

DUMONT

The Philadelphia Inquirer

St. Louis Globe-Democrat

The Detroit Free Press

PRESIDENT POINTS
New York World-Telegram
The Sun

LABOR JURY SUMMONELPATHE NEWS

BUFFALO EVENING NEWS

RED DRIVE CRACKS U.N. LINE AT 4 POINTS

The New York Times

Why the Big Red Offensive?
May Be Fight for Face or Warning to ROK

Riot Halted: Kill

THE COMMERCIAL APPEAL

TIME

POPULAR MECHANICS

The Des Moines Register

SCOUR CANYON FOR 2

Reds Launch Biggest Attack in 2 Years

KILL 2 CONVICTS

people are talking...



SUN-TIMES FINAL

HIGH COURT REJECTS TWO NEW SPY PLEAS

Newsweek

POPULAR SCIENCE

BUSINESS WEEK

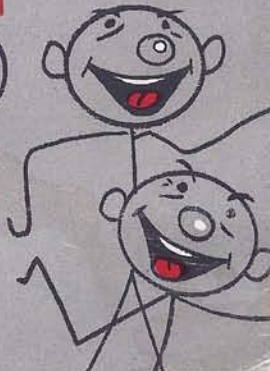
Herald Tribune

Tito, Russia Restore Envoys, He Denies Sell-Out of West

Los Angeles Times

CLEVELAND PLAIN DEALER

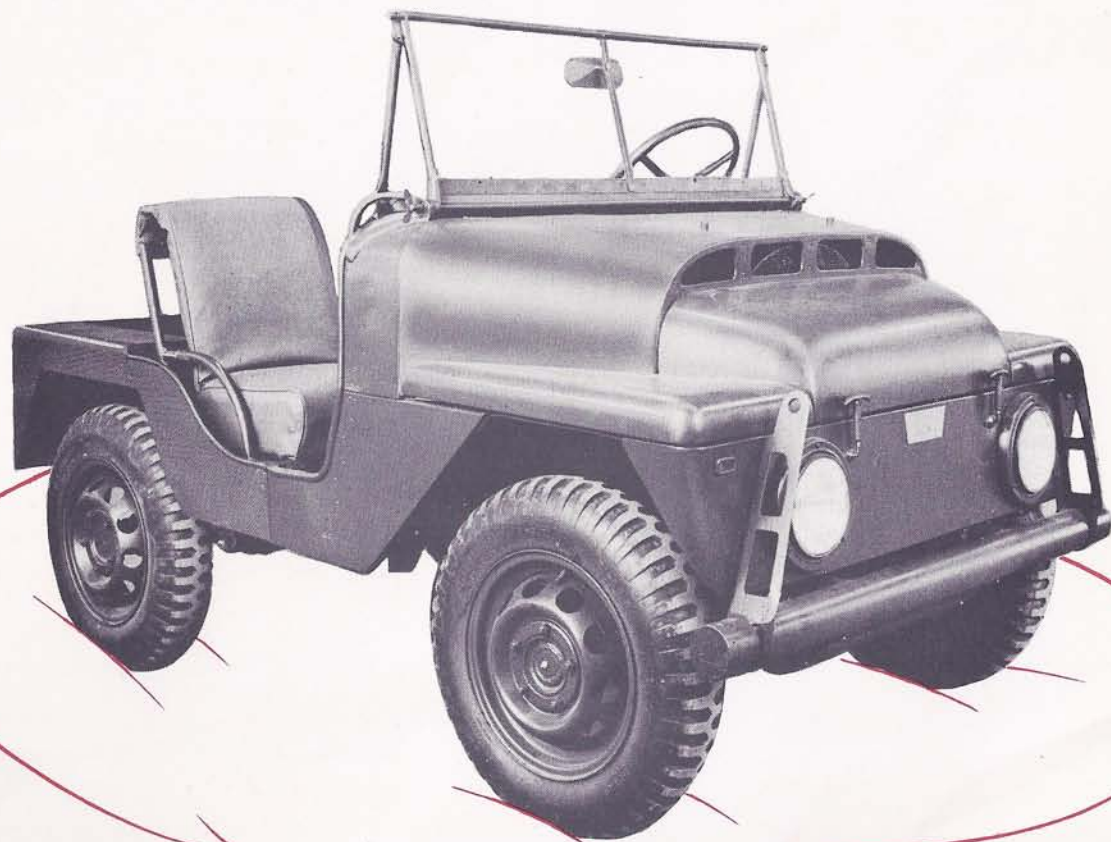
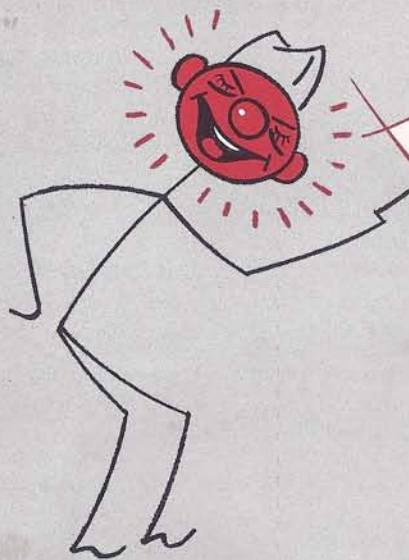
Pathfinder



