


 THE BOLD LOOK OF KOHLER
 KOHLER CO. Founded 1873, KOHLER, WI.
 Merging Art, Technology, Style - Products in Perpetual Care

KOHLER of KOHLER
Plumbing Fixtures

THE BOLD LOOK
 BOLDNESS LOOKS GREAT WITH
 MIXED-TONE TOILETS

KOHLER of KOHLER
 600 North Lincoln St., Kohler, Wisconsin

THE BOLD LOOK OF KOHLER
 BEHOLD THE FUTURE. THE ULTIMATE IN FUNCTIONAL, VEIL-INTELLIGENT TOILET.

US.KOHLER.COM

THE HISTORY OF KOHLER CO. ADVERTISING

SOME HORSES CAN'T BE BROKEN.

KOHLER
 BEHOLD THE FUTURE. THE ULTIMATE IN FUNCTIONAL, VEIL-INTELLIGENT TOILET.

THE BOLD LOOK OF KOHLER

NEVERTOONEXT

THE BOLD LOOK OF KOHLER
 BEHOLD THE FUTURE. THE ULTIMATE IN FUNCTIONAL, VEIL-INTELLIGENT TOILET.

US.KOHLER.COM

KOHLER®

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— *Bill Bernbach*

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"Colonna" Bath, Plate No. K-64

"Emmet" Lavatory, Plate No. K-332

The KOHLER trade-mark appears on every piece of KOHLER enameled plumbing ware. It is incorporated in faint blue in the enamel, at the points indicated by the arrows.

The attractiveness of your bath room will be enhanced by

KOHLER Enameled Plumbing Ware

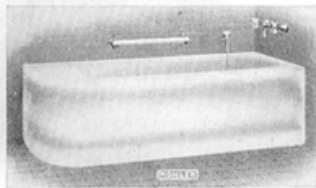
One quality—the highest. The enamel is purest white. Every KOHLER bathtub, lavatory and sink is cast in one piece. With this hygienic construction there are no plates to be adjusted, no joints to spring apart, no cracks to collect dirt and make cleaning difficult.

The "Colonna"

This regular style bathtub is an excellent example of KOHLER ware. With the "Emmet" lavatory it completes an attractive combination for the modest priced home or apartment.

The trade-mark, permanently incorporated in the enamel of every KOHLER fixture, is our guarantee of quality and prevents substitution of inferior ware.

Send us the name of your architect and plumber, and let us mail you a free copy of our interesting illustrated booklet, "KOHLER OF KOHLER," the story of a community devoted to the manufacture of enameled plumbing ware.



"Viceroy" Bath, Plate No. V-12-A
(Patent applied for)

MAKERS OF
Trade-marked, Enameled
Bathtubs, Lavatories
and Sinks

"It's in the Kohler Enamel"
KOHLER CO.
Founded 1873
Kohler, Wis. U.S.A.

BRANCHES
Boston New York
Pittsburgh Chicago
San Francisco London

1915-1919

"Scarcely four miles from Sheboygan, Wisconsin, U.S.A., stands the town of Kohler, home of the world-famed enameled plumbingware that bears its name.

Here is an independent community imbued with the spirit of achievement, yet untrammelled by aught that tends to hinder fullest self-expression.

Through this spirit KOHLER® products have set and attained their enviable mark."

— Advertisements in The Literary Digest and
The Saturday Evening Post, February 1919

1915

KOHLER manufactures but one quality of enameled plumbing ware of uniform color and only the highest grade

Whatever you buy bearing the Kohler trademark is always of the same quality—the same materials and workmanship go into every piece from the lowest price to the highest.

The graceful, artistic lines of Kohler which are made by a company that has been in successful existence for over forty-two years—and the work of the finest, harmonious with any architectural treatment or decided by the same family.

When you buy a piece of Kohler enameled plumbing ware, you secure the product of an enthusiastic, efficient organization imbued with high ideals. You select goods.

The Kohler factory is the largest in the world devoted exclusively to the production of enameled plumbing ware.

Why you should select KOHLER WARE

KOHLER handles no one else's ware. Your architect will see that Kohler ware is the highest quality of the industry. The graceful, artistic lines of Kohler ware are the signature of the highest quality of enameled plumbing ware.

It pays you to select Kohler enameled ware. Installing it costs the same as to put in cheaper and less reliable goods. Ask your plumber or architect.

MAKERS OF Enameled Bath Tubs, Lavatories, Sinks, etc.

"It's in the Kohler Enamel"

KOHLER CO. Founded 1873
Kohler, Wis., U. S. A.

BRANCHES
London, New York, Chicago, Boston, San Francisco

1915

THE "VICEROY" BATHTUB

Kohler's latest triumph in Enameled Plumbing Ware

The beautiful bathing tub in all its uses. Constructed by the finest designers, with no seams or angles and will stand in constant service your lifetime. Here are some of its distinctive features:

- 1. Enamel finish on all surfaces.
- 2. No sharp corners.
- 3. No sharp edges.
- 4. No sharp angles.
- 5. No sharp corners.
- 6. No sharp edges.
- 7. No sharp angles.
- 8. No sharp corners.
- 9. No sharp edges.
- 10. No sharp angles.

A simple design

The "Viceroy" is designed in the most simple and practical manner. It is a masterpiece of design and construction. It is a masterpiece of design and construction. It is a masterpiece of design and construction.

"It's in the Kohler Enamel"

KOHLER CO. Kohler, Wis., U. S. A.

1916

After play there's nothing like a plunge in a fine bathtub

The beautiful advantages of KOHLER's enameled ware are the general character of KOHLER's ware. It is the result of the finest materials and the most advanced processes, made to give KOHLER's enameled ware the highest quality.

KOHLER WARE
—the type of new quality—the highest.

It is the result of the finest materials and the most advanced processes, made to give KOHLER's enameled ware the highest quality.

KOHLER CO. Kohler, Wis., U. S. A.

1916

"These Are The Bath Room Fixtures We Want"

A book about KOHLER Trade-Marked Enameled Plumbing Ware

If you are building a home or are planning to remodel your bath, you will want to know the best of the best. KOHLER's enameled plumbing ware is the result of the finest materials and the most advanced processes, made to give KOHLER's enameled ware the highest quality.

KOHLER
A trade-mark that is a guarantee of the highest quality

KOHLER CO. Kohler, Wis., U. S. A.

1916

A beautiful bathtub appeals even to the boy

You can make your bath room an attractive spot. The enameled bathtub will have its charm for the boy. A bath room with beautiful fixtures is a delight to every member of the family.

KOHLER WARE

KOHLER CO. Kohler, Wis., U. S. A.

1916

For houses and apartments of all classes

KOHLER WARE

KOHLER CO. Kohler, Wis., U. S. A.

1916

Build your home around your bathroom

The bathroom should have a beautiful appearance, when you give the KOHLER enameled ware. It is the result of the finest materials and the most advanced processes, made to give KOHLER's enameled ware the highest quality.

KOHLER WARE
—an expression of 20th century ideas

KOHLER CO. Kohler, Wis., U. S. A.

1916

This beautiful sink represents the excellence of KOHLER Enameled Plumbing Ware

In all its enameled construction, and will add to the attractiveness of any kitchen in which it is installed. KOHLER's enameled ware is the result of the finest materials and the most advanced processes, made to give KOHLER's enameled ware the highest quality.

KOHLER
enameling has become one of the fine arts

KOHLER CO. Kohler, Wis., U. S. A.

1916

KAUFMAN Brothers, The Home Store for Bathing & Bibles
1916 - Nov. 13, 1916



KOHLER
enamel plumbing ware for your bathroom

Your architect knows—let him specify KOHLER enamel plumbing ware for your bathroom

The "Enameled" bathtub is just what you will want for your home. It is of enameled composition, hygienic design. There are no joints or artificial flues to make cleaning difficult.

The KOHLER bathtub, moreover, is the most, in its quality of construction and long life to endure.

Reasons of recommending enameled are the great of this bathtub light to the

KOHLER
Enamel Plumbing Ware is always of one quality—the highest

The enameled composition that makes KOHLER bathtubs, washbasins, and toilet bowls so durable and long-lasting is the result of a scientific process. It is not a mere surface coating, but a permanent part of the material.

The KOHLER bathtub is made of a special enameled composition. It is not a mere surface coating, but a permanent part of the material.

It is made of a special enameled composition. It is not a mere surface coating, but a permanent part of the material.

It is made of a special enameled composition. It is not a mere surface coating, but a permanent part of the material.

KOHLER CO.
Kohler, Wis. U.S.A.

1917

The Literary Digest July 14, 1917

KOHLER WARE



A Permanent Investment
When you buy plumbing ware for bath rooms and kitchens you expect it to retain its attractiveness as long as your home stands—and it should.

KOHLER WARE
is of one quality—the highest

If you are building or planning to build or remodel, insure your permanent satisfaction by selecting KOHLER bathtubs, lavatories and sinks. Your architect and builder know the merits of KOHLER products.

Address: E.P.
KOHLER CO., Kohler, Wis.

1918

KOHLER
IS AN IDEA

Plenty of reasons are the reason of this famous name. It is not a mere surface coating, but a permanent part of the material.

The KOHLER bathtub is made of a special enameled composition. It is not a mere surface coating, but a permanent part of the material.

It is made of a special enameled composition. It is not a mere surface coating, but a permanent part of the material.

KOHLER or KOHLER
Kohler, Wis. U.S.A.

1919

KOHLER
Also MEANS 4 YEARS' EXPERIENCE

It is not a mere surface coating, but a permanent part of the material.

The KOHLER bathtub is made of a special enameled composition. It is not a mere surface coating, but a permanent part of the material.

It is made of a special enameled composition. It is not a mere surface coating, but a permanent part of the material.

KOHLER or KOHLER
Kohler, Wis. U.S.A.

1917

THE HOUSE BEAUTY!
May 1917



The Whole Family is Interested
Choosing the best tub and sanitary ware for the bathroom is a matter of moment to every member of the family. It should be done carefully, there should be the following considerations. When such a procedure is followed, the choice naturally is enameled ware.

KOHLER WARE
—always of one quality—the highest

It is not a mere surface coating, but a permanent part of the material.

The KOHLER bathtub is made of a special enameled composition. It is not a mere surface coating, but a permanent part of the material.

It is made of a special enameled composition. It is not a mere surface coating, but a permanent part of the material.

KOHLER CO.
Kohler, Wis. U.S.A.



1917

The New COUNTRY LIFE
May 1917



Kohler Quality

The plumbing ware you select for your new home is to be a permanent part of it. For this reason it is essential to require quality and beauty.

In choosing KOHLER WARE you are sure of the highest quality, because that quality was the aim of KOHLER products.

KOHLER WARE
—always of one quality—the highest

It is not a mere surface coating, but a permanent part of the material.

The KOHLER bathtub is made of a special enameled composition. It is not a mere surface coating, but a permanent part of the material.

It is made of a special enameled composition. It is not a mere surface coating, but a permanent part of the material.

KOHLER CO.
Kohler, Wis. U.S.A.



1919

KOHLER
Also MEANS FACTORY SANITATION

It is not a mere surface coating, but a permanent part of the material.

The KOHLER bathtub is made of a special enameled composition. It is not a mere surface coating, but a permanent part of the material.

It is made of a special enameled composition. It is not a mere surface coating, but a permanent part of the material.

KOHLER or KOHLER
Kohler, Wis. U.S.A.

1919

KOHLER
Also MEANS A TOWN



It is not a mere surface coating, but a permanent part of the material.

The KOHLER bathtub is made of a special enameled composition. It is not a mere surface coating, but a permanent part of the material.

It is made of a special enameled composition. It is not a mere surface coating, but a permanent part of the material.

KOHLER or KOHLER
Kohler, Wis. U.S.A.



Designed by Ely Jacques Kahn, Architects, New York. Plumbing fixtures, with their metal fittings, designed and executed by Kohler of Kohler

In the Metropolitan Museum of Art

— Exhibition of a modern bath and dressing room

THE new importance of the bathroom as a place of beauty in the modern home could hardly be more strikingly emphasized than it is by this room by Mr. Ely Jacques Kahn in the current Exhibition of American Industrial Art at the Metropolitan Museum, New York.

That the bathroom was chosen as one of the typical rooms to be shown in this internationally important exhibition is in itself an eloquent fact. The manner in which this room unites artistry with logical simplicity demonstrates the wisdom of the choice.

The walls are of glass. The floors are of special yielding rubber. Radiators are recessed behind tiled grilles, and over their warmth

hang the towels. Such thoughtful details throughout illustrate how comfort parallels beauty.

Chromium-plated Kohler fittings in the Cellini pattern enhance the distinguished beauty of the jet black Kohler fixtures.



Into this setting are introduced a Kohler bath and lavatory of gleaming black, with chromium-plated fittings — faucets, handles, and escutcheons — also of Kohler make, in the graceful Cellini design. These Kohler contributions are in patterns available to all.

Kohler fixtures of modern style and beauty — in lovely color or lustrous white — are made for simplest bathrooms as well as costly ones. Write to Kohler Co., Kohler, Wis., for a free 72-page book, in color, showing fixtures for bathrooms, kitchens, and laundries, with color schemes, floor plans, and prices.

KOHLER Co. Founded 1873 • Branches in Principal Cities • Shipping Point, Sheboygan, Wis.

KOHLER OF KOHLER
Plumbing Fixtures

© 1929, Kohler Co.

1920s

“The Kohler exhibit at the Metropolitan is just another indication that American engineers and manufacturers are making real contributions to modern design. When the general run of American manufacturers are convinced—as the Kohler people are—of the value of art in industry, they will introduce into all the furnishings of the home... the same splendid serviceability and convenience which have made the world admit that the American bathroom is a thing of beauty.”

*— Holgar Cahill,
Metropolitan Museum of Art, 1929*

1922

A MIRROR OF PLEASANT LIVING



It is not the size of the bathroom, but the quality of the fixtures that makes it a pleasure to use. The Kohler of Kohler is the only one that gives you a mirror of pleasant living. It is the only one that gives you a mirror of pleasant living. It is the only one that gives you a mirror of pleasant living.

KOHLER of KOHLER
 CO. 1201 N. 1st St., Milwaukee, Wis. Supply Dept., Chicago, Ill.
 BRANCHES IN PRINCIPAL CITIES

1922

IS THERE AN IDEA FOR YOUR BATHROOM?



There is a new idea for your bathroom. It is the Kohler of Kohler. It is the only one that gives you a mirror of pleasant living. It is the only one that gives you a mirror of pleasant living. It is the only one that gives you a mirror of pleasant living.

KOHLER of KOHLER
 CO. 1201 N. 1st St., Milwaukee, Wis. Supply Dept., Chicago, Ill.
 BRANCHES IN PRINCIPAL CITIES

1924

BATHROOM with Kohler fixtures!



Why not have it? Think of the daily pleasure that a beautiful Kohler bathroom bath would bring. It is the only one that gives you a mirror of pleasant living. It is the only one that gives you a mirror of pleasant living. It is the only one that gives you a mirror of pleasant living.

KOHLER of KOHLER
 CO. 1201 N. 1st St., Milwaukee, Wis. Supply Dept., Chicago, Ill.
 BRANCHES IN PRINCIPAL CITIES

1924

PRIDE OF CLEANLINESS




It is the pride of cleanliness that makes a bathroom a pleasure to use. The Kohler of Kohler is the only one that gives you a mirror of pleasant living. It is the only one that gives you a mirror of pleasant living. It is the only one that gives you a mirror of pleasant living.

KOHLER of KOHLER
 CO. 1201 N. 1st St., Milwaukee, Wis. Supply Dept., Chicago, Ill.
 BRANCHES IN PRINCIPAL CITIES

1923

"A GLORIOUS BATHROOM"



It is the quality of the fixtures that makes a bathroom a pleasure to use. The Kohler of Kohler is the only one that gives you a mirror of pleasant living. It is the only one that gives you a mirror of pleasant living. It is the only one that gives you a mirror of pleasant living.

KOHLER of KOHLER
 CO. 1201 N. 1st St., Milwaukee, Wis. Supply Dept., Chicago, Ill.
 BRANCHES IN PRINCIPAL CITIES

1923

YOUR KITCHEN IS YOU



There is a new idea for your kitchen. It is the Kohler of Kohler. It is the only one that gives you a mirror of pleasant living. It is the only one that gives you a mirror of pleasant living. It is the only one that gives you a mirror of pleasant living.

KOHLER of KOHLER
 CO. 1201 N. 1st St., Milwaukee, Wis. Supply Dept., Chicago, Ill.
 BRANCHES IN PRINCIPAL CITIES

1925

THE BEST OF BOTH WORLDS



It is the best of both worlds that makes a bathroom a pleasure to use. The Kohler of Kohler is the only one that gives you a mirror of pleasant living. It is the only one that gives you a mirror of pleasant living. It is the only one that gives you a mirror of pleasant living.

KOHLER of KOHLER
 Plumbing Fixtures
 CO. 1201 N. 1st St., Milwaukee, Wis. Supply Dept., Chicago, Ill.
 BRANCHES IN PRINCIPAL CITIES

1925

THE PRIDE OF CLEANLINESS



It is the pride of cleanliness that makes a bathroom a pleasure to use. The Kohler of Kohler is the only one that gives you a mirror of pleasant living. It is the only one that gives you a mirror of pleasant living. It is the only one that gives you a mirror of pleasant living.

KOHLER of KOHLER
 Estimated Plumbing Work
 CO. 1201 N. 1st St., Milwaukee, Wis. Supply Dept., Chicago, Ill.
 BRANCHES IN PRINCIPAL CITIES

1926



IF you want to see the latest in bathroom plumbing, look to the Kohler of Kohler. The new Kohler of Kohler is the most modern in the world. It is the result of the latest scientific research in the art of plumbing. It is the result of the latest scientific research in the art of plumbing. It is the result of the latest scientific research in the art of plumbing.

KOHLER OF KOHLER
Plumbing Fixtures

1926



MIND-MUSCLE power comes in Youth. Youth is the most beautiful thing in the world. It is the result of the latest scientific research in the art of plumbing. It is the result of the latest scientific research in the art of plumbing. It is the result of the latest scientific research in the art of plumbing.

KOHLER OF KOHLER
Plumbing Fixtures

1927

EDISON, WARE & COMPANY

Kohler Electricity Gives a Party!

Kohler Electric gives a party in the kitchen. It is the result of the latest scientific research in the art of plumbing. It is the result of the latest scientific research in the art of plumbing. It is the result of the latest scientific research in the art of plumbing.

KOHLER OF KOHLER
Automatic Electric Flush—no H.D.C.

1927

THE SATURDAY EVENING POST

To complete the picture—Kohler colored fixtures

Kohler colored fixtures are the result of the latest scientific research in the art of plumbing. It is the result of the latest scientific research in the art of plumbing. It is the result of the latest scientific research in the art of plumbing.

KOHLER OF KOHLER
Plumbing Fixtures

1926



THE most modern plumbing is the result of the latest scientific research in the art of plumbing. It is the result of the latest scientific research in the art of plumbing. It is the result of the latest scientific research in the art of plumbing.

KOHLER OF KOHLER
Plumbing Fixtures

1926



BATHING is a "clean" job. It is the result of the latest scientific research in the art of plumbing. It is the result of the latest scientific research in the art of plumbing. It is the result of the latest scientific research in the art of plumbing.

KOHLER OF KOHLER
Plumbing Fixtures

1927

KOHLER OF KOHLER
Plumbing Fixtures

Kohler of Kohler is the result of the latest scientific research in the art of plumbing. It is the result of the latest scientific research in the art of plumbing. It is the result of the latest scientific research in the art of plumbing.

1927

KOHLER OF KOHLER
Plumbing Fixtures

Kohler of Kohler is the result of the latest scientific research in the art of plumbing. It is the result of the latest scientific research in the art of plumbing. It is the result of the latest scientific research in the art of plumbing.

1927



LET THE KOHLER ELECTRIC SINK DO THE DISHES

Now you will wash the dishes electrically with a dash! There is a wonderful new sink—the Kohler Electric Sink—which saves dishes and plumbing, and does it so efficiently and soothly that the old-fashioned, time-consuming method becomes a thing of the past.

There is no more scrubbing, no more pouring, no more soap suds. The Kohler Electric Sink washes dishes as they come. It is so simple that even a child can use it. It is so beautiful that it will add to the beauty of your kitchen. And it will save you a lot of money every day.

KOHLER OF KOHLER
Plumbing Fixtures

1927



HERE'S every step that goes to get you a bath of Kohler Ware. And there's more to it than meets the eye. There are many things that go into the making of a Kohler sink. There are the materials, the machinery, the skill of the workmen, and the care of the designer. And there is a special finishing touch that gives the Kohler sink its unique character.

The Kohler Electric Sink is made of the finest materials and is finished with a special enamel that makes it so beautiful and so durable. It is so simple that even a child can use it. It is so beautiful that it will add to the beauty of your bathroom. And it will save you a lot of money every day.

KOHLER OF KOHLER
Enamelled Plumbing Ware

1927



Crowning glory of the kitchen
The KOHLER ELECTRIC SINK

Every house needs the wonderful, electrically powered sink that saves dishes and plumbing. It is so simple that even a child can use it. It is so beautiful that it will add to the beauty of your kitchen. And it will save you a lot of money every day.

KOHLER OF KOHLER
Plumbing Fixtures

1927



A blessing three times a day
The KOHLER ELECTRIC SINK

There is no more scrubbing, no more pouring, no more soap suds. The Kohler Electric Sink washes dishes as they come. It is so simple that even a child can use it. It is so beautiful that it will add to the beauty of your kitchen. And it will save you a lot of money every day.

KOHLER OF KOHLER
Plumbing Fixtures

1927



WHEN you see the Kohler Electric Sink, you will know that it is the best of all sinks. It is so simple that even a child can use it. It is so beautiful that it will add to the beauty of your kitchen. And it will save you a lot of money every day.

KOHLER OF KOHLER
Plumbing Fixtures

1927



KOHLER FIXTURES IN COLOR

The Kohler Electric Sink is made of the finest materials and is finished with a special enamel that makes it so beautiful and so durable. It is so simple that even a child can use it. It is so beautiful that it will add to the beauty of your bathroom. And it will save you a lot of money every day.

KOHLER OF KOHLER
Plumbing Fixtures

1927



THE Kohler Electric Sink is the best of all sinks. It is so simple that even a child can use it. It is so beautiful that it will add to the beauty of your kitchen. And it will save you a lot of money every day.

KOHLER OF KOHLER
Plumbing Fixtures

1927



THE Kohler Electric Sink is the best of all sinks. It is so simple that even a child can use it. It is so beautiful that it will add to the beauty of your kitchen. And it will save you a lot of money every day.

KOHLER OF KOHLER
Plumbing Fixtures

1928

Fair and Gold! How delightfully this subtle sympathy of beauty is rendered in this delicate border of ivory, with gold-plated fittings and legs. Picture your bathroom transformed by Kohler color—orange, with all the fineries—buff, lavender, white—in ivory or blue, in brown or grey, in lavender, green, or black—Color as you wish. To secure the change that has come in bathroom design, visit a Kohler display room or write to Kohler Co., Kohler, Wis., for the book of Color Plates.



KOHLER OF KOHLER
Plumbing Fixtures
1200 W. 2ND STREET, TRUST BLDG., COOK COUNTY, ILL.

1928



For bathrooms glorious in color

KOHLER OF KOHLER
Plumbing Fixtures
1200 W. 2ND STREET, TRUST BLDG., COOK COUNTY, ILL.

1928



Start with color in the fixtures

KOHLER OF KOHLER
Plumbing Fixtures
1200 W. 2ND STREET, TRUST BLDG., COOK COUNTY, ILL.


1929



The Low Cost of Beauty

KOHLER OF KOHLER
Plumbing Fixtures
1200 W. 2ND STREET, TRUST BLDG., COOK COUNTY, ILL.

1928



A Kohler Electric Sink for light laundering

KOHLER OF KOHLER
Plumbing Fixtures
1200 W. 2ND STREET, TRUST BLDG., COOK COUNTY, ILL.

1928



The New Era in Bathroom Decoration

KOHLER OF KOHLER
Plumbing Fixtures
1200 W. 2ND STREET, TRUST BLDG., COOK COUNTY, ILL.

