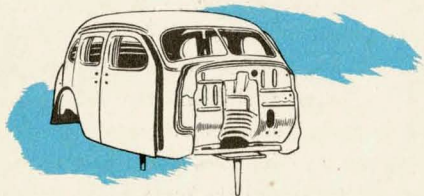


PIONEERS IN MODERN TRANSPORTATION

During the past quarter-century the great contribution of the Budd Company to world progress has been the safe elimination of *dead-weight* from vehicles of transportation by land, sea, and air. Budd has made it possible for you to enjoy safer, faster, less expensive travel.

The Budd exhibit at the World's Fair illustrates this dramatic "Conquest of Weight."

ALL STEEL* AUTO BODY



Of major importance is the All Steel* automobile body, originated by Budd. Now adopted by all motor-car manufacturers, this body has not only added immeasurably to driving safety, but also has resulted in lower cost and improved styling. Another development by Budd was



*Reg. U.S. Pat. Off.

the steel wheel for automobiles, a product of the Budd Wheel Company. Increasing strength and safety, while reducing weight, steel wheels are in universal use today.

LIGHT-WEIGHT TRAINS OF STAINLESS STEEL

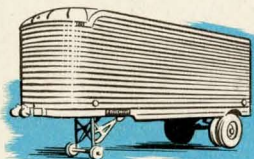
The most significant advance in modern rail-roading was the introduction of the Budd-built light-weight train of stainless steel. These durable streamliners . . . safe, swift and comfortable . . . have greatly increased travel by rail wherever they are in use. Because they eliminate thousands of pounds of dead-weight, and because they offer better facilities for travel by day and by night, they have opened up new sources of revenue for the railroads.

BUDD IN AVIATION



Budd's success in fabricating stainless steel has extended to travel by air. The world's first stainless-steel amphibian plane was built by Budd, and the principles developed in its construction are being embodied in some of the developments for the future.

ON THE COMMERCIAL HIGHWAYS



The largest trailer manufacturer in the country has selected and is featuring Budd integral-frame trailer bodies. More and more of the leading highway operators and truckers are increasing their profits with these light, strong trailers. Built of stainless steel, their ratio of dead-weight to payload is lower than that of any other trailer equipment now in use.

RAYON-MAKING MACHINERY



Equipment for the rayon industry is one of the more recent Budd developments, and one of steadily growing importance. Supplementing its numerous other advantages, the acid-resistant quality of stainless steel makes it an ideal metal for this type of equipment. Budd makes light-weight tanks, spools, ductwork, tubs and vats for both the rayon and textile industries.

THE PROCESS INDUSTRIES



The process industries have discovered that Budd—through the use of stainless steel and the SHOTWELD* process—can improve designs and cut costs. Budd builds tanks, ductwork, stacks, boxes, tubing, tables, spools, and many other special parts which are lighter, cleaner, stronger and longer-lived.

* * * *

The huge steel marquees that shelter the Budd World's Fair exhibit; the giant Budd Weather Vane; the steel Lightning Bolt in front of the General Electric exhibit—these are examples of Budd's engineering skill in the fabrication of difficult designs. They demonstrate the enormous elastic strength of stainless steel—four times that of ordinary steel—and the marvelous efficiency of Budd's exclusive SHOTWELD* process, which preserves that great strength intact.

*Reg. U.S. Pat. Off.

EDWARD G. BUDD

MANUFACTURING COMPANY

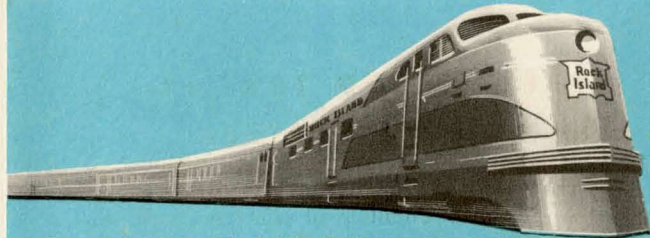
PHILADELPHIA—DETROIT

BUDD

METHODS SAFELY ELIMINATE DEAD-WEIGHT

STREAMLINED TRAINS OF STAINLESS STEEL

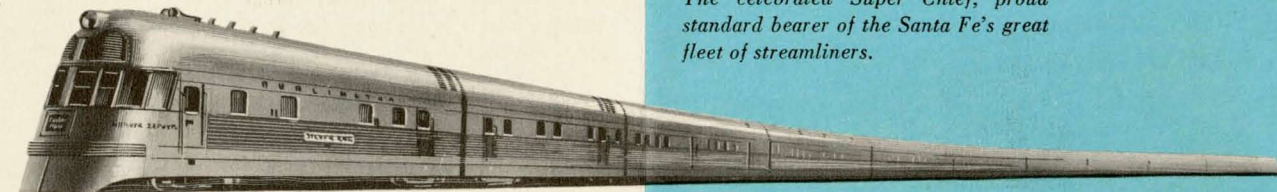
Pictured here are four of the 33 Budd-built trains now in service. Fulfilling all safety requirements, and yet eliminating many tons of dead-weight, these truly modern trains of stainless steel are attracting passengers and reducing operating costs everywhere they run.



One of the many Rock Island Rockets that are providing luxurious all-chair travel on mid-western runs.



The celebrated Super Chief, proud standard bearer of the Santa Fe's great fleet of streamliners.



The Burlington's 10 Zephyrs, of which this is one, have set new records of efficiency and economy.



A Sleeper-Coach fleet provides luxurious service, at day-coach fares, on the Seaboard, Atlantic Coast Line, and the Florida East Coast.