

# Thomas W. Lane's ca. 1910 Carriage Catalogue

by

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June 7, 2020

# The Catalogue

This was a postcard-sized booklet inexpensively published on newsprint, with a heavier brownish paper cover, stapled into a folded catalogue that opened out to about six inches wide. There were still operating in 1910 about ten Amesbury carriage companies plus some support businesses. The catalogue appears to comprise illustrations gathered over the years, drawn by several artists having slightly different styles. Such stock illustrations were available from job printers who produced carriage trade catalogues and advertisements that, in many cases, were distributed around the country and abroad.

A range of technical features are shown, from traditional wood and iron undercarriages to more modern all-metal undercarriages that became popular during the 1890s. This technology variation illuminates the flexibility available by purchasing sub-assemblies from assorted suppliers. From the 1890s period are also solid rubber tires and seemingly some pneumatic rubber tires, referred to on the inside back cover as “cushion” tires. Another vestige of that period is a somewhat boxy style for some vehicles, especially 2-seat 4-passenger Democrat wagons. Not shown are any wire spoke “bicycle style” wheels that also became common at that time. It is not clear that any carriages rest on his patented (1879) “cross spring” undercarriage, although a few may be. Nearly all show standard elliptical springs and long semi-elliptical side spring suspensions. Several late period drawings clearly show detailed multi-leaf side springs.

Another technical innovation of the 1890s was ball and roller bearings rather than simple greased journals on axles. Around the turn of the century Lane offered axles having Timkin roller bearings. Carriage axle journals were tapered to restrain both vehicle vertical weight and side loads from turning corners and side-sloping roads. Henry Timkin was a St. Louis carriage maker who converted this concept into a tapered roller bearing that ran more smoothly and lasted longer. (The Timkin Bearing Co. still exists.)



*J. W. Lane.*  
Fine Light Carriages  
—————  
A A A A A A  
Amesbury, Mass.

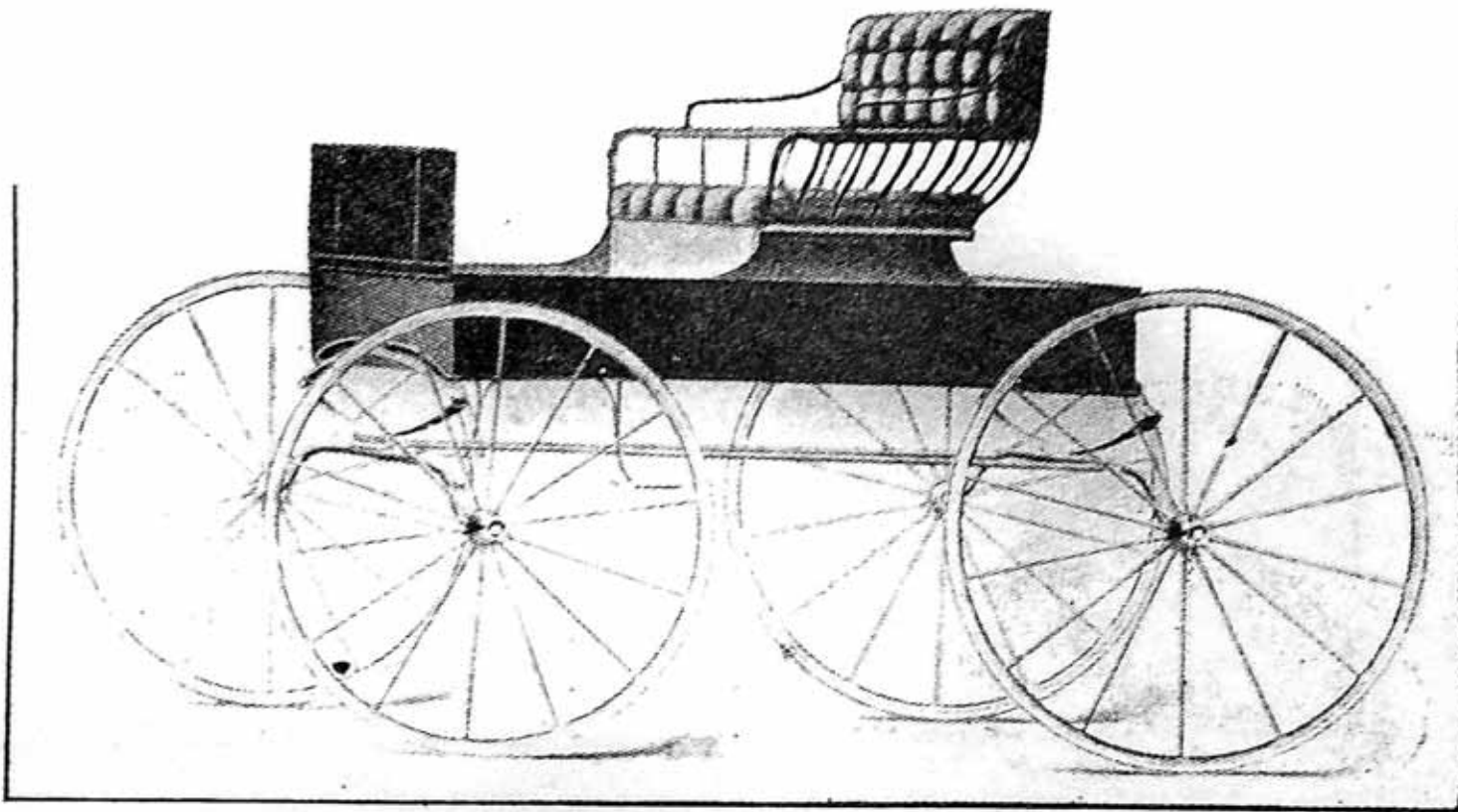
**This Pamphlet gives you a general idea of our line.**

**We have larger prints of these and other styles.**

**Every carriage is fully warranted. Priced moderate.**

**A specialty of FINE ORDERED WORK.**

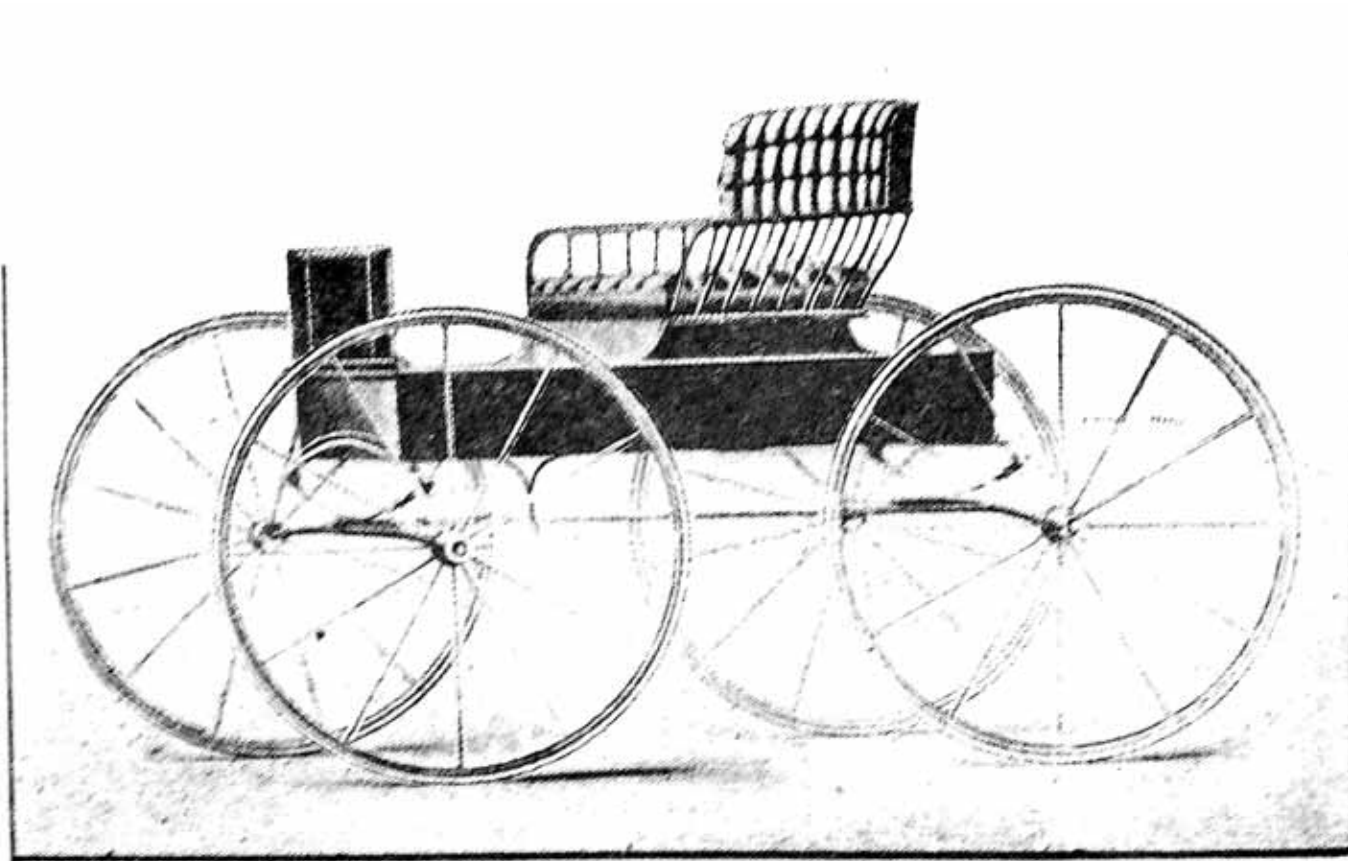
**We carry the largest stock of finished carriages in Amesbury.**



No. 177. CUSHION TIRE RUNABOUT.

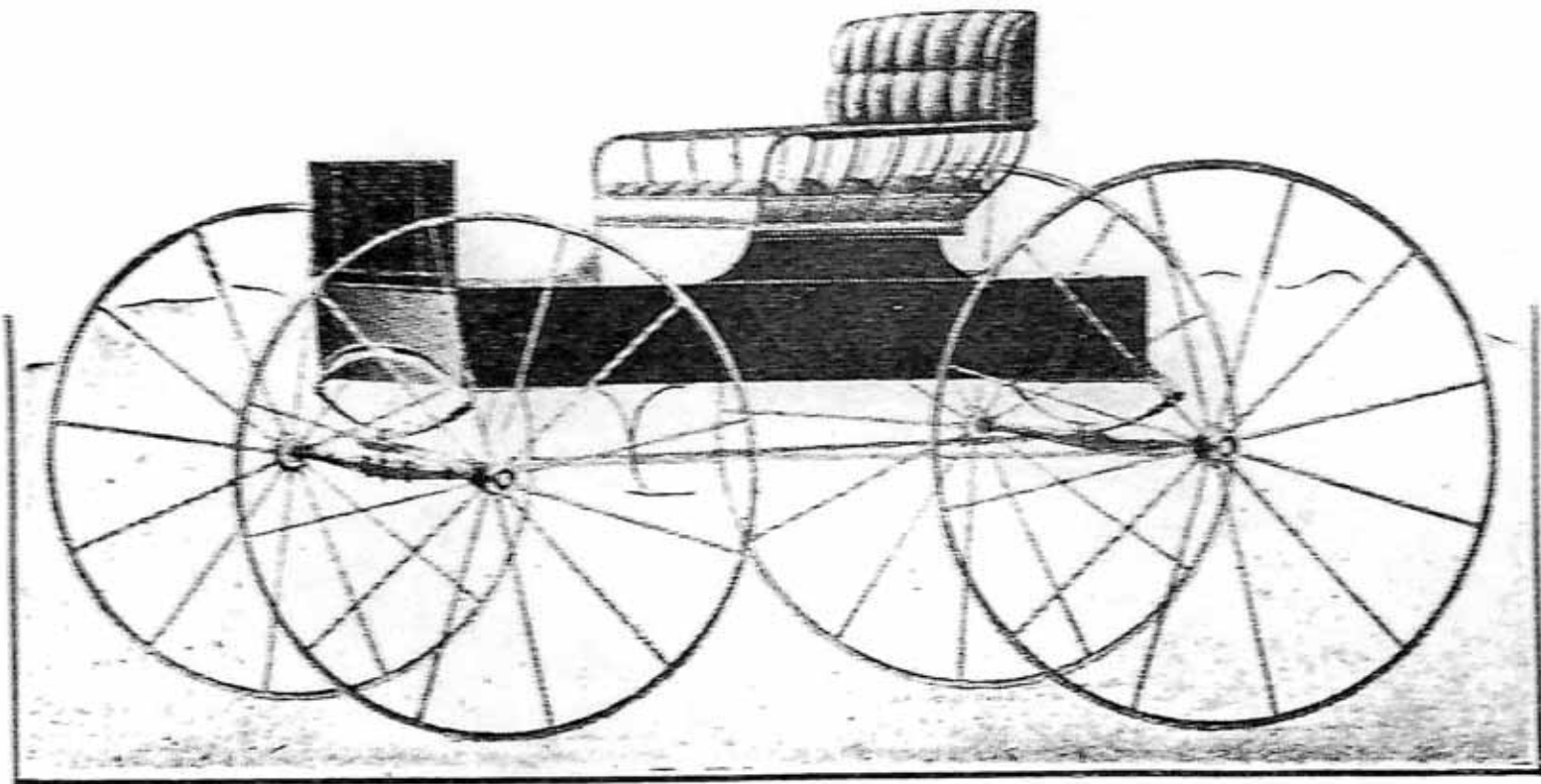
Built in variety of sizes, seats, gears, and trimmings,  $1\frac{1}{8}$  and  $1\frac{1}{4}$  tires.



