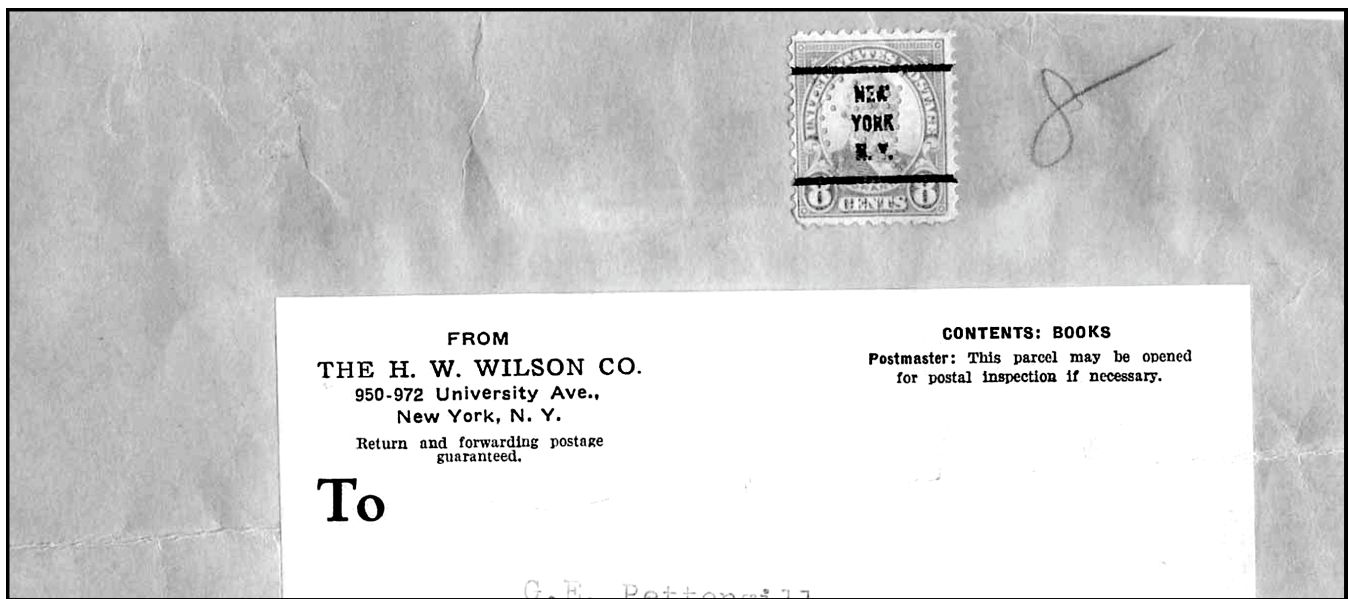

W61 - IDENTIFICATION MYSTERY

Bob Szymanski (LM-145)

The US Catalog lists the W61 perfin user as White Motor Company in New York, NY. Having grown up in Cleveland, OH only a half-dozen blocks away from the White Motor Company, I was never aware that they had an office, most probably a sales office I suspect, in New York. I knew that their Main Office was probably not in New York, as my Dad had purchased a used Chrysler in the late 1940's from the Treasurer of the White Motor Company in Cleveland.

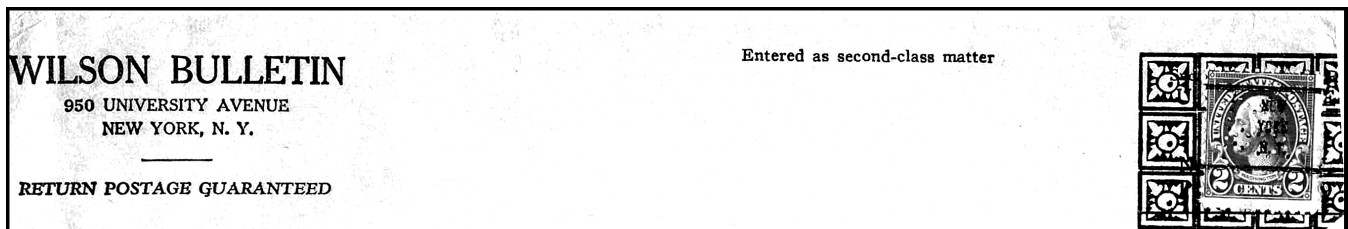
I do remember seeing the W60 and W61 perfin patterns listed as the White Motor Company, all the time wondering why W60 looked like W59 and W59.5 (both Wayne County, MI) while W60 and W61 looked nothing like each other!

Another mystery was why were all the W61 perfins I had "prepers"? Why would a sales department of a truck manufacturer use only "prepers"? Sometimes the questions come more quickly than the answers.



I suspect that I might now know the answer. Look at the two copies of a strip and a partial package mailing label. These two items are both W61 and both have "prepers" from New York. So what's different? They are not White Motors but The H.W. Wilson Co. and the Wilson Bulletin (possibly an in

house publication or sales listing of company products as partial package piece indicates "books" as the contents). My wife, Sue-Ellen, is a librarian and indicated that H.W. Wilson Co. is known to her as a provider of reference materials for libraries!



I would ask for members to search their holdings for a W61 on either a White Motors or Wilson identified cover. I suspect that years ago the White

Motors identification may have crept in when someone entered the identification for W60 and then unwittingly and mistakenly entered it again for W61.