



Finding Aid for

**AUTOMOTIVE (NON-FORD) ADVERTISEMENTS COLLECTION,
Circa 1900 – Circa 1991**

Accession 657

Finding Aid Published: May 2011



20900 Oakwood Boulevard · Dearborn, MI 48124-4088
research.center@thehenryford.org · www.thehenryford.org

OVERVIEW

REPOSITORY: Benson Ford Research Center
The Henry Ford
20900 Oakwood Blvd
Dearborn, MI 48124-4088
www.thehenryford.org
research.center@thehenryford.org

ACCESSION NUMBER: 657

TITLE: Automotive (Non-Ford) Advertisements collection

INCLUSIVE DATES: circa 1900-circa 1991

QUANTITY: 5.6 cubic ft.

LANGUAGE: The materials are primarily in English.

ABSTRACT: This collection contains advertising tear sheets, advertising proof sheets and advertisements clipped from periodicals on all automotive subjects except those related to Ford Motor Company.

ADMINISTRATIVE INFORMATION

- ACCESS RESTRICTIONS:** The collection is open for research.
- COPYRIGHT:** Copyright for the materials in this collection has not been transferred to The Henry Ford, and may still be held by the respective creator(s). Researchers are responsible for either determining the copyright status of the material or for securing copyright permission.
- ACQUISITION:** Acquired by The Henry Ford from the Ford Motor Company. Acquisition is ongoing.
- RELATED MATERIAL:** Related material held by The Henry Ford:
- See Accession 19 for Ford, Lincoln, Mercury, and Edsel advertisements
- For subjects other than automotive see the General Advertisement Collection
- See Accession 19 for related scrapbooks
- OTHER FINDING AIDS:** Item level catalog records for some of the material can be searched in The Henry Ford collection management system, which is available for researcher use in the Research Center reading room.
- PREFERRED CITATION:** Item, folder, box, accession 657, Automotive Advertisements Collection, Benson Ford Research Center, The Henry Ford.
- DESCRIPTION INFORMATION:** Original collection inventory list prepared by The Henry Ford staff and published in August 1996.
- Finding aid converted to electronic format and republished by Brian Wilson, May 2011, using DACS, LOC EAD, and local guidelines.

HISTORICAL NOTE

The Non-Ford Advertisements collection was originally created by Ford Motor Company using advertisements largely taken from the magazines of Clara Ford. Subsequently acquired by The Henry Ford, material continues to be added to the collection.

SCOPE AND CONTENT NOTE

This assembled collection contains advertising tear sheets, advertising proof sheets, and advertisements clipped from magazines relating to all non-Ford automotive subjects.

Series I consists of automobiles and trucks listed alphabetically by name or in the case of the larger companies, by division (Buick is under B, not General Motors). All headings are assumed to begin with Automobile (e.g., Automobile, Abbott-Detroit).

Series II consists of automobile parts and accessories listed alphabetically by type and maker. All heading are assumed to begin with Automobile (Automobile, Parts, Air Conditioning, Harrison Radiator Division (GM)).

Series III consists of miscellaneous automotive related organizations, services or companies listed alphabetically by type and maker. All headings are assumed to begin with Automobile (Automobile, Miscellaneous, Manufacturing, Chain Belt Company).

Series IV consists of oversize materials from the first three series, listed alphabetically by model, type or maker. All headings are assumed to begin with Automobile (Automobile, Ames Motor Car Co.)

ARRANGEMENT

The material is arranged into four series, then alphabetically and chronologically by subject heading within each series:

Series I: Automobiles and Trucks

Series II: Automotive Parts and Accessories

Series III: Miscellaneous Automotive Organizations, Services and Companies

Series IV: Oversize Materials

SUBJECT TERMS

Subjects

Advertising, Automobiles
Advertising, Magazine
Advertising, Transportation
American Motors automobiles
Automobile industry and trade
Automobiles, Parts
Buick automobile
Cadillac automobile
Chevrolet automobile
Chrysler automobile
DeSoto automobile
Dodge automobile
Franklin automobile
General Motors automobiles
GMC trucks
Hudson automobile
Locomobile automobile
Marmon automobile
Nash automobiles
Oldsmobile automobiles.
Packard automobile
Pierce-Arrow automobile
Plymouth automobile
Pontiac automobile
Studebaker automobile

Genre and Form

Advertisements.
Tear sheets.

