

A PUBLICATION OF THE IVES TRAIN SOCIETY

September 2015



IVES TRACKS

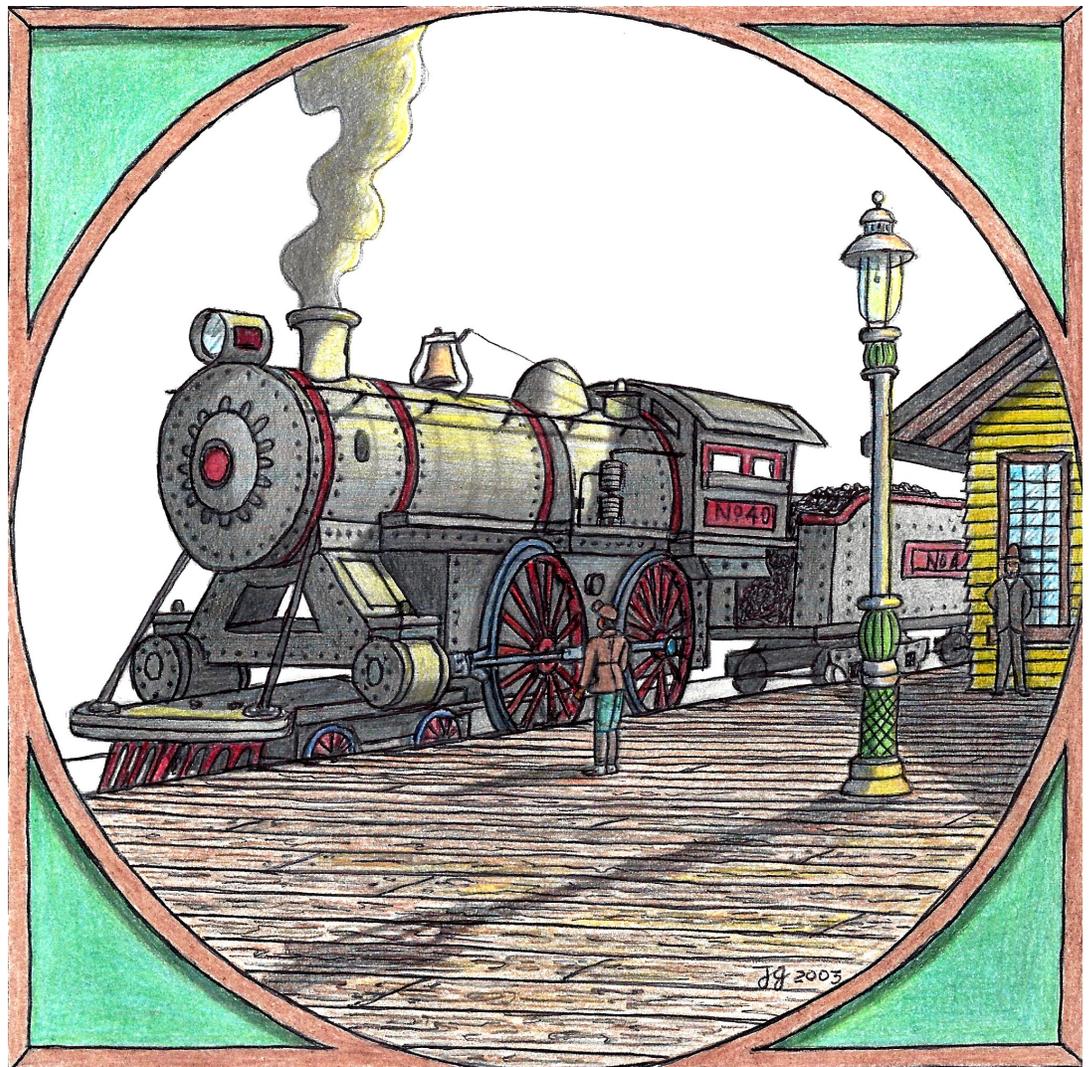
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The Story on Page 2

"Youthful Curiosity"

YOUTHFULL CURIOSITY

by John Gray I-6662

The front cover illustration shows a young boy intently observing the mechanism that drives the steam locomotive that has just arrived at the station.

