

Jerome D. Biederman

Palmer-Singer

1 9 1 1

HEISEY'S SUNOCO SERVICE



"We Care For Your Car"

Phone 653-9122

347 WEST MAIN ST.

MOUNT JOY, PA.

January

1969

February

Sun. Mon. Tues. Wed. Thur. Fri. Sat.

Full Moon 3 Last Quarter 11 New Moon 17

1 2 3 4

New Year's Day

5 6 7 8 9 10 11

12 13 14 15 16 17 18

Sun. Mon. Tues. Wed. Thur. Fri. Sat.

Full Moon 2 Last Quarter 9 New Moon 16 First Quarter 23

1

2 3 4 5 6 7 8

9 10 11 12 13 14 15

1911 PALMER-SINGER

BODY STYLE: Touring **MAKER:** Palmer and Singer Manufacturing Company

HORSEPOWER: 50 Long Island City, New York

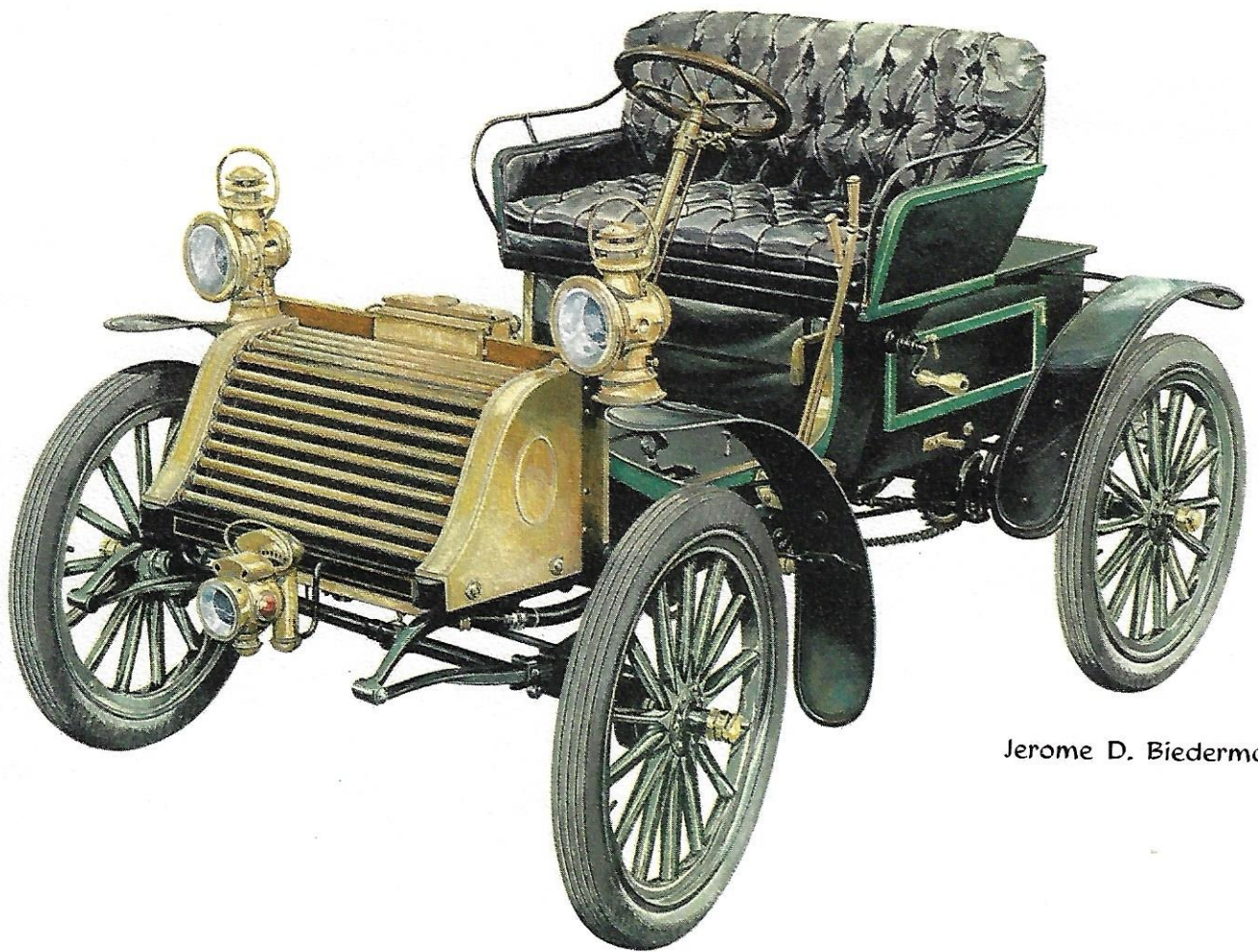
NUMBER OF CYLINDERS: 6

HISTORICAL HIGHLIGHTS

The Palmer and Singer Company was organized in New York in 1906 as an agency for the Matheson Car. The Simplex was substituted in 1907 when Palmer and Singer also marketed 3 new models of their own: a 4-cylinder 40 h.p. touring car, an elegant town vehicle, and a 6-cylinder 60 h.p. runabout.

By 1911, three Palmer-Singer touring cars were available, the models ranging from 3400 to 3700 pounds in weight and selling from between \$3300 and \$4200. The wheelbase ranged from 126 inches to 138 inches, and horsepower was 40, 50, or 60. This was the year that the four-door car became popular at the National Automobile Show, and nearly every manufacturer exhibited a model. For the first time also securities of the automobile companies were listed on the New York Stock Exchange.

Palmer and Singer was considered one of the old established concerns in the business. Hence it was a surprise to have them announce bankruptcy in March 1914. The company officers pointed out orders on the books in excess of previous years, but also stated that "the cause of this action was the fact that developments along certain lines during the last 9 months had not proved profitable." This was an allusion to the fact that the company decided to take up the Magic sliding valve motor, and the extensive and expensive experimental work involved caused great differences among the personnel and stockholders. At public auction on May 22, 1914, William Wooster of Auto Surplus Stock Syndicate purchased most of the stock and machinery. He intended to build a small car for under \$500 and attach the old Palmer-Singer name which he had also purchased, but this plan was soon abandoned.



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Eldredge

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March

1969

April

Sun. Mon. Tues. Wed. Thur. Fri. Sat.

Full Moon 4 Last Quarter 11 New Moon 17 First Quarter 25

1

2 3 4 5 6 7 8

9 10 11 12 13 14 15

Sun. Mon. Tues. Wed. Thur. Fri. Sat.

