



[Alvin W. Boese Papers.](#)

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Mistlon Ribbon - 1944

10th wean cut
1 1/2"

1st conception
not used

1st ribbon
50 yds sold



5 yd - 2" - 25¢

3¢ tensile strength

200 rolls sold
experimentally

Mistlon Ribbon - 1945



Pigment
Printing
Colors

small rolls
 $\frac{1}{2}$ " x 15 ft - 10¢
 $\frac{3}{4}$ " x 24" = 25¢
6 lbs Turle

1946
2½ Ply Mistlon Ribbon



Water Repellent

Water
Repellent



Dyed

22 yds rolls
104 25ft rolls

6 lbs Tennels

1947 Mistlon RIBBON

2½
PLY

Tensilized
and
Water
Repellent

7½" *wide*



1948

3 1/2 yds
11 Mistlon
Heavier
than strength
1948

COLOR CARD

Mistlon
REG. U.S. PAT. OFF.

R I B B O N

NEW DECORATIVE MEDIUM,
gives a misty glamor to gift
packages, window displays,
floral arrangements, etc.
Frosty, delicate in texture,
yet adequate in tensile
strength. A non-woven ma-
terial that is easy to tie, sim-
ple to use.

ANOTHER



PRODUCT

1948

*3 1/2 yds
11 Mistlon
Heaven
sham & strong
1948*

Mistlon RIBBON

REG. U. S. PAT. OFF.

STANDARD SIZES

- 1/2 inch x 100 yards
- 3/4 inch x 100 yards
- 1 1/4 inch x 100 yards
- 2 inch x 100 yards



2"

Mistlon RIBBON

REG. U. S. PAT. OFF.

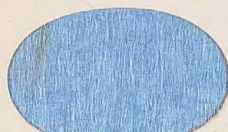
STANDARD COLORS



PASTEL PINK



RED



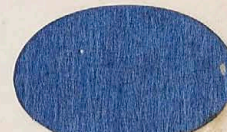
PASTEL BLUE



DARK GREEN



PASTEL YELLOW



DARK BLUE



PASTEL GREEN



BROWN



SILVER FLECKS ON WHITE



SILVER FLECKS ON DARK GREEN



SILVER FLECKS ON RED



SILVER FLECKS ON DARK BLUE



WHITE

FIRST *Sasheen* RIBBON - 1949

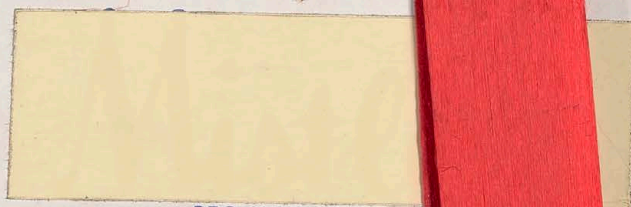
RW-36# Average
TS-26# Average

MADE FROM
100 Denier Yarn

DYED WITH
BASIC DYES
IN A SOLUTION OF
WATER & ALCOHOL
LIGHTFASTNESS
5 TO 10 HRS. FADEOMETER

Clear Vinyl Solution
PRINTED ON
YARN SURFACE

COLOR CARD



REG. U.S. PAT. OFF.

SATIN-FIN
RIBBON

NEW DECORATIVE MEDIUM
gives a misty glamor to gift
packages, window displays,
floral arrangements, etc.
Frosty, delicate in texture,
yet adequate in tensile
strength. A non-woven ma-
terial that is easy to tie, sim-
ple to use.

ANOTHER



PRO

FIRST *Sasheen* RIBBON - 1949



COLOR CHART



COLOR CHART



42 lb weight
35 lb limit



#398-69F

Sasheen REG. U.S. PAT. OFF. Classic Line

BRAND RIBBONS

SO ELEGANT...SO EASY-TO-TIE...SASHEEN® CLASSIC LINE RIBBONS offer you smart styling, rich glowing colors, and exclusive designs that increase the quality appeal of store wrapped gifts . . . assure gift wrap beauty that customers remember—and come back for. Sparkling metallic patterns and colors resist rub-off—will not transfer. Best of all, a special patented backing won't let SASHEEN ravel or split . . . makes bows easy to tie and "stay put" . . . lets you tie the one and only "Magic Bow." Complete instructions on every roll.