Prior to the introduction of movies and the radio for public entertainment, the most anticipated event in small towns across America during the steam era, was the arrival of a steam locomotive with its consist of passenger cars at the local station.

Young boys, and girls, everywhere gathered on waiting platforms to observe the scheduled arrivals of steam locomotives with their loud whistles, clanging bells and blasts of steam. For these young observers, it was an intensely exciting experience.

How many of these young people, because of these events, went on to become engineers on the nation's railroads one cannot say, but no doubt, this was the beginning of a life-long association with railroads for many of them.

The front cover scene is circa 1914. An Ives No.40 1 Gauge engine and tender can be seen quietly steaming at the station. The young lad in knickerbockers, observing the metal giant, probably wandered down from town on a warm afternoon to witness the drama regularly played out at the local train depot. In reality, these events are a world away from today's society, where little time is allotted for such leisurely observations. But, thanks to organizations like the Ives Train Society, memories such as these are kept alive as reminders of our wonderful heritage.

IVES Speed Check opinion

by Tom Marek I-7080 TCA 75-8279

ref: June 2015 article by article Barbara & Andrew McIntyre

I am not an expert in anything but have tinkered with tinplate since I was a little kid in the early 50's. I just discovered IVES in the last 2 years thanks to eBay. Nobody in my area of Cleveland has much of anything that old at shows. Whatever I have learned about IVES has been through the IVES Train Society and "Doc Robbie's" book.

That said; I think the "SPEED CHECK" device is a resistance wire wound around a ceramic core much like the later Lionel sliding resistors. I speculate it would clip on the side of two pieces of insulated track with missing pins to provide reduced electrical current to the isolated sections. More than likely they did not sell well because of:

- A. The limited understanding of how electricity works
- B. The design did not allow for good electrical contact, and
- C. The pieces did not stay clipped in place.

I am just speculating here and it was fun. Thanks to Barbra and Andrew for the mystery.

PRESIDENT'S COLUMN

Don Lewis

THE LIGHTED 195 CABOOSE

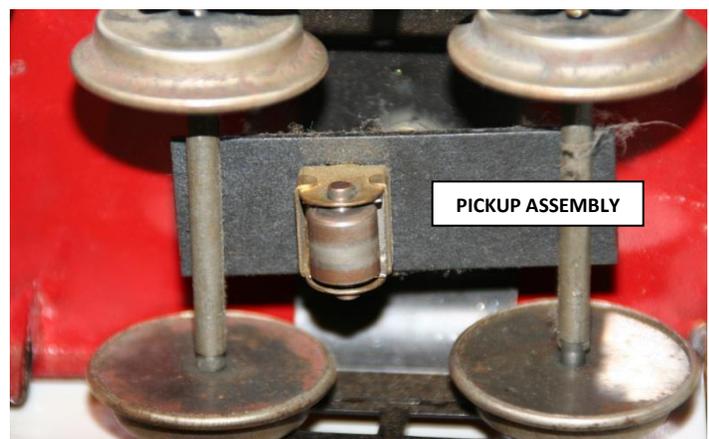
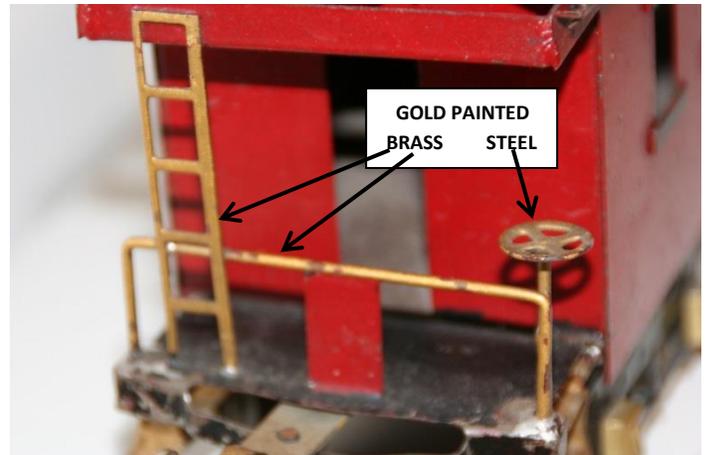
by Martin Fasack I-6669, TCA 79-13548