1929



Adaptable Colors by Kohler

KOHLER OF KOHLER
Plumbing Fixtures
1200 W. 2ND STREET, TRUST BLDG., COOK COUNTY, ILL.

1929



3 NEW KITCHEN COLORS BY KOHLER

KOHLER OF KOHLER
Plumbing Fixtures
1200 W. 2ND STREET, TRUST BLDG., COOK COUNTY, ILL.

1920

THE SATURDAY EVENING POST

KOHLER

Just turn on a Light or a fixture Switch anywhere—even up to a mile away—and the **KOHLER** plant starts automatically!

KOHLER
Automatic
POWER and LIGHT
NO BATTERY

KOHLER of KOHLER
Automatic Electric Plants—110 Volt D.C.
No Storage Batteries

1921

THE SATURDAY EVENING POST

Why are American farmers the most prosperous in the world?

Only the **KOHLER** Automatic gives you all these desirable features:

KOHLER of KOHLER
Automatic Electric Plants—110 Volt D.C.
No Storage Batteries

1927

This Year—Kohler Electricity

KOHLER of KOHLER
Automatic Electric Plants—110 Volt D.C.
No Storage Batteries

1927

For children—Kohler Electricity

KOHLER of KOHLER
Automatic Electric Plants—110 Volt D.C.
No Storage Batteries

1924

THE SATURDAY EVENING POST

A new kind of private electricity

KOHLER of KOHLER
Automatic Electric Plants—110 Volt D.C.
No Storage Batteries

1925

It's cheery and comfortable with Kohler Electricity

KOHLER of KOHLER
Automatic Electric Plants—110 Volt D.C.
No Storage Batteries

1927

Turn night work into light work

KOHLER of KOHLER
Automatic Electric Plants—110 Volt D.C.
No Storage Batteries

1927

The Welcoming Lights of Home

KOHLER of KOHLER
Automatic Electric Plants—110 Volt D.C.
No Storage Batteries



THE SERVICE WHICH DID NOT FAIL BYRD

IN LITTLE AMERICA WILL BE EQUALLY FAITHFUL TO YOU

Here—! The roar of an airplane engine, the cheer of a far-clad ground crew, and Byrd is off for the pole. As he wings his way across the frozen wilderness, a message is flashed across 12,000 miles of space—a sixteenth of a second does it.

Hours before the intrepid adventurer again lands at his base, an anxious world is reading, hearing and talking about his latest epic of the air.

Kohler Plants furnished the current with which to broadcast those radio messages to the outside world. In addition they provided light for the men's quarters during the long dark period; illuminated the beacon light which guided scouts on the hazardous job of examining the ice pack; provided current for carbon-arc lamps used to give the men artificial sunlight treatments. Whatever job required electricity was done promptly and thoroughly, thanks to the faithful service of Kohler Plants.

Byrd chose Kohler Plants because they had proved reliability under accurate tests. In practice he found them all he had hoped for—rugged, sturdy units which did not falter at 60° below.

Kohler Plants generate electric current at 110 volts or 220 volts, A. C. or D. C. Capacities range from 800 watts to 5 K. W. Wherever public electricity is not available, wherever an auxiliary or emergency service is essential—in hospitals, on fire-trucks, in factories, at airports—wherever sure light may mean a life or just ordinary comfort and convenience—Kohler Plants are the answer.

Clip and mail coupon for information about Kohler Plants as specialized to your own needs.

Kohler Co. Founded 1875, Kohler, Wis.—Shipping Point, Sheboygan, Wis.—Branches in principal cities, . . . Manufacturers of Kohler Plumbing Fixtures.



Two Model K, 2000-Watt, 110 Volt D. C. Kohler Electric Plants were the source of electric light and power at Byrd's base, Little America.

Carl O. Peterson, Byrd's radio operator, at his instruments powered with Kohler Electricity.



KOHLER OF KOHLER ELECTRIC PLANTS

KOHLER CO., Kohler, Wisconsin. Free of all cost or obligation, please send me full information about Kohler Electric Plants and their advantages for the uses marked X below.

- | | | | |
|--|---|---|---|
| <input type="checkbox"/> PRIVATE | <input type="checkbox"/> Building Contractors | <input type="checkbox"/> RAILROAD | <input type="checkbox"/> Freighters |
| <input type="checkbox"/> Country Homes | <input type="checkbox"/> Construction | <input type="checkbox"/> Working and Wash | <input type="checkbox"/> Passenger Ships |
| <input type="checkbox"/> Camps | <input type="checkbox"/> Factories | <input type="checkbox"/> Trains | <input type="checkbox"/> Radio Emergency |
| <input type="checkbox"/> Yachts | <input type="checkbox"/> Motor-boats | <input type="checkbox"/> Signal Systems | <input type="checkbox"/> MUNICIPAL |
| <input type="checkbox"/> Farms | <input type="checkbox"/> Battery Charging | <input type="checkbox"/> Private Cars | <input type="checkbox"/> Hospitals |
| <input type="checkbox"/> Motels | <input type="checkbox"/> Ice Mills | <input type="checkbox"/> Station Lights | <input type="checkbox"/> Schools |
| <input type="checkbox"/> BUSINESS AND INDUSTRIAL | <input type="checkbox"/> Oil Wells | <input type="checkbox"/> Tunnel Lights | <input type="checkbox"/> Churches |
| <input type="checkbox"/> Lumber Camps | <input type="checkbox"/> Theaters | <input type="checkbox"/> Coal and Water | <input type="checkbox"/> Street Lighting |
| <input type="checkbox"/> Mines | <input type="checkbox"/> Greenhouses | <input type="checkbox"/> Stations | <input type="checkbox"/> Fire Departments |
| <input type="checkbox"/> Hotels | <input type="checkbox"/> Office Buildings | <input type="checkbox"/> MARINE | <input type="checkbox"/> Fire Boats |
| <input type="checkbox"/> Garages | <input type="checkbox"/> Refrigeration | <input type="checkbox"/> Airports | <input type="checkbox"/> Aviator Beacons |
| | <input type="checkbox"/> Low Current Tracts | <input type="checkbox"/> Tugs | |
| | <input type="checkbox"/> Saws | | |

Name _____ Street or R.F.D. Address _____
City _____ State _____

1930s

“Advertising is an economic investment which, when sincerely and intelligently used, will create that confidence and goodwill that increases business. Alone it will do nothing; backed by a good product and conscientious service, it will open many doors which otherwise must remain closed.”

— “Advertise Consistently,”
KOHLER OF KOHLER NEWS, 1930

1930



"Our new neighbors are the nicest people"

When you move into a new home, you find your new neighbors are the nicest people. They are the people who live in the nicest homes. They are the people who have the nicest bathrooms. They are the people who have the nicest Kohler bathrooms.

Eleven important points:

1. Kohler's new design is the latest in bathroom design.
2. Kohler's new design is the latest in bathroom design.
3. Kohler's new design is the latest in bathroom design.
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10. Kohler's new design is the latest in bathroom design.
11. Kohler's new design is the latest in bathroom design.

KOHLER OF KOHLER

1930



That "diplomatic" dinner may mean so much

The "diplomatic" dinner may mean so much. It is a dinner that is given to honor a guest of honor. It is a dinner that is given to honor a guest of honor. It is a dinner that is given to honor a guest of honor.

Eleven important points:

1. Kohler's new design is the latest in bathroom design.
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11. Kohler's new design is the latest in bathroom design.

KOHLER OF KOHLER

1931



...NOT FOR SALE AT ANY PRICE

For the sake of the woman who has a sense of style and who has a sense of style, she will not buy a bathtub that is not a Kohler bathtub. She will not buy a bathtub that is not a Kohler bathtub. She will not buy a bathtub that is not a Kohler bathtub.

Eleven important points:

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10. Kohler's new design is the latest in bathroom design.
11. Kohler's new design is the latest in bathroom design.

KOHLER OF KOHLER

1931



THE FRIENDS OF THE BRIDE HAVE VERY KEEN EYES!

The friends of the bride have very keen eyes. They are the friends who are looking for the perfect bathroom. They are the friends who are looking for the perfect bathroom. They are the friends who are looking for the perfect bathroom.

Eleven important points:

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10. Kohler's new design is the latest in bathroom design.
11. Kohler's new design is the latest in bathroom design.

KOHLER OF KOHLER

1930

WHEN A FELLER NEEDS AN ARCHITECT

When a feller needs an architect, he needs a Kohler architect. He needs a Kohler architect. He needs a Kohler architect. He needs a Kohler architect. He needs a Kohler architect.

Eleven important points:

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10. Kohler's new design is the latest in bathroom design.
11. Kohler's new design is the latest in bathroom design.

KOHLER OF KOHLER

1930

"Why, Jack and I didn't agree on anything in the house... except the bathroom"

Why, Jack and I didn't agree on anything in the house... except the bathroom. We didn't agree on anything in the house... except the bathroom. We didn't agree on anything in the house... except the bathroom.

Eleven important points:

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10. Kohler's new design is the latest in bathroom design.
11. Kohler's new design is the latest in bathroom design.

KOHLER OF KOHLER

1931

New life in the old house lately...

New life in the old house lately. New life in the old house lately. New life in the old house lately. New life in the old house lately. New life in the old house lately.

Eleven important points:

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11. Kohler's new design is the latest in bathroom design.

KOHLER OF KOHLER

1931



A Sunny Harmony

A sunny harmony in the bathroom. A sunny harmony in the bathroom. A sunny harmony in the bathroom. A sunny harmony in the bathroom. A sunny harmony in the bathroom.

Eleven important points:

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11. Kohler's new design is the latest in bathroom design.

KOHLER OF KOHLER

1931

Five old fashioned fully equipped

NOT FOR SALE AT ANY PRICE

KOHLER OF KOHLER

LOOK FOR THE KOHLER MARK ON EVERY PART AND FITTING

1931

BREAD-AND-BUTTER NOTES
SOMETIMES MEAN WHAT THEY SAY...

SEVEN IMPORTANT POINTS

1. Toilet should be...
2. Water should...
3. Toilet should...
4. Toilet should...
5. Toilet should...
6. Toilet should...
7. Toilet should...

KOHLER OF KOHLER

LOOK FOR THE KOHLER MARK ON EVERY PART AND FITTING

1933

Room and a bath FOR TWO-AND-A-HALF ... or older!

KOHLER OF KOHLER

1933

"My turn next!"

KOHLER OF KOHLER

1931

"WE'VE BEEN PLUMBING SO LONG ... WE WANT IT JUST RIGHT!"

KOHLER OF KOHLER

LOOK FOR THE KOHLER MARK ON EVERY PART AND FITTING

1932

KOHLER HAS STYLED THE BATHROOM WITH MATCHED SETS... PRICES LOWEST IN YEARS

KOHLER OF KOHLER

LOOK FOR THE KOHLER MARK ON EVERY PART AND FITTING

1937

KOHLER'S New Ideas IN Bathrooms

KOHLER OF KOHLER

PLANNED PLUMBING AND HEATING

1937

"Important that you have Kohler fittings too!"

KOHLER OF KOHLER

PLANNED PLUMBING AND HEATING

1939

When useful plan



Being useful plan



FACTORY BUILT SINKS
 Every model of your choice available in all sizes. Made in the United States. Durable and long-lasting. Features a built-in drain and overflow. Complete with faucets and handles. Can be used in any kitchen or bathroom. Price \$12.50. Write for literature.

COHLER & SOHLE
 233 North Dearborn St., Chicago, Ill.

FREE Send for literature today. No obligation.

1939

The National Economy Plan April 1939
 Minimum Order: \$10.00 April 1939
 Return and 15c extra: April 1939

IT'S ALMOST LIKE HAVING A MAID IN THE HOUSE

YES, AND IT'S MADE A ROOMY PLACE OUT OF THE KITCHEN



KOHLER WELLWIV CABINET SINK


SHE... **HE**...
 The woman's voice... The man's face...
 She says... He says...
 It's almost like having a maid in the house...
 Yes, and it's made a roomy place out of the kitchen.

KOHLER OF KOHLER
 233 North Dearborn St., Chicago, Ill.

FREE Send for literature today. No obligation.

1939

READY SO SOON?



YES, AND IT'S MADE A ROOMY PLACE OUT OF THE KITCHEN

KOHLER OF KOHLER
 233 North Dearborn St., Chicago, Ill.

FREE Send for literature today. No obligation.

1930

WORLD'S MOST REMOTE OF THE WORLD ELECTRIC PLANTS... 13



IN A SIXTEENTH OF A SECOND FROM THE SOUTH POLE!

On Transantarctic Day, when Rear-Admiral Byrd flew over the South Pole, continual messages from Little America relayed to the world the news of an epic achievement. Electricity made it possible... providing power for sending and receiving radio signals at a distance of 12,000 miles... and lights for each day's hazardous duties. Electricity supplied by five Kohler plants obtained by the Byrd Expedition only after crossing seas. At the bottom of the world, thousands of miles from civilization, constant reliable current is a matter of life and death. Kohler Electric Plants power their work in the unknown Antarctic—as they do in private and industrial use throughout the civilized world.

Kohler Electric Plants offer the safety and service of steady electric current without storage batteries... whenever public power is not available... whenever extra current is temporarily essential. To light hospitals, theaters and stores where city service fails. To energize air-raid lights, radio beacons, electrical apparatus on ships and boats and farmsteads. There are special types and sizes for varying needs.

Investigate Kohler Electric Plants. Their operation is efficient, flexible, automatic, absolutely reliable. The coupon below will bring interesting information—without the slightest obligation to you. Kohler Co., Founded 1873, Kohler, Wis.—Shipping Point, Sheboygan, Wis.—Branches in principal cities... Manufacturers of Kohler Plumbing Fixtures.

KOHLER OF KOHLER ELECTRIC PLANTS

KOHLER CO., Kohler, Wisconsin

Name _____

Address _____

City _____

For a reply enclosed

1930

1/2-page The Sun Journal July 15, 1930



The 24-hour day!

Two halftone grades is used by the Pennsylvania Railroad to maintain roadbeds over which many of the world's fastest trains run daily. Assisted by spotlights from a Kohler Electric Plant, the crew works in the night hours when traffic has closed up.

Railroad men and construction engineers appreciate the convenience made possible through efficient lighting of night work. On work trains, in mining camps, in oil-fields, everywhere, Kohler Electricity is regularly on the job. A source of safe and steady electric current wherever and whenever needed.

Kohler Electric Plants generate current at 110 or 220 volts D.C. or A.C. They range in capacities from 800 watts to 10 K.W. Their operation is smooth and sure—as silent as a fan motor. All models are compact, rugged and readily transportable. They run without storage batteries. Current is turned on the moment you push any switch in the circuit. For complete information answering your specific needs, send the coupon below. Kohler Company, Founded 1873, Kohler, Wis.—Shipping Point, Sheboygan, Wis.—Branches in principal cities... Manufacturers of Kohler Plumbing Fixtures.

KOHLER OF KOHLER ELECTRIC PLANTS

1931

Field and Home... 1 column April, 1931

KOHLER PLANTS BRING CITY COMFORTS TO ANY VACATIONIST'S PARADISE



When you are enjoying nature with Kohler Plants... Kohler Plants are compact, rugged and readily transportable. They run without storage batteries. Current is turned on the moment you push any switch in the circuit. For complete information answering your specific needs, send the coupon below. Kohler Company, Founded 1873, Kohler, Wis.—Shipping Point, Sheboygan, Wis.—Branches in principal cities... Manufacturers of Kohler Plumbing Fixtures.

KOHLER OF KOHLER ELECTRIC PLANTS

KOHLER CO., Kohler, Wisconsin

Name _____

Address _____

City _____

For a reply enclosed

1931

Double... 1 column May 9

MAKING THE MIGHTY COLORADO MEND ITS WAYS



THE HOOVER DAM

Each hour's super engineering project since the Panama Canal is now under way. Thousands of men and hundreds of machines are now busy building and digging and drilling to build approaches and for the groundwork for this immense barrier which will save the nation the wild waters of Snake Canyon's rugged rim.

And Kohler Electric Plants, sources of steady electric current, are doing their bit at Hoover Dam. Kohler Electric Plants are on the job at many other sites where city service fails. To energize air-raid lights, radio beacons, electrical apparatus on ships and boats and farmsteads. There are special types and sizes for varying needs.

Investigate Kohler Electric Plants. Their operation is efficient, flexible, automatic, absolutely reliable. The coupon below will bring interesting information—without the slightest obligation to you. Kohler Co., Founded 1873, Kohler, Wis.—Shipping Point, Sheboygan, Wis.—Branches in principal cities... Manufacturers of Kohler Plumbing Fixtures.

KOHLER OF KOHLER ELECTRIC PLANTS

KOHLER CO., Kohler, Wisconsin

Name _____

Address _____

City _____

For a reply enclosed

1930

WORLD'S MOST REMOTE OF THE WORLD ELECTRIC PLANTS... 13



gilding the ships of air and sea

Kohler Electric Plants offer the safety and service of steady electric current without storage batteries... whenever public power is not available... whenever extra current is temporarily essential. To light hospitals, theaters and stores where city service fails. To energize air-raid lights, radio beacons, electrical apparatus on ships and boats and farmsteads. There are special types and sizes for varying needs.

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KOHLER OF KOHLER ELECTRIC PLANTS

KOHLER CO., Kohler, Wisconsin

Name _____

Address _____

City _____

For a reply enclosed

1930

1/2-page The Sun Journal July 15, 1930



on top of the world

Kohler Electric Plants offer the safety and service of steady electric current without storage batteries... whenever public power is not available... whenever extra current is temporarily essential. To light hospitals, theaters and stores where city service fails. To energize air-raid lights, radio beacons, electrical apparatus on ships and boats and farmsteads. There are special types and sizes for varying needs.

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KOHLER OF KOHLER ELECTRIC PLANTS

KOHLER CO., Kohler, Wisconsin

Name _____

Address _____

City _____

For a reply enclosed

1934

Field and Home... 1 column April, 1931

ROUGHING IT



When you are enjoying nature with Kohler Plants... Kohler Plants are compact, rugged and readily transportable. They run without storage batteries. Current is turned on the moment you push any switch in the circuit. For complete information answering your specific needs, send the coupon below. Kohler Company, Founded 1873, Kohler, Wis.—Shipping Point, Sheboygan, Wis.—Branches in principal cities... Manufacturers of Kohler Plumbing Fixtures.

KOHLER OF KOHLER ELECTRIC PLANTS

KOHLER CO., Kohler, Wisconsin

Name _____

Address _____

City _____

For a reply enclosed

1935

1/2-page The Sun Journal July 15, 1930

KOHLER AUTOMATIC LOW-COST ELECTRICITY EVERYWHERE



Kohler Electric Plants offer the safety and service of steady electric current without storage batteries... whenever public power is not available... whenever extra current is temporarily essential. To light hospitals, theaters and stores where city service fails. To energize air-raid lights, radio beacons, electrical apparatus on ships and boats and farmsteads. There are special types and sizes for varying needs.

Investigate Kohler Electric Plants. Their operation is efficient, flexible, automatic, absolutely reliable. The coupon below will bring interesting information—without the slightest obligation to you. Kohler Co., Founded 1873, Kohler, Wis.—Shipping Point, Sheboygan, Wis.—Branches in principal cities... Manufacturers of Kohler Plumbing Fixtures.

KOHLER OF KOHLER ELECTRIC PLANTS

KOHLER CO., Kohler, Wisconsin

Name _____

Address _____

City _____

For a reply enclosed

Big Brother is Away

It's up to the boys and girls at home to help take care of the bathroom — for essential materials — iron, brass, zinc, lead, copper, chromium, rubber — from which bathroom fixtures and fittings are made — are helping big brother win the war. Kohler plumbing fixtures are produced today only for war housing, war industries, hospitals, and military uses — and of non-critical materials. Kohler Co. is devoting its facilities to intensive production of implements of war, arming our forces on the ground, in the air, on and under the sea. Take care of your Kohler plumbing fixtures and fittings. Make your bathroom last. Kohler Co. Established in 1873. Kohler, Wisconsin.

HERE'S HOW

- Shut off faucets fully but without using unnecessary force.
- Keep all surfaces clean and drains open.
- Have your plumber make periodic inspections of your bathroom, kitchen and laundry plumbing equipment.

• BUY UNITED STATES WAR BONDS •



KOHLER OF KOHLER

PLUMBING FIXTURES AND FITTINGS • HEATING EQUIPMENT • ELECTRIC PLANTS

1940s

“KOHLER® plumbing fixtures are produced today only for war housing, war industries, hospitals and military uses—and of noncritical materials. Kohler Co. is devoting its facilities to intensive production of implements of war, arming our forces on the ground, in the air, on and under the sea. Take care of your KOHLER plumbing fixtures and fittings. Make your bathroom last.”

— “Ships Ahoy!”
KOHLER OF KOHLER advertisement, 1943

1940

"This is easy, Mommy!"
"Just quick, Jean..."
Our new kitchen is a
pretty grand place!

KOHLER OF KOHLER

1940

"Wait 'til she sees our
new BENCH BATH!"

KOHLER OF KOHLER

1941

Years for Better Living

KOHLER OF KOHLER

1942

Better Health through Better Plumbing.

KOHLER OF KOHLER

1940

KOHLER PLUMBING FIXTURES
SELECTED BY METROPOLITAN FOR PARKCHESTER
WORLD'S LARGEST HOUSING PROJECT

KOHLER OF KOHLER

1941

Years for Better Living

KOHLER OF KOHLER

1942

For the Defense of Health

KOHLER OF KOHLER

1943

Ship Ahoy!

KOHLER OF KOHLER

1944

Something to Look Forward to



BEHOLD THE NEW KOHLER BATH

THE NEW BATH IS THE BEST

KOHLER OF KOHLER

DESIGNING FEATURES AND DETAILS • HEATING EQUIPMENT • EXCLUSIVE FINISHES

1944

When that day dawns



KOHLER OF KOHLER

DESIGNING FEATURES AND DETAILS • HEATING EQUIPMENT • EXCLUSIVE FINISHES

1945

"WHERE OUR WORK IS, THERE LET OUR JOY BE"



KOHLER OF KOHLER

DESIGNING FEATURES AND DETAILS • HEATING EQUIPMENT • EXCLUSIVE FINISHES

1945

"MOM, IT'LL BE A PLEASURE!"



KOHLER OF KOHLER

DESIGNING FEATURES AND DETAILS • HEATING EQUIPMENT • EXCLUSIVE FINISHES

1945

AMONG THE DURABLE SATISFACTIONS OF LIFE



KOHLER OF KOHLER

DESIGNING FEATURES AND DETAILS • HEATING EQUIPMENT • EXCLUSIVE FINISHES

1945

A JOY TO BEHOLD



KOHLER OF KOHLER

DESIGNING FEATURES AND DETAILS • HEATING EQUIPMENT • EXCLUSIVE FINISHES

1946

FOR YEARS TO COME



KOHLER OF KOHLER

DESIGNING FEATURES AND DETAILS • HEATING EQUIPMENT • EXCLUSIVE FINISHES

1946

CONTRIBUTING TO JOYOUS HEALTH



KOHLER OF KOHLER

DESIGNING FEATURES AND DETAILS • HEATING EQUIPMENT • EXCLUSIVE FINISHES

1946

PLANNING FOR HEALTH

First consideration in your planning for a bathroom should be for the health of those who will use it. A bathroom should be planned to provide for the health of the user in every way. The most important factor in this regard is the drainage system. Kohler's sanitary plumbing is designed for the health of the user in every way. The most important factor in this regard is the drainage system. Kohler's sanitary plumbing is designed for the health of the user in every way. The most important factor in this regard is the drainage system. Kohler's sanitary plumbing is designed for the health of the user in every way.

KOHLER OF KOHLER
PLANNING FOR HEALTH - BATHING EQUIPMENT - ELECTRIC PLUMBING

1946

QUALITY IS YOUR FRIEND

A fine quality product is an old friend to the user. It is a friend who is always there when you need it. It is a friend who is always there when you need it. It is a friend who is always there when you need it. It is a friend who is always there when you need it. It is a friend who is always there when you need it.

