

V130A
*Eighty-one years
of Progress in the
making of*
KNITTED ELASTIC



From the exhibit of
James R. Kendrick Co., Inc.
**THE HALL OF SCIENCE
A CENTURY OF PROGRESS
CHICAGO 1934**

**SEE THE AMAZING
NEW DEVELOPMENT IN
SEAMLESS SURGICAL
ELASTIC HOSIERY**

Eighty-one years! A long time judged by America's standard of progress.

Eighty-one years ago, Chicago was a prairie town of less than thirty thousand inhabitants, and Abraham Lincoln was a Representative in the Illinois State Legislature.

Eighty-one years ago—long before the days of trolley cars, electric lights and telephones—the founders of James R. Kendrick Co., Inc., established in Germantown, Philadelphia, the first factory in America for the making of knitted (surgical) elastic.

* * *

With the development of medical science in America, physicians and surgeons found a definite and increasing need for Kendrick-designed belts, stockings and other physiological supports made of Kendrick Knitted Surgical Elastic, the fabric that:

(1) adjusts itself smoothly and evenly to the curves of body and limb, fitting smooth as skin itself;

(2) changes and adjusts itself to every change of motion and posture—instantly and constantly without rubbing or growing loose;

(3) permits of proportioning the tension or support at various parts of the body where natural contour or lines are not correct;

(4) gives equal distribution of tension or pressure, eliminating even the smallest discomfort—no matter how long or under what conditions it is worn;

(5) allows the body to breathe freely and evenly—at all times, and under all conditions.

Surgical Elastic—the supreme standard of quality—at a price well within the reach of American women.

* * *

For your convenience and to avoid confusion and misrepresentation, this supreme fabric, the result of four generations of study, experiment and actual experience, was given a new name. Kendrick Knitted Surgical Elastic was rechristened:

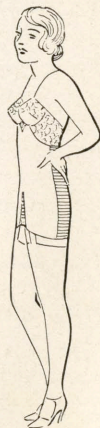
KENLASTIC.

In Corsets and Foundation Garments this supreme quality knitted surgical elastic—Kenlastic—is identified by THE WAVY BLUE LINE.

* * *

Kendrick Surgical Garments do not always carry the *wavy blue line* but instead bear a label: MADE OF KENLASTIC.

Foundation Garments, made with Kenlastic, supreme quality knitted elastic, are sold in good stores everywhere. The *wavy blue line* is your guarantee of quality.



gical Elastic Hosiery.
wrinkling back of
t Accordion Stitch.

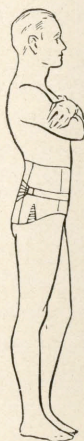
Kendrick Surgical Garments were adopted as the supreme standard by surgeons and specialists, for use under conditions so exacting that perfection and nothing but perfection was imperative.

* * *

The past eighty-one years have seen many changes in the original fabric—improvements in the processes of knitting, improvements in the quality and treatment of rubber—keeping pace with the demands of a most exacting clientele.

And with these changes in Kendrick Knitted Surgical Elastic have come many betterments in the design and construction of the various Kendrick Surgical Garments.

Today, after eighty-one years



Complete service in Kendrick Surgical Garments is offered by leading surgical-garment specialists in nearly every city. If you do not find this service available in your locality, write us.

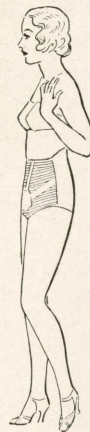
of service, Kendrick Knitted Surgical Elastic and Kendrick Surgical Garments still hold their enviable position: THE STANDARD OF THE WORLD'S LEADING SPECIALISTS. Ask your Doctor.

* * *

With the development of a new freedom in corsetry, came a demand for the supreme quality of Kendrick Knitted Surgical Elastic in the finer Foundation Garments.

To meet this demand, the Kendrick organization built the world's largest plant for the production of knitted elastic.

Improved machinery, designed and constructed by this family of knitters, new processes and greatly increased production facilities made it possible to produce Kendrick Knitted



Into the design and construction of every Kendrick Surgical Garment goes the accumulated experience of eighty-one years, working for and in technical cooperation with America's leading physicians and specialists.

Surgical Elastic—the supreme standard of quality—at a price well within the reach of American women.