Full Moon 2 Last Quarter 9

1 2 3 4 5

1st Day Passover Good Friday

6 7 8 9 10 11 12

Easter Sunday

8th Day Passover

13 14 15 16 17 18 19

1904 ELDREDGE

BODY STYLE: Runabout

MAKER: National Sewing Machine Company

HORSEPOWER: 10

Belvidere, Illinois

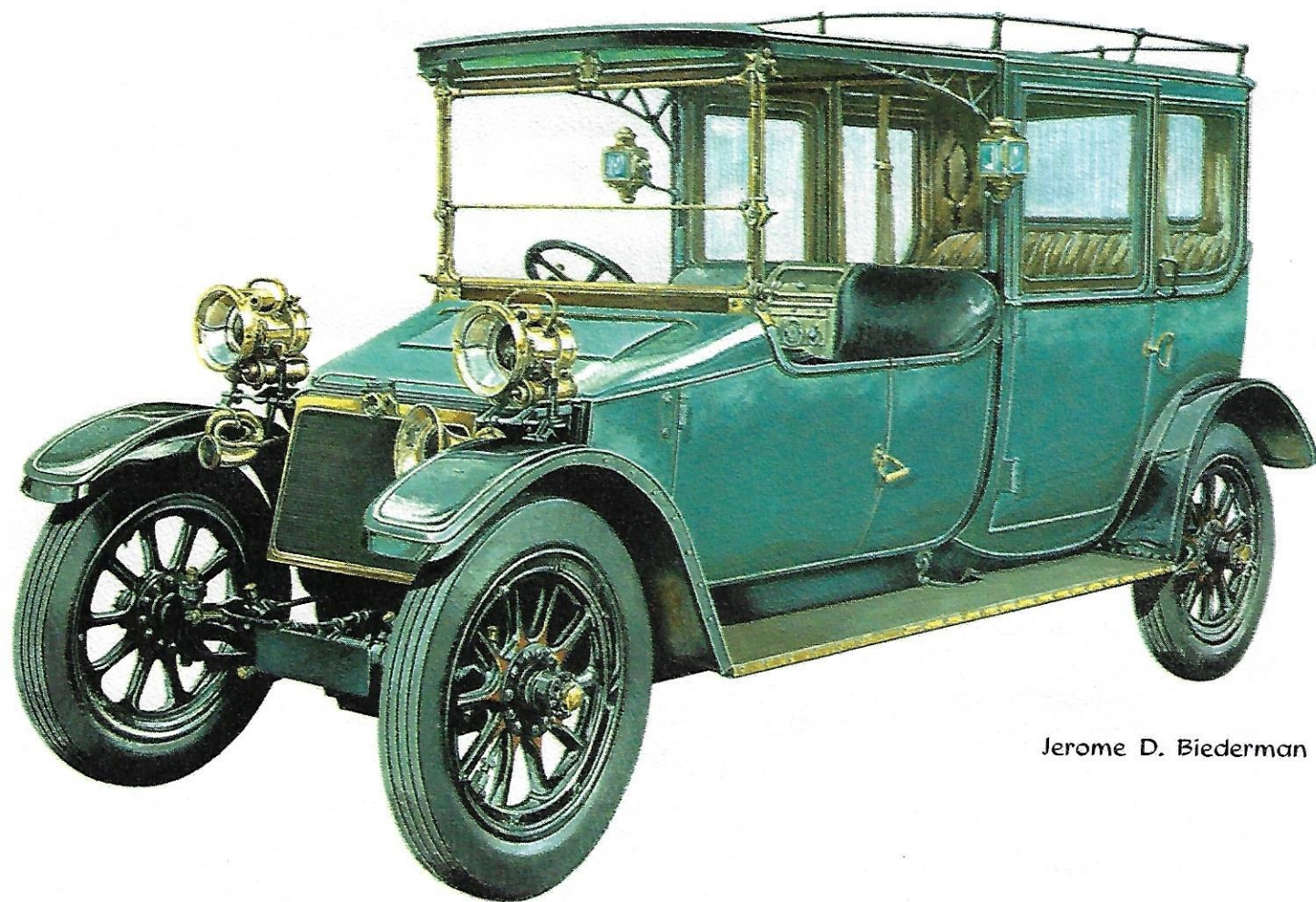
NUMBER OF CYLINDERS: 2 (opposed)

HISTORICAL HIGHLIGHTS

In April of 1903 MOTOR AGE ran a feature article, **A Trio Of Brand New Automobiles**, which itemized the features of the Crompton, the Orient, and the Eldredge. "Just what it ought to be" was the ambiguous slogan of the latter, and it remained its stalwart claim for the three short years of its existence, up through 1906.

Since the National Sewing Machine Company of Belvidere, Illinois had established a fine reputation in the manufacture of sewing machines and bicycles, a good product was anticipated when the firm decided to enter the automotive field. The entire machine (the Eldredge), except for the tires and ignition apparatus, was made at the company's Belvidere plant. An interested public was warned, "The production will not be large this year, but next year the Eldredge will be an important factor in the trade."

The first Eldredge gasoline car was a 2-passenger vehicle which weighed 1500 pounds, had a wheelbase of 68 inches, a tread of 56 inches, and a horizontal opposed type engine which operated the car at a "comparatively slow speed." The transmission was by sliding gears; the steel frame was supported by platform springs; the entire body and motor bonnet was removed by taking out 5 bolts. The price tag read \$750. When advertising appeared in the AUTOMOBILE magazine in the Spring of 1906, the National Sewing Machine Company stressed that no changes had been made in their car for 3 years, and that approximately 300 had been sold throughout the country. In addition, they were proud to announce that one Eldredge had travelled over 20,000 miles, and also to predict the manufacture of 50 machines for that year.



