



Barry Lawrence Ruderman Antique Maps Inc.

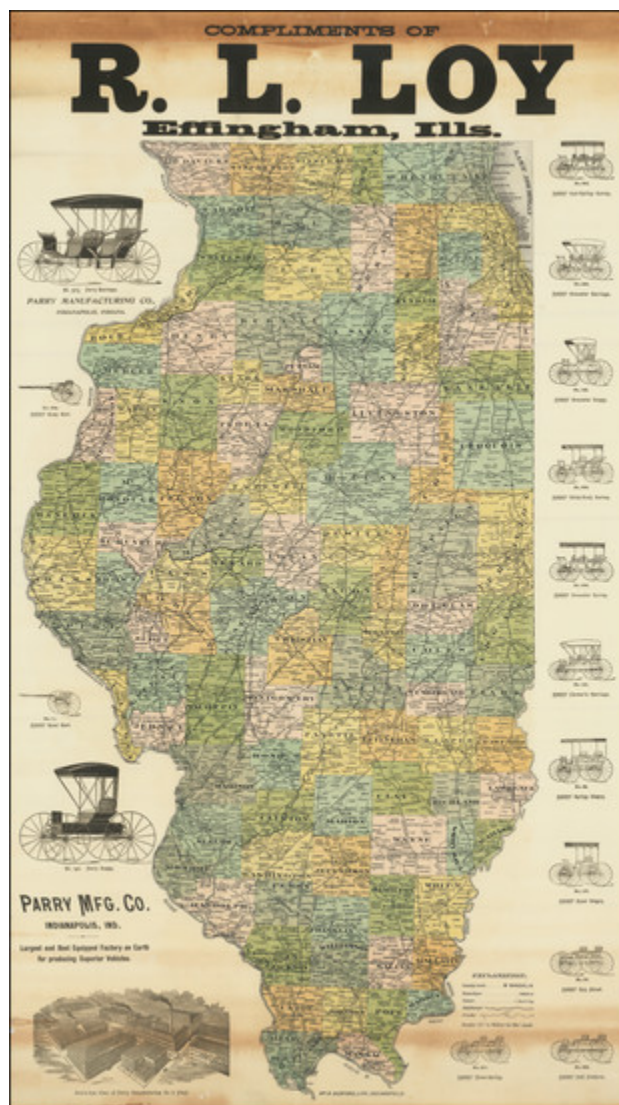
7407 La Jolla Boulevard
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(Illinois Advertising Map) Compliments of R.L. Loy Effingham, Ills.

Stock#: 98382
Map Maker: Burford
Date: 1890 circa
Place: Indianapolis
Color: Color
Condition: VG
Size: 20.5 x 36.5 inches
Price: SOLD



Description:

Rare advertising wall map of Illinois issued compliments of R.L Loy of Effingham, Illinois.

The map is illustrated with buggies and carriages manufactured by Parry Manufacturing Company of Indianapolis, Indiana. A view of the company's manufacturing facility appears at the bottom left, along with number of their current products.



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R. L. Loy operated a hardware business until about October 1895, when John Wright purchased a half interest, and the firm became Loy & Wright.

Parry Manufacturing

The Parry Manufacturing Company, initially known as the C Spring Cart Company, commenced its buggy production journey in 1882 in Rushville, Indiana. The helm was under the leadership of brothers David M. Parry and Thomas H. Parry. A fire in 1884 obliterated their establishment, prompting them to relocate to Indianapolis by 1886.

In 1900, the Parry Manufacturing Company opened their newest factory, sprawling over 54 acres by the White River on South Street, located to the west of downtown Indianapolis, claiming the title of the world's most significant carriage manufacturing hub. Six years later, in 1906, David Parry took over the Overland Company, an established automobile manufacturer based in Terre Haute.

Having attempted to enter the motorized vehicle business in the 1890s, by 1907, the effort severely impacted Parry. Despite their ambitious endeavors, the company failed to produce a single automobile, culminating in its sale to John N. Willys in 1908. The acquisition led to a rechristening of the establishment as the Willys-Overland Company, which later relocated to Ohio, ultimately carving a niche for itself with the iconic Jeep manufacturing.

By 1909, the Parry's re-entered the automobile production arena, christening their new venture as the Parry Automobile Company. This venture yielded two distinctive models: the Parry in 1909 and the New Parry in 1910. A year later, a rebranding ensued, leading to the formation of the Motor Car Manufacturing Company, which gained considerable acclaim for its Pathfinder—especially noted for its expansive touring cars.

By September 1917, the company was in bankruptcy. In the meantime, the separate Parry Manufacturing Company diversified into the production of universal commercial bodies and truck bodies. This phase persisted till 1919, post which a merger was forged with the Martin Truck and Body Corporation, based in York, Pennsylvania. This symbiotic relationship thrived until 1930 under the banner of the Martin-Parry Corporation. After a decade, the establishment's assets were eventually acquired by the Chevrolet Motor Company.

Detailed Condition:

Toned at the top and bottom. Cracks and tears archivally mended on verso.