Top Material

Finding top materials for an antique auto isn't so difficult. Thanks to Eric Haartz of the Haartz Corporation, you can choose from many materials made for the antique car hobby. These are the Jonarts Classics. In addition to the top materials offered, once or twice a year they can make custom styles of material in quantities down to 20 yards when choosing from their existing fabrics. Call Eric Haartz or visit their web site. See information below.

Jonarts® Classics

Specialty Convertible and Open-Car Top Materials

Manufactured by The Haartz Corporation

The Haartz Corporation, in Acton, Massachusetts, U.S.A., is the world's leading maker of automobile soft-top materials. The company combines a century of Haartz family heritage in this trade with a technically strong organization as demanded by today's Original Equipment (O.E.) automotive industry. No other producer of soft-top materials can make as wide a range of material types as Haartz, whether that material is cloth topping or surface-coated vinyl. Our capabilities in this field grew stronger by joining forces with Rode + Schwalenberg GmbH in early 2001. Rode + Schwalenberg (Now Haartz GmbH) has made the well-respected Sonnenland® line of German cloth topping since 1972.

With our involvement in the many materials used for current car production, there are opportunities to replicate earlier kinds of automobile top materials, particularly for pre-1950 vehicles. Jonarts Classics are limited-run, specialty top materials for the vintage car restoration field. These styles **supplement** a variety of Haartz cloth and vinyl toppings already available to the restorer via established suppliers and distributors of soft-trim materials, including Haartz Stayfast® and Twillfast® cloth toppings, the German Sonnenland® cloth topping and Haartz vinyl top materials. We offer the regular product lines through our faithful distributors, and can help you find one if you need such a source. Because of the very limited market for Jonarts Classics styles, we offer them (only) on a direct-sale basis to restorers, subject to changing availability (and prices).

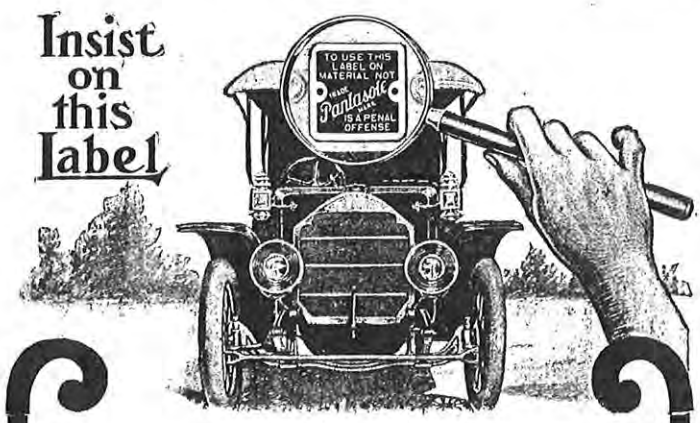
The raw materials and manufacturing processes we use for the Jonarts Classics styles are the same kind as used for automotive O.E. and replacement production. Quality and service-life are the same as would be expected from our corresponding stock products, for which both Haartz operations are well known.

For more information about Haartz top materials, please see our website at:
www.haartz.com
There is general information about current Haartz convertible toppings and types in the "Product Line" pages. The "Consumer Info" pages contain cleaning instructions and a Restorers Guide to Vintage Car Top Materials.

To inquire about samples and information, future replications of vintage styles or to order Jonarts Classics top materials, contact Eric Haartz or Christine Belland at The Haartz Corporation:

Telephone 978-264-2600
Fax 978-264-2601
e-mail *jonarts22@haartz.com*
postal address: 87 Hayward Road, Acton MA 01720

Here are some ads for Pantasote Top Materials



Caution to Purchasers of Tops **Pantasote**

a product of our exclusive manufacture, is a top material of uniform high quality, recognized by those of experience as unexcelled. In many cases unscrupulous dealers substitute cheap, inferior materials to increase their profits at the purchaser's expense. The average person cannot distinguish PANTASOTE from these substitutes, as they look somewhat alike when new.

One can *only* be absolutely assured of getting the genuine PANTASOTE by demanding this label on the top.

