



The ARROWHEAD *tear-drop* **Car**
AMERICA'S FIRST FULLY STREAMLINED AUTOMOBILE



Drink

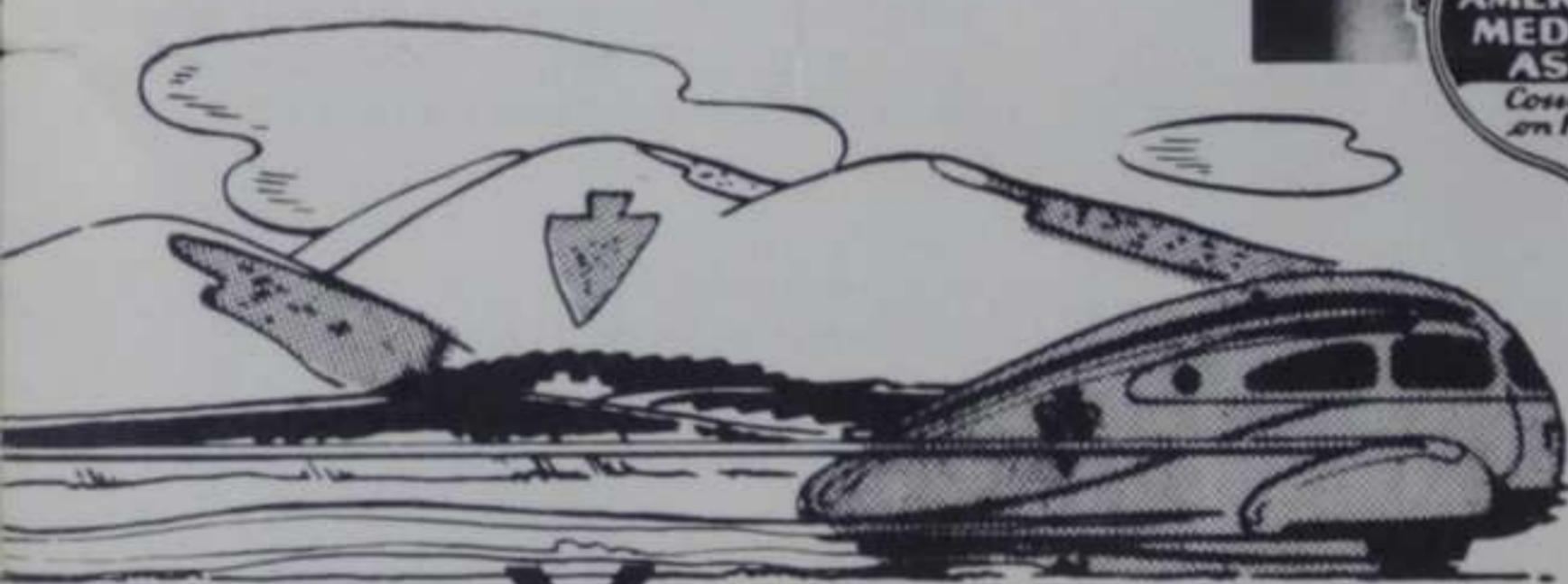
ARROWHEAD

SPRING

Drinking WATER



AS FAR AHEAD IN
QUALITY AS THE
TEAR-DROP CAR
IN DESIGN



YEARS AHEAD, the Arrowhead Tear Drop Car reflects the trend of automotive designing. It is America's most modern car. And just as far ahead in design is the famous Arrowhead Hydro-Cooler! And equally as far ahead is the QUALITY of Arrowhead Spring Drinking Water. In tens of thousands of the finest homes in California this unexcelled water and its protective Hydro-Cooler are the preference. Fresh daily, this water is procured from Arrowhead Springs. During the cool of the night it is rushed from its secluded mountain source to the bottling plant and delivered immediately to your home in 5-gallon bottles. The Hydro-Cooler,

**DRINK
ARROWHEAD**

- 1—100% pure, natural spring water.
- 2—Procured from the famous Springs.
- 3—Quality unexcelled.
- 4—Delivered fresh daily.
- 5—Accepted by American Medical Association Council on Foods.