BOX AND FOLDER LISTING

Box no. **Description**

AUTOMOBILES AND TRUCKS

Box 1

Abbott-Detroit, 1911-1912
Acme Motor Truck, 1918
Aerocar, 1907
Alfa-Romeo, 1932, 1960-1986
Alvis, 1927
AMC Eagle (and Javelin/Rebel advertisement), 1940-1985
American, 1906-1911
American LaFrance Fire Engine Company, Inc., 1920
American Locomotive Company (Alco), 1911-1912
Ames Motor Car Co. (see Oversize Material series)
Apperson, 1910-1919 (2 folders)
Apperson, 1920-1929
Argo Electric, 1913
Atterbury Motor Car Co., 1918-1919
Auburn, 1914-1935
Audi, 1983-1986
Austin, 1926
Austin-Healey, 1955-1956
Autocar, 1903-1912 (4 folders)
Autocar Trucks, 1947
Automobile Parts (see Automotive Parts and Accessories series)
Babcock Electric, 1907-1908
Bailey Electric, 1911
Baker Electric, 1904-1916
Barley Motor Car Co., 1916-1917
Bethlehem Motor Trucks, 1917
Biddle, 1917
Black Motor Buggy, 1908
BMW, 1984-1985
Briscoe, 1916
British Motor Corporation, 1956
Brush, 1908-1909
Buick, 1910-1919 (also see Oversize Materials series)
Buick, 1920-1929 (5 folders)
Buick, 1930-1939 (5 folders)
Buick, 1940-1949 (2 folders)
Buick, 1950-1959 (6 folders)
Buick, 1960-1969
Buick, 1980-1989
Cadillac, 1900-1909 (also see Oversize Materials series)
Cadillac, 1910-1919
Cadillac, 1920-1924 (3 folders)

Cadillac, 1925-1929 (5 folders)
Cadillac, 1930-1939 (5 folders)
Cadillac, 1940-1944 (5 folders)
Cadillac, 1945-1949 (2 folders)
Cadillac, 1950-1959 (6 folders)
Cadillac, 1960-1969
Cadillac, 1970-1979
Cadillac, 1980-1989

Box 2

Cartercar, 1912-1913
Century, 1901-1902
Chalmers, 1910-1919 (also see Oversize Materials series)
Chalmers, 1920-1929
Chandler, 1910-1919 (2 folders)
Chandler, 1920-1929 (2 folders)
Chevrolet, 1920-1929
Chevrolet, 1930-1934 (3 folders)
Chevrolet, 1935 (2 folders)
Chevrolet, 1936 (3 folders)
Chevrolet, 1937 (3 folders)
Chevrolet, 1938 (2 folders)
Chevrolet, 1939 (3 folders)
Chevrolet, 1940 (2 folders)
Chevrolet, 1941 (2 folders)
Chevrolet, 1942
Chevrolet, 1943
Chevrolet, 1944
Chevrolet, 1945-1949 (2 folders)
Chevrolet, 1950-1959 (5 folders)
Chevrolet, 1960-1969
Chevrolet, 1980-1989
Chevrolet Truck, 1932-1958 (2 folders)
Chrysler, 1920-1929 (see also Oversize Materials series)
Chrysler, 1930-1934 (3 folders)
Chrysler, 1935 (3 folders)
Chrysler, 1936 (4 folders)
Chrysler, 1937 (3 folders)
Chrysler, 1938 (3 folders)
Chrysler, 1939 (3 folders)

Box 3

Chrysler, 1940 (3 folders)
Chrysler, 1941 (4 folders)
Chrysler, 1942
Chrysler, 1943 (2 folders)
Chrysler, 1944 (3 folders)
Chrysler, 1945 (2 folders)

Chrysler, 1946-1949
Chrysler, 1950-1954 (2 folders)
Chrysler, 1955-1959 (6 folders)
Chrysler, 1960-1969
Chrysler, 1970-1979
Chrysler, 1980-1989
Citroën, 1957-1959
Clark Trucktractor, 1920 (?)
Cleveland, 1906-1921
Cole Motor Car Company, 1910-1919
Cole Motor Car Company, 1920-1929 (2 folders)
Columbia, 1898-1912 (3 folders)
Columbia Motors Co. (Columbia Six), 1919-1920
Corbin, 1909-1911
Cord, 1929-1935
Crestmobile, 1903
Crow-Elkhart Motor Co., 1917-1920
Croxtton-Keeton, 1910
Daniels Motor Car Company, 1917-1922
Darracq, 1903-1904
Datsun (see Nissan)
DeDion-Bouton, 1900-1908
Deere-Clark Motor Car Co., 1906-1907
Delage, 1920
Denby Truck, 1914-1916
DeSoto, 1920-1929
DeSoto, 1930-1934
DeSoto, 1935
DeSoto, 1936 (2 folders)
DeSoto, 1937 (2 folders)
DeSoto, 1938 (2 folders)
DeSoto, 1939 (2 folders)
DeSoto, 1940 (3 folders)
DeSoto, 1941 (3 folders)
DeSoto, 1942-1949 (2 folders)
DeSoto, 1950-1959 (2 folders)
Detroit Electric, 1900-1909
Detroit Electric, 1910-1919
Detroit Electric, 1920-1929
De Vaux, 1931
Diamond T Trucks, WWII, 1947
Divco-Twin Truck Co., 1941
Dodge, 1910-1919 (3 folders) (also see Oversize Materials series)
Dodge, 1920-1924 (3 folders)

