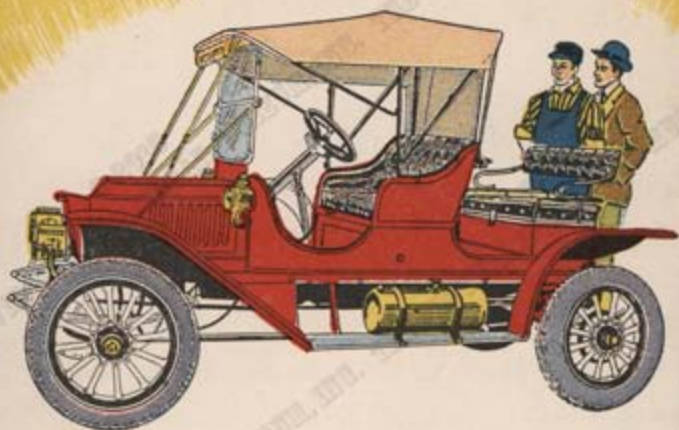


AUTOMEMORIES



The Stanley Steamer

Probably the most famous steam-powered automobile of the first quarter of the century was the celebrated Stanley Steamer. Capable of generating tremendous power, steam enjoyed an early lead over gasoline. No one ever accepted Stanley's offer of lavish rewards for men who would drive the car any length of time with the throttle wide open. Illustrated is a 1908 model.

ANCHOR



CONCRETE PRODUCTS, Inc.

Flexicore Floor and Roof Units — Celocrete,
Cinder and Sand — Gravel Blocks
Precast Joists, Sills and Lintels

Wabash Ave. at
2450 William St.

| 1952 | June | | | | | | | | | | 1952 | | | | | | | | | | | | | | | | | | |
|------------------------------|------|---|---|---|---|---|---|---|----|----|------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| HOW MANY YEARS SINCE YOU GOT | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 |

Buffalo 6
New York

HU mboldt 3152



CELOCRETE

The Most Economical Building Material Available Today!

Celocrete Lightweight Concrete Masonry Units give you more PLUS values of every kind.

- Precision-made - Lightweight Aggregate
- Firesafe
- Termite and Rot-proof
- Insulating
- Quieting
- Durable
- Nailable
- Speedy
- Low Upkeep
- Lower Insurance

CELOCRETE BUILDS BETTER BUILDINGS

Ask for details today!

Build with

ANCHOR



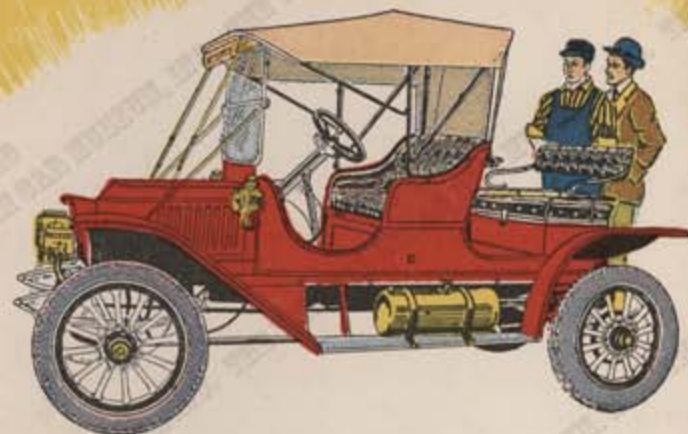
Wabash Ave. at
2450 William St.
Buffalo 6, N. Y.

HU mboldt 3152

CONCRETE
PRODUCTS

(Example of a Service No. 5 order — double panel — copy by Shaw-Barton from data supplied by customer. Panel copy changes monthly.)

AUTOMEMORIES



The Stanley Steamer

Probably the most famous steam-powered automobile of the first quarter of the century was the celebrated Stanley Steamer. Capable of generating tremendous power, steam enjoyed an early lead over gasoline. No one ever accepted Stanley's offer of lavish rewards for men who would drive the car any length of time with the throttle wide open. Illustrated is a 1909 model.

ANCHOR



CONCRETE
PRODUCTS, Inc.

Flexicore Floor and Roof Units — Celocrete,
Cinder and Sand — Gravel Blocks
Precast Joists, Sills and Lintels

Wabash Ave. at
2450 William St.

| 1952 | June | | | | | | | | | | | | 1953 | | |
|------|------|----|----|----|----|----|----|----|----|----|----|----|------|----|--|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | |
| | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | |
| | 29 | 30 | | | | | | | | | | | | | |

Buffalo 6
New York

HU mboldt 3152



Gas, Electric or Steam?

The early popularity of steam as a source of motive power is attested by the fact that in 1901 there were more steam cars, by about two to one, than electrics or gasoline buggies in New York City, Boston and Philadelphia, although electrics outnumbered steam slightly in Chicago. Gasoline ran a poor third in all four cities.

