

SUPERIOR RECORDING INSTRUMENTS

For Automobiles, Trucks and Taxicabs



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American
Taximeter
Company
New York

Collected N.Y. Auto

Show Feb 1-3 1919

DREADNAUGHT

Indestructible

Hub Odometer

TRADE-MARK



American Taximeter Company's
Products

Received Highest Award
and Gold Medal

PANAMA-PACIFIC
INTERNATIONAL
EXPOSITION

1915

Introductory

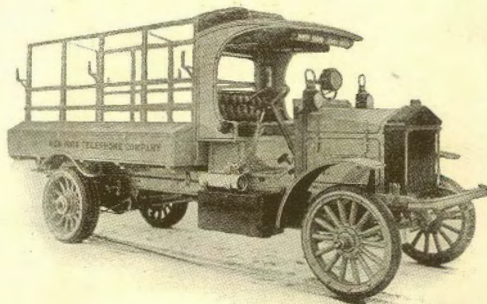
In the operation of motor vehicles, especially those used commercially, the use of a reliable Recording Device is indispensable.

The business of delivery of merchandise with motor vehicles is possible at a cost far below any other relative means of transportation, provided the vehicle used is efficiently and economically operated.

The **Dreadnaught Indestructible Hub Odometer** is the pioneer hub recorder and affords the best practical means to secure mileage.

The **Recordograf**, a tape recorder, has been used on diversified motor-driven and horse-drawn equipment for a decade.

This device offers the only positive, indisputable means of knowing and having a permanent record of the vehicle's operation hour by hour for its life.



New York Telephone Co., New York, Pierce-Arrow Truck
Entire Fleet Dreadnaught Equipped

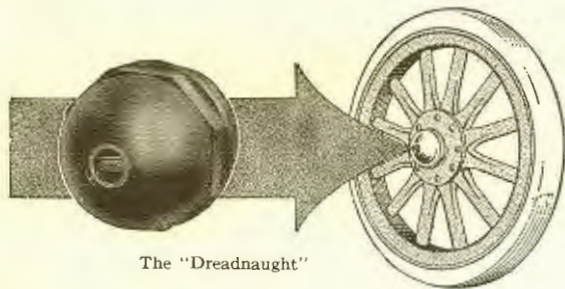
Dreadnaught Indestructible Hub Odometer

(Trade-Mark)

The operation of motor-driven vehicles for commercial or pleasure purposes should be based on the distance traveled. The mileage is not infrequently a matter of conjecture or hasty, inaccurate estimation.

To so arrive at operating costs is unfair to the vehicle and to the purchaser of your merchandise, who in the last analysis pays the haulage bill.

We have provided positive and accurate means of determining mileage in our Dreadnaught Indestructible Hub Odometer, for which we claim the following advantages over other hub odometers:



The "Dreadnaught"

1. It is indestructible—and guaranteed so.
2. Grease cannot obscure the mileage reading.
3. The mileage reading is always in one predetermined position.
4. It records mileage forward and backward.
5. It can be placed on either the right or left front wheel.
6. The drive is positive and cannot err.

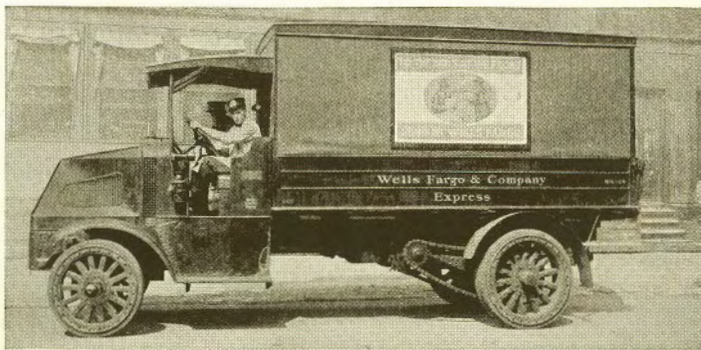
SUPERIOR RECORDING INSTRUMENTS

GUARANTEE. The Dreadnaught is guaranteed against destruction from collision for the life of the vehicle to which it is attached. It is guaranteed grease-proof for a similar period. We guarantee against defects in material and workmanship for one year.

