

HOT AUGUST NIGHTS, Reno's weeklong celebration of America's car culture began last Friday with a parade in which aficionados showed off their pride & joy to SRO admiring crowds. And being a Reno-based bookseller, we join the city's celebration with this week's FS list, comprised entirely of automotive literature. And while the cars you'll see in Reno this week will be, I'm confident, mostly American muscle cars from the 60s & 70s, this tribute list spans the spectrum from the late 19th C. to the latter half of the 20th C.

And I confess, I'm a car guy myself, and should you find yourself in the Atlantis parking lot, you might just see one of the above two 911s in the lot, as Ellen & I take in all the vintage rides that have come together for the week.

Road trip?

V.



1. The TURBINE DRIVE BUICK... BUICK'S ALL-TIME BEST. 1960 Dealer's Backlit Showroom Display Case Complete with 33 Transparencies Displaying Interior & Exterior Design Choices and Three Upholstery Sample Catalogues.

[Buick Dealer's Backlit Showroom Display Case].

Flint, MI / Greenwich, CT: General Motors Corp., Buick Motor Company / William Melish Harris Association Merchandising Displays, (1959). Presumed to be complete but we are unable to verify. 33 clear plastic transparencies, three upholstery sample catalogues: 3 leaves (graduated thumb tabs) w/ 19 samples; 4 leaves (graduated thumb tabs) w/ 22 samples; 3 leaves (graduated thumb tabs) w/ 20 samples. 33 color illustrated transparencies and three upholstery sample catalogues with a total of 61 sample fabrics (includes vinyl upholstery, faux leather, and synthetic cloth interiors in a range of colors). Cabinet (at largest sections): 19-5/8" (L) x 11-3/4" (W) x 16-1/4" (H). Transparencies: Oblong format 9-5/8" (+ thumb tab) x 15-1/4" Large wooden backlit display cabinet with front-facing backlit window. Blonde finish to wood, with top-doored well behind housing the thick plastic overlays. Moderate wear to case (rubbing and minor scuffing to edges, light soiling). Transparencies lightly scuffed and scratched (clearly worn). Sample booklet leaves worn and warping. Overall, a VG example. Item #40220

Includes: wooden lighted display cabinet (electrical cord to rear and switch located inside top right side of cabinet), three upholstery interior sample catalogues in three and two ring binders inside drawer (titled: Invicta & Invicta Custom Interiors; Invicta & Invicta Convertible Interiors; Electra 225 Interiors), 33 transparencies (14 displaying "Solid Color" exterior, 14 displaying "Two-Tone" exterior, 4 of interiors of the: LeSabre, Invicta, Electra/ Electra 25 & the Chassis, 1 introductory transparency) to be switched to the front (inserted down underneath front glass) in order to illustrate the different exterior & interior colors available.

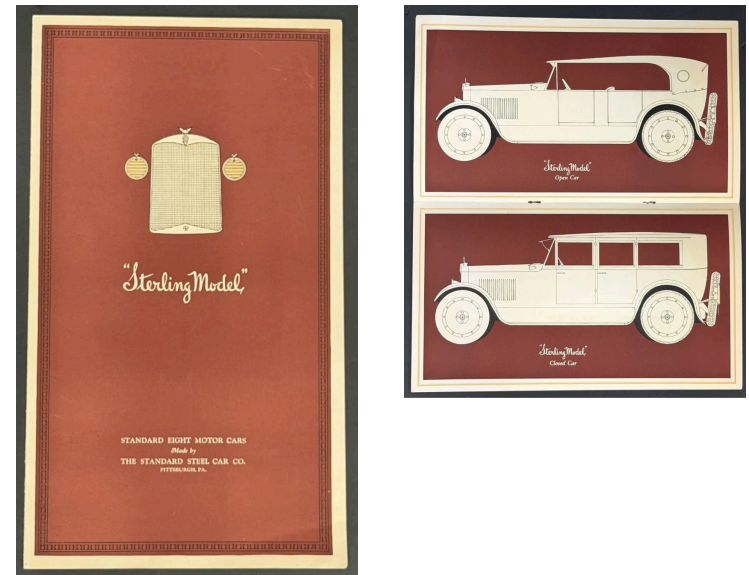
These high-tech lighted displays were developed by the General Motors sales office as an update of their showroom sales flip board displays used (mostly) in the 1950s. Harris Associates was a division of Plaskor at the time, and were known for their modern and sleek merchandising displays (even patenting one for carpet stores) which used plastic, and plastic transparencies, along with sample books. Potential Buick customers could come into the dealership, and try out various color combinations for trim, car & upholstery, by overlaying the transparencies and seeing, lit up, exactly how their car would appear.

