls: 9" diameter, standard widths.

Sheets: To order.

Steak Interleaving and Tray Paper: Usually in 10-lb. sealed packages, size to order.

Special Steak Papers: 6 x 6" in 1000 sheet count boxes. Usually used for cube steaks.

### **Where to Sell** . . . . .

All retail meat markets. Also packing houses who put up special steaks for hotel trade, and cube steaks sold to restaurants and short-order stands.

### **How to Sell** . . . . .

Nothing will sell this remarkable paper like a *demonstration*. Become familiar with its characteristics (above). Go to a market, have them wrap a sizable piece of LIVER in KVP Market Paper, and another in an ordinary wrapper. Do the same with a nice juicy steak. Put both in cooler over night. Go back next day. Your sale will be "over the hump." The results will astonish the market operator. He will discover that the liver *hasn't leaked*. The juices are still there. The paper is not soaked up and shredded. Now look at the steak. Then point out these features.

1. **KEEPS BLOOM:** the steak is still glistening in its rich juices—looks appetizing.
2. **HAS NOT TURNED BLACK:** red meat exposed to air soon oxidizes, turns grey, then black. Eye appeal is lost, sales suffer.
3. **REDUCES SHRINK:** very little juice has been absorbed. Customer buys a pound, *eats* a pound.
4. **SAVES LABOR:** show butcher he can pre-cut his meat in slack hours (24 to 36 hours ahead of rush periods) if he interleaves with KVP Steak Interleaving and Tray Paper. Can stack in trays, cooler, or show case. Will still look appetizing.
5. **SAVES MEAT:** less choice cuts to go into hamburger because blackened and "shop worn."
6. **CUBE STEAKS:** still red, juicy, appetizing. Use KVP Special Steak Paper as scale or weigh sheet. Saves rehandling.
7. **ENCOURAGE HOUSEWIFE** to keep meat in original KVP Market Paper wrapper until ready for skillet.



# LOCKER PAPERS

★ KVP KALAFLEX LOCKER PAPER

PEACH • WHITE

★ KVP D-O-K WAXED ONE SIDE

PEACH • WHITE

★ KVP CELLOPHANE LOCKER PAPER

LAMINATED

# KVP LOCKER PAPERS

## KVP KALAFLEX LOCKER PAPER

Deodorized kraft, treated one side with KVP Kalaflex micro-crystalline wax.

Very high moisture-vaporproof protection over much longer periods of time than normally required. Our best single thickness locker paper.

Colors: Peach, White.

Basis: 53 lb.

## KVP D-O-K WAXED ONE SIDE

Deodorized kraft, waxed one side. The original KVP Locker Paper. Still excellent for economy wrapping for storage up to four to six months.

Colors: Peach, White.

Basis: 48 lb.

## KVP CELLOPHANE LOCKER PAPER

KVP deodorized kraft (KVP D-O-K Wrapping) laminated to duPont's 300-MAT-1 cellophane with 10 lbs. micro-crystalline wax. The utmost protection for frozen foods.

## WHERE TO SELL KVP LOCKER PAPERS

All commercial frozen food lockers.

Meat markets selling to home freezer customers.

Department stores, hardware stores, appliance dealers selling refrigerators and home lockers, stores with paper specialty departments, locker operators whose patrons wrap some meat at home.

All three papers in standard 9" rolls and in sheets to order. KVP White Kalaflex Locker paper and KVP White D-O-K Waxed One Side, also put up in hand rolls, 18" and 24" widths, approximately 2 lbs. per roll.

## HOW TO SELL KVP LOCKER PAPERS

The No. 1 requirement of all locker wrappers is to *shut out air*. Otherwise, meats dry out, lose weight, lose taste, and get grey splotches called "freezerburn." All other requirements are secondary to this one. They should, however, be tough to protect rupture by sharp bones. They should be pliable so as to stick closely to product. They should strip clean without shredding. They should take stamps or writing to indicate contents.

KVP Locker Papers meet these requirements in full measure. Meat is costly, paper is not. Sell *quality*. Patrons will not keep lockers if their meat comes out in poor condition.

Tell your customers that KVP is the world's foremost supplier of paper to meat packers. We know every meat wrapper need. They can buy KVP Locker Papers with every assurance of complete protection. There is one for every pocketbook, and for every locker requirement.



## ALL-PURPOSE WRAPPING PAPERS

**KVP GOLD STANDARD**  
WHITE • PEACH • "FINE BAKED  
GOODS"

**KVP GIFT WRAPPING**  
(EMBOSSED)

LILY • LEAF • AFRICAN VIOLET •  
MAY APPLE

**KVP D-O-K WRAPPING**  
TAN • WHITE

**KVP CHRISTMAS  
WRAPPING**  
ASSORTED DESIGNS

**KVP KLOTHWHITE**

**KVP DRUG BOND**





# **KVP ALL-PURPOSE WRAPPING PAPERS**

The papers on this page are all kraft base sheets and are used in almost every type of retail store.