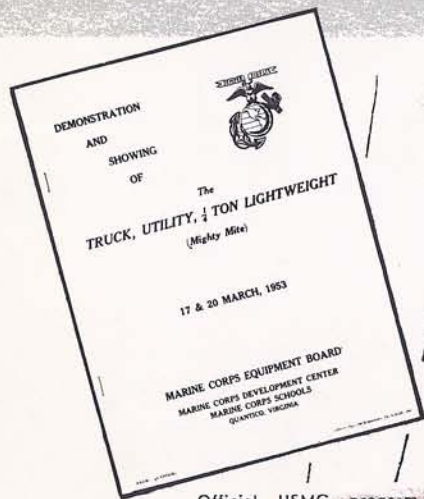
.. about our

Mighty-Mite

and we're
happily blushing



... here's why ..



Official USMC program
for special showing of
the Mighty-Mite.

A few months ago the Marine Corps removed the wraps from a pint-sized, all-purpose vehicle designed to give the Marines greater speed and versatility on the attack.

Before the top brass of the other armed services, reporters and cameramen of the leading news services and automotive executives the Marines put these small-sized cars through their paces.

Interest turned to amazement as the cars performed in unbelievable fashion. Light in weight, they were carried into a simulated battle zone by standard helicopters. Their special four-wheel drives and short wheel bases gave them the sure footedness of half tracks—their rugged construction the stamina of tanks. On straight-away they ran with the grace of modern motor cars, yet they took to the brush like scared rabbits.

They flew up and over steep grades other military vehicles found impassable and walked through thick mire baths as though they didn't exist. They circled cone shaped hills like mountain goats and went up and over razor topped crags without hesitation. They slammed across specially built

corduroy roads of railroad ties on but three wheels. They left a normally hard-to-please audience totally astounded.

Within hours after the test was over demonstration movies had been shown on every major television network. Overnight the nation's press had made the little car the most talked of new vehicle in many years. Warner's Pathe News ran a complete film throughout the United States and in 26 different countries across the face of the earth. An interested public has since responded with thousands of requests for purchase.

All this has pleased us considerably, because we—the Mid-America Research Corporation—were responsible for the design and construction of the vehicle. We have fondly tabbed it the Mighty-Mite, and sincerely believe it to be one the greatest innovations in modern motoring.

Naturally we are proud of our "baby", and modestly, we set down here, in this little brochure, a cross section of the many nice things that have been said about the Mighty-Mite, and the Mid-America Research Corporation.



military magic . . .



A standard helicopter carries one Mighty-Mite into the area as a second Mighty-Mite easily clears an 87 percent grade found impassable by similar military vehicles. Mighty-Mite clings to steep cone-shaped hills that would spell catastrophe to less versatile vehicles.



