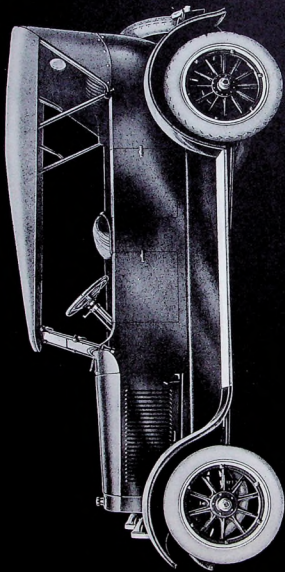


*POWER: Correctly generated,
correctly controlled, correctly
applied to the rear wheels.*

Stanley
Motor Carriage Company
Newton, Massachusetts



Stanley Seven Passenger Touring Car

Comfort in Transportation is promised in the first glance at the Touring Car. It is fulfilled to a degree you had thought impossible (unless you know the Stanley) by its behavior on tour and in the city.

General Specifications of Stanley Chassis

WHEELBASE: 130 in.; tread, 56 in.

WHEELS: Artillery; wire or disc wheels optional at extra charge.

TIRES: Cords; 34 x 4½, on 34 x 4½ rims; non-skid rear.

STEERING GEAR: Of the screw and nut type.

AXLES: Of standard construction; roller and double-row ball bearings; tilted steering knuckles.

BRAKES: Expanding and contracting on hubs.

COWL BOARD: Gauges, speedometer, ammeter and clock.

PILOT: Enclosed with main burner; initial heating, from cold, electrical; fuel then vaporized by its own heat; no atomizer, blower, or carburetor; maintains boiler pressure and keeps fuel and water systems hot while standing for long intervals; ignites main burner when it comes on; pilot assembly easily removable for adjustment. We recommend the current practice of leaving the pilot going over night or longer.

BURNER: Sealed beneath boiler; completely enclosed; Stanley drilled type; burns kerosene or gasoline or any mixture of the two equally well without adjustment; fuel vaporized by its own heat; fuel kept hot by pilot when standing; therefore combustion unaffected by temperature or humidity; fuel fed from small pressure tank and supplied from main (twenty gallon) tank at rear of chassis; fuel consumption governed entirely by power consumption without attention from operator; no waste in "idling".

BOILER: Under hood; Stanley fire-tube, water-level, rust-proof, wire-wound type, welded construction; 23-inch diameter; insulated to prevent radiation; water level maintained without attention from operator; stores power when the call is normal, for use when the call is heavy; total energy instantly applicable to wheels, when desired, by merely opening throttle, giving the Stanley its unmatched acceleration and sense of mastery; the lightest, most compact, most highly efficient boiler in the world.

Note that combustion and generation are motionless process; no moving parts under hood.

CONDENSER: Fin and tube type; aluminum headers with outer shell; returns exhaust steam to tank in form of water; dry and empty when standing; gives water-radius under favorable conditions of 200 miles, which may be somewhat reduced by adverse conditions.

ENGINE: Standard Stanley design; two cylinders 4x5, giving continuous torque; power and speed governed by throttle only; no gear-shift or clutch; no spark-plugs, carburetors or other devices; rides on chassis frame with crank-shaft (8½ inches long) permanently geared into rear axle; 901 revolutions per mile at any car speed (therefore 450½ revolutions per minute at 30 miles per hour, etc.); lubrication, bearings by uncontaminated constant-level bath, cylinders from separate source by positive plunger pump delivering definite amount for each revolution.

Note that burden of generating power and delivering it is separated into independent functions, thus lessening effort and wear on each unit.

Note that this permits an unmatched distribution of weight, equalized between front and rear axles.

AIR-STORAGE TANK: Supplying air for stabilizing pressure on fuel.

Details of the 7-Passenger Touring Car, \$2600

BODY: Hand-made aluminum; flush doors with check-straips, inside and outside handles, and pockets; moulded rubber stop mats; rubber covered floor boards, aluminum bound, in front compartment; carpet in tonneau; cow! ventilation; tool-trunked door; disappearing extra seats in tonneau.

COLOR: Brewster green.
UPHOLSTERY: Best quality bag grain, semi-brig finish, hand-buffed leather; seat white curved hair; deep seat cushions as standard outfit for highest comfort; long double coil springs.

TOP: Sun and rain proof; well tailored and fully lined; side curtains open freely with doors; plate glass lights in rear curtain.

WINDSHIELD: Clear-vision, rain-vision, ventilating type; both upper and lower lights adjustable.

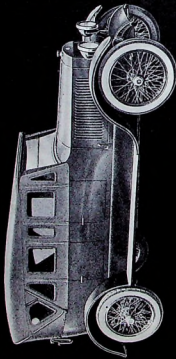
Flexibility for Winter Standing

Flexibility in a Stanley means far more than the mere ability to throttle down to two miles an hour on a smooth road where there is no necessity for going slowly.