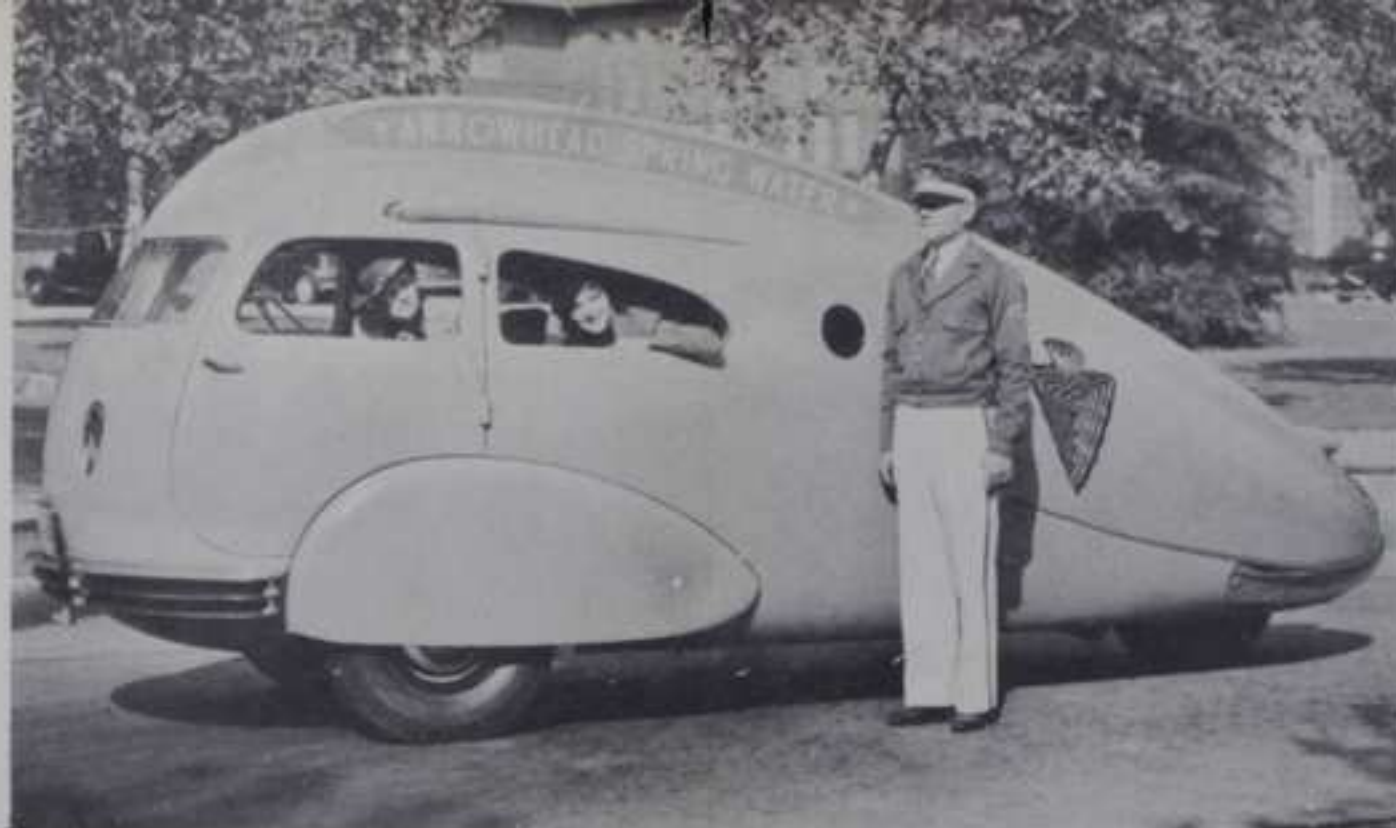
"Why this is just like having a genuine mountain spring right in your home. Every drop of Arrowhead Spring Drinking Water comes from famous Arrowhead Springs."

with its all-glass compartment and patented chilling element, keeps the water as fresh as the mountain dew. Drinking water costs so little, you can afford the best—for your family's protection and for your taste's delight. Order Arrowhead—World's largest selling bottled table water.