Sometime in 1927, probably towards the end, IVES produced, on a test basis, a lighted wide gauge caboose, numbered 195. I believe it was never placed into large production since the catalog does not show such a feature for the 195, and over the years I have seen only a few others like it. Therefore one can say very few exist, probably less than six.

The provenance of this piece of rolling stock is from the Gerald "Doc" Robbie collection. It is shown in his book "Made In the Ives Shops" on page 84, figure #858-195.

In addition to being lighted it had extra trim detail that was not available on earlier production. This trim as reported in Doc's book included, a brass smokestack, steps, ladder, brake wheel and platform railing. In actuality some of the trim was done in brass and some of the trim was steel enhanced with gold paint. The pictures below and on the right describes in detail what trim was brass and what trim was painted steel.

In 1928 IVES introduced the two window, lighted caboose, in set #1001 "The Short Hauler," and set #1035(R) "The IVES Night Freight." What is interesting IVES does not boast of the fact of having a lighted caboose for these two sets.



IVES CONDUCTOR'S OUTFIT 1927 (more on this subject)

By: Marty Braun I-6590, TCA – 85-22993

Because I am one of the IVES collectors lucky enough to own a rare IVES Conductor's Outfit from 1927, I wanted to share some information about these outfits and do some research into the ticket punches included with the conductor's outfits. As we know, these conductor's outfits were offered by Ives, which was their so called merchandise plan of 1927 to turn sales of miniature railways Ives way. It was included in all electric train sets. "Boys, mothers, fathers, because of this free conductor's outfit, will select Ives equipment" was their mission statement.

A flyer was printed and sent to dealers that said Ives would furnish a large, beautiful, eight-color lithographed display card featuring the Ives Conductor's Outfit at no-charge to them.

Dealer Mailer Flyer 1:

Boys will jump at this---Conductor's Outfit Free with every Ives Electric Train. No extra cost to you. We furnish the Outfit at our expense.

IT IS PART OF OUR 1927 SERVICE TO YOU

Join the IVES Railway Lines
GET THIS Ives CONDUCTOR'S OUTFIT Free!



HERE is the Ives 1927 Merchandising Plan. It will be the deciding factor in turning sales of Miniature Railways your way. Boys, mothers, fathers, because of this Free Conductor's Outfit, will select Ives equipment.

Free Conductor's Outfit---
Cap, Insignia, Punch
and Tickets

TO every dealer we furnish a large, beautiful, eight-color, lithographed display card, featuring the Ives Conductor's Outfit Free. To this card is affixed the actual conductor's cap with the Ives Railway Lines nameplate, the insignia for the coat collars, a large quantity of various colored tickets and a conductor's punch; a sample of the complete conductor's outfit, which is packed in every electrical train outfit and which makes the boy an actual member of the Ives Railway Lines. This is, in reality, a silent salesman which may be placed in the window as a window display, or on the counter. There is no doubt in the world but what every boy will want one of these outfits—and he can have it by purchasing an Ives Electric Train from you. Think of it! This is all furnished at no extra cost to you.

