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VINTAGE AUTOMOBILE ADVERTISING 2: 1930-1934: OVER 400 Automobile Ads From Magazines And Newspapers



Synopsis

The automotive industry began in the 1880s and by the mid-1890s hundreds of manufacturers were providing the world with the horseless carriage. Michigan in the mid to late 1800s was the leading wagon, coach and buggy producer in the world due to the types of trees that grew abundantly in the mid-northern section of the state, which produced wood and lumber that was ideal for carriage manufacture due to its flexible/bendable properties required in making ever fancier carriages for the up-and-coming middle class society. With technology producing smaller, lighter and more efficient motors, it wasn't long before these enterprising carriage makers were experimenting with engines that would propel their carriages, thus eliminating the need for horses. By 1939 the U.S. was producing 90% of the world's automobiles. Although Michigan was the nation's largest automobile producer, over 2,500 different automobile manufacturers had come and gone by 1930 – the state of Ohio alone had seen nearly 240 of these ventures; almost every state of the union, and most every mid-to-large city could boast of locally produced automobiles. There were over 100 autos whose names began with the letter 'B' alone: remember the Browniecar produced by Omar Motors of Newark, NJ? This book contains an assortment of mostly American automobile advertisements from the beginning of the depression era, when the automotive industry was struggling and every dollar was hard fought. Weirdly, Duesenberg thrived during the absolute depths of the depression, with their \$20,000.00 price tags (and 15-year warranty!) only to fold in 1937 as the economy improved. This book has hundreds of ads from dozens of manufacturers, some familiar, some forgotten, some still with us today. ENJOY

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