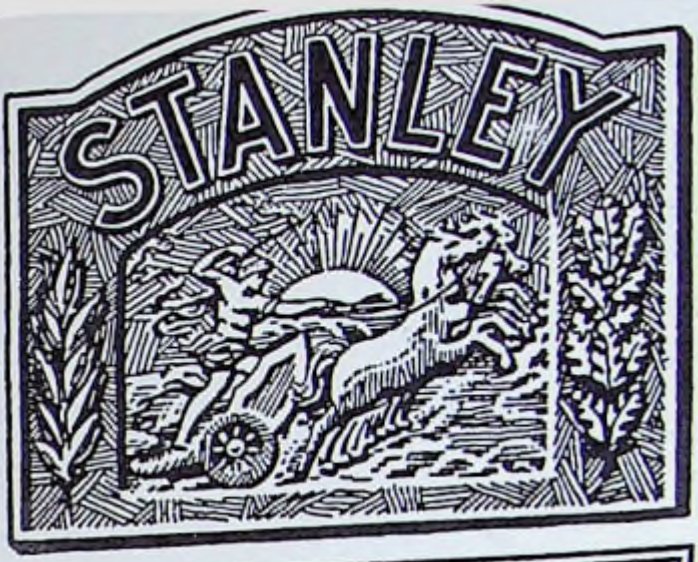

THE STEAM CAR

THE STEAM CAR

SAY "steam car" in any crowd of motorists and there's instant interest.

Generally one of the crowd has seen a "steamer"; sometimes, driven one.

And he tells wonderful tales; how in heavy traffic you can creep along at half a mile an hour without ever shifting gears, and then instantly shoot ahead at top speed when the signal flashes "Go."

How you can't possibly stall your engine; never have to crank it; and don't depend on batteries to start it.

It's a great and fascinating story that men all have to tell of steam cars,—here and in Europe. And most of it is true.

Without really knowing why, men believe in the steam car.

Here's why.

WANTED: Simplicity

A simple question: What really happens when an automobile is operated? Just three things:

Power is provided.

Power is made to turn the wheels.

Power is controlled.

Now only a juggler can safely manage and properly conduct three different operations at the same time.

"One thing at a time" is eminently good horse sense when running a powerful automobile.

Therefore, the driver should have just one thing (apart from the steering) to do.

He should NOT have to think of *making* power.

He should NOT have to think of *applying* power to the rear wheels.

He should have to think of just one thing—*controlling* the power at his command while he steers.

Suppose that, merely by moving a simple lever on the steering wheel, he could command the entire range of automobile performance?

That would be simplicity. *That* would be approaching the ideal car.

The Ideal Car

Perhaps it is still too early for the "perfect automobile." However, both automobilists and automobile manufacturers know by now where the ordinary automobile is weak, as well as where it is strong. They would probably agree on most of the attributes of construction and performance which the theoretically perfect or ideal automobile *should* and *should not* have.

What Is NOT Wanted

Negatively speaking, they would undoubtedly welcome a car with

—no gears to shift
—no clutch to slip
—no spark plugs to clean
—no carburetor to adjust
—no cylinders to carbonize or valves to grind
—no fan belt to break or slip
—no self-starter to stall
—no complicated ignition system
—no radiator to freeze in winter or boil in summer
—no jerks in starting or in changing speeds
—no stalling in traffic or on railroad tracks
—no noise or vibration

What IS Wanted

On the positive side of the ledger:

—a car perfectly flexible,—able to crawl at one-half mile an hour or dash at top speed

—controlled by a little finger lever on the steering wheel

—with instantaneous pick-up

—able to climb any hill

—that will consume a minimum of engine oil

—that will use two or three different kinds of fuel without adjustment,—fuel cheaper, if possible, than gasoline

—able to exert maximum pulling power at lowest speed

—with as few engine cylinders as possible

—with power delivered continuously and uninterruptedly, without impulses or even "overlapping" impulses

—with the fewest possible moving parts in the entire car

These, we think, are attributes of the construction and performance which all automobilists would welcome, and which all automobile makers are honestly trying to give.

After nearly thirty years' experience in the automobile field, we know of no automobile that even remotely approaches ideal performance except the steam car—

1. *Because of the fundamental superiority of steam as an automotive power.*
2. *Because it can most efficiently be generated, controlled and applied.*

The Magic of Steam

Steam is plain water heated into an invisible gas. It obeys the laws of gases. Under pressure it expands and exerts force equally. It *pushes.* Its impact is like velvet—cushioned—but its power is irresistible.

Hence the classic simile: "The steam car starts like a yacht leaving its mooring, rides like a Pullman, and pulls like a locomotive."