THE IVES MANUFACTURING CORPORATION
BRIDGEPORT, CONNECTICUT

Included with this display card was an actual conductor's cap with Ives insignia, insignia's for the coat collars, a large quantity of various colored tickets and a ticket punch. Two different hats have been identified, one version with a yellow printed oval saying "The Ives Railway Lines" and another variation with an actual brass plate from a standard gauge engine that said "The Ives Railway Lines". The coat collar insignias were actually square O-gauge engine brass plates that said

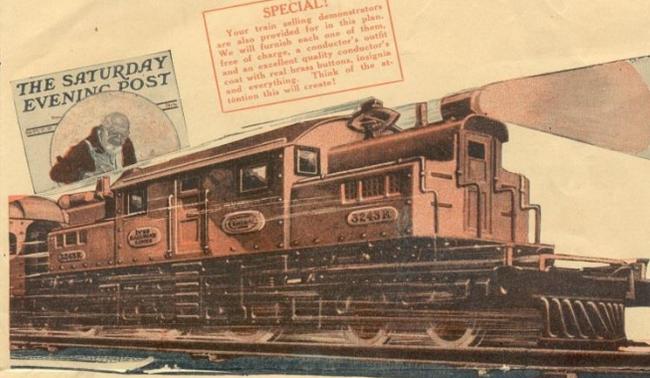
"The Ives Railway Lines". The tickets included were of various colors and said THE IVES RAILWAY LINES, BRIDGEPORT, CONN. They also said: Good For One Continuous Trip Thru The Ives Mfg. Corp Factory. The ticket had numbers 1 – 42 printed on the outer perimeter to be "punched out" with your Ives ticket punch. And finally every ticket had the same number 17590 printed on it.

The flyer then mentioned that a complete conductor's outfit was packed in every electric train outfit for 1927 which then made the owner an actual member of the Ives Railway Lines. There is mention of the Ives membership pin that was offered by Ives, every train contained a return postal card, which if filled out by the owner will entitle him to a free membership button. The flyer then mentions that this lithographed display is in reality a silent salesman which may be placed in the window as a window display or on the counter.

The last few sentences say "There is no doubt in the world but what every boy will want one of these outfits—and he can have it by purchasing an Ives Electric Train from you." Then it says it is all furnished at no extra cost to you, meaning the Ives train dealer.

Dealer Mailer Flyer 2:

SPECIAL!
Your train selling demonstrators are also provided for in this plan. We will furnish each one of them free of charge, a conductor's outfit and an excellent quality conductor's coat with real brass buttons, insignia and everything. Think of the attention this will create!



We Are Organizing The "Boy Railroaders of America" For You

EVERY train going out will contain a return postal card, which, if filled out by the boy who purchases these sets, will entitle him to a free membership button of the Ives Railway System. We are organizing the "Boy Railroaders of America" for you. Membership in this organization is being developed in such a way that they will buy Ives Railways and Ives Accessories and you will be kept so informed that you can get your just share of this business.

You cannot afford not to be an Ives Dealer this year. Ives is putting over the biggest dealer co-operative service ever put over by any Miniature Railway Manufacturer. This means, big business for Ives' Dealers.

If you have not already done so, it will pay you to immediately get in touch with your jobber or with us for our Catalog and Price List and the complete story, so that you can get your order in quickly and be included in our co-operative plans. You will find the enclosed postcard most convenient.

ION, BRIDGEPORT, CONNECTICUT, U.S.A.

Ives went on a media blitz by advertising in American Boy, Ladies Home Journal, Junior Home, Popular Science, Boys Life and Liberty magazines. These magazines carried the most striking advertising ever run by Ives.

Dealer Mailer Flyer 3:



Ives marked the outside of their train set box in 1927 with a stamped message that read: Conductors Outfit Included, which was outlined in a black square. On my set box, which included my conductors outfit, it is barely legible which tells me it was applied by stamp after the train box was printed.

Also included with the conductors outfit but not mentioned in the dealer flyer was a hat band. Instructions told you to lock the head band by inserting slits in ends of band in one another, then place hat band ring thus formed inside of hat tucking lower edge under sweat band. This would then produce the flare to the hat and it would also size the hat to the persons head wearing the hat. All outfit items were then packed into a rectangular size box and put inside the train set box.