A Stanley Steamer flew more than two miles a minute on Daytona Beach as early as 1906. No one had the courage to find out just how fast a steam automobile would go. The consensus was that it would fly off the face of the earth before it reached full speed.

Steam vehicles were heavy; a good deal of their power was used in pushing around the heavy boiler and its weight of water — which, incidentally, needed to be replenished every 40 or 50 miles.

Be that as it may, old timers who remember these hissing juggernauts speculate on what might have developed had steam been given the concentrated development that the gasoline motor has enjoyed.

"An automobile made by a well known concern and fitted with any one of these three types (electricity, petroleum spirits and steam) of motive power is a practical motor vehicle," according to an article in the American Monthly Review of Reviews in 1901.

There has been endless speculation as to just why steam passed out of the picture. Probably the impatience of the average American had something to do with it; he didn't want to wait for steam pressure to be built up each time he wanted to use his car. And, too, boilers had been known to explode. There was the threat of fire, too, for a pilot light was a necessity and the firebox contained open flames which would occasionally blow out of the sides on windy days.



COPR. 1951, SHAW-BARTON, COSHOCTON, OHIO PRINTED IN U.S.A.



AUTOMEMORIES



The Apperson

Among the founding fathers of the mighty American automotive industry were the Apperson Brothers of Kokomo, Indiana, who built in 1893-4, the celebrated Haynes Automobile. And the Appersons were still building quality automobiles in the 1920's. Illustrated is the 1909 Apperson Jack-rabbit, which was guaranteed to do 75 miles an hour.

Sullivan TOOL & SUPPLY, INC.

Industrial Supplies — Machinery

340 CAPITOL AVE.

| 1942 | July | 1942 |
|------|----------------------|------|
| | 1 2 3 4 5 | |
| | 6 7 8 9 10 11 12 | |
| | 13 14 15 16 17 18 19 | |
| | 20 21 22 23 24 25 26 | |
| | 27 28 29 30 31 | |

HARTFORD 1, CONN.

Telephone HA rtford 7-9212

*Here's the Grade-A File
for Grade-A Work!*

**We Can
Deliver
Today**



RED TANG

is the mark of the file that is like no other file... the file that is made to highest quality standards... and designed by Simonds Cutting Tool Engineers with the same easy cutting tooth as Simonds famous metal-cutting saws. Yes, this is the file that cuts, instead of scrapes... that takes off more metal with less elbow-grease... the file that workers like.

*Sullivan service trucks
always on the job.*

SULLIVAN TOOL & SUPPLY INC.

Industrial Supplies and Machinery

340 CAPITOL AVE.

TEL. 7-9212

HARTFORD 1, CONN.

(Example of a Service No. 3 order — double panel — monthly change of panel copy and cuts supplied by customer. Features product a month.)

AUTOMEMORIES



The Apperson

Among the founding fathers of the mighty American automotive industry were the Apperson Brothers of Kokomo, Indiana, who built in 1893-4, the celebrated Haynes Automobile. And the Appersons were still building quality automobiles in the 1920's. Illustrated is the 1909 Apperson Jack-rabbit, which was guaranteed to do 75 miles an hour.

Sullivan

TOOL & SUPPLY, INC.

Industrial Supplies — Machinery

340 CAPITOL AVE.

| 1962 | July | 1962 | | | | |
|------|------|------|-----|-----|-----|-----|
| SUN | MON | TUE | WED | THU | FRI | SAT |
| | 1 | 2 | 3 | 4 | 5 | |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 | | |

HARTFORD 1, CONN.

Telephone HA rtford 7-9212



During three decades, the name Apperson was synonymous with elegance and quality. At the 1913 automobile show in Madison Square Garden, Apperson exhibited a luxury model in red with black trim, featuring such refinements as red and green lamps, so placed as to illuminate both the inside and the outside in the rear, and side doors with glass windows which dropped from sight when the doors were open.

In 1919, the Appersons advertised: "The Eight with eighty less parts, powered to compete with the swiftest cars built."

Proponents of today's automatic transmission may be surprised to know that in 1925 Apperson boasted a mechanical gearshift which operated from small controls on the steer wheel.



Ideas of Elegance

Apperson was merely following a trend with his luxurious 1913 models, but earlier cars had been anything but elegant. It is difficult to associate refinement with the jolting, odoriferous horseless carriages whose sputtering coughs, explosive back-fires and bellowing horns first signalled the passing of the horse and buggy era.

And when elegance came it took strange forms. The fringed top had its heyday, as did polished brass acetylene lamps, dainty inside window-curtains and flower vases in the tonneau.