MCMLIX

AVAILABLE CHRISTMAS COLORS AND PATTERNS:

- | | |
|-------------------------|-------------------------|
| 2603 Greetings on Red | 2604 Greetings on Green |
| 2602 Snow on Royal Blue | 2601 Snow on Red |
| 65 Gold on Gold | 63 Gold on Green |
| 66 Silver on White | 64 Silver on Red |
| 53 Metallic Silver | 51 Metallic Gold |

NEW
COLORFAST
NON-TARNISH
NO RUB-OFF
—choose from
ten holiday-bright
colors and patterns
available in Width No. 4
($\frac{3}{4}$ ") x 75-yard rolls.

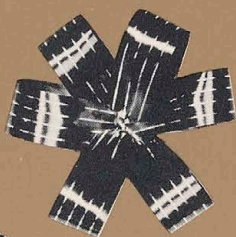


*See back of page for "full repeat" reproduction of this pattern.

SASHEEN® CLASSIC LINE RIBBONS



(a)



(b)



(c)

Free or fee in-store gift wrapping? No matter. With SASHEEN Brand Classic Line Ribbons you can make any package deluxe for mere pennies. So little does so much for any gift wrap.

The luxury look of a basic "Magic Bow" (a) requires less yardage when you use Classic Ribbons—for a 4½" diameter bow, use only 2½ yards instead of the usual three. For that custom look at little cost, choose a pretty *Petite Bow* (b)—use only 1 yard of colorful Classic Ribbon. Distinctively different, a *Combination Bow* (c) that's half Classic Ribbon 'n half standard SASHEEN—pretty in matched or contrasting colors.

SASHEEN CLASSIC LINE RIBBONS	No. of Rolls	1 Roll List Price	10 Rolls	25 Rolls	50 Rolls	150 Rolls	500 Rolls	1000 Rolls	PACKING
	Discount	NET	10%	15%	20%	25%	30%	35%	
No. 4 (¾") x 75 Yards		\$2.05	\$1.85	\$1.75	\$1.64	\$1.54	\$1.44	\$1.34	5 Rolls of One Color Per Box

"SASHEEN" Classic Line Ribbons (75 yard rolls) are assortable with all Standard Colors of "SASHEEN" and "DECORETTE" (100 yard rolls and over), and "LACELON" (50 yard rolls) to make quantity, but not assortable with Resale Items and Packaged Deals. Quantity prices apply to single's. Prices subject to change without notice. No consignment sales; all orders are final and not returnable in whole or in part.

SASHEEN® CLASSIC LINE RIBBON PATTERNS — ACTUAL SIZE



2603—Greetings on Red and 2604—Greetings on Green



2602—Snow on Royal Blue and 2601—Snow on Red

MINNESOTA MINING AND MANUFACTURING COMPANY

... WHERE RESEARCH IS THE KEY TO TOMORROW



Sasheen
BRAND

REG. U.S. PAT. OFF.

SILVERMIST Ribbon

sparkling non-tarnish SILVER on the outside
... an accent of COLOR on the inside

RADIANT NEW SILVERMIST RIBBON . . . ANOTHER
QUALITY 3M PRODUCT CREATED AND PRODUCED
IN THE "SASHEEN" TRADITION THAT A GIFT WRAP
RIBBON IS ONLY AS BEAUTIFUL AS IT IS WORKABLE.



2904

2913

2906

2923

2904 Pastel Pink
2913 Pastel Blue

2906 Orchid
2923 Silver



2909

2917

2918

2912

2907

2960

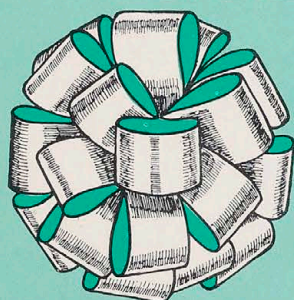
2909 Better Times
2917 Nile Green
2918 Emerald Green

