

J. L. CORCORAN
President

E. B. CORCORAN
Sec'y-Treas.

The CORCORAN Manufacturing Co. CINCINNATI · O · U · S · A ·

Dear Sir:

Suppose you were to move to a little back street. What would happen, then, to your business?

Sales would fall off, naturally--just because people would no longer be familiar with your store.

Of course, you would save on rent, but not enough by far to compensate for your loss of volume business.

In the same way, it doesn't pay to carry "back street" merchandise--goods that aren't known, that your customers hesitate at buying.

Peerless Products, on the other hand, have a wonderful reputation that's known from coast to coast. They sell quickly--and because of their splendid quality, they KEEP your customer "sold."

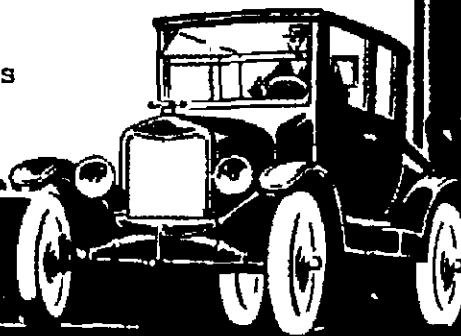
Several other points that you ought to know about this great line are explained on the inside. Read it all, and for more detailed information just fill out the enclosed post card.

Very truly yours,

THE CORCORAN MANUFACTURING CO.

J. J. Morris

Manager of Sales



PEERLESS
PRODUCTS
for Ford Cars

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The "cutaway" crate shown above is patented by us and is used exclusively for the shipping of Peerless fenders. They represent an actual saving of about 15% in weight and storage space—very essential economies in the handling of fenders to both jobbers and dealers.

WE SAVE THE WEIGHT—
YOU SAVE THE FREIGHT



Peerless Commercial Fenders

Comprise four models for all sorts of Ford body jobs—of the same quality and gauge of steel as the Peerless Passenger Car Fenders.

Fenders are continually

And also w that adds n fenders.

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RIGHT ANSWER FENDER QUESTION

are the one thing that are being smashed and replaced
ally.

when the old car is being dressed up there is nothing
more to its appearance than a set of bright new Peerless

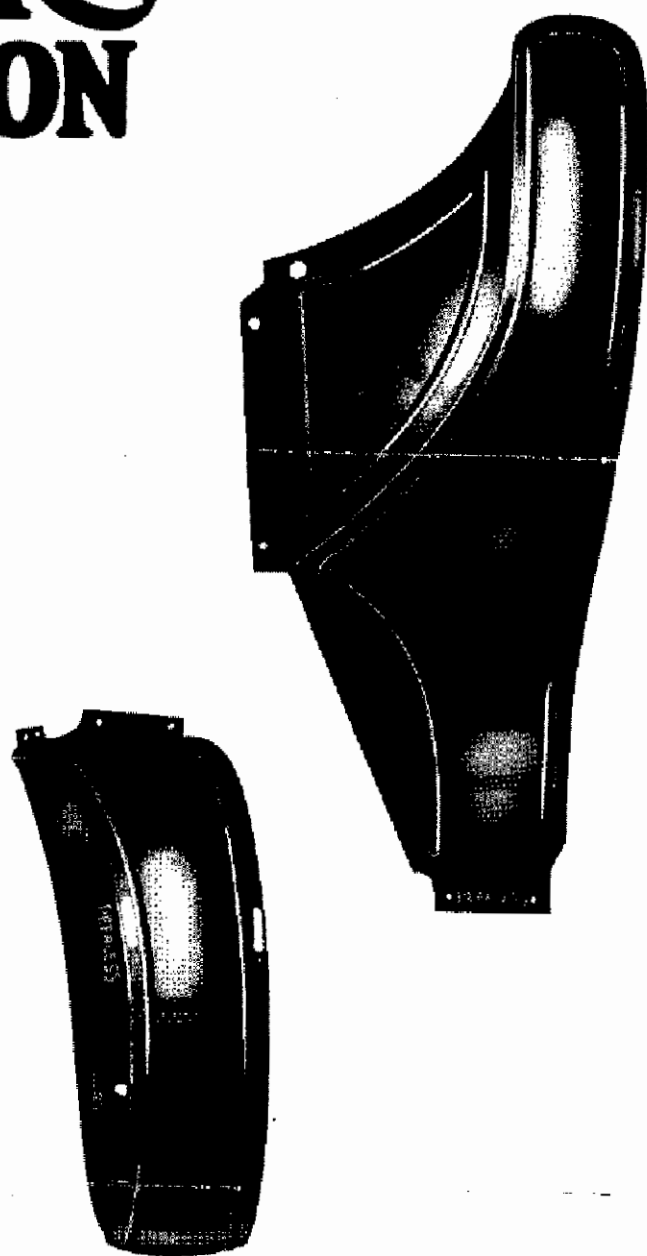
why thousands of Peerless dealers everywhere are finding
profitable to feature these products along with others
Peerless Line.

fits they make soon pile up into a tidy sum—profits
merchants may be overlooking.

it's more—Peerless Fenders with their glossy good looks
ous quality take the customer's eye, impress him with
th of the goods you offer, and make him a permanent
your store.

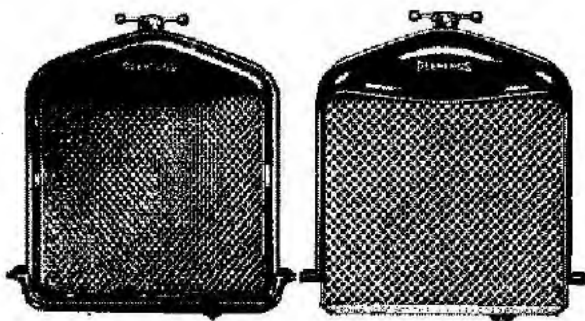
The enclosed post card will give you
quick action on this real proposition.
MAIL IT TO-DAY!