Changing tastes caused many of these luxury touches to disappear, but many of them — dash clocks, arm rests, foot rests, glove compartments, ash trays, robe rails, rich upholstery and the like — are still with us. Automobile radios are now a necessity and television — at least for the back seat — is coming around the corner.



AUTOMEMORIES



The Electrobat

The first American electric car on the street was christened—aptly enough—the Electrobat by its far-sighted makers, Pedro G. Salom, electrician, and Henry G. Morris, mechanical engineer, of Philadelphia. This early model was built in 1893. Around the turn of the century many prophets were certain that electricity was destined to be the motive power of the automobile of the future.

Klyce Motors

YOUR



DEALER

17 S. Cleveland at Monroe, Memphis, Tennessee

PHONE
2-3177

| 1952 February 1952 | |
|-------------------------|-----|
| MON TUE WED THU FRI SAT | |
| | 1 2 |
| 3 4 5 6 7 8 9 | |
| 10 11 12 13 14 15 16 | |
| 17 18 19 20 21 22 23 | |
| 24 25 26 27 28 29 | |

PHONE
2-3177

They're Nice at Klyce

THIS
MONTH



We Salute!

CARS
and
TRUCKS



2-3177

(Example of a Service No. 3 order — double panel — monthly change of panel copy supplied by customer. We Salute cut will be supplied by Shaw-Barton in one or two-color without charge.)

SERVICE
and
PARTS



R. E. SHOOK

PLUMBING AND HEATING SERVICE

For their recent purchase of a 1/2 Ton Studebaker Truck with special body. Their business is located at 1177 Jackson Ave., Memphis, Tennessee.

When your business needs economical operation plus top quality. BUY STUDEBAKER!

KLYCE MOTORS

17 SO. CLEVELAND AT MONROE, MEMPHIS, TENN.

AUTOMEMORIES



The Electrobat

The first American electric car on the street was christened — aptly enough — the Electrobat by its far-sighted makers, Pedro G. Salom, electrician, and Henry G. Morris, mechanical engineer, of Philadelphia. This early model was built in 1893. Around the turn of the century many prophets were certain that electricity was destined to be the motive power of the automobile of the future.

Klyce Motors

YOUR



DEALER

17 S. Cleveland at Monroe, Memphis, Tennessee

PHONE
2-3177

| | | | | | | |
|------|----------|------|-----|-----|-----|-----|
| 1922 | February | 1922 | | | | |
| SUN | MON | TUE | WED | THU | FRI | SAT |
| | | | | | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | |

PHONE
2-3177

They're Nice at Klyce



IN the early days of the automobile, electricity had much in its favor as a source of power. Silent and easy to handle, electric cars were extremely popular with the gentler sex: Milady in corsets took a dim view of cranking a motor. Besides, the gasoline car was smelly and greasy. And impatient milady didn't like to wait for operating pressure to rise in a steam automobile.

An electric was entered in the famous Chicago race of 1895, where it made a very creditable showing until it was forced to retire after 15 miles by exhausted storage batteries. In 1897 the Electric Vehicle Company inaugurated cab service in New York City. Of the 1500 automobiles in New York City in 1901, 500 were electric, 800 steam-powered and only 250 gasoline. In Chicago, 200 were electric, 150 steam, and about 100 gasoline.

Electric automobiles were still being custom-made in the 1930's: some are still on the streets today.

Limited range finally drove the electric motorcar into oblivion. An electric could not go much farther without having to stop to have its batteries recharged than a woman could pedal a bicycle in a morning's ride. This was all very well for city streets, where charging stations were frequent, but it made country driving difficult and cross-country tours an impossibility.



They Made It Work

While America's productive genius can truthfully be said to have put the automobile on the map, the real credit for its early development must go to Europe.

Sir Isaac Newton conceived the idea of a vehicle which would move by spurting a jet of steam out to the rear. In 1769, Nicholas Cugnot snorted and hissed across the cobblestones of a Paris street in a big steam wagon. The fact that the break-neck speed of 2½ miles an hour upset the behemoth at a corner, and that it never ran afterward, cannot take away Cugnot's distinction as the first automobilist.

True, Oliver Evans ran his steam-powered Orukter Amphibolos on the streets of Philadelphia in 1804 and there are records of working steam

vehicles in America in 1825, 1829 and 1860. But the first public acceptance of the new mode of locomotion was in England. Among the earlier successful vehicles was a steam omnibus which puffed regularly between Paddington and London as early as 1833.

The German, Daimler, attached his successful internal-combustion engine to a bicycle and rode it successfully in 1885. Benz, another German, constructed a three-wheeled, ten-mile-an-hour automobile with an internal-combustion engine at about the same time.

By 1900, there were 5000 automobiles registered in Paris alone, several times as many as there were in New York, Chicago, Boston and Philadelphia put together.

COPR. 1951, SHAW-BARTON, COSHOCTON, OHIO PRINTED IN U.S.A.