2912 Royal Blue
2907 Red
2960 New Gold

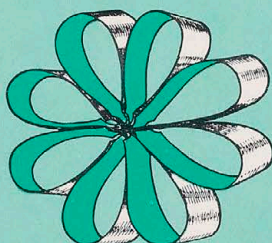
Sasheen[®] SILVERMIST Ribbon

REG. U.S. PAT. OFF.
BRAND

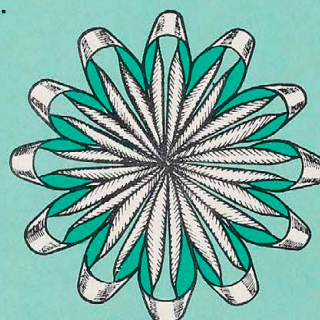
FAMOUS SASHEEN[®] WORKABILITY—STUNNING NEW SILVER-PLUS-COLOR BEAUTY. AND BEST OF ALL . . . THE *FULL BEAUTY* OF SILVERMIST RIBBON COMES THROUGH WHEN YOU USE LESS YARDAGE PER BOW. NEVER BEFORE HAS CUSTOM-WRAP ELEGANCE BEEN SO EASY TO ACHIEVE—AND SO ECONOMICAL.



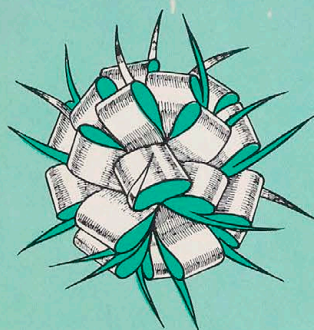
BASIC "MAGIC BOW"
4" dia.—only 2 1/3 yds.
SILVERMIST Ribbon



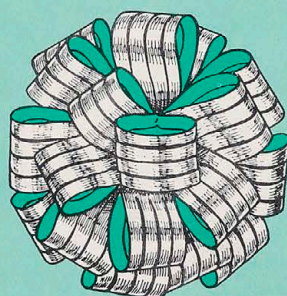
"MAGIC PINWHEEL" BOW
4" dia.—only 1 yd.
SILVERMIST Ribbon



DELUXE "PINWHEEL" BOW
6" dia.—only 2 yds.
SILVERMIST Ribbon



"FROU FROU" BOW
5" dia.—only 2 1/3 yds.
SILVERMIST Ribbon



"MUM" BOW
4" dia.—only 2 1/3 yds.
SILVERMIST Ribbon



INFORMAL "MAGIC BOW"
5" dia.—only 1 1/2 yds.
SILVERMIST Ribbon

SASHEEN SILVERMIST RIBBONS	No. of Rolls	1 Roll List Price NET	10 Rolls	25 Rolls	50 Rolls	150 Rolls	500 Rolls	1000 Rolls	PACKING
	Discount		10%	15%	20%	25%	30%	35%	
No. 4 (3/4") x 75 Yards		\$2.05	\$1.85	\$1.75	\$1.64	\$1.54	\$1.44	\$1.34	5 Rolls of One Color Per Box

"SASHEEN" SILVERMIST Ribbons (75 yard rolls) are assortable with all Standard Colors of "SASHEEN" and "DECORETTE" (100 yard rolls and over), "SASHEEN" Classic Line (75 yard rolls), and "LACELON" (50 yard rolls) to make quantity, but are not assortable with Resale Items and Packaged Deals. Quantity prices apply to single shipments only; prices subject to change without notice. No consignment sales; all orders are final and not returnable in whole or in part.

"SASHEEN," "DECORETTE" and "LACELON" are registered trademarks of the 3M Company, St. Paul 6, Minnesota

