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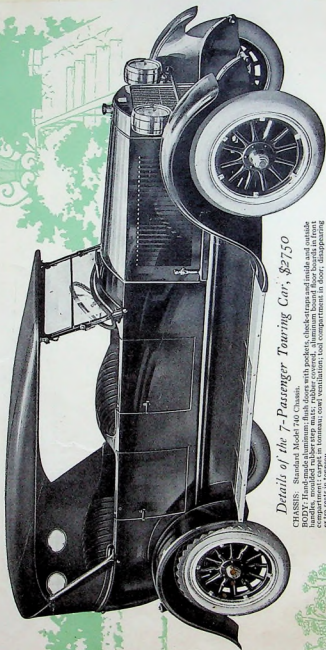


Power!

Correctly generated.
Correctly controlled,
Correctly applied to
the rear wheels.

**STANLEY MOTOR CARRIAGE
COMPANY**

Newton, Massachusetts



Details of the 7-Passenger Touring Car, \$2750

CHASSIS: Standard Model 740 Chassis.

BODY: Hand-made aluminum; flush doors with pockets, check-straps and inside and outside handles, molded rubber step mats; rubber covered, aluminum body and floor; front compartment; carpet in tonneau; coil ventilation; tool compartment in door, disappearing extra seats in tonneau.

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.

TOP: Advanced design, well tailored, of permanent type, fully lined; anus-fitting side curtains affording excellent vision and protection and opening freely with doors; plate glass lights in rear curtain.

WINDSHIELD: Storm-proof, clear-vision, rain-vision, ventilating type; both lights adjustable.

OUR New Stanley, the Model 740, incorporates improvements which are of fundamental value and cover the elements of foremost importance in an automobile—Power, Mechanical Refinements, Comfort, and Appearance.

POWER: The boiler is eighteen inches high (instead of fourteen) giving about thirty per cent greater heating surface than in previous models and fifty per cent greater power storage. The throttle controlling this power is improved, having a more graduated opening.

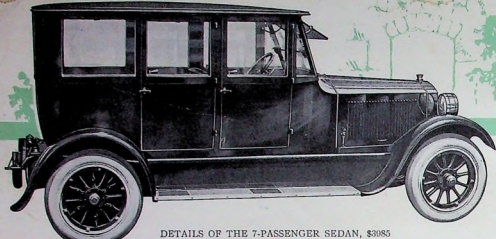
MECHANICAL REFINEMENTS: The rear axle is sturdier and simpler, the bearings are larger, better mounted, and better lubricated; the brakes are of new design and of sixty per cent greater friction surface; cylinder lubrication has been improved by adopting an advanced type of lubricator which permits delivering the desired small amount of oil with assurance; the fuel system is improved with a greater supply for both pilot and main burner, and the pressure system consists of a single tank, having double the capacity of the former system; an improved tire bracket with neat, compact lock is installed, permitting one or two rims to be carried either with or without tires.

COMFORT: Comfort is increased by refinements throughout in bodies and appointments. The car is built closer to the ground with thirty-two inch wheels, and its acknowledged well distributed weight and low centre of gravity, together with the assurance that comes only from power under control, give operator and passengers a greater sense of security than any other car on the road.

APPEARANCE: The elements that give the New Stanley its increased distinction in appearance are obvious. First, the car is built closer to the ground; the top is set lower, is of advanced design of the permanent type and is lined; lower running boards are used; the fenders are more ample, more graceful, and sturdier; the instrument board shows a more compact location of instruments; the lamps are of the barrel type and are more rigidly mounted.

This New Stanley, the Model 740, reaffirms the dignity and power in behavior, the silence, the sense of command, the endurance, and the absence of self-destructive effort which have always been the Stanley's very own. These highly important factors will never be matched, we believe, in any car lacking the Stanley's method of generating power and controlling it.

The Model 740 is offered in five body styles illustrated in this catalogue. The steadily increasing demand for Stanley cars, particularly in closed types, reflects the appreciation of experienced motorists of those much-sought characteristics—power, flexibility, comfort, permanency of character and design, endurance of materials and style—which are dominant in Stanley chassis and Stanley bodies.



DETAILS OF THE 7-PASSENGER SEDAN, \$3085

CHASSIS: Standard Model 740 Chassis.
BODY: Hand-made aluminum; wide doors with check-straps and pockets; moulded rubber floor boards; aluminium bound, in front compartment; cow ventilation; full vision, plate glass windows, lower-

ing flush with their sills by mechanical regulating; two disappearing extra seats in basement; lock on doors.
COLOR: Brewster Green. UPHOLSTERY: In looman, 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: Storm-proof, clear-vision, rain-mane, ventilating type; windshield cleaner; protective pane to counteract rain and glare.
SPRINGS: Reinforced for closed car use.

Power Correctly Generated

THE Stanley method of generating power from fuel offers less complication and imposes less responsibility on the driver than any other. Combustion is a complete process in itself, distinct from control or application of power, and does not depend on engine speed. No moving parts are involved in it. No energy is consumed in supporting it and none is lost in self-destructive effort while standing.

We believe this is the correct way to generate power for an automobile.

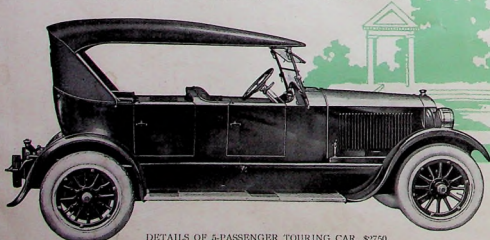
The application of power, likewise, takes place without the driver's attention. The stored power, released by throttle only, gives a steady, powerful push continuously to the crank shaft, which, since gear shift and clutch are not needed, is permitted to be placed nearest its work—long suspension from the main frame and geared permanently into the rear axle; the engine, responsive instantly to the touch of the throttle, has no means of stalling.