SERVICE. Built around all our devices is a real Service System. Centrally located in twelve principal cities of America are established factory service stations fully equipped to guarantee each user a continuity of mileage record from their Dreadnaughts.

ACCURACY. We couldn't build an inaccurate recording device if we tried—we don't know how. American Taximeter products and the word accuracy are synonymous. The correctness of every instrument is worked out with mechanical precision and tested before it is shipped.

THE READING. Through our patented construction, the mileage record is always in a predetermined fixed position. This promotes easy and accurate reading of the mileage record.



Wells Fargo & Company Express Mack Truck
Entire Fleet Dreadnaught Equipped

A M E R I C A N T A X I M E T E R C O M P A N Y

FORD TYPE. As the name implies, is furnished for use on all standard Ford models as well as all converted Ford chasses and replaces either the right or left front hub cap.

This instrument carries the same liberal guarantee under which the Dreadnaught Type is sold.

It is operated with success by a large number of Ford owners in the commercial field.

DREADNAUGHT. This type is furnished complete with pin connection incorporated in a hub cap of special spherical design and material, suitable for use on any specified vehicle.

It is placed on the front hub, either right or left side and replaces the hub cap.

Instruments are furnished to conform in general appearance with regular hub cap equipment.

THE ONLY HUB ODOMETERS SOLD UNDER A REPLACEMENT GUARANTEE WHEN DESTROYED IN COLLISION

Ford Type

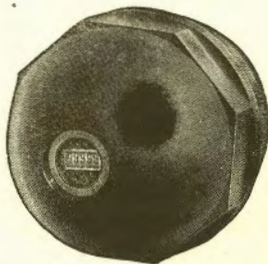


Price, \$15.00



Wilson & Co., Chicago, Autocar Truck
Entire Fleet Dreadnaught Equipped

Dreadnaught



Price, \$20.00

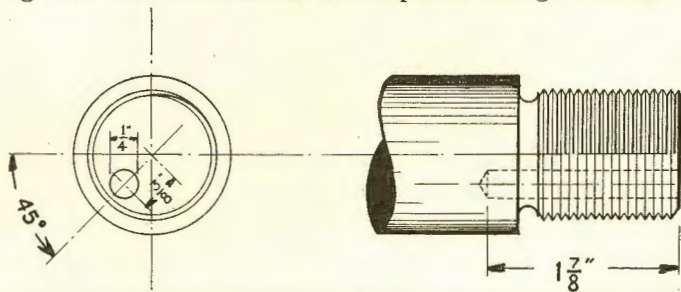
Directions for Installing the Dreadnaught

Drill axle of vehicle as per sketch. Locate hole with a center punch, about 45° downward and to the left, and about $\frac{3}{8}$ " off center of axle. Drill to a depth of $1\frac{5}{8}$ ", using a No. 20 drill. Carefully clean chips out of hole. Insert the coupling pin in the hole and clip off from loose end of spring until the pin stands out far enough to stop the counter from turning when the hub-cap has about $\frac{1}{4}$ " to go before shouldering home on the hub.

For very small axle ends the hole may be started closer to the center of the axle, and drilled in on a slant, so that the end of the pin will be about $\frac{3}{8}$ " out of line from center of axle when it is pressed back to the position it will occupy when Dreadnaught is in position.

A light hand drill with a new twist drill is the best combination for drilling one or two of these holes.

CAUTION. When applying the Dreadnaught to the wheel do not hold it from turning. Keep the Dreadnaught turning until the counter comes to a stop with the figures horizontal.



A M E R I C A N T A X I M E T E R C O M P A N Y

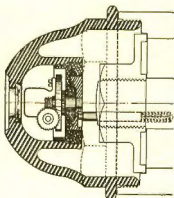
THE MECHANISM

The illustrated sectional view of the Dreadnaught shows clearly the means taken to insure indestructibility.