AUTOMEMORIES



The Franklin

By 1905 the H. H. Franklin Company of Syracuse was turning out sturdy vehicles like this Light Tonneau—a 12 horse-power, four-cylinder job that featured an air-cooled motor. Franklins were still being made in the thirties, still advertising the superiority of the air-cooled motor. Long identified with solid respectability, Franklin featured an all-wood frame and wooden front axle for comfortable roadability.

Use

WOOLWINE'S

FOR

EVERYTHING AUTOMOTIVE

| 1902 | May | 1902 | | | | |
|------|-----|------|-----|-----|-----|-----|
| SUN | MON | TUE | WED | THU | FRI | SAT |
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

*Sell This
Great Profit
Booster*

THE NEW FRAM RADIATOR & WATER CLEANER

Get Your Share of This
Tremendous New Market

SEND US YOUR ORDER TO-DAY!

At last, here's complete cooling system protection. It's the fast-selling answer to a major automotive problem. The sensational new Fram Radiator and Water Cleaner guards cooling systems all three ways.

Inhibits formation of rust and corrosion. Softens the water to stop scale deposits. Filters out all harmful particles. And, it's



2 SIZES: FIT ALL CARS — TRUCKS — BUSES and TRACTORS
USES LOW COST REPLACEMENT CARTRIDGE

harmless to antifreeze and other radiator chemicals!

Installation is easy as A, B, C. Uses standard heater hose. All other parts and fittings supplied in complete ready-to-install kit. Low-cost cartridge is easily changed for fast replacement profits.

Unconditionally Guaranteed as are all famous Fram Filters.

THE WOOLWINE SUPPLY COMPANY

WHOLESALE AUTOMOTIVE EQUIPMENT & SUPPLIES

PRATT • KINGMAN • LIBERAL • PERRYTON • GUYMON • DALHART

(Example of a Service No. 3 order — double panel — monthly change of panel copy and cuts supplied by customer. Spotlights product lines.)

AUTOMEMORIES



The Franklin

By 1905 the H. H. Franklin Company of Syracuse was turning out sturdy vehicles like this Light Tonneau — a 12 horse-power, four-cylinder job that featured an air-cooled motor. Franklins were still being made in the thirties, still advertising the superiority of the air-cooled motor. Long identified with solid respectability, Franklin featured an all-wood frame and wooden front axle for comfortable roadability.

Use

WOOLWINE'S

FOR
EVERYTHING AUTOMOTIVE

| 1922 | May | 1922 |
|------|-------------------|------|
| | 1 | 2 3 |
| 4 | 5 6 7 8 9 10 | |
| 11 | 12 13 14 15 16 17 | |
| 18 | 19 20 21 22 23 24 | |
| 25 | 26 27 28 29 30 31 | |



WHILE there were other manufacturers who featured air-cooled power plants, the Franklin Company was the longest-lived and probably the most respected. This pioneer company advertised six models in 1905 and spoke proudly of the masterly engineering of its light, air-cooled motor in contrast to the heavy motors and complicated plumbing of water-cooled cars.

In 1914 the company conducted the Franklin National Cooling Test, wherein 116 Franklin stock cars in 116 parts of the country ran 100 miles in low gear without stopping the engines. In 1923 the Franklin Company was still out to prove the superiority of the air-cooled motor, claiming that one of its cars had been driven without serious consequences, through miles of roadless sand in the Imperial Valley of California in a temperature of 122 degrees.

A number of air-cooled cars are still being manufactured in Europe, but the air-cooled motor car has gone into history in America.

As one of its parting contributions Franklin pioneered the covered running board with its "Pirate Phaeton" in 1933.



COPR., 1951, SHAW-BARTON, COSHOCTON, OHIO PRINTED IN U.S.A.

The Public is Fickle

Some observers say that the reason Franklin ultimately vanished from the scene was that the manufacturers insisted on being different.

Be that as it may, the public has proved itself to be unpredictable in its acceptance of the new. Who can account for the length of time that elapsed before the average American would buy a closed car which would protect him from the weather? Who can explain why buyers turned thumbs down on early attempts at streamlining with the same vigor that they now insist upon it?

The words that have been written in an effort to cajole folks into accepting changes in the automobiles — good and bad — could scarcely be written on a piece of paper that would reach to the moon. But in view of the tardiness with which some of them have been accepted, it is a wonder that the automobile has reached its present excellence. And who would venture to predict what the car of tomorrow will be like?



AUTOMEMORIES



The Haynes-Apperson

This stately 1904 model boasted a picturesque flat top with roll-down curtains for rainy weather. Built by Elwood Haynes, who, with the Apperson Brothers, constructed one of the first successful American gasoline motorcars in 1893-4, the Haynes-Apperson claimed to incorporate all of the improvements of the Paris show of the preceding year.