Box 4

Dodge, 1925-1929 (5 folders)

Dodge, 1930-1939 (4 folders)
Dodge, 1940-1949 (4 folders)
Dodge, 1950-1959 (2 folders)
Dodge, 1960-1969
Dodge, 1970-1979
Dodge, 1980-1989
Dodge Trucks, 1930-1958
Dort Motor Car Company, 1917
Duesenberg, 1929-1935
Dupont, 1920-1932
Durant, 1929
Duryea, 1897
Economy Motor Car Co., 1917
Elkhart Carriage and Motor Car Co., 1917
Elmore, 1906-1911
Enger, 1910
Essex, 1920-1931 (also see Hudson Motor Car Company in Oversize Materials series)
Federal Truck, 1917-1920
Fiat, 1911-1912, 1955-1958
Firestone Columbus, 1909-1910
Flanders Motor Company, 1912
Flint, 1903-1926
Franklin, 1900-1909 (4 folders) (also see Oversize Materials series)
Franklin, 1910-1919 (4 folders)
Franklin, 1920-1929 (2 folders)
Franklin, 1930-1939
Gaeth, 1910
Gardner, 1928
Garford, 1911-1913
General Motors, 1920-1929 (3 folders)
General Motors, 1930-1939 (3 folders)
General Motors, 1940-1949 (4 folders)
General Motors, 1950-1959
General Motors, 1980-1989
General Motors Truck, 1910-1919 (5 folders)
General Motors Truck, 1920-1929
General Motors Truck, 1930-1939
General Motors Truck, 1940-1949 (2 folders)
General Motors Truck, 1980-1989
Glide (Bartholomew Co.), 1905-1915
Graham-Paige, 1928
Gregoire, 1909
Grout Steam Car, undated
Hal Motor Car Company, 1917
Halladay, 1913

Haynes, 1900-1909
Haynes, 1910-1919
Haynes, 1920-1929
Haynes-Apperson, 1901-1904
H.C.S. Motor Car Company, 1920-1921
Hillman Motor Car Co. Ltd., 1928, 1955-1959
Hoffman Motor Car, 1903, undated
Holsman, 1909
Honda, 1980-1989
Hudson, 1910-1919 (2 folders)
Hudson, 1920-1929 (2 folders)
Hudson, 1930-1934

Box 5

Hudson, 1935
Hudson, 1936 (3 folders)
Hudson, 1937 (3 folders)
Hudson, 1938
Hudson, 1939 (2 folders)
Hudson, 1940 (2 folders)
Hudson, 1941 (2 folders)
Hudson, 1942
Hudson, 1943
Hudson, 1944 (2 folders)
Hudson, 1945-1949 (2 folders)
Hudson, 1950-1959
Humber, 1927
Hupmobile, 1900-1909
Hupmobile, 1910-1919
Hupmobile, 1920-1929 (2 folders)
Hupmobile, 1930-1939 (2 folders)
Hupp-Yeats, 1911-1912
Imperial Automobile Co., 1912
Indiana Truck Corporation, 1917
International Harvester Company of America, 1915-1939
Inter-State, 1910-1912
Jackson, 1911-1915
Jaguar, 1952-1993 (2 folders)
Jeep, 1980-1989
Jeffery Four, 1915
Jewett Six (Jewett Motors, Inc.), 1923-1924
Jordan, 1919-1923
Kaiser, 1953
Kaiser-Frazer, 1945-1948
Kelly Motor Truck, 1910-1917
Kimball, 1919
King, 1912-1920

Kissel Kar, 1916-1926
Knox, 1905-1910
Lafayette, 1920-1924 (3 folders)
Lagonda, 1931
Lambert (Buckeye Mfg. Co.), 1908
Lancia, 1932
LaSalle, undated
LaSalle, 1920-1929
LaSalle, 1930-1939 (2 folders)
LaSalle, 1940-1949
Lewis (L.P.C. Motor Co.), 1915
Liberty Six, 1916-1920 (also see Oversize Materials series)
Locomobile, undated
Locomobile, 1890-1899
Locomobile, 1900-1909
Locomobile, 1910-1919 (5 folders)
Locomobile, 1920-1929
Lozier, 1905-1912
Mack Trucks, 1912-1950
Marion, 1911
Marion-Handley, 1917
Marmon, 1900-1909
Marmon, 1910-1919 (3 folders)
Marmon, 1920-1929 (3 folders)