KOHLER OF KOHLER
PLANNING FOR HEALTH - BATHING EQUIPMENT - ELECTRIC PLUMBING

1947

HAPPINESS THRIVES ON GOOD HEALTH

It is a fact that a good health is a prerequisite for happiness. It is a fact that a good health is a prerequisite for happiness. It is a fact that a good health is a prerequisite for happiness. It is a fact that a good health is a prerequisite for happiness. It is a fact that a good health is a prerequisite for happiness.

KOHLER OF KOHLER
PLANNING FOR HEALTH - BATHING EQUIPMENT - ELECTRIC PLUMBING

1947

WHAT EVERY MOTHER KNOWS

It is a fact that a good health is a prerequisite for happiness. It is a fact that a good health is a prerequisite for happiness. It is a fact that a good health is a prerequisite for happiness. It is a fact that a good health is a prerequisite for happiness. It is a fact that a good health is a prerequisite for happiness.

KOHLER OF KOHLER
PLANNING FOR HEALTH - BATHING EQUIPMENT - ELECTRIC PLUMBING

1947

SATISFACTION RENEWED EACH DAY

It is a fact that a good health is a prerequisite for happiness. It is a fact that a good health is a prerequisite for happiness. It is a fact that a good health is a prerequisite for happiness. It is a fact that a good health is a prerequisite for happiness. It is a fact that a good health is a prerequisite for happiness.

KOHLER OF KOHLER
PLANNING FOR HEALTH - BATHING EQUIPMENT - ELECTRIC PLUMBING

1947

FOR HEALTH AND CONVENIENCE

It is a fact that a good health is a prerequisite for happiness. It is a fact that a good health is a prerequisite for happiness. It is a fact that a good health is a prerequisite for happiness. It is a fact that a good health is a prerequisite for happiness. It is a fact that a good health is a prerequisite for happiness.

KOHLER OF KOHLER
PLANNING FOR HEALTH - BATHING EQUIPMENT - ELECTRIC PLUMBING

1948

AMERICAN AS THE STATUS OF LIBERTY

It is a fact that a good health is a prerequisite for happiness. It is a fact that a good health is a prerequisite for happiness. It is a fact that a good health is a prerequisite for happiness. It is a fact that a good health is a prerequisite for happiness. It is a fact that a good health is a prerequisite for happiness.

KOHLER OF KOHLER
PLANNING FOR HEALTH - BATHING EQUIPMENT - ELECTRIC PLUMBING

1948

A LOVELY BATHROOM with fixtures in Frenchkiss

It is a fact that a good health is a prerequisite for happiness. It is a fact that a good health is a prerequisite for happiness. It is a fact that a good health is a prerequisite for happiness. It is a fact that a good health is a prerequisite for happiness. It is a fact that a good health is a prerequisite for happiness.

KOHLER OF KOHLER
PLANNING FOR HEALTH - BATHING EQUIPMENT - ELECTRIC PLUMBING

1948

"NOBODY BEATS ME TO THIS BATHROOM!"

By 1948, the bathroom is a room that is being used more than ever before. It is a room that is being used for a longer period of time than any other room in the house. It is a room that is being used for a variety of purposes. It is a room that is being used for a longer period of time than any other room in the house. It is a room that is being used for a variety of purposes.

KOHLER OF KOHLER
PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS

1948

WELL-PLANNED FOR SPACE...AND TIME

The modern bathroom is a room that is being used more than ever before. It is a room that is being used for a longer period of time than any other room in the house. It is a room that is being used for a variety of purposes. It is a room that is being used for a longer period of time than any other room in the house. It is a room that is being used for a variety of purposes.

KOHLER OF KOHLER
PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS

1941

The show must go on!

When city service goes off—KOHLER Electric Plants GO ON...

KOHLER OF KOHLER
ELECTRIC PLANTS
PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS

1941

The light that never failed

Kohler Electric Plants are used in homes, schools, churches, stores, hospitals, public buildings, and government buildings.

KOHLER OF KOHLER
ELECTRIC PLANTS
PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS

1949

Beauty for eyes to admire
Quality that years will confirm

The beauty of a bathroom is a room that is being used more than ever before. It is a room that is being used for a longer period of time than any other room in the house. It is a room that is being used for a variety of purposes. It is a room that is being used for a longer period of time than any other room in the house. It is a room that is being used for a variety of purposes.

KOHLER OF KOHLER
PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS

1949

"Now all our friends want a bathroom like ours"

The modern bathroom is a room that is being used more than ever before. It is a room that is being used for a longer period of time than any other room in the house. It is a room that is being used for a variety of purposes. It is a room that is being used for a longer period of time than any other room in the house. It is a room that is being used for a variety of purposes.

KOHLER OF KOHLER
PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS

1942

They're in the Army, the Navy, the Air Force

Kohler Electric Plants are used in homes, schools, churches, stores, hospitals, public buildings, and government buildings.

KOHLER OF KOHLER
ELECTRIC PLANTS
PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS

1943

Lights for Rush Work

Kohler Electric Plants are used in homes, schools, churches, stores, hospitals, public buildings, and government buildings.

KOHLER OF KOHLER
ELECTRIC PLANTS
PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS

1940

Motor Boating - January, 1940
Yachting - March, 1940

FOR DEPENDABLE ELECTRICITY ON THE WATER



FOR SEVERAL YEARS Kohler Electric Plants have been constantly improved to provide highest standards of dependability, economy and trouble-free operation. Good reasons and features know this, know that Kohler plants are quiet, slow-speed, multi-cylinder, water-cooled, low fuel consumption. Just what they want for lighting, pumps, winches, radio, galley appliances. Battery-charging and direct-current stands, up to 100 amp. 12 or 110 volt D.C. Also A.C. models. From \$275 up.

MAIL COUPON TODAY

KOHLER OF KOHLER
Electric plants, plumbing and heating equipment
KOHLER CO., Dept. ME-11, Kohler, Wis.
Special literature by literature mail full to you on request.

1943



So Seabees Can See!

It's not just a flashlight that's needed on a submarine. It's a flashlight that's **reliable**. It's a flashlight that's **compact**. It's a flashlight that's **easy to use**. It's a flashlight that's **easy to carry**. It's a flashlight that's **easy to clean**. It's a flashlight that's **easy to store**. It's a flashlight that's **easy to use**. It's a flashlight that's **easy to carry**. It's a flashlight that's **easy to clean**. It's a flashlight that's **easy to store**.



KOHLER OF KOHLER
ELECTRIC PLANTS - PLUMBING FIXTURES AND FITTINGS

1945

THE advertisement appears in
SOUTHWESTERN - OCTOBER 20, 1945

CAN IT HAPPEN TO You?

WHEN ELECTRIC CURRENT FAILS...



Insurance against such misfortunes with
KOHLER ELECTRIC PLANTS

KOHLER OF KOHLER
ELECTRIC PLANTS - PLUMBING FIXTURES AND FITTINGS

1946

THE advertisement appears in
SOUTHWESTERN - MAY 22, 1946

YOUR COUNTRY HOME HAS CITY COMFORT



KOHLER ELECTRIC PLANTS... reliable comfort for convenience, comfort and protection

KOHLER OF KOHLER
ELECTRIC PLANTS - PLUMBING FIXTURES AND FITTINGS

1945

THE advertisement appears in
SOUTHWESTERN - APRIL 25, 1945



The power died...but the patient lived!

KOHLER OF KOHLER
ELECTRIC PLANTS - PLUMBING FIXTURES AND FITTINGS

1945

THE advertisement appears in
SOUTHWESTERN - OCTOBER 20, 1945



The stork survives the Hurricane

KOHLER OF KOHLER
ELECTRIC PLANTS - PLUMBING FIXTURES AND FITTINGS

1949

THE advertisement appears in
SOUTHWESTERN - OCTOBER 20, 1949

KOHLER Electric Plants

FOR INDEPENDENT SERVICE where central station service is not available

FOR STAND-BY PROTECTION when central station service fails



KOHLER OF KOHLER
ELECTRIC PLANTS - PLUMBING FIXTURES AND HEATING EQUIPMENT

1949

This advertisement appears in
YACHTING MAGAZINE - March, 1949

Automatic Quiet Reliable ELECTRICITY for all your marine needs



KOHLER Electric Plants specially designed marine models for

- General lighting
- Searchlights
- Ship-to-shore communications
- Winches
- Appliances
- Pumps
- Radio

KOHLER OF KOHLER
ELECTRIC PLANTS - PLUMBING FIXTURES - HEATING EQUIPMENT

The Clearfield in Sunrise

Kohler Sinks for modern kitchens

Picture the pleasure of using this Kohler sink in Sunrise color, cheerful as a song, that brightens a whole kitchen. Measure your tasks to its spacious convenience—you'll almost feel them lighten—with the two roomy basins, ample sanitary drainboards, features everywhere that foretell ease and pride.

There are Kohler sinks for every space and preference, in six colors and white. The enamel—reliably acid-resisting, easy to clean—is fused to a base of iron cast in one piece for rigidity. The chrome-plated fittings are all brass for maximum resistance to wear and corrosion.

Consult your Kohler dealer. Write for booklet 3-C.

KOHLER CO. Established 1873 KOHLER, WIS.

The Delafield in Peachblow

KOHLER OF KOHLER

ENAMELED IRON AND VITREOUS CHINA PLUMBING FIXTURES • BRASS FITTINGS • ELECTRIC PLANTS • AIR-COOLED ENGINES • PRECISION CONTROLS

1950s

“If industry is the ‘heart’ of our great country, advertising is the ‘pulse.’”

— “Advertising Helps Make Jobs More Secure,”
People, Kohler Co., 1952

1950

"Am I glad I live here!"

KOHLER OF KOHLER
PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS • AIR-COOLED ENGINES

1950

Everybody says, "Beautiful!"

KOHLER OF KOHLER
PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS

1950

THE SATURDAY EVENING POST November 11, 1950

Worth Demonstrated Over the Years

KOHLER OF KOHLER
PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS • AIR-COOLED ENGINES

1951

Beautiful, practical, identifiable

KOHLER OF KOHLER
PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS • AIR-COOLED ENGINES

1950

"Our bathroom is our beauty secret"

KOHLER OF KOHLER
PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS • AIR-COOLED ENGINES

1950

"Imagine me wanting to take a bath!"

KOHLER OF KOHLER
PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS • AIR-COOLED ENGINES

1951

Definition of good plumbing

KOHLER OF KOHLER
PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS • AIR-COOLED ENGINES

1951

Beauty, comfort, safety

KOHLER OF KOHLER
PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS • AIR-COOLED ENGINES

1951

Modern... yet time-tested.

KOHLER OF KOHLER

PLUMBING FIXTURES • BATHING EQUIPMENT • BLENDED BATHS • SEE US AT THE SHOWS • FREEDOM BUILDINGS

1952

KOHLER PLUMBING FIXTURES
worthy of your home

KOHLER OF KOHLER

1952

KOHLER Plumbing Fixtures
worthy of your home

KOHLER OF KOHLER

1953

KOHLER Plumbing Fixtures
worthy of your home

KOHLER OF KOHLER

1952

KOHLER Plumbing Fixtures
worthy of your home

KOHLER OF KOHLER

1952

KOHLER FIXTURES
worthy of your home

KOHLER OF KOHLER

1953

KOHLER PLUMBING FIXTURES
fast, quality and value

KOHLER OF KOHLER

1953

KOHLER
TWIN-DRAINBOARD SINKS

KOHLER OF KOHLER

1954

KOHLER
PLUMBING FIXTURES

First quality

When you build or remodel your ideal Kohler bathroom, you'll find that Kohler fixtures are made for a wide range of styles and uses in the home. They are made to last, and they are made to be beautiful. They are made to be practical, and they are made to be beautiful. They are made to be practical, and they are made to be beautiful. They are made to be practical, and they are made to be beautiful.

KOHLER OF KOHLER

1954

KOHLER
PLUMBING FIXTURES
First Quality

KOHLER OF KOHLER

1955

KOHLER
PLUMBING FIXTURES
First quality only

KOHLER OF KOHLER

1956

KOHLER CLEARFIELD
Two compartments... Two work surfaces
The enamel is acid-resisting clear through

KOHLER OF KOHLER

1955

KOHLER
PLUMBING FIXTURES
First quality only

KOHLER OF KOHLER

1955

KOHLER
TWIN-DRAINBOARD SINKS

...of acid-resisting enameled iron, cast for rugged strength and rigidity

KOHLER OF KOHLER

1956

KOHLER WILSHIRE
Two compartments... Two work surfaces
The enamel is acid-resisting clear through

KOHLER OF KOHLER

1957

First aid to Beauty...

KOHLER OF KOHLER

1957



KOHLER
PLUMBING FIXTURES
First quality only

KOHLER of KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS • AIR-COOLED ENGINES • PRECISION CONTROLS

1957



KOHLER
PLUMBING FIXTURES
First quality only

KOHLER of KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS • AIR-COOLED ENGINES • PRECISION CONTROLS

1958



KOHLER
PLUMBING FIXTURES
First quality only

KOHLER of KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS • AIR-COOLED ENGINES • PRECISION CONTROLS

1958




KOHLER
PLUMBING FIXTURES
First quality only

KOHLER of KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS • AIR-COOLED ENGINES • PRECISION CONTROLS

1957



KOHLER
PLUMBING FIXTURES
First quality only

KOHLER of KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS • AIR-COOLED ENGINES • PRECISION CONTROLS

1958



KOHLER
PLUMBING FIXTURES
First quality only

KOHLER of KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS • AIR-COOLED ENGINES • PRECISION CONTROLS

1959



KOHLER
PLUMBING FIXTURES
First quality only

KOHLER of KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS • AIR-COOLED ENGINES • PRECISION CONTROLS

1959



KOHLER
PLUMBING FIXTURES
First quality only

KOHLER of KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS • AIR-COOLED ENGINES • PRECISION CONTROLS

1950

KOHLER Electric Plants
Stand-by service that saves life and property when central station electricity fails






KOHLER OF KOHLER

1950

KOHLER ELECTRIC PLANTS
Independent Source of Electricity
STAND-BY PROTECTION
when central station power fails






KOHLER OF KOHLER

1951

KOHLER ELECTRIC PLANTS
Independent Source of Electricity
STAND-BY PROTECTION
when central station power fails






KOHLER OF KOHLER

1951

KOHLER ELECTRIC PLANTS
Independent Source of Electricity
STAND-BY PROTECTION
when central station electric power fails






KOHLER OF KOHLER

1950

KOHLER ELECTRIC PLANTS
Independent Source of Electricity
SOLE SUPPLY - PORTABLE AND MOBILE - STAND-BY






KOHLER OF KOHLER

1951

KOHLER ELECTRIC PLANTS
Independent Source of Electricity
STAND-BY PROTECTION
AGAINST POWER FAILURE






KOHLER OF KOHLER

1952

KOHLER ELECTRIC PLANTS
Independent Source of Electricity
STAND-BY PROTECTION
when central station electricity is cut off by storm or accident






KOHLER OF KOHLER

1952

KOHLER ENGINES
4-Cycle, Air-Cooled



KOHLER OF KOHLER

1954

*This advertisement appears in:
FAMILY HERALD & WEEKLY STAR
FRED PRESS WEEKLY PRAIRIE FARMER* 1954

KOHLER ENGINES



4-CYCLE AIR-COOLED

HP 24 H.P.
KW 18 H.P.
KW 15.5 H.P.
KW 12 H.P.

Quickstarting, reliable power. Operate a wide range of equipment, including garden tractors, pumps, sprayers, lawn removal equipment, portable saws, concrete mixers. Kohler Engines are engineered and manufactured to the high standards which have made the Kohler mark known for quality throughout the world. Write for information.



KOHLER OF KOHLER
PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS
AIR-COOLED ENGINES • PRECISION COMPONENTS

Ad No. 1122A

1954

KOHLER ELECTRIC PLANTS

Independent Source of Electricity



**Power anywhere, any time
Portable and Mobile**

Take your own electricity wherever the work is—and finish job faster. Low-cost portable models operate chain saws, ladders and tree trimmers, carpenters' power saws, drills, Sanders, planers, pipe threaders and cutters, public address systems, water pumps, fire and repair truck equipment. Also provide light and power for heating and fishing lodges, camps, trailers, construction trucks, excavators, draglines.

Stand-by
A single feature of central station power may cause losses greater than the cost of protection by a Kohler automatic stand-by plant! Models for homes, farms, hospitals, greenhouses, hospitals, schools, stores, communication systems.

Sole Supply
For ranches, motor courts, oil drilling rigs, pipelines, lumber camps, logging, work boats, fishing vessels. Write for folder 20-5L.

Kohler Co., Kohler, Wisconsin, Established 1873

KOHLER OF KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS
AIR-COOLED ENGINES • PRECISION COMPONENTS

Ad No. 1119

1955

*The advertisement appears in:
SATURDAY EVENING POST* SEPTEMBER 24, 1955

KOHLER Electric Plants

for independent power anywhere, any time



Portable and Mobile. Take your own electricity wherever the work is—anytime, anywhere. Operate lawnmowers, drills, Sanders, pipe threaders and cutters, ladders and tree trimmers, chain saws, public address systems, water pumps, draglines, electric signposts, trailers, construction, fire trucks.

Automatic stand-by—when central station power is cut off. Take it off the electricity may follow a storm or accident. Install a Kohler stand-by plant before the emergency. Cost is well less than losses caused by a single power failure. For homes, farms, hospitals, hospitals, greenhouses, schools, stores, churches, fire alarm, communication systems, airports, civil defense.

Heavy-duty sole supply. In a range of sizes for ranches, camps, motor courts, oil drilling rigs, pipelines, mines, logging work boats, fishing vessels.

Write for folder 20-5L

Kohler Co., Kohler, Wisconsin, Established 1873

KOHLER OF KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS
AIR-COOLED ENGINES • PRECISION COMPONENTS

1957

KOHLER ELECTRIC PLANTS

safeguard life, health, property, when central station power fails



Portable Model - Sole Supply
The new portable Kohler, 24-hp. unit, is a heavy-duty, air-cooled, 4-cycle engine. It is designed for quick starting, easy operation, and long life. It is available in a range of sizes for homes, farms, hospitals, greenhouses, schools, stores, churches, fire alarm, communication systems, airports, civil defense.

Automatic Stand-by
A single feature of central station power may cause losses greater than the cost of protection by a Kohler automatic stand-by plant! Models for homes, farms, hospitals, greenhouses, hospitals, schools, stores, communication systems.

Sole Supply
For ranches, motor courts, oil drilling rigs, pipelines, lumber camps, logging, work boats, fishing vessels. Write for folder 20-5L.

Kohler Co., Kohler, Wisconsin, Established 1873

KOHLER OF KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS
AIR-COOLED ENGINES • PRECISION COMPONENTS

1954

*This advertisement appears in:
SATURDAY EVENING POST* FEBRUARY 6, 1954

KOHLER ELECTRIC PLANTS

Independent Source of Electricity



Portable and Mobile Power anywhere, any time

Take more power with electricity on the spot where the work is done. Low-cost portable models for carpenters' power saws, drills, Sanders, planers, pipe threaders and cutters, ladders and tree trimmers, chain saws, public address systems, water pumps, draglines, electric signposts, fire and repair truck equipment. Also provide light and power for heating and fishing lodges, camps, trailers, construction trucks.

Stand-by
Want storm or accident cut off central station power? Kohler stand-by plants take over critical loads automatically. Models for homes, farms, hospitals, greenhouses, hospitals, schools, stores, churches, communication systems. For schools, airports.

Sole Supply
For ranches, motor courts, oil drilling rigs, pipelines, lumber camps, logging, work boats. Write for folder 20-5L.

Kohler Co., Kohler, Wisconsin, Established 1873

KOHLER OF KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS
AIR-COOLED ENGINES • PRECISION COMPONENTS

1954

*This advertisement appears in:
SATURDAY EVENING POST* FEBRUARY 6, 1954

KOHLER ELECTRIC PLANTS



**Power anywhere, any time
Portable and Mobile**

Take your own electricity wherever the work is—and finish job faster. Low-cost portable models operate chain saws, ladders and tree trimmers, carpenters' power saws, drills, Sanders, planers, pipe threaders and cutters, ladders and tree trimmers, chain saws, public address systems, water pumps, draglines, electric signposts, trailers, construction trucks, excavators, draglines.

Automatic Stand-by
A single feature of central station power may cause losses greater than the cost of protection by a Kohler automatic stand-by plant! Models for homes, farms, hospitals, greenhouses, hospitals, schools, stores, communication systems.

Sole Supply
For ranches, motor courts, oil drilling rigs, pipelines, lumber camps, logging, work boats, fishing vessels. Write for folder 20-5L.

Kohler Co., Kohler, Wisconsin, Established 1873

KOHLER OF KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS
AIR-COOLED ENGINES • PRECISION COMPONENTS

1958

KOHLER ELECTRIC PLANTS



Independent power anywhere, anytime

When power goes out, take your own electricity wherever the work is—and finish job faster. Low-cost portable models operate chain saws, ladders and tree trimmers, carpenters' power saws, drills, Sanders, planers, pipe threaders and cutters, ladders and tree trimmers, chain saws, public address systems, water pumps, draglines, electric signposts, trailers, construction trucks, excavators, draglines.

Automatic Stand-by
A single feature of central station power may cause losses greater than the cost of protection by a Kohler automatic stand-by plant! Models for homes, farms, hospitals, greenhouses, hospitals, schools, stores, communication systems.

Sole Supply
For ranches, motor courts, oil drilling rigs, pipelines, lumber camps, logging, work boats, fishing vessels. Write for folder 20-5L.

Kohler Co., Kohler, Wisconsin, Established 1873

KOHLER OF KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS
AIR-COOLED ENGINES • PRECISION COMPONENTS

1959

Protect your home, your family

KOHLER ELECTRIC PLANT

for your own electricity when power fails

When power goes out, take your own electricity wherever the work is—and finish job faster. Low-cost portable models operate chain saws, ladders and tree trimmers, carpenters' power saws, drills, Sanders, planers, pipe threaders and cutters, ladders and tree trimmers, chain saws, public address systems, water pumps, draglines, electric signposts, trailers, construction trucks, excavators, draglines.

Automatic Stand-by
A single feature of central station power may cause losses greater than the cost of protection by a Kohler automatic stand-by plant! Models for homes, farms, hospitals, greenhouses, hospitals, schools, stores, communication systems.

Sole Supply
For ranches, motor courts, oil drilling rigs, pipelines, lumber camps, logging, work boats, fishing vessels. Write for folder 20-5L.

Kohler Co., Kohler, Wisconsin, Established 1873

KOHLER OF KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS
AIR-COOLED ENGINES • PRECISION COMPONENTS

1959



Burger yacht "Caroline IV" uses Kohler Electric Plant

A smooth-running, quiet, 10 KW Kohler marine diesel provides power for ample electrical comforts and conveniences, as well as navigational gear, on the luxury yacht "Caroline IV".

Plant equipment includes heat exchanger, water pump, water-cooled exhaust manifold. Kohler electric plants are known everywhere for reliability. Sizes to 100 KW, gasoline and diesel. Write for folder 15-52.



KOHLER OF KOHLER
PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS
AIR-COOLED ENGINES • PRECISION COMPONENTS

Ad 1951 Reg. 8092

*This advertisement appears in:
THE MARINE ENGINEER* FEBRUARY, 1959

THE BOLD LOOK OF KOHLER.

Bold colors! Including the color of the year... new **TRAVEL GOLD**! Bold designs! A new toilet, bidet, the new **Contour**. And a bathroom mirror that divides as a toilet brush, too! Bold! The Bold Look of Kohler!

KOHLER OF KOHLER

NEW LOOK from the Kohler Co. Bathroom...
TRAVEL GOLD...
Contour...
TRAVEL GOLD...
Contour...
TRAVEL GOLD...
Contour...

1968

1960s

“THE BOLD LOOK OF KOHLER® tagline has since come to represent literally the spirit and attitude of this Company, the strong innovative flow of new products year after year, and the most enduring and memorable advertising themes in America.”

— Herbert V. Kohler, Jr.,
 Quarter Century Club speech, 2002

1960

Clean getaway...

and a big step toward happier living for the whole family—the new bathroom with the tone by Kohler of Kohler.

Happier still are you at somewhat homes with enough bathroom to get the whole family bathroom transportation from home and away.

KOHLER OF KOHLER

1960

COLOR by KOHLER OF KOHLER

Right on bright with some light... with a Kohler of Kohler tub, you can... take off a lot of the color and get... able to get things "colorful" again.