Buick designers were trying to boost sagging sales for their division, so they revised the 1960 models from the 1959 which had been the most outlandish fin-heavy models yet produced. The Buick Invicta and Electra models (both featured in this display) lowered the hoods, placed the headlights side-by-side, installed a front grill with concave vertical slats with the tri-shield Buick logo floating in the center. The tailfin tips were rounded off, and they even revived the famous front fender porthole ornaments from the 1940s and 50s. Buick entirely redesigned the dash with a longer speedometer, lights for coolant temperature, generator and oil, and even installed a new a Mirromagic instrument panel mounted facing up, but reflected on a mirror that could be adjusted. One of the most significant changes was a strictly horizontal chrome strip running from rear bumper to the front wheel opening allowing Buick purchasers to make much easier decisions on two-tone paint treatments -- all of which are displayed here in the lighted case. The color combinations illustrate Turquoise, Chalet Blue, Midnight Blue, Lucerne Green, Silver Mist, Gull Grey, Cordovan, Verde Green, Tampico & Titian Red, and others. In addition there are a

number of samples showing the possible convertible top materials.

As dealers typically disposed of the previous years' showroom material, dealer showroom materials are becoming more & more uncommon in the trade.

Price: \$5,000.00

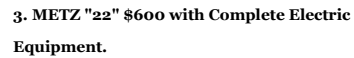


2. "STERLING MODEL" Standard Eight Motor Cars.

[Automotive Promotional Brochure].

Pittsburgh, PA: The Standard Steel Car Co., [1921]. 1st printing. Unpaginated, though 8 pp, including covers. Illustrated. 12-1/4" x 7". Terra-cotta printed wrappers, stapled. Now housed in an archival mylar sleeve. Modest wear, soiling & age-toning. A VG+ example. Item #52271

"Established in 1902 in Butler, Pennsylvania by John M. Hansen and 'Diamond Jim' Brady, the company quickly became one of the largest builders of steel [railroad] cars in the United States. SSC also entered the field of automobile production in 1913 with the Standard Eight, which in 1919 had 83 horsepower. Automobile production ended in 1921." [Wiki]

Price: \$135.00

#42588

Price: \$235.00

**Price: \$225.00**

5. The ALLEN POCKET AUTOLOG.

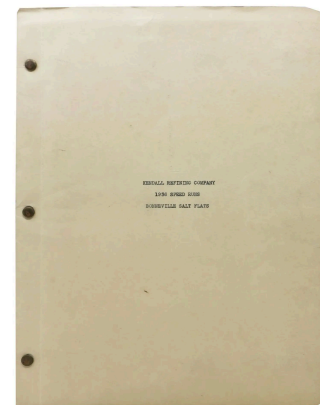
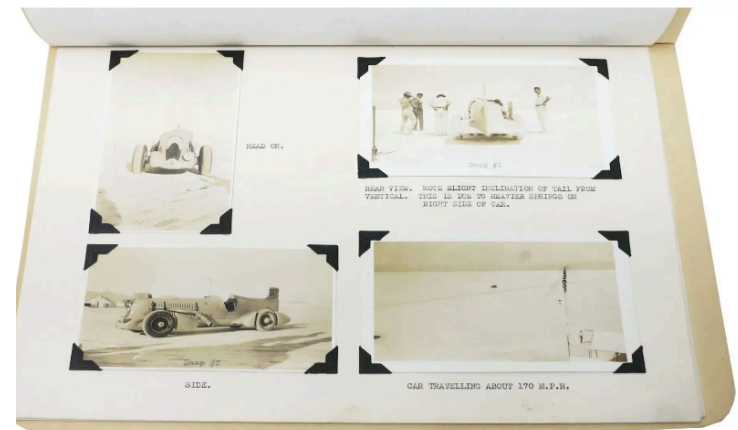
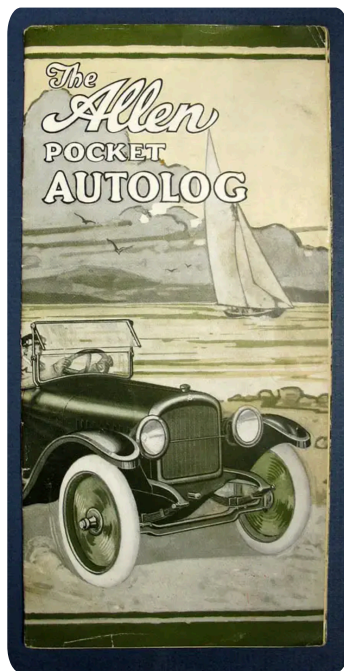
[Allen Motor Company Brochure].

Fostoria, OH: Allen Motor Company, (n. d.). 1st printing (presumed), ca. post 1916. 4 sheets, all folded twice. Many color and black & white illustrations throughout. When opened: 9-3/8" x 13-5/8". Unopened: 9-3/8" x 4-5/8". Green, white & black printed paper, stapled. Now housed in an archival mylar sleeve. Moderate wear to brochure (rubbing & creasing, light soiling). Distributor stamp to rear wrapper. Overall an about VG example. Item #40028

Brochure advertises the "Hidden Value" in an Allen car, the "Safety First" Chassis, the Allen "Remarkable" Unit Power Plant, the Bearings Used in Allen Cars and the Allen Rear System. It then has full page illustrations advertising the Model 32 Roadster and the Model 37 Touring Car (only \$795!).

OCLC records only the Hagley Museum & Library as having this item. Rare in the trade.

Price: \$225.00



6. 1936 BONNEVILLE SALT FLATS SPEED RUNS, Report of.

[Auto Racing]. Robinson, J. B. Jenkins, David Abbott "Ab" [1883 - 1956] - Driver.