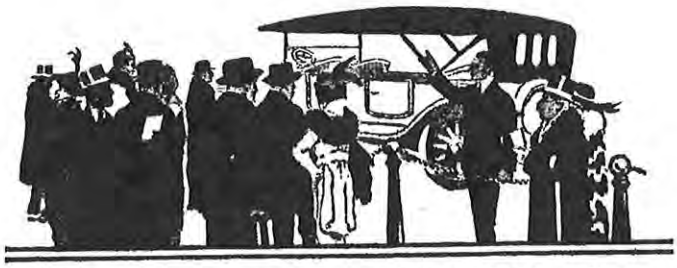
TO USE THIS LABEL ON MATERIAL NOT TRADE Pantasote MARK IS A PENAL OFFENSE

The dealer has no excuse for not using it, as they are sent *free* of charge with every yard of PANTASOTE.

PANTASOTE is superior to mohairs for many reasons—two in particular, the impossibility of cleaning them and the ruination of their interlining gum of very impure rubber by exposure to grease or sunlight, as are tires.

Send postal for booklet on top materials, and samples.

THE PANTASOTE CO., 14 Bowling Green Bldg. NEW YORK.



A TOP material that leaks is EXASPERATING; a Top material that gets shabby is HUMILIATING—in fact any kind of a Top material except one that *protects* and wears, you would classify as so much RUBBISH.

AT THE SHOW

Ask the Automobile Salesmen these questions;

1. What Top material is used on your car?

If it's genuine

Pantasote

you are getting the greatest possible value.

If it is *not* genuine Pantasote—then—

2. Ask if it has a direct-to-owner guarantee backed by an old established Company whose responsibility and quality of product are *known?*
3. Ask the salesman *who makes it?* Get the *NAME.*
4. Ask him what his Top material is made of?
5. Ask whether it is guaranteed against injury by oil and grease?
6. Ask if strong sunlight and extreme temperatures and climatic conditions affect it?
7. Ask the salesman if it is *permanently waterproof?*
8. Ask if dirt and dust can be removed without the use of a ruinous cleaning liquid.

As a matter of fact—Pantasote is the one Top material which has not become a victim of wild competition, which invariably means price-cutting, and, more important, *quality-cutting.*

Genuine Pantasote is used on quality-cars (such as the Pierce-Arrow, Marmon, Stevens Duryea, Hudson, Cole, Chandler, etc.) because its first cost is justified by the *service* which the owner gets out of his Top. It not only gives him the greatest *mileage*—but it keeps looking fresh and new during its entire length of service.

TO USE THIS LABEL ON MATERIAL NOT TRADE Pantasote MARK IS A PENAL OFFENSE

CAUTION—In purchasing an automobile Top look for this label. It's your safest protection. There are cheap surface coated Top materials which look like Pantasote (but only when they are new). Substitution is frequently practised by unscrupulous dealers to increase their profits at the purchaser's expense. Labels like this are sent out free with every shipment of Pantasote. The Top maker has no excuse for not using them on Pantasote Tops.

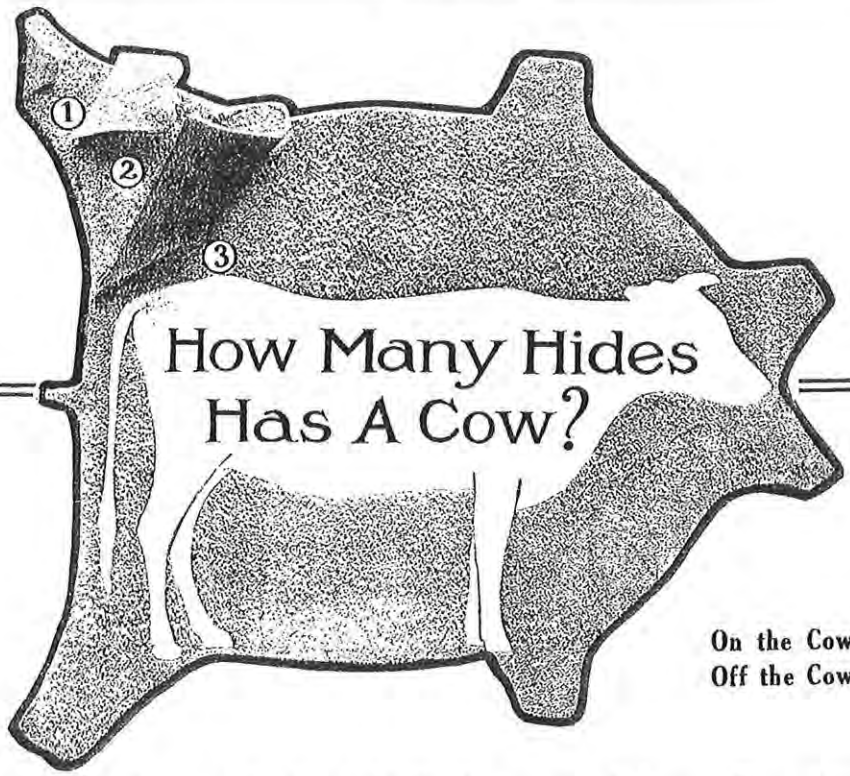
"What's What in Top Materials" is a 24-page treatise on the general subject of Top materials. It is sent without charge on request and gives you an insight into the Top material question which does not show on the surface

