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.

[Signature]
Manager of Sales
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.
RIGHT ANSWER
FENDER QUESTION

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

do 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
tious quality take the customer's eye, impress him with
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

For 1917-1923 (inc.) Model T chassis. Irons included.

For 1918-1920 (inc.) Model V chassis. Black shell, grey Peerless nickel-plated bar cap.

For 1917-1923 (inc.) Ford cars.

For all models 1924 Ford cars and trucks.

No. 11
No. 14
No. 24

No. 18

We are still making radiators for 1900-1910 (inc.) Ford cars.

No. 16, 17 and 18

Peerless
Passenger Car Fenders
For Ford Cars

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

All styles are No. 20 gauge auto steel. High polish black enamal finish, baked on.

No. 18: 1 pair to crate. 96 lbs. or 6 pairs to 2 crates—6 pairs of fronts 33 lbs.; 6 pairs rears 120 lbs.

No. 20 Peerless Hood

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. 43 Peerless Running Board Shields

No. 47 Peerless Running Boards

Made of No. 16 gauge specially finished steel—black japanned. Packed 1 pair to the carton—4 cartons to crate. Durable, good looking. A real Ford running board.

No. 41 Peerless Dumb-Bell Radiator Cap

The latest radiator cap. Beautiful and serviceable. Heavy 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 1-26, Staff, and Laxx-Ste-1927.

New diamond shape top. Highly attractive. Made of tough alloy—non-corrosive, heat resisting, heavy nickel-plated and polished. Width, 6 1/2 inches. Drilled for Meter plug and fiber washer. Each cap is tissue-paper wrapped and packed in single carton—12 cartons coming in handsome counter display. 12 caps to shipping container, weight, 23 lbs.

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 spring catches. Convinced body and bottom. Two-coat black japanned finish, baked on. Packed in heavy carton ready to ship.

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

No. 32: Same construction, but built with handles and steel compartment tray for tools, balls, etc. Ideal machinist’s box. Handy in home. Fits sills in hardware and accessory trade.

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 steel "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"