BRUNNER & LAY *Incorporated*

VERMONT TOOL DIVISION

Manufacturers of
Pneumatic Tool Accessories
Moil-Points, Clay Spades, Drill Steels

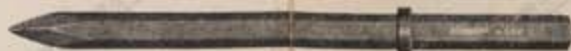
2425 East 37th Street
Los Angeles 11, Calif.


Jefferson 1233

| 1902 | April | 1902 |
|------|-------------------|---------|
| | 1 | 2 3 4 5 |
| 6 | 7 8 9 10 11 12 | |
| 13 | 14 15 16 17 18 19 | |
| 20 | 21 22 23 24 25 26 | |
| 27 | 28 29 30 | |

MANUFACTURED IN LOS ANGELES

STANDARD



MOIL POINT

| Size of Steel | Size & Lgth. of Hex Shank | Std. Length Under Collar | Wt. Lbs. | Cat. No. | Price |
|---------------|---------------------------|--------------------------|----------|----------|--------|
| 3/8" Hex. | 3/8" x 3 1/4" | 14" | 3 1/4 | 101 | \$2.65 |
| | | 18" | 4 | 102 | 2.85 |
| 1" Hex. | 1" x 4 1/4" | 14" | 4 1/2 | 103 | 2.90 |
| | | 18" | 5 1/2 | 104 | 3.20 |
| 1 1/8" Hex. | 1 1/8" x 6" | 14" | 6 | 106 | 3.20 |
| | | 18" | 7 1/2 | 107 | 3.45 |
| | | 24" | 9 | 108 | 4.15 |
| 1 1/4" Hex. | 1 1/4" x 6" | 14" | 7 1/2 | 110 | 3.55 |
| | | 18" | 9 | 111 | 3.95 |
| | | 24" | 11 1/2 | 112 | 4.55 |

Also Available in Narrow Chisel Bit.

STANDARD 3 INCH CHISEL BIT



| Size of Steel | Size & Lgth. of Hex. Shank | Std. Length Under Collar | Wt. Lbs. | Cat. No. | Price |
|---------------|----------------------------|--------------------------|----------|----------|--------|
| 3/8" Hex. | 3/8" x 3 1/4" | 14" | 3 1/2 | 127 | \$3.55 |
| | | 18" | 4 1/4 | 128 | 3.85 |
| 1" Hex. | 1" x 4 1/4" | 14" | 4 3/4 | 129 | 3.85 |
| | | 18" | 5 3/4 | 130 | 4.20 |
| 1 1/8" Hex. | 1 1/8" x 6" | 14" | 6 3/4 | 131 | 4.20 |
| | | 18" | 7 3/4 | 132 | 4.55 |
| 1 1/4" Hex. | 1 1/4" x 6" | 14" | 8 1/4 | 133 | 4.65 |
| | | 18" | 9 3/4 | 134 | 4.90 |



CLAY SPADE

Standard blade 5 1/2" wide, 8 1/2" long furnished unless otherwise specified. Also available in 4 1/2" wide, 8 1/2" long blade and 8" wide, 9 1/2" long blade.

| Size & Length of Shank | Length Under Collar | Wt. Lbs. | Cat. No. | Price |
|------------------------|---------------------|----------|----------|---------|
| 1" x 4 1/4" | 16" | 7 1/4 | 204 | \$11.65 |
| 1 1/8" x 6" | 16" | 8 1/2 | 206 | 13.10 |
| 1 1/4" x 6" | 16" | 11 | 208 | 14.65 |
| 3/4" Sq. x 2 3/4" | 16" | 6 1/4 | 209 | 11.65 |
| 3/8" Hex. x 2 3/4" | 16" | 6 1/2 | 210 | 11.65 |
| 3/8" Hex. x 3 1/4" | 16" | 6 1/2 | 211 | 11.65 |
| 3/8" Hex. Rd. x 3 1/4" | 16" | 6 1/2 | 212 | 11.65 |
| 3/4" Hex. Rd. x 2 3/4" | 16" | 6 1/2 | 213 | 11.65 |

Complete Stocks of Detachable Bits, Rods, Timken Rock-Bits & All Associated Pneumatic Tool Accessories Maintained at All Times

BRUNNER & LAY INCORPORATED

VERMONT TOOL DIVISION

LOS ANGELES 11,
CALIF.

2425 East 37th Street
FOR PROMPT SERVICE

JEFFERSON
1233

(Example of a Service No. 3 order — double panel — monthly change of panel copy and cuts supplied by customer. Spotlights current catalog material.)

AUTOMEMORIES



The Haynes-Apperson

This stately 1904 model boasted a picturesque flat top with roll-down curtains for rainy weather. Built by Elwood Haynes, who, with the Apperson Brothers, constructed one of the first successful American gasoline motorcars in 1893-4, the Haynes-Apperson claimed to incorporate all of the improvements of the Paris show of the preceding year.