Box 6

Marmon, 1930-1939
Marmon-Herrington, 1942-1944
Matheson, 1911-1912
Maxwell, 1905-1925 (3 folders)
Maybeck-Zeppelin, 1932
Mazda, 1972-1984 (also see Oversize Materials series)
McFarlan, 1910-1911
Mercedes Benz, 1957-1985
Mercer, 1920
MG, 1958
Michigan Motor Car, 1911-1913
Milburn, 1916-1919
Mitchell, 1904-1917 (2 folders)
Mobile, 1900
Moon, 1910-1925
Mora Motor Car Co., 1907
Morris, 1957-1958
Mulliner
Murray Motor Car Company, 1917
Napier, 1916
Nash, 1920-1929

Nash, 1930-1934
Nash, 1935
Nash, 1936 (2 folders)
Nash, 1937
Nash, 1938
Nash, 1939 (2 folders)
Nash, 1940 (2 folders)
Nash, 1941
Nash, 1942
Nash, 1943
Nash, 1944 (2 folders)
Nash, 1945-1949 (2 folders)
Nash, 1950-1959 (2 folders)
National Motor Vehicle Company, 1905-1919 (2 folders)
Nissan, 1959, 1984-1986
Northern Automobile, 1903-1908
Oakland Motor Company, 1909-1931 (2 folders)
Ohio Electric Car Company, 1911-1916
Oldsmobile, 1900-1909 (6 folders)
Oldsmobile, 1910-1919 (2 folders)
Oldsmobile, 1920-1929
Oldsmobile, 1930-1939
Oldsmobile, 1940-1949 (2 folders)
Oldsmobile, 1950-1959 (4 folders)
Oldsmobile, 1960-1969
Oldsmobile, 1980-1989
Opel, 1958
Overland, 1900-1909 (also see Oversize Materials series)
Overland, 1910-1919 (3 folders)
Overland, 1920-1929
Owen Magnetic, 1910-1919
Owen Magnetic, 1920-1929

Box 7

Packard, 1900-1909 (also see Oversize Materials series)
Packard, 1910-1914 (2 folders)
Packard, 1915-1919 (2 folders)
Packard, 1920-1925 (3 folders)
Packard, 1926-1929 (5 folders)
Packard, 1930-1934
Packard, 1935 (2 folders)
Packard, 1936 (2 folders)
Packard, 1937 (3 folders)
Packard, 1938
Packard, 1939 (2 folders)
Packard, 1940 (3 folders)
Packard, 1941 (2 folders)

Packard, 1942
Packard, 1943
Packard, 1944
Packard, 1945-1949 (2 folders)
Packard, 1950-1959 (2 folders)
Page, 1922
Paige, 1916-1924 (2 folders)
Palmer Singer, 1908-1911
Partin-Palmer, 1913-1915
Paterson, 1913
Parts (see Automotive Parts and Accessories series)
Peerless, 1903-1920 (3 folders)
Pennsylvania, undated
Peugeot, 1958-1989
Phianna, 1916-1919
Piccadilly Saloon, 1925
Pierce, 1905-1906, undated
Pierce Arrow, 1900-1909
Pierce Arrow, 1910-1915
Pierce Arrow, 1916-1919 (2 folders)
Pierce Arrow, 1920-1924 (2 folders)
Pierce Arrow, 1925-1929
Pierce Arrow, 1930-1939 (2 folders)
Pilot, 1913-1914
Plymouth (also see Oversize Materials series)
Plymouth, 1930-1939 (3 folders)
Plymouth, 1940-1949
Plymouth, 1950-1959 (3 folders)
Plymouth, 1960-1969
Plymouth, 1970-1979
Pontiac, undated
Pontiac, 1920-1929
Pontiac, 1934
Pontiac, 1935 (3 folders)

Box 8

Pontiac, 1936 (4 folders)
Pontiac, 1937 (4 folders)
Pontiac, 1938 (3 folders)
Pontiac, 1939 (4 folders)
Pontiac, 1940 (3 folders)
Pontiac, 1941 (4 folders)
Pontiac, 1942 (2 folders)
Pontiac, 1943-1949 (3 folders)
Pontiac, 1950-1959 (4 folders)
Pontiac, 1960-1969
Pontiac, 1970-1979