Bradford, PA: Kendall Refining Company, 1937. 1 of 8 cc total. 7 ll, typewritten text recto only [carbon copy]. Illustrated with 1 folded leaf, a facsimile log-sheet for Jenkins' 48 hour run Sept 21 - 23, 1936, showing 7 parameters [MPH, Oil Pressure, H₂O out, engine oil temp, axle oil temp, transmission oil temp & atmospheric temp], as recorded over a 52 hour period. 16 captioned b/w snapshots [~ 2-3/4" x 4-1/2"], 15 of the car [et al] & 1 of Jenkins, tipped-in to 4 leaves following the log-sheet. 11-1/8" x 8-1/4". Bound in a manilla folder. Now housed in a clear archival mylar sleeve. A VG+ item. Item #34949

1 of 7 carbon copies of Robinson's typewritten report to H. C. Bougey, Chief Chemist, General Motors, wherein Robinson details the results of sponsored speed run(s) in 1936 "to establish Worlds' speed records with a view to utilizing results for advertising and sales promotion."

The car built was anchored by Duesenberg chassis, and powered with a Curtiss Conqueror Model V-1570

engine, producing 445 HP. Tires were Firestone. All lubricants, from engine to chassis, were Robinson. The driver was David Abbott "Ab" Jenkins, who just the year prior, had established a 24 hour land speed record of 135 mph. For these sponsored attempts, as sanctioned by the American Automobile Association, there were 4 testing periods: Sept. 7th, 21st - 23rd, & the 28th. And resulting were the establishment of 19 speed records, from 169.57 mph for 100 mile distance, to the 48 hour endurance, at 148.62 mph. And oh yeah, Jenkins upped his 24-hour record to 153.76 mph.

Since the letter notes 7 other copies of this report were prepared, we can't, in good conscious, term it "unique", but certainly a rare item documenting the constant quest for more speed, in this case a successful one at Utah's Bonneville Salt Flats, a place made famous by Jenkins [and others] in these feats of automotive 'chest-thumping'.

Price: \$4,950.00



7. BUICK. 1942. Out of the Needs of the Nation.

[Automobile Trade Brochure / Catalogue].

Detroit: Evans-Winter-Hebb Inc for Buick Motor Company, [1941]. 1st printing. 31, [1] pp. Every page with at least one color illustration. Oblong format: 9-1/2" x 13-1/2". Color printed paper wrappers, stapled. Now housed in a clear archival mylar sleeve. General wear. A VG copy. Item #41977

An attractive promotional piece extolling the 1942 Buick line [Special, Roadmaster & The Limited], as offered during the austere war years. The Special Convertible Coupe is especially appealing, and these days, probably a bit pricey if all original.

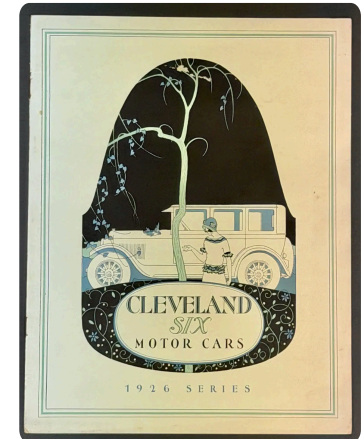
Price: \$245.00

8. CLEVELAND SIX Motor Cars. 1926 Series.

[Automotive Promotional Brochure].

(Chicago): Manz Corporation, [1936]. 1st printing. Unpaginated, though 8 pp, including covers. Illustrated with b/w photographic images. 11" x 8-1/2". Off-white printed wrappers, stapled. Now housed in an archival mylar sleeve. Modest wear, soiling & age-toning. A VG - VG+ example. Item #52267

Price: \$125.00



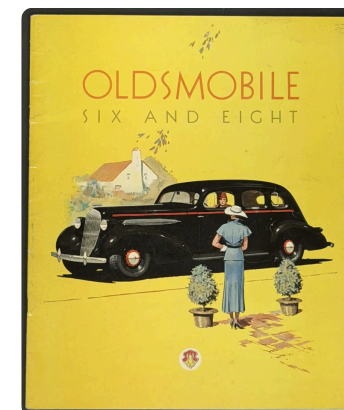
9. OLDSMOBILE Six and Eight.

[Automotive Promotional Brochure].

(Chicago): Manz Corporation, [1936]. 1st printing. Unpaginated, though 36 pp. Fully illustrated, with both color & b/w images. 12" x 10". Yellow printed wrappers, stapled. Now housed in an archival mylar sleeve. General wear & soiling to wrappers. Center biofilm detached. Small dampstain to top edge of textblock in latter half. An Abt VG copy. Item #27101

They don't make cars, nor brochures, like this any more.

Price: \$95.00





10. 1976 CHEVROLET PASSENGER CAR BUYER'S GUIDE.

[Chevrolet Dealer's Showroom Sample Catalogue].