The lightest living lighter free tubs... with a Kohler of Kohler tub, you... know for yourself in Kohler of Kohler.

KOHLER OF KOHLER

1961

Is your bathroom a family room?

A bathroom and a family get together don't get together... You just enjoy a great good time with enough bathroom for everybody's needs, without worry... enjoyed at once, with Kohler of Kohler of Kohler.

KOHLER OF KOHLER

1961

BEAUTY...and the Best!

A Kohler tub is better... all bright and shiny... you'll love a bigger diameter... and whole new look... Their just want to be in a family... living... with a tub in color by Kohler of Kohler.

KOHLER OF KOHLER

1960

It's the most...

If you ever dream of a bathroom... it's Kohler of Kohler. Had and even more... it's Kohler of Kohler.

KOHLER OF KOHLER

1961

All's Well at Wunsch's... thanks to Kohler stand-by power

Power failures no problem

Thousands of 120 volt... as well as thousands of more electric... Kohler of Kohler.

KOHLER OF KOHLER

1961

JUST TWO TOO

Two more... Kohler of Kohler.

KOHLER OF KOHLER

1961

Talk about terrific!...

You'll never see... Kohler of Kohler.

KOHLER OF KOHLER

1962



It could take years to find out why we insist on the full name...

Kohler All-Brass Fittings

Think that saying of about a hundred years ago... It's not a lie. Many people who make things these days... It's not a lie. Many people who make things these days... It's not a lie. Many people who make things these days...

...and still no drip with the Kohler Valvet!

KOHLER OF KOHLER

Manufactured in the U.S.A. by Kohler Co., Kohler, Wis. U.S. Patent Office. Kohler Co. is a registered trademark of Kohler Co. in the U.S.A. and other countries. Kohler Co. is a registered trademark of Kohler Co. in the U.S.A. and other countries. Kohler Co. is a registered trademark of Kohler Co. in the U.S.A. and other countries.

1962



all bath tubs hold water...

the Kohler Dynametric Bath is made to hold you

It's not just a bath tub, it's a piece of art. It's not just a bath tub, it's a piece of art. It's not just a bath tub, it's a piece of art. It's not just a bath tub, it's a piece of art. It's not just a bath tub, it's a piece of art. It's not just a bath tub, it's a piece of art.

KOHLER OF KOHLER

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1962



Now, why would we saw a bath tub in half?

Because that's how big a piece of art it is. Because that's how big a piece of art it is. Because that's how big a piece of art it is. Because that's how big a piece of art it is. Because that's how big a piece of art it is. Because that's how big a piece of art it is.

KOHLER OF KOHLER

Manufactured in the U.S.A. by Kohler Co., Kohler, Wis. U.S. Patent Office. Kohler Co. is a registered trademark of Kohler Co. in the U.S.A. and other countries. Kohler Co. is a registered trademark of Kohler Co. in the U.S.A. and other countries. Kohler Co. is a registered trademark of Kohler Co. in the U.S.A. and other countries.

1962



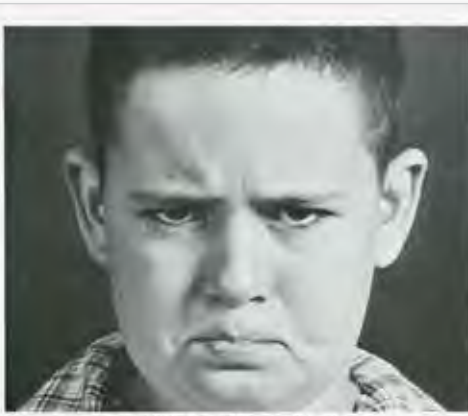
...and still no drip with the Kohler Valvet!

Why? Because it's made of brass. Why? Because it's made of brass. Why? Because it's made of brass. Why? Because it's made of brass. Why? Because it's made of brass. Why? Because it's made of brass.

KOHLER OF KOHLER

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1962



SOME KIDS CALL US KILL-JOY

But Kohler fountains are for drinking—not squirting.

It's not just a fountain, it's a piece of art. It's not just a fountain, it's a piece of art. It's not just a fountain, it's a piece of art. It's not just a fountain, it's a piece of art. It's not just a fountain, it's a piece of art. It's not just a fountain, it's a piece of art.

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1962



Modernizing a bathroom?

Kohler color, Kohler styling, Kohler quality make the difference.

It's not just a bathroom, it's a piece of art. It's not just a bathroom, it's a piece of art. It's not just a bathroom, it's a piece of art. It's not just a bathroom, it's a piece of art. It's not just a bathroom, it's a piece of art. It's not just a bathroom, it's a piece of art.

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1963



Behind the clean look of Kohler...



is the lasting look of All-Brass

There are no other faucets like this. There are no other faucets like this. There are no other faucets like this. There are no other faucets like this. There are no other faucets like this. There are no other faucets like this.

KOHLER OF KOHLER

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1963



Made as carefully as precious china...



because that's what this Kohler inventory is.

It's not just an inventory, it's a piece of art. It's not just an inventory, it's a piece of art. It's not just an inventory, it's a piece of art. It's not just an inventory, it's a piece of art. It's not just an inventory, it's a piece of art. It's not just an inventory, it's a piece of art.

KOHLER OF KOHLER

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1963

Kohler makes the kind of bath tub—

you can really feel comfortable with

KOHLER OF KOHLER

1963

Half a bath tub tells why...

Kohler bath tubs look like this for a lifetime

KOHLER OF KOHLER

1964

KOHLER FITTINGS

Beauty you'll love to live with

KOHLER OF KOHLER

1964

KOHLER GREEN

Color you'll love to live with

KOHLER OF KOHLER

1964

What do these colorful sinks have in common?

Beautiful Kohler Quality, that's what!

KOHLER OF KOHLER

1964

Kohler colors you'll love to live with

KOHLER OF KOHLER

1965

Kohler color with a decorator surprise—lavatories in new accent shades

KOHLER OF KOHLER

1965

Let yourself go Early American with Kohler color

KOHLER OF KOHLER

1965



Let yourself go Spanish with Kohler color

Let's see whether there's a great and growing interest in home decoration...
 Kohler's latest decorative color is...
 Kohler's new color is...
KOHLER or KOHLER

1966



Colors with Decorator Simplicity

Decorative simplicity is...
 Colors with Decorator Simplicity...
KOHLER or KOHLER

1966

COPPERTONE



New Coppertone Sinks for Kitchen Beauty

Another color has been added to the Kohler palette of kitchen sink colors — Coppertone.

This handsome new shade is offered in several models of Kohler cast iron kitchen sinks — the single compartment K-9960-24" x 21" Maytag; in two sizes of the double compartment K-9960-24" x 21" and 42" x 21"; and the K-5021-24" x 21" (without hose and pump).

Kohler Coppertone is a rich, strikingly attractive hue which matches or complements most coppertone kitchen appliances.

Coppertone sinks — like all Kohler cast iron sinks — are acid-resistant. And they're generously warranted for spanning long-lasting, easy-to-clean beauty.

1966

look what Kohler's doing now!

daring new colors... self-rimming designs



Kohler's new self-rimming bathtub...
 Kohler's new color is...
KOHLER or KOHLER

1966



Accent Colors

"the first really new idea in years"

Kohler's new accent colors...
KOHLER or KOHLER

1966

Bright New Note for Kitchens:

Kohler Self-Rimming Sinks in Accent Colors!

New Kohler's new accent colors...
KOHLER or KOHLER

1967



THE BOLD LOOK

Kohler's new color...
KOHLER or KOHLER

1967

THE BOLD LOOK

DARING! NEW COLORS WHEEDS NEW...
KOHLER or KOHLER

1967

FOR THE BOLD LOOK, THE CROWNING TOUCH: NEW FLAIR FITTINGS BY KOHLER

Flair... is an easy-to-use, most elegant design ever offered as part of a regular line. Flair... is a gem-like blending of metals and tones. Flair... is an available from Kohler in five beautiful finishes: either with polished brass, chrome, white or clear with chrome.

Flair fittings provide the crowning touch to Kohler's "Bold Look" style. Flair... is available in five finishes: polished brass, chrome, white, clear with chrome, and clear with chrome.

Flair fittings have traditional Kohler styling with a distinctive "Bold Look" design. They are available in five finishes: polished brass, chrome, white, clear with chrome, and clear with chrome.

There is a new tradition in the world of bathroom fittings. It's called "Flair". It's a new tradition in the world of bathroom fittings. It's called "Flair". It's a new tradition in the world of bathroom fittings. It's called "Flair".

KOHLER or KOHLER
The Bold Look is a Kohler Tradition

1967

NEW SHOREHAM BRASS BY KOHLER

THE LOOK OF LUXURY AT A LOW PRICE

Kohler gives it up for them... a line of fittings with clean, contemporary design... traditional Kohler quality design and strength... set apart from the rest of the competition by its design and its quality. It's the Shoreham line!

Quality made as well as it is. The Shoreham... is a designer's masterpiece... a masterpiece of design and quality.

Could you sit for a summer looking at your bath? The Shoreham... is a masterpiece of design and quality. It's the Shoreham line!

For all general of Shoreham... the Shoreham... is a masterpiece of design and quality. It's the Shoreham line!

Learn more about Shoreham... is a masterpiece of design and quality. It's the Shoreham line!

KOHLER or KOHLER
The Bold Look is a Kohler Tradition

1969

Kohler gives the ho-hum bath the heave-ho.

THE BOLD LOOK OF KOHLER

1969

Kohler says ho-hum baths have had it.

KOHLER'S LADY FAIR SHAMPOON CENTER AND BABY BATH

BOLD NEW COLORS! (NEW ORLEANS BLUE)

ONE OF OUR HAPPY BUBS

WASH YOUR HAIR... OR YOUR BABY (FOUNTAIN SPRAY ARM)

SLIPPING AWAY SPOOT

SLIPPED LIKE A BATH

KOHLER or KOHLER
The Bold Look is a Kohler Tradition

1968

Kohler presents the rebirth of the blues.

THE BOLD LOOK OF KOHLER

1968

THE BOLD LOOK OF KOHLER

KOHLER or KOHLER
The Bold Look is a Kohler Tradition

1969

THE BOLD LOOK OF KOHLER

KOHLER or KOHLER
The Bold Look is a Kohler Tradition

1969

Walls 'n All.

THE BOLD LOOK OF KOHLER

1960

Is your home protected against power blackouts?

KOHLER ELECTRIC PLANTS

Lower use of lights, automatic fans, heaters, telephones, appliances...

KOHLER OF KOHLER

1960

Don't let the pretty colors fool you. Underneath is the most rugged engine you can buy. Kohler is the name.

Kohler is the name specified by the world's leading manufacturers of powered equipment.

KOHLER ENGINES
KOHLER CO., KOHLER, WIS.

1961

Kohler Engines Help Cut the Cost of Laying Bricks

KOHLER OF KOHLER
Kohler Co., 1925 - Kohler, Wisconsin

1961

Proving Ground for Engine Stamina

KOHLER OF KOHLER
Kohler Co., 1925 - Kohler, Wisconsin

1961

All's Well at Wunsch's... thanks to Kohler stand-by power

Power failures no problem

KOHLER OF KOHLER

1961

Kohler Engines win tough endurance test

Motor sled caravan makes 1200-mile trek through frozen wilds of Alaska

KOHLER OF KOHLER

1962

Here's a real cool "cat"

KOHLER OF KOHLER

1962

New "quiet" Kohler engine takes the "putt-putt" out of putting

KOHLER OF KOHLER

1962

It's Cast Iron-It's Compact It's Competitively Priced New Kohler 6 hp. Engine



This new Kohler K 141 engine which the range of Kohler engines. Conservatively rated, it develops more usable power than any other 6 horsepower engine on the market. And its size—only 14 1/2" inches high—makes it the most compact 6 horsepower engine available.



Anti-friction ball bearing allows greater belt and throat loads—adds to the life and maintenance of engine performance. Its clearly regulated mechanical governor provides "automatic idling" to maintain full power under load conditions.

KOHLER OF KOHLER

MADE IN THE U.S.A. • 1962 • KOHLER ENGINE CO. • MILWAUKEE, WISCONSIN

1962



From Home Plate—to your Back Yard... More garden tractors are powered by Kohler

On the water of the American East, the Kohler engine, made in the United States, runs the great, white, sea-borne motor boats. In the quiet, peaceful waters of the Great Lakes, the Kohler engine is the power for a Kohler Boat. In fact, most garden tractors available in the U.S. are powered by a Kohler Engine.



KOHLER OF KOHLER

MADE IN THE U.S.A. • 1962 • KOHLER ENGINE CO. • MILWAUKEE, WISCONSIN

1962



That's KOHLER-POWERED SNOW you're looking at ... another major job for the versatile Kohler engine!

Every year, snow and ice mean real trouble for the Kohler engine. In the winter, the Kohler engine is the power for a Kohler Snow Blower. In fact, most snow blowers available in the U.S. are powered by a Kohler Engine.

Every year, snow and ice mean real trouble for the Kohler engine. In the winter, the Kohler engine is the power for a Kohler Snow Blower. In fact, most snow blowers available in the U.S. are powered by a Kohler Engine.



KOHLER OF KOHLER

MADE IN THE U.S.A. • 1962 • KOHLER ENGINE CO. • MILWAUKEE, WISCONSIN

1962



Kohler Engines Prove Dependability in nature's cruellest laboratory

The most demanding of engine laboratories is the weather of the U.S.A. In the winter, the Kohler engine is the power for a Kohler Generator. In fact, most generators available in the U.S. are powered by a Kohler Engine.

The most demanding of engine laboratories is the weather of the U.S.A. In the winter, the Kohler engine is the power for a Kohler Generator. In fact, most generators available in the U.S. are powered by a Kohler Engine.



KOHLER OF KOHLER

MADE IN THE U.S.A. • 1962 • KOHLER ENGINE CO. • MILWAUKEE, WISCONSIN

1962



It's St. Louis outside—but it's cool in here!

A motor comes for the driver of his car... Kohler engine, made in the United States, runs the great, white, sea-borne motor boats. In the quiet, peaceful waters of the Great Lakes, the Kohler engine is the power for a Kohler Boat. In fact, most garden tractors available in the U.S. are powered by a Kohler Engine.



KOHLER OF KOHLER

MADE IN THE U.S.A. • 1962 • KOHLER ENGINE CO. • MILWAUKEE, WISCONSIN

1962



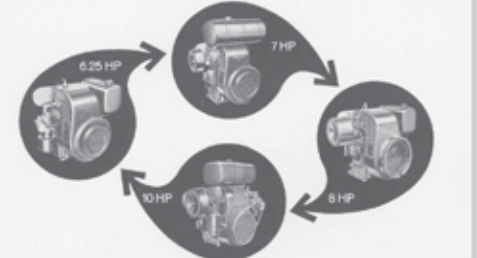
Running Time: 21,900 Hours

The rugged Kohler engine that pumps oil in California, Illinois has run 24 trouble-free hours a day for two and a half years—21,900 hours! And it's still going strong. Not a breakdown in eight years and a half year of continuous heavy duty pumping. It was stopped 3 times. Once in 1959 for carbon cleaning; twice in 1960 for oil changes, and adjustments. The rest of the time it chugged away, hour after hour, day after day. In wind, rain, snow, and sun. The worst of record is standard procedure for a Kohler engine. Which isn't too surprising when you've 40 years experience in engine making.

KOHLER OF KOHLER

MADE IN THE U.S.A. • 1962 • KOHLER ENGINE CO. • MILWAUKEE, WISCONSIN

1963



A MAJOR NEW ENGINE DEVELOPMENT FROM KOHLER THE INTERCHANGEABLES

Now 4 Kohler Engines of 6.25—7—8—and 10 HP fit the same mountings, have the same shaft height—can all fit the same equipment!

Model	HP	Stroke	Weight	Dimensions
K141	6.25	4 1/2"	14 1/2 lbs.	14 1/2" x 14 1/2" x 14 1/2"
K142	7	4 1/2"	15 1/2 lbs.	14 1/2" x 14 1/2" x 14 1/2"
K143	8	4 1/2"	16 1/2 lbs.	14 1/2" x 14 1/2" x 14 1/2"
K144	10	4 1/2"	18 1/2 lbs.	14 1/2" x 14 1/2" x 14 1/2"

KOHLER OF KOHLER

MADE IN THE U.S.A. • 1963 • KOHLER ENGINE CO. • MILWAUKEE, WISCONSIN

1963



Kohler powered Wheel Horse tractors helped keep things rolling at Indianapolis

A tough, compact 7 horsepower Kohler engine supplied the muscle for a lot of... Kohler engine, made in the United States, runs the great, white, sea-borne motor boats. In the quiet, peaceful waters of the Great Lakes, the Kohler engine is the power for a Kohler Boat. In fact, most garden tractors available in the U.S. are powered by a Kohler Engine.



KOHLER OF KOHLER

MADE IN THE U.S.A. • 1963 • KOHLER ENGINE CO. • MILWAUKEE, WISCONSIN

1964



KOHLER ENGINES
help garden tractors keep their promise

- ...to temper the lawn
- ...haul the dirt
- ...plow the garden
- ...remove the snow!

Made of solid iron for toughness. Designed to give you all the power you need - smoothly and quietly. Look for a Kohler Engine when you buy garden equipment - they're built for last - with real iron.

KOHLER OF KOHLER
Kohler Co., Milwaukee, Wis.

1964



It's Dress Whites for this new sea-wise Kohler 2.5 KW Marine Electric Plant

The Kohler 2.5 KW Marine Electric Plant is built to the Kohler tradition of lasting products. It's built to last. With the rugged steel construction of the plant you can be sure it will last for years.

Check the features that make this plant a real winner in the marine market:

1. Non-corrosive, stainless steel (Type 316) construction.
2. Fully electric control system - no mechanical parts.
3. High water temperature cooling system - no overheating.
4. Built-in battery charger - keeps battery charged.
5. Built-in battery disconnect switch - prevents battery drain.
6. Built-in battery disconnect switch - prevents battery drain.
7. Built-in battery disconnect switch - prevents battery drain.

KOHLER OF KOHLER

1969

Kohler introduces 5 new ship-shaped electric plants.



These new Kohler ship-shaped electric plants are designed for use on boats and yachts. They are built to last and are easy to maintain. They are also quiet and smooth running.

1. 1.5 KW model - 12 volt system.

2. 2.5 KW model - 12 volt system.

3. 3.5 KW model - 12 volt system.

4. 4.5 KW model - 12 volt system.

5. 5.5 KW model - 12 volt system.

1969

A KOHLER 2-CYCLE ENGINE GIVES YOU A REAL GOIN' MACHINE



Kohler 2-cycle engines are the most powerful and reliable engines available. They are built to last and are easy to maintain. They are also quiet and smooth running.

1. 1.5 KW model - 12 volt system.

2. 2.5 KW model - 12 volt system.

3. 3.5 KW model - 12 volt system.

4. 4.5 KW model - 12 volt system.

5. 5.5 KW model - 12 volt system.

1968

KOHLER INTRODUCES A NEW LINE OF 2-CYCLE ENGINES DESIGNED FOR SNOWMOBILES



These new Kohler 2-cycle engines are designed for use on snowmobiles. They are built to last and are easy to maintain. They are also quiet and smooth running.

1. 1.5 KW model - 12 volt system.

2. 2.5 KW model - 12 volt system.

3. 3.5 KW model - 12 volt system.

4. 4.5 KW model - 12 volt system.

1969

GET A SUPER-QUIET KOHLER ELECTRIC PLANT WITH YOUR DODGE MOTOR HOME, THEN IGNORE IT



These new Kohler electric plants are designed for use on motor homes. They are built to last and are easy to maintain. They are also quiet and smooth running.

1. 1.5 KW model - 12 volt system.

2. 2.5 KW model - 12 volt system.

3. 3.5 KW model - 12 volt system.

4. 4.5 KW model - 12 volt system.

1969

Kohler introduces 5 new ship-shaped electric plants.



These new Kohler ship-shaped electric plants are designed for use on boats and yachts. They are built to last and are easy to maintain. They are also quiet and smooth running.

1. 1.5 KW model - 12 volt system.

2. 2.5 KW model - 12 volt system.

3. 3.5 KW model - 12 volt system.

4. 4.5 KW model - 12 volt system.

5. 5.5 KW model - 12 volt system.

1969

Pull away from the pack with Kohler-power!



Kohler 2-cycle engines are the most powerful and reliable engines available. They are built to last and are easy to maintain. They are also quiet and smooth running.

1. 1.5 KW model - 12 volt system.

2. 2.5 KW model - 12 volt system.

3. 3.5 KW model - 12 volt system.

4. 4.5 KW model - 12 volt system.

5. 5.5 KW model - 12 volt system.

Kohler saves water

Toilets, showerheads, faucets reduce normal water use 30 to 50%. Efficiently.

Profit by selling the most attractive water-saving features in the industry: Water-Guard toilets plus flow-control showerheads and faucets.

Consumers quickly understand how these products can mean significant yearly savings on water, water heating, and sewage bills. If you haven't been asked for them, you soon will be.

In fact, many areas of the country are considering building codes that make water-saving toilets mandatory for new and replacement construction.

Look ahead to selling savings. Look to these Kohler water-saving products: (A) City Club showerhead in gold electroplate (B) Wellworth Water-Guard toilet shown in Fresh Green (C) Chrome Alterna faucets with walnut patterned insert.

For a free brochure on water saving, write: KOHLER CO., KOHLER, WIS. 53044

Kohler products are available in Canada.

THE BOLD LOOK OF KOHLER

1975

1970s

“Ads sell a great deal more than products. They sell values, images, and concepts of success and worth.”

— Brené Brown, *The Gifts of Imperfection: Let Go of Who You Think You're Supposed to Be and Embrace Who You Are*, 2010

1970

Quick-change artistry.

Perform it with Kohler's unique Alterna fittings. They let you change decor as easily as switching towels.

THE GOLD LOOK OF KOHLER

Kohler Co., Kohler, Wisconsin 53044

1970

Own a walk-in work of art.

Your new bath or powder room. You'll walk in and find beauty on all sides. Artistry...created by you and Kohler today.

THE GOLD LOOK OF KOHLER

Kohler Co., Kohler, Wisconsin 53044

1970

Mexican Sand.

Kohler's new cook hot color captures Mexico's artistry...romance! Vival!

THE GOLD LOOK OF KOHLER

Kohler Co., Kohler, Wisconsin 53044

1970

America's newest toilet

THE GOLD LOOK OF KOHLER

Kohler Co., Kohler, Wisconsin 53044

1971

Kohler Fiberglass. Great bathroom design begins here.

Walk-in Fiberglass bathing modules

THE GOLD LOOK OF KOHLER

Kohler Co., Kohler, Wisconsin 53044

1971

The no-motor whirlpool bath.

New Hydro-Whirl from Kohler.

THE GOLD LOOK OF KOHLER

Kohler Co., Kohler, Wisconsin 53044

1971

Fresh Green. New color from Kohler.

(Now the outdoor look is in.)

THE GOLD LOOK OF KOHLER

Kohler Co., Kohler, Wisconsin 53044

1972

BLACK BLACK. GREAT COLOR IDEAS BEGAN WITH KOHLER.

THE GOLD LOOK OF KOHLER

Kohler Co., Kohler, Wisconsin 53044

1972

GREAT KITCHEN IDEAS BEGIN WITH KOHLER.

ROYALE WITH ORNAMENTATION OFFERS

100 YEARS OF GREAT IDEAS FROM KOHLER - THE WELD CRAFTSMAN

1972

Royale china vanity tops, by Kohler. What a beautiful way to face the day.

100 YEARS OF GREAT IDEAS FROM KOHLER - THE WELD CRAFTSMAN

1973

ADDISON
purely in public

100 YEARS OF GREAT IDEAS FROM KOHLER - THE WELD CRAFTSMAN

1973

The Great Beginning
100 years of great ideas from Kohler - the Weld Craftsman

100 YEARS OF GREAT IDEAS FROM KOHLER - THE WELD CRAFTSMAN

1972

The SWINGER
by KOHLER
great idea for your kitchen sink

**RINSES
SPRAYS
AERATES
SWINGS**
to direct flow of water

The SWINGER
fits onto your sink faucet...