Pontiac, 1980-1989
Pope Hartford, 1904-1911
Pope Toledo, 1906-1907
Pope-Waverley, undated
Porsche, 1974-1986
Porter, 1900-1920
Premier, 1906-1920 (2 folders)
Pullman, 1912-1917
Rambler, 1903-1911, 1967 (also see Oversize Materials series)
Rankin Motor Coach, 1925
Rapid Motor Vehicle Co., 1907-1910
Rauch & Lang Electric, 1909-1919 (2 folders)
R-C-H, 1912-1915
Reading Steam Regal, 1900
Reeves, 1911
Regal Motor Car Co., 1910-1912
Renault, 1956-1986
REO, 1905-1931 (3 folders)
REO Trucks, 1948
Republic Motor Car, 1913
Republic Motor Truck, 1919
Revere, 1920
Riley, 1925
Roamer, 1920
Rollin, 1923
Rolls-Royce, 1907-1964
Rootes, 1953 (also see Sunbeam)
Ross, 1917
Royal Motor Car Co., 1906-1907
R & V Knight, 1920
Saab, 1957-1991
Saturn Corporation, 1990
Saxon, 1915-1917
Scarab, 1935
Schacht, 1912
Scripps Booth, 1916-1917
Service Motor Truck, 1917
Sheridan, 1921
Simca, 1948-1959
Simplex, 1916-1917
Spaulding, 1912
Speedwell, 1910-1912
Standard Steel Car Co., 1920-1921
Star, 1926
Stearns, 1909-1923
Stevens-Duryea, 1903-1912

Box 9

Stoddard-Dayton, 1906-1911

Studebaker, 1900-1909

Studebaker, 1910-1919 (3 folders)

Studebaker, 1920-1929 (4 folders)

Studebaker, 1930-1939 (5 folders)

Studebaker, 1940-1949 (5 folders)

Studebaker, 1950-1954 (4 folders)

Studebaker, 1955-1959 (3 folders)

Studebaker, 1960-1969 (2 folders)

Studebaker-Packard, 1955-1958, undated

Stutz, 1919-1928 (3 folders)

Subaru, 1974-1986

Sunbeam, 1920, 1953-1958 (also see Rootes)

Templar, 1918-1921

Thomas Flyer, 1903-1912 (2 folders)

Thompson, 1919

Tincher, 1907

Toledo, 1901-1903

Toyota, 1950-1959

Toyota, 1970-1979

Toyota, 1980-1989

Triumph, 1955-1973 (2 folders)

Vauxhall, 1924, 1958-1959

Velie Motors Co., 1913-1925

Vim Motor Truck Co, 1917

Volkswagen, 1949-1987

Volvo, 1959-1990

Waltham Manufacturing Co., 1903-1905, undated

Warren Motor Car Co., 1910

Watson Tractortruck (Watson Wagon Co.), 1917

Waverley Electric, 1900-1912, undated

Wayne, 1905-1908

Westcott, 1911

Whippet, 1920-1929

White Co., 1900-1909

White Co., 1910-1915 (2 folders)

White Co., 1916-1919 (4 folders)

White Co., 1920-1929

White Co., 1930-1939

White Co., 1940-1949

White Co., 1950-1959

Wickes Recreational Vehicles, 1976

Wills Sainte Claire, 1921-1926, undated

Willys, 1925-1953

Willys Knight, 1910-1919 (3 folders) (also see Oversize Materials series)

Willys Knight, 1920-1929 (6 folders)
Willys Knight, 1930-1939
Winton, 1903-1923 (3 folders)
Wolsey, 1925
Woods, 1901
Yale, 1905, undated

AUTOMOTIVE PARTS AND ACCESSORIES

Box 10

Parts, Air Conditioning, Harrison Radiator Division (GM), undated
Parts, Anti-Freeze, Eveready Prestone (National Carbon Co., Inc.), 1928-1929
Parts, Anti-Freeze, Johnson's Freeze-Proof (S.C. Johnson & Son), 1918-1919
Parts, Axles, Deluxe Motor Car Co., 1907
Parts, Axles, Timken-Detroit, undated
Parts, Axles, Torbensen Axle Co., 1917
Parts, Batteries, Electric Storage Battery Co., 1910-1916, 1947-1948
Parts, Batteries, Philco (Philadelphia Storage Battery Co.), 1923-1924
Parts, Batteries, Prest-O-Lite Co., 1919
Parts, Batteries, Willard Storage Battery Co., 1915-1917, 1953
Parts, Bearings, Ex-Cell-O Tool Mfg. Co., 1927
Parts, Bearings, Gurney Ball Bearings, Co., 1918
Parts, Bearings, Keydon Engineering Corp., 1958
Parts, Bearings, Timken Roller Bearing Co., 1917-1928
Parts, Bearings, Torrington Co., 1956
Parts, Bodies, Budd Co., 1953-1956
Parts, Bodies, Fisher Body, 1920-1929
Parts, Bodies, Fisher Body, 1930-1939 (3 folders)
Parts, Bodies, Fisher Body, 1940-1949 (3 folders)
Parts, Bodies, Fisher Body, 1950-1959
Parts, Bodies, Fisher Body, 1960-1969
Parts, Bodies, H.H. Babcock Co., 1926
Parts, Bodies, Mulliner, undated
Parts, Bodies, Rubay Carrosseries (The Rubay Co.), 1919-1920
Parts, Bodies, Thompson Motor Car Bodies, 1919
Parts, Bodies, United States Steel, 1976
Parts, Bodies, Vanadium Corporation of America, undated
Parts, Bodies, Wilson Body Co., 1924
Parts, Brakes, Bendix Aviation Corp., 1957-1958
Parts, Brakes, Bendix-Westinghouse Automobile Air Brake Co., 1956-1957
Parts, Brakes, Raybestos Co., 1917-1919
Parts, Brakes, The Russell Manufacturing Co., 1942
Parts, Brakes, Thermoid Rubber Co., 1914-1917
Parts, Bumpers, United States Chain and Forging Co. (McKay Red Bead Bumpers),
1926
Parts, Carburetors, Holley Carburetor Co., 1918-1931, 1950-1961 (3 folders)
Parts, Carburetors, Stromberg Motor Devices Co., 1917-1919