. . . came as the enthusiasm indicated by the Marine Corps for the rugged Mighty-Mite quickly spread throughout the services. As one ranking General said, "The Mighty-Mite is a mighty car and will come in mighty handy." Every military man who witnessed the Mighty-Mite going through its paces was genuinely impressed.

Leatherneck

"Any Marine who has ever stalled and pushed a standard jeep over rough ground will appreciate the performance of this new lightweight Mite. It is hoped that it will soon be adopted for the Marine Corps."

Navy Times

"The Mighty-Mite got the heavy attention among 35,000 people on opening day at the International Sports Show."

Quantico Sentry

"Mighty-Mite, a newly proved combat vehicle, hurdled over the top of an 80% grade with no strain during a strenuous four hours of torturous tests."

Army Times

"It is anticipated that the Mighty-Mite will relieve the load from the foot soldier."

the press paraded . . .

. . . more than 1,000 square feet of copy and pictures into the news columns of the nation's leading newspapers. The NEW YORK TIMES, for example, devoted generous space on three different occasions.

The New York Times.

"The snub nosed Mighty-Mite successfully passed the stiffest of tests at Quantico."

Chicago Daily Tribune

"The 1,496 pound Mighty-Mite climbed an almost 87 percent incline, zoomed through knee deep mud and was hauled high in the air by helicopter—something no other ground vehicle has been able to perform."

Kansas City Star

"It performed like a champion over the treacherous terrain of the Marine proving ground. It has tremendous traction—maneuvers easily on three wheels without loss of speed or power."

Los Angeles Times

"The Mighty-Mite has a number of features never used in military vehicles before—it will outperform vehicles many times its size and power."



Here is a sample of the thousands of newspaper clippings that familiarized millions with the Mighty-Mite almost overnight.



The Mighty-Mite was selected to carry the President of the United States to view a recent military demonstration.

Wherever the Mighty-Mite appears it is afforded special attention. Here C. L. Summers, executive vice-president of Mid-America, accepts a trophy given at an automobile show for attracting the most viewers.



editorial enthusiasm . . .

. . . was clearly evident as the nation's leading publications, radio and T-V networks gave preferred space and time, and bestowed extended photographic treatment to the announcement.

Newsweek

"Weighing only 1,500 pounds the Mighty-Mite can climb an 87-degree incline, drive through knee deep mud and easily be hauled aloft by helicopter."

TIME

"The little giant of defense—a new, powerful, highly maneuverable tactical vehicle called the Mighty-Mite."

BUSINESS WEEK

"An amazing little Leatherneck—a spunky little auto that plows through mud, fords streams, climbs 87% grades and can be air lifted by helicopter."

Pathfinder

"It can outclimb a mountain mule, navigate slime-filled ditches, mud or sand that would stop a tractor."



COMMERCIAL CAR JOURNAL

"Mighty-Mite incorporates much new engineering . . . does not require liquid coolants. There are no problems with anti-freeze, ruptured or loose hose connections or thermostats. Synchronesh transmission design includes non-spin type differential eliminating one external control handle. Cantilever leaf springs and pivot center steering eliminate other geometry problems."

AMERICAN AVIATION

"In moving a division by air resultant weight savings of the Mighty-Mite would amount to 150 plane trips."

MOTOR AGE

"The Mighty-Mite will do most anything but fly—and with the help of helicopters it flew."

IRON AGE

"To top off the show the Mite scrambled through a sea of mud which left its big brother floundering—and plowed back into the muck to tow out the jeep."

POPULAR MECHANICS

"A tiny vehicle that promises to do everything the famed jeep will and more. They call it the Mighty-Mite—and with reason! The 1,500 pound car bristles with talent."

CARS

"This bantam Marine has landed and the situation is well in hand."