Now to discuss the ticket punch, the Ives Train Society's website has pictures of just two different styles or types of ticket punches. And according to the Ives Train Society, the name "Ives" does not appear anywhere on the punch. The examples show one with a chain

attached, the other does not have a chain attached. The two punches appear to be shaped slightly different. It must be noted that stars, solid circles and hearts have been found punched out on some original Ives tickets. We are assuming Ives did not produce these punches; they simply obtained them from an outside supplier. This also could explain why, at least, four different types have appeared. Ives simply changed styles possibly due to cost or production shortage. In one of the pictures on the Ives Train Society website, the one punch example has not been opened, simply the tip guard or "safety", not sure what you might call it was not removed leaving it in the closed position.

Below are pictures of several different styles of the punch included with the Ives Conductor's Outfit. The first two pictures are from the Ives Train Society's website.



IVES TRAIN SOCIETY WEBSITE



I have also included pictures of punches that I have seen or had pictures sent to me by fellow ticket punch owners. There does appear to be at least four different styles. However, all the ticket punches seen were manufactured by one company, the William Schollhorn Co. of New

Haven Connecticut. It only makes sense that Ives would partner with another company located in Connecticut to obtain the ticket punches. The William Schollhorn Company was a well-known maker of tools in the late 19th and early 20th centuries. William A Bernard owned a controlling interest in the company and it was incorporated in 1891. The company remained active through the first part of the 20th century, and was eventually acquired by the Sargent Company in 1948.

Below are pictures of punches found by others Ives collectors included with the Ives Conductor's Outfit.



formed sheet metal handles with embossed designs, a type of construction that offered lighter weight and lower cost than comparable forged handles. This company had at least two grades of tools that were offered for sale, a premium brand they called Paragon and Lodi a cheaper version that sold at a lower price, Paragon and Lodi being their trade names. The ticket punch I have has Lodi imprinted on it along with patent dates and made in the USA. Another punch said William Schollhorn Co. and still another said Bernard's, which was the owner's last name.

Unfortunately there is no other information to offer about the types of punches offered by Ives. There could be more styles or brands of punches that Ives included in their conductors outfit, but can only comment on the type of punches seen.



William Schollhorn Co. is probably best known for its distinctive parallel-jaw pliers that featured precisely-

The IVES MANUFACTURING CORPORATION

Established 1848

EXECUTIVE OFFICES AND FACTORY
BRIDGEPORT, CONN.

October 31, 1927.

Dealer Mailer Letter:

PERMANENT DISPLAY ROOMS
200 FIFTH AVENUE
NEW YORK CITY
165 JESSIE STREET
SAN FRANCISCO
Electrical Miniature Railway Systems
Mechanical Miniature Railway Systems
Miniature Boats
Scale Models

LETTER DESCRIBING THE FREE CONDUCTOR'S CAP AS PART OF THE DEALER MAILER CAMPAIGN

Spangenberg Electric Shop,
2105 Freeman Ave.
Cincinnati, Ohio.

Gentlemen:

We greatly appreciate your returning the post card which we included with our broadside recently forwarded to you.

The Ives Manufacturing Corporation has been recently reorganized and the prime motive of the new organization is to give to Ives dealers selling helps and plans which will create a greater volume of Miniature Railway business than any time in the past.

Our merchandising plans for 1927 are primarily built around a free conductor's outfit. This outfit will include a conductor's cap, punch, collar insignia and various colored tickets and will be packed with each Ives electric train regardless of price. To each dealer will be given a life size display card of the Ives boy, upon which will be placed the actual cap, insignia etc., which makes up the Conductor's Outfit. This display card will act as a window display or a counter silent salesman.

We believe, all other things being equal, that if a boy has his choice between an Ives and any other train and he obtains a Conductor's Outfit free, with the Ives Train he will invariably choose the Ives.