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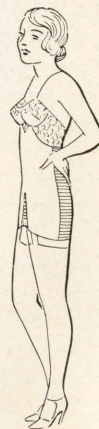
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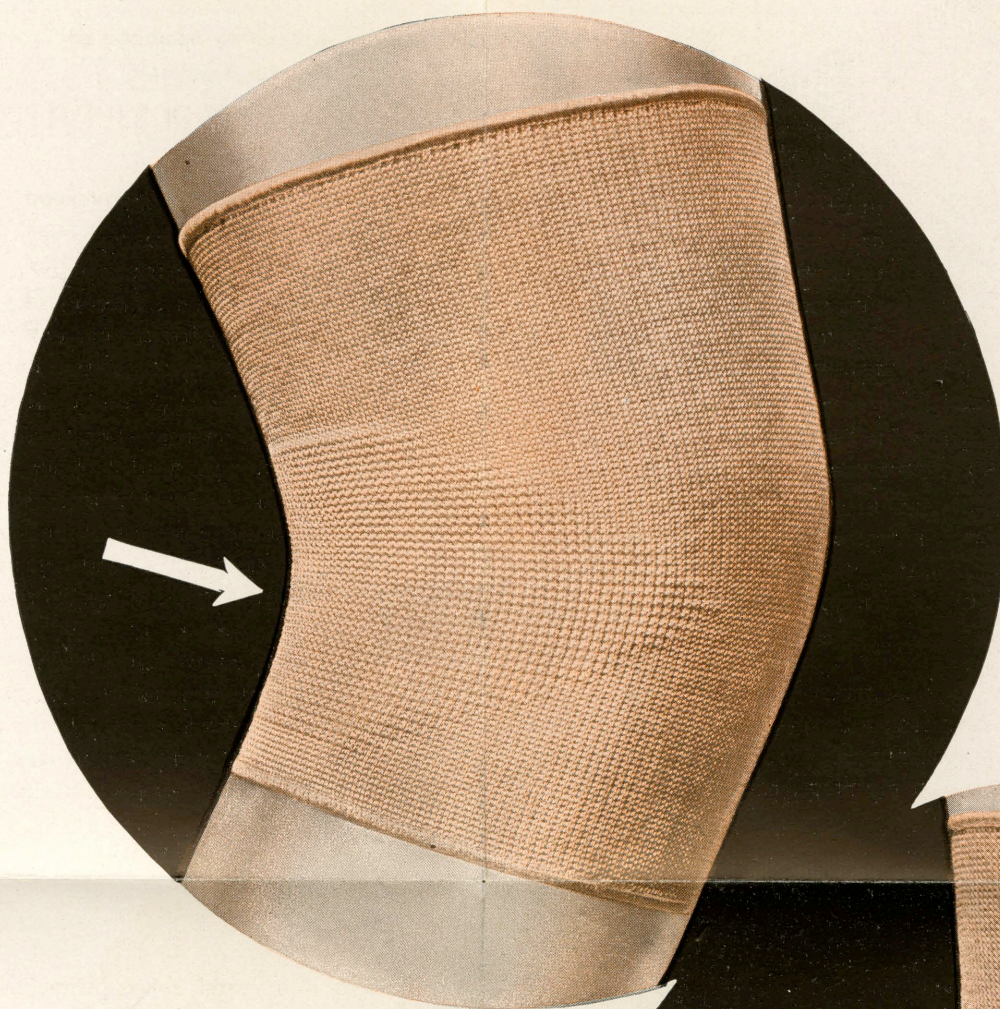
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Foundation Garments, made with Kenlastic, supreme quality knitted elastic, are sold in good stores everywhere. The *wavy blue line* is your guarantee of quality.

Amazing New Development in Seamless Surgical Elastic Hosiery.
No pinching, no chafing, no creasing, no wrinkling back of
knee and at instep. See Kendrick Patent Accordion Stitch.



Do you suffer from sprain or strain, varicose veins or swollen limbs? Does your business demand that you stand long hours on your feet?

Here is Seamless Surgical Elastic Hosiery that fits smooth and even—at ALL points; at ALL times. No pinching. No chafing. No wrinkling. No tell-tale creases.

See the new Kendrick Patent Accordion Stitch back of knee and at instep.

Kendrick Patent No. 1887927

With this new Kendrick Patent Accordion Stitch, the garment adjusts itself instantly to every change in motion or posture. Lies perfectly flat when leg or foot is in normal position. Contracts—meshes—naturally as skin itself when leg or foot is flexed.

Perfectly comfortable. Practically invisible.

Sold by good dealers everywhere. If you do not find Kendrick Seamless Surgical Elastic Hosiery with the new Kendrick Patent Accordion Stitch available in your locality, write us and we will see that you are served conveniently and with complete satisfaction.

JAMES R. KENDRICK CO., INC.
Germantown, Philadelphia
76 Madison Avenue, New York City



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