The outer housing, the air space and the inner housing afford plentiful protection to the recording mechanism.

A dual countersunk protection is given the bevel glass covering the record. Only an end thrust of a small object can break the glass.

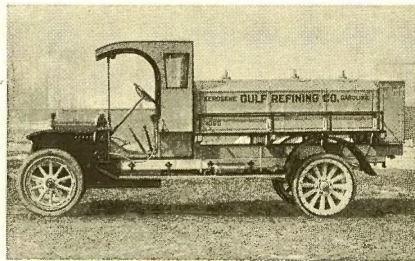
The positive connection to the spindle is clearly illustrated. Note the entire absence of springs and the positive drive.



DIRECTIONS FOR ORDERING

The following detailed information is essential to insure prompt delivery:

1. Make of vehicle.
2. Capacity of vehicle.
3. Year of manufacture.
4. Diameter from tire.
5. Serial number of truck.
6. If Timken or Sheldon axle is used, give axle-maker's serial number.
7. If bolted-on cap, give width of spoke at flange.



Gulf Refining Co., Pittsburgh, White Truck
Entire Fleet Dreadnaught Equipped

S U P E R I O R R E C O R D I N G I N S T R U M E N T S

Partial List
Automobile Fleet Operators
Using
American Superior Recording Instruments
Exclusively

A M E R I C A N T A X I M E T E R C O M P A N Y

AUTOMOBILE MANUFACTURERS

Autocar Co., Ardmore
General Motor Truck Co., Pontiac
International Motor Co., New York
Locomobile Co. of America., Bridgeport
Pierce-Arrow Motor Car Co., Buffalo
White Motor Co., Cleveland

BAKERIES

Acme Tea Co., Philadelphia
American Biscuit Co., San Francisco
Ferguson Bakery, Boston
General Baking Co., New York
Loose-Wiles Biscuit Co., New York
Loose-Wiles Biscuit Co., Chicago
Purity Baking Co., St. Paul
Schultz Bread Co., New York
Schulze Baking Co., Chicago

BREWERS

Acme Brewing Co., San Francisco
Lion Brewery, New York
Pabst Brewing Co., Milwaukee

Peter Doelger, New York
Pilsen Brewing Co., Chicago

CANDY MANUFACTURERS

Henry Heide, New York
Mirror Candy Co., New York
Park & Tilford, New York
Runkel Bros., New York
Wilbur's Chocolate, Philadelphia

COAL COMPANIES

Burns Bros., New York
Campbells Creek Coal Co., Cincinnati
Consumers Co., Chicago
John E. Cousens Coal Co., Boston
George B. Newton & Co., Philadelphia
Olin J. Stevens Coal Co., New York
Thedford Eltz Co., New York
United Fuel & Supply Co., Detroit

CONTRACTORS

Atlas Portland Cement Co., New York
Barrett Mfg. Co., New York, Philadelphia and Chicago



U. S. Post Office White Truck
Entire Fleet Dreadnaught Equipped



U. S. Field Hospital White Truck
Entire Fleet Dreadnaught Equipped

SUPERIOR RECORDING INSTRUMENTS

J. P. Duffy & Co., New York
Metropolitan Distributors, New York
Motor Haulage Co., New York
National Fire Proofing Co., New York
Clarence Smith & Co., New York
J. T. Scully Foundation Co., Boston

DAIRIES

Dairy Delivery Co., San Francisco
Deerfoot Farms Dairy, Boston
Detroit Creamery Co., Detroit
Fairmount Creamery, Boston
H. P. Hood & Co., Boston
Ohio & Pittsburgh Milk Co., Pittsburgh
Sheffield Farms-Slawson Decker Co., New York

DEPARTMENT STORES

Bon Marche, Seattle
J. L. Hudson & Co., Detroit
Jordan Marsh Co., Boston
Kaufmann & Baer, Pittsburgh
Lord & Taylor, New York
R. H. Macy & Co., New York