Detroit: General Motors Corp., Chevrolet Motor Division, (1975). 1st edition. [1], 92, [1 (blank)] pp.
 Printed on white glossy stiff-stock paper. 12 page "1976 Chevrolet Consumer Information" booklet at rear.
 Filled with color illustrations, cloth & vinyl samples, etc. Oblong format: 10" x 13-1/4". Housed in a brown 'wood-grain' 3-ring vinyl binder. Graduated thumb tabs, at the fore-edge, divide sections. Minor wear &

soiling. A VG+ copy. Item #40315

Here offered is a complete Dealer's showroom sample catalogue for the 1976 Chevrolet passenger cars line. This catalogue includes information on the Caprice Classic, Impala, Chevy & Chevelle Wagons, Monte Carlo, Laguna, Malibu, Camero, Nova, Monza, Vega, Chevette & Corvette.

All-in-all, an invaluable reference source for the Detroit automotive historian, and/or car buff.

Price: \$475.00



11. PRODUCT TRAINING KIT For The NEW CHEVROLET. The Leader Leads Again! In Passenger Cars Trucks Accessories

[Automotive Salesman's Sample Kit]

[Detroit, MI]: Produced by the Jam Handy Organization, 1948. 1st appearance. Kit contains 8 instructional booklets: (1) Dealer's Meeting Guide, (2) A 1949 Guide for Salesmen, (3) "Advance Design for '49. Chevrolet Trucks", (4) "Sell Accessories the Chevrolet Way", (5) "Body by Fisher" & (6) 3 Training Session Booklets; 4 LP records (not played); 5 film canisters [Advance Design for '49; Sell Accessories the Chevrolet Way; You've Got What They Want; What's New Mechanically for 1949; Beauty- with a Purpose [no cannisters opened]. TL [booklets included] & Attendance Score sheets [2] included. Booklets illustrated. Box: 12-1/4" x 15" x 1-1/2". All housed in the original Chevrolet printed blue-tweed paper hinged box, lettered in bright yellow. Age-toned booklets show little-to-no use. Box with extremity wear & a split seam at one corner, cloth hinge broken. Overall, Very Good. Item #52255

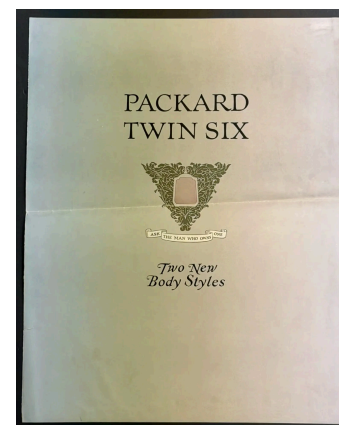


Here offered a scarce Chevrolet Salesman's training kit for the 1949 model year. The Direct Selling series was specifically developed and used by Chevrolet from 1935 through the 1950s. The slide films and motion pictures all promoted the the Chevrolet scientific and technological innovations through these bombastic newsreel-type narrations.

This 1949 model year of significant historical interest because this the first year Chevrolet introduced new models since 1942. You'll note lower, sleeker profiles, with the lines of the front fenders smoothly blending into the doors, and a two-piece curved windshield not only added to the look, but gave an improved the driver's vision of the road ahead. There were fourteen new models on offer, divided into the Fleetline and Styleline series, including two and four-door fastbacks; notchback sedans, coupes, station wagons (note:

this Chevy's last year of structural-wood construction) and a convertible. Improvements in chasis & suspension made 1949 the best handling Chevrolets to date.

Price: \$975.00



12. PACKARD TWIN SIX. Two New Body Styles.

[Automotive Promotional Brochure].

(n. p.): (n. d.). Ca 1922 - 1923. Unpaginated bifolium, so 4 pages. Illustrated with 2 color images of the 2 new Packards, Coupe & Sedan. 14-3/4" x 11-7/8". Printed grey paper wrappers. Now housed in an archival mylar sleeve. Modest wear & soiling. Horizontal fold-line. A VG copy. Item #52274

Price: \$125.00



13. The JAGUAR Mark VII Saloon.

[Automobile Advertising Promotional Booklet].

Coventry: Jaguar Cars Limited, [1950]. 1st printing. 12 pages. 4 pages filled with divers images & graphs. Oblong format: 10" x 14-1/2". Pale blue-grey paper wrappers, stapled. Now housed in a clear archival mylar sleeve. Some modest wear & soiling to wrappers. "Jim Baldwin

Motors" stamp to front wrapper. A VG+ copy.
Item #34416

Price: \$125.00

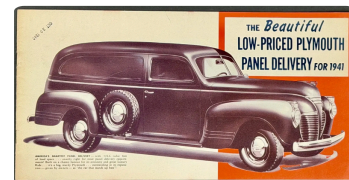
The Mark VII was launched by Jaguar in 1950, at the London Motor Show. Powered by their famous XK120 engine, this 3600 lb 4-door luxury sedan still boasted a top speed in excess of 100 mph. In the 6 years of production, just under 31,000 were produced, with [fortunately] a few to still be occasionally found on the market today.

Price: \$125.00

14. The NEW 1946 PACKARD CLIPPER. The No. 1 Glamour Car of America.

[Advertising Catalogue].