Proves stronger, easier riding than older vehicles.—*St. Louis Post Dispatch.*

Super Jeep crossed with baby tank.—*Orange (Calif.) News.*

Though one thousand pounds lighter it outperformed renowned Jeep—*Omaha (Neb.) World-Herald.*

Smacks across six-inch high obstacle at 50 miles per hour without faltering.—*Wheeling (W. Va.) Register.*

You come off the test run thoroughly convinced the Mighty-Mite would come in pretty handy in Korea.—*Youngstown (Ohio) Vindicator.*

The Mighty-Mite travels over terrain that would stop the versatile Jeep of World War II.—*Christian Science Monitor.*

The junior Jeep gave a star performance.—*Miami (Fla.) News.*

Conquers slope a competing jeep couldn't negotiate.—*Pittsburgh Press.*

Can go anywhere a tank can.—*Cherry Point (Marine) Windsock.*

It's only appropriate the Marines should have this sea-going jeep.—*Dallas Times Herald.*

The Mighty-Mite is as different from the jeep as the sabre jet is from a light commercial plane.—*Tulsa World.*

Out Jeeps the Jeep.—*New York Journal American.*

The Mighty-Mite can climb an almost perpendicular wall.—*Augusta (Ga.) Chronicle.*

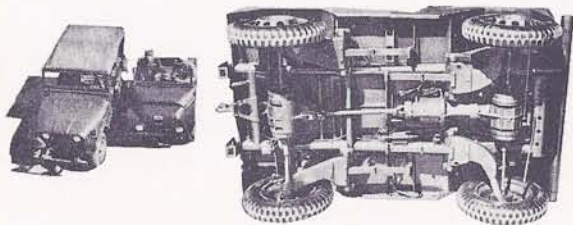
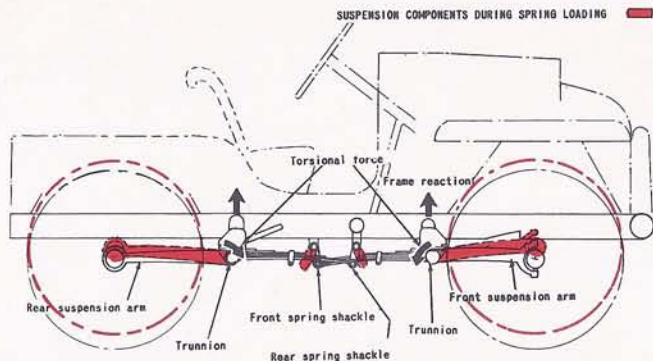
The Mighty-Mite has sneaked in to steal the Jeep's thunder with the military service.—*Denver Post.*

The Mighty-Mite can bounce over five-inch curb at 50 miles per hour and keep its balance with one wheel missing.—*New York Daily News.*

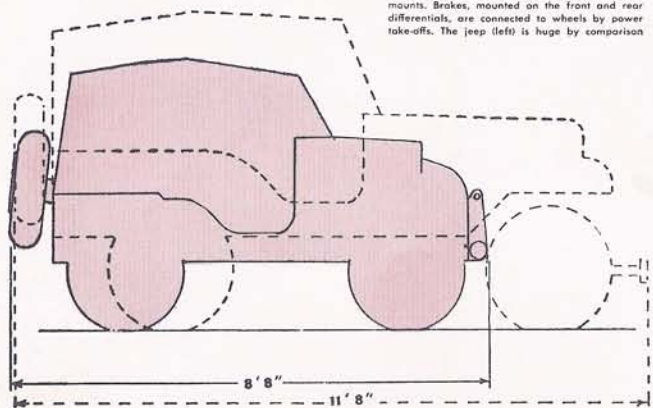
A sort of super jeep crossed with a tank.—*Meridian (Miss.) Star.*

Eventually will be an influence on civilian production. A power house that does the same thing as a jeep but better.—*Henderson (Ky.) Gleaner*

Can do anything a mule can do with plenty of get up and go.—*W. L. Russell in the Pittsburgh Press.*



This worm's eye view of the Mite (above) shows the simple tubular steel chassis and novel wheel mounts. Brakes, mounted on the front and rear differentials, are connected to wheels by power take-offs. The jeep (left) is huge by comparison.