Marshall Field & Co., Chicago
N. Snellenburg, Philadelphia

ELECTRIC LIGHT AND POWER

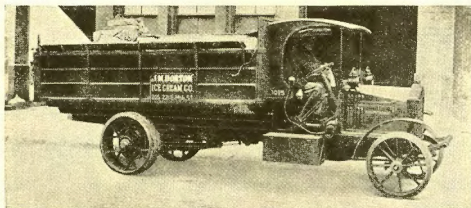
Cleveland Electric Illuminating Co., Cleveland
Commonwealth Edison Co., Chicago
Duquesne Light Co., Pittsburgh
Edison Illuminating Co., Boston
Edison Illuminating Co., Detroit
New York Edison Co., New York
Philadelphia Electric Co., Philadelphia
Westchester Lighting Co., Mt. Vernon

EXPRESS COMPANIES

Adams Express Co., New York
American Express Co., New York
Southern Express Co., Atlanta
Wells Fargo & Co., New York

GAS COMPANIES

Brockton Gas Light Co., Brockton
Counties Gas & Electric Co., Ardmore



J. M. Horton Ice Cream Co., New York, Pierce-Arrow
Truck, Entire Fleet Dreadnaught Equipped



Texas Co., Pierce-Arrow Truck
Entire Fleet Dreadnaught Equipped

A M E R I C A N T A X I M E T E R C O M P A N Y

Equitable Gas Co., Pittsburgh
Lynn Gas & Electric Co., Lynn
Pacific Gas & Electric Co., San Francisco
Providence Gas Co., Providence
United Gas Improvement Co., Philadelphia

GOVERNMENT DEPARTMENT

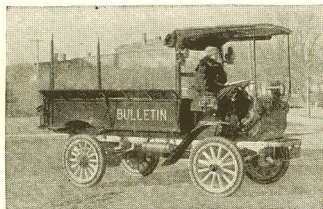
Field Hospital, Washington, D. C.
Insular Dept., Philippine Islands
Navy Dept., Washington, D. C.
Post Office, Washington, D. C.
Quartermaster's Dept., Washington, D. C.
U. S. Army, Washington, D. C.

HOSPITAL AMBULANCES

Bellevue & Allied Hospital, New York
Norristown Hospital, Norristown
Philadelphia Hospital, Philadelphia

ICE CREAM MAKERS

Breyer Ice Cream Co., Philadelphia
Detroit Creamery Co., Detroit



"Bulletin," Philadelphia
Autocar Truck
Entire Fleet Dreadnaught Equipped

Fussell Ice Cream Co., Washington
Hoeffler Ice Cream Co., Buffalo
Horton Ice Cream Co., New York

LAUNDRIES

Davies Laundry, Chicago
Pennsylvania Laundry, Philadelphia
Quality Steam Laundry, New York
Winchester Laundry, Winchester
Wouters Laundry, Chicago

LUMBER

Boyd Lumber Co., Chicago
Charity Organization Society, New York
Cross, Austin & Ireland, New York
Curtis & Pope Lumber Co., Boston
White Lumber Co., Detroit
Chas. F. Felin & Co., Philadelphia

MANUFACTURERS

American Brass Co., Waterbury
American Can Co., New York



Adams Express Co., New York
Autocar Truck
Entire Fleet Dreadnaught Equipped

SUPERIOR RECORDING INSTRUMENTS

Baldwin Locomotive Works, Philadelphia
Lalance & Grosjean Mfg. Co., New York
Timken Detroit Axle Co., Detroit

MUNICIPALITIES

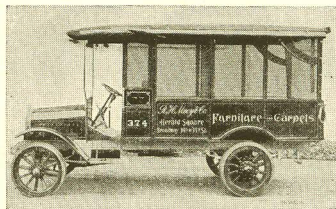
City of Detroit
City of New York
City of Philadelphia
City of Pueblo
City of Seattle
City of Syracuse

