

FORM 114A

# STANDARD SPEEDOMETER

"THE INSTRUMENT OF PERMANENT ACCURACY"

## STANDARD SPEEDOMETERS

FOR

**FORD CARS**

WITH

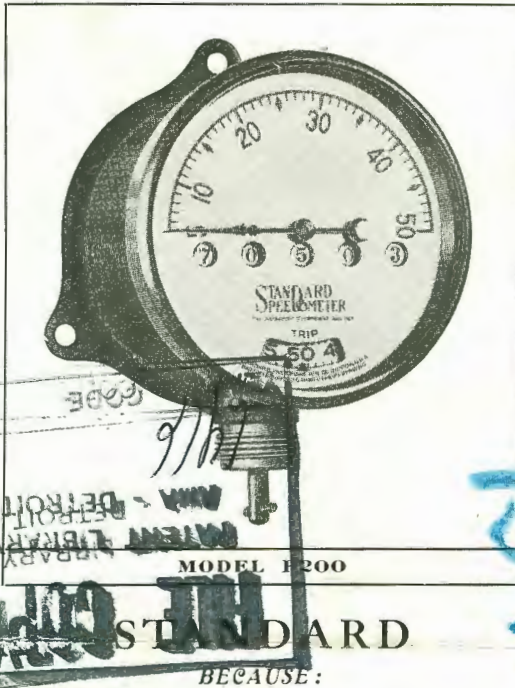
**\$12—STANDARD FORD DRIVE—\$12**

**\$14—STANDARD PIVOT JOINT DRIVE—\$14**

*A rigid test will show Centrifugal Control most practicable.*

*Miles per Hour, Trip and Total Mileage easily discernible.*

*Guaranteed One Year by us and all our Service Stations.*



*Fifty Mile Dial.*

*100 Mile Trip.*

*10,000 Mile Season Register, which repeats automatically.*

*Reliable, Accurate and Attractive.*

**STANDARD**

BECAUSE:

Most accurate of all.

An absolutely steady hand.

Best application of best principle.

150,000 in use on Ford Cars today.

### BEST FOR FORD DEALERS

BECAUSE:

Can be attached in ten minutes.

Fifty Service Stations at your service.

Absolutely the best speedometer made for Ford cars.

Speedometer and Drive built to Ford

designing engineers' specifications.

## STANDARD THERMOMETER CO.

65 Shirley Street

BOSTON, MASS.



HE Standard Thermometer Company of Boston, Mass. and its branches throughout the United States and Canada, will market two distinct styles of drive with the Standard Speedometer for 1916.

When the Ford Motor Co. decided on their speedometer equipment for the 1915 season, they stipulated general specifications which were the most rigid from a technical and mechanical standpoint ever given, for the speedometers they wished manufactured for use on Ford cars. The Standard Speedometer was re-designed by us to meet these rigid requirements.

After re-designing we perfected several details, making the Standard Speedometer so efficient that at the end of the 1915 season, our replacements were on a basis of only 1-4% and this has since still further been reduced. The Standard is now the best Speedometer in principle, material, and workmanship obtainable on the market regardless of price.

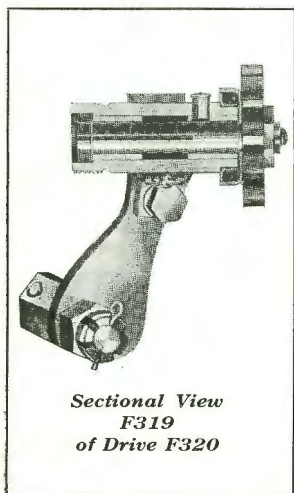
The Ford Motor Co. designed the drive used on all 1915 Ford cars in connection with all speedometers installed. This drive was perfected during the season by making some slight changes in specifications of working limits. The fact remains that the drive designed by the Ford Motor Co., for Ford cars, was and is the best drive ever designed for use on a Ford car. The ability of the Ford Motor Co.'s designing engineers is beyond question. This drive meets every requirement and with a properly designed, properly constructed speedometer, properly installed on a Ford car, it will give maximum service to all Ford car owners.

Contrary to the wishes of the Ford Motor Co., a small percentage of Ford owners use shock absorbers. The springs on a Ford car are properly designed for the work, and if oiled, as they should be, their action cannot be improved upon. This is the positive affirmation of the Ford Motor Co.'s designing engineers. If you accept the statements of the Ford Motor Co. to the extent that you are willing to purchase their car, why not be equally consistent and accept their statement as regards the efficiency of their springs and the absolute lack of any reason for the use of shock absorbers? For further proof of this, read the last paragraph on page 91 of the "Ford Manual."