Export: 99 Park Avenue, New York. Canada: London, Ontario

MINNESOTA MINING AND MANUFACTURING COMPANY
... WHERE RESEARCH IS THE KEY TO TOMORROW





COLORS

3M RIBBONS

TEXTURES

3M RIBBONS

PATTERNS

GLEAMING **SASHEEN**[®] RIBBONS

THE ULTIMATE IN
GIFT WRAP BEAUTY
QUALITY AND WORKABILITY



2001 White
2004 Pastel Pink
2049 Shocking Pink
2007 Red
2022 Black

2225 Shadow Stripe
2005 Light Rose
2006 Orchid
2009 Better Times
2011 Purple

2923 Metallic Silver
2013 Pastel Blue
2015 Aqua
2010 Medium Blue
2012 Royal Blue

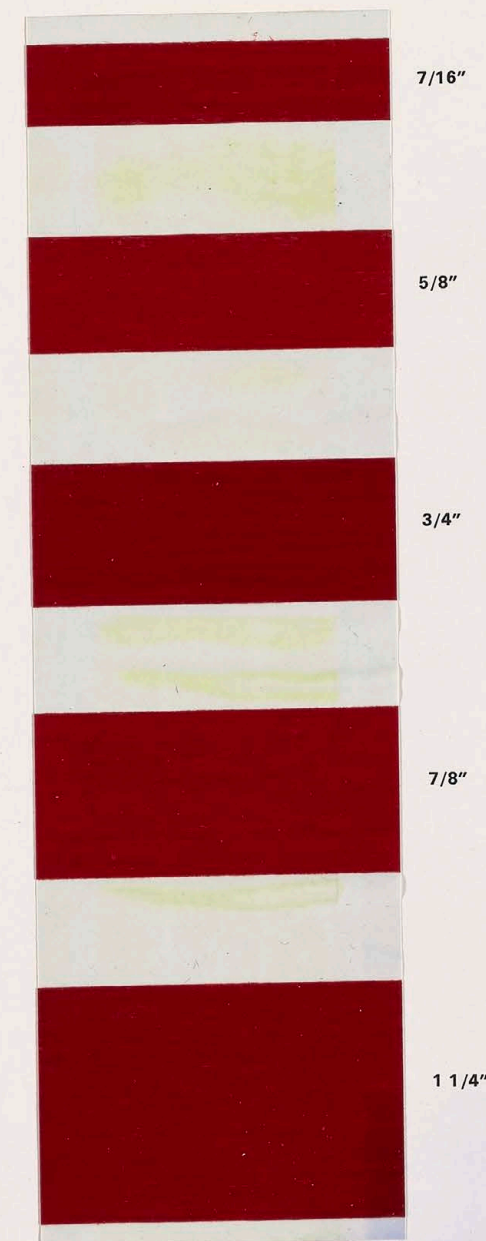
2919 Metallic Gold
2035 Citrus Green
2017 Nile Green
2048 Kelly
2068 Moss Green
2018 Emerald Green

2002 Pastel Yellow
2003 Goldenrod
2060 New Gold
2034 Orange
2073 Pecan
2021 Brown

Please specify both color number and name when ordering.

Sparkling Sasheen in your choice
of five popular ribbon widths.

ACTUAL WIDTHS



SASHEEN

LACELON

CARNIVAL

DECORETTE

METALLIC COLORS: 75 AND 200 YARD ROLLS
ALL OTHER COLORS: 100 AND 250 YARD ROLLS

7/16" WIDTH AVAILABLE ONLY IN THE FOLLOWING COLORS:

RED
WHITE

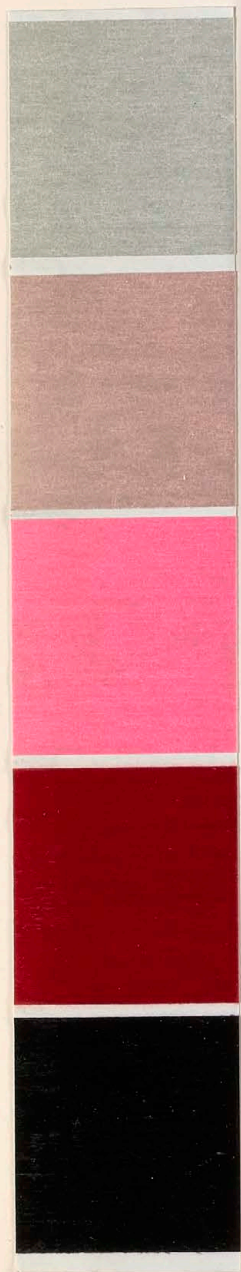
PASTEL PINK
PASTEL BLUE

NEW GOLD
EMERALD GREEN

3M
C-300-C70

GL

QU.