We believe this is the correct way to apply power to the wheels of an automobile.

The coordination between generation and application of power is complete, and the mind of the operator is not introduced.

It is only control of power which, aside from steering, comes within the consciousness of the driver; and Stanley control is centered in a single throttle. Stored power and the easy, positive control of that power are what give the Stanley car unmatched flexibility, hill climbing ability, ease of action and acceleration.

We believe this is the correct way to control power for an automobile.

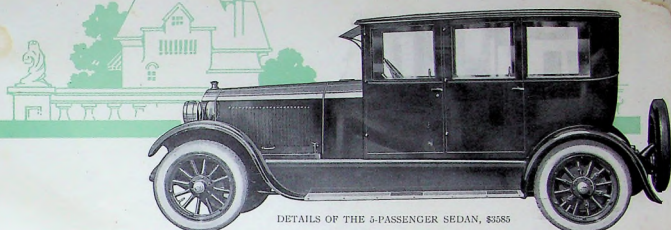


DETAILS OF 5-PASSENGER TOURING CAR, \$2750

CHASSIS: Standard Model 740 Chassis.
BODY: Hand-made aluminum; flush doors with pockets, check-straps and inside and outside handles; moulded rubber step mats; rubber covered floor boards, aluminium bound, in front compartment; carpet in looman; cow ventilation; tool compart-

ment in door; large storage compartment under rear seat.
COLOR: Brewster green. UPHOLSTERY: Best quality, long grain, semi-tough finish; hand-buffed leather; best white curled hair; deep cushions, at correct tilt for highest comfort; long double coil springs.

TOP: Advanced design well tailored, of permanent type, fully lined; amputating side curtains affording excellent vision and protection, and opening freely with doors; large plate glass light in rear curtain.
WINDSHIELD: Clear-vision, rain-vision ventilating type; both lights adjustable.



DETAILS OF THE 4-PASSENGER SEDAN, \$3585

CHASSIS: Standard Model 740 Chassis.
BODY: All steel; four wide doors with check straps and full vision plate glass windows, lowering flush with sills by mechanical regulator; moulded rubber step mats; double light; rubber covered aluminium

bound floor boards in front compartment; cow ventilation; lock on door.
COLOR: Brewster green. UPHOLSTERY: Finest grade Pullman-type long-wear fabrics, over best white curled hair and long double coil springs; deep seat cushions at

correct tilt for highest comfort.
WINDSHIELD: Storm-proof, clear-vision, rain-vision type; both upper and lower halves adjustable; windshield cleaner, visor to counteract rain and glare.
SPRINGS: Reinforced for closed-car use.

Power When You Want It Most

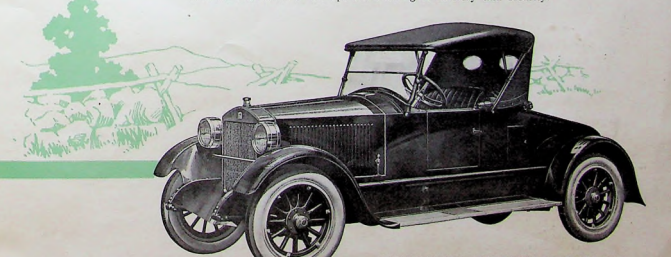
THE storage of power, replenished as fast as used, enables the Stanley car to take advantage of the diversity factor of the road. This feature is not shared by any other type of motive power. Its effect on the consciousness of operator and occupants is a feeling of complete security against any emergency, calling for power, that may arise. It means to them instantaneous response, especially valuable at lowest speeds. It means pulling with assurance in slow, hard going. It means no possibility of "staggering" or "stalling." It means the fastest pick-up. It means unmatched ease of action in traffic.

The steam storage in the Stanley has been likened to a bank account. The fund accumulates, and the owner may draw against it; and the process is safer, is more convenient and is preferred. The Stanley has no need to create a surplus of cash on deposit, ready to be drawn out as needed, and does not spend its income as soon as received in a hand-to-mouth existence.

When descending a grade, for example, the operator has the satisfaction of knowing that closing the throttle merely cuts off the steam, not the fuel, and energy is being stored in anticipation of the next climb. And he knows that the ability to draw on his "deposit" makes it unnecessary to rush the next hill, which is always objectionable, often inconvenient, and sometimes dangerous.

It is a striking fact that the Stanley can climb a hill on energy put into it while descending another hill possibly several miles back along the road.

Storing power is the foundation of the Stanley's matchless performance. It is the foundation of the operator's feeling of mastery and security.



DETAILS OF THE 2-PASSENGER ROADSTER, \$2750

CHASSIS: Standard Model 740 Chassis.
BODY: Hand-made aluminum; flush doors with pockets, check-straps and inside and outside handles; moulded rubber step mats; rubber covered floor boards, aluminium bound, in front compartment; carpet in looman; cow ventilation; liberal package space behind driver's seat; convenient tool

compartment; luggage rack under deck.
COLOR: Brewster green. UPHOLSTERY: Best quality, long grain, semi-tough finish; hand-buffed leather; best white curled hair; deep cushions, at correct tilt for highest comfort; long double coil springs.
TOP: Advanced design, well tailored and

fully lined; sun-gliding side curtains affording excellent vision and protection; glass light in rear curtain; rear curtain sets well back from passenger's head.
WINDSHIELD: Clear-vision, rain-vision ventilating type; both lights adjustable.