MUSICAL INSTRUMENTS

Aeolian Company, New York
Brunswick Balke Collender Co., New York
Hardman Peck & Co., New York
Steinway & Sons, New York
Howard Vincent, Philadelphia

NEWSPAPERS

Boston American, Boston
Brooklyn Daily Eagle, Brooklyn



R. H. Macy & Co., New York
Mack Truck
Entire Fleet Dreadnaught Equipped

Bulletin, Philadelphia
Chicago Evening American, Chicago
Public Ledger, Philadelphia

OIL COMPANIES

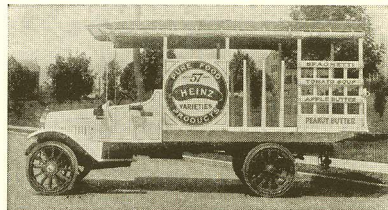
Associated Oil Co., San Francisco
Gulf Refining Co., Pittsburgh
Indian Refining Co., New York
Standard Oil Co.
Texas Co., New York

PACKERS

Armour & Co., Chicago
Cudahy & Co., Chicago
Morris & Co., Chicago
Swift & Co., Chicago
Wilson & Co., Chicago

PROVISIONS

Adolf Gobel, Brooklyn
John J. Felin & Co., Philadelphia
Kingan Provision Co., Philadelphia



H. J. Heinz Co., Pittsburgh, Mack Truck
Entire Fleet Dreadnaught Equipped

A M E R I C A N T A X I M E T E R C O M P A N Y

New York Live Poultry Co., New York
Pittsburgh Provision & Packing Co., Pittsburgh

STEAM RAILWAYS

Midland Railways, London
Pennsylvania R. R., Philadelphia

STREET CAR COMPANIES

Bay State Street Railway Co., Boston
Chicago Surface Line, Chicago
Milwaukee Elec. Rys. Co., Milwaukee
New York State Railways, Rochester
West Penn Power Co., Pittsburgh

TELEPHONE COMPANIES

Bell Telephone Co., Philadelphia
Chesapeake & Potomac Tel. Co., Baltimore
Chicago Tel. Co., Chicago
Michigan State Telephone Co., Detroit
New York Tel. Co., New York
Western Electric Co., New York
Wisconsin Telephone Co., Milwaukee

TIRE AND RUBBER MANUFACTURERS

Converse Rubber Shoe Co., Malden
The Firestone Tire & Rubber Co., Akron
Fisk Tire Co., Chicopee Falls
Goodyear Tire & Rubber Co., Akron
Kelly Springfield Tire Co., Akron
Michelin Tire Co., Milltown
Miller Tire Co., Akron

TRANSFER COMPANIES

The Baggage & Omnibus Transfer Co., Portland
Columbus Transfer Co., Columbus
Dallas Transfer Co., Dallas

Frank Parmalee Co., Chicago
Salt Lake Livery & Transfer Co., Salt Lake City
Seattle Taxicab & Transfer Co., Seattle

WAGON MANUFACTURERS

Philip Forschler, New Orleans
Hoover Wagon Works, York
Rodenhauser Excelsior Wagon Works, Philadelphia
C. Schnackel & Sons, Rochester, N. Y.
Tiffin Wagon Co., Tiffin
Youngstown Carriage Co., Youngstown

WAREHOUSES

Bush Terminal Co., Brooklyn
Columbia Storage Warehouse Co., New York
David Fireproof Storage, Chicago
Dochterman Storage Co., New York
New York Dock Co., New York
Pioneer Storage Warehouse, Brooklyn

WATER COMPANIES

Crystal Spring Water Co., New York
Dept. of Water, City of Philadelphia
Dept. of Water Supply, Gas and Elec., New York
Hygeia Distilled Water Co., New York
Wilkie Carbonating Co., Philadelphia

WHOLESALE GROCERS

Acme Tea Co., Philadelphia
Cobb, Bates & Yerxa, Boston
Gt. Atlantic & Pacific Tea Co., Jersey City
H. J. Heinz Co., Pittsburgh
Kirkman & Sons, Brooklyn
Francis H. Leggett & Co., New York
Park & Tilford, New York
Wilkinson, Gadis Co., Newark
R. C. Williams Co., New York