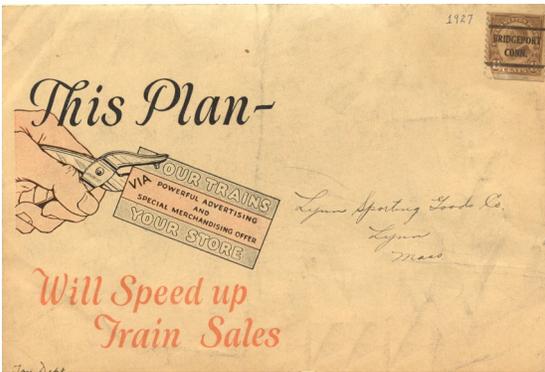
Our national publicity will feature the Ives Free Conductor's Outfit and will include such publications as the Liberty, Saturday Evening Post, Ladies Home Journal, Boy's Life, American Boy, Popular Science Monthly, Junior Home, Child Life, etc.

Bear in mind that this Conductor's Outfit is had at no additional cost to you or the consumer. It is

"Ives Toys Make Happy Boys"



Dealer Mailer Envelope:



Postcard :

The IVES MANUFACTURING CORPORATION
BRIDGEPORT, CONN. Date _____

Gentlemen:

Enroll me as a member of the Ives Railway Lines, to enjoy all benefits, and keep me informed of all activities.

I operate on my Division Ives Train No. _____

I bought my train from _____ (DEALER'S NAME)

_____ (DEALER'S ADDRESS)

My age is _____ years. My birthday is _____ (DATE)

My name is _____ (FULL NAME)

My address is _____ (STREET AND NUMBER)

absolutely free and does not increase the cost of the train outfit, in fact Ives trains are lower in price than competing trains.

Summing it all up the Ives Manufacturing Corporation offers the most saleable line of Miniature Railways because of construction, finish and faithfulness of reproduction of the large railway equipment, because of its merchandising plan and because of its big national publicity campaign that will create a real buying interest in Ives Trains.

This combination of dealers service is bound to produce for you the largest volume of Miniature Railway business you have ever experienced.

Separately we are forwarding a copy of our catalog and price list. Note that prices are based upon the volume of your business. An order of \$250 or over will entitle you to the lowest prices possible.

We recommend that you make up your order immediately and send it in so that we may include you in our merchandising plans.

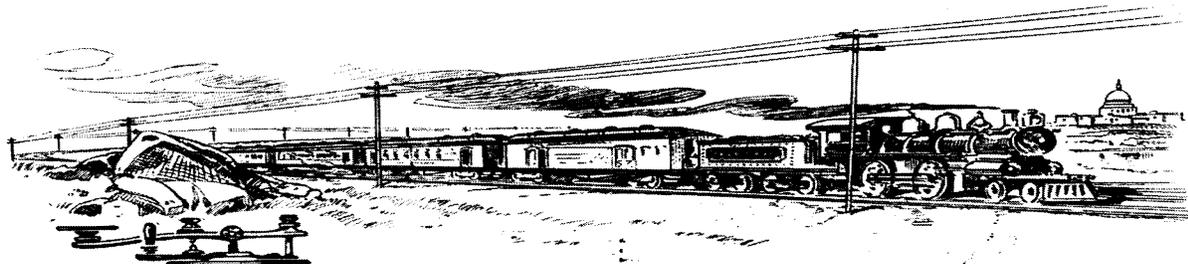
Yours very truly,

THE IVES MANUFACTURING CORPORATION

WCGamble:HN

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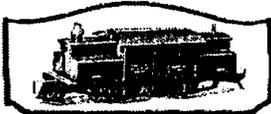


**THE IVES TRAIN SOCIETY
PO BOX 72
FORESTVILLE, NY 14062**

FOUNDED IN 1935

ADDRESS SERVICE
REQUESTED

<p align="center">FIRST CLASS MAIL U.S. POSTAGE PAID PHILLIPSBURG, NJ PERMIT NO. 409</p>

Ives  **Toys**
Make Happy Boys