Every Top looks well when it's new—there are a number of reasons why Pantasote keeps looking new after it has actually been "on the road." Send for this booklet today.

THE PANTASOTE COMPANY

42 Bowling Green Building **New York, N. Y.**

Here's an ad for DU PONT Top Materials



On the Cow—One
Off the Cow—Three

After the hide becomes leather it is sliced into several sheets. But—there can be only *one* top, hair-side layer of genuine grain leather. The rest are merely splits artificially coated and embossed to look like the real thing. These splits are sold as *genuine* leather, but they give neither the service nor wear of true hand or machine buffed leather. Thus we come to

Rayntite Tops

Rayntite Fabrikoid,

the highest grade top material on the market is proof against drizzles or cloudbursts. Long and sincere tests at our experimental stations have proved this. It is made in single or double texture, and both bear the Du Pont guarantee not to leak, peel, crack nor blister. Crown your car with Rayntite. Any top maker can build you a new top or recover your old one with Rayntite.

DU PONT FABRIKOID

REG. U. S. PAT. OFF.

THE IDEAL UPHOLSTERED MATERIAL

Guaranteed Superior to Coated Splits

Fabrikoid looks like leather but is not leather. It is made of a strongly woven cloth coated with a flexible durable compound exactly duplicating the luxuriant feel and appearance of the finest plain and Spanish leather; but—it is far more lasting than coated splits.

It makes cushions and seats combining luxury and style because it goes on smoothly—tufts beautifully and is water, dust and grease proof. Furthermore it is guaranteed for one year. And back of this guarantee stands the century-old Du Pont reputation for integrity of purpose, superiority of product and financial responsibility.

After two years of convincing success Motor Quality Fabrikoid is being used on over a quarter million of this year's cars of various leading makes. Its merits have fully established its standardization. Be sure, choose a Fabrikoid auto. Any automobile manufacturer can supply you.

WRITE FOR SAMPLES AND BOOKLETS

Du Pont Fabrikoid Company, Wilmington, Del.

Canadian Factory and Sales Office: TORONTO

Some pages from C.M. Hoof Company's 1927 catalog shows brands, grains, and structure of top materials.

PONTOP
For Top Value

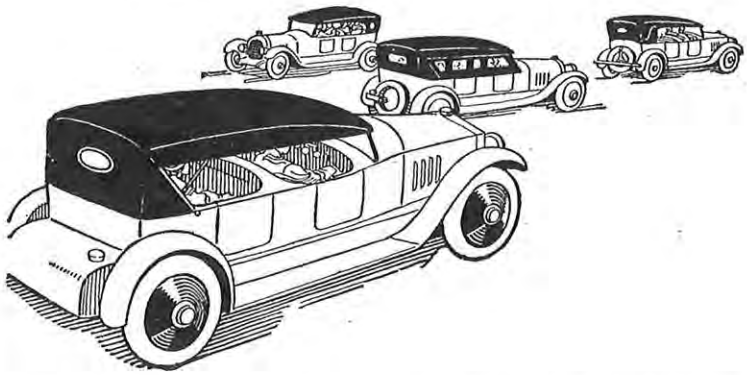
We carry the full line of PonTop Rubber Coated Top and Curtain Fabrics made by the DuPont Company and widely advertised as their highest grade.

PonTop Fabrics are of superb quality and finest appearance, thoroughly dependable and fully guaranteed. PonTop will do credit to your workmanship, it tailors splendidly and makes smart, shapely tops and pleased customers. The following list gives an ample selection of Deck and Curtain Fabrics in attractive backs of different colors. Please order by numbers and specify grain desired.