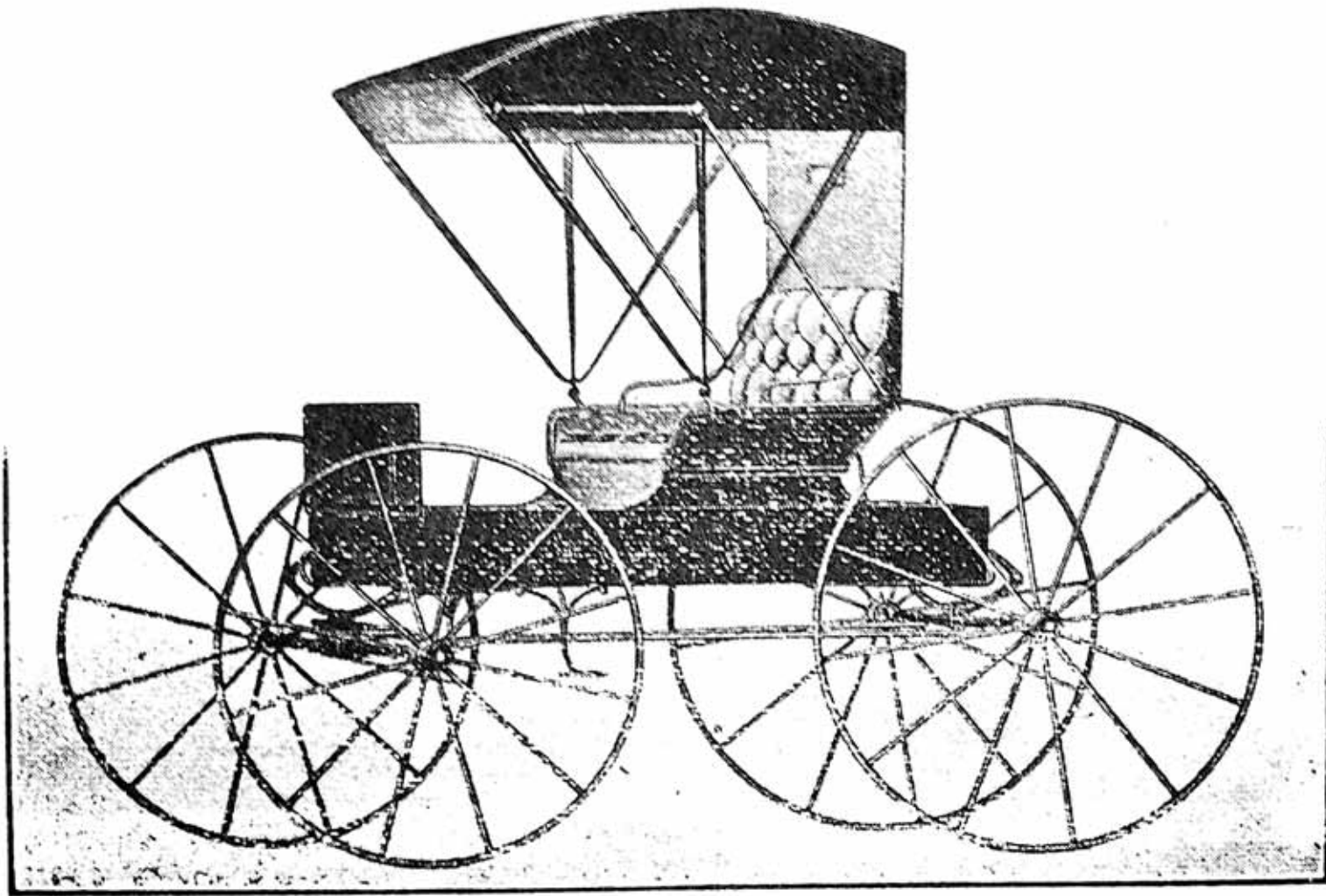


No. 1. WELLS RUNABOUT.

Common or Ball Bearing Axles. Also built with lower wheels, with cushion Tires. Made with Panel Seat, and with Top.

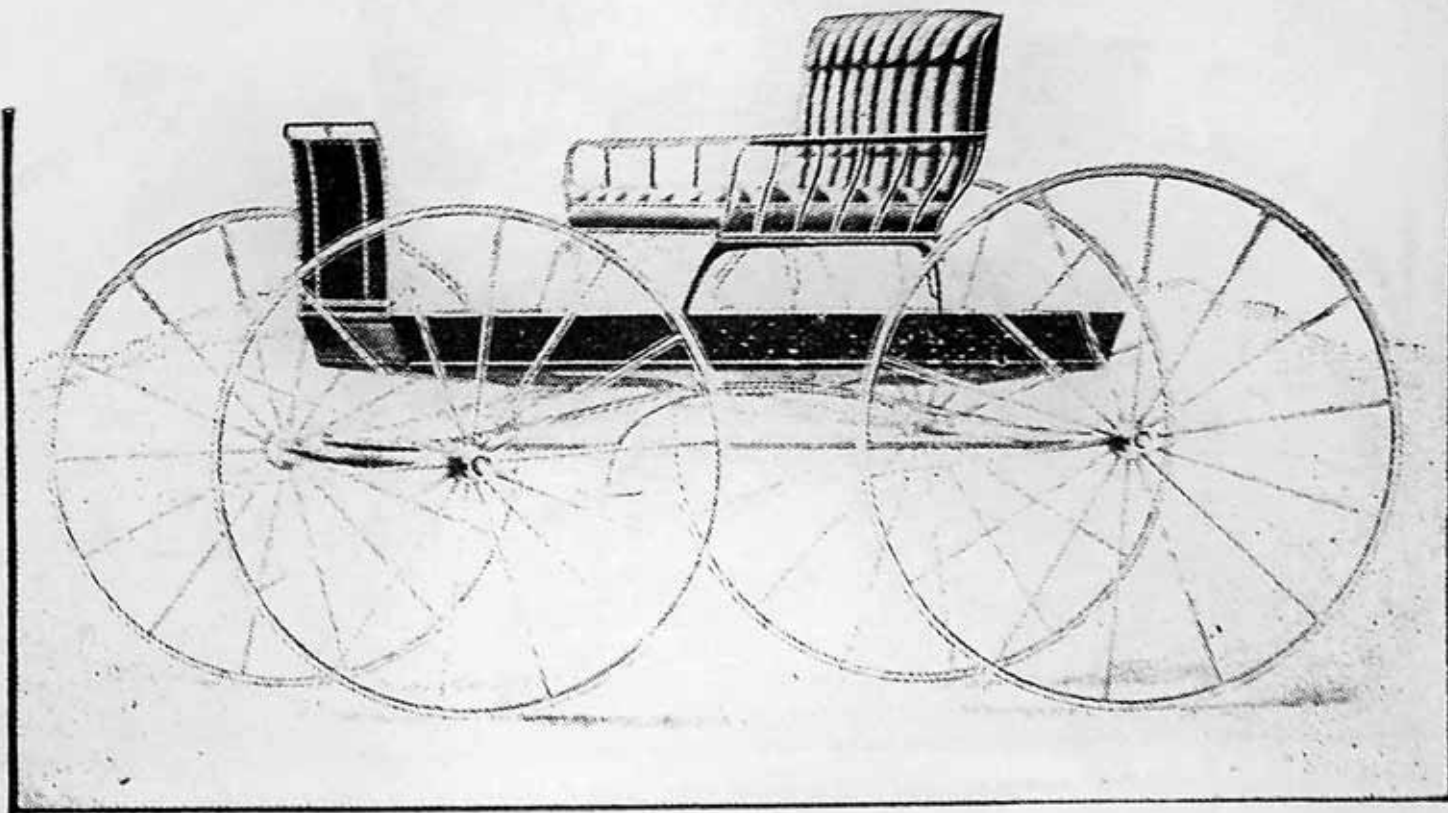


No. 178. BAILEY SEAT RUNABOUT.  
No. 91. Panel Seat. Regular or Bailey Body.



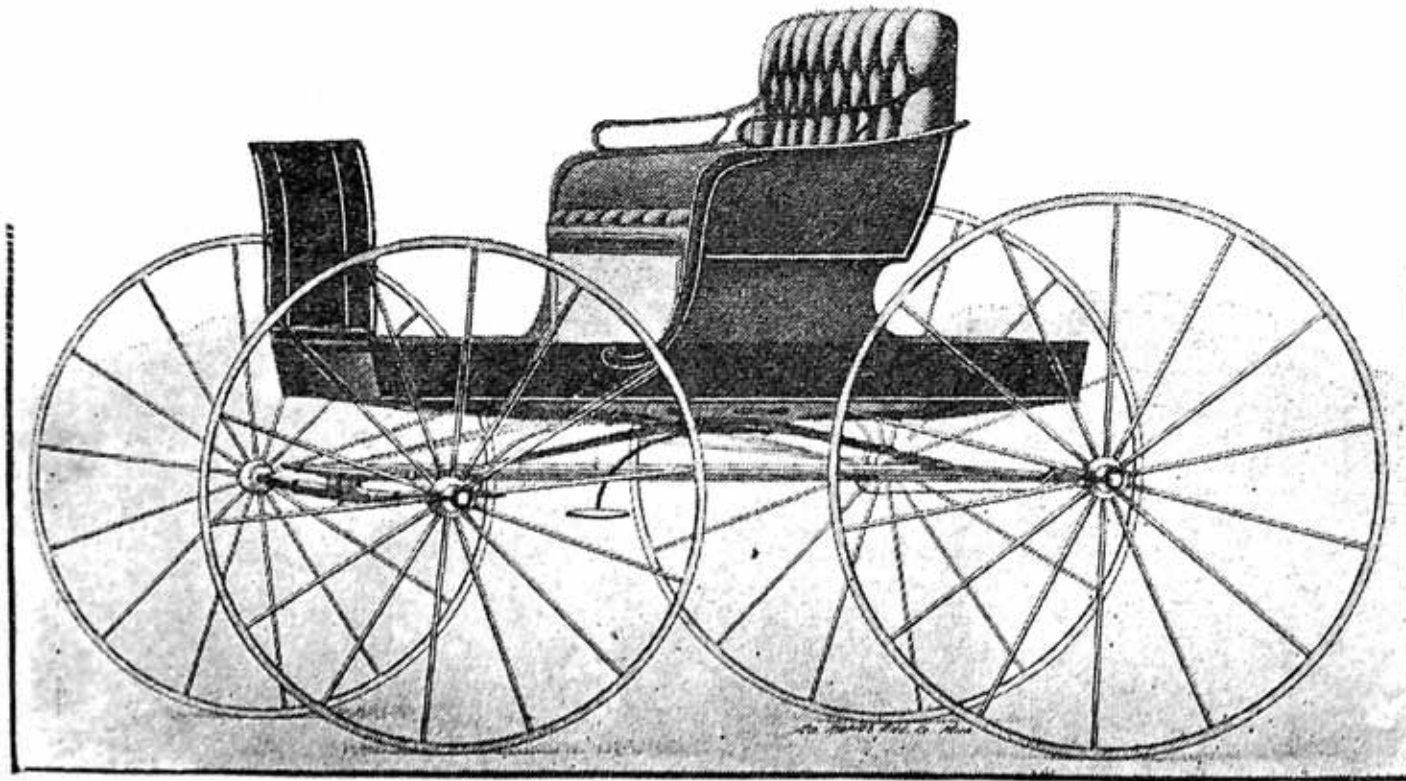
No. 91-T. TOP PIANO.  
Solid moulding on seat. Shifting top.