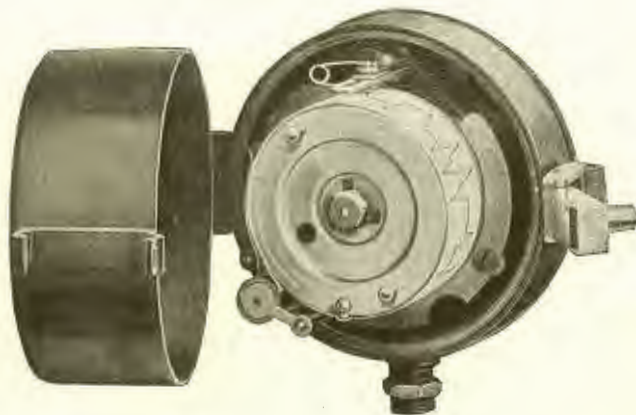
RECORDOGRAF

**A tape-recording
Instrument**

A M E R I C A N T A X I M E T E R C O M P A N Y

The Recordograf

(A Tape Recorder)



Time—Distance—Speed—Stops

The Recordograf

In the operation of commercial vehicular equipment, tape recorders are essential.

The Recordograf bears an enviable reputation among a large number of vehicle operators, including many of America's foremost merchants and manufacturers.

The record produced by the instrument is arrived at in the simplest manner and is readily understood. Intricacy in the instrument, the transmission and tape record have been steadfastly avoided.

Our device, while shaft driven, is so designed that flexible shaft trouble common in the use of shaft drive speedometers, etc., is eliminated.

Application of the Recordograf is not limited to automobiles. The instrument is applicable to practically any rotary mechanism and is in successful daily use attached to industrial gas and electric locomotives, tractors, power baggage trucks, trolley cars, etc.



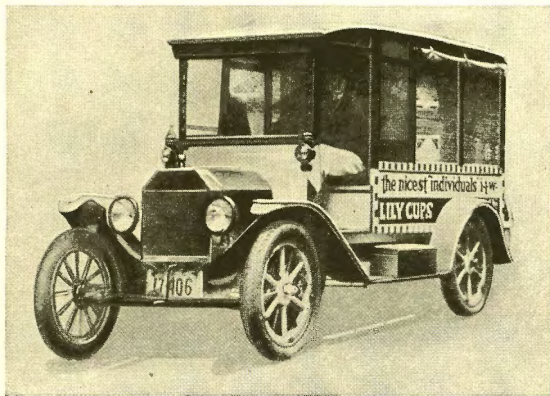
Illinois Steel Company, Chicago, Mack Truck
Entire Fleet Recordograf Equipped

A M E R I C A N T A X I M E T E R C O M P A N Y

EFFICIENCY. The cost of the Recordograf is nominal when compared to its utility because it positively eliminates waste and creates efficiency.

Delivery costs that are now either unknown or high by reason of lack of system, improper dispatching, wasted mileage, excessive loading time, etc., can be minimized by its use.

When you put your delivery on an efficiency basis at minimum cost you have an advantage over your competitor.



Lily Cup Co., New York, Ford Truck
Entire Fleet Recordograf Equipped

If it is considered that a Recordograf at a total cost of sixty-five dollars (\$65.00) per vehicle, gives you a better record than though you had a supervisor ride each truck every day, an idea of its value can be realized.

In litigation, its uses as indisputable evidence of speed and stops with the exact time may save untold thousands of dollars. The instrument has proven its value many times in this way.

As a means of checking drivers' overtime it is indispensable. The lunch hour can be controlled and generally all the items that now cost excessively can be cut down or cut out.

SUPERIOR RECORDING INSTRUMENTS

THE INSTRUMENT consists of three essential parts: the clock, the recording device and the pencil mechanism.