Parts, Cooling Systems, Moto-Meter Inc. (Boyce Moto-Meter), 1910-1926
Parts, Conversions, Enclosed Cars, Heinzelman Bros. Carriage Co. (Koupet Top),
1916
Parts, Conversions, Enclosed Cars, Hurst Hatch (Hurst Performance Inc.), 1973-1977
Parts, Conversions, Enclosed Cars, L.C. Chase and Co. (Chase Drednaut Motor
Topping), 1919
Parts, Conversions, Enclosed Cars, Pantasote Co., 1911-1921
Parts, Conversions, Truck, Eastern Truckford Co., 1917
Parts, Conversions, Truck, Hoover Wagon Co., 1920
Parts, Conversions, Truck, Maxfer Truck & Tractor Co., 1917
Parts, Conversions, Truck, McCord Manufacturing Co. (Heath Duplex), 1918
Parts, Conversions, Truck, Smith Form-a-Truck Co. (also see Oversize Materials
series), 1917-1919
Parts, Engines, Diesel, General Motors Diesel Power, 1943-1944 (2 folders)
Parts, Engines, Gasoline, DeDion, Bouton & Co., 1900
Parts, Electric Equipment, Bendix Aviation Corp., 1956
Parts, Electric Equipment, P.R. Mallory and Co., Inc., 1956
Parts, Electric Equipment, Westinghouse Electric Manufacturing Co., Automobile
Equipment Department, 1914-1915
Parts, Electric Equipment (also see Batteries, Ignition, Lighting)
Parts, Extinguishers, Fire, Pyrene Manufacturing Co., 1917-1923
Parts, Fuel, Ethyl Gasoline Corp., 1927-1953
Parts, General, Thompson Products, 1953-1957
Parts, Glass (see Windows and Windshields)
Parts, Headlights (see Lighting)
Parts, Heaters, Keich (Grand Rapids Metalcraft Corp.), 1928
Parts, Horn, The Klaxon Co., 1910
Parts, Ignition, American Bosch Magneto Corp., 1919
Parts, Ignition, Auto-Lite, 1928
Parts, Ignition, Berling Magneto (Ericsson Mfg. Co.), 1919
Parts, Ignition, Connecticut Telephone and Electric Co., 1917-1920
Parts, Ignition, Dayton Engineering Laboratories (Delco), 1915
Parts, Ignition, Dean Electric Co., 1913
Parts, Ignition, Ignition Starter Co., undated
Parts, Ignition (also see Spark Plugs)
Parts, Lighting, Appleton Electric Co., 1922-1923
Parts, Lighting, Guide Lamp Division (GM), 1959
Parts, Lighting, Macbeth-Evans Glass Co., 1920
Parts, Lighting, Perrin Mfg. Co., 1916
Parts, Lighting, Prest-O-Lite Co., Inc., 1917
Parts, Lighting, Warner-Lenz Co., 1917
Parts, Locks, Powersteel Autowlock (Broderick & Boscom Rope Co.), 1919
Parts, Lubrication, Grus Leaf Spring Oiler Co., 1919
Parts, Lubrication, Gulf Oil Corp., 1953
Parts, Lubrication, Havolene Motor Oil (Indian Refining Co.), 1935-1937
Parts, Lubrication, Indian Refining Co., Inc., 1917 (also see Texaco)