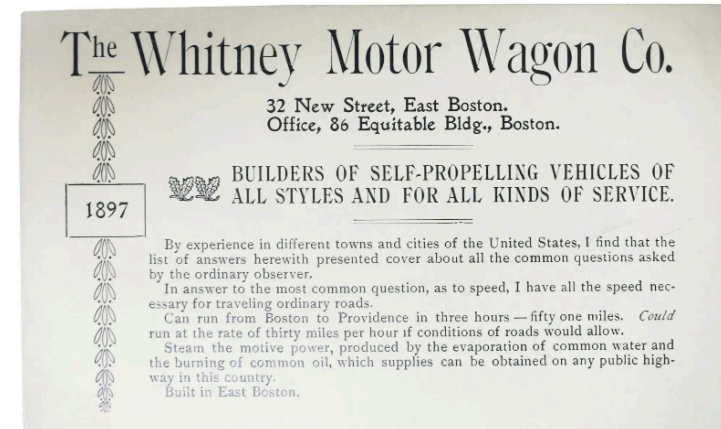
Detroit: Packard Motor Car Company, [1946]. 1st printing. 12 pp. Intratextual color illustrations. Landscape format: 8-1/2" x 11". Color illustrated paper wrappers. Now housed in a clear archival mylar sleeve. General shelfwear to spine and wrapper edges. Light soiling. A VG copy. Item #37954



15. The BEAUTIFUL LOW-PRICED PLYMOUTH PANEL DELIVERY For 1941.

[Automobile Sales Brochure / Booklet].

[Dearborn, MI]: Plymouth Division - Chrysler Corporation, 1940. 1st Printing. Unpaginated, though 12 pages [including wrappers]. Profusely illustrated. Landscape format: 6-11/16" x 13-1/2". Printed paper wrappers, stapled. Now housed in a clear archival mylar sleeve. Light wear & soiling, age-toning. Date stamp to upper left of front cover. Very Good. Item #52243



16. The WHITNEY MOTOR WAGON CO. Builders of Self-Propelling Vehicles of All Styles and for All Kinds of Service. 1897.

[Automobile Promotional Brochure]. Whitney, George Eli [1862 - 1963].

Boston: The Barta Press, [1897]. 1st printing. Presumed to be the first printed brochure issued by Whitney for his recently formed "Motor Wagon Company.". Unpaginated, though 4 pages. Pages 1 & 4 with specs & performance date. Pages 2 & 3 each with a b/w photographic image, depicting the Whitney 'motor wagon'. Oblong format: 3-1/4" x 5-3/8". Printed card-stock, folded once vertically. Now housed in a clear archival mylar sleeve. Light signs of use. A bit of age-toning. VG+. Item #40478

"George Eli Whitney, an early pioneer in automotive history, 'was tinkering with steam cars before the turn of the 20th century. While others turned their attention to the new-fangled gasoline engine, he stayed with steam, founding the Whitney Motor Wagon Company. He designed and built a succession of steam-driven carriages, starting with, he believed, the first steam-driven car ever built. Many of the ideas that found their way into the steam automobile are attributable to him. The Stanley Brothers, famous founders of the Stanley Steamer, sought advice from him and used some of his ideas in their first cars.'" [Whitney Research Group].

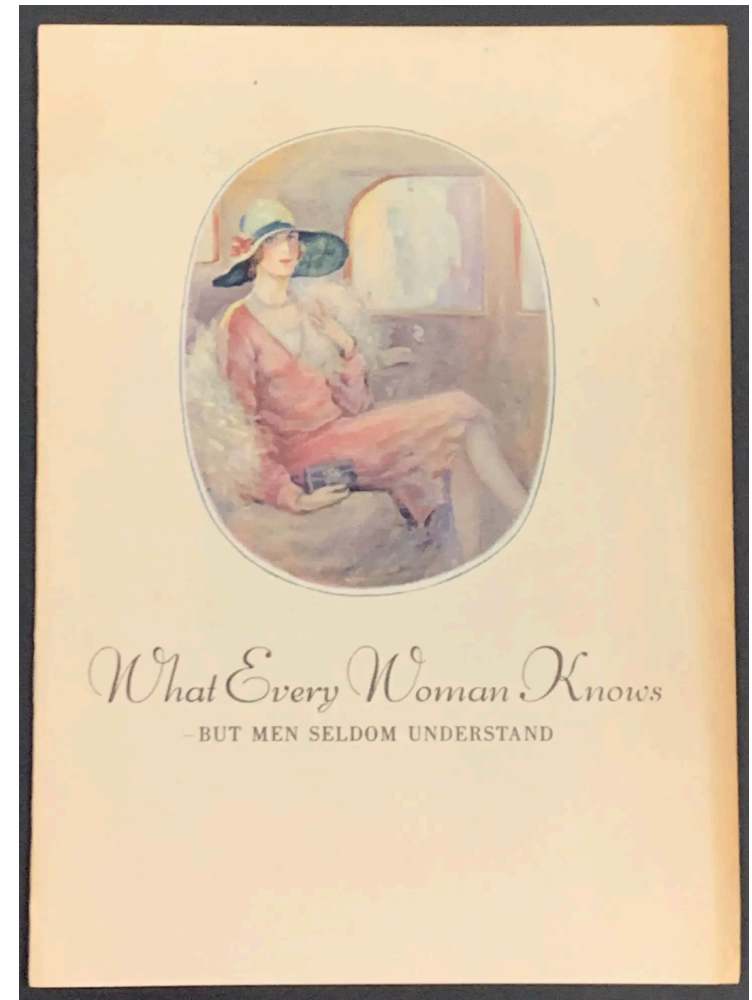
According to Britain's Society of Automotive Historians, Whitney "completed his first automobile in 1896 and founded the Whitney Motor Wagon Company the following year. Five cars had been built by the end of 1897, and although all his steamers had the common feature of a vertical two-cylinder engine attached