BRUNNER & LAY Incorporated

VERMONT TOOL DIVISION

Manufacturers of
Pneumatic Tool Accessories
Moil-Points, Clay Spades, Drill Steels

2425 East 37th Street
Los Angeles 11, Calif.


Jefferson 1233

| 1952 | April | 1952 |
|------|----------------------|------|
| | 1 2 3 4 5 | |
| | 6 7 8 9 10 11 12 | |
| | 13 14 15 16 17 18 19 | |
| | 20 21 22 23 24 25 26 | |
| | 27 28 29 30 | |



Revolutions in American Living

AUTHORITIES are not in complete agreement as to whether or not the motorcar designed by Elwood Haynes and built by the Appersons preceded the first Duryea. The Smithsonian exhibits both of these cars, crediting the Duryea with being tested as early as July, 1892.

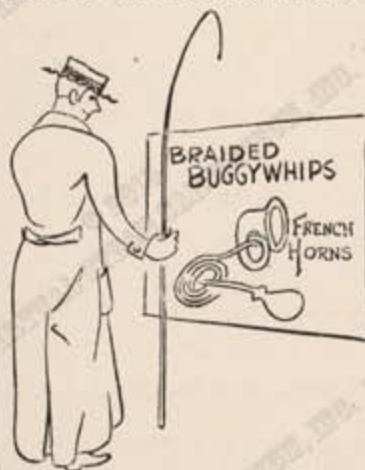
Whether or not this academic dispute will ever be resolved to everyone's satisfaction, both Haynes and Duryea have earned an honored place in the annals of automobilia. Could they but see it today, the colossal industry spawned by their crude but dedicated efforts would curl their venerable whiskers in wonder.

An interesting sidelight is the aplomb with which the Apperson Brothers are reported to have accepted Haynes' assignment to build a gasoline buggy in a day when the very idea of locomotion by other means than shanks' mare or mares' shanks automatically classified its originator as a candidate for the asylum.

With the passing of the hitching post came changes so sweeping as to be impossible to evaluate.

In a few decades a nation of isolated towns was linked by a marvelous network of highways. The livery turned into a garage, the stage-coach tavern became a drive-in and the watering trough a trim, streamlined service station.

Typical of the new industries fostered by the automobile are those havens for the tourists,



COPE, 1951, SHAW-BARTON, COSHOCTON, OHIO PRINTED IN U.S.A.



the motor-courts. In the early 1920's there were only about 500 of them, mostly cramped little huts that offered shelter of a sort and nothing else. In ten years, there were 2000; in twenty years 14,000 and today, more than 30,000 — most of them trim, comfortable and beautifully appointed.

Mentioning the steel, oil and rubber industries — and a host of others — does not begin to tell the story of the contribution the automobile has made to the American business picture and the American way of life.



AUTOMEMORIES



The International

As late as 1909, the makers of the International Auto Buggy refused to drop the high buggy wheels of the past. It has been reliably reported that a buggy whip came as standard equipment with every International. Like so many of its contemporaries, this picturesque vehicle was a side-winder.

Peerless Chain Co.

CHAIN MANUFACTURERS

All Types Welded and Weldless Chain
 Special Chain to Any Specification
 Complete Line of Tire Chains for Cars,
 Trucks and Tractors

FACTORY & OFFICE
 WINONA, MINN.

| 1932 | | August | | | | | | | 1932 | |
|------|-----|--------|-----|------|------|-----|-----|-----|------|--|
| SUN | MON | TUE | WED | THUR | FRID | SAT | SUN | MON | TUE | |
| | | | | | | | 1 | 2 | | |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 | | | | |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 | | | | |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 | | | | |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 | | | | |

Lest We Forget

The problems of the early automobile era were calming frightened horses—or navigating roads hub-deep in mud.

Today's traffic cop performs an unselfish, life-saving service for all of us. Even if we forget and speed and "get a ticket" we should thank him for forcefully reminding us of our duty. He is there for OUR protection.

In business, appreciation also plays a vital role. Patronage should be earned by conscientiously putting the customer's welfare ahead of everything else. Our business has been built on that principle.



PROTECTION

Your patronage is never taken for granted. We want to earn it. We are ever grateful for it. Without it our doors would close. So, again and again we say—"Thank You!"

Peerless Chain Co.
Winona, Minn.

(Example of a Service No. 3 order — double panel — using Stock Copy SB-1 which changes every month.)

AUTOMEMORIES



The International

As late as 1909, the makers of the International Auto Buggy refused to drop the high buggy wheels of the past. It has been reliably reported that a buggy whip came as standard equipment with every International. Like so many of its contemporaries, this picturesque vehicle was a side-winder.