Parts, Lubrication, Macmillan Petroleum Corp., 1946-1955
Parts, Lubrication, Oilzum (White & Bagley Co.), 1912
Parts, Lubrication, Pennzoil Co., 1935, 1956-1957
Parts, Lubrication, Quaker State Oil Refining Corp., 1956-1960
Parts, Lubrication, Socony Vacuum Oil Co. (Gargoyle Lubricants), 1937-1942
Parts, Lubrication, The Texas Co. (Texaco Petroleum Products), 1923-1957
Parts, Lubrication, Vacuum Oil Co. (Gargoyle Mobiloils), 1907-1918
Parts, Motors, (see Engines)
Gasoline Parts, Oil, (see Lubrication)
Parts, Piston Rings, Perfect Circle Corp., 1958
Parts, Power Steering, Borg-Warner, 1953
Parts, Radiator Hose, Gates Vulco, 1923
Parts, Radiators, Harrison, 1928
Parts, Radios, Delco Auto Radios (GM), 1954
Parts, Radios, Philco, 1936
Parts, Safety Glass, (see Windows and Windshields)
Parts, Shock Absorbers, Hartford Suspension Co., 1912-1917
Parts, Shock Absorbers, Monroe Auto Equipment Co., undated
Parts, Shock Absorbers, The Wahl Company, undated
Parts, Spark Plugs, A.R. Mosler Co., undated
Parts, Spark Plugs, Champion Spark Plug Co., 1917-1920, 1955
Parts, Spark Plugs, Emil Gossinan Co., 1912
Parts, Spark Plugs, Rajah, 1917
Parts, Spark Plugs, Silvex Co. (Bethlehem), 1917
Parts, Spark Plugs, Splittdorf Electrical Co., 1908-1916
Parts, Speedometers, Casgrain Speedometer, 1910
Parts, Speedometers, Stewart-Warner Speedometer Corp., 1917
Parts, Speedometers, H.W. Johns-Manville Co., 1917
Parts, Speedometers, Miller Speedmeter (Chas. E. Miller), 1907
Parts, Spotlights, (see Lighting)

Box 11

Parts, Tire Chains, American Chain Co., Inc., 1916-1925
Parts, Tire Chains, Weed Chain Tire Grip Co., 1912-1915
Parts, Tires, Ajax Rubber Co., 1917
Parts, Tires, B.F. Goodrich Co., 1900-1909
Parts, Tires, B.F. Goodrich Co., 1910-1919 (2 folders)
Parts, Tires, B.F. Goodrich Co., 1920-1929
Parts, Tires, B.F. Goodrich Co., 1930-1939
Parts, Tires, B.F. Goodrich Co., 1940-1949
Parts, Tires, B.F. Goodrich Co., 1950-1959
Parts, Tires, Dayton Rubber Mfg. Co., 1908-1927
Parts, Tires, Delion Tire & Rubber Co., 1916
Parts, Tires, Diamond Rubber Co., 1901-1912
Parts, Tires, Dunlop Tire and Rubber Corp., 1954-1957
Parts, Tires, Empire Rubber and Tire Co., 1917
Parts, Tires, Federal Rubber Manufacturing Co., 1914

Parts, Tires, Firestone Tire & Rubber Co., 1900-1909
Parts, Tires, Firestone Tire & Rubber Co., 1910-1919 (2 folders)
Parts, Tires, Firestone Tire & Rubber Co., 1920-1929
Parts, Tires, Firestone Tire & Rubber Co., 1930-1939
Parts, Tires, Firestone Tire & Rubber Co., 1950-1959
Parts, Tires, Fisk Rubber Co., 1911-1928 (2 folders)
Parts, Tires, General Tire & Rubber Co., 1923-1956 (2 folders)
Parts, Tires, Gillette Rubber Company, 1928
Parts, Tires, Goodyear Tire & Rubber Co., 1905-1986 (4 folders) (also see Oversize Materials series)
Parts, Tires, Hartford Rubber Works Co., 1907
Parts, Tires, Kelly-Springfield Tire Co., 1904-1926, 1986 (2 folders)
Parts, Tires, Lee Tire and Rubber Co., 1915-1927
Parts, Tires, McNaull Auto Tire Co., 1915
Parts, Tires, Michelin Tire Co., 1917-1920, 1984
Parts, Tires, Miller Rubber Co., 1916-1920
Parts, Tires, Mohawk Rubber Co., 1920-1928
Parts, Tires, Motz Tire and Rubber Co., 1912
Parts, Tires, North British Rubber Co., Ltd., undated
Parts, Tires, Pennsylvania Rubber Co., 1906-1923
Parts, Tires, Portage Tire & Rubber Co., 1920
Parts, Tires, Republic Rubber Co., 1910-1917
Parts, Tires, Seiberling Rubber Co., 1953
Parts, Tires, Standard Tire Protector Co., 1910-1920
Parts, Tires, Uniroyal, 1984
Parts, Tires, United States Rubber Co., 1910-1923, 1956 (2 folders)
Parts, Tops (see Conversions, Enclosed Cars)
Parts, Transmissions, Borg-Warner, 1954
Parts, Upholstery, Duratex, 1917
Parts, Upholstery, Gordon Seat Covers (J.P. Gordon Co.), 1917
Parts, Upholstery, L.C. Chase & Co., 1917
Parts, Upholstery, Pantasote Co., 1899
Parts, Waxes, E.I. duPont de Nemours & Co., Inc. (DuPont), 1926
Parts, Wheels, Brinton & Johnson (Vulcan), undated
Parts, Wheels, Budd Wheel Co., 1926-1928
Parts, Wheels, Detroit Pressed Steel Co., 1919-1920
Parts, Wheels, Marlin-Rockwell Corp., 1919
Parts, Windows and Windshields, Libby-Owens-Ford Glass Co., 1953-1956
Parts, Windows and Windshields, Pittsburg Plate Glass Co., undated