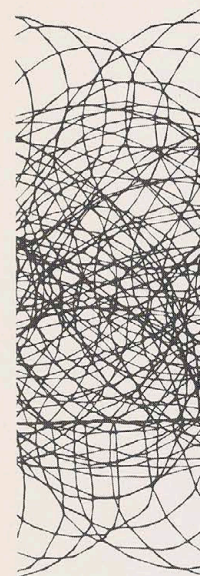


2001 White
2004 Pastel Pink
2049 Shocking Pink
2007 Red
2022 Black

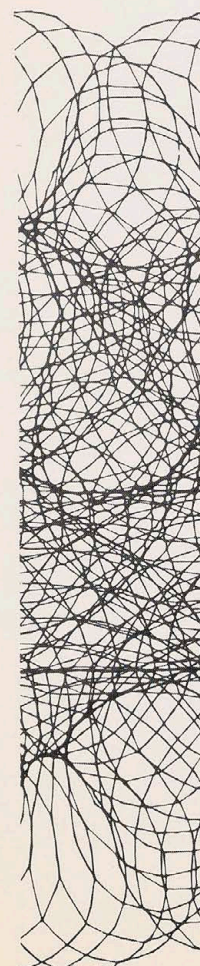
SELF-RUFFLING LACELON[®]

BRAND RIBBON

so little does so much for any package



3" WIDTH



5" WIDTH
WHITE ONLY



3004 Pink

3013 Blue

3006 Orchid

3002 Yellow

3017 Nile Green

3001 White

3923 Silver
(Metallic)

3931 Gold/Silver
(Metallic)

3007 Red

40 YARD ROLLS

3" WIDTH—ALL COLORS

5" WIDTH—WHITE ONLY

Please specify both color number and name when ordering.