to the boiler, because Whitney was an 'inveterate tinkerer' no two were exactly the same. He devoted more of his energy to patenting his inventions and pursuing others over alleged infringement of his ideas than he did to actually making automobiles and he left the industry soon after the turn of the century."

No "Whitney Motor Wagon" listings found on OCLC. No George Whitney literature found in Romaine.

A rare item documenting early American automotive history.

Price: \$275.00



17. WHAT EVERY WOMAN KNOWS -But Men Seldom Understand.

[Automobile Promotional Booklet]. Green, Anne.

Detroit: Evans - Winter - Hess, [1924]. 6, [2] pp (including wrappers). Illustrated with 7 color lithograph vignettes. 7-1/2" x 5-1/2". White paper covers, printed in black, oval color vignette to front cover, stapled. Rear cover with imprint of Loomis-Williamson Co, West Chester PA, presumably an automobile dealership. Now housed in an archival mylar sleeve. Modest wear & soiling, with age-toning to booklet

right edge. Very Good. Item #49634

This scarce booklet [none found on OCLC] takes the form of a letter from Ms Green to "Mr Benjamin H. Anibal, Vice President of Engineering, Oakland Motor Car Co." wherein she commends Mr Anibel for the engineering attributes of the Oakland All-American Six, for said attributes are "what women have been seeking in their cars for years. ... I predict that your beautiful Landau will be the woman's car of America."

Oakland Motor Car Co flourished from 1907 - 1931, here they make an obvious sales effort recognizing the importance of soliciting the approbation of the fairer sex, in itself, a rather forward-thinking view of the day, and one acknowledging the growing economic clout of women as they left the home & pursued careers other than homemaker. Cf. Judith Freeman, *The Distorting Image : Women and Advertising*, 1900-1960.

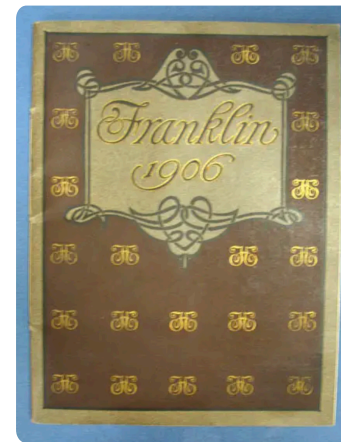
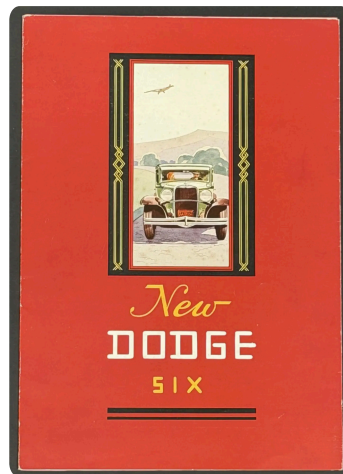
Price: \$125.00

18. NEW DODGE SIX;

[Automotive Promotional Brochure].

Dodge Division; Chrysler Corporation. (n. d.). 1st Printing (presumed), ca October 1931. Single sheet, folded 3x, to form an 8-panel fold-out brochure. Illustrated in color. Folded: 10-1/4" x 7-1/4". Now housed in a clear archival mylar sleeve. Modest wear & soiling. Overall, Very Good. Item #52262

Price: \$125.00

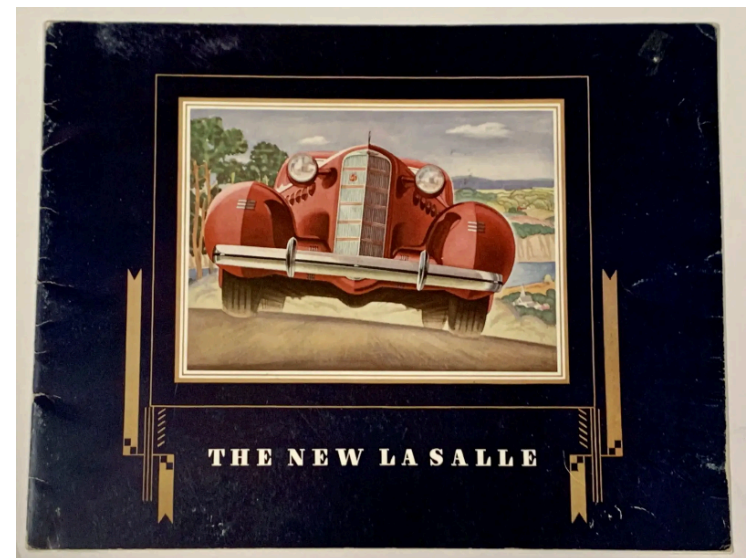


19. FRANKLIN MOTOR-CARS. 1906.

[Automotive Trade Catalogue].