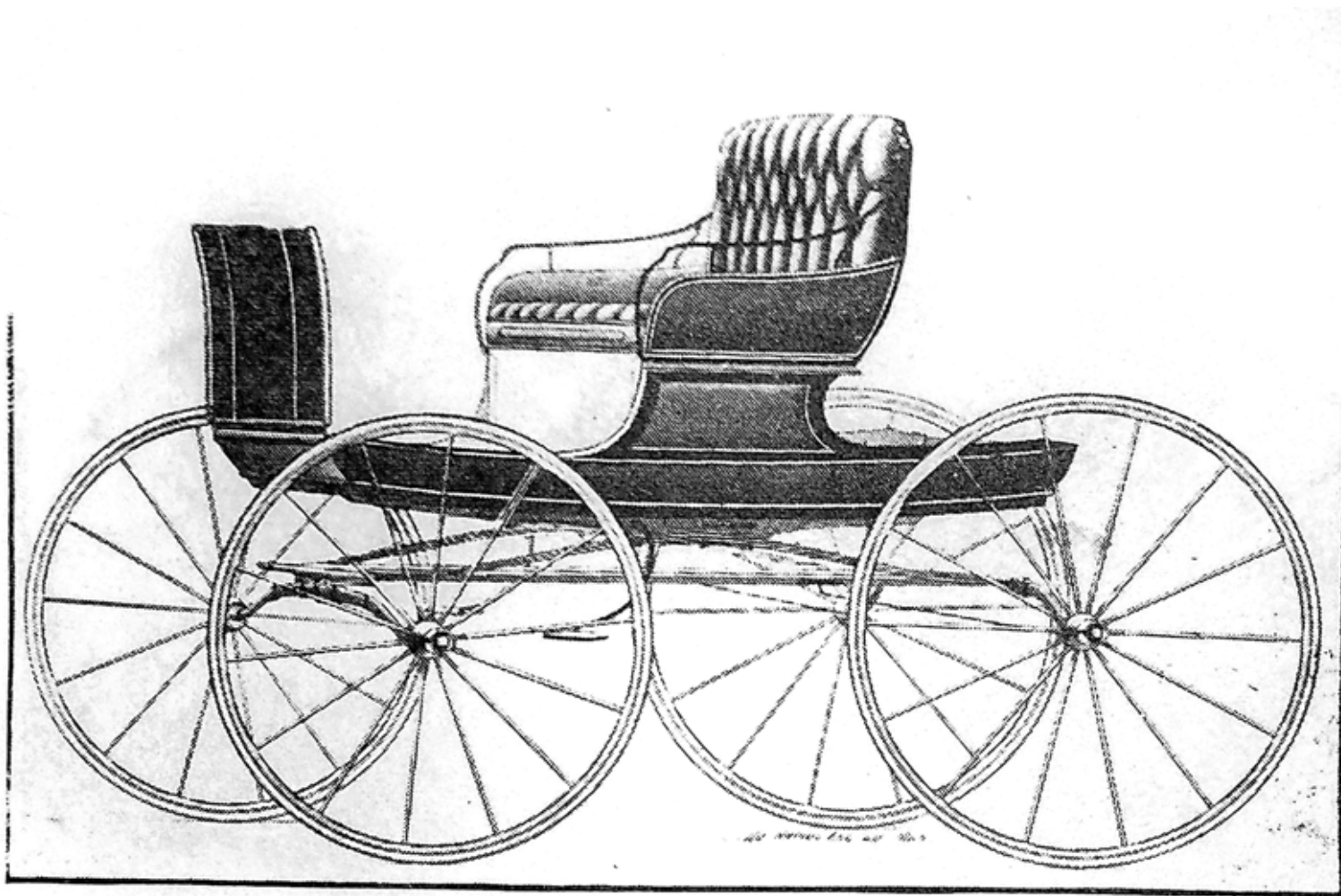
No. 13. WELLS BANGOR PUNT.

Common or Ball Bearing axles. Also made with Wood Bed Gear.

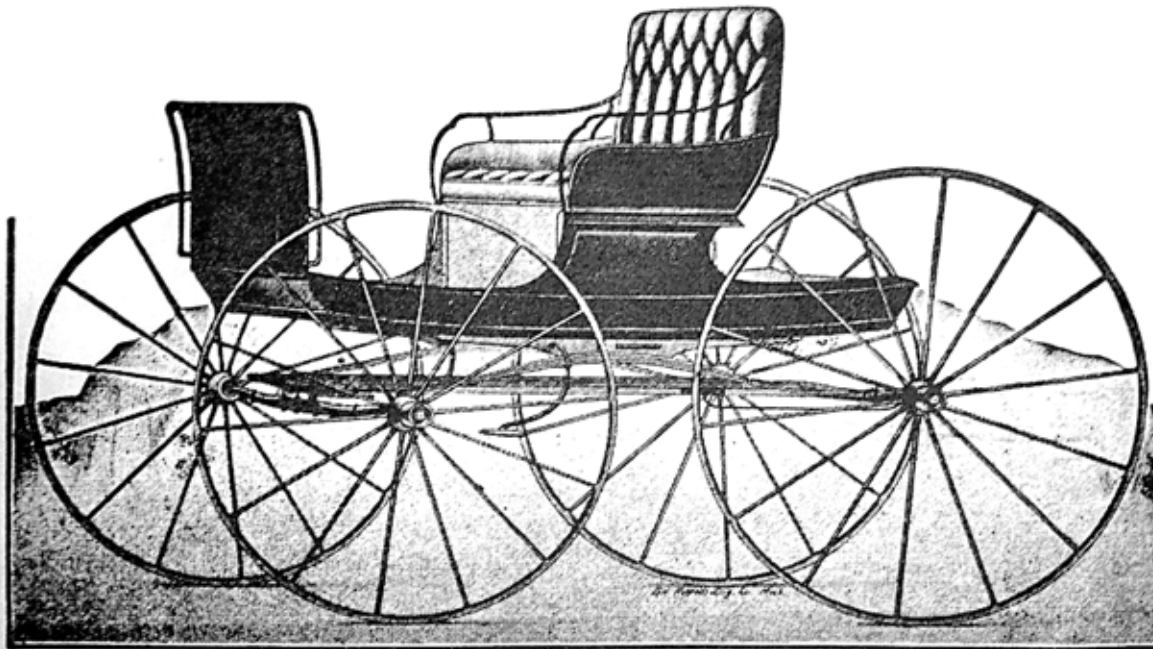


No. 68. AMESBURY PUNT.

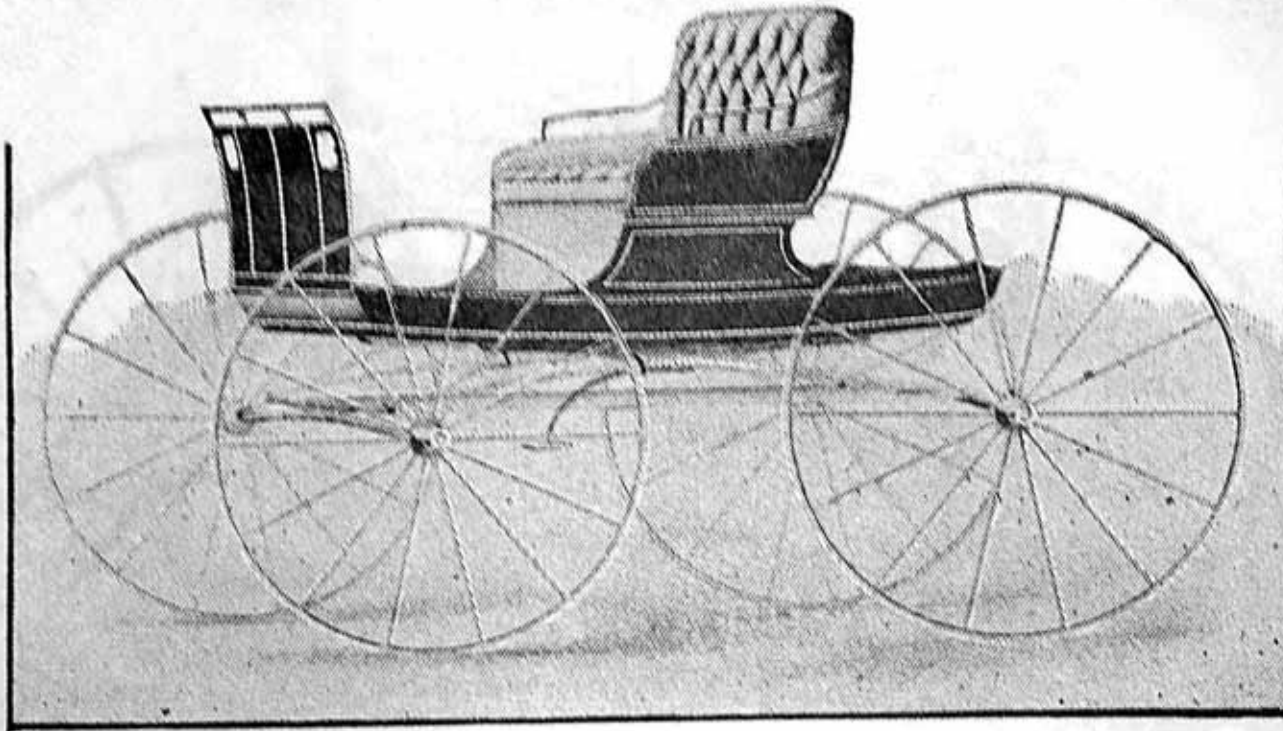
For business or pleasure. Also with top. Also with low cushioned tired wheels.



No. 128. CUSHION TIRE CONCORD.  
Lane Concord body same as on next page also used.  
1 $\frac{1}{8}$  and 1 $\frac{1}{4}$  Cushion Tires.