MISCELLANEOUS AUTOMOTIVE ORGANIZATIONS, SERVICES AND COMPANIES

Box 12

Miscellaneous, Financing, General Motors Acceptance Corporation (GMAC), 1930-1939

Miscellaneous, Financing, General Motors Acceptance Corporation (GMAC), 1940-1949
Miscellaneous, Maintenance & Repair Equipment, Rub-On-Manufacturing Co., 1913
Miscellaneous, Manufacturing, Chain Belt Company, 1954
Miscellaneous, Manufacturing, Cooperweld Steel Co., 1958
Miscellaneous, Manufacturing, Magneto Manufacturers, undated
Miscellaneous, Production Materials, Alcoa Aluminum, 1957-1960
Miscellaneous, Production Materials, Bohn Aluminum & Brass Corp., 1942
Miscellaneous, Production Materials, Chemstrand Nylon, 1956
Miscellaneous, Production Materials, DuPont Nylon Fiber, 1956-1957
Miscellaneous, Production Materials, Durez Plastics & Chemicals Inc., 1942
Miscellaneous, Production Materials, National Steel Corporation, 1953-1956
Miscellaneous, Production Materials, Pittsburg Shafting Co. of Detroit, 1920 (?)
Miscellaneous, Production Materials, Welin-Higgins Co. Ltd. Great Britain, 1928
Miscellaneous, Rental Cars, Avis Rent-a-Car, 1957
Miscellaneous, Rental Cars, Hertz Rent-a-Car, 1957
Miscellaneous, Rental Cars, National Car Rental, 1956-1984
Miscellaneous, Service Stations, Texaco, 1940-1945
Miscellaneous, Trade Associations, Electric Vehicle Association of America, 1914
Miscellaneous, Trade Associations, General Vehicle Company, Inc., 1916
Miscellaneous, Trade Associations, The Society of Motor Manufacturers and Traders, Ltd., Great Britain, 1956
Miscellaneous, Used Cars, Chevrolet Used Cars, 1937-1938

OVERSIZE MATERIAL

Box 13

Buick, 1915-1917
Cadillac, 1940-1952
Chevrolet, 1956, undated
Chevrolet Trucks, 1959
Chrysler, 1941-1952
De Tomaso, 1971
Dodge, 1954
Essex, 1919
Franklin, 1919-1920
Hupmobile, 1928
Imperial (LaCrosse Plow Co.), 1912
Lanchester, 1916
Liberty Motor Car Co., 1920
Mathison, 1910
Miscellaneous, Car Wash, undated
Overland, 1915-1923, undated (3 folders)
Packard, 1953
Rambler, 1913
Saturn, 1990 (2 folders)
Triumph, 1957

White Co., 1915
Parts, Conversions, Trucks, Ames Motor Car Co., 1916
Parts, Conversions, Trucks, Smith Form-a-Truck Company, 1916-1917
Parts, Tires, Goodyear Tire and Rubber Co., 1915-1917

Box 14

Cadillac, 1952-1990, undated
Chalmers, 1916
Chevrolet, 1974
Chrysler, 1952
Daimler Chrysler, 1999
Dodge, 1931-1939, undated
Earl Motors, Inc., 1921
Kaiser-Frazer, undated
Mazda, 1979-1987
Navistar International Transportation Corp., 1989-1990, undated
Overland, 1917
Packard, 1953
Plymouth, 1954
Pontiac, 1967-1974
Rambler, 1907
Rolls-Royce, 1958
Saturn, 1990-1991, undated
Star, 1926
Stutz, undated
Tucker, 1948
Willys Knight, 1924