Syracuse / New York: H H Franklin Manufacturing Company. Engravings and Printing by Bartlett & Company - The Orr Press. (1906). 1st printing. 36 pp. Illustrated with 23 b&w photographic images of divers vehicles, parts, systems, etc. 10-1/2" x 8". Original decorative printed heavy-stock brown paper wrappers, stapled. Decorative eps. Now housed in a clear archival mylar sleeve. Only faint wear. Odd unobtrusive spot of foxing. Nr Fine. Item #39953

Price: \$475.00



20. The NEW LASALLE.

[Automobile Promotional Brochure].

Detroit: Cadillac Printing Co., (n. d.). 1st printing, ca 1935. Unpaginated, though 10 pages. Filled with illustrations of various body styles, as well as mechanical systems. Landscape format: 8-3/4" x 11-1/4". Dark blue paper covers, with color image of the LaSalle to the front cover, white lettering underneath. Now housed in a clear archival mylar sleeve. Some modest wear to covers, dealership stamp affixed to p. 1 upper right corner. Overall, VG+. Item #49699

"LaSalle was an American brand of luxury automobiles manufactured and marketed, as a separate brand, by General Motors' Cadillac division from 1927 through 1940. Alfred P. Sloan, GM's Chairman of the Board, developed the concept for four new GM marques brands - LaSalle, Marquette, Viking and Pontiac - paired with already established brands to fill price gaps he perceived in the General Motors product portfolio. Sloan created LaSalle as a companion marque for Cadillac. LaSalle automobiles were manufactured by Cadillac, but were priced lower than Cadillac-branded automobiles, were shorter, and were marketed as the second-most prestigious marque in the General Motors portfolio. LaSalles were titled as LaSalles, and not as Cadillacs." [Wiki].

Price: \$235.00

**21. A NEW PICTURE OF CAR VALUE. 1935
Plymouth.**

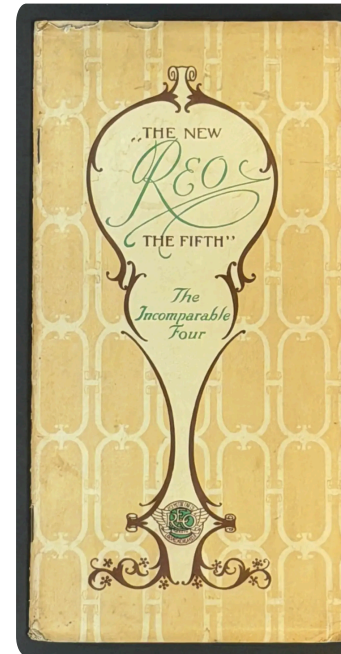
[Automotive Promotional Booklet].

Detroit, Michigan: Plymouth Motors, [1934]. 1st printing. Unpaginated, though 20 pp. Profusely illustrated with images of the automobile, as well as divers aspects thereof. Oblong 8vo: 7" x 9-1/8". Blue paper covers printed in light blue & silver. Now housed in a clear archival mylar sleeve. Only modest signs of wear. A VG+ - Nr Fine survivor. Item #49555



"Plymouth was a brand of automobiles produced by Chrysler Corporation. The brand was launched in 1928 to compete in what was then described as the 'low-priced' market segment that was dominated by Chevrolet and Ford. It became the high-volume seller for the automaker until the late 1990s." [Wiki].

Price: \$135.00



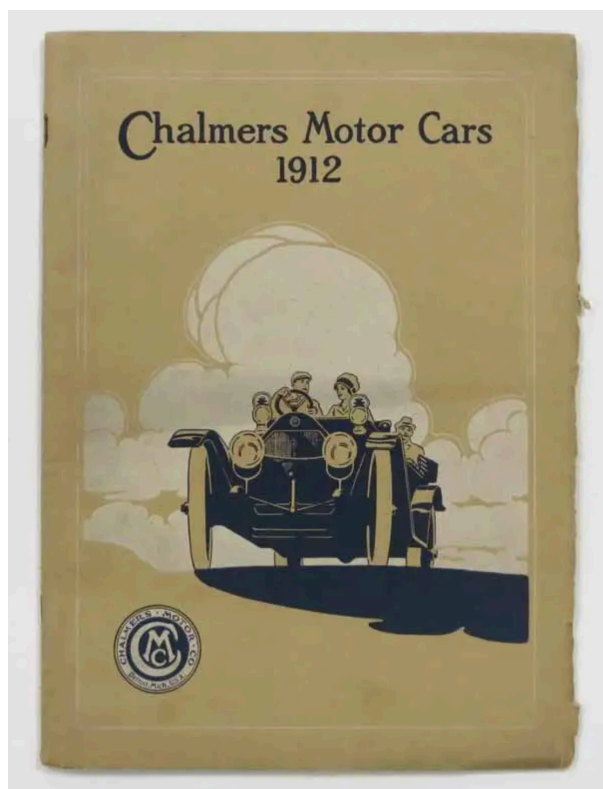
22. The NEW REO. The Fifth. The Incomparable Four

[Automotive Promotional Brochure]. Olds, Ransom Eli [1864 - 1950] - President

Lansing, Mich: Reo Motor Car Company, 1916. 1st printing. 24 pp. Illustrated. 10-1/2" x 5-1/4". Beige printed wrappers, stapled. Now housed in an archival mylar sleeve. Some wear, soiling & age-toning. A VG survivor. Item #52273

An early promotional sales brochure from this firm founded in 1905.