Peerless Chain Co.

CHAIN MANUFACTURERS

All Types Welded and Weldless Chain
Special Chain to Any Specification
Complete Line of Tire Chains for Cars,
Trucks and Tractors

FACTORY & OFFICE
WINONA, MINN.

| 1932 | | August | | | | | | | 1932 | |
|------|-----|--------|-----|-----|-----|-----|----|----|------|--|
| MON | TUE | WED | THU | FRI | SAT | SUN | 1 | 2 | 3 | |
| | | | | | | | 3 | 4 | 5 | |
| | | | | | | | 10 | 11 | 12 | |
| | | | | | | | 17 | 18 | 19 | |
| | | | | | | | 24 | 25 | 26 | |
| | | | | | | | 31 | 28 | 27 | |
| | | | | | | | | 29 | 30 | |



Dobbin Put Up a Fight

It was not without a struggle that the horse allowed himself to be driven from the roads. As early as 1865, in England, the "Red Flag Act" obliged any vehicle propelled by mechanical means to be preceded by a man carrying a red flag. And until 1896 the speed limit was four miles per hour in the hinterlands and two miles per hour in town.

In America, irate horsemen were known to stone unfortunate motorists from the highways. Moreover, it was law in many places that the operator of a motor vehicle must stop and cut off his engine at the request of any driver of horses. Motorists would band together to protect themselves from disgruntled advocates of the horse, and were the constant recipients of the gibes of their contemporaries.

People had been riding in horse-drawn conveyances too long to abandon easily their ideas of what a vehicle should look like. While the International Auto Buggy was perhaps the most outspoken adherent of carriage design for motorcars, it was not unique in any sense. The automobile had been with us for nearly three decades before its design became functional. The early cars, of course, were merely converted buggies. A number of long-established carriage makers converted to the making of automobile bodies — and carried with them their long-established ideas.

One early manufacturer even put an effigy of a horse on the prow of his motorcar in the firm belief that it would be less likely to frighten horses, although history does not record the reactions of old Dobbin to seeing a brother headed in his direction which had wheels instead of hooves and which snorted, chugged, lurched and honked, to say nothing of belching smoke and fumes.

In the more luxurious early cars — indeed up until very recent years — the idea was that the chauffeur, like his coachman predecessor, must needs be exposed to the elements while his passengers were snug and warm within.



COPR. 1951, SHAW-BARTON, COSHOCTON, OHIO PRINTED IN U.S.A.



AUTOMEMORIES



The Winton

Alexander Winton, a bicycle manufacturer of Cleveland, was one of the real pioneers in American automobile manufacture. By 1895 he was drumming up interest by racing his own car. Illustrated is the dashing 1902 Winton, one of the earliest motorcars to be equipped with a steering wheel instead of a tiller.

GARRITY COMPANY

Plumbing - Heating Supplies

WA lbrook 5-9500

5850 S.
ASHLAND AVE.

| 1902 | March | | | | | | | 1902 |
|------|-------|----|----|----|----|----|---|------|
| | | | | | | | 1 | |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 | | |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 | | |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 | | |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 | | |
| 30 | | | | | | | | |

CHICAGO 36,
ILLINOIS

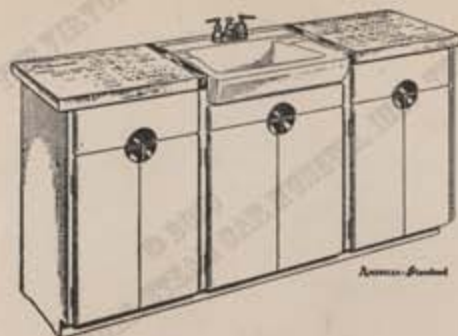
THE

Dresslyn

LAVATORY —
DRESSING TABLE

by

AMERICAN-Standard



Dealers who display this beautiful Dresslyn Lavatory-Dressing Table will see how it attracts people into their stores. Yes, the new Dresslyn is so good-looking that every woman who sees it will want it. And because the Dresslyn Lavatory-Dressing Table is ready built (and not the custom built job it appears to be), it is actually so inexpen-

sive most families will be eager to include it in their modernization plans. Combining a genuine vitreous china lavatory with roomy storage cabinet, the Dresslyn is lovely, convenient, timesaving. It comes in 2 styles (solid front or kneehole), 31 attractive color combinations, and 2 sizes. Fits rooms as small as 5 feet by 7 feet.

FOR

Chicagoland's

HEALTH AND COMFORT

GARRITY COMPANY

PLUMBING • HEATING
SUPPLIES



The Winton

Alexander Winton, a bicycle manufacturer of Cleveland, was one of the real pioneers in American automobile manufacture. By 1895 he was drumming up interest by racing his own car. Illustrated is the dashing 1902 Winton, one of the earliest motorcars to be equipped with a steering wheel instead of a tiller.