It means Stored Power, to meet the constantly changing conditions of road, traffic, speed, weather, and fuel. It means assurance in running slowly and smoothly, when slow running is obligatory—in traffic, or bad going, or on hills, — without destructive effort to mechanism.

It means stored heat, completely insulated and maintained by the pilot while standing, which permits with confidence long or short stops in winter—when most runs are brief, stops are frequent, and radiation rapid. It means a combustion system in which the fuel is kept hot for instant use, and is burned, not exploded. It means no anxiety over present-day available fuels. It means a quiet, dignified start, after the long stop at the curb.

The new Stanley unquestionably meets the demands of its owner twelve months in the year better than any other car—not excepting any.



Stanley Touring Car With Winter Top

There has long been a sensible demand for an open car which can be snugly enclosed for the winter. It is particularly useful for a car which is prominent for running and standing with assurance in winter weather.

Details of Touring Car with Winter Top

Body: Standard open touring body.

WINDSHIELD: Standard clear-vision, rain-vision, ventilating type; both upper and lower lights adjustable.

Top: Standard construction, with snug-

fitting sides securely attached with ample glass windows allowing full vision. It eliminates rattles and drafts and is far more, in comfort and looks, than merely regular curtains which open with the doors.

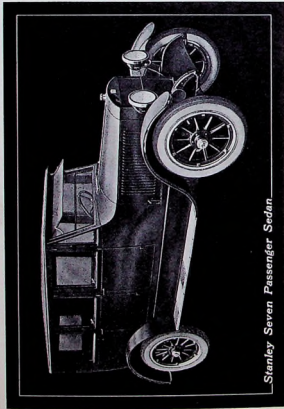
To Execute Your Motor Thoughts

Your first view of Stanley Closed Cars reveals high character and refined comfort. Details of finish and appointment prove the handiwork of accomplished coach builders.

The comfort and harmony so readily obvious are supplementary to a flexibility and a responsiveness which are the Stanley's very own.

Closed bodies of first-class workmanship, with the virtues which nothing but long experience can build into them, will stay young and sound since there is no vibration, no clutching, no self-destructive effort to make them rattle before their time.

Stored Power, positive application of that power by throttle only, power at low speeds, without gear shift or clutch—they give the passengers a matchless sense of comfort and security; they give the driver the confidence to rely on his car to execute his motor thoughts.



Stanley Seven Passenger Sedan

Stanley Closed Cars, when at rest, gratify the most refined and exacting tastes; and once they are in motion they distinguish themselves by the silence and dignity of their behavior.

Details of the 7-Passenger Sedan, \$3850

BODY: Hand-made aluminum; wide doors with check-straps and pockets; moulded rubber step mats; step light; corner lights in tonneau; rubber covered floor boards, aluminum bound, in front compartment; cowling ventilation; full-vision, plate glass windows lowering flush with their sills by mechanical regulators; two disappearing extra seats in tonneau; locks on doors.

COLOR: Brewster green.
UPHOLSTERY: In tonneau, finest grade fabrics, over best white curled hair and long double coil springs; front compartment in leather; deep seat cushions, at correct tilt for highest comfort.
WINDSHIELD: Clear-vision, rain-vision type; protective pane to counteract rain and glare.
SPRINGS: Reinforced for closed car use.

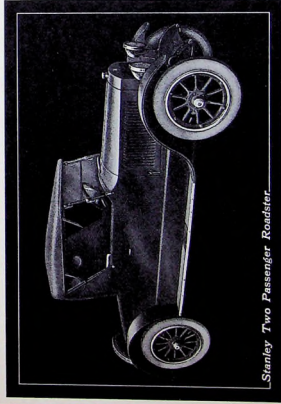
The Stanley is the Fastest Car

When the experienced motorist is passed by a Stanley, in spite of his attempt to accelerate and prevent it, he is apt to confuse control with speed, and say there is no limit to the pace the Stanley can attain. This is misleading.

In the service for which automobiles are bought—transportation on the highway—Stored Power gives the Stanley a pickup, an instantaneous flight, a facility to take advantage of driving situations, and an all-round superiority to cover the distance between points, irrespective of conditions, which are unmatched in any other car.

Manufacturers of gear-shift cars, unable to supply these factors, still feature a prohibitive sustained speed, although, as cars increase in number, it is of less and less benefit in everyday use.

When the experienced motorist says "The Stanley is the fastest car on the road—in the service for which automobiles are bought," he is right.



Stanley Two Passenger Roadster

A Two-Passenger Car with auspicious, graceful lines, dignified character and a suggestion of speed, which will attract favorable comment, yet will not be a passing fad or too risky to be comfortable.