W. Everett Miller

The car of 1960

is here. As if from the pages of H. G. Wells' "Things to Come" glides this car of the future—effortlessly, silently, swiftly. Its air-horns ask pleasantly for the right-of-way; and then through traffic, teeming with the most modern of automotive transportation, moves this glistening man-made machine. From its blunt nose to its tapered tail it bespeaks the Future! In design, safety, comfort and beauty it sets a goal yet to be attained in ordinary passenger cars. Nothing like it has ever before been built. It's the newest, most modern car of the day,—forerunner of things to come.



More than 100,000 people see this car daily. A lot of people! But more than 500,000 people enjoy the goodness of Arrowhead Spring Drinking Water daily. They drink Arrowhead Spring Water because they like it best. And that, after all, is the reason for Arrowhead's popularity. Clear, cool, pure spring water—that's Arrowhead. Procured from famous Arrowhead Springs high in the San Bernardino mountains, this unexcelled drinking water is never exposed to the atmosphere until it is drawn from the cooler. Drink Arrowhead Spring Water! You'll become an enthusiast.



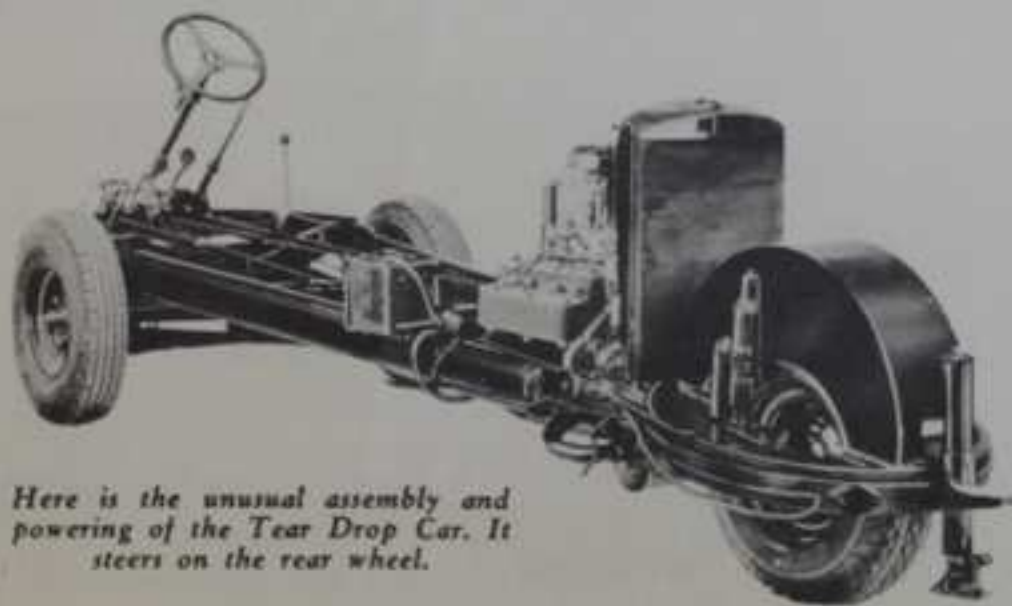
SPECIFICATIONS

Designed for the Bottlers of ARROWHEAD SPRING DRINKING WATER. Cost, approximately \$8,000.00. Front wheel drive. Rear wheel steering on hydraulic spring suspension. Powered with special built 8-cylinder motor. Wheel base 125". Tread 56". Overall length 204". Overall width 75". Height 80". Chassis frame, 6" tubular steel. Lockheed hydraulic brakes on all three wheels. Capacity, 3 passengers. Color aquamarine blue with