Views here were taken from leading design publications which went to great length to depict the many innovations in the Mighty-Mite's revolutionary design for their readers.

engineering excitement . . .

. . . persisted as automotive designers and engineers gave the Mighty-Mite a thorough going over. Publications that serve these people printed bolt-by-bolt accounts of this amazing vehicle.

DESIGN NEWS

"This latest and more adaptable unit of transportation will outperform the popular World War II Jeep in any number of ways on all types of terrain."

Automotive News
ENGINEERING MANUFACTURING MERCHANDISING SERVICING SERVICE SECTION

"The Marine Corps newest vehicle went "Flying" through the air and o're land with the greatest of ease as it made its rip-roaring debut before industrialists and the military. Terrific bump absorption was illustrated when the Mighty-Mite came out unscathed after being dropped 15 feet to the ground from a helicopter."

POPULAR SCIENCE

"Come for a dizzy spin in this tiny, fast and rugged acrobate on wheels. Its performance and antics amaze even its designer. Some of its tricks would make any sensible mule hesitate."

Steelways

"If the Marines have occasion in the future to hit an enemy-held beach, one of their most useful weapons may well be a little gamecock of a vehicle that packs giant performance into its midget size. Full of automotive innovations it combines fish, flesh, fowl, and souped-up mountain goat into one small portion."





Engineering citation awarded Mid-America Research Corporation by DESIGN NEWS, leading designers publication, for their excellence in the design of the Mighty-Mite.

The versatile Mighty-Mite is shown on this page in several of its many military uniforms. In recent weeks it has passed, with flying colors, strenuous aquatic tests—whereby it would ford streams and rivers and cross ponds and lakes by merely inflating a specially designed flotation unit. Thus, it has added swimming to its amazing list of accomplishments.

Left to right, the commando type Mighty-Mite, the radio Mite with complete receiving and sending equipment, the 105 mm. gun mounted, the two-stretcher evacuation unit, the mortar carrier and finally, the wire laying unit.





From importers of almost every land, from our best known exporters—from foreign military heads—from industrial leaders—from recognized machinery dealers — from the farm, the oil fields, the snowbound coasts of Alaska, the sandy soils of the south—from miners, contractors, engineers, forest rangers, rural mail carriers, sportsmen the letters came by the thousands requesting purchase. Set down on this page are a few examples of the type of letters the Mid-America Research Corporation is still receiving by the hundreds.

MECHANISTS DELIVERY CO.
 MECHANISTS DELIVERY CO.
 214-AMERICA Research Corp.
 Council Street
 Wheeland, Pa.
 Attention: Mr. Paul Sumner
 Dear Sirs:
 It has recently come to my attention that you have completed plans to build a light delivery truck designed after the Mighty Mite.
 I am much impressed with the demonstration of your Mighty Mite and was more impressed after my opportunity to inspect it at your plant. From what I learned of your apt. it would make an ideal and economical delivery truck for multi-city service.
 We are not looking for rather large numbers and would appreciate information as to the availability of the chassis or a complete unit including body, it's price and specifications at your very earliest convenience.
 We trust you will be able to furnish us with detailed information without great delay as we are extremely anxious to give some of our better to our operations as a light hauler.
 Very truly yours,
 MECHANISTS DELIVERY COMPANY

PETROLEUM—Several progressive companies immediately recognized the features of the Mighty-Mite and how it would make the perfect field car. The appearance of the Mighty-Mite at the 1953 Oil Show served to add fuel to the fire. Large concerns and independent producers alike, are now in almost daily contact with Mid-America regarding procurement.