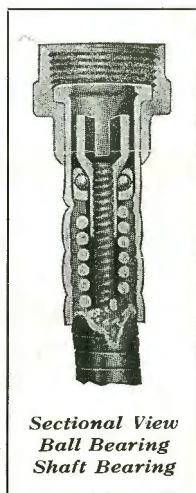
Here is our reason for referring to shock absorbers in connection with the Ford car: the "Ford Drive" (our Standard Drive for Ford cars No. F320) is the best speedometer drive ever designed or made for use on the Ford car.

This drive, however, cannot be successfully used in connection with shock absorbers. In turning to the right the flexible case strikes against the shock absorber and soon breaks away from the lower ferrule, that is spun on the lower end of the case.

The Standard Drive for Ford cars No. F320 is the "Ford Drive" with



*Sectional View  
F319  
of Drive F320*



*Sectional View  
Ball Bearing  
Shaft Bearing*

three changes. We substitute a ball bearing for a bronze bushing, and make the spindle bearing of steel with two oil grooved phosphor bronze bushings, and replace Ford Support with our F296. In all other details the two drives are precisely alike.

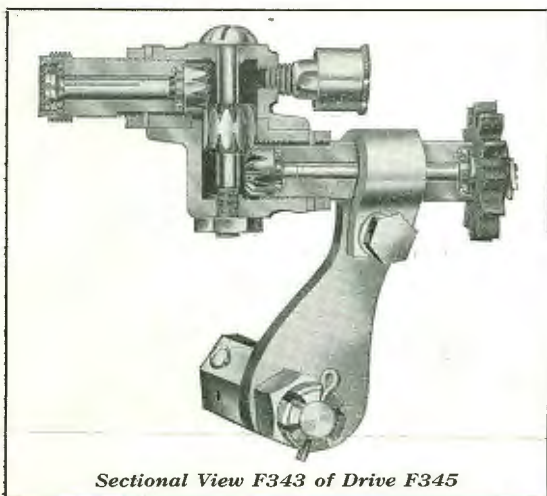
The Standard Speedometer No. F200 with our Standard Drive for Ford cars F320 comprises our F325. This is the best Speedometer combination that can be offered for use on Ford cars.

F325 is fully guaranteed for one year against defective material or workmanship. This guarantee will be carried out by ourselves and all our factory branches and service stations in the United States and Canada.

The Flexible case and flexible shaft are not guaranteed not to break if shock absorbers are used.

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In order that we can secure the Speedometer business of those who do use shock absorbers, we offer the following :



Our F350 combination, which includes the F200 Speedometer with the Standard Pivot Joint Drive F345 for Ford cars.

☞ (See cut of Joint).

This is the final result of our ten years of experience in Speedometer building.

### ***No Die Castings Are Used.***

The bearings are all steel with hardened and ground ball cups pressed in. The ball race on shaft end of shaft spindle in shaft bearing is hardened and ground. The two single mitre gears and the double mitre gear are cut true and hardened. They are twenty pitch. This joint is best materialled, best designed, most durable joint ever made by any concern for use on any car regardless of price. We could not possibly make this joint any better if we desired to. We use the same pinion support, sprocket, flexible shaft, and case as on Standard Drive for Ford cars except that the flexible case and shaft are nine inches shorter.

This combination (our F350) consists of the Standard Speedometer No. F200 and the Standard Pivot Joint Drive No. F345. It is fully guaranteed for one year against defective material and workmanship whether or not shock absorbers are used.

This guarantee will be faithfully observed by ourselves or by any of our fifty branch service stations in the United States.

Your local Ford dealer should be in a position to install a Standard Speedometer on your new Ford car ; but if he is not, you can get prompt service from the nearest of our fifty branches, or direct from our main office.

# STANDARD SPEEDOMETERS AND STANDARD DRIVES

are guaranteed for one year against defective material or workmanship.