Details of 2-Passenger Roadster, \$2800

Body: Hand-made aluminum; flush doors with check straps; inside and outside handles, and pockets; moulded rubber step mats; rubber covered, aluminum bound, floor boards; cowl ventilation; package space behind driver's seat; convenient tool compartment; baggage space under deck.

COLOR: Brewster green.

UPHOLSTERY: Best quality long grain,

semi-bright finish, hand-buffed leather; best white curled hair; deep cushions, tilted for highest comfort; long double coil springs.

Top: Sun and rain proof; well tailored and fully lined; side curtains open freely with doors; plate glass lights in rear curtain; rear curtain sets back from passengers' hats.

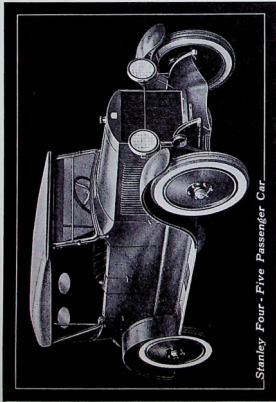
WINDSHIELD: Clear-vision, rain-vision, ventilating type; both lights adjustable.

What the Public Wants

is supplied most fully in the new Stanley. This statement is made advisedly, in full recognition of the present-day vogue of internal explosive cars.

The reason why the Stanley has the qualities most wanted in a motor car—why it has power at low speeds—why it has the fastest pickup—why it runs smoothly and quietly at all speeds—why there is no clutching nor gear shifting—why there is no chilling nor balking in winter—why one throttle controls the car—why kerosene fuel is used—is because the fuel is burned, not exploded, and is converted into steam which is stored in advance and may be instantly applied in the required volume to the driving wheels.

We believe that this is power correctly generated, correctly controlled, and correctly applied to the rear wheels.



Stanley Four-Five Passenger Car

To meet the normal requirements of one or two passengers, and still provide comfortable seating capacity for family or guests, we offer this four-five passenger Touring Car. Its fast, abletic lines and its silent behavior will distinguish you without making you conspicuous.

Details of the 4-5 Passenger Touring Car, \$2600

BODY: Close-coupled; hand-made aluminum; flush doors with check-straps, inside and outside handles, and pockets; moulded rubber step mats; rubber covered floor boards, aluminum bound, in front compartment; carpet in tonneau; cowl ventilation; tool-rack in door; generous storage compartment at rear.

COLOR: Brewster green.

UPHOLSTERY: Best quality long grain, semi-bright finish, hand-buffed leather; best white curled hair; deep cushions, tilted for highest comfort; long double coil springs.

TOP: Sun and rain proof; well tailored and fully lined; side curtains open freely with doors; plate glass lights in rear curtain.

WINDSHIELD: Clear-vision, rain-vision, ventilating type; both lights adjustable.

Coordination Between Man and Machine

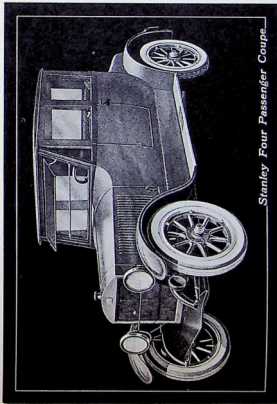
Nothing but vast superiority of performance, resulting in consistent pride of possession to its owners and an unequalled percentage of repeat sales, could have brought to the Stanley, in competition with all other cars, twenty-five years of success.

Nothing but its Stored Power could make such superiority of performance possible. Nothing but steam could give that Stored Power, built up in advance and replenished as fast as used.

Stored Power means control by throttle only and emancipation from clutch-pedaling and gear-shifting, power at low speeds, and a profound sense of security in your car in any circumstances or any hands. It means the very things you have always wanted most.

Stored Power is the highest safety measure ever applied to an automobile. It is a fundamental part of the Stanley.

Ride in a Stanley—drive it yourself. Then you will fully realize what Stanley Stored Power and Stanley performance mean to you in co-ordination between man and machine.



Stanley Four Passenger Coupe

Besides harmony and character of lines, there are comfortable seats for four, and handy parcel space behind the seat, under lock and key of the door; and the compartment at rear gives ample baggage space for touring.

Details of the 4- Passenger Coupe, \$3775

Body: Hand-made aluminum; wide doors, with check-straps and pockets; moulded rubber step mats; step light; dome light; bound; cowl ventilation; full-vision plate glass windows lowering flush with sills by mechanical regulators; driver's seat projected forward; extra folding seat along side it; baggage space under deck at rear; package space within compartment; locks

on doors.

Color: Brewster green.

Upholstery: Best quality, long grain, semi-bright finish, hand-buffed leather; best white curled hair; deep seat cushions, at correct tilt for highest comfort, long double coil springs.

Windshield: Clear-vision, rain-vision type; protective pane to counteract rain and glare.

Springs: Reinforced for closed car use.