No. 100—PonTop, single texture twill, drab back, per yard
No. 101—PonTop, single texture twill, black back, per yard
No. 200—PonTop, single texture heavy twill, drab back, per yard
No. 202—PonTop, single texture heavy twill, brown and white whip back, per yard
No. 202—PonTop, single texture heavy twill, black and white whip back, per yard
No. 250—PonTop, double texture heavy twill, drab back, per yard
No. 252—PonTop, double texture heavy twill, brown and white whip back, per yard
No. 253—PonTop, double texture heavy twill, black and white whip back, per yard

All PonTop Deck Material 54 inches wide, 60-yard rolls

No. 300—PonTop Curtain, 36-inch width drill, drab back, per yard
No. 350—PonTop Curtain, 54-inch width twill, drab back, per yard
No. 351—PonTop Curtain, 54-inch width twill, black back, per yard



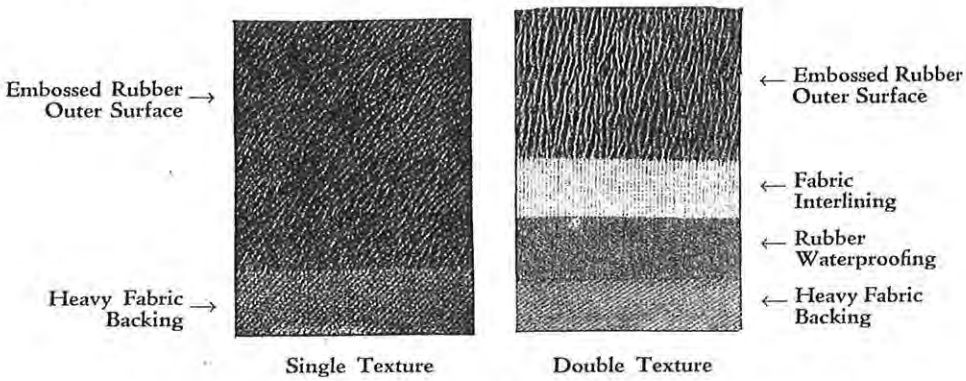
Specify grain when ordering. We carry all PonTop deck and curtain fabrics in auto, pebble, fine and leather grains.

Samples and prices on request

TOP AND CURTAIN FABRICS

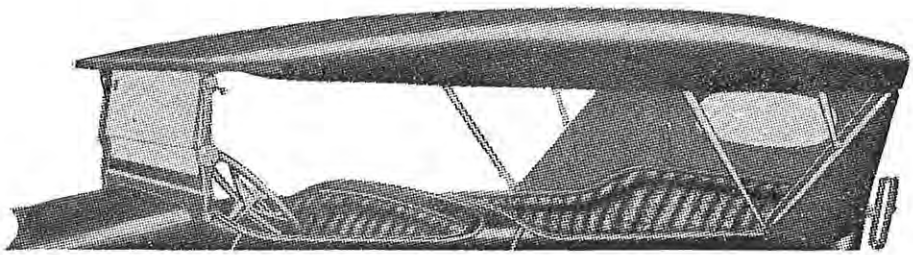
Monogram, Blackstone, Etc.

Structure of Motor Fabrics



We carry a complete stock of all kinds of Top Fabrics, both single and double texture.

Write for samples of our Topping for all sport model cars



The automobile purchaser measures appearance before he asks a question. The automobile top contributes greatly to his impressions. The finely tailored, well-finished top suggests car perfection.

We carry all finishes and grains. Chase Drednaut, Duratex, Pocotop, PonTop, and our own brands, Monogram and Blackstone; in fact, any standard and reliable make that is in demand.