You can put a steam car's front wheels against a street curb and gently ride the car up over the obstruction inch by inch without a bump or jerk. You can rock a steam car back and forth as gently as a cradle. You can creep up a hill with a steam car, or you can race up, and never shift a gear. You can not stall the steam car.

It is this smooth, even, flexible, jerkless, vibrationless, continuous quality that makes steam an ideal power.

Secrets of Steam Car Success

But an ideal power alone will not necessarily make an excellent or a practical automobile. Electricity, which is perhaps the finest and most nearly ideal type of power, is impractical for automobiles generally because there is no way, while running, to replenish power as fast as it is used.

That the steam car is both excellent and practical is shown by nearly thirty years of service. Its excellence and practicality rest upon the fact that its power is *correctly made, correctly applied,* and *correctly controlled.* Or stated briefly in technical terms:

Correct Generation of Power: The steam car method of generating power is less complicated and puts less responsibility upon the driver than any other method. The driver merely turns a valve upon entering the car and turns it off upon leaving. Generating power is a complete process in itself, entirely independent of application or control. There are no moving parts in the generator; hence

there is no friction, and no energy is lost in self-destructive effort, because the engine never idles. Power can be generated without running the engine; hence no energy is lost in supporting the act of generation. There is no flywheel to be moved before power is available. With the car standing and the engine still, power is generated and stored up like water in a reservoir, ready for use the instant it is needed. When the car is running, power is automatically replenished as fast as used. Upon this principle of power *generated in advance, stored up in reserve and replenished as used*, rests the steam car's peculiar ability to meet extraordinary as well as ordinary demands.

CORRECT APPLICATION OF POWER: Applying power to the rear wheels of a steam car requires absolutely no thought on the part of the driver. There is no gear shift or clutch to operate. The engine never has to be separated from its load in order to change car speeds. The engine is geared permanently into the rear axle, as near as possible to its place of work. Power is applied directly; the engine, instantly responsive to the throttle, can not stall.

CORRECT CONTROL OF POWER: Control is therefore the only thing the steam car driver has to think of —and this rests in a single small lever on the steering wheel.

With stored power to draw upon, and this replenished as fast as used; with that power directly applied; and with simple, positive control of that power, the steam car therefore has ideal flexibility, ease of action, acceleration and hill-climbing ability.

Like most things, it is *simple*.

The Benefits of Simplicity

What has just been said of the steam car in general applies particularly to the Stanley.

Steam car simplicity is what sets the Stanley apart in a class by itself.

APPEARANCE: Simplicity of construction allows great freedom to achieve dignity, beauty and distinction in Stanley body design. Stanley appearance does not have to be subordinated to the arrangement of machinery. It is possible to hang the body extremely low, making for greater safety and riding comfort as well.

RIDING COMFORT: Superior riding comfort is likewise possible through

ability to use the finest type of springs and a roomy body; to this must be added the smooth, easy motion resulting from a steady, uninterrupted flow of power and the absence of vibration in the Stanley.

SILENCE: Having no gears to shift, grind or clash, no self-starter to whir, the Stanley is silent where other cars are noisy.

ECONOMY: Steam car simplicity naturally gives the Stanley marked economy in operation. Insurance is cheaper. Less engine oil is used,—a gallon to 1,000 miles. Several different kinds of fuel,—gasoline, kerosene or furnace oil, the latter two much cheaper than gasoline,—can be used. Wear on tires is reduced through the absence of jerky starts and gear shifting.

CONTROL: The mental benefits of Stanley simplicity are especially noteworthy. Ability to meet the demands of modern traffic conditions adds greatly to the Stanley driver's confidence and peace of mind. Having no gear shift, the Stanley can creep along one moment and dash ahead the next. The Stanley never stalls. Being as easy to control as an electric, as simple to operate as boiling water on

a stove, and amply powerful, the Stanley is ideal for women drivers, particularly in traffic.

FASCINATION: Simplicity has made the steam car one of the most fascinating of self-propelled land vehicles. There is an irresistible attraction in the idea of commanding a swift, silent, powerful, vibrationless, shiftless, many-speeded car that glides up hill and down, in and out of traffic, in instant response to the movement of a single small lever.

A Bit of History

Messrs. F. E. and F. O. Stanley, twin brothers, inventors of the photographic dry plate, became interested in the steam car in the eighties. After ten years of study and experimenting, they built the first Stanley steamer in 1897. With the exception of three years, 1899 to 1902, when their patents were held by others, the Stanley interests controlled the manufacture of Stanley steam cars up until early in 1924.

Thus for 27 years the Stanley remained virtually a custom-built car, made in limited quantities. Most of the basic steam car patents being closely held for years by the original

Stanley firm, quantity manufacture as in the case of the gasoline-driven car has not been possible until the present.

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