1973

Kohler originals

100 YEARS OF GREAT IDEAS FROM KOHLER - THE WELD CRAFTSMAN

1973

GREAT BATH IDEAS BEGIN WITH KOHLER. THESE FOUR MAKE BEAUTIFUL SENSE.

- 1. BARRIER PERSONAL SHOWER**
- 2. FAUCET/SHOWER WITH PLANE**
- 3. FAUCET/SHOWER WITH PLANE**
- 4. LOW COST WARMPOOL BATHTUB**

100 YEARS OF GREAT IDEAS FROM KOHLER - THE WELD CRAFTSMAN

1973

Great Bath Ideas

100 YEARS OF GREAT IDEAS FROM KOHLER - THE WELD CRAFTSMAN

1973

The no-motor whirlpool bath



HYDRO-WHIRL
whirlpool bathing
anyone can afford

Now you can get a whirlpool bath with 174 jets, the luxury of whirlpool bathing when any amount of whirl is wanted.

Kohler's permanent magnet 2000 WATT motor runs from low voltage electrical leads to the shower. Hydro-whirl jets, 174 in all, are built into the tub's inner walls and it still remains the same size as a standard whirlpool bath.

Hydro-whirl jets, for maximum whirl, are built into the walls of the tub's inner walls and it still remains the same size as a standard whirlpool bath.

Hydro-whirl jets, for maximum whirl, are built into the walls of the tub's inner walls and it still remains the same size as a standard whirlpool bath.

KOHLER 100 BOLD CRIFSMEN

KOHLER CO. OF KOHLER, WISCONSIN 53044

1973



GREAT POWDER ROOM IDEAS BEGIN WITH KOHLER.

THE ELEGANCE OF BLACK
Create a dramatic atmosphere with black fixtures. Kohler's elegant black fixtures are available in a variety of finishes. Kohler's elegant black fixtures are available in a variety of finishes.

THE AMERICAN LOOK
Create a classic atmosphere with white fixtures. Kohler's classic white fixtures are available in a variety of finishes. Kohler's classic white fixtures are available in a variety of finishes.

A FLASH OF RED
Create a vibrant atmosphere with red fixtures. Kohler's vibrant red fixtures are available in a variety of finishes. Kohler's vibrant red fixtures are available in a variety of finishes.

BRING IN FRESH GREEN
Create a fresh atmosphere with green fixtures. Kohler's fresh green fixtures are available in a variety of finishes. Kohler's fresh green fixtures are available in a variety of finishes.

KOHLER 100 BOLD CRIFSMEN

KOHLER CO. OF KOHLER, WISCONSIN 53044

1974

Kohler originals

Lavatories in a bold array of flower garden colors.

More colors, coordinated accessories, fixtures, accessories, and more.

At Kohler's Kohler 100 Bold Crifsmen, you'll find a bold array of flower garden colors. More colors, coordinated accessories, fixtures, accessories, and more.

At Kohler's Kohler 100 Bold Crifsmen, you'll find a bold array of flower garden colors. More colors, coordinated accessories, fixtures, accessories, and more.

THE GOLD LOOK OF KOHLER

1974

Kohler originals

A bold array of flower garden colors.

More colors, coordinated accessories, fixtures, accessories, and more.

At Kohler's Kohler 100 Bold Crifsmen, you'll find a bold array of flower garden colors. More colors, coordinated accessories, fixtures, accessories, and more.

At Kohler's Kohler 100 Bold Crifsmen, you'll find a bold array of flower garden colors. More colors, coordinated accessories, fixtures, accessories, and more.

THE GOLD LOOK OF KOHLER

1974

One-controllables

Kohler's ultra-conventional line of Centum single control faucets for tub, basin and sink.

All products in ultra-conventional line are available in a variety of finishes. Kohler's ultra-conventional line of Centum single control faucets for tub, basin and sink.

All products in ultra-conventional line are available in a variety of finishes. Kohler's ultra-conventional line of Centum single control faucets for tub, basin and sink.

THE GOLD LOOK OF KOHLER

1974

Kohler originals

Originals line offers from a Kohler trademark. Your first look, we're sure, will be a look of delight. Originals line offers from a Kohler trademark.

Your first look, we're sure, will be a look of delight. Originals line offers from a Kohler trademark.

Your first look, we're sure, will be a look of delight. Originals line offers from a Kohler trademark.

THE GOLD LOOK OF KOHLER

1974

Kohler originals

The Sleeping Bath for deep, long, restful sleep in a cozy, comfortable, relaxing environment. Plus a happy mix of Kohler colors.

Introducing the Sleeping Bath... a new line of Kohler products. The Sleeping Bath for deep, long, restful sleep in a cozy, comfortable, relaxing environment. Plus a happy mix of Kohler colors.

Introducing the Sleeping Bath... a new line of Kohler products. The Sleeping Bath for deep, long, restful sleep in a cozy, comfortable, relaxing environment. Plus a happy mix of Kohler colors.

THE GOLD LOOK OF KOHLER

1975

BOLD COLORS. ORIGINAL DESIGNS FOR THE YOUNG AND THE YOUNG AT HEART. THAT'S KOHLER.

Introducing the Sleeping Bath... a new line of Kohler products. The Sleeping Bath for deep, long, restful sleep in a cozy, comfortable, relaxing environment. Plus a happy mix of Kohler colors.

Introducing the Sleeping Bath... a new line of Kohler products. The Sleeping Bath for deep, long, restful sleep in a cozy, comfortable, relaxing environment. Plus a happy mix of Kohler colors.

Introducing the Sleeping Bath... a new line of Kohler products. The Sleeping Bath for deep, long, restful sleep in a cozy, comfortable, relaxing environment. Plus a happy mix of Kohler colors.

THE GOLD LOOK OF KOHLER

1975



1975



1976



1976



1975



1975



1976



1976



1976

The Bold Look of Kohler

The Bold Look of Kohler

The Bold Look of Kohler

1976

The Bold Look of Kohler

The Bold Look of Kohler

1977

IMAGINE A PLACE WHERE YOU CAN ACHIEVE RELAXATION TRANQUILITY AND REGENERATION

KOHLER DID AND CALLED IT ENVIRONMENT.

THE BOLD LOOK OF KOHLER

1977

KOHLER FIBERGLASS. TWO KINDS OF BEAUTY.

THE BOLD LOOK OF KOHLER

1977

KOHLER PUTS GEMSTONES IN THE MOST UNEXPECTED PLACES.

THE BOLD LOOK OF KOHLER

1977

BRAVURA. AVANT GARDE. ELEGANCE FROM KOHLER.

THE BOLD LOOK OF KOHLER

1977

KOHLER OFFERS PRACTICAL WAYS TO SAVE PRECIOUS WATER.

THE BOLD LOOK OF KOHLER

1977

KOHLER HAS LOTS OF COMPLIMENTS FOR NEW KITCHEN APPLIANCE COLORS.

THE BOLD LOOK OF KOHLER

1977



1977



1978



1978



1978



1978



1978



1978



1978



1979



1979



1979



1979



1979



1979



1979



1970

THE KOHLER CARE PACK

SALES & SERVICE

KOHLER

1970

A new Kohler "cradle-mounted" electric plant virtually ends vibration in your motor home.

KOHLER ELECTRIC PLANTS

1970

Take it for granted.

Kohler Electric Plants. We work hard to make them hardly noticeable.

1972

Kohler Engines. The key to superior performance for your powered equipment.

KOHLER ENGINES

1970

Take it for granted.

Kohler Electric Plants. We work hard to make them hardly noticeable.

1970

Take it for granted.

Kohler Electric Plants. We work hard to make them hardly noticeable.

1973

POWER

A look at KOHLER "HORSEPOWER" on our 100th birthday

KOHLER 100 BOLD CHALLENGERS

1974

Small wonder.

no wonder more and more rental equipment is powered by Kohler 4-cycle engines.

KOHLER

1973

the bold craftsmen of Kohler known for quality worldwide

The most demanding craftsmen of Kohler work in the most demanding environments. They are the men who build the power systems that keep the lights on in the most remote areas of the world. They are the men who build the power systems that keep the lights on in the most remote areas of the world. They are the men who build the power systems that keep the lights on in the most remote areas of the world.

KOHLER

1973

GENERATOR SETS FOR PRIME POWER, STANDBY and CONSTRUCTION

Only Kohler's 14 tonnage generator sets are available for prime power, standby and construction. They are the only generator sets that can be used in all three applications. They are the only generator sets that can be used in all three applications. They are the only generator sets that can be used in all three applications.

Kohler generator sets available here.

KOHLER

1976

FAST RESPONSE means you're specifying a significantly better standby power system.

A WORLD NEW STANDARD

FAST RESPONSE TO LOAD

DEPENDABLE

VERSATILE

ANY SIZE

KOHLER

1977

beautiful

If the equipment you sell is Kohler powered, you know what we mean by "Beautiful."

KOHLER

1974

Silence is golden.

depend on Kohler "gold" marine generator sets.

KOHLER

1976

cast iron endurance

There are products that wear out. And there are those designed to endure. Kohler cast iron engines endure.

KOHLER engines

1978

HITCH YOUR EQUIPMENT TO 18 BIG HORSES

Harness Up Kohler's New K361 Engine

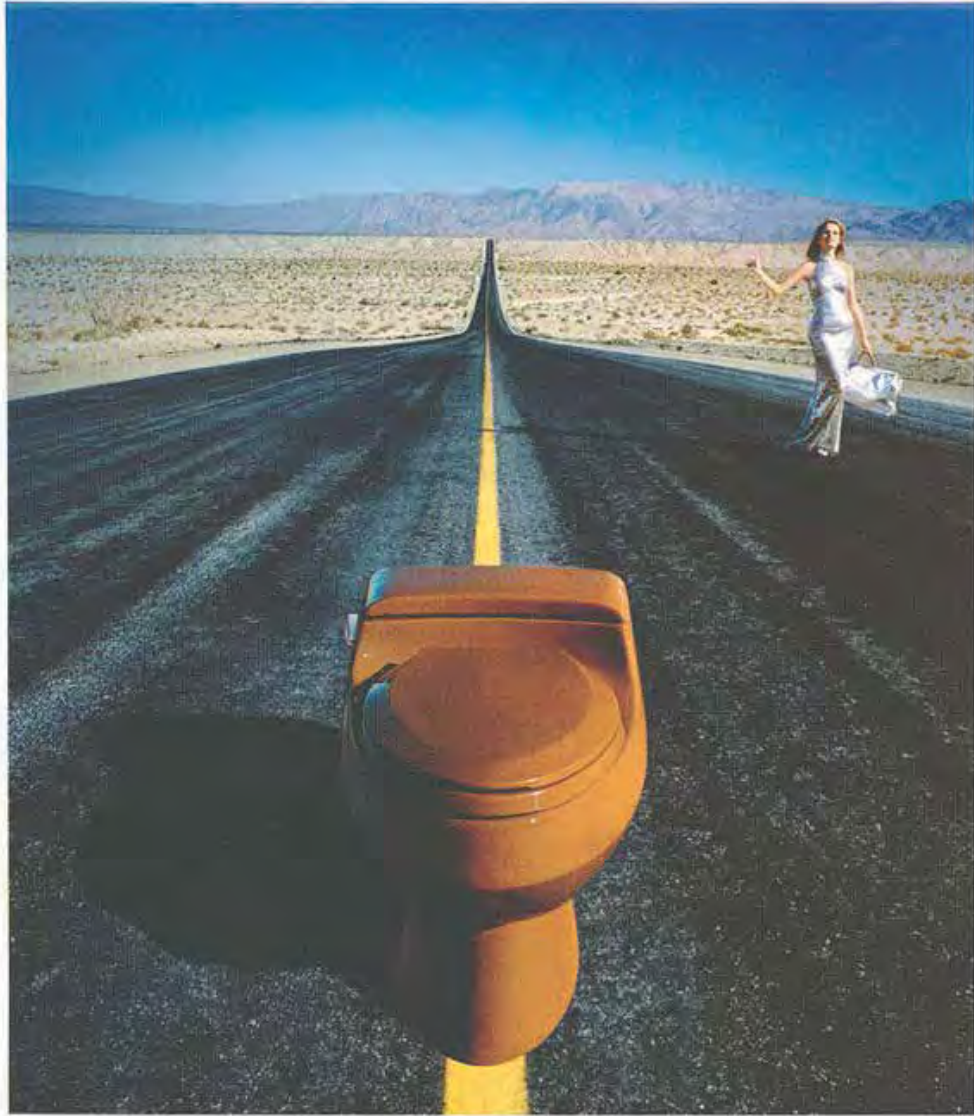
KOHLER

1978

COOL IT. TOAST IT. WATCH IT. SIP IT. FREEZE IT. COOK IT. HEAR IT. FRY IT. DEPEND ON IT.

You don't have to leave it all behind.

KOHLER



THE BOLD LOOK
OF **KOHLER**

At the edge of your imagination, a journey down life's highway takes a surprising turn. The Century II Water-Guard, a gracefully designed one-piece toilet. Features a patented water-saving flush system. Available in Swiss Chocolate and a variety of other unforgettable colors. For a complete, full-color catalog of imaginative Kohler concepts for kitchen, bath, and powder room, contact your Kohler dealer listed in the Yellow Pages or send one dollar to: Kohler Company, Dept. 00, Kohler, Wisconsin 53044.

1980s

“The products are enhanced by the art media of leading edge artists in **[As I See It]** works that viewers remember long after they’ve turned the page.”

— *Alda Abbracciamento,*
Grey Advertising Inc., New York, 1989

1980

THE BOLD LOOK OF KOHLER

In the style of your imagination, Kohler is a collection of products that will give your bathroom a new look. The Kohler Company, Dept. 22, Kohler, Wis. 53090.

1980

THE BOLD LOOK OF KOHLER

In the style of your imagination, Kohler is a collection of products that will give your bathroom a new look. The Kohler Company, Dept. 22, Kohler, Wis. 53090.

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THE BOLD LOOK OF KOHLER

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1980

KOHLER BAR SINKS IN COLOR

Have dinner, drink more colorful and convenient with Bar Sinks. Kohler's new color bar sinks — Espresso, Mexican Steel, Tequila, Rosemary and Black. Versatile 25" x 35" 4-hole bar sink with contemporary glass top, handy hardwood cutting board. Compact 13" x 33" 4-hole bar sink. Color-matched stainless steel bar sinks in brushed or polished chrome or 24 rock glass finishes. For more information, write Dept. 85, KOHLER CO., KOHLER, WISCONSIN 53090.

THE BOLD LOOK OF KOHLER

1980

THE BOLD LOOK OF KOHLER

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1980

THE BOLD LOOK OF KOHLER

In the style of your imagination, Kohler is a collection of products that will give your bathroom a new look. The Kohler Company, Dept. 22, Kohler, Wis. 53090.

1981



FOR FLIGHTS OF FANCY, A BATH WORTH THE TRIP

Introducing the Super Spa™ hot tub...
 Introducing the Super Spa™ hot tub...
 Introducing the Super Spa™ hot tub...
 Introducing the Super Spa™ hot tub...

THE BOLD LOOK OF KOHLER

1981



THE BOLD LOOK OF KOHLER

At the edge of your imagination lies a new frontier...
 At the edge of your imagination lies a new frontier...
 At the edge of your imagination lies a new frontier...

1982

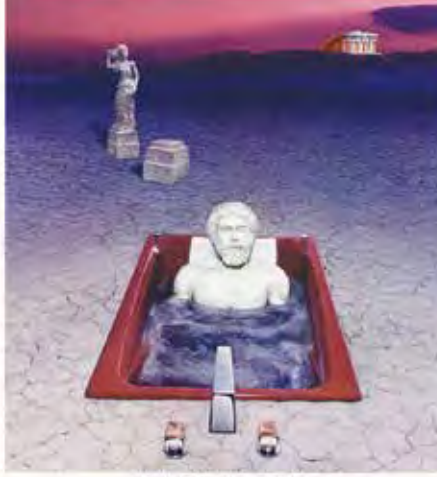


CAST ASIDE THE GALLEY SLAVE ROLE

To elevate the quality of your kitchen...
 To elevate the quality of your kitchen...
 To elevate the quality of your kitchen...

THE BOLD LOOK OF KOHLER

1982



CELEBRATE THE ART OF BATHING

Introducing the Super Spa™ hot tub...
 Introducing the Super Spa™ hot tub...
 Introducing the Super Spa™ hot tub...

THE BOLD LOOK OF KOHLER

1981



FRENCH VANILLA. "MAGNIFIQUE"

Introducing the Super Spa™ hot tub...
 Introducing the Super Spa™ hot tub...
 Introducing the Super Spa™ hot tub...

THE BOLD LOOK OF KOHLER

1981



WATER DAYS

Introducing the Super Spa™ hot tub...
 Introducing the Super Spa™ hot tub...
 Introducing the Super Spa™ hot tub...

THE BOLD LOOK OF KOHLER

1982



THE DRINKING FOUNTAIN, SEEN IN A WHOLE NEW LIGHT

Introducing the Super Spa™ hot tub...
 Introducing the Super Spa™ hot tub...
 Introducing the Super Spa™ hot tub...

THE BOLD LOOK OF KOHLER

1983



YOUR FINEST HOUR

Introducing the Super Spa™ hot tub...
 Introducing the Super Spa™ hot tub...
 Introducing the Super Spa™ hot tub...

THE BOLD LOOK OF KOHLER

1985

Kohler Color Families.



The New Kohler Color Family Program.

Decorating with color is one of the most demanding challenges of any kitchen or bath project. The art of the bathroom has always been the easy way out. Now the

1985



THE BOLD LOOK OF KOHLER

In the world of Kohler, you get it all in one place. Here, the best of faucets and brass, a tribute to Kohler's heritage. Available in polished brass and chrome to help you decorate at home. For more details see the Yellow Pages, or send \$2 for a color catalog to Kohler Co., Dept. 264, Kohler, Wisconsin 53044.

1985

Kohler introduces a faucet that turns heads.



It's the new 'Framer' faucet. A truly contemporary waterbed faucet that turns heads and turns heads in today's most popular fixtures. But Kohler didn't stop there.

THE BOLD LOOK OF KOHLER

be combined with the elegant new Kohler 'Serenity' spout that rotates with 300°. So you can enjoy your own hot, cold, or simply clean water in the most convenient way possible. The new 'Framer' spout can also be included on the 'Framer' faucet, making it a truly flexible faucet you can add to any Kohler bathroom.

Faucets as elegant and functional as the new 'Framer' are no strangers to the Kohler line. There's a Kohler faucet carefully designed to complement any decorating scheme, offering endless decorating possibilities. Kohler has a lot of other classic Kohler faucets, with a price range that fits any budget. So you can always choose the quality, style and price with Kohler quality.

Now turn your own home on with faucets that turn heads. Just contact your nearest Kohler dealer or distributor or write to Kohler Co., Dept. 211, Kohler, Wisconsin 53044.

1985



THE BOLD LOOK OF KOHLER

The hot tub faucet for you, suitable for hot tubs. No about, making bathing much more pleasant and safe. The hot tub faucet has a built-in control, easy to reach from either end, in 17 contrasting colors and finishes to suit your taste. For more details see the Yellow Pages, or send \$2 to Kohler Co., Dept. A73, Kohler, Wisconsin 53044.

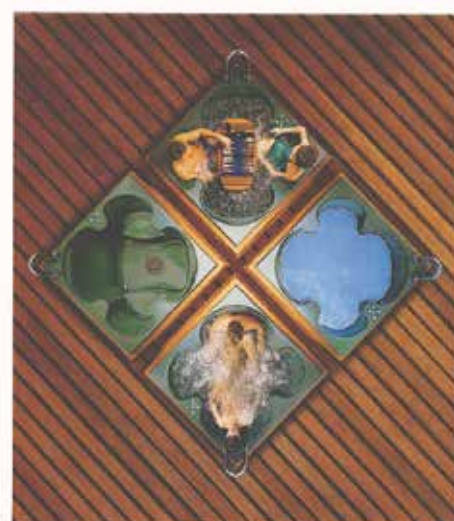
1985



THE BOLD LOOK OF KOHLER

When you're in a hurry, the Kohler 'Instal' faucet is the answer. It's a truly innovative faucet, the industry's largest in size for a single faucet. And when you're in a hurry, you can install the Kohler 'Instal' faucet in minutes. For more details see the Yellow Pages, or send \$2 to Kohler Co., Dept. A73, Kohler, Wisconsin 53044.

1985



THE BOLD LOOK OF KOHLER

For endless weeks of comfort step into the Harmony™ Spa. Available for five jet spas as large as 6' x 6'. A truly portable spa with advanced ergonomics, soothing massage jets and relaxing heat. For more details see the Yellow Pages, or send \$2 to Kohler Co., Dept. 264, Kohler, Wisconsin 53044.

1985



THE BOLD LOOK OF KOHLER

The 'Thunder' Clay of a pedestal. The 'Thunder' Clay of a pedestal. Two beautiful new styles from Kohler. Set them in any room or place in your bath or powder room. In fact, set them in any room. See the Yellow Pages for the local Kohler distributor in your area, or send \$2 to Kohler Co., Dept. A70, Kohler, Wisconsin 53044.

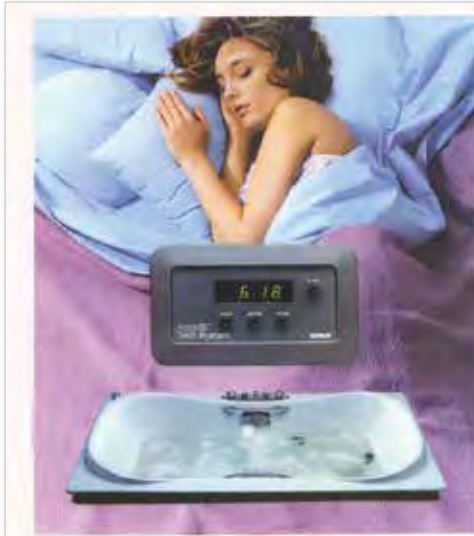
1986



THE BOLD LOOK OF KOHLER

Surround yourself with the grace. And style. The Kohler 'Arden' pedestal faucet is the perfect choice for your bath. Designed by a master of design, it's a truly innovative choice of fixtures. Use with the elegant 'Clay' pedestal faucet. See the Yellow Pages for the local Kohler distributor in your area, or send \$2 to Kohler Co., Dept. 200, Kohler, Wisconsin 53044.

1986



THE BOLD LOOK
OF
KOHLER

At ease and in flowing the bath, The Kohler Aquatic™ for the infinity... Bath™... digital... Night...
The correct... Water... to... bath... for... your... preferred... temperature... Connoisseurs... need... the... joy... of... being... See... the... Yellow... Pages... for... a... Kohler... Registered... Showroom... or... send... 53... to... Kohler... Co... Dept... 300... Kohler... WI... 53044.

1986



THE BOLD LOOK
OF
KOHLER

Streams of bubbles massage your back, your feet, your soul. The new Hourglass™ Bubble Massage™...
Can... be... used... if... you... combine... it... with... the... use... of... jets... for... additional... massage... See... our... ad... in... 53044... See... the... Yellow... Pages... for... a... Kohler... Registered... Showroom... or... send... 53... to... Kohler... Co... Dept... 300... Kohler... WI... 53044.

1986



THE BOLD LOOK
OF
KOHLER

Believing the new view of a young woman, the Kohler Cygne™ in black, white, brushed nickel or chrome, accented...
with... 14... gold... Using... new... Kohler... ceramic... ceramic... valves... and... full... accessory... the... infinity... and... price... See... the... Yellow... Pages... for... a... Kohler... Registered... Showroom... or... send... 53... to... Kohler... Co... Dept... 300... Kohler... WI... 53044.