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Lanchester

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May

1969

June

Sun.	Mon.	Tues.	Wed.	Thur.	Fri.	Sat.
<small>Full Moon 2-31</small>	<small>Last Quarter 31</small>	<small>New Moon 16</small>	<small>First Quarter 24</small>	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17

Mother's Day

Sun.	Mon.	Tues.	Wed.	Thur.	Fri.	Sat.
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21

Father's Day

Flag Day

BODY STYLE: Limousine (28)

MAKER: Lanchester Motor Company, Ltd.

HORSEPOWER: 38

Birmingham, England

NUMBER OF CYLINDERS: 6

HISTORICAL HIGHLIGHTS

The first practicable 4-wheeled English gasoline-powered automobile was an experimental car built by Frederick W. Lanchester in 1895. An unusual little car, it had pneumatic tires, live-axle drive, and an engine mounted on the frame with the body slung on springs above it. Since Lanchester considered other Continental cars to be too influenced by carriages and bicycles, he designed a vehicle scientifically worked out from first principles as a complete mechanical entity, including distinctive features of his own design such as the "hour-glass" form of worm-gearing. To avoid the annoying characteristic of most early cars, he designed a double-crankshaft vibrationless engine.

By the time the Lanchester Engine Company was formed and commercial production begun in 1901, a 110 h.p. car was offered in either a water or air-cooled form. This model was designed to be produced on mass-production principles, with interchangeable components. The fundamental principle of modern suspension systems was apparent. 1904 saw the introduction of Lanchester's first 4-cylinder model, with its 20 h.p. engine placed between the dashboard and the front seat. With these early, light 2 and 4-cylinder cars side-Tiller steering proved to make control easier. But, with the 1909 and 1910 models, which had heavy coachwork, the firm changed over to wheel-steering.

One of the finest cars of its period, the last "real" Lanchester appeared in 1929. In 1931, the company was taken over by Daimler, for whom Frederick Lanchester had been consulting engineer since 1909. Hoping to survive the Depression, they gave the famous Lanchester name to their smaller models. But the characteristics and performance of the early days were lacking. Lanchester had been stately and high, not fast, but with control, comfort and suspension way ahead of the times.

