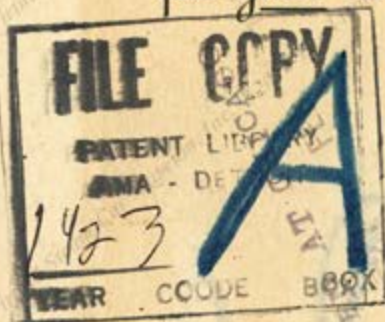


Why you should specify

Genuine  
TRADE *Pantasote* MARK

Top Material

for your car



AT

COLLECTOR'S  
SECTION

## THE IMPORTANCE OF THE TOP

A TOP should afford protection and comfort in all kinds of weather.

A leaky top is the limit of annoyance.

A shabby top spoils the appearance of any car, no matter how perfect the car may be in other respects.

Even under the most favorable conditions the top generally gets harder service, more abuse, and less attention than any other part of the car.

It is sun scorched in summer, frozen in winter, soaked with rain, smeared with grease, ground with dust and yanked up and down as occasion requires.

For service of this nature surely quality in the covering material is essential, for it is the covering material that makes or mars the top. Unfortunately the good and the bad in top materials look alike when new.

Most top materials have a similar leatherlike surface finish and the average person cannot distinguish inferior quality until the test of time tells the tale, and then of course it is too late. Refinishing won't make unsatisfactory top material right. The only remedy is to recover with entirely new material.

### HOW TO IDENTIFY QUALITY

There is one sure identification mark for quality in top materials. If a label like this is attached to one of the bows you are sure the top is covered with



Genuine  
**Pantasote**<sup>TM</sup>  
Top Material

the top material of recognized superiority, the

top material of an old established manufacturer of quality products, an article that can be depended upon to stand up and give satisfaction under all conditions. This label protects the car owner against the numerous cheap imitations so frequently misrepresented as **Pantasote**.

### HOW TOP MATERIALS DIFFER

There are three distinctly different kinds of top materials, all of which have a confusing leatherlike surface, namely; RUBBER, "ARTIFICIAL LEATHER," and **Pantasote**.

The first two are sold under a variety of trade names, whereas **Pantasote** is the registered trade name of the product of one manufacturer and something entirely different from the other two. The most important difference lies in the character of the surface coating. The finish on surface coatings makes most materials look alike, but it often covers up a multitude of defects.

### SURFACE COATINGS

As the name implies, the surface coating of all RUBBER top materials is rubber, or more correctly speaking, a rubber compound, consisting of a small quantity of new rubber mixed with other ingredients. Without any change in the appearance, the cost (and durability) of RUBBER materials can be lowered and the profit on them increased by reducing the amount of rubber used until the surface is practically all "other ingredients."

Most people know that sunlight and grease are ruinous to rubber compounds. Everyone knows that an automobile top is exposed to intense sunlight for long periods. Therefore it is unreasonable to expect satisfaction from a RUBBER top material unless it contains a liberal proportion of new real rubber. But



how is the car owner, or for that matter the top maker, going to determine this? He can't. He must take a chance with RUBBER materials and trust to luck, which is not very prudent buying.

The surface coating of so called "ARTIFICIAL LEATHERS" is pyroxylin, which is nitrated cotton made soft with oils. These oils often have a tendency to dry out in outdoor service. When this happens the surface becomes so hard and brittle that it cracks or flakes off. ARTIFICIAL LEATHERS are not extensively used or advocated for folding tops.

The surface coating of **Pantasote** is a secret composition free from rubber and pyroxylin compounds and chemically different from the surface coating of all other materials regardless of physical resemblance. The unequalled service rendered by **Pantasote** is, to a great extent, due to unique properties possessed only by this substance. It is impervious to sunlight and grease. It is permanently waterproof and fade-proof and easy to clean. It won't harden and crack or flake off in any climate or any natural temperature.

The surface coating of **Pantasote** cannot peel off because it is impregnated into the cloth base and becomes practically an inseparable unit therewith. This process is more expensive than the customary method of rolling on the surface coating with a calendaring machine and it partly explains why **Pantasote** costs more.

It is the only composition used in top material that cannot be compounded and cheapened to meet price competition. It is the same high quality year after year.

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### CONSTRUCTION

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RUBBER and "ARTIFICIAL LEATHERS" are made both single and double texture, the former being the cheapest. **Pantasote** is made only in double texture.

That is to say the base for the surface coating is two distinct fabrics thoroughly held together with a special uniting substance which, aside from surfacing, makes **Pantasote** waterproof.

Double texture materials are by far the most satisfactory for tops. They have a veneer-like strength and an extra waterproofing element between the two fabrics. They stretch uniformly so that the top maker can draw them into graceful curves and build a better looking top.

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### STRENGTH

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A top material derives its strength solely from the fabrics used as its base. The surface and inner coatings add nothing to its strength.

**PANTASOTE** is made with heavy fabrics and comparatively light coatings. This combination produces a stronger, lighter-weight material than the customary less costly and misleading combination of light weight fabrics and heavy coatings. This is another reason why **PANTASOTE** costs more to manufacture.

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### UNIFORM QUALITY

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**Pantasote** is made only in one quality—the best. The prices of different styles vary in accordance with the cost of the lining fabric used. It is furnished with outer surface in black, tan, red and Spanish finish. Pebble or long grain is optional.

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### COST

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While **Pantasote** costs considerably more to manufacture than other materials, the difference in selling price is not very great, certainly not prohibitive.



## PROOF OF SUPERIORITY

Automobile manufacturers who are not restricted by close economy in their selections use **Pantasote** top material.

For instance, it was used on the first Pierce-Arrow cars and it has been standard equipment on the Pierce-Arrows continuously ever since. It was adopted by Locomobile in 1915 and is still standard equipment on this fine car. It has been selected as top material for the Rolls-Royce—proof of the pudding in a nutshell.

## BRIEF HISTORY

**Pantasote** is made and fully backed up by an old established conservative manufacturer of quality products.

It has been on the market for over thirty years. It was the first top material adopted by any automobile manufacturer.

It is used exclusively for window curtain material by practically every railroad in this country and on all Pullman cars.

It was given the highest awards in 1893 at the Columbian Exposition, in 1901 at the Pan-American Exposition, and in 1904 at the St. Louis Exposition.

## CONCLUSION

If you want the best in top material, specify **GENUINE Pantasote**. Insist on having it. See that you get the genuine article. The label proves it.



**THE PANTASOTE COMPANY**  
11 BROADWAY NEW YORK, N. Y.



Style 96-1-01



Style 96-1-37



Style 96-1-60



Style 96-1-68



Style 96-1-30

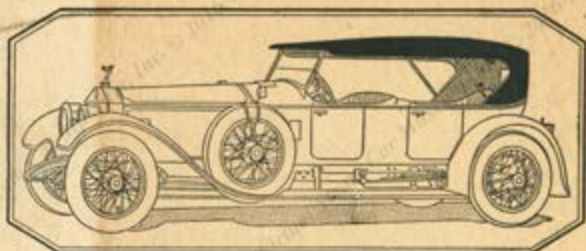


Style 84-1-60



Style 96-3-01

THIS SAMPLE SHOWS LONG GRAIN (NO. 3) IN WHICH ANY OF THE ABOVE MATERIALS CAN BE FURNISHED. THE UNDER SIDE OF THESE SAMPLES SHOWS SOME OF THE POPULAR LINING FABRICS USED ON PANTASOTE.



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Top Material

for your car

FILE	COPY
PATENT	LITERARY
ANA - DET	
1423	
YEAR	CODE
	BOOK

AT