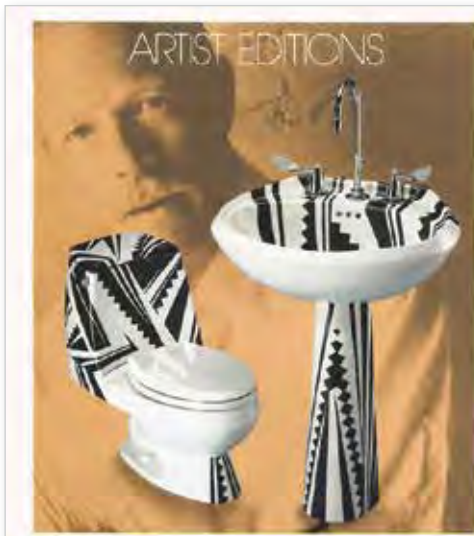
1986



THE BOLD LOOK
OF
KOHLER

The... in... white... or... black... or... chrome... the... elegant... the... elegant... the... elegant...
Crest™... overflow... for... vanity... and... bath... Even... in... white... for... strength... and... price... See... the... Yellow... Pages... for... a... Kohler... Registered... Showroom... or... send... 53... to... Kohler... Co... Dept... 300... Kohler... WI... 53044.

1986



THE BOLD LOOK
OF
KOHLER

Called... by... Art... Editions... the... bold... design... the... bold... design... the... bold... design...
Art... Editions... the... bold... design... the... bold... design... the... bold... design...
See... the... Yellow... Pages... for... a... Kohler... Registered... Showroom... or... send... 53... to... Kohler... Co... Dept... 300... Kohler... WI... 53044.

1986



THE BOLD LOOK
OF
KOHLER

At \$650 everyone can have bubbles in the bath.
Kohler's...
At... \$650... everyone... can... have... bubbles... in... the... bath...
See... the... Yellow... Pages... for... a... Kohler... Registered... Showroom... or... send... 53... to... Kohler... Co... Dept... 300... Kohler... WI... 53044.

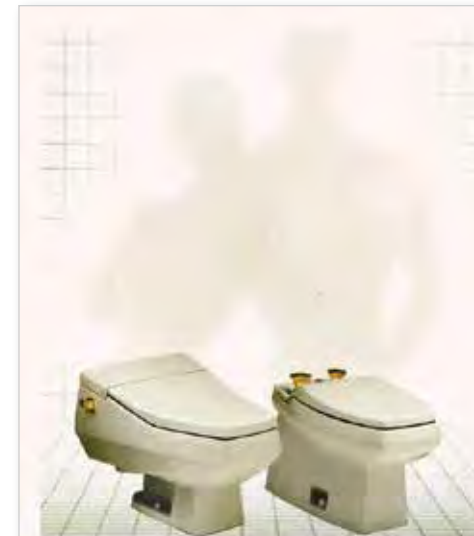
1986



THE BOLD LOOK
OF
KOHLER

The... of... great... kitchen... design... the... of... great... kitchen... design...
See... the... Yellow... Pages... for... a... Kohler... Registered... Showroom... or... send... 53... to... Kohler... Co... Dept... 300... Kohler... WI... 53044.

1986




THE BOLD LOOK
OF
KOHLER

Enter... a... fresh... new... world... of... single... piece... the... elegant... the... elegant...
See... the... Yellow... Pages... for... a... Kohler... Registered... Showroom... or... send... 53... to... Kohler... Co... Dept... 300... Kohler... WI... 53044.

1988

In the soft glow of
Evening Light,
The Bath
Is a World of Possibilities.




**THE BOLD LOOK
OF KOHLER.**

What's in a dream world? Just steps in, Our Ambient Shower and Soak™ Whitens and cleanses and moisturizes skin intelligently. There's a head-to-toe massage and a charcoal treatment to remove dead skin. Together with separately, See Yellow Pages for a Kohler Registered Showroom. For complete product portfolio and literature, send \$8 to Kohler Co., Dept. 428, Kohler, WI 53044 or call 1-800-4KOHLER, ext. 322.

1988

In the soft glow of
Evening Light,
The Bath
Is a World of Possibilities.



**THE BOLD LOOK
OF KOHLER.**

Here, which is the better deal? Our Comfort™ Washbasin Faucet or the fresh vegetables? The faucet is made of solid brass, is chrome-plated, and is easy to clean. The vegetables are fresh, and the faucet is easy to clean. And, if you're not sure, just try it. See Yellow Pages for a Kohler Registered Showroom. For complete product portfolio and literature, send \$8 to Kohler Co., Dept. 428, Kohler, WI 53044 or call 1-800-4KOHLER, ext. 322.

1989

In the soft glow of
Evening Light,
The Bath
Is a World of Possibilities.




**THE BOLD LOOK
OF KOHLER.**

But, what if you're not in the mood for a soak? Our Village™ Bath for whirlpools is big as life, but beautiful to look at, with a curved, hand-carved top. Now, the go-together lavatory. Our top tier and below, too, it's a tough deal. See Yellow Pages for a Kohler Registered Showroom. For complete product portfolio and literature, send \$8 to Kohler Co., Dept. 428, Kohler, WI 53044 or call 1-800-4KOHLER, ext. 322.

1989

In the soft glow of
Evening Light,
The Bath
Is a World of Possibilities.



**THE BOLD LOOK
OF KOHLER.**

What do you do about people who live in the city? They like to live in the city, and they like to live in the city. They like to live in the city, and they like to live in the city. See Yellow Pages for a Kohler Registered Showroom. For complete product portfolio and literature, send \$8 to Kohler Co., Dept. 428, Kohler, WI 53044 or call 1-800-4KOHLER, ext. 322.

1988



**THE BOLD LOOK
OF KOHLER.**

1988



**THE BOLD LOOK
OF KOHLER.**

The elegance of Kohler. It's at your command. The Aqua™ Bath System gives you complete control. Pre-set both time and temperature and your bath is waiting for you, anytime day or night. It's a world of water, with a 6' or 6' length. Kohler gives you the choice. Please, keep it.

1989

In the soft glow of
Evening Light,
The Bath
Is a World of Possibilities.



**THE BOLD LOOK
OF KOHLER.**

For complete product portfolio and literature, send \$8 to Kohler Co., Dept. 428, Kohler, WI 53044 or call 1-800-4KOHLER, ext. 322.

1989

In the soft glow of
Evening Light,
The Bath
Is a World of Possibilities.



**THE BOLD LOOK
OF KOHLER.**

What do you do about people who live in the city? They like to live in the city, and they like to live in the city. They like to live in the city, and they like to live in the city. See Yellow Pages for a Kohler Registered Showroom. For complete product portfolio and literature, send \$8 to Kohler Co., Dept. 428, Kohler, WI 53044 or call 1-800-4KOHLER, ext. 322.

1980

The right engines at the right time from the right place...
Kohler U.S.A.

KOHLER DIESELS

MADE IN KOHLER U.S.A.

20" Diesel 30" Diesel 40" Diesel

The right engine for a long life of trouble-free, clean and low-cost operation...
Right from the start of the design process, Kohler has used the best materials and the most advanced technology to create a durable, reliable, and efficient engine...
Only the best materials...
Kohler U.S.A. Division
Kohler Co., Wisconsin
Milwaukee, Wisconsin

KOHLER engines

1983

KOHLER 8

THE NEW SHAPE OF KOHLER POWER

1989

KOHLER **COMPETITION**

KOHLER GIVES ELECTRONIC EQUIPMENT A SENSE OF SECURITY AGAINST LOAD CHANGES.

The Kohler generator's electronic control system...
Kohler Co. Generators Division
Milwaukee, Wisconsin 53044

KOHLER GENERATORS

1989

Born of wind and waves. A high standard of design and gasoline generator...
Kohler Co. Generators Division
Milwaukee, Wisconsin 53044

KOHLER GENERATORS

1984

KOHLER POWERPRO™ PORTABLE GENERATOR SETS

2.25 KW PowerPro 120 volt, 12 amp
3.5 KW Heavy Duty PowerPro 120 volt, 30 amp
5 KW Heavy Duty PowerPro 120/240 volt, 40 amp
6 KW PowerPro 120 volt, 12 amp

Portable AC power to get the job done anywhere. Choose Kohler generator sets from 500 watts to 1000 KW.

firm name/address/telephone

KOHLER GENERATORS

1989

Under cover in Miami. But not for long. Kohler will be unveiling its new line of gasoline fueled marine generators at this year's Miami Boat Show, booth number 240-241. Totally new. And totally marine.

KOHLER GENERATORS

1989

Fit for the sea. A new generation of gasoline fueled marine power from Kohler...
Kohler Co. Generators Division
Milwaukee, Wisconsin 53044

KOHLER GENERATORS

1989

At home with the sea. Two sturdy series of portable generator sets...
Kohler Co. Generators Division
Milwaukee, Wisconsin 53044

KOHLER GENERATORS

1989

■

*A dining experience
on a level apart.
So have great
expectations. We
expect them, and we
expect to exceed them.*



THE IMMIGRANT
RESTAURANT & WINERY

*Found in The American Club,
conveniently located one hour north
of Milwaukee off I-43, Exit 53R.
Reservations recommended.
414-457-8888*

■

1989



Landmark Hospitality

The American Club, A Five-Diamond hotel and conference center on the National Register of Historic Places. With the highest regard for luxury, including a Kohler whirlpool bath in every guest room, and premier service and amenities such as the award-winning Blackwolf Run® golf course. Call or write for our brochure and information on both getaway packages and business conferences. Conveniently located one hour north of Milwaukee just off I-43. The American Club, Kohler, Wisconsin 53044. Phone 414-457-8000. Toll-free in Wisconsin 800-472-6414. Toll-free in the north-central Midwest 800-458-2562.



Highland Drive, Kohler, Wisconsin 53044
Phone: (414) 457-8000

The Midwest's only Five-Diamond resort hotel. Blackwolf Run® Golf Course is Best Year Public Course in USA.

1989

**Make Every
Sunday A
Celebration.**

Sunday brunch amid the historic elegance of The Wisconsin Room, a fitting celebration for the arrival of a fresh new week.

Toast the day with a glass of sparkling champagne, compliments of The American Club.

Then, enjoy our sumptuous brunch buffet including:

- Unique pasta and vegetable salads
- Delicately prepared fresh fish and shrimp
- Omelettes and Eggs Benedict made to order
- Savory roast meats, bacon and sausages



- Flavorful side dishes
- Fresh fruit juices
- Homemade desserts and breakfast pastries

SERVING
10:00 a.m. - 2:00 p.m.
Reservations appreciated
457-8888

Adults - \$15.50
Children ages 3-10 - \$10.00
Children under 3 - Free

Located in The American Club
Highland Drive
Kohler, Wisconsin 53044



1989

**A Tasteful
Departure**

Experience shopping the way it was meant to be. A delightful adventure where you can let your culinary imagination run free.

Explore shelves brimming with an eclectic array of gourmet and specialty foods from Wisconsin and around the world. Enjoy plump, organic fruits and vegetables in a brilliant spectrum of color.

Select from hearty sausage sausages, fresh seafood and premium meats, including Kohler's own FunLeary® Beef Sausage. The rich, tantalizing aromas of the beautiful bakery and deli.

Indulge your taste buds with the sumptuous salad bar or freshly made pizza and sandwiches. Choose stunning gift baskets and floral arrangements. Visit the outdoor outdoor center and use the convenient Type Machine.

Beautifully presented with a casual country charm, Woodlake Market is truly an epicurean delight. Unforgettable!

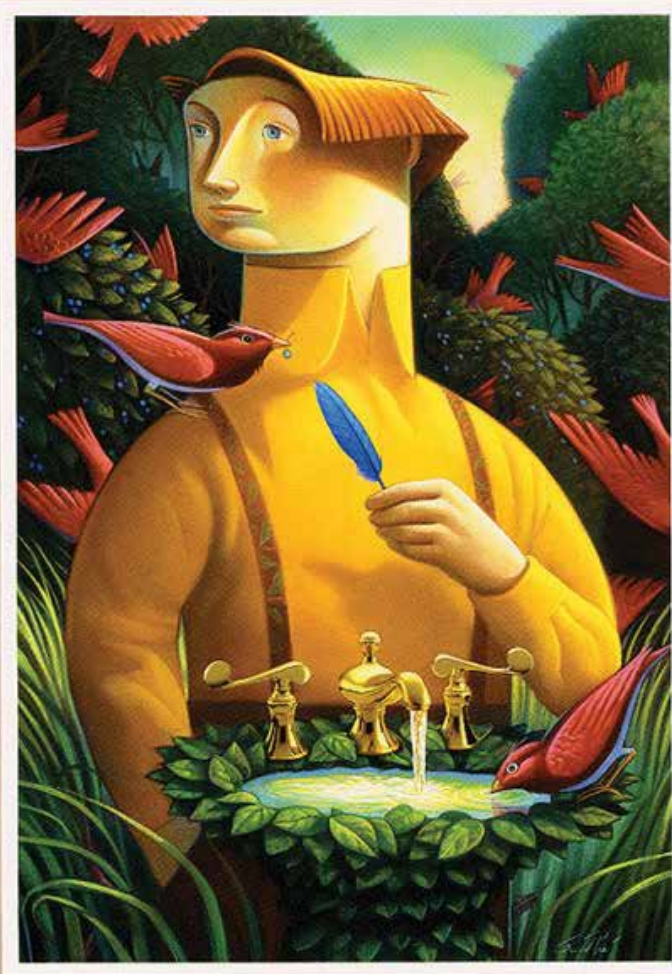


WOODLAKE MARKET

12345 WISCONSIN
12345 WISCONSIN

12345 WISCONSIN

As I See It. #23 in a series
Mary GrandPré, Illustrator
"My How Time Flies!"



THE BOLD LOOK
OF **KOHLER**.

Well, look who's here. Your kindly Kohler salesman is looking to bring you good news. And better news: Namely, his Revival™ faucet, gracefully fashioned in a unique classic style and priced (are you ready?) to be rather popular. Now, isn't that a feather in your cap? See the Yellow Pages for a Kohler® Registered Showroom. For complete product portfolio and idea book, send \$8 to Kohler Co., Dept. REV, Kohler, WI 53044 or call 1-800-4-KOHLER, ext. 728.
© 1994 by Kohler Co.

1990s

“We have found that this mission statement of ours forces us to stay on the leading edge of everything we do whether it be in manufacturing methods, new products, advertising and promotion, or the quality of our people.”

— Herbert V. Kohler, Jr., commencement speech,
University of Wisconsin-Madison School of Business
Administration and School of Engineering, 1991

1991

THE BOLD LOOK OF KOHLER.

Ready to give your bathroom a new look? Our new Whitecap Showerhead Set is a pool built in just 10 weeks your time, adding color, fun or even a little extra care and touch, yellow, white, silver and wall built-out. See the Whitecap Set at Kohler's Registered Showrooms. For more information, visit Kohler.com or call 1-800-4-KOHLER, ext. 292.

1992

FOOTBALL'S NEW MVP

NFL

The Sterling Plumbing Group • Official Sponsor Of The NFL™

This fall, your Most Valued Products will come from Sterling! As an official sponsor of the NFL™, Sterling will help you put extra points in the profit column with exciting national consumer promotions. Colorful in-store displays, free NFL™ merchandise and in-attached Sterling sales provide a winning combination for your plumbing sales this fall!

STERLING

Value Is Always In Style.

1993

THE BOLD LOOK OF KOHLER.

When you're looking for a new look, you'll find it at Kohler. Our new Sterling™ series of pedestal sinks, like the Sterling™ Whitecap™, are a perfect example of how you can get more from your plumbing. See the Sterling Series at Kohler's Registered Showrooms. For more information, visit Kohler.com or call 1-800-4-KOHLER, ext. 292.

1993

THE BOLD LOOK OF KOHLER.

Let us help you make your bathroom look like a masterpiece. Our new Sterling™ series of pedestal sinks, like the Sterling™ Whitecap™, are a perfect example of how you can get more from your plumbing. See the Sterling Series at Kohler's Registered Showrooms. For more information, visit Kohler.com or call 1-800-4-KOHLER, ext. 292.

1992

\$99. What a Steel.

Great style. Great features. Great trial offer.

Send for Kohler's Lyric™ Double Equal Self-Rimming Sink at the low, low price of just \$99. So you can experience **first-class quality**, firsthand. Our Lyric Double Equal Sink is just one of many **quality-packed** stainless steel designs from Kohler™ featuring:

- Exceptional resistance to stain and corrosion
- High quality **18 and 20 gauge steel**
- Splash-resistant ledges and extra **deep basins**
- Easy, **J-channel installation**
- Lustrous finishes
- **Wide range of shapes, sizes & optional accessories**
- Hushcoat sound reduction undercoating. Going, going, gone. **Time is limited.** So please don't wait to take advantage of this outstanding offer. Call **1-800-654-8314** or send your name, address and \$99 check or money order (payable to Kohler Co.) to: Lyric Sink Trial Offer, Kohler Co., Dept. 535, Kohler, WI 53044. Please specify Lyric three hole (K-3282) or Lyric four hole (K-3283). MasterCard/ Visa accepted. Offer expires 12/31/92.

THE BOLD LOOK OF KOHLER.

©1992 by Kohler Co.

1993

THE BOLD LOOK OF KOHLER.

Please call toll-free 1-800-4-KOHLER for more information. See Kohler's Lyric™ series of pedestal sinks, like the Lyric™ Whitecap™, at Kohler's Registered Showrooms. For more information, visit Kohler.com or call 1-800-4-KOHLER, ext. 292.

1993

THE BOLD LOOK OF KOHLER.

Let us help you make your bathroom look like a masterpiece. Our new Sterling™ series of pedestal sinks, like the Sterling™ Whitecap™, are a perfect example of how you can get more from your plumbing. See the Sterling Series at Kohler's Registered Showrooms. For more information, visit Kohler.com or call 1-800-4-KOHLER, ext. 292.

1994

THE BOLD LOOK OF KOHLER.

Let us help you make your bathroom look like a masterpiece. Our new Sterling™ series of pedestal sinks, like the Sterling™ Whitecap™, are a perfect example of how you can get more from your plumbing. See the Sterling Series at Kohler's Registered Showrooms. For more information, visit Kohler.com or call 1-800-4-KOHLER, ext. 292.

1994

Want to make a splash? Our "InvisiView"™ tub lets the water for a whole new view of bathroom luxury. And there's a surprise waiting with the InvisiView™ tub. It's not just a tub. It's a whole new world. With a tub that's not just a tub. It's a whole new world. With a tub that's not just a tub. It's a whole new world.

THE BOOK OF KOHLER

1994

On the left, the tub is just a tub. On the right, it's a whole new world. With a tub that's not just a tub. It's a whole new world. With a tub that's not just a tub. It's a whole new world.

THE BOOK OF KOHLER

1995

"Getting him in and out is simple. Getting him to wash behind his ears is the hard part."

STERLING

1995

THE BOOK OF KOHLER

1994

THE BOOK OF KOHLER

1994

THE BOOK OF KOHLER

1996

THE BOOK OF KOHLER

1996

THE BOOK OF KOHLER

1997

THE SOURCEBOOK OF KOHLER

Who could resist a world like this? Imagine this scene: a classic blue of SCHERRY's Blue Suite gets that whole bathroom design thing to really in frame. There's a classic, too, especially when you combine the painting and KOHLER's elegant bathroom. There's a lot of blue in the world. Taking the Blue Suite from a KOHLER's Registered Trademark. To call 1-800-4-KOHLER, or visit our website at www.kohler.com.

1997

THE SOURCEBOOK OF KOHLER

Remember a few more things: the KOHLER Newport™. See. Classic beauty and modern lines. All in a sophisticated and subtle way. Swirls, jets, bidet, dual jets, and always will be a benefit of our line. See the Yellow Pages for a KOHLER's Registered Trademark, or call 1-800-4-KOHLER, or visit our website at www.kohler.com.

1997

THE SOURCEBOOK OF KOHLER

The KOHLER "The Heritage"™. It's an exceptionally hands-on for quality and style when it comes to power and performance. There's a "The Heritage"™. It's the classic one-piece design. Still, the KOHLER has the touch. See the Yellow Pages for a KOHLER's Registered Trademark, or call 1-800-4-KOHLER, or visit our website at www.kohler.com.

1997

THE SOURCEBOOK OF KOHLER

The perfect of the world is created. So is the Kohler Heritage™ single handle faucet. Its form and function create a perfect harmony. Its design and performance will make you smile. See the Yellow Pages for a KOHLER's Registered Trademark, or call 1-800-4-KOHLER, or visit our website at www.kohler.com.

1997

THE SOURCEBOOK OF KOHLER

A high-tech of the world. The KOHLER Newport™. It's a classic beauty and modern lines. All in a sophisticated and subtle way. Swirls, jets, bidet, dual jets, and always will be a benefit of our line. See the Yellow Pages for a KOHLER's Registered Trademark, or call 1-800-4-KOHLER, or visit our website at www.kohler.com.

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1997

Ceci n'est pas un fauconet.

THE SOURCEBOOK OF KOHLER

The KOHLER Newport™. It's a classic beauty and modern lines. All in a sophisticated and subtle way. Swirls, jets, bidet, dual jets, and always will be a benefit of our line. See the Yellow Pages for a KOHLER's Registered Trademark, or call 1-800-4-KOHLER, or visit our website at www.kohler.com.

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THE SOURCEBOOK OF KOHLER

The KOHLER Newport™. It's a classic beauty and modern lines. All in a sophisticated and subtle way. Swirls, jets, bidet, dual jets, and always will be a benefit of our line. See the Yellow Pages for a KOHLER's Registered Trademark, or call 1-800-4-KOHLER, or visit our website at www.kohler.com.

1993



WEATHERPROOFING.

No one can shut down your business faster than Mother Nature. Yet, having the right amount of power is essential to your success. A Kohler power system can handle anything Mother Nature decides to throw your way.

1000 generator sets from 2 to 1000 kilowatts transfer water from 25 to 4000 ampere and a total line of generator equipment. Kohler's own quality Kohler product is backed by Kohler's extensive warranty cover-up and global network of technicians.

Check No. 100 on inquiry card

KOHLER POWER SYSTEMS
BORN TO RUN

1995



BORN TO RUN

In the world of engines, one name stands out from the pack. Kohler Command™. Kohler Command engines are built to run longer, longer. Precision engineered for fast, dependable starts. Superior fuel efficiency. And low emissions. All without sacrificing torque, power or reliability.

Whether you're specifying an engine for new outdoor power equipment or replacing an old one, look for the one that was born to run. Kohler Command.

For more information about the complete line of Kohler engines, visit us at www.kohler.com

KOHLER engines
BORN TO RUN

1995



Security system. No facility is more secure than one managed by a Kohler power system. A Kohler generator provides the programmability and redundancy you need, with a powerful 100-horsepower and 100-ampere system. Kohler is your single source for total security. Kohler generators, transfer switches and switchgear, for every sized facility. For more information, visit Kohler Co., Generator Division, Dept. 900, Kohler, Wisconsin 53044. Or call 1-800-544-2644 ext. free in the U.S. and Canada.

KOHLER POWER SYSTEMS

1995



SOME HORSES CAN'T BE BROKEN.

Down to a hard core professional is the difference between making it or leaving it. That's why more professional riders depend on Kohler Command™ and Magnum™ engines for their power equipment.

Kohler engines are built to withstand a tough professional workout... without sacrificing horsepower or torque. Electronic ignition, full automatic lubrication and heavy precision parts ensure reliable starts, low maintenance and years of dependable service. Look for the name that's been in the horse world for over 100 years.

For more information about the complete line of Kohler engines contact:

KOHLER engines
BORN TO RUN

1995



THE SAME THING THAT MAKES THIS FIRST

MAKES THIS LAST

It's not just the engine that makes a Formula 1 car go. It's the engine that makes it last. Kohler Command™ engines are built to run longer, longer. Precision engineered for fast, dependable starts. Superior fuel efficiency. And low emissions. All without sacrificing torque, power or reliability.

Whether you're specifying an engine for new outdoor power equipment or replacing an old one, look for the one that was born to run. Kohler Command.

For more information about the complete line of Kohler engines, visit us at www.kohler.com

KOHLER engines
BORN TO RUN

1995



TURF'S UP.

There's nothing more beautiful than a lush green lawn. Kohler Command™ engines are built to run longer, longer. Precision engineered for fast, dependable starts. Superior fuel efficiency. And low emissions. All without sacrificing torque, power or reliability.

Whether you're specifying an engine for new outdoor power equipment or replacing an old one, look for the one that was born to run. Kohler Command.

For more information about the complete line of Kohler engines, visit us at www.kohler.com

KOHLER engines
BORN TO RUN

1997



for those inclined to take their turf rather seriously...