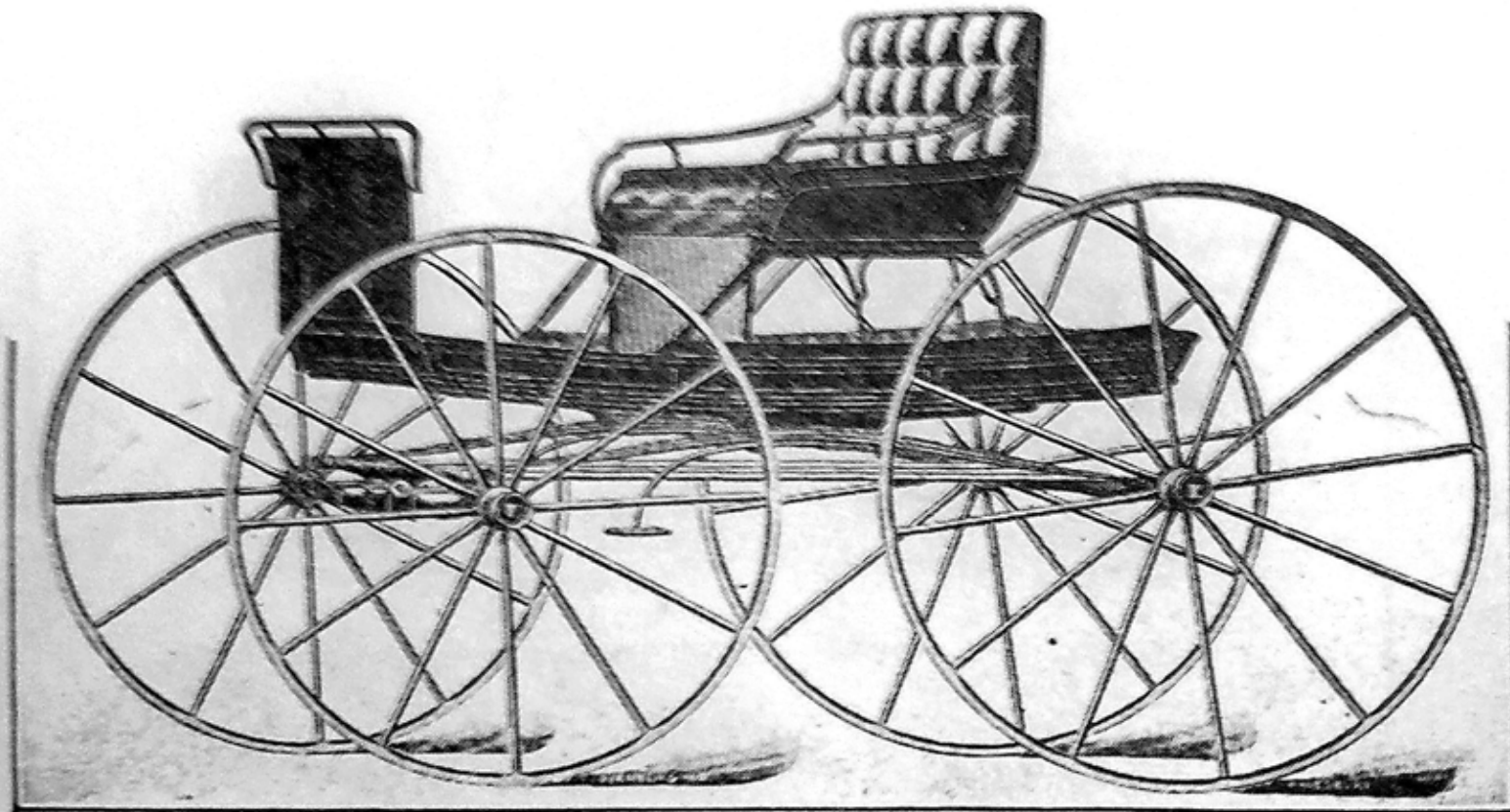
No. 102. RAISED PANEL CONCORD.  
Four sizes. Have features not found in other makes.



**No. 6. WELLS CONCORD.**

**Common or Ball Bearing Axles. Also made with lower Wheels, and cushion  
Tires. Also with Top.**

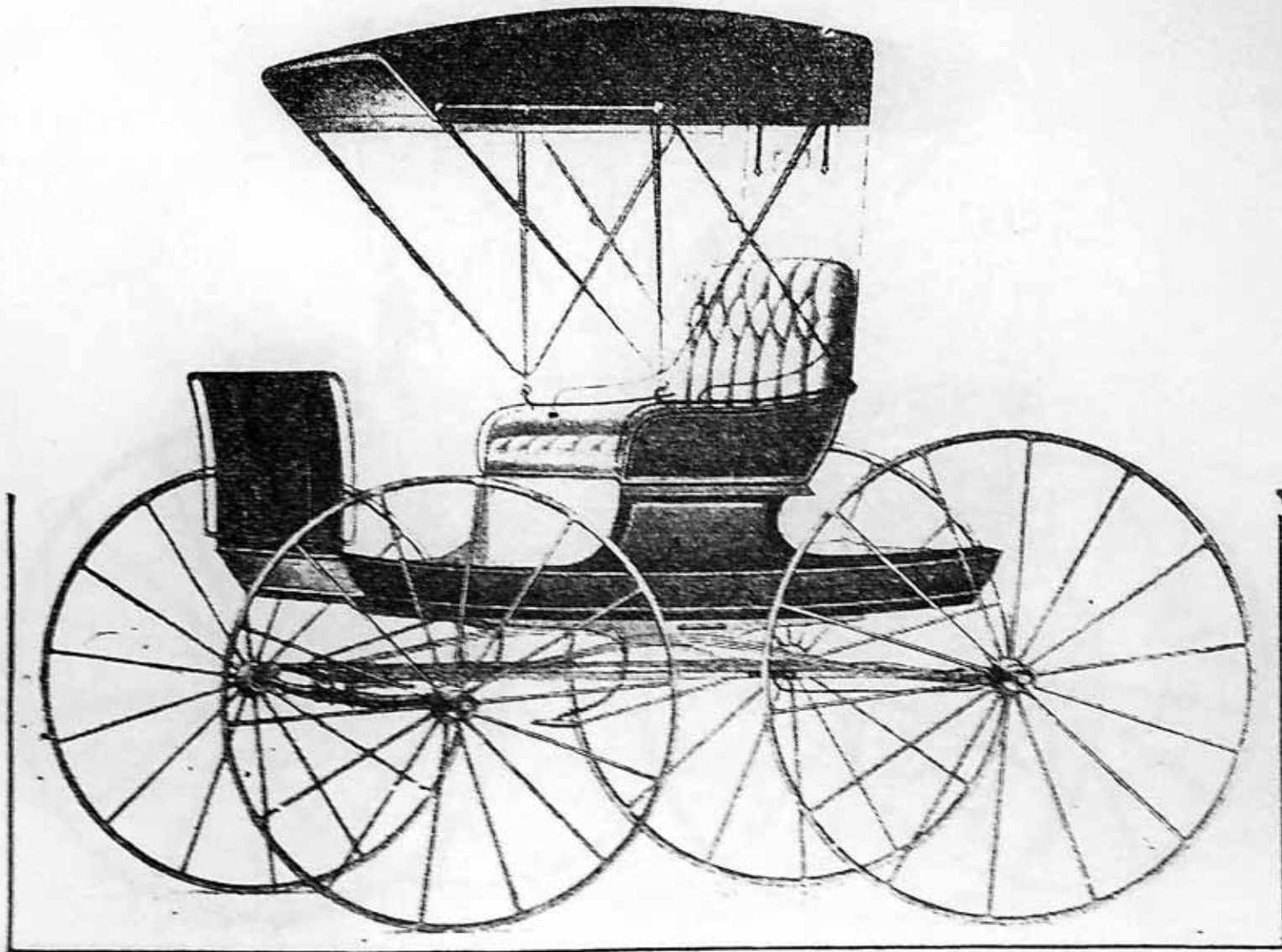




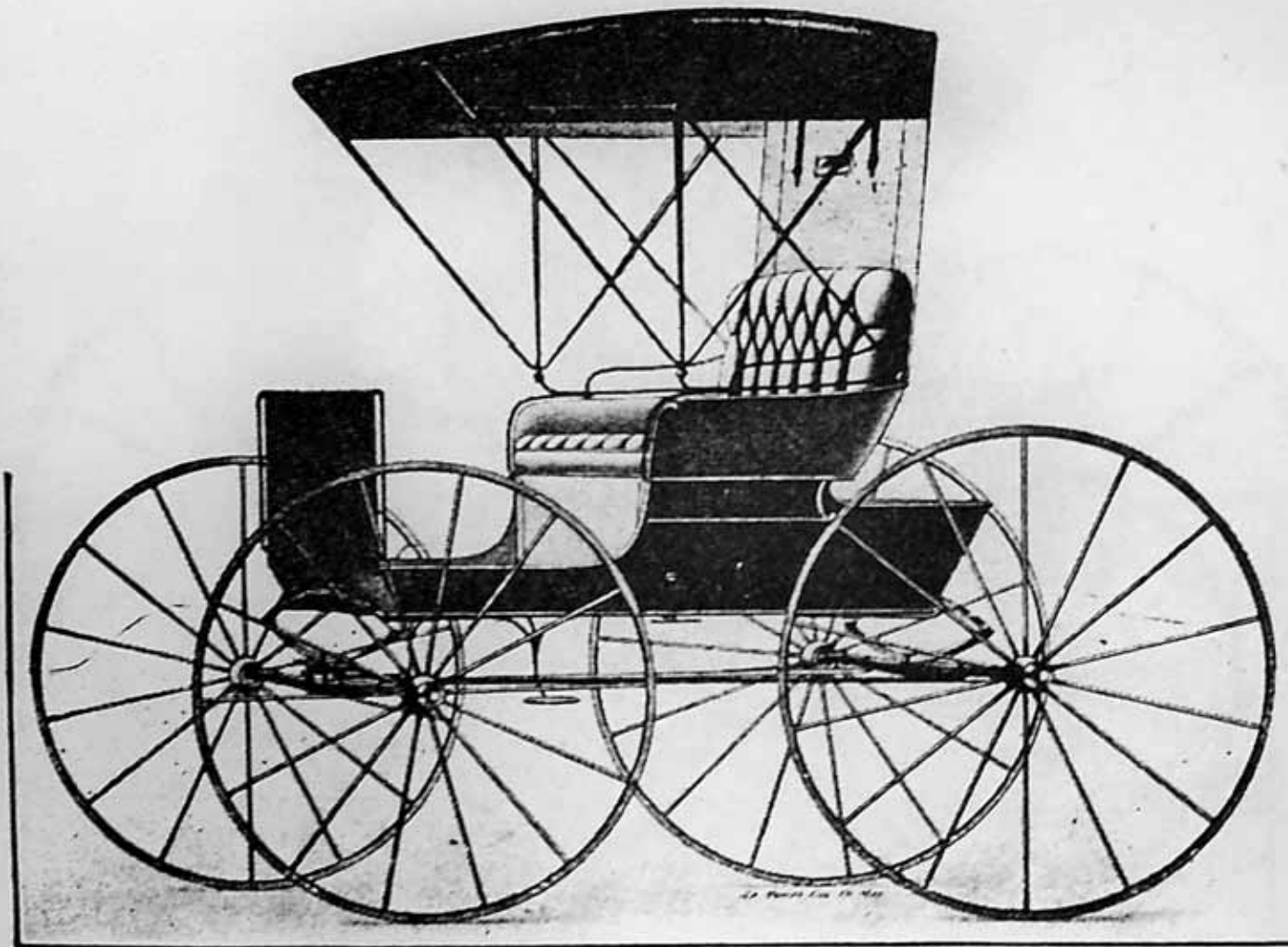
No. 28. LANE CONCORD.

Made interchangeable with full panel Concord on opposite page.

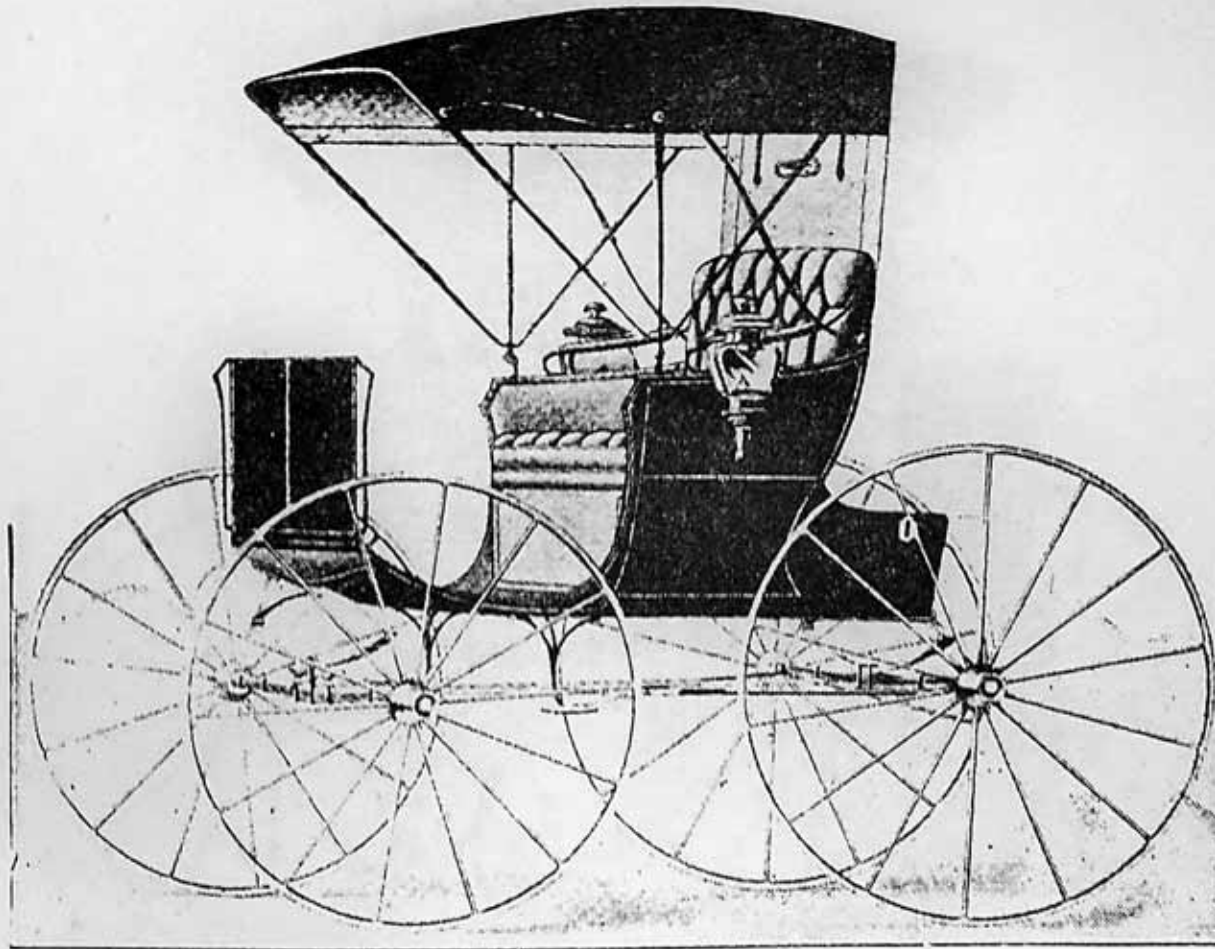




No. 102-T. RAISED PANEL TOP CONCORD.  
Rubber or leather tops on any style or size.