GARRITY COMPANY

Plumbing — Heating Supplies

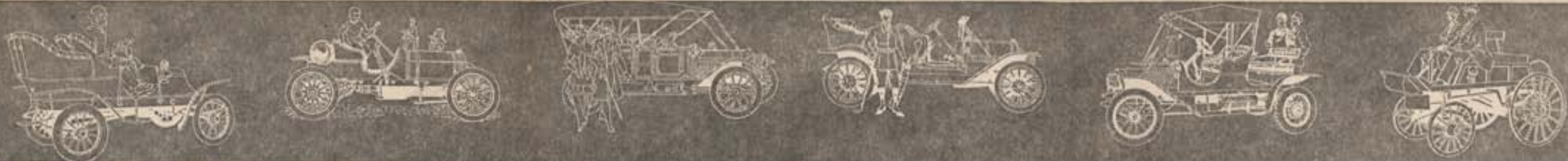
WA lbrook 5-9500

5850 S.
ASHLAND AVE.

| 1952 | March | | | | | | | 1952 |
|------|-------|----|----|----|----|----|----|------|
| | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 1 |
| | 9 | 10 | 11 | 12 | 13 | 14 | 15 | |
| | 16 | 17 | 18 | 19 | 20 | 21 | 22 | |
| | 23 | 24 | 25 | 26 | 27 | 28 | 29 | |

CHICAGO 36,
ILLINOIS

(Example of a Service No. 3 order — double panel — monthly change of panel copy and cuts supplied by customer. Features product a month.)



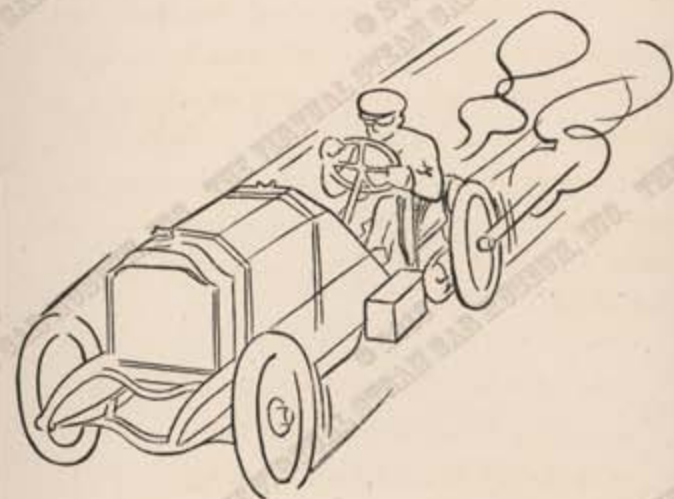
LIKE a number of other early manufacturers, Alexander Winton went after publicity for his product by racing it. Winton had a flair for the spectacular. He issued a number of challenges to Henry Ford, who also raced his early cars. In 1899, Winton challenged any American or European manufacturer to a race from Chicago to New York and, in 1900, was America's entrant in the first International Gordon Bennett cup race.

The flamboyant Winton was the automobile industry's first national advertiser. "Dispense with a horse," admonished his headline, and the advertisement went on to praise the vehicle's powerful "hydrocarbon motor."

Some years later, in 1903, Winton made another of his colorful bids for the favorable attention of buyers by offering a \$25,000 reward to anyone who could produce any evidence showing the truth in any of certain "malicious stories" about a Dr. Nelson Jackson's successful transcontinental ride in a Winton touring car, "without a factory mechanic."

Dust, Noise and Castor Oil

Winton, Duryea, Ford, Vanderbilt and their racing brethren started something, for the automobile would not have developed as rapidly — in quality as well as public acceptance — without the early daredevils of the race track. Roaring motors, enveloped in dust and the aroma of hot metal and castor oil, led the way to ever-improving stamina and speed.



Some Famous Early Races

| Year | Name | Place | Winner |
|------|--|--------------------------|---------------|
| 1895 | Times-Herald | Chicago | Duryea |
| | (53 miles. Only 2 finished out of 6 starters.) | | |
| 1896 | Cosmopolitan | New York | Duryea |
| | (An indecisive contest.) | | |
| 1900 | Inter-Ocean | Chicago | Winton |
| 1901 | | Detroit | Ford |
| 1902 | Ormond-Daytona | Beach opened for racing. | |
| 1906 | | Daytona Beach | Fred Marriott |
| | (Stanley Steamer. Two miles a minute.) | | |
| 1908 | Vanderbilt Cup | Long Island | Robertson |
| | (Locomobile.) | | |

COPR. 1951, SHAW-BARTON, COSHOCTON, OHIO PRINTED IN U.S.A.