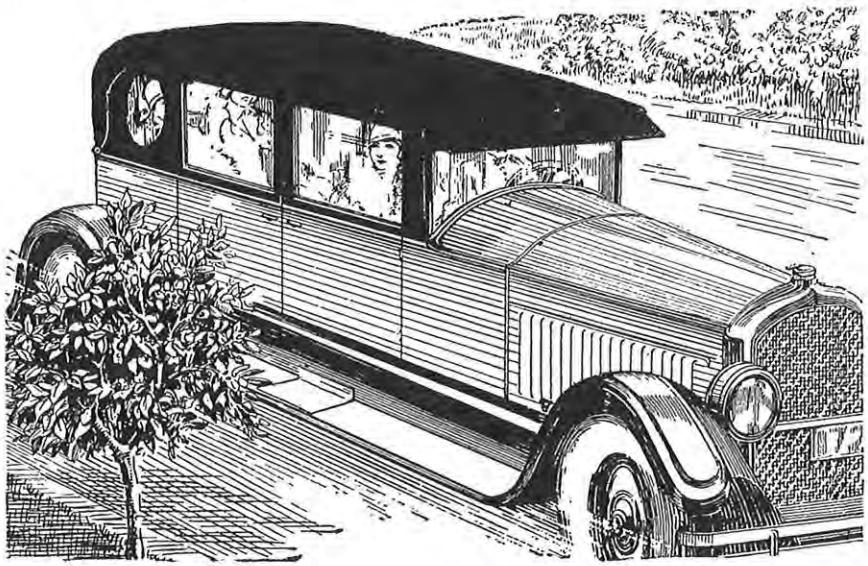
Samples and prices on request

See our sample book

DECK COVERING

Or Roofing Fabrics

All qualities for all styles of closed cars, busses, taxis, etc. Colors: Blue, green, grey, tan, black, etc.



Chase Drednaut Deck Covering

No. 110—Twill, double texture Victoria grain, bright finish, 64 inches and 66 inches wide. Per yard.....$0.00

Regaleather—Cobra grain, bright finish, 66 inches wide. Per yard.....$0.00

No. 3635—Cobra grain, bright finish, 66 inches wide. Per yard.....$0.00

No. 3636—Heavy pebble grain, bright finish, 66 inches wide. Per yard.....$0.00

Smooth Finish Extra Glazed Leather Cloth, 60 inches, 66 inches and 72 inches wide

Ford Deck Covering

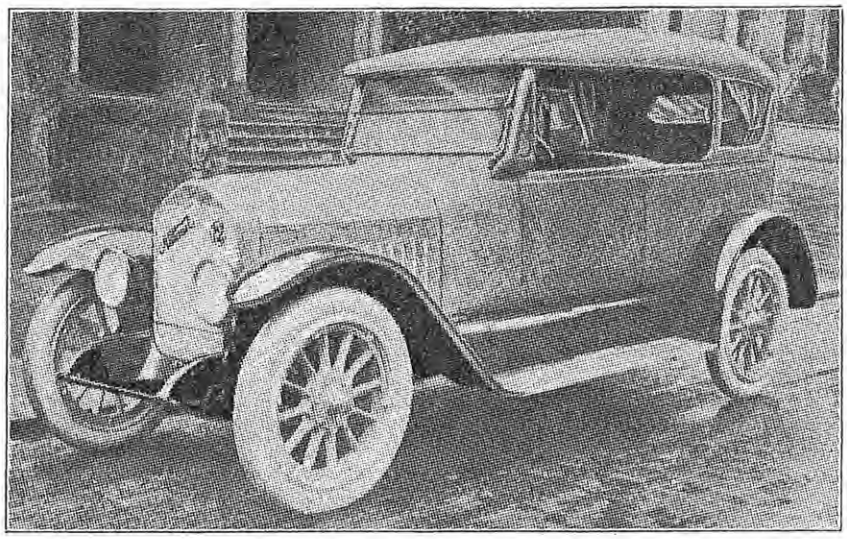
57 inches wide, singletex, bright finish. Per yard.....$0.00

Samples and prices on request

No. 420—Dum Dum Putty for coating roof underneath the covering, 6-pound cans. Each $3.00

CRAFTSMAN ARTIFICIAL LEATHER

For California Tops, Body Finish and Upholstery Purposes



Permanent

The Craftsman Top is a permanent top, built as solidly as the car itself. The Craftsman Fabrikoid covering is a permanent covering. Neither climatic nor chemical conditions affect it. It withstands every test of travel. Heat, cold, rain, snow, the dryness of the desert, alkali dust—it defies all these and keeps its beauty. The first tops ever covered with Craftsman Fabrikoid many years ago are still in good condition.

Practical Advantages

The Craftsman Top is more pleasing and practical than the collapsible top in every way, but especially in its permanence and the complete comfort which our adjustable side enclosures insure in stormy weather and for winter driving. It encloses the passengers as snugly as a sedan but is far lighter in weight, which conserves gasoline and saves much of the wear on springs and tires. It eliminates the reverberation which some find so unpleasant in closed cars. For open summer use it permits the same free circulation of air as in the standard touring model.

Samples and price on request

See our Sample Book