**No. 138. TOP CORNING.**  
**Shifting top. Roomy for rider and luggage. Moderate price.**



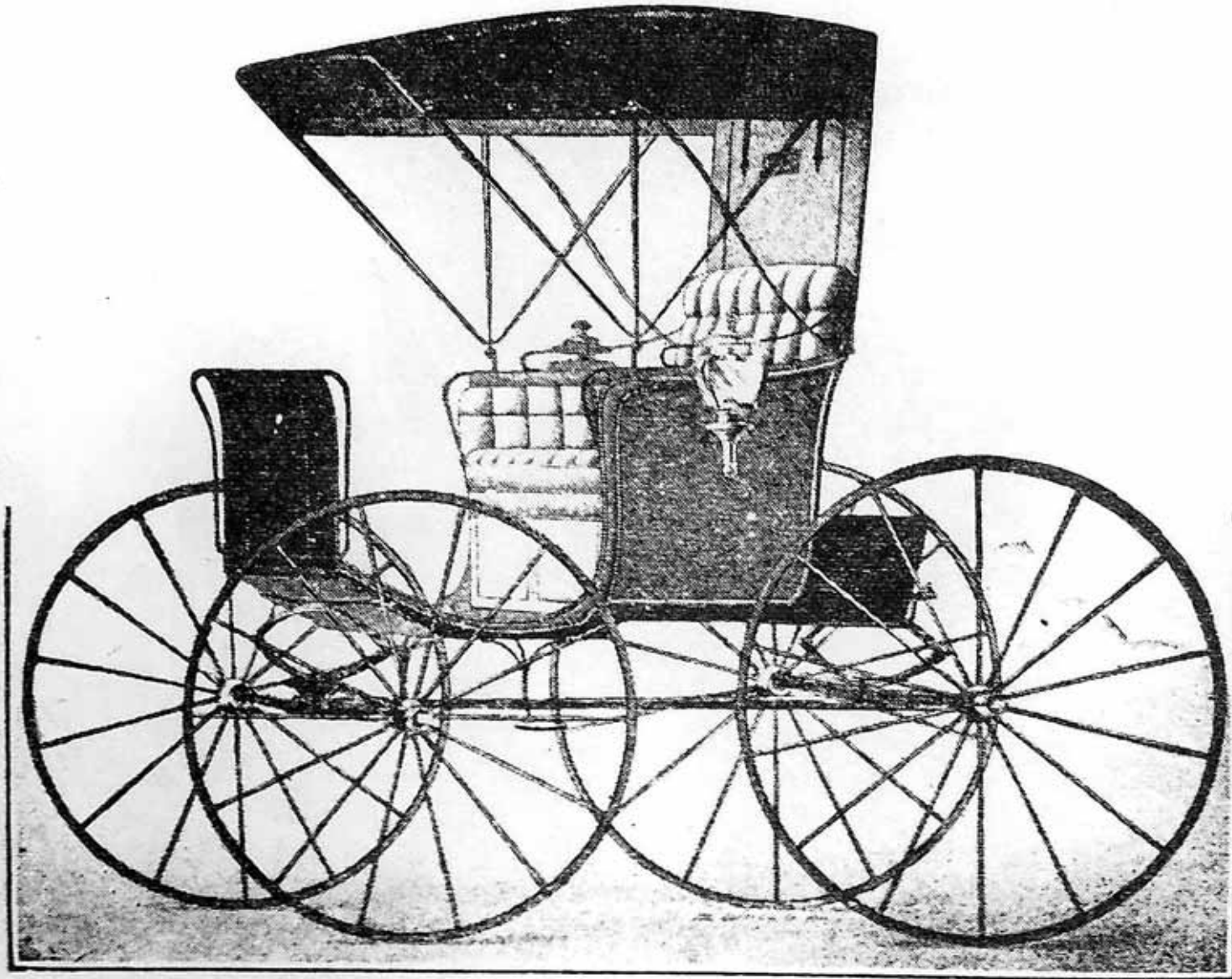
No. 116. LIGHT STANHOPE.

Moderate price.

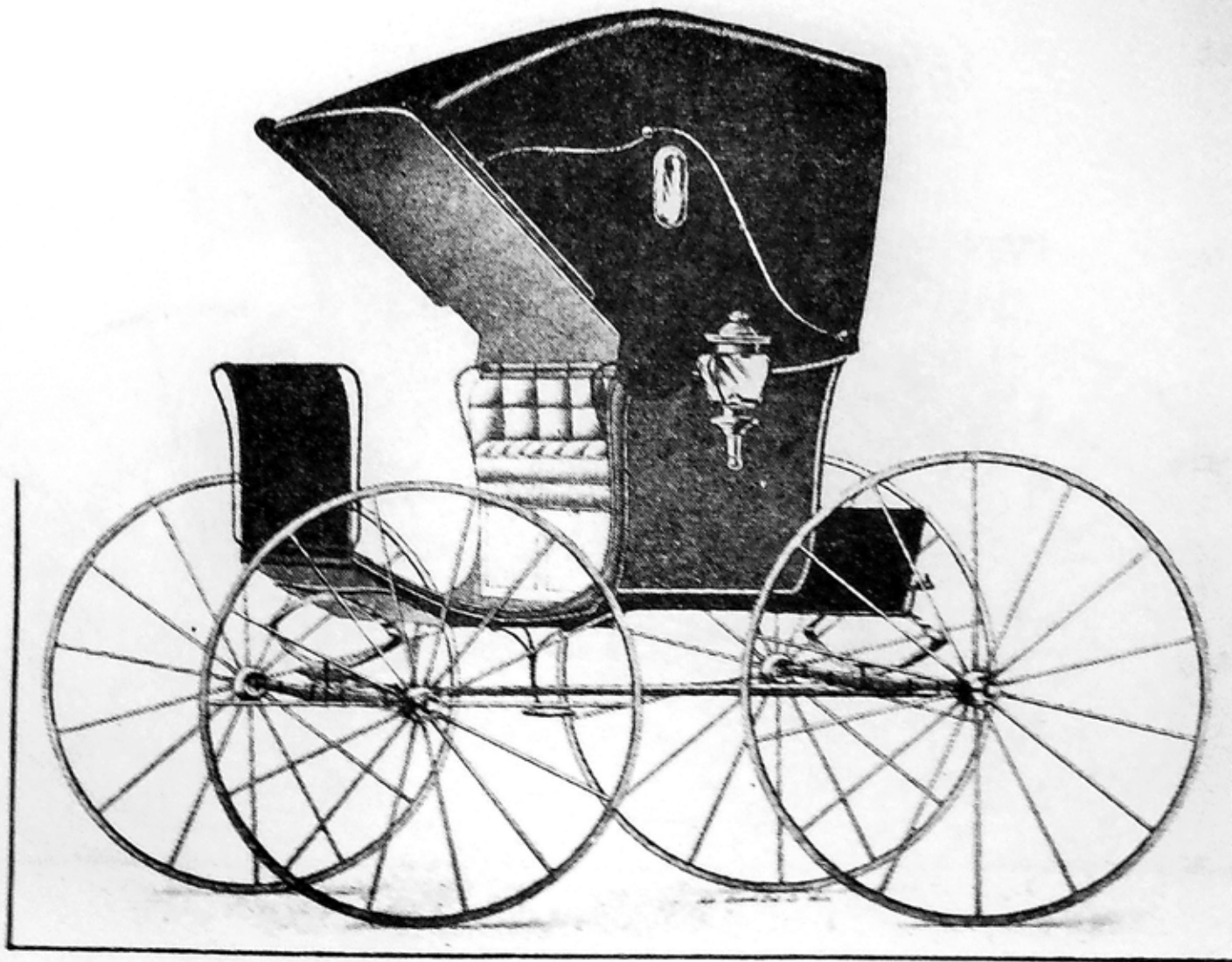
Panel deck.

With or without lamps.

No. 114. Open behind.

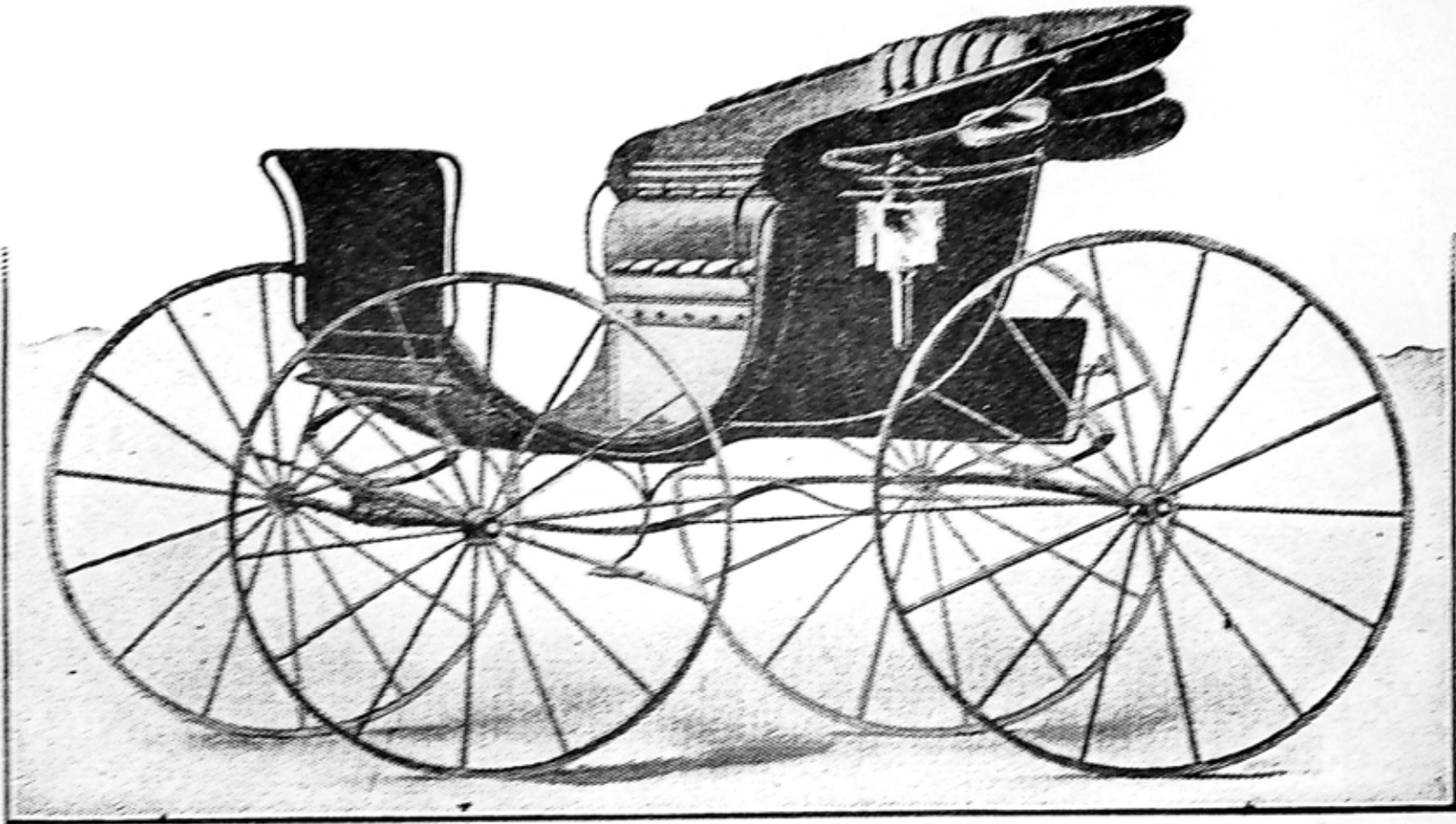


No. 120. ROOSEVELT STANHOPE.  
Buggy Top. A luxurious driving carriage.