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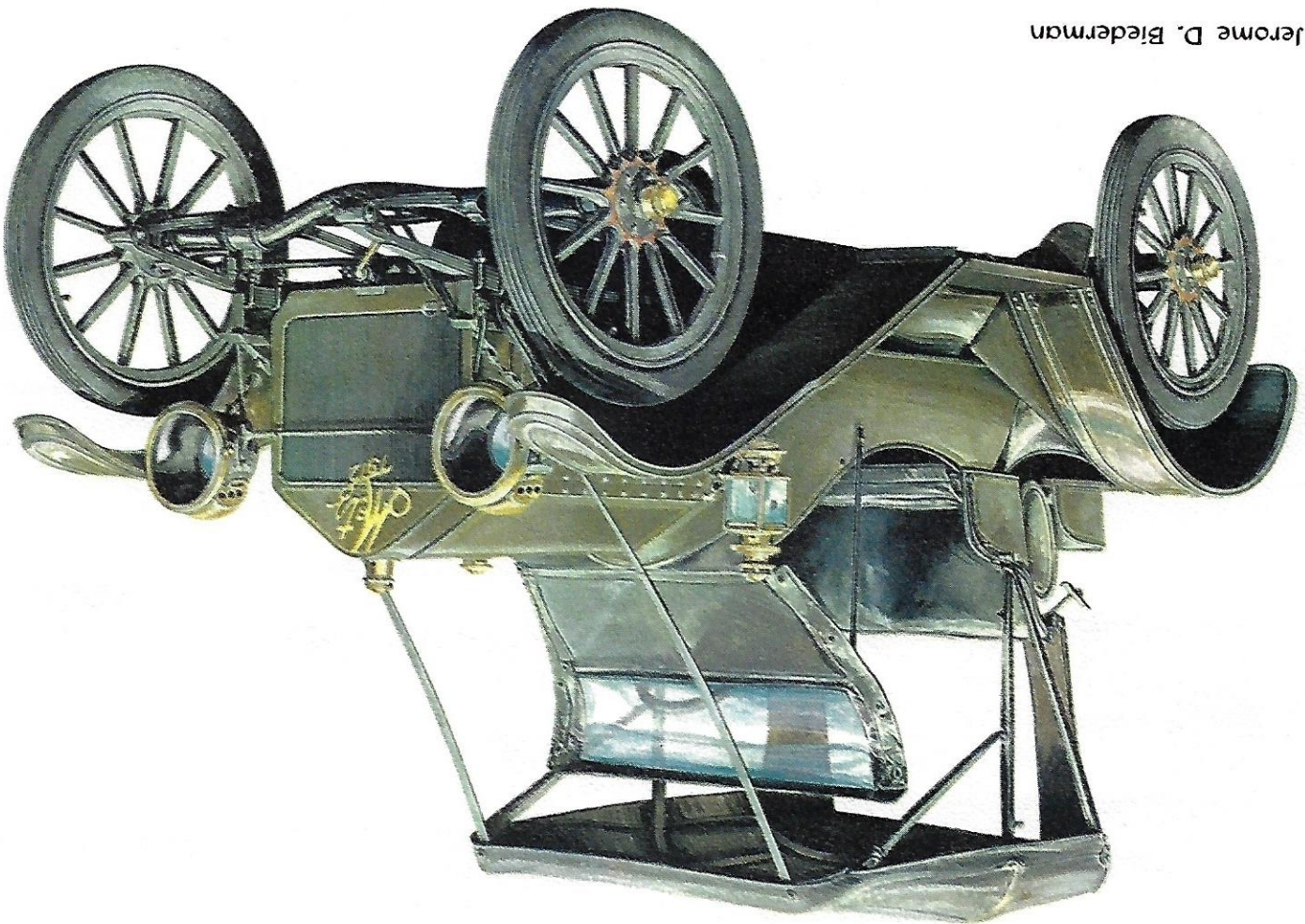


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Jerome D. Biederman



1912 METZ

BODY STYLE: Runabout

MAKER: The Metz Company

WINDSHIELD: Isinglass

Waltham, Massachusetts

NUMBER OF PASSENGERS: 2

HISTORICAL HIGHLIGHTS

Charles Metz organized the Waltham Manufacturing Company to build bicycles. In 1909 the Massachusetts factory was purchased and the manufacture of the low-priced Metz "22" automobile was begun. Up until the time the company was dissolved in 1922, Metz continuously championed the movement toward smaller, lower-priced cars. At one time he even devised a plan for shipping component parts to dealers for assembly purposes. So sure was Metz of the hill-climbing ability of his car that he offered, in a Saturday Evening Post ad of 1911, a \$1,000 reward to "any person anywhere in the United States who could point out a hill on any highway that the Metz could not climb."

The 1912 Metz, described as "a dog when it was new", had unique features. The outside rear seat was often called the "mother-in-law seat." Due to its unusual friction-drive gearless transmission, advertisements called it the "car that can go anywhere." In 1913 the Metz team of 3 cars won the Glidden Trophy on an 8-day run between Minneapolis and Glacier National Park. 1914 featured the Metz Speedster, built on racy lines and with electric lights set into the front fenders.

The low price (\$600) of the 1916 friction-drive roadster was very appealing. It claimed to be "noiseless, more economical, and lighter." Its fibre-grip transmission, which provided 7 speeds, was not new, and the engine was a conventional 4-cylinder, 25 h.p. L-head mounted on a 108-inch wheelbase. As was claimed, the Metz was — for its time — "a remarkable example of low price and minimum cost of upkeep combined with the essential features of the up-to-date car, a car that affords luxury without extravagance."