Price: \$175.00



23. CHALMERS MOTOR CARS. 1912.

[Automobile Advertising Promotional Booklet]. Chalmers, Hugh - President.

Detroit, Mich. Chalmers Motor Company, [1911]. 1st printing. 32 pages. Illustrated with 45 figures (3 color tinted) of the company automobiles & their divers parts (e.g., Chalmers "Thirty-six" Touring Car). Light brown paper wrappers printed in dark blue & white, stapled. Now housed in a clear archival mylar sleeve. Minor wear & soiling to wrappers. Very Good Plus. Item #42013

A scarce early promotional brochure from the Chalmers Motor Car Co. "The Chalmers was formed when Hugh Chalmers bought out the interests of ER Thomas in the Thomas-Detroit company in 1908, and renamed the company Chalmers-Detroit. The name was changed to Chalmers in 1911.

Chalmers flourished in the 1910s and then faltered in the 1920s post-World War I recession. It merged with the Maxwell Automobile Company, forerunner of Chrysler, in 1922, and ended all production in late

1923." [Wiki].

OCLC records two holding institutions: Rochester Museum & Library of MI.

Price: \$275.00

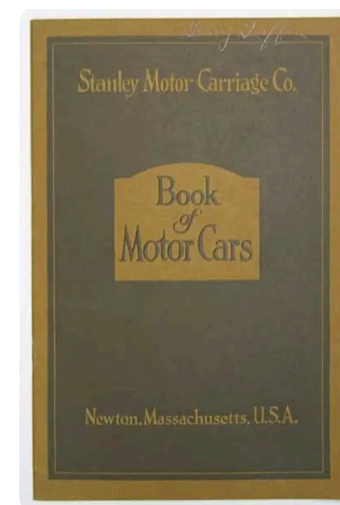
24. POWER. Correctly Generated.

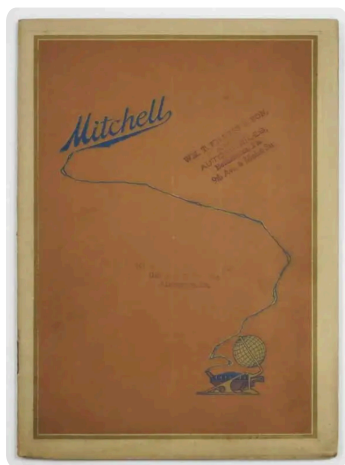
Correctly Controlled. Correctly Applied to the Rear Axle. Stanley Motor Carriage Co. Newton, Massachusetts.

[Automotive Trade Catalogue].

Boston: The Barta Press, (n. d.). 1st printing, ca 1920. No copies found on OCLC. 24 pp. 8 photographic images of Stanley vehicles [6 of the 7 passenger model; 1 of the 5 passenger Touring Car & 1 of the 4 passenger Coupe]. 8vo. 9" x 6" Brown paper wrappers, stapled. BOOK Of MOTOR CARS. Stanley Motor Carriage Co. Newton, Massachusetts, U.S.A. [Wrapper title]. Now housed in a clear archival mylar sleeve. Light wear. 2 stamps of "W. G. Thuman / Stanley Steam Cars / 230 E. Channel St. / Stockton, Calif." Prior owner signature at top of front wrapper. Line [1cm wide] of paper remnants across inside rear wrapper. Withal, a VG+ copy. Item #37077

Price: \$225.00





25. MITCHELL. Eighty Years of Faithful Service to the American Public.

[Automobile Advertising Promotional Booklet].

Racine, Wisconsin: Mitchell-Lewis Motor Co., (1915). 1st printing. 48 pp. Illustrated throughout with images of the company's vehicles, as well as divers parts used therein. 11" x 7-7/8". Two tone brown paper wrappers printed in dark blue, stapled. Now housed in a clear archival mylar sleeve. Wrappers age-toned & show some soiling. Evidence of dampening in lower right quadrant & along the lower gutter.

Dealership stamps [Wm T. Knauss & Son] to front wrapper & to internal pages. Withal, a VG copy. Item #42016



Mitchell-Lewis Motor Company was founded in 1900 in Racine, Wisconsin as a motorcycle maker spin-off from the wagon maker Mitchell & Lewis Company Ltd. The company began manufacturing automobiles in 1903. The wagon business and auto companies were combined into Mitchell-Lewis Motor Co. in 1910. The Mitchell car brand produced automobiles from 1903 to 1923. Mitchell offered four-, six- and eight-cylinder models. The company was known for large, fashionable touring cars. [Wiki]

This a rare promotional brochure from this relatively short-lived early 20th C. automobile manufacturer.

No copies located on OCLC.

Price: \$245.00

Thanks for looking! As always, happy to answer any questions or take any orders.

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