No. 121. ROOSEVELT STANHOPE.  
Close top. A style that always looks well.

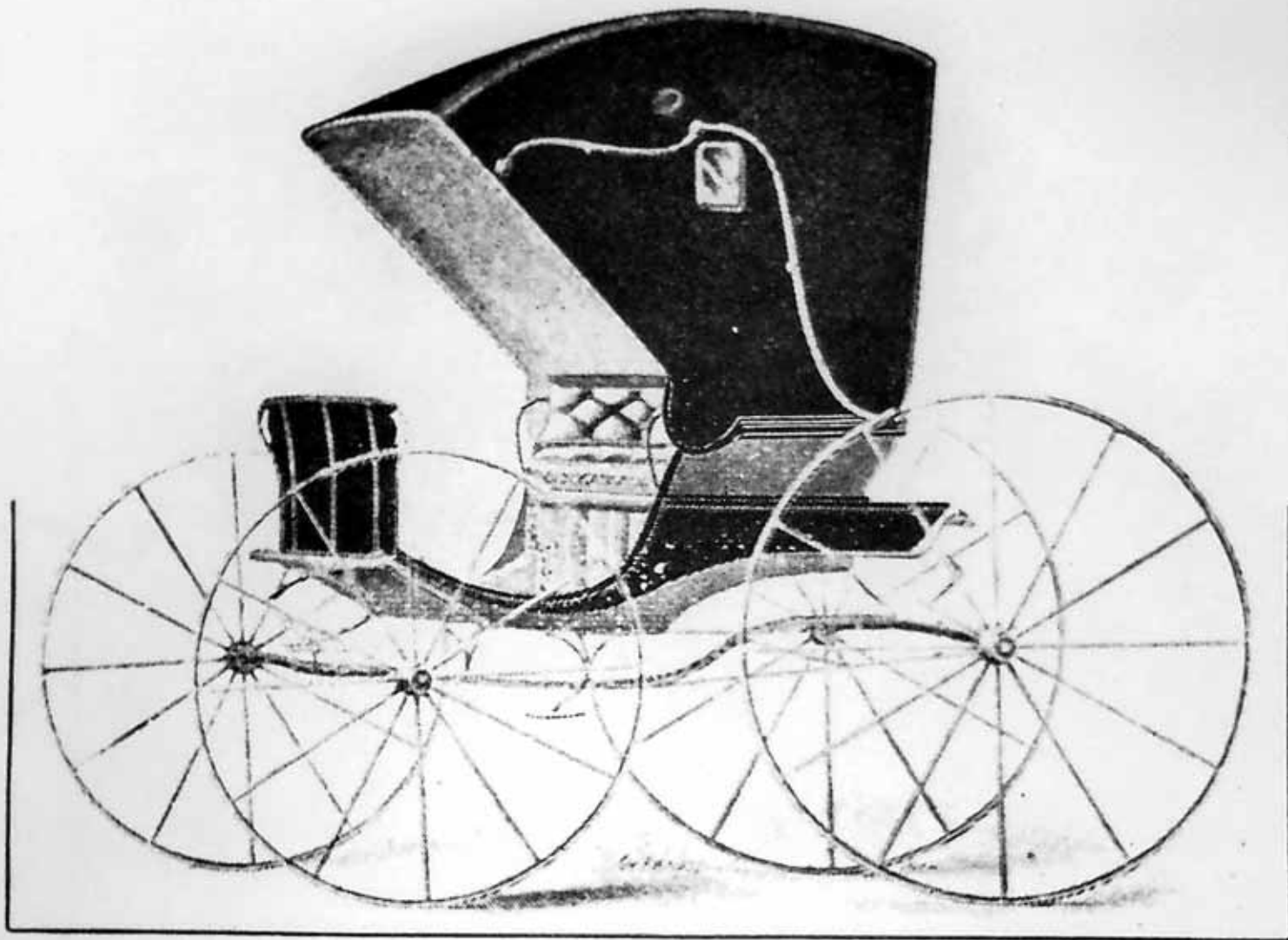




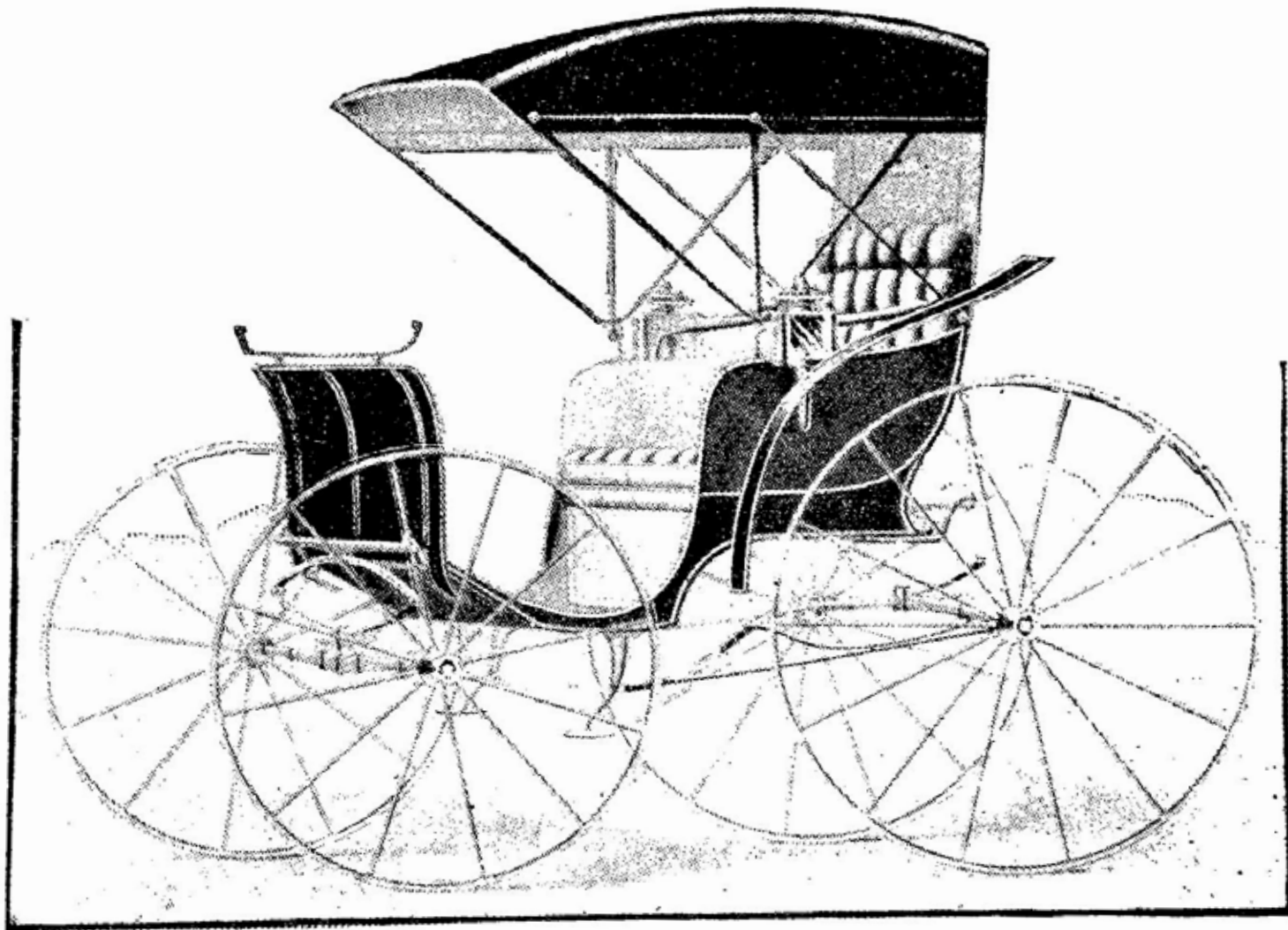
No. 94. BOSTON GIG.

No. 93. Same with curtain top.  
A rich, luxurious and stylish carriage.

