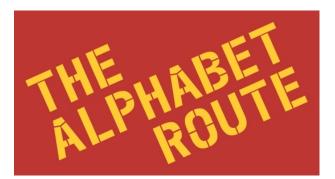
Slogans

In the '50s and '60s, as with many roads, marketing slogans were applied to the sides of cars to act as rolling billboards.



66" wide "Symbol of Service" slogan was used through the '50s until 1960.



56" wide "The Alphabet Route" slogan was used from 1960 until 1964.