1914 HUPMOBILE

BODY STYLE: Touring

MAKER: Hupp Motor Car Company

HORSEPOWER: 32

Detroit, Michigan

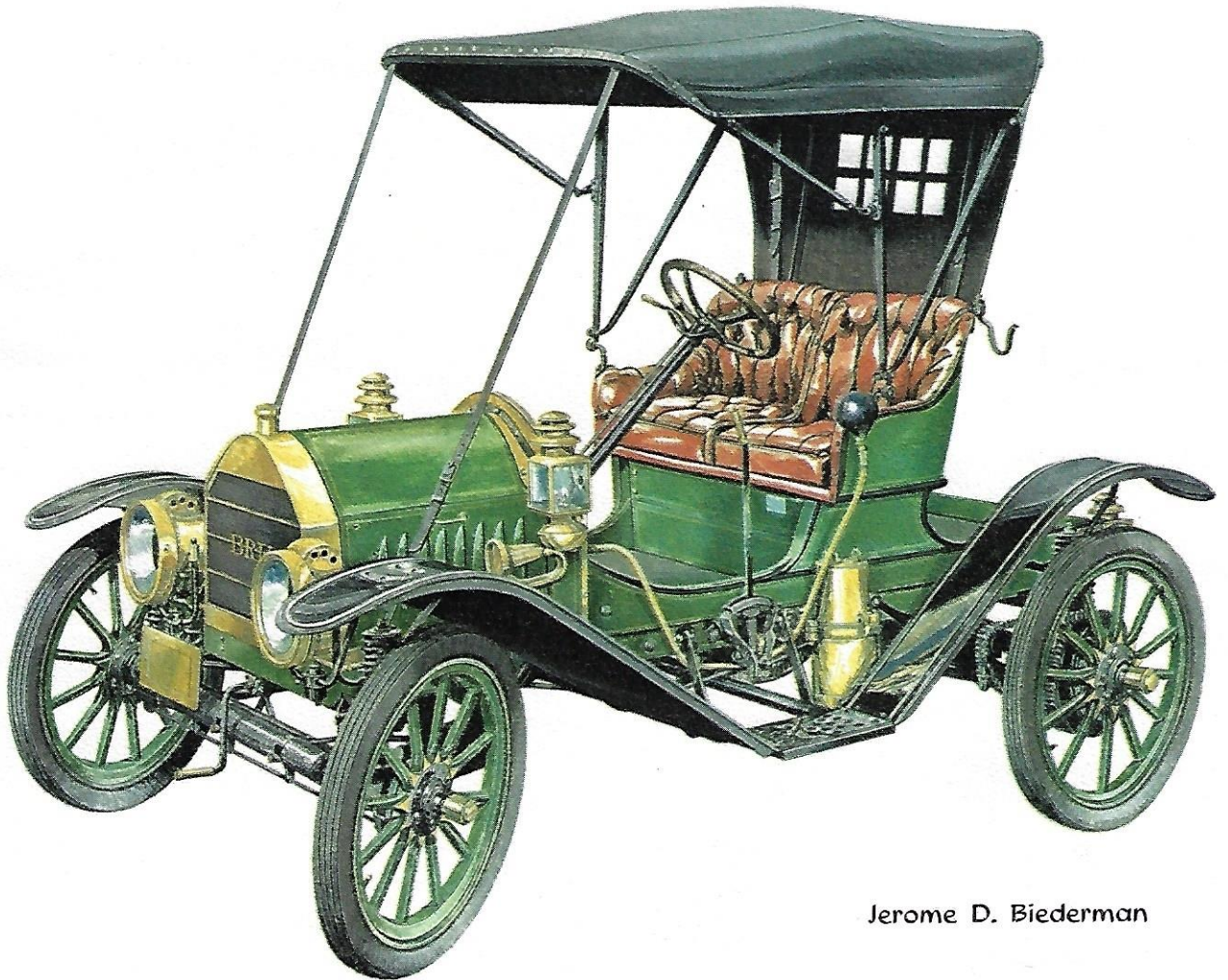
HEADLIGHTS: Gas

HISTORICAL HIGHLIGHTS

A book published in 1937 queried, "Do you remember that cute, smart, snappy little Hupmobile runabout of thirty years ago — the one with the long hood and the high radiator cap which gave it lines in advance of any small car of its day?" Even Henry Ford wondered if he could match this automobile in appearance and performance for a similar price. Robert C. Hupp had been an engineer with Ford between 1905 and 1907, as well as an employee of the Olds Motor Works. Then, in 1908, as head of the Hupp Motor Car Company, he produced "the smartest and best little car ever marketed in America at anything like the money."

The 2-passenger Hupmobile roadster of 1909 was one of the first cars to feature a fuel gauge on the gas tank. It had a 4-cylinder, 20 h.p. water-cooled engine, and came equipped with 2 side and tail oil lamps, also a repair kit with tools and tire pump. The price tag read \$750. By 1911, Hupp had left the firm probably because of conflict with the real organizer, Charles Hastings. Differences frequently arose in early motor companies between technical enthusiasts and hard-headed businessmen. Subsequently, Hupmobile owed any measure of success to Hastings' business sense.

In 1911, a cheap and popular 4-cylinder model was produced. One of the highlights of 1912 was the all-steel body offered by both Oakland and Hupmobile. A 3-passenger coupe was Hupmobile's pride in 1913. By 1935 the trend toward lower-priced cars was well established; and Hupmobile may have been — in their heyday — better than the early Fords, but unfortunately their poor dealer and service policy precluded proper repair work and caused them the steady loss of buyers.



Jerome D. Biederman

Brush

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November

1969

December

Sun. Mon. Tues. Wed. Thur. Fri. Sat.

Last Quarter 2 New Moon 9 First Quarter 16 Full Moon 23