INTRODUCING THE NEW KOHLER COMMAND™ IS DESIGNED SPECIALLY FOR THE LAWN AND GARDEN MARKET.

The Kohler Command™ engine is designed to run longer, longer. Precision engineered for fast, dependable starts. Superior fuel efficiency. And low emissions. All without sacrificing torque, power or reliability.

Whether you're specifying an engine for new outdoor power equipment or replacing an old one, look for the one that was born to run. Kohler Command.

For more information about the complete line of Kohler engines, visit us at www.kohler.com

KOHLER engines
BORN TO RUN

1999



When your power fails, make sure you have a backup plan.

back up plan

HEATING AND LIGHTING
SECURITY SYSTEM
MEDICAL SUPPORT
PERSONAL COMPUTER
QUIET PUMP
APPLIANCES

KOHLER GENERATORS

MAGENTA and **BLACK**

1990

KALLISTA

MPC® an exclusive blend of brass, copper and stainless steel... Kallista is distributed in most major markets... KALLISTA, INC.

1995

KALLISTA

KALLISTA, INC.

1990

Looking Good

A visit to the Blackwolf Run Pro Shop can help you look and play your best. Choose clubs and accessories that are just right for you from our large selection. And our line of quality sportswear—sweaters, shirts, slacks and jackets, all in exciting colors and fashionable styles—is sure to please.

For all your golfing needs, from equipment and clothing to lessons, it's Blackwolf Run's Pro Shop. Open Daily 6:30 AM - 7:00 PM 457-4446

1111 West Riverside Drive Kohler, Wisconsin

1990

Scenic Drives.

Blackwolf Run Golf Club's New Public Course of 1990... *There could not be a better natural setting for golf.*

1995

ANN SACKS
Tile & Stone

1997

YOU'RE LOOKING AT TWO WORKS OF ART. (THE PAINTING IS THE OTHER ONE.)

ANN SACKS
Tile & Stone

1991

The Road to Relaxation

In less than 2 1/2 hours you could be... Relaxing in luxurious, Old World comfort. Taking a leisurely soak in a Bubble Massage. Enjoying taste tempting cuisine in one of nine restaurants. Energizing with an invigorating workout or tennis game. Pampering yourself with a massage or spa treatments.

Now through April 30, 1991, relaxing is even more enjoyable with our two-night, Five-Diamond Escape package priced at 10% off the already discounted winter rates.

Take the first step on the road to relaxation. For reservations and package information, call The American Club, the Midwest's only Five-Diamond resort hotel. 1-800-344-2838

The American Club
Highland Drive
Kohler, Wisconsin

1995

Beauty of the Beast.

Blackwolf Run Golf Course ranked one of America's 100 Greatest Golf Courses... A golf course that offers all day to play, and the most romantic setting in the Midwest.

Blackwolf Run Golf Club
1111 West Riverside Drive
Kohler, Wisconsin 53151

1995

1995

TURN YOUR NEXT MEETING INTO A HISTORIC EVENT.

The American Club is the only AAA Four Diamond Club that is the Midwest's only all-in-one resort. Features include:

- 18-hole golf course
- Swimming pool
- Spa
- Restaurant
- Bar
- Event space
- Historic building

The American Club
Kohler, Wisconsin

1997

Whether you're traveling the lakeshore for business or pleasure, make The Inn on Woodlake your home away from home. Centered in one of the Midwest's finest resort destinations, the Inn is a short drive from the magnificent Pete Dye-designed championship golf courses of Blackwolf Run and Whistling Straits. With premier dining, shopping, fitness and spa facilities all just minutes from your room. Complimentary deluxe continental breakfast. For reservations, call 1-800-919-3600 or 920-452-7800.

INN ON WOODLAKE
KOHLER, WISCONSIN

Conveniently located near Sheboygan, one mile west of I-43, less than an hour from Milwaukee, Green Bay, or Fond du Lac.

1998

They won't host the British Open here. But they should.

Whistling Straits golf club has received the highest honor in the world for the 20th year in a row. The course will also qualify for the 2002 Ryder Cup. The club is a member of the PGA TOUR and the PGA of America. The course is a member of the PGA TOUR and the PGA of America. The course is a member of the PGA TOUR and the PGA of America.

WHISTLING STRAITS



As I See It, #1 in a series
by David LaChapelle.
The San Raphael™ Power Lite
Toilet with an exceptionally
quiet 2-hp pump. Strong,
silent and remarkably clean.
No, you can't marry it.
1-800-4-KOHLER
kohler.com

2000s

“Our Company has developed two distinct competitive advantages. One is a long history of developing leading-edge products—products that collectively lead the industry. The other is we have developed the ability to speak directly to the consumer like no other manufacturer in the kitchen and bath industry.”

— Herbert V. Kohler, Jr.,
“The Beacon” dedication, 2012

2000



2001



2001



2001



2001



2001



2002



2002



2002



2002



2002



2002



2002



2002



2002



2003



2003



2003



2004



2004



2004



2004



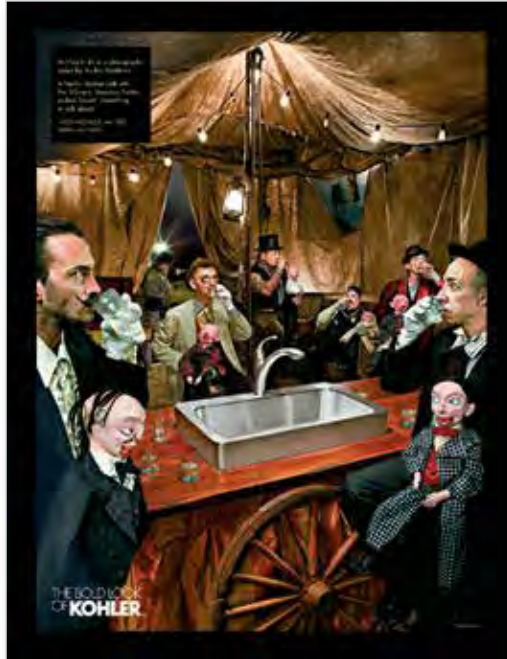
2005



2005



2005



2005



2006



2006



2006



2006



2007



2007



2004

The power went out three days ago, and the milk is still good.

KOHLER POWER SYSTEMS

2005

Progress. Uninterrupted.

From the groundbreaking ceremony to the ribbon cutting, Kohler Rental Power is your full-service supplier of prime power. Until plans are reality, Kohler provides generators, redundant power systems and power distribution equipment to ensure beams become high beams.

Los Angeles, CA 866-577-4797
Las Vegas, NV 866-487-8844

KohlerRentalPower.com

KOHLER RENTAL POWER

POWER ON DEMAND

Visit us at booth #212 at the Construction Expo

2007

When the power goes out, the little things can become surprisingly big.

The words "power outage" probably bring to mind big stuff. Refrigerator. Air conditioning. Computer. But, without power, you can't enjoy the little things, either. And you may miss those the most. A KOHLER® generator provides everything in your home with stable power — the kind that energizes your life, protects your electronics, and above all, is there when you need it. Come to KohlerSmartPower.com or call 800.544.2444, and discover how to keep your home's power flowing strong all the time. Not to mention your coffee.

KOHLER | on

KOHLER®, on®, and the color green are trademarks of Kohler Co.

2007

When the power goes out, the little things can become surprisingly big.

It's true, isn't it? Go without power for a bit and you find yourself missing not just the big stuff, but the small comforts that aren't so small when someone's counting on them. That's why Kohler builds the fastest-responding generators in the industry. People who own a KOHLER® generator have homes that are up and running faster, and families that stay secure and comfortable a whole lot longer. Come to KohlerSmartPower.com and find out how having a KOHLER generator can bring peace of mind to your life. Or call 800.544.2444. Because when it comes to your family, there are no "little things."

KOHLER | on

KOHLER®, on®, and the color green are trademarks of Kohler Co.

2005

IT TAKES A HECKUVA TEAM TO BEAT FLORIDA HURRICANES ON THEIR OWN TURF.

Ron Ford
TAW Power Systems
KOHLER distributor

For two months they kept coming. Slamming into the state at 120 miles per hour. Weaving paths of massive destruction. Knocking out power for miles. And as the hurricanes of 2004 plunged tens of thousands into darkness, TAW Power Systems' Ron Ford was certain of one thing: the state's new law enforcement communication network would be up and running. Come hell or high water. Why so sure? Because when TAW was brought on to provide the network's backup power, they insisted on using only Kohler Power Systems generators, transfer switches and controls. Each piece is designed for integrated operations from the very start, so Tom knew if the worst happened, transitions from the grid would take place immediately, and emergency communications would continue as though nothing had happened. KOHLER equipment helped a critical system beat a season of Category Three hurricanes. And that means it can undoubtedly handle your backup power needs. Just ask the State of Florida's emergency personnel. They're still talking about it.

<p>GENERATORS</p> <ul style="list-style-type: none"> • Base: 10-2000kW • Size: 8-5000-80000 • Flexible generator • Unsurpassed reliability 	<p>TRANSFER SWITCHES</p> <ul style="list-style-type: none"> • 10-4000 amp • Flexible power control • Fully programmable • Comprehensive offering 	<p>SWITCHGEAR</p> <ul style="list-style-type: none"> • Customizable, modular design • Compact footprint • Flexible installation • Portable
---	---	---

KohlerPowerSystems.com or call 800.544.2444

KOHLER POWER SYSTEMS

2006

WITHOUT CUSTOMER DATA, YOU'RE GOING NOWHERE. FAST.

John Haney
DHL Equipment

Packages come, packages go. And that little truth has made DHL a mover and shaker in overnight global shipping services. So when KOHLER distributor John Haney of Loftin Equipment was tasked with providing on-site power for DHL's new Southwestern hub — a system which would protect millions of dollars worth of irreplaceable customer data — he knew he'd have to deliver big time. And deliver he did. A complete solution from Kohler Power Systems including generators, switchgear, transfer switches and controls designed to work hand in hand right from the start. So generators engage seamlessly, controls communicate vital information accurately, transfer switches transfer power instantly and switchgear performs flawlessly in any application you need them to. For DHL, the rules of the game are simple: "No data, no delivery." Now, two years, two 2000-kW generator sets, one switchgear, four transfer switches and several hundred thousand shipments later, this new facility has become one more DHL success story. If Kohler can help a global shipper get the goods there on time, we can make sure you get the solution you need, when you need it.

<p>GENERATORS</p> <ul style="list-style-type: none"> • Base: 10-2000 kW • Size: 8 to 800 kW • Flexible generator • Unsurpassed reliability 	<p>TRANSFER SWITCHES</p> <ul style="list-style-type: none"> • 10-4000 amp • Flexible power control • Fully programmable • Comprehensive offering 	<p>SWITCHGEAR</p> <ul style="list-style-type: none"> • Customizable, modular design • Compact footprint • Flexible installation • Portable
---	---	---

KohlerPowerSystems.com or call 800.544.2444

KOHLER POWER SYSTEMS

2008

Jay Pines, LexisNexis Power Sales
helps keep LexisNexis customers in the know with 6000 kW of Kohler generated power.

FOR THOSE SEEKING ENLIGHTENMENT, POWER IS KNOWLEDGE.

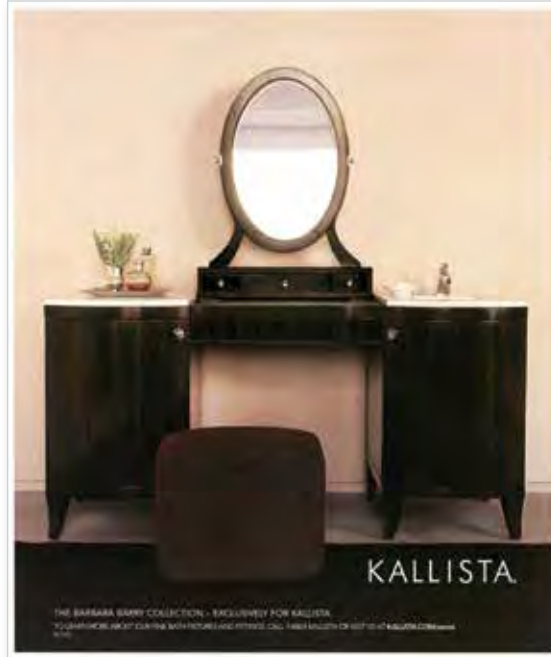
Online research giant LexisNexis® knows a little something about success. For their customers, they know it's tied directly to a database of five billion source documents and hundreds of routers and networked servers. Keeping that knowledge flowing requires a system that keeps the power flowing. Like power system solutions from Kohler. With Kohler, the power stays On because the people behind the products are On. Always. For LexisNexis, it's power from three 2000 kW EPA-compliant generators, backed by the KOHLER power support network, people whose only job is to make sure the equipment performs beyond what's expected. If it's hassle-free back-up you seek, fact is you'll find all your answers with Kohler.

KOHLER

GENERATORS | TRANSFER SWITCHES | SWITCHGEAR | RENTAL POWER

Call toll-free in the U.S. and Canada: 800.544.2444 or check out KohlerPower.com

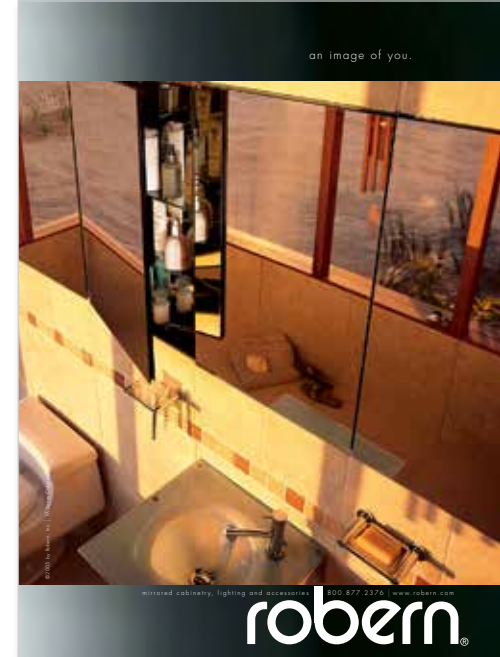
2002



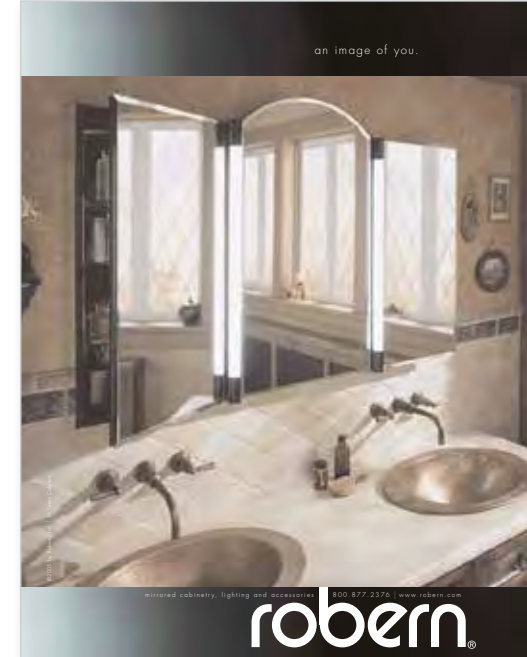
2003



2005



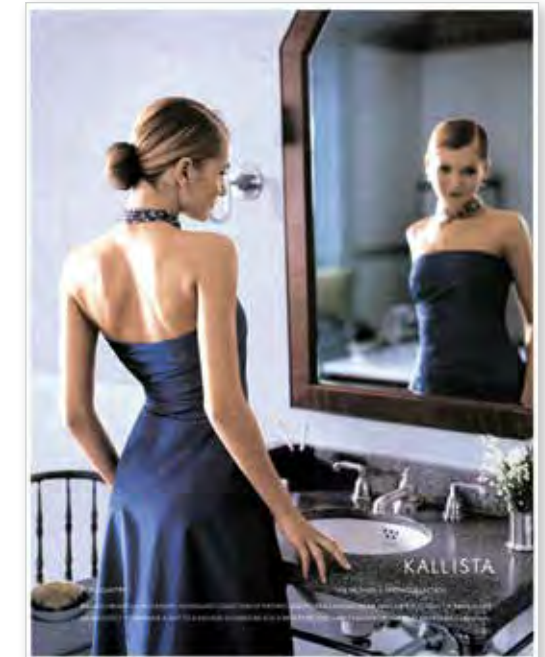
2005



2003



2003



2006



2008



2005

ENCHANTING LUXURIOUS GOURMET

WE ARE KNOWN THROUGHOUT AMERICA FOR PREMIER CONFERENCE FACILITIES, CORPORATE GROUP ACTIVITIES AND RESORT AMENITIES. LITTLE WONDER, THE AMERICAN CLUB, IS, IN A WORD, EXCEPTIONAL.

PROFESSIONAL TRANQUIL

WORLD-CLASS ENTERTAINING

BE SURE TO ENQUIRE ABOUT SEASONAL ROOM RATES AVAILABLE NOVEMBER 2005 THROUGH APRIL 2006.

The American Club
KOHLER, WISCONSIN
DestinationKohler.com
800.344.2838 ext. 983

BLACKWOLF RUN
in The American Club
Enjoy seafood dinners served fresh seven days a week, including our beautiful Seafood Buffet on Fridays.
RESERVATIONS: 800.344.2838 ext. 300
444 Highland Drive, Kohler
DestinationKohler.com

2005

WHO KNEW FISH COULD FLY?

WE'RE NOT GOING TO EARN ANY FREQUENT FLYER MILES, BUT WITH FISH FLOWN IN TWICE-WEEKLY FROM BOSTON, OUR MOUTH-WATERING SEAFOOD IS TRULY WORTH THE TRIP.

THE WISCONSIN ROOM
in The American Club
Enjoy seafood dinners served fresh seven days a week, including our beautiful Seafood Buffet on Fridays.
RESERVATIONS: 800.344.2838 ext. 300
444 Highland Drive, Kohler
DestinationKohler.com

2005

Three great reasons to visit **Blackwolf Run.**
(One of them is golf.)

Friday Perch Special
All-You-Care-To-Eat Perch
\$12.95
Served 11am - 9pm

Saturday Buffet
\$19.95
Entrées include:
House-Smoked Barbecued Ribs
Orange and Thyme Marinated Game Hens
Chef's Weekly Fresh Seafood

BLACKWOLF RUN

OPEN DAILY
1111 WEST RIVERSIDE DRIVE, KOHLER
CASUAL ATTIRE; RESERVATIONS SUGGESTED. 920.457.4448
DON'T FORGET TO VISIT THE BLACKWOLF RUN, PRO SHOP.
Experience gracious living at DestinationKohler.com

2006

WALK IN THE FOOTSTEPS OF CHAMPIONS

1998 U.S. WOMEN'S OPEN 2004 PGA CHAMPIONSHIP 2007 U.S. SENIOR OPEN
2010 PGA CHAMPIONSHIP 2012 U.S. WOMEN'S OPEN 2013 PGA CHAMPIONSHIP 2020 BYER CUP

The American Club
KOHLER, WISCONSIN
DestinationKohler.com
800.344.2838 ext. 654 KOHLER, WISCONSIN

KOHLER, WISCONSIN THERE'S NO PLACE LIKE IT IN AMERICA.

2005

Presented by **FOOD & WINE MAGAZINE**

Think, Feel, Drive.
SUBARU

5TH ANNUAL KOHLER FOOD & WINE EXPERIENCE
OCTOBER 28-30

Join us in the VILLAGE OF KOHLER, WISCONSIN, for a weekend of culinary demonstrations, food and wine seminars, and tastings. America's most innovative chefs, wine experts and regional restaurateurs emphasize the heightened enjoyment of food and wine pairings.

Guest chefs and presenters include:

Michelle Bernstein **Michael Lomonaco**
Sebastien Canonne **Alpana Singh**
Anthony Giglio **Laura Werlin**

EVENTS THROUGHOUT THE WEEKEND INCLUDE:

- Chef cooking demonstrations and perfect wine pairings
- Artisan cheeses and gourmet food makers
- Afterthoughts - after-dinner cordials, coffees, sweets and cheeses
- Wine tastings
- Specialty shopping at over two dozen shops, galleries and boutiques
- Wine and spirits seminars and cheeses

THE SHOPS AT **WOODLAKE KOHLER**

Many events are complimentary. For a full schedule of events or to purchase tickets, call **800.344.2838** ext. 990, or visit **DestinationKohler.com/foodandwine**

In cooperation with the Village of Kohler Tourism Promotion Committee
Located one hour north of Milwaukee

2005

1924 "The Tap Room" now known as The Horse & Plow located within The American Club.

The atmosphere may be frozen in time, but the food and the beer are always fresh.

Where the beer flows freely, the food is served generously and the atmosphere is one of a casual yet spirited retreat.

DestinationKohler.com located at The American Club®, Highland Dr., Kohler, Wisconsin **920.457.8888**

The Horse & Plow

2006

WALK IN SIX CENTURIES OF FOOTSTEPS

OLD COURSE HOTEL ST. ANDREWS
A RITZ-CARLTON HOTEL
for reservations 011-44-1334-474371

VOTED THE WORLD'S FINEST GOLF RESORT FOR THE LAST THREE YEARS

2006

WHISTLING STRAITS, RESTAURANT

ANOTHER SEASON of DISTINCTIVE DINING

OFFERING VALENTINE'S DAY SPECIALS ON FEBRUARY 11 & 14.

Appetizer
PROSCIUTTO AND SCALLOP NAPOLEON
Georgia's bank scallops and dried prosciutto, lobster vanilla cream. \$13

Entrée
PARMESAN CRUSTED HALIBUT
Seared Stravecchio crusted halibut filet, Morel mushroom risotto with grilled asparagus, sherry cream \$29

Grilled Beef Tenderloin
Grilled tenderloin with Maine lobster risotto, Port wine sauce \$34

Dessert
Server to Present Dessert Tray

Whistling Straits Restaurant opens to the public on February 11 for lunch and dinner. Closed Sundays and Mondays. Casual attire. Located at the Pete Dye-designed golf course, Whistling Straits. Take I-9's north past Sheboygan to Exit 128 east to Dairyland Drive; north to highway FF; east on FF to entrance.
Call today for reservations. 920-567-6080.

HOSPITALITY & REAL ESTATE

2006

EVEN WITH ALL THE TASTES AND AROMAS, WE STILL TOUCH YOUR ROMANTIC SENSES.

WHEN IT COMES TO ITALIAN DINING, THERE ARE PLENTY OF OPTIONS. THEN THERE'S CUCINA! SOPHISTICATED ITALIAN CUISINE IN THE CHARMING VILLAGE OF KOHLER.

Cucina

SERVING LUNCH AND DINNER WITH A FULL BAR AND WINE LIST AVAILABLE. OPEN 7 DAYS A WEEK. CALL 452-3888. LOCATED IN THE SHOPS AT WOODLAKE KOHLER. DESTINATIONKOHLER.COM

2006

Taking luxury to new heights.

Spend quality time together this spring at the Midwest's only AAA Five Diamond resort hotel, where fluffy down comforters, luxurious KOHLER, whirlpool baths and world-class service await.

Make your first golf rounds of the year extraordinary with an early season golf package on the championship golf courses at Blackhawk Run, and Whiting Straits.

During your stay, experience the luxurious Kohler Waters Spa, recently named number one in North America and the Caribbean for treatment and service by the readers of Condé Nast Traveler.

For exclusive golf, hotel and spa offers, visit DestinationKohler.com and sign up for our free monthly e-mail newsletter and be automatically entered to win a \$2000 stay at Destination Kohler. No purchase necessary.

The American Club
KOHLER, WISCONSIN

800.344.2838
EXT. 718
DESTINATIONKOHLER.COM

1 HOUR NORTH OF MILWAUKEE ON I-43 AND 2.5 HOURS NORTH OF CHICAGO.

2006

the woodlake market
kohler, wisconsin

Featured specials November 5-11

Meat and Seafood
Ragù Harvest All Natural Beef - An Old World recipe with Italian sausage, mushrooms and onions. \$14.99 lb.
Fresh Stuffed Chicken Potpie - 2.49 lb.
Black Wing 100% Organic Strip Steaks - \$1.99 each.
Black Wing 100% Organic Rib Eye Steaks - \$1.99 lb.
Organic Pork Tenderloin - \$12.99 lb.
Smart Chicken - Whole Frozen 1.99 lb.
Farm Raised Tilapia Fillets - 7.99 lb.
Organic Pork Sausage - 12.99 lb.