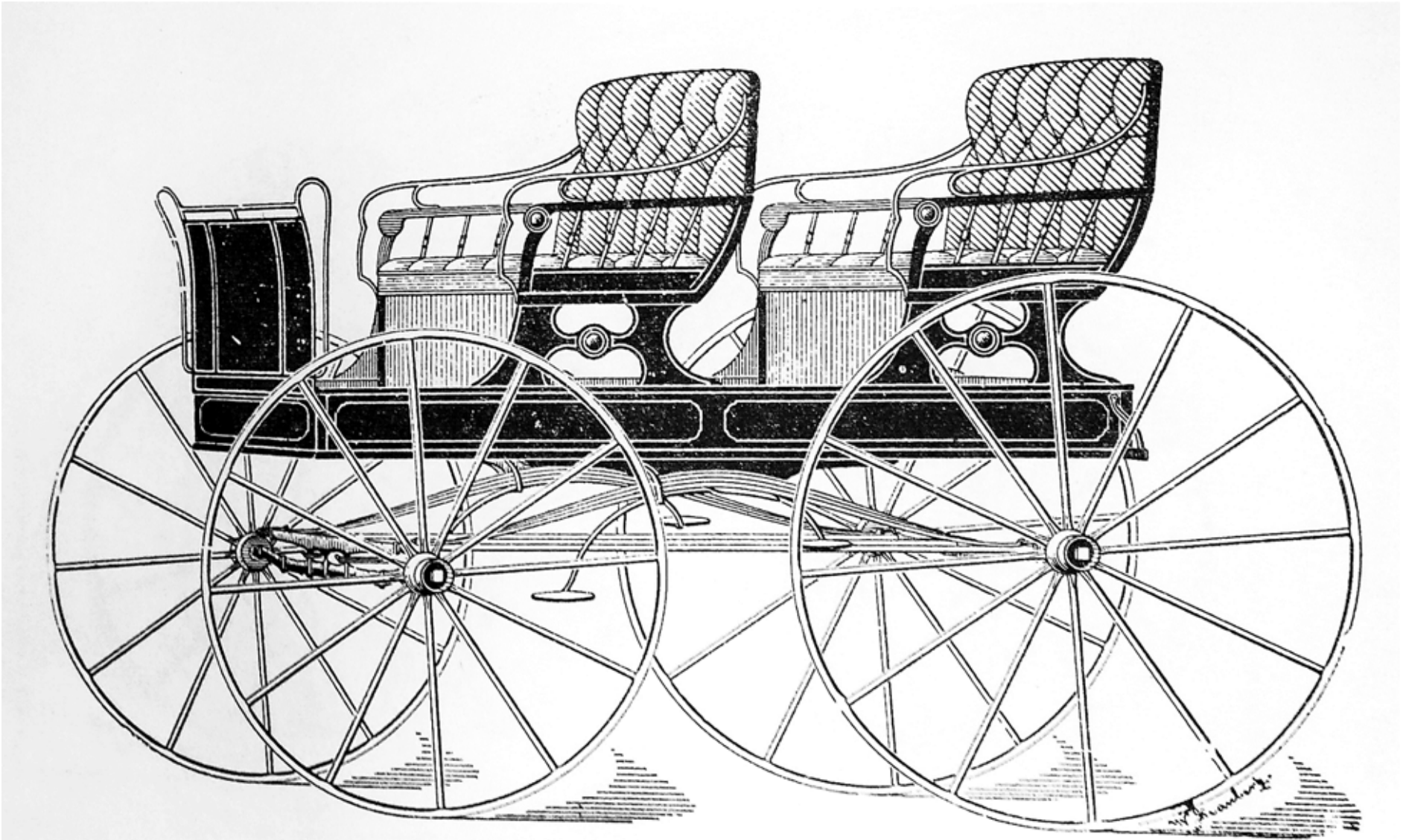




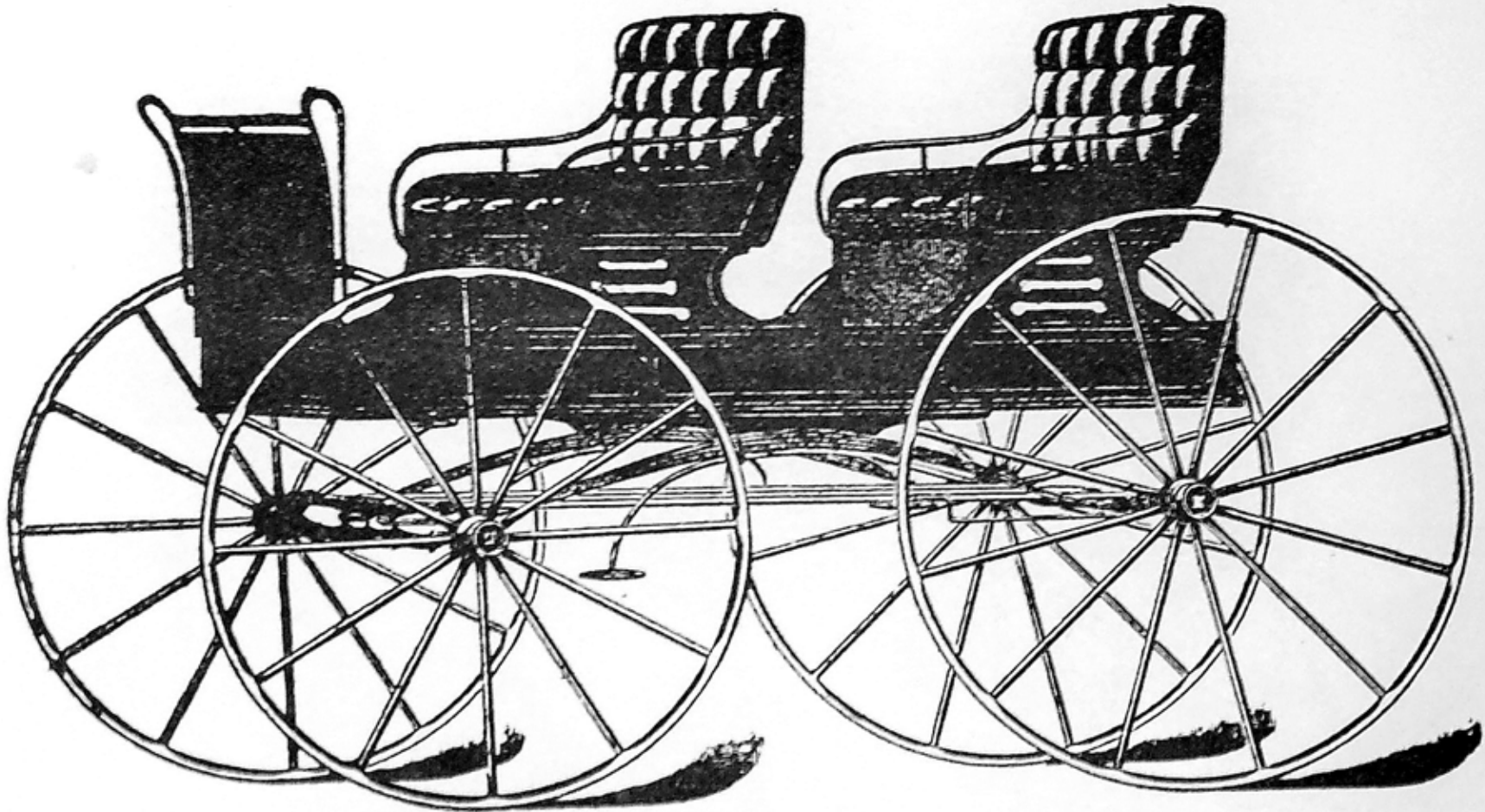
No. 45. GODDARD.  
42, 44, and 46 in. bows. Always in style.



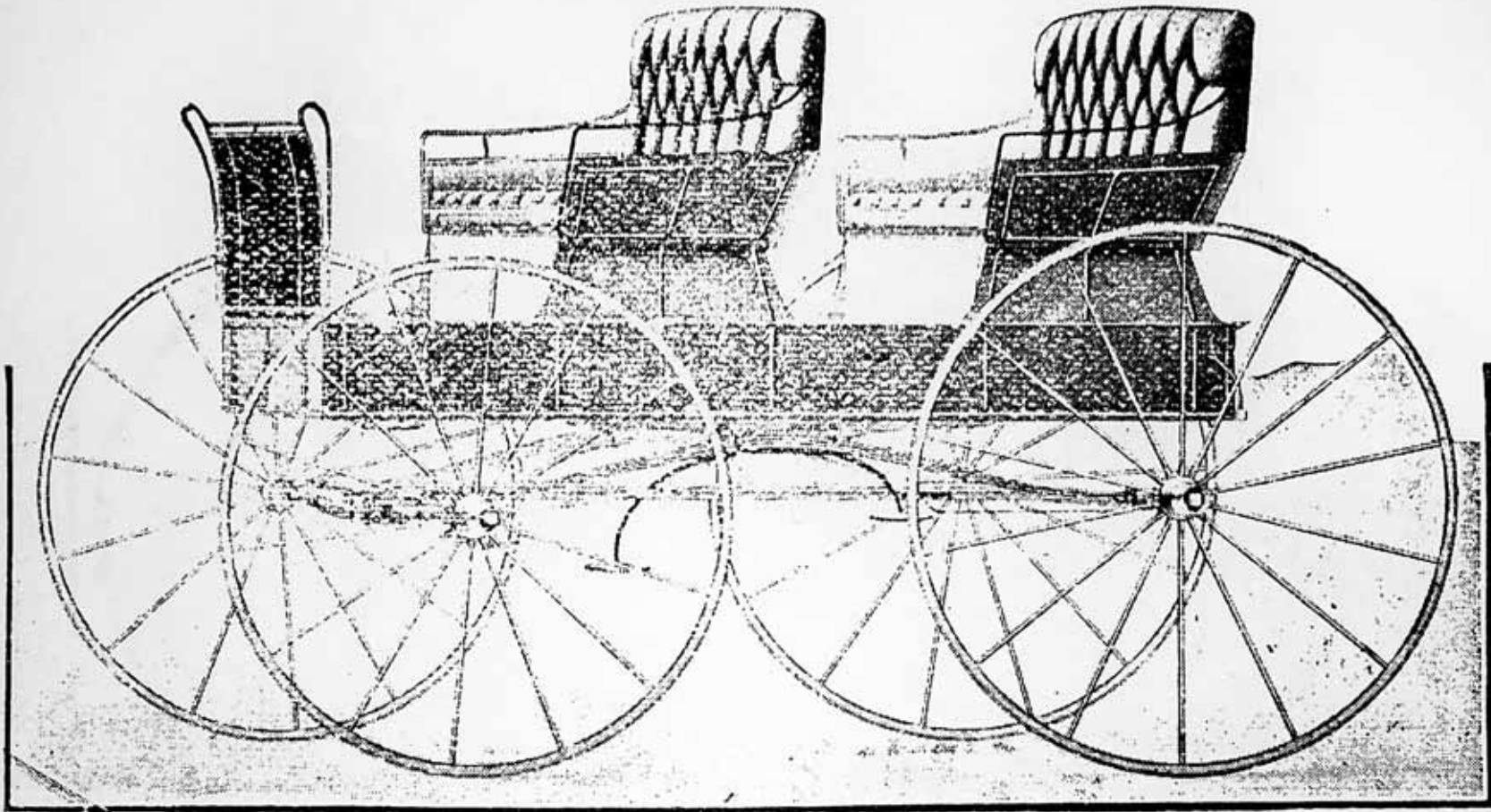
**No. 267. CLARK PHAETON.**  
**High Grade Vehicle. Seats low, and very easy riding.**



No. 161. IDEAL DEMOCRAT.  
Headquarters for High Grade Democrats.

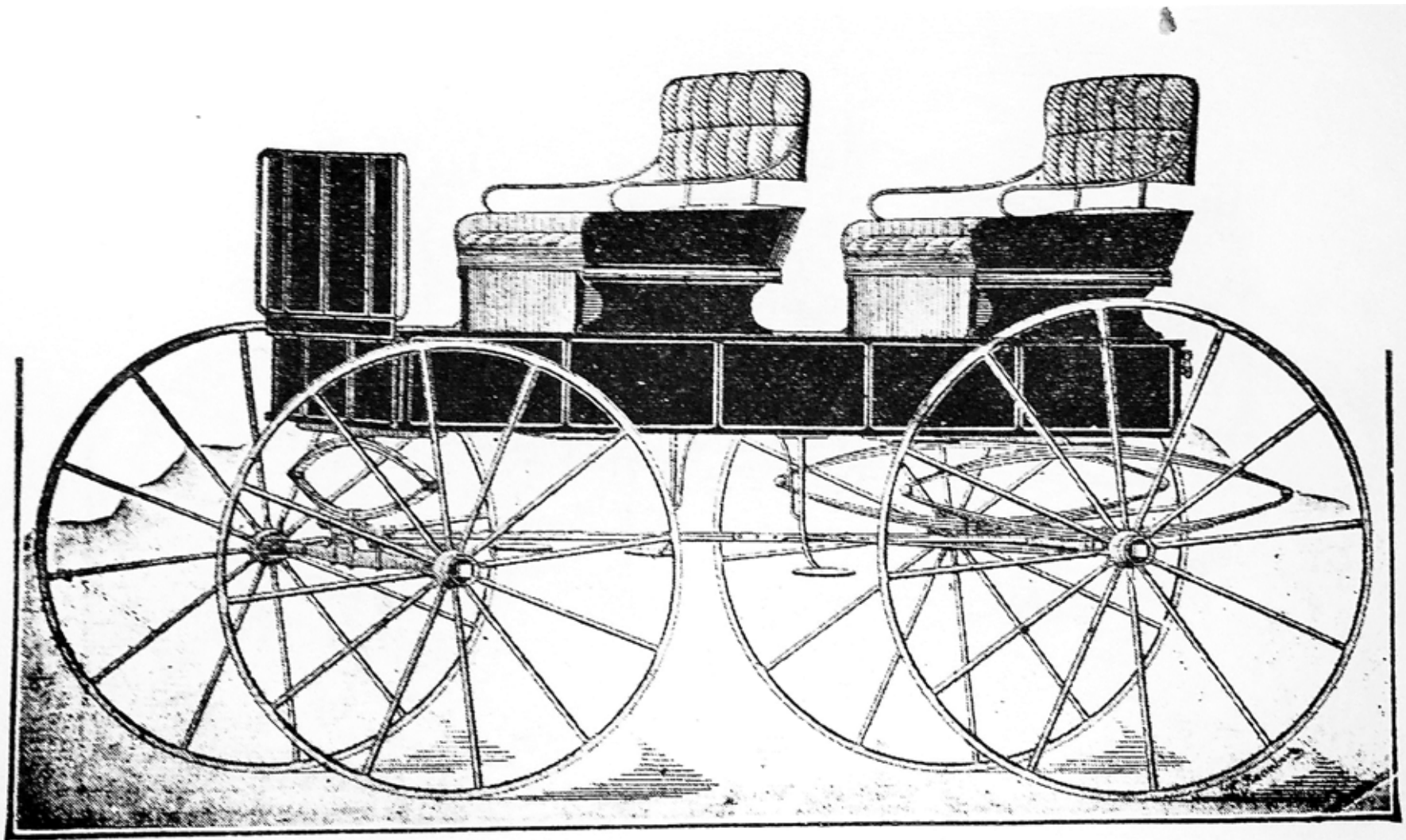


No. 43. PANEL SEAT DEMOCRAT.  
Democrats made in four styles and sizes.