1

2 3 4 5 6 7 8

9 10 11 12 13 14 15

16 17 18 19 20 21 22

Veterans Day
Remembrance Day
Canada

Sun. Mon. Tues. Wed. Thur. Fri. Sat.

Last Quarter 1-31

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

1908 BRUSH

BODY STYLE: Runabout

MAKER: The Brush Runabout Company

NUMBER OF CYLINDERS: 1 or 2

Detroit, Michigan

HORSEPOWER: 6 or 12

HISTORICAL HIGHLIGHTS

Alanson P. Brush was associated with three famous cars. At first he designed engines for the single-cylinder Cadillac, and later for the Oakland (a fore-runner of today's Pontiac). Actually the Oakland Motor Car Company was organized in 1907 to make his 2-cylinder car. Prior to that, in 1905, Brush developed a light car of his own, "Everyman's Car", costing between \$350 and \$650. It had a white ash frame of great strength, lightness, and flexibility set on coil springs over hickory axles. It was super-light with one-cylinder and typical of those makes which were popular before the 4-cylinder engine took over the low and medium-price fields.

The 1908 Brush Runabout inaugurated Brush's brief attempt at building a motor car bearing his own name. Wherever possible wood was used to make it light-weight. The Model 1A had 1-cylinder, 6 h.p., a 74 inch wheelbase, and weighed 850 pounds. The Model 2A had 2-cylinders, 12 h.p., an 88 inch wheelbase, and weighed 1200 pounds. 1A sold for \$500 and 2A for \$750. These little cars had coil springs operated under tension (America's first) and sold by the hundreds.

In 1911, the year Brush was taken over by the United States Motor Company, the single-cylinder Runabout had the unique wooden frame, wooden axles, and coil spring suspension on each wheel. In addition, the engine turned counter-clockwise, while practically all other makes had theirs turning clockwise. The Brush ads asked, "Can you afford to be without **Everyman's Car** — the businessman, the farmer, any man (or employer of men)?" You were also reminded that "without a car, you are paying a penalty in time lost, in energy wasted, in healthful recreation missed."