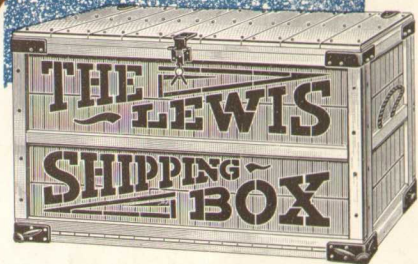
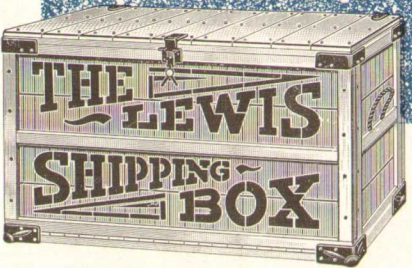


**THE LEWIS  
SHIPPING BOX**



**Use them for**

***Your* Bread Shipments**

**The Lewis Box Is the Result of Over Twenty Years of Box-Building Experience**

Over twenty years' study of the Bread Shippers' problems. Not a box which is best suited to this particular baker or that—not necessarily the kind of box that was the easiest and most convenient for us to make—but the LEWIS BOX, as we now make it, is the kind of box which fills perfectly, most ideally and most uniformly the requirements for which it is actually needed purposes for which it is intended by ALL BAKERS LOCATED HERE, THERE, AND EVERYWHERE, ALL OVER THE UNITED STATES.

**Into the Lewis Box Have Been Built These Fundamental Features**

The LEWIS BOX has been built with a thought as to the condition of the bread it contains—therefore, it has been provided with proper ventilation—its contents are amply protected from contamination—bound by heavy thick braces and reinforced by metal corners, the contents are placed fully 1½ inches above floors of express cars, station platforms or sidewalks.

**Strong—Durable—Yet Low In Cost**

Amplly strong to yield sufficient trips to make lowest possible cost per trip—compared to the single trip

content—like the LEWIS trip cost in almost negligible. Neither is it built excessively strong or elaborate to enhance the price to a point where its cost is prohibitive.

**Splendid In Appearance**

Smooth in finish—and by means of LEWIS paint and LEWIS artistic stencilling, the LEWIS BOX is a good advertisement for the baker and his bread.

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The LEWIS BOX is easily repaired, its construction being simple—not complicated and all parts interchangeable, and therefore, when chance and severe accidents happen, it CAN be repaired. A repair service is maintained by virtue of which all extra repair parts can be furnished separately at a little more than cost. In this way, LEWIS BOXES can be kept in constant repair, thus maintaining their good appearance, use and inventory value, and at the same time, lengthening the life of the box and holding the investment down.

**Furnished in the Knock-Down Form If You Want It**

In panel form complete with all parts including nails—a full set of directions for assembling and a box

set up as a pattern to go by. THIS SAVES IN INITIAL COST—SAVES A LOT OF FREIGHT CHARGES—SAVES STORAGE ROOM, or can be shipped already made up, if you prefer it that way. Do not confuse the LEWIS BOX with the collapsible box for when once assembled, it cannot be taken down.

**Write Us for Names of Large Users In Your Locality**

Just write us for the names of large users in your locality. The LEWIS BOX is so universally used that there is certain to be someone not far from you who has these boxes already in his service. The LEWIS label appears on the end of every box, and they are found in abundance at almost any depot where bread is shipped in and out.

**Has All the Good Features of the Others**

And many which the others do not have. The five fundamental requisites of a satisfactory carrier for bread are all here. It is durable—sanitary—sufficiently ventilated—splendid in appearance—low in cost. Strong but not clumsy—good looking yet not costly—reasonable in price, still not flimsy—a low-cost, desirable box built right for long, hard service. That's what you are looking for, and that's what you get in the LEWIS BOX. The box that went to War AND CAME BACK.

**Decorated Shipping Boxes**

The right kind of advertising pays. In no way can you advertise your bread at a minimum cost to better advantage than you can in the form of nicely painted and lettered LEWIS SHIPPING BOXES. The LEWIS BOX is a traveling sign to be seen here, there, and everywhere, going and coming. Over eighty per cent of the boxes purchased are painted and lettered. In fact, the additional cost is so small that no progressive baker can afford to do without this feature.

An individual color style or design can be furnished for each baker so that his boxes will be distinctive and individual.

We are in position to reproduce the following well-known trade names:

- Tip Top
- Butter
- Pan Dandy
- Holsum
- Eatmore
- Betsy Ross
- Kleen Maid
- Etc.

or we can reproduce any special trade mark or

label you may be using. Write for prices and designs.

Painted boxes are all given two coats of special LEWIS paint, the first coat being a primer and the second coat being a finishing coat. The boxes are painted with a heavy in-varnish to give the finishing lustre and life. By keeping your boxes in good shape, you will find they are a valuable advertising asset to your

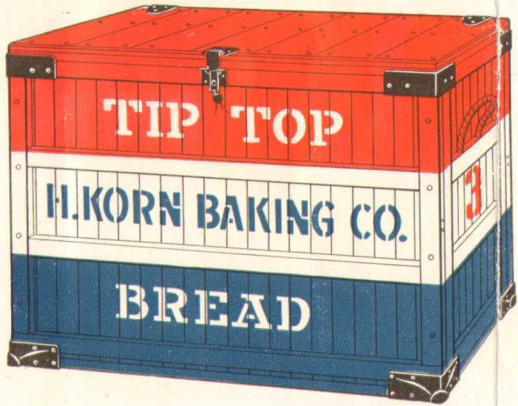
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business, and one which you cannot rate too highly.