## **KVP GOLD STANDARD**

A semi-rough finish that does not soil easily, and clings tightly to contents. Very strong and tough.

Colors: Peach and White.

Weights: 20, 27, 37 lbs.

## **KVP GIFT WRAPPING**

An embossed paper, soft and strong. Stays put around contents. White only, with distinctive embossing of four attractive designs: Lilly, Leaf, African Violet, May Apple.

Weight: 35 lb.

## **KVP D-O-K WRAPPING**

Initials stand for "deodorized kraft." A very strong sheet with considerable moisture resisting qualities. Takes a lot of abuse. Not a waxed paper, but has a water and grease resisting treatment.

Colors: Tan and White.

Weight: 26, 30, 40 and 60 lb.

## **KVP CHRISTMAS WRAPPING**

Handsome holiday designs, usually four to six available, printed on sturdy 27 lb. base stock. Three and four color printing.

## **KVP KLOTHWHITE**

## **KVP DRUG BOND**

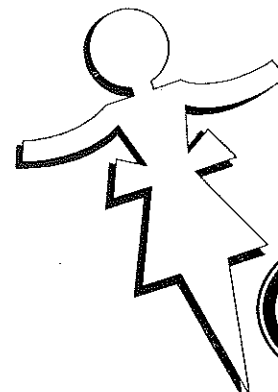
These two brands are the same paper. They are flexible, rag-like sheets, designed to stay put when twisted around bottles and uneven edged products. Quite opaque, with high finish.

Weight: 35 lb., in White only.

Popular with artists and sign painters. Available in 5 inch diameter rolls for banquet table covers.

Complete Line of Papers for the Home

HOUSEHOLD PAPERS



Paper Maids

KVP SHELF PAPERS

GLAZED • ENAMELED • KALAFILM

KVP HEAVY WAXED PAPERS

KVP • FOOD-SAVER

KVP FANCY WAXED PAPERS

ROLLS • SHEETS

KVP DUSTING PAPERS

KVP • MRS. HAYWARD'S

KVP FREEZER PAPERS

KVP • KVP CELLOPHANE-LAMINATED

KVP HOUSEHOLD PARCHMENT

ROLLS • SHEETS • TURKEY

KVP DISPENSER PAPERS

TOWEL • WAXED • PARCHMENT  
• GARBAGE

KVP METAL DISPENSERS

KVP PLACE MATS

KVP BAKING CUPS

KVP PIE TAPES

KVP PRESSING PARCHMENT

KVP BANQUET TABLE PAPER

KVP KALACLOTHS

## KVP HOUSEHOLD PAPERS

### *The Papers . . . . .*

The most complete line, from one source of supply, of papers for the home. Handsomely packaged. Highest quality.

Nationally advertised.

### *The Line . . . . .*

**KVP SHELF PAPERS**—Three kinds . . . Glazed, Enameled, Kalafilm. A total of 95 widths and colors for every shelf and lining need.

**KVP HEAVY WAXED PAPERS**—Three sizes. Also **FOOD-SAVER HEAVY WAXED**. All in handsome, metal edge cutter boxes.

**KVP FANCY WAXED PAPERS**—Assorted printed designs in rolls and sheets.

**KVP DUSTING PAPERS**—The original oil-impregnated dusting paper. KVP is a plain, smooth sheet. **MRS. HAYWARD'S** is the same, crinkled.

**KVP FREEZER PAPERS**—This is the famous KVP Kalaflex Locker Paper in smaller rolls for home freezer use. Also in Cellophane-Laminated.

**KVP HOUSEHOLD PARCHMENT**—The well-known cookery parchment. In rolls and sheets. Also in large sheets for turkeys.

**KVP DISPENSER PAPERS**—Towel, Waxed, Parchment, and Garbage Papers for metal dispensers and kitchen racks. Also, the metal dispensers.