PETROLEUM AND ITS PRODUCTS
GULF OIL CORPORATION
 P.O. BOX 1000
 HOUSTON 10, TEXAS
 July 21, 1953
 Mr. E. L. Sumner
 Assistant to the President
 Mid-America Research Corp.
 Wheeland, Pa.
 Dear Mr. Sumner:
 Just a note to record my appreciation of your very kind hospitality and interesting demonstration of the Mighty Mite. All our people have expressed the same feeling to me and wish their sentiments to be given you.
 It is our feeling that this machine will have a definite place in the oil industry in general and possibly in certain operations of your company. Particularly in our service work.
 We will appreciate being kept advised as to any developments in regard to production and special design work of the Mighty Mite operation.
 Thank you very much.
 Very truly yours,

AGRICULTURAL—Leading agricultural publications were quick to see the many possibilities of the amazing Mighty-Mite as an all-around farm vehicle, and displayed their ideas before their readers. This has resulted in a storm of inquires most of which concern immediate purchase. Exhaustive tests proved the agricultural publications

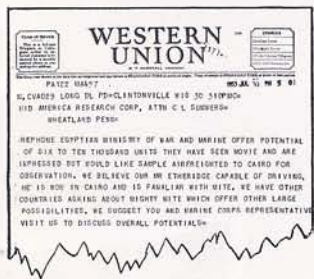


accurate—many farmers, witnessing test, offered to purchase test vehicle on the spot.

DELIVERY — From groceries, bakeries, canneries, nurseries, gas stations, appliance retailers to manufacturers of delivery equipment came hundreds of requests for information concerning a delivery version of the Mighty-Mite in lots from one to 100. Three such vehicles are now being produced by Mid-America for tests for the Post Office Department. Initial trial runs have proved extremely satisfactory.



buyers have made personal trips into Mid-America to emphasize urgency of need for such a vehicle.



EXPORT—From Managua, Nicaragua to Baghdad—military sections and established importers representing more than 40 foreign countries have flooded the mails with enthusiastic market reports and guaranteed orders totalling thousands of vehicles. International trades publications are requesting complete information as a result of the mass of inquiries they are constantly receiving from their subscribers. Many foreign

Upper Right—Industrial executives wanting to know more about the Mighty-Mite stood in line to ride in this amazing vehicle at a recent industrial exhibit. Almost without exception they returned full of enthusiasm offering to purchase, manufacture and encourage immediate civilian production.

Lower Right—Now undergoing tests this panel truck version of the Mighty-Mite was one of three especially developed for the United States Post Office Department. The initial tests have proved the car unmatched in versatility and economy in this type vehicle.



ASSOCIATED PRESS

The Atlanta Journal

HOME EDITION

N. B. C.

THE ARIZONA REPUBLIC

A. B. C.

REDS ATTACK ON 50-MILE FRONT



MURDER SUSPECT CLEARED
Bitter GIs Condemn Rhee Truce Stand

C. B. S.

TULSA WORLD

THE DENVER POST
5,000 Chinese Hammer at 50-Mile Front

Pittsburgh Sun-Telegraph

8-STAR EDITION

THE MINNEAPOLIS STAR



Set to Quit U.N.; ROK Aid Says; Action Delayed

Quick Truce Seen Despite Chinese Blitz

30,000 REDS SMASH ALLIED CARS

CARS

MAKING ROOM OF THE AMERICAN CAR COMPANY

Missing Boy's Body Found
Storms Batter Parts of State; Cooler Forecast Over Weekend

Deputy Premier Arrested

Rhee Demands Defense Pledge

The Washington Post

Reds Hint Bi

The Miami Herald

Leatherneck



CIO Wins Pay In Steel Pact

MID-AMERICA
RESEARCH CORPORATION
Wheatland, Pennsylvania



Automotive News

Near-Car Stocks Dip

DAYTON DAILY NEWS

Army Economy Closing 7 More Camps

Chicago Daily Tribune

SLAY TWO CONVICTS IN HIGH COURT FREES H

Tucson Daily Citizen

Chicago Secret Of Kidnaped Politico Feared Slain

Detroit Times

THE INDIANAPOLIS STAR

ASSAULT CASE SUSPECT HELD



Jury to Sift Labor Rackets

Reds Push Allies Back 2 Miles

roops Get Korean Cease-Fire Alert



Postal Rate Hike Asked

Reds Drive Ho Criticses 'Book Burners' 2 Miles Into In Fight Against Communism