

Basic Detail Report



The advertisement features a large illustration of a Rhodemaster parking meter on the left, with a city skyline at its base. The meter has a red top and a coin slot. To the right, the word "Rhodemaster" is written in a large, red, stylized font, followed by the word "WANTED" in bold, black, capital letters. Below this, two bullet points with star symbols read: "★ BY CITY TREASURERS" and "★ BY CITY COMPTROLLERS". A paragraph of text follows, praising the meter's collection method. Below the paragraph, a small text box states: "Without obligation to you, Mark-Time engineers will aid your traffic officials in making the metered parking survey of your city." At the bottom, a row of five small photographs illustrates the collection process, numbered 1 through 5. Below these photos, five numbered captions describe each step. The advertisement concludes with the "MARK TIME Rhodemaster" logo, the tagline "the most perfect parking meter for your city", and the company name "M. H. RHODES, INC., HARTFORD 6, CONNECTICUT". The bottom left corner of the page reads "THE AMERICAN CITY • February 1948" and the bottom right corner reads "34c".

Rhodemaster

WANTED

- ★ BY CITY TREASURERS
- ★ BY CITY COMPTROLLERS

Rhodemaster's preference by City finance officers is based solely on the merits of vastly superior collection method of parking meter receipts. Only Rhodemaster's sealed coin box collection system gives complete assurance that all coins put in the meters are accounted for in the city treasury. The Rhodemaster system reassures city treasurers, city comptrollers and all city officials concerned with coin collection . . . does the kind of collection job they have told us they want.

Without obligation to you, Mark-Time engineers will aid your traffic officials in making the metered parking survey of your city.

HERE'S WHY CITY FINANCE OFFICERS HAVE CONFIDENCE IN RHODEMASTER

1. Mark Time lock-box — type proven best by world's largest coin collector.
2. Lock-box easily accessible when burglar proof bank door is opened.
3. Collector inserts new empty box with other hand and collection is finished in a few seconds.
4. Many cities use motorcycle side cars, such as above, for collections.
5. Back at headquarters boxes are emptied and resealed—ready for use on next collection.

MARK TIME *Rhodemaster*
the most perfect parking meter for your city

M. H. Rhodes, President
M. H. RHODES, INC., HARTFORD 6, CONNECTICUT

THE AMERICAN CITY • February 1948 34c

Title Advertisement: Rhodemaster Parking Meters

Date 1948

Primary Maker M. H. Rhodes, Inc.

Medium paper, ink

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Description Advertisement for the Rhodemaster parking meters made by M. H.

Rhodes, Inc., Hartford removed from The American City, February 1948.

Dimensions Primary Dimensions (overall height x width): 10 5/8 × 7 11/16in. (27

× 19.5cm)