



**Master Lock.**

Milwaukee, Wisconsin USA



75th  
Anniversary

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Commemorative  
Master Lock  
and Key



## Commemorative Master Lock and Key

This special edition Master Lock padlock commemorates the company's 75th Anniversary. It combines one of Master Lock's current padlocks with the historic trademark favored by the company's founder, Harry E. Soref.

The lion's head trademark was first used in September, 1923, when it was applied to Master padlock packages. An application for its patent as a trademark was filed in May, 1925, and granted in September, 1926. The lion's head eventually took on a shaggier, more ferocious appearance.

To Harry, the lion was the most respected animal – Number One, strong, top cat, and king of the jungle. It was just the image he wanted for his newly patented laminated padlock. In addition to the logo, Harry frequently used lions, tigers, and other jungle scenes in the company's early advertising.

Harry also used a full lion body at times for trademark purposes. The key accompanying this commemorative lock is the same design that began to appear in 1931. The patent was applied for in October, 1931, and registered in March, 1932. An original die was used to cast this commemorative key.

The lion's head continued to be used on only one lock, the Master Lock No. 77 wrought steel "shell" padlock, until 1996, when it was taken out of production. This trademark no longer appears on any Master Lock products or promotional materials.

This special edition Master Lock is modeled after the No. 220 lock. The No. 220 lock itself was introduced to the Master Lock line in 1979. Designed to compete in the round lock market, it features a removable cylinder and its own 5-pin cylinder series. The No. 220 does not normally feature the lion's head logo. Manufactured at the Master Lock plant in Milwaukee, the 75th Commemorative Anniversary Lock has been specially diecast with the original die used in the early 1920s. This 75th Anniversary Lock is one of a limited edition collection.



**Master Lock Company**  
*Founded 1921*

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# Certificate of Authenticity



## Commemorative Master Lock & Key 75th Anniversary Edition

The Master Lock Company certifies that the enclosed lock and key is one of a limited edition of a lock produced for the Company's 75th Anniversary.

Manufactured at Master Lock's Milwaukee facility, this special edition round, solid-body lock features the firm's original lion's head trademark on one side and the Company's 75th Anniversary logo on the other. The lion's head trademark is the original design introduced in 1923 as the Company's first logo. The accompanying key features a subsequent Master Lock trademark, the full body lion, which began to appear on products and packaging in 1931. Neither trademark is in use today.

This commemorative lock and key is 541 of 2500 manufactured especially for the 75th Anniversary of the Master Lock Company.

*Randall W. Larrimore*

Randall W. Larrimore  
Chairman & Chief Executive Officer

*10/25/96*

Date

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