*The Complete
Money-Making
Peerless Line is
shown on the back
page ~ ~ ~ ~*



*Peerless Passenger Car
Fender for Ford cars*

Built of 20-gauge auto body steel, these fenders will withstand any vibration and wear encountered on Ford cars. Heavily japanned, with two coats baked on. Rims are of extra heavy cold rolled strip steel.



Peerless Guaranteed Radiators

No. 11

No. 14

No. 24

For 1917-1923 (inc.) Model Ford cars. Standard finish, black japan shell, gray core. Nickel-plated shell at small extra cost. Peerless nickel-plated bar cap.

For 1918-1930 (inc.) No. 490 Model Chevrolet cars. (Pump type only.) Black shell, gray Peerless core. Same quality and finish as Nos. 10 and 11.

For all Model 1924 Ford cars and trucks. Same construction as No. 11 but 1½ inches higher. Radiator does not include apron as part of shell.

No. 11

No. 24

No. 10
We are still making radiators for 1909-1916 (inc.) Ford cars.

Nos. 16, 17 and 18
Peerless Passenger Car Fenders
For Ford Cars

No. 16 fits all Ford models to and including 1916. No. 17 fits all models, 1917 to 1923, inclusive. No. 18 fits 1924 Roadsters and Touring cars.

All styles are No. 20-gauge auto steel. High luster black enamel finish, baked on.

Packed 1 set to crate. 60 lbs., or 6 sets to 2 crates—(6 pairs of fronts 215 lbs., 6 pairs rear 170 lbs.)



Peerless Commercial Fenders

Four models, made and finished as carefully as PEERLESS Passenger Car Fenders.

No. 1: For Model T chassis. Irons included.

No. 3: For 1-ton solid-tire Ford trucks. Irons included.

No. 5: For 1-ton Ford trucks with 32x4½ pneumatic tires. Irons included.

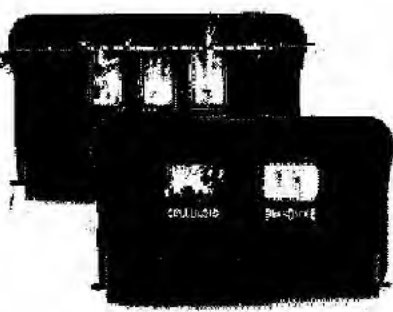
No. 6: A light fender without irons. Bolted to running boards on body.

All types shipped 1 pair to a crate, not nested; 6 pairs to a crate, nested.



No. 43 Peerless Running Board Shields

Exactly like and interchangeable with regular Ford running board shields. Quality and fit guaranteed. Packed 1 pair or 6 pairs to a crate, as desired.



No. 45 Peer-O-Lites

Two styles. Have metal frames with 2-coat black japan finish baked on. Real glass windows. Brass screws and nuts. Any car owner can install with screw driver, quickly!

No. 45 1-Lite Peer-O-Lite fits 1921 and earlier model Fords.

No. 45 3-Lite Peer-O-Lite fits 1923 and later model Fords.

Shipments packed one complete set in 2-color carton—12 cartons per container.

**You're not buying a ?
when you stock the Peerless Line**

Peerless Products are branded products, known for their fine quality and excellent service from coast to coast.

They are staple "day-in-day-out" sellers. It's not a question of "will they sell just as well six months from now?"

Isn't it much easier, then, simply to say to a customer—"This is one of the Peerless Line"—than to argue him into believing that a substitute of which he hasn't heard is just as good?

It saves a lot of time, certainly. Furthermore, it offers you the security of no comeback.

The Peerless name is a pledge that insures trustworthy goods. Your customers know that, and accept this name without question.

"Ask 'em to Buy"



No. 47 Peerless Running Boards

Made of No. 16 gauge specially finished steel—black japanned. Packed 1 pair to the carton—6 cartons to crate. Durable, good looking. A real Ford running board.



Peerless Tool Boxes and Kits

No. 30: 22-in. long, 9-in. wide, 7-in. deep. The best tool box for the money on the market. Strong inside lock. Two salt case catches. Corrugated body and bottom. Two-coat black japan finish, baked on. Packed in heavy carton ready to reship.

No. 31: Same as No. 30, but is equipped with outside Yale lock and two keys.

No. 32: Same construction, but built with handle and steel compartment tray for tools, bolts, etc. Ideal mechanic's box. Handy in home. Fast seller in hardware and accessory trade.

No. 20 Peerless Hood

Exact reproduction of genuine Ford hood. Fits all Fords 1917 to 1923, inclusive. Has beaded edges, concealed hinges. Strongly made of No. 20 gauge auto steel. Enamel finish—7 coats baked on.

Packed 1 hood to carton—6 cartons to crate. Shipping weight, 135 lbs.



No. 41 Peerless Dumb-Bell Radiator Cap

The latest radiator cap. Beautiful and serviceable. Heavily nickel-plated. Interchangeable on Peerless and Ford radiators. Packed 50 and 100 in standard shipping containers. We furnish attractive display board—holds 12 caps; makes many sales.



No. 51 Peerless Radiator Cap

For Chevrolet, Oldsmobile 4-40, Star, and Essex-Six—1924

New diamond shape top. Highly attractive. Made of tough alloy—non-corrosive, heat-resisting, heavily nickel-plated and polished. Width, 6½ inches. Drilled for Moto-Meter and supplied with Moto-Meter plug and fiber washer. Each cap is tissue-paper wrapped and packed in single carton—12 cartons coming in handsome counter display. 36 caps to shipping container; weight, 23 lbs.