Dairy and Frozen
Sage Lee Frozen Fruit 24.00 - selected 21 oz. variety
Dole Frozen Fruit 21.00 - selected 16 oz. variety
Woolite Vegetables 27.00 - selected 16 oz. variety
Berkshire Sausage 2.49
99¢ - 16 oz. - regular, fat free or light
Philadelphia Cream Cheese 99¢ - 8 oz. - regular or fat free

Bakery and Deli
Cinnamon Rolls - 2.49 - 12 pack
Cinnamon Raisin Bread - 2.49 - 12 pack
Cinnamon Swirl Bread - 2.49 - 12 pack
Cinnamon Sticks - 2.49 - 12 pack
Cinnamon Buns - 2.49 - 12 pack
Cinnamon Rolls - 2.49 - 12 pack
Cinnamon Raisin Bread - 2.49 - 12 pack
Cinnamon Swirl Bread - 2.49 - 12 pack
Cinnamon Sticks - 2.49 - 12 pack
Cinnamon Buns - 2.49 - 12 pack

Wine and Spirits
Tuesday Evening, November 7, 14, 21 & 28 - 5:00pm - 8:00pm
Tasting an \$800 per person. Open to all ages. Reservations are required and a \$25 deposit is required. Seating is limited. Tickets are available at the door for \$100.00. Tickets are available at the door for \$100.00. Tickets are available at the door for \$100.00.

Grocery Departments
Bacon Valley Harvest Pork Sausage 5.99 - 25 oz. - maple sauce and roasted garlic - available and great and
Honey Maple Bacon 4.99 - 16 oz. - available online and in-store. Last parts, gone soon or so.
Lentils, lentils and lentils, last parts, gone soon or so.
Lentils, lentils and lentils, last parts, gone soon or so.
Lentils, lentils and lentils, last parts, gone soon or so.
Lentils, lentils and lentils, last parts, gone soon or so.
Lentils, lentils and lentils, last parts, gone soon or so.
Lentils, lentils and lentils, last parts, gone soon or so.
Lentils, lentils and lentils, last parts, gone soon or so.

2007

WORLD'S LEADING GOLF RESORT STANDARDS FOUR YEARS RUNNING

World Travel Awards

OLD COURSE HOTEL
STANDARDS

reservations 911 44 1334 47371
aKOHLEExperience.com

THE DUKE'S STANDARDS

2006

Table manners start with what you put on the table.

Enhance your gatherings with all the wonderful tastes you discovered this weekend. Woodlake Market's exceptional wine and cheese selections include our wine staff's PICKS FROM THE VINE weekly features and exquisite Wisconsin artisan cheeses. Enjoy samples and consult with our experts on food and wine pairings and recommendations to complement your table.

WOODLAKE MARKET
is located in The Shops at Woodlake Kohler. Open 7 days a week, from 9am to 6pm. 920.457.4370.

2006

A FEW DAYS AWAY CAN MAKE ALL THE DIFFERENCE.

Spend quality time together at The American Club®, the Midwest's only AAA Five Diamond resort hotel where fluffy down comforters, luxurious KOHLER, whirlpool baths and world-class service await. Dine, shop and pamper yourself at our luxurious Kohler Waters Spa.

The American Club
KOHLER, WISCONSIN

800.344.2838
EXT. 640
DESTINATIONKOHLER.COM

1 HOUR NORTH OF MILWAUKEE ON I-43 AND 2.5 HOURS NORTH OF CHICAGO.

2007

OUR HOTEL IS KNOWN THROUGHOUT AMERICA FOR OFFERING THE FINEST AMENITIES. LITTLE WONDER THE AMERICAN CLUB IS, IN A WORD, EXCEPTIONAL.

The American Club
KOHLER, WISCONSIN

DESTINATIONKOHLER.COM
800.344.2838, ext. 956

LOCATED 1 HOUR NORTH OF MILWAUKEE ON I-43

2007

SAVOR Slowly.

Introducing TERRAPINS & DARK MOUNTAIN TOFFEE

From the Kitchens of The American Club, Kohler, Wisconsin. Handmade.

KOHLER
ORIGINAL RECIPE
chocolates

KOHLER ORIGINAL RECIPE CHOCOLATES
Available at Woodlake Market, The Emporium at The American Club, Wisconsin Traveler, the Pro Shops at Whiting Straits, and Blackhawk Run, or online at KOHLERchocolates.com

Visit the Kohler Original Recipe Chocolates store at The Shops at Woodlake, Kohler. OPENING JULY 2007

2007

IMMERSE YOURSELF IN A KOHLER EXPERIENCE



KOHLER *Water* SPA
AT THE AMERICAN CLUB


The only Mount Four Stars Spa in Wisconsin
— 2007 Mobil Travel Guide

800-344-2838 DestinationKOHLER.com 151 HIGHLAND DRIVE, KOHLER, WI 53044

2007

U.S. SENIOR OPEN
WHISTLING STRAITS
2007

JOIN THE CELEBRATION




KOHLER, WISCONSIN
JULY 2-8, 2007

For tickets, visit
KOHLERCHAMPIONSHIPS.COM
or call 888-327-0100


2008

TREAT YOUR GUESTS TO AN UNPARALLELED CHOCOLATE experience.



INTRODUCING
KOHLER ORIGINAL RECIPE CHOCOLATES,
A VARIETY OF EXPERTLY CRAFTED CHOCOLATES THAT
TEMPT ALL THE SENSES.

HANDMADE AT THE
CRAVERIE CHOCOLATIER CAFÉ
LOCATED IN THE
VILLAGE OF KOHLER, WISCONSIN
OPEN DAILY 7AM-7PM



KOHLERCHOCOLATES.COM 800-778-5591

2009

SHIPWRECK
Shipwreck: One of 72 championship holes in Kohler, Wis.

hole no. 7

Head caution. You're in for an epic journey along the rugged shores of Lake Michigan. To reach the green, you'll need to navigate treacherous winds, seasonal bunkers and a legion of menacing hills.

Make no mistake: it will test your skill and your mettle. But for the bold who accept this endeavor, the reward is unparalleled. Anchor down.

Shipwreck: One of 72 championship holes in Kohler, Wis.

WHISTLING STRAITS STRAITS COURSE

PAR	72
HANDICAP	7
LENGTH	6,571
GREENS	192
GREENS IN PLAY	165
HOLES	127

Host of the 2010 PGA Championship

PREPARE YOURSELF
Download our free Golf Guide iPhone® app at
DestinationKOHLER.com




DestinationKOHLER.com



US.KOHLER.COM ©2015 KOHLER CO.

NEVER **TOO** TIMELESS

THE BOLD LOOK
OF **KOHLER**

THE VINTAGE INSPIRED
ARTIFACTS. FAUCET
COLLECTION. FIND THE
STYLE AND FINISH THAT
TRULY REFLECT YOU.

2015

2010s

“KOHLER has become a global lifestyle brand. Our content is consumed around the world and has to remain inspirational and relevant to many different audiences through many forms of media.”

— David Kohler,
Global Design Affair Speech, 2018

2010



2012



2013



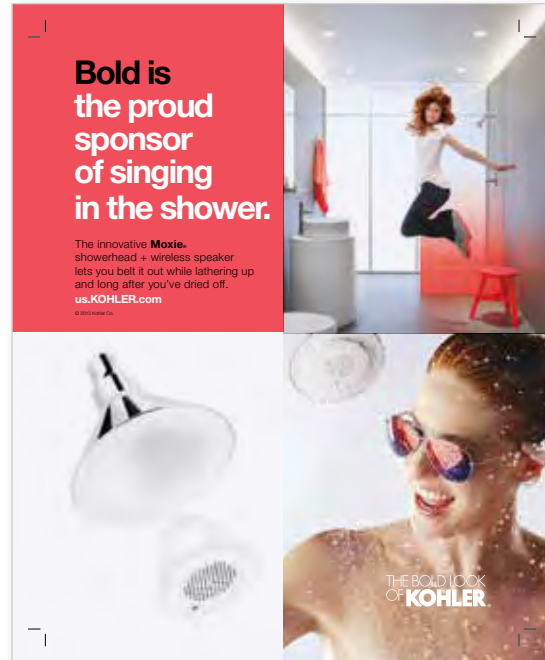
2013



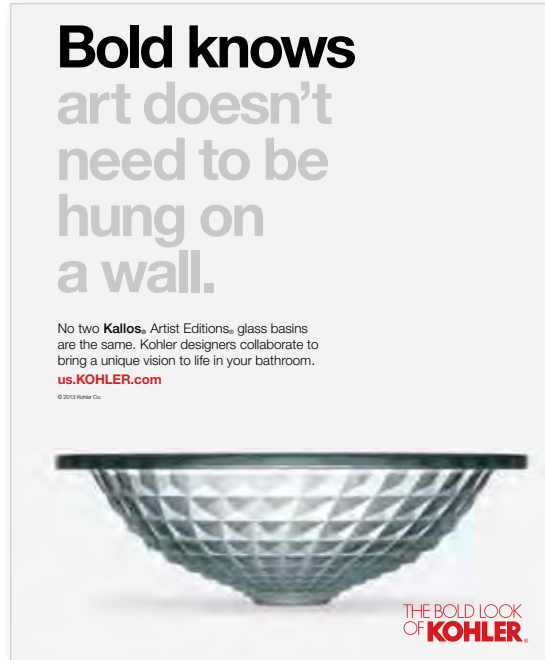
2012



2013



2013



2015



2015



2015



2016



2017



2016



2016



2017



2018



2018

Dream. Shop. Experience.™

• NEW YORK • LONDON • SINGAPORE • DELHI • LOS ANGELES • BANGKOK • TAIPEI • SHANGHAI •

KOHLER Experience Center

Step into a world unlike any other—a world where products surround you and design experts are ready to pamper you. All you need to bring is your imagination.

KEC NYC

6 WEST 22ND ST, NEW YORK, NY 10011 • 212.337.3224 • KECNYC.COM

2018

FINALLY A BATH FOR BUILDERS. AND DESTROYERS.

Meet the Lawson, Oval drop-in-bath. It's made of Vikrell, so it's lightweight, built to last and installs fast. Not to mention it makes momma happy too, because it's so tough it can stand up to anything without chipping, cracking or staining. Tradesmen, your tub is here.

STERLING. Life. Well made.

STERLING

SterlingPlumbing.com

2019

MIRROR, MIRROR. WITH THE VERBERA, VOICE MIRROR, YOU CAN CONTROL MUSIC, LIGHTING AND OTHER PRODUCTS WITH YOUR VOICE. FAIRY TALES DO COME TRUE.

THE BOLD LOOK OF KOHLER.

2019

SPRING SHOWERS AVAILABLE YEAR-ROUND. DISCOVER REAL RAIN, A UNIQUE GELING SHOWER PANEL THAT CREATES A TRULY AUTHENTIC RAIN SHOWER EXPERIENCE. TO FEEL IT IS TO BELIEVE.

THE BOLD LOOK OF KOHLER.

2019

GARDEN VARIETY SIMPLY WON'T DO. INSPIRED BY SEVENTEENTH-CENTURY ART, THE S. PAUL VOICE OF THE ARTIST EDITIONS, DUTCHMASTER SINK IS SOMETHING TO BEHOLD.

THE BOLD LOOK OF KOHLER.

2019

THE LURE OF THE FINISH. CHOOSE FROM A SEA OF FAUCET FINISHES—INCLUDING VIBRANT, OMBRE—AND DESIGN YOUR SPACE AROUND WHAT CAPTIVATES YOU.

THE BOLD LOOK OF KOHLER.

2011

Tougher than a 60-hour workweek.



You work hard. Day in, day out. And you need an engine that's going to work just as hard. That's why we build KOHLER engines to consistently perform in the toughest conditions. They feature hydraulic valve lifters for optimum power and less maintenance and deliver lower fuel consumption as well as reduced emissions. Back all that up with a global network of trained and qualified service professionals and an industry-leading three-year warranty, and you have one seriously tough engine. But that shouldn't surprise you — we've been making engines tough for over 90 years.

Visit KOHLER engines at CONNEXPO/AGG, booth S-16307.

KohlerEngines.com **KOHLER**

2011

on™

Those who seek out standby and prime power solutions rely on partners who are up to speed. Who stand ready with ideas. Who are, in a word, "on." Kohler, is that partner, on because the people behind the name are on. Always.

And whether we're providing a turnkey system to protect your most critical applications or thinking through an eminently effective solution to a unique challenge, you'll know the power will be on, guaranteed.

Come to Kohler and tell us what you need. We'll bring it. **On.**



GENERATORS TRANSFER SWITCHES SWITCHGEAR

RP POWER 1111 N. 102th E. Place
Tulsa, OK 74116
P: 918.583.5000
F: 918.518.5606
www.rp-corp.com
RP Corp. offices are also located in North Little Rock, AR and Memphis, TN

KOHLER | on
KohlerPower.com

2014

2014 KING OF THE HILL



POWER OR FUEL SAVINGS — that was your choice. Until now. Say hello to the all-new Command PRO EP824. With best-in-class torque and horsepower, it's ready to take on any terrain. And with the 5000-year* you save on fuel, it's the most fuel-efficient engine we've ever made. Man, it's good to be king.

KOHLER Engines
KohlerEngines.com/824

2015

**ALWAYS PRESENT
NEVER NOTICED**



At Kohler, we are guided by a singular purpose: your experience. Those quiet moments when you forget your generator exists. That's why our new marine generators are exponentially quieter with even less vibration. The most advanced, most reliable machines we've ever made — not that you'd notice.

KohlerMarine.com
1.800.544.2444

KOHLER Marine

2011



**Cozy bed.
Warm shower.
Continuous power.**



KOHLER generators.
The power to keep guests comfortable.

Your guests rely on you for a comfortable stay, and if the power goes down, it's much more than an inconvenience. Being without power also means lost revenue. That's why it's important to choose a back-up system you can rely on.

KOHLER generators give you the sense of security you need with customized, completely integrated solutions perfect for any size hotel.

To find a distributor and determine which solution is right for you, visit KohlerPower.com or call 800-544-2444.

Generators | Transfer Switches | Switchgear | Controls | Enclosures

KohlerPower.com **KOHLER Generators**

2011

**SPEC ME FOR YOUR JOB,
AND I'LL KEEP THE REFERRAL
CALLS COMING.**



In this business, word spreads quickly. And you need a generator that will back your reputation. KOHLER generators start automatically in a power outage. They provide faster response time, stronger starting power and higher-quality power output than the competition.* Learn how to power your business at KohlerSmartPower.com.



KOHLER Generators

2016

**WITH UP TO
\$2500
IN SAVINGS,
YOU'RE GONNA NEED A
BIGGER WALLET.**

Going to the ARA Rental Show? We'll hook you up with big discounts and free generators.



SAVE UP TO \$1000.
On KOHLER engine-powered equipment displayed at the show.*

SAVE UP TO \$1500.
With instant rebates on KOHLER portable power equipment.** Visit the booth daily to enter to win a KOHLER PRO7.5E portable generator.

GET EASY FINANCING.
See us in Booth 2047.

KOHLER
For complete offer details, visit KohlerEngines.com/RentalShow

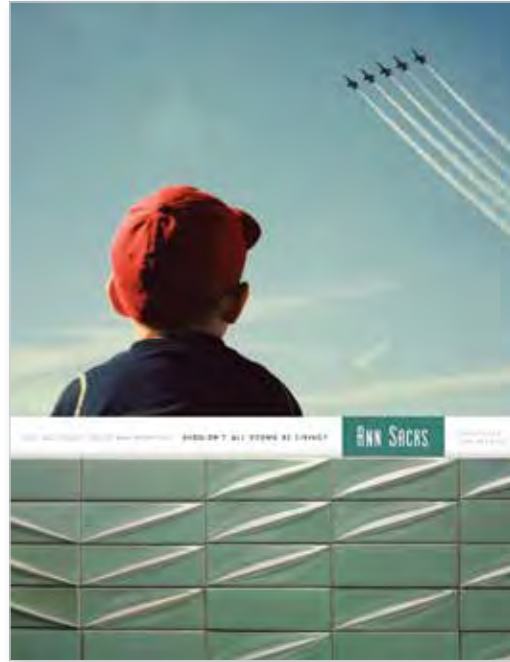
2016

SUPER POWERS



KOHLER
Principal partner of Manchester United!
Follow @KohlerUnited on Twitter or visit KohlerUnited.com

2013



2013



2016



2017



2013



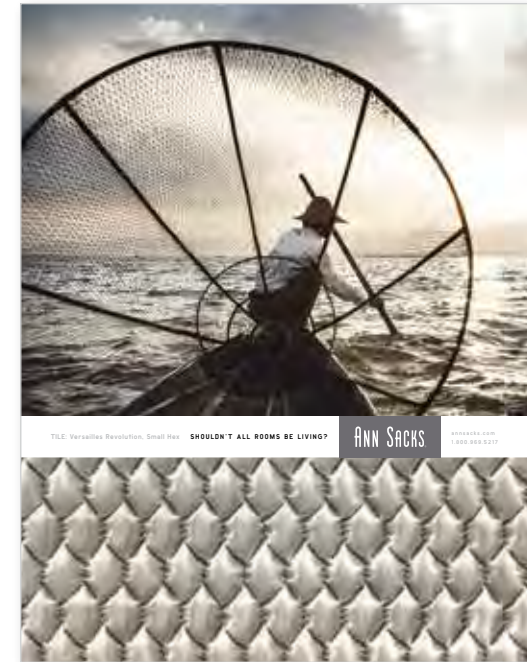
2015



2018



2019



2010

LAMB CHOP
One of 72 championship holes in Kohler, Wisconsin

hole # **11**
par 3

This isn't your kid's putting zoo. Miss right, and you're making sand castles. Miss left, and you're climbing out of nine-foot bunkers. It's tough. But, then again, you wouldn't have it any other way.

WHISTLING STRAITS. IRISH COURSE

Host of the 2010 PGA Championship
Kohler, Wisconsin
August 9-15, 2010

PREPARE YOURSELF
800-344-2838 ext. 819
DestinationKOHLER.com

THE AMERICAN CLUB. Add Five Diamond Beach Hotel
INN ON WOODLAKE Extraordinary Showers

WHISTLING STRAITS
BLACKWOLF RUN

A KOHLER EXPERIENCE

TWO OF THE BEST VENUES. FOUR OF THE BEST COURSES IN THE UNITED STATES.

2010

*P*ERFECT FOR CLEARING YOUR MIND, BODY AND CALENDAR.

In this moment, all is well. And Monday morning seems light years away. Kohler Waters Spa was recently ranked No.5 on the list of Top 240 Spas in the U.S., Mexico, the Caribbean and Canada by the readers of *Condé Nast Traveler*. Now celebrating ten years of healthful living through water.

KOHLER Waters SPA.
AT THE AMERICAN CLUB.
501 HIGHLAND DRIVE, KOHLER, WISCONSIN | DestinationKOHLER.COM
2.5 HOURS NORTH OF CHICAGO ON I-43

Additional Locations
Kohler Waters Spa in Burr Ridge, Illinois
Kohler Waters Spa at the Old Course Hotel, St Andrews, Scotland

2012

HAMILTON GRAND
STANDLEWEE

THE MOST COVETED ADDRESS IN GOLF — **HAMILTON GRAND**

WITH AN UNPARALLELED LOCATION SET BY THE 18TH GREEN AND FAIRWAY OF THE WORLD'S MOST FAMOUS GOLF COURSE, HAMILTON GRAND IS BEING REFINELY REBORN WITH AN "ART DECO" INTERIOR, OFFERING A TRULY EXHILARATING AND UNIQUELY SCOTTISH EXPERIENCE.

THIS IS A UNIQUE REAL ESTATE OPPORTUNITY FOR THOSE WHO WANT TO OWN A HOME IN THE HERITAGE OF GOLF AND IN A PREMIER DESTINATION THAT IS RICH IN HISTORY.

To discuss the opportunity to buy an apartment in Hamilton Grand, please contact the Sales Team at Hamilton Grand.
+44 (0) 1334 468444 HAMILTONGRAND.CO.UK

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2012

2012 U.S. WOMEN'S OPEN
2012 PGA CHAMPIONSHIP
2012 U.S. SENIOR OPEN
2012 PGA CHAMPIONSHIP
2012 U.S. WOMEN'S OPEN
2012 PGA CHAMPIONSHIP
2012 U.S. SENIOR OPEN

WHISTLING STRAITS
BLACKWOLF RUN

A KOHLER EXPERIENCE

TWO OF THE BEST VENUES. FOUR OF THE BEST COURSES IN THE UNITED STATES.

800.344.2838
GOLF.KOHLER.COM

THE AMERICAN CLUB: RESORT HOTEL
Five-Diamond
Forbes Five-Star

INN ON WOODLAKE
2012 Travel + Leisure
Extraordinary Showers

2012 U.S. WOMEN'S OPEN
KOHLER RESORTS
BLACKWOLF RUN: JULY 2-8
2012 U.S. SENIOR OPEN

2010

RIVERBEND

PERHAPS THE FINEST PRIVATE GOLF AND LODGING EXPERIENCE IN THE UNITED STATES.

RIVERBEND IS A PLACE LIKE NO OTHER. Members of this private club located in Kohler, Wisconsin, are treated with gracious accommodations, world-class dining, a luxurious spa and remarkable diversions such as fly fishing, pheasant hunting and year-round entertainment experiences. Members with golf privileges receive preferential tee times at four Five-Die-designed golf courses, including Whistling Straits. —SITE OF THE 2015 PGA CHAMPIONSHIP.

RIVERBEND IS AN EXCLUSIVE PRIVATE MEMBERSHIP CLUB LOCATED 3.5 HOURS NORTH OF CHICAGO IN THE HILLS OF KOHLER AND IS MINUTES FROM THE WISCONSIN COUNTY MANSION.

RIVERBEND KOHLER

To arrange a visit and tour, call us at 866.725.8453.
Jonathan.Riverbend@kohler.com
DestinationKOHLER.com

Membership requires an initiation deposit of \$60,000 (fully refundable upon termination after 10 years of membership).

2010

KOHLER
Chocolates

DISCOVER THE *Joy* OF HANDCRAFTED CHOCOLATE.

HANDMADE AT THE
Cuvée
CHOCOLATE

LOCATED IN THE SHOP AT WOODLAKE KOHLER
OPEN DAILY 8AM-8PM | 800.378.5591

KOHLERCHOCOLATES.COM

2012

KOHLER
Chocolates

A SINGLE LEVEL OF *quality*

KOHLER brands exist to define the leading edge. From bathroom fixtures to a Forbes Five-Star spa and resort hotel along with every product and service in between. Every piece of KOHLER Original Recipe Chocolates is crafted to uphold that standard. Whether our flagship Original Buttery Terrapin or another of our inspired, artfully crafted pieces, our chocolate business exists today not to clutter but to perfect the chocolate landscape while honoring a single level of quality. We proudly invite you to discover the definitive chocolate experience — KOHLER Original Recipe Chocolates.

KOHLER Original Recipe Chocolates
2910 Woodlake Road, Kohler, WI 53044 | 800.378.5591
KOHLERCHOCOLATES.COM

2012

KOHLER
Chocolates

A SINGLE LEVEL OF *quality*

FREE GROUND SHIPPING
with \$50 minimum online order at
KOHLERCHOCOLATES.COM
Enter code USWSSHPS

Offer valid online only in the shipping address. Offer expires 7/11/12.

KOHLER brands exist to define the leading edge. From KOHLER bathtubs and KOHLER generators to Baker and McClure, furniture to Five Star Resort Hotels and championship golf in Kohler, Wisconsin, and St Andrews, Scotland, the brand KOHLER represents a consistency that defines our reputation. Every piece of KOHLER Original Recipe Chocolates is crafted to uphold that standard. Whether our flagship Original Buttery Terrapin or another of our inspired, artfully crafted pieces, our chocolate business exists today not to clutter but to enhance the chocolate landscape while honoring a single level of quality. We proudly invite you to discover the definitive chocolate experience — KOHLER Original Recipe Chocolates.

KOHLER Original Recipe Chocolates
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