

NEG. NO. AG-4

## TRADEMARK FILE INFORMATION

|                   |                     |
|-------------------|---------------------|
| Trademark:        | Cellu-Flo           |
| Trademark Owner:  | The Cellulo Company |
| Last Assignee:    | None                |
| Date of First Use |                     |
| in Commerce:      | June 15, 1946       |
| Registration No.: | 617,453             |
| Date Trademark    |                     |
| Registered:       | December 13, 1955   |
| Size of Label in  |                     |
| Trademark File:   | 8.5000 x 11 inches  |

Receipt of Pictured Label by Patent Office: N/A

**CELLO-FLO**  
BY  
*Cellulo*



FIG. 1

**A HIGHLY EFFICIENT  
FIBROUS ASBESTOS FILTER MEDIUM**

Cellu-Flo is the best of all fibrous types of filtering mediums and is especially adapted to low cost clean bottom work. Although not a new material the special characteristics which expert engineering knowledge and precision modern machinery give make it an ideally flexible filtering material. This flexibility allows Cellu-Flo to perform as an excellent filtering medium for many of the complex varieties of liquids which require such treatment.

Cellu-Flo is made up of pure fibrous asbestos. This is supplied in two grades, a "standard" for general purposes and specially chemically purified grades for products where high standards of purity are required. These special grades permit retention of delicate flavors and fragrances and their sparkling character. A standard type of grinding equipment maintains exact fine lengths. This permits "sharpness" of filtration. A special "exhaustion process" breaks the filtering material so that depth filtration, as necessary for long life cycles and economical results, is readily attained.

FIG. 2



**FLEXIBILITY AND ECONOMY**

Cellu-Flo blends perfectly with various types of cellulose fibers and fluffs. Several standard prepared grades are available. These blends are economical because of the low cost of the cellulose ingredients and are perfectly adaptable to many filtering processes. A specially designed blending machine assures perfect uniformity of all Cellu-Flo mixtures. Note the uniformity and character of longness in figure 1, upper right, in a magnified photo of a typical Cellu-Flo mixture. Compare this with the picture shown at lower left, figure 2, a representative of a typical conventional mixture. The non-uniformity and longness prevent the bottom of a good filter paper, and unsatisfactory clarity is sure to result.

**CELLULO FILTER SERVICE**  
ENGINEERED TO YOUR NEEDS

