

Registered Aug. 2, 1949

Registration No. 513,040

**PRINCIPAL REGISTER**  
**Trade-Mark**

**UNITED STATES PATENT OFFICE**

**Bronson Reel Company, Bronson, Mich., now by  
change of name B. R. Company, assignor to  
McAleer Manufacturing Company, Rochester,  
Mich., a corporation of Michigan**

**Act of 1946**

**Application October 24, 1947, Serial No. 538,879**

**SILVER PRINCESS**

**(Statement)**

Bronson Reel Company, a corporation duly organized under the laws of the State of Michigan, located at Bronson, Branch County, Michigan, and doing business at Bronson, Michigan, has adopted and used the trade-mark shown in the accompanying drawing, for FISHING REELS, in Class 22, Games, toys, and sporting goods, and presents herewith five specimens showing the trade-mark as actually used in connection with such goods, the trade-mark being applied to the goods, and requests that the same be registered in the United States Patent Office on the Principal Register in accordance with the act of July 5, 1946.

The trade-mark was first used in September 1930, and in commerce among the various States, which may lawfully be regulated by Congress February 28, 1931.

**(Declaration)**

Bert B. Ward, being duly sworn, deposes and says that he is vice-president and general manager of Bronson Reel Company, the applicant named in the foregoing statement, that he believes that said corporation is the owner of the trade-mark, which is in use in commerce among the several States, and that no other person, firm, corporation or association, to the best of his knowledge and belief, has the right to use such trade-mark in commerce which may lawfully be regulated by Congress either in the identical form thereof or in such near resemblance thereto as might be calculated to deceive, that the drawing and description truly represent the trade-mark sought to be registered, that the specimens show the trade-mark as actually used in connection with the goods, and that the facts set forth in the statement are true.

**BRONSON REEL COMPANY,**  
By **BERT B. WARD,**  
*Vice-President and General Manager.*