*THE STANDARD SPEEDOMETER GUARANTEE AUTOMATICALLY EXPIRES WHEN  
Speedometer has been opened. (If Bezel has been removed from case.)  
Bezel Glass is broken and glass or dirt enters movement.*

## STANDARD THERMOMETER CO. 65 SHIRLEY ST. BOSTON, MASS.

STANDARD SPEEDOMETERS and DRIVES FOR FORD CARS are sold and guaranteed by all of our Branch Service Stations as follows:

No. of Sta.	CITY	STATE	SERVICE STATION
1	Boston	Mass.	Standard Thermometer Co., 65 Shirley St.
2	New York	N. Y.	E. J. Edmond Co., 1783 Broadway.
3	Buffalo	N. Y.	Speedometer Service Station Co., 1231 Main St.
4	Philadelphia	Pa.	Philadelphia Speedometer Service Co., 518 N. Broad St.
5	Pittsburgh	Pa.	Motor Supply Co., 278 Morewood Ave.
6	Newark	N. J.	Motor Tire Mart, 24 Halsey St.
7	Baltimore	Md.	Eastwick Motor Co., 120-26 W. North Ave. Ford Agency.
8	Washington	D. C.	Miller Bros. Auto & Supply House, 61-81 Pierce St. N. E.
9	Richmond	Va.	Kaehler Motor Co., Broad and Ryland Sts. Ford Agency.
10	Charlotte	N. C.	Piedmont Motor Car Co., 403 N. Tyron St.
11	Atlanta	Ga.	Reed Oil Co., North Ave. and Marietta St.
12	Jacksonville	Fla.	McGraw & Herman Co., 427 Main St.
13	Birmingham	Ala.	Brownell Auto Co., 321-25 S. 20th St. Ford Agency.
14	New Orleans	La.	Interstate Electric Co., Baronne and Perdido Sts.
15	Memphis	Tenn.	Lytle Electric Co., Monroe and 2nd Sts.
16	Louisville	Ky.	Economy Auto Supply Co., 305 W. Broadway.
17	Cincinnati	O.	Ford Supply Shop Co., 917 Race St.
18	Columbus	O.	Rogers Supply & Tire Co., 4th and Spring Sts.
19	Cleveland	O.	R. C. Hull Supply Co., 1820 Euclid Ave.
20	Detroit	Mich.	Standard Thermometer Co., 1580 Woodward Ave.
21	Indianapolis	Ind.	Briskin Mfg. Co., 539 N. Capitol Ave.
22	Chicago	Ill.	Brown & Caine, 1517 Michigan Ave.
23	Milwaukee	Wis.	Standard Racine Rubber Co., 465 Milwaukee St.
24	St. Paul	Minn.	Electric Mfg. Co. 162-64 West Sixth St.
25	Fargo	N. D.	Standard Speedometer Service Station, J. E. Rusness. Prop., 519 Broadway.
26	Omaha	Neb.	Master Sales Co., 2420 Farnam St.
27	Portland	Me.	Peterson Motor Co., 327 Forest Ave. Ford Agency.
28	Kansas City	Mo.	Kansas City Auto Supply Co., 1504 Grand Ave.
29	St. Louis	Mo.	Gorman Bros., 4049 Olive St.
30	Oklahoma City	Okla.	Burwell-Smith Supply Co.
31	Dallas	Texas	Dallas Magneto and Starter Co., 529 S. Ervay Ave.
32	Houston	Texas	Levand Auto Supply Co., 907 Main St.
33	San Antonio	Texas	Ford Sales Co., 720 E. Houston St. Ford Agency.
34	Denver	Colo.	Denver Auto Goods Co., 1600 Broadway.
35	Salt Lake City	Utah	Alkire-Smith Auto Co., 79 West 4th South St. Ford Agency.
36	Los Angeles	Cal.	E. G. Anderson & Co., Cor. Pico and Grand Ave.
37	San Francisco	Cal.	E. G. Anderson & Co., 552-54 Golden Gate Ave.
38	Portland	Ore.	C. B. Miners Co., 526 Alders St.
39	Seattle	Wash.	George W. Miller, 714 E. Pike St.
40	Spokane	Wash.	F. A. Williams, 1801 W. Third Ave. Ford Agency.
41	Salina	Kansas	G. L. Hudkins. Ford Agency.
42			
43	Minneapolis	Minn.	Manufacturers Electric Co.
44	Bangor	Me.	S. L. Crosby Co., 126 Exchange St. Ford Agency.
46	Syracuse	N. Y.	The Olmstead Co., Cor. Jefferson and S. Clinton Sts.
47	Providence	R. I.	American Ball Co., 115 Clifford St.
48	Des Moines	Iowa	Herring Motor Co. Ford Agency.
49	Brattleboro	Vermont	Manley Bros. Ford Agency.

Service Stations Nos. 36, 37, 38 and 39 are under management of E. G. Anderson & Co., 552-54 Golden Gate Ave., San Francisco.

Nine Service Stations will be established this Winter in Canada, under the management of the Universal Car Agency, Windsor, Ontario.