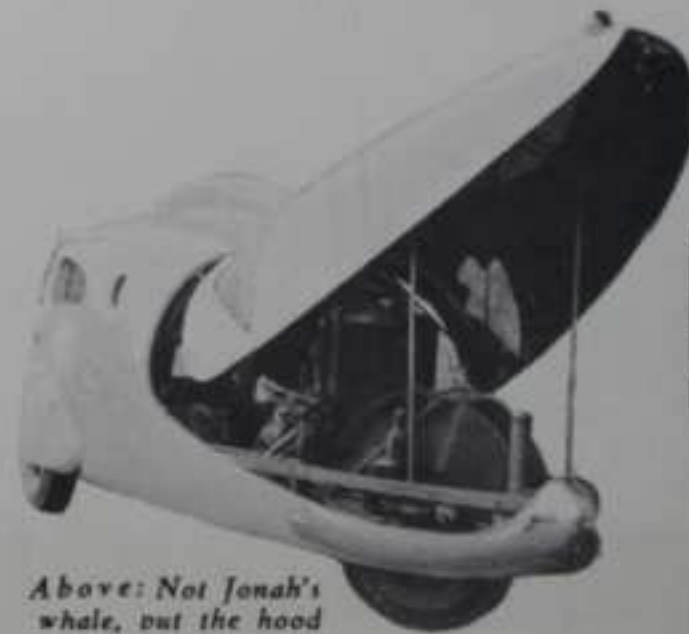
chromium finish. Turns 360° in its own length. Parking lights are of Prystal, ground prismatic. Twin generators. Woodlite headlights. Instrument panel contains the following: Speedometer, Ammeter, Radiator Thermometer, Tachometer, Airplane Compass, Electric Clock, Catalin Lights and Fittings, Oil Gauge, Gasoline Gauge, Atmospheric Thermometer, Grade Meter, Altimeter, Barometer and Radio Dial.

At left: The instrument assembly is the last word in design and convenience.

At right: Easy-chair driving at last—no cramped arms—no hindrances!

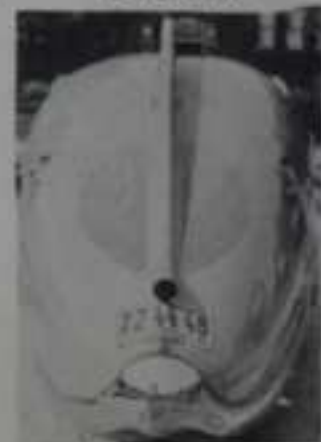


Here is the unusual assembly and powering of the Tear Drop Car. It steers on the rear wheel.



Above: Not Jonah's whale, but the hood for the motor and steering assembly.

Below: And this is what you see when you follow the Tear Drop Car.



First in design **ARROWHEAD TEAR-DROP CAR** **ARROWHEAD SPRING WATER** First in quality

Special Offer To New Patrons of Arrowhead Spring Drinking Water

One Arrowhead Hydro-Cooler*

5 gallons Arrowhead Water

One crystal-clear Carafe

One Booklet of Drink Recipes

\$1⁵⁰

*Offer good for
limited time only.*



SEND THIS COUPON FOR SPECIAL OFFER
(or give to Driver)

Date.....

California Consolidated Water Co. (Phone RI. 5161)
1566 E. Washington St., Los Angeles, Calif.
(Or send to your local Arrowhead Water Distributor)

Gentlemen:

Per your special offer, please deliver to my home (or office) one 5-gallon bottle of Arrowhead Spring Drinking Water, one Hydro-Cooler, one Carafe and Booklet of Drink Recipes.

MY NAME.....

ADDRESS.....

CITY..... PHONE.....

Here are the essentials of fine drinking water service in your home. You will be presented with a 5-gallon bottle of Arrowhead Spring Drinking Water and a beautiful crystal-clear quart Carafe to use on your table; also the use, for years to come, of the famous Arrowhead Hydro-Cooler for which we formerly charged rental. All three values at a special price, subject to immediate acceptance. The Hydro-Cooler will save you several dollars per year because it prevents evaporation and leakage of water.

*The Hydro-Cooler is loaned to Arrowhead Spring Water patrons. Never sold. Price quoted above includes \$1.00 installation charge.

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