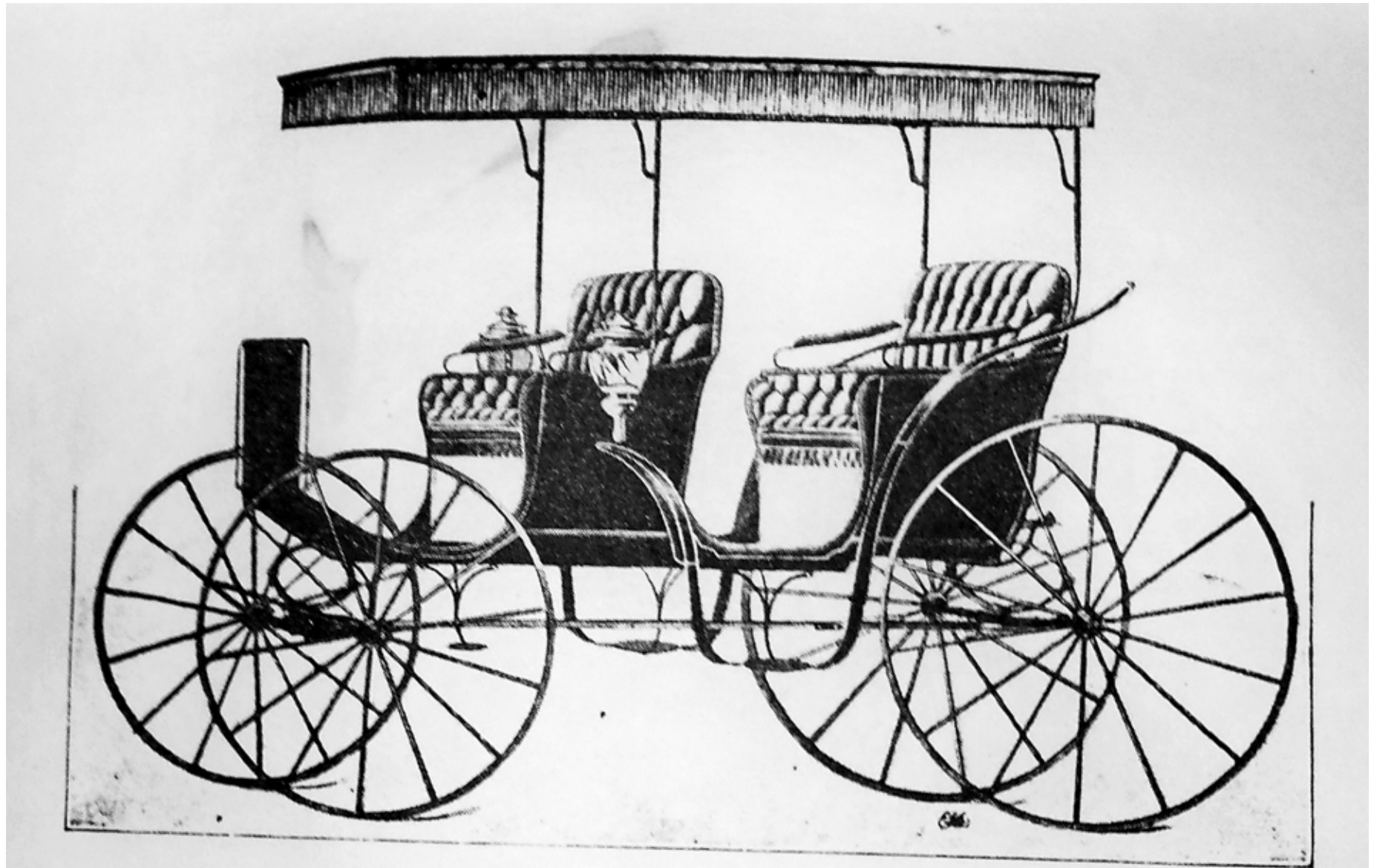
No. 170. BEVERLY DEMOCRAT  
A stylish, durable wagon at a moderate price.



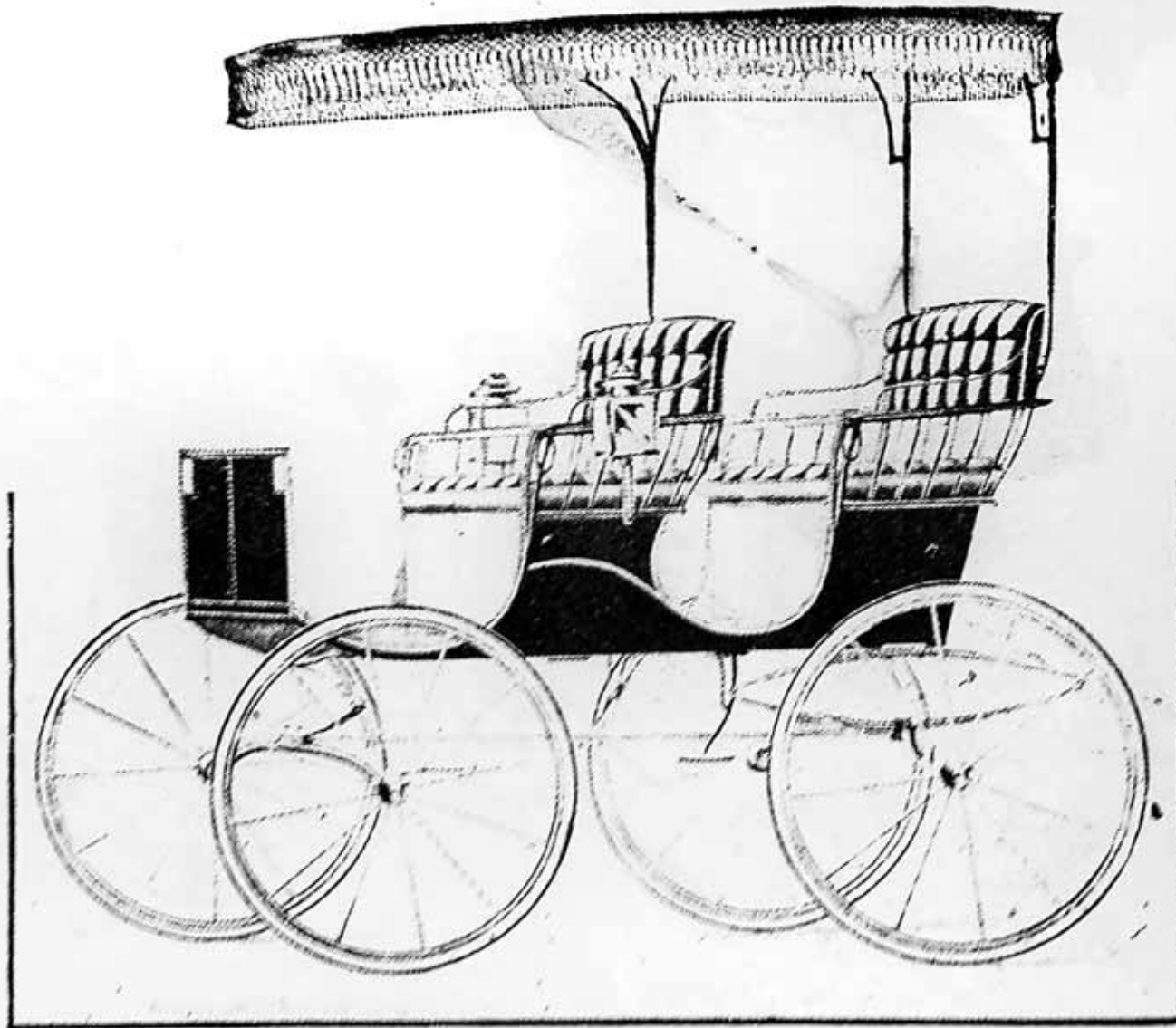


No. 72. COUNTRY CLUB BEVERLY WAGON.  
Stylish, easy running and riding. Very popular.





No. 190-C. ROOSEVELT SURREY.  
A High Grade Surrey. Body made on grooved principle.



No. 9. WELLS HAWTHORNE SURREY.

Divided Front Seat, each side moves forward. Also made with regular height wheels. Open or Canopy Top.

Thirty-seven years reputation.

Solid and Cushion Rubber Tires put on any style.

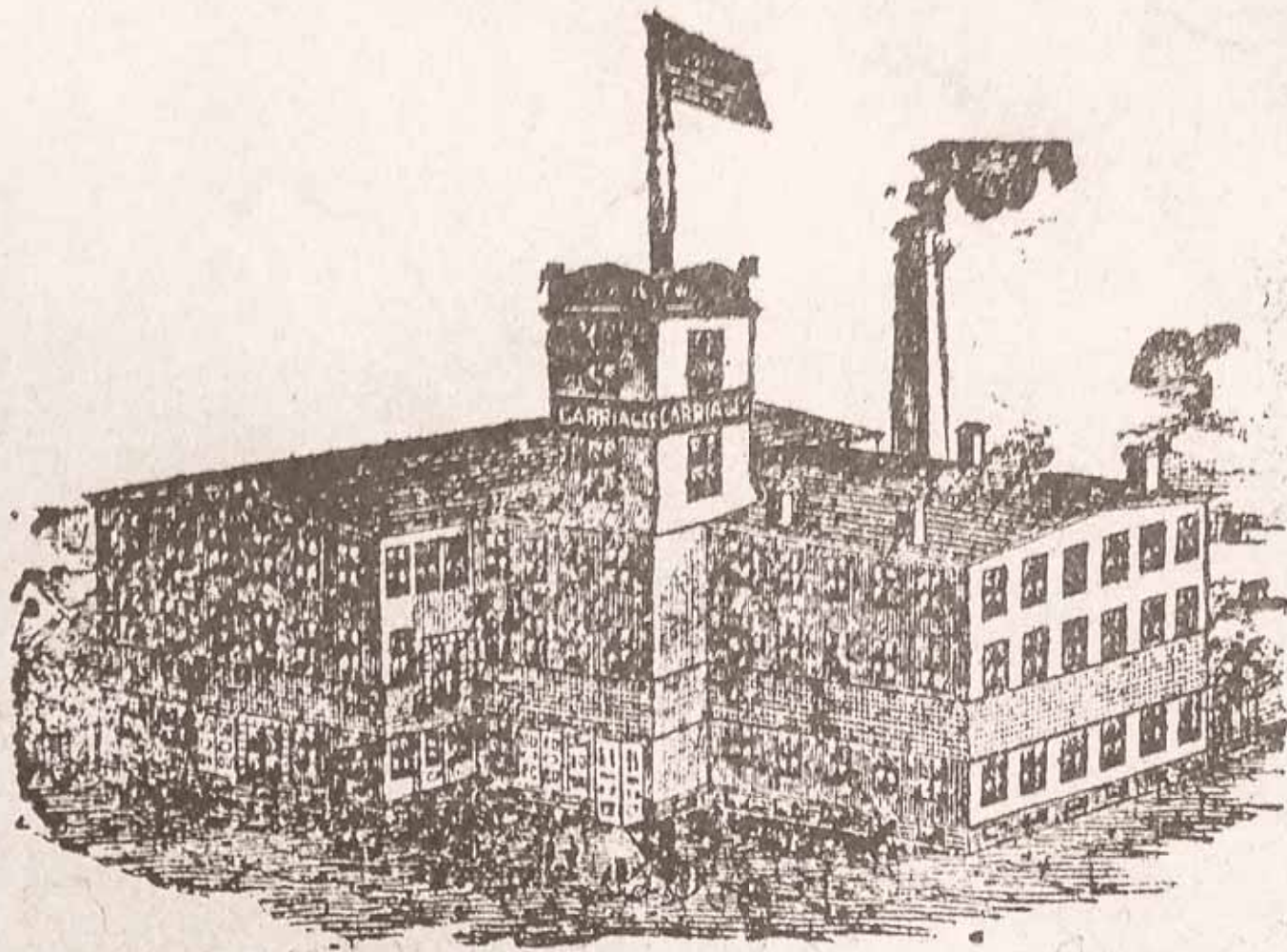
The largest line of fine Sleights in this vicinity.

Your inquiries are solicited. Quotations or request.

T. W. LANE,

Amesbury, Mass.

ESTABLISHED 1874



SUCCEDED H. P, WELLS IN 1909