

TO THE AUTOMOBILE EDITOR or COLUMNIST:

Enclosed is a compilation of ancient and modern motor cars, which we are sure you will find quite interesting and revealing. Accept it with our compliments as a valuable reference. Since the public generally is intensely interested in automobiles, you may want to comment in your news columns about this special edition. To save you time and labor, we have prepared the following article, subject to your blue pencil prerogative. You may use it in its entirety or any part of the material. Merely give us credit as publishers. Perhaps you may want to use the following in a release at this time, since it would "tie-in" with the 40th anniversary of our Red Book and Blue Book Used Car Appraisal Guides, recognized nationwide as the standard of used car values. Thank you cordially for your cooperation.

NATIONAL USED CAR MARKET REPORT, INC. 900 S. Wabash Ave. Chicago 5, Illinois
Publishers of the Nationally recognized RED BOOK and
BLUE BOOK Used Car Appraisal Guides

An "Auto-Biography" that will bring nostalgic memories to oldtimers and amazement to the younger generation has been issued by the publishers of the world famous automobile "Red Book" and its companion "Blue Book" appraisal guides for used cars. This is an exclusive service, available to the automotive industry.

In celebrating its 40th Anniversary, this organization has produced a compilation of the 1775 makes of automobiles brought into the market since the inception of the industry. Of this large number of cars only 21 makes are presently being produced. Only 12 of these were being manufactured 40 years ago, back in 1911 when Red Book and Blue Book were introduced. Actually, among the cars manufactured since 1911, three of these were the outgrowths of old names now virtually forgotten. The true survivors are Buick, Cadillac, Chevrolet, Ford, Hudson, Packard, Oldsmobile, Studebaker and Willys-Overland. Of the other three, Nash succeeded Rambler, Chrysler succeeded Maxwell, and Pontiac succeeded Oakland.

In alphabetical arrangement this "Auto-Biography" contains such "once-so-well-known-and-now-forgotten" names as Apperson Jack Rabbit, Brush, Locomobile, Haynes, Kisselkar, Marmon, Franklin, Premier, Moon, Autocar, Peerless, K-R-I-T and Black Crow, Aerocar, Alco, Anderson, Atlas, Austin, Cameron, Carton-car (Friction Drive), Chadwick, Chalmers, Church, Case, Cole, Corbin, Crawford, Crow-Elkhart, Davis, Saxon, Scripps-Booth, Dorris, Eagle, Elcar, Elmore (2 cycle), Everitt, Garford, Glide, Halladay, Howard, Hupmobile, Imperial, Interstate, Jackson, Keeton, King,

Knox, Lambert, Lion, Luverne, Marathon, Marion, Matheson, Mercer, Mitchell, Moline-Knight, National, Ohio, Paige-Detroit, Patterson, Pierce Arrow, Pullman, Regal (Underslung), Schacht, Selden, Speedwell, Stanley Steamer, Staver, Stearns, Stoddard-Dayton, Stutz, Thomas-Flyer, Velie, among others.

The "Auto-Biography" also includes other interesting historical and general information, such as name of manufacturer and city, year when production was begun, and last year recorded. It also lists electric vehicles as well as gasoline passenger cars, foreign cars and the cyclecar. The cyclecar started in a flurry in 1912 and grew rapidly for a while---then tapered off until 1915 when it passed out of the picture entirely.

There were made such odd-named cars as Black Crow, Brownie Kar, Friend, Law, Pneumobile, Silent Knight, Playboy, Synnestevdt, Chicago Motor Buggy, Dodo, Rush, Onlicar, Only, Ponder, Zip, Buzmobile, Auto-Go, Autotwo, Buggycar, Differential, Eck, Electronomic, Tjaarda, and Fwick, to name only a few.

Animals, birds and insects were well represented by such names as Badger, Buffalo, Crow, Colt, Eagle, Falcon, Fox, Lion, Petrel, Wasp, Whippet, Wolf, Wolverine, Beaver, Bee, Elk, Roach and Panther, among others.

Geographical names included: Syracuse, London, Los Angeles, Louisiana, Lebanon, Wisconsin, Portland, New York, Oregon, Pacific, Peru, Kalamazoo, America, Albany, Canada, Cleveland, Columbia, Davenport, Illinois, Moline, Oakland, Muncie, Niagara, Milwaukee, Richmond, Michigan and Washington.

Cars were produced in nearly every state of the union, there being promotions by the hundreds. They were made by a lock company, a watch factory, a locomotive works, plow works, wagon works, carriage manufacturers and others. It seemed that everyone wanted to get into the act.

"The Red Book" (Regional and pocket size edition) and "The Blue Book" (nation-wide appraisal and desk size) is a service for car dealers, banks, insurance under-

writers, adjustors, tax assessors, government agencies, finance companies, newspapers and other branches of the auto industry. Special valuations of used cars are published in three regional editions, each made applicable for its area. The appraisals are impartial. The service, published at frequent intervals, includes fair average trade-in values; OPS Ceiling factory prices on all cars; serial numbers; motor numbers; weights and other detailed specification data.

Both "The Red Book" and "The Blue Book" are designated by the Federal Reserve System for determining the collateral value of each car for installment financing under regulation W requirements.

This is a complete and comprehensive service, conveniently arranged for quick reference. It is used by practically all automobile dealers throughout America and in many foreign countries. It is recognized as the Nation's Standard of Used Car Values.