C-300-E70

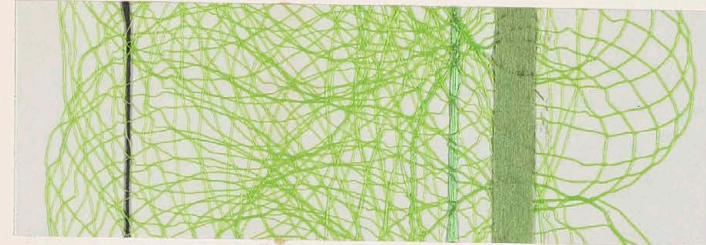
LACELON

CARNIVAL

DECORETTE

NEW CARNIVAL "GIFT TYE" RIBBONS

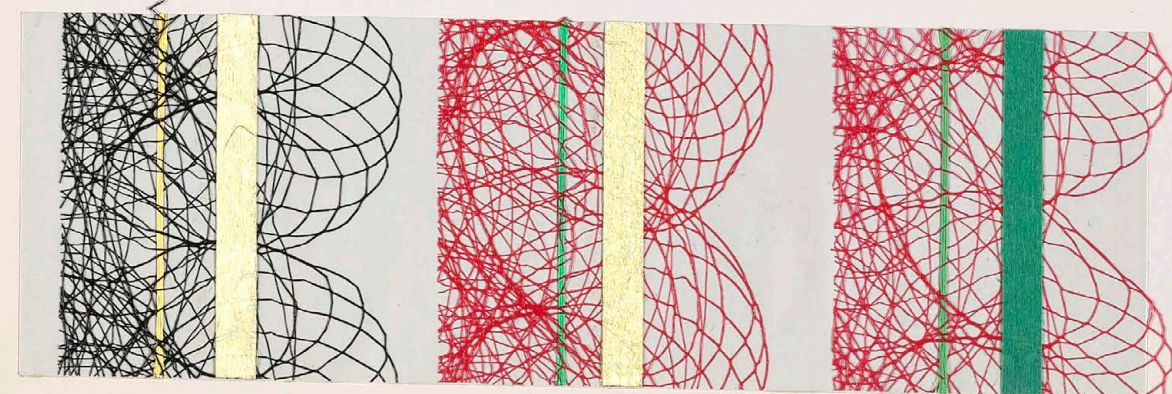
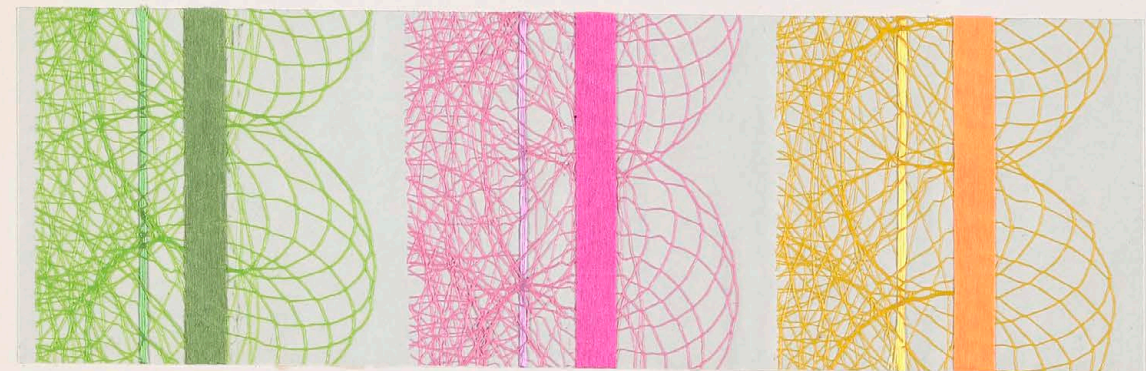
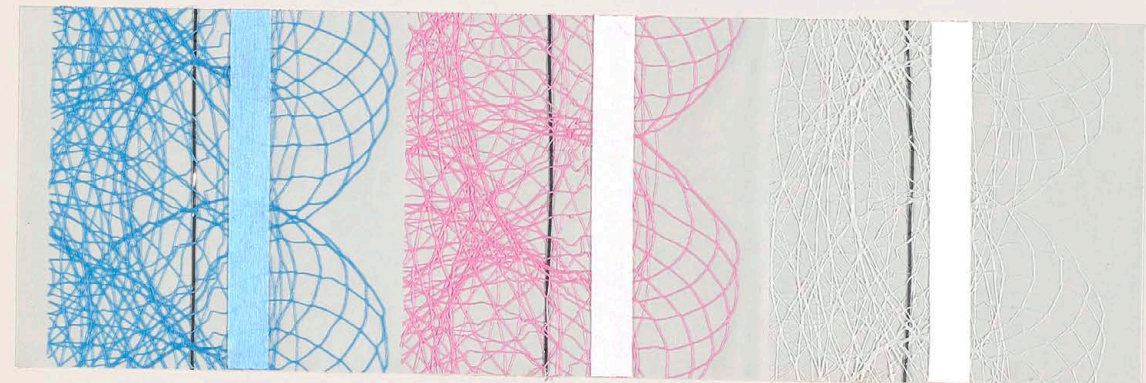
showy lace plus colorful satiny stripes—creative inspiration for dozens of totally new and amazingly easy package stylings



Sample of Actual Ribbon Width (3 1/2")

30 YARD ROLLS

3 1/2" WIDTH Only



3713 Blue
3492 Avocado
3488 Black Magic

3704 Pink
3495 Cherry Blossom
3489 Brilliance

3743 White
3498 Marigold
3490 Holiday



C-300-F70

Please specify both color number and name when ordering.

CARNIVAL
DECORETTE

2001 White
2004 Pastel
2049 Shock
2007 Red
2022 Black

LIGHT 'N LACY DECORETTE[®] RIBBONS

*a new note of elegance for your giftwraps: color-matched
satin and lace accented with sparkling metallic stripes*



6001 White
6923 Metallic Silver
6931 Metallic Gold
6088 Black Magic
6760 New Gold

6743 Silver Edge
6742 Gold Edge
6091 Pink & Blue Stripe
6713 Blue
6084 Bluebell

6715 Aqua
6704 Pink
6006 Orchid
6095 Cherry Blossom
6707 Red

6092 Avocado
6702 Yellow
6098 Marigold
6748 Kelly
6718 Emerald Green

100 YARD ROLLS—1" WIDTH ONLY

Please specify both color number and name when ordering.

DECORETTE

PAGE NO. **C-300**

Dated January, 1970

Replaces: C-300 Dated January, 1969

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ST. PAUL, MINNESOTA 55101 . . . *WHERE RESEARCH IS THE KEY TO TOMORROW*