The following are stock colors which can be furnished at any time:

- Light and Dark Red
- Light and Dark Blue
- Yellow
- Orange
- Light and Dark Green
- Brown
- Gray
- Maroon

or if you have a special color, send us a sample and we will try to reproduce it for you.





*This Lewis Box has Served On Every Battle Front In France*

# From Erie, Pa., to the Rhine—and Back!

## Read this Story of the Lewis Box that Went to War

*Lieutenant Floyd W. Sence, who was instrumental in the return of this box from overseas service, writes as follows:*

In answer to your letter of inquiry concerning the War History will endeavor to give you a short outline of its service abroad.

It originally became attached to its organization, Battery C-150th F. A., through the services of the Erie (Pa.) Chapter of the Red Cross in September, 1917. It came aboard the troop train at that place, filled with sandwiches and bearing the compliments of the local Red Cross Unit.

On arrival at Camp Mills, L. I., it was put into service as a bread box and later carried kitchen utensils on board the U. S. S. President Lincoln bound for overseas service, eventually reaching the front in its old capacity as bread box and in company with its battery in the Luneville Sector on February 28, 1918.

From then on, until November 11, 1918, it was either actually at the front or engaged in moving from one sector to another. During this time, it went through the Champaign defensive, July 14, 1918, Chateau-Thierry

offensive, July-August, 1918, St. Mihiel offensive, September-October, 1918, and Argonne-Meuse offensive, September-November, 1918. Thence, still accompanying its battery with the Army of Occupation into Germany.

Returning to the States, via Brest, on board the U. S. S. Leviathan, to Camp Merritt, the box was later returned to its original donors, the Erie Chapter Red Cross, as the Battery passed through that city on its way to the point of Demobilization.

On its arrival home, your box was the possessor of three gold service chevrons denoting eighteen months of foreign service, October 18, 1918, to April 25, 1919, and one wound chevron earned when hit by shell fragment while in the Argonne Forest. It also sports the divisional insignia, "The Rainbow".

Be sure if Distinguished Service Medals were being awarded lowly boxes, your "Soldier Box" would rate one, for it certainly did give faithful and long service to Battery C-150th F. A., Rainbow Division.

# My Brothers Will Go as Far for You

# READ OUR STORY—then tell us yours

## Use the Enclosed Post Card

Complete information and illustrations of the LEWIS RETURNABLE SHIPPING BOX—the economical way to Ship Bread—will be found inside

### CONSTRUCTION FEATURES OF THE LEWIS RETURNABLE SHIPPING BOX

#### The Lewis Projected Top Corners

There are two of these at the front and top of each box. They are projected above so that the cover, when down, sets into them and is thoroughly protected. They are always on the job, holding the cover snug and safe, standing between it and destruction.

#### The Lewis Combination Hinge and Corner

This is absolutely damage-proof. It allows the cover to be thrown back freely, giving a large space to pack in, and positively cannot pull out, break or give way. There is no objectionable play in the hinge which allows the cover, in time, to be wrenched off. This is a tight hinge, and not wobbly.

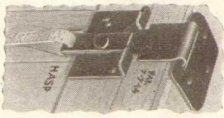
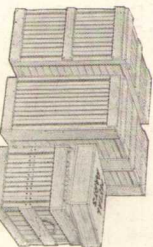
#### The Lewis Bottom Corner

The Lewis Bottom Corner is heavy and strong and provided with a bulge which forms a runner.

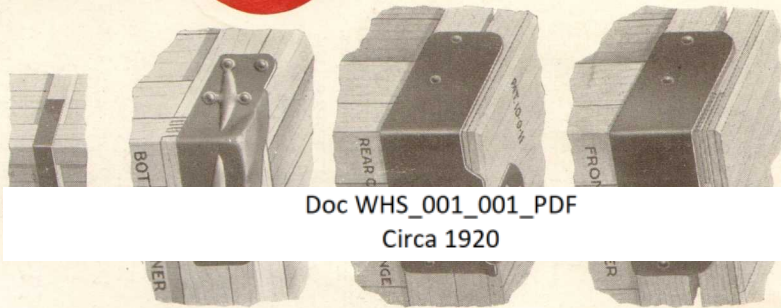
#### Metal Angles at Center Corners

On account of the thick cleating in our boxes, these center cleat corners are not considered at all necessary, but we can furnish same, if desired.

Cut below shows a shipment of knock-down boxes, packed in panel form, with all hardware, nails, etc. packed in box shown.



**Improved Hasp**  
A lock that will stand the racket. Made out of heavy steel, and can be used with either tin or wire seals. Easy of manipulation. Absolutely pilfer-proof, and strong enough to stand the rough blows and usage in transit. If automatic lock is preferred, write for description and prices.



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**G. B. LEWIS COMPANY**  
SOLE MANUFACTURERS  
WATERTOWN WIS.

POSTMASTER—POSTAGE FOR RETURN WILL BE PAID ON DELIVERY TO SENDER.

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The  
Travels  
of a  
Bread Box