**KVP PLACE MATS**—KVP Whalehide in assorted designs.

**KVP BAKING CUPS**—Muffin size. In display cartons.

**KVP PRESSING PARCHMENT**—For use as clothes pressing cloth.

**KVP PIE TAPES**—Parchment strips to keep juices in the pie.

**KVP BANQUET TABLE PAPER**—Two sizes for banquet table use.

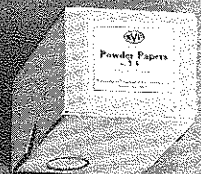
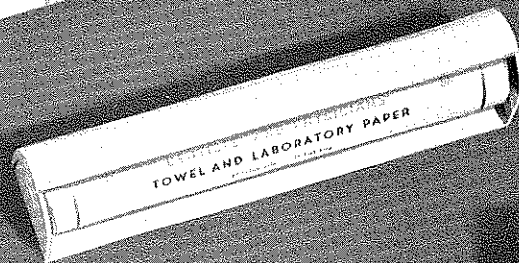
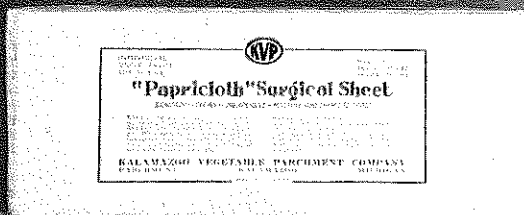
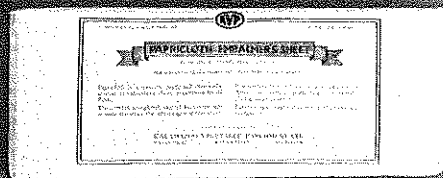
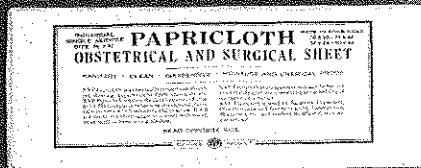
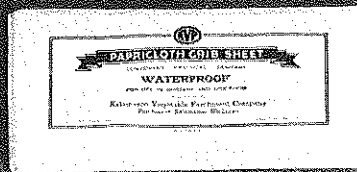
**KVP KALACLOTHS**—For washing dishes, and for personal washcloths.

### *Where to Sell . . . . .*

Department stores, hardware, novelty, groceries, chain stores, drug stores, gift shops, super markets, hotels.

### *How to Sell . . . . .*

Point out that these papers are in daily use in nearly every home in the country. A skillet lasts a life-time. Paper is a constantly repeated need. Mention the national advertising. Urge stocking full line to cash in on impulse buying. This is a profitable line of quality merchandise.



# SURGICAL SPECIALTIES

## KVP PAPRICLOTH SHEETS

- KVP CRIB SHEETS
- KVP OBSTETRICAL SHEETS
- KVP SURGICAL SHEETS
- KVP EMBALMERS SHEETS

## KVP SURGICAL WAXED

CRINKLED

## KVP SURGICAL PARCHMENT

## KVP METAL DISPENSER

## KVP OINTMENT PADS

## KVP DRUG POWDER PAPERS

## KVP DENTISTS' & PHYSICIANS' TOWEL & LABORATORY PAPER

# KVP SURGICAL SPECIALTIES

## *The Papers . . . . .*

The names of these papers indicate their uses.

**KVP PAPRICLOTH SHEETS** are the same paper (a soft specially treated genuine vegetable parchment) put up in proper sizes for Crib Sheets, Obstetrical Sheets, Surgical Sheets, and Embalmer's Sheets, individually wrapped and sealed in sanitary, single-service packets. Water and blood proof, non-absorbent.

Sizes:	Crib	Obstetrical	Surgical	Embalmers
	36" x 36"	36" x 42"	50" x 84"	36" x 84"

**KVP SURGICAL WAXED**—A pliable, waxed sheet, crinkled for extra softness. Resists moisture. Used to cover wet dressings to retain either heat or cold. Does not stick to cloth or flesh. Used under linens to protect tables. Wide utility use in sick and operating rooms. In convenient rolls 12" x 125 feet.

**KVP SURGICAL PARCHMENT**—All the boilproof, sterile qualities of genuine vegetable parchment. Used to wrap instruments for sterilizer, to cover wet dressings, and for examination table. In rolls 18" x 75 feet and 24" x 50 feet.

**KVP PHYSICIANS TOWEL & LABORATORY PAPER**—A super-absorbent towel paper made from purest raw stock known to paper industry. In handy rolls 12" x 75 feet.

**KVP METAL DISPENSER**—A white enamel wall dispenser for KVP Dentists' and Physicians' Towel & Laboratory Paper.

**KVP OINTMENT PADS**—For mixing ointments, salves, etc. Made of genuine vegetable parchment. 100 sheets to pad, size 12 x 12".

**KVP DRUG POWDER PAPERS**—Indispensable to busy prescription druggists. Put up in 1000 sheet, easy-feed boxes in 17 stock sizes from 2 x 3" to 5 $\frac{3}{8}$ " x 5 $\frac{3}{8}$ ". Choice of genuine vegetable parchment (recommended), waxed, or bond papers.

## *Where to Sell . . . . .*

Hospitals, druggists, doctors, dentists, gynecologists, practitioners using examination tables, morticians, etc.

**KALAMAZOO VEGETABLE PARCHMENT COMPANY**

*"The World's Model Paper Mill"*

**PARCHMENT, MICHIGAN**