The clock, our own design, is of unusually heavy construction and is not in any way affected by vibration.

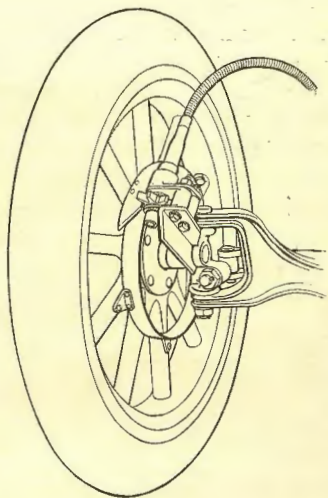
The recording mechanism, which is driven by the flexible shaft, is merely a worm shaft driving a worm wheel; this in turn rotates an eccentric cam.

The pencil mechanism is actuated by the eccentric cam and travels in a guide-way.

THE TAPE is run from the tape holder and threaded into the clock drum. The combination of clock, recording mechanism and pencil mechanism produces on the tape a clear, mechanically accurate record of time, distance, speed and stops.

THE TRANSMISSION here illustrated consists of a simple but effective collar fastened to the inside front spokes. This rotates a star wheel, which in turn operates the flexible shaft.

The speed of this shaft ranges from **only 58 to 62 revolutions** per mile as against 1000 to 1500 revolutions of an ordinary speedometer.



A M E R I C A N T A X I M E T E R C O M P A N Y

THE TAPE. On the tape every minute of the day and every move of the truck are accurately recorded.

Each tape is 36 hours long, divided and marked in hourly periods, beginning at four P. M. and running 36 hours to four A. M.

The A. M. hours are denoted by a light margin at the top and bottom of the tape; the P. M. hours by a heavy margin at both top and bottom of tape.

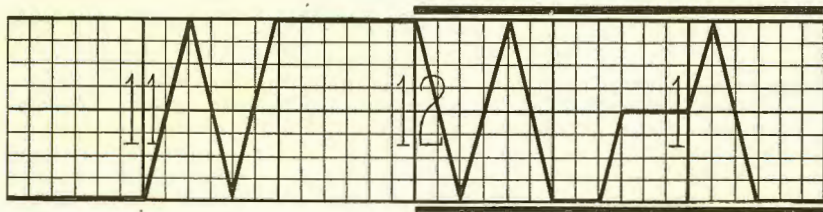
The hour is subdivided into five-minute periods.

Thus a horizontal line denotes that the vehicle remained stationary five minutes for each square through which it travels. The standing time can be computed in total and the exact time of day that the vehicle remained standing can be ascertained.

When the vehicle moves the pencil travels obliquely on the tape.

The squares are thus used to compute distance—each square represents one-quarter mile—a complete oblique line from bottom to top of tape, two miles.

For example, the illustrated tape shows the vehicle stationary up to 11 A. M., then a trip of six miles, a wait of 30 minutes, a return trip of six miles, the truck returning at 12.30 P. M.



S U P E R I O R R E C O R D I N G I N S T R U M E N T S

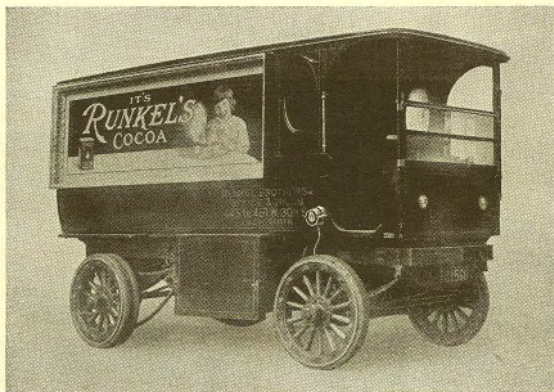
There is then a wait of ten minutes, a trip of one mile, a wait of fifteen minutes and a trip of three miles terminating at 1.15 P. M. Thereafter the vehicle was stationary.

SPEED. As the first six miles were covered between 11 A. M. and 11.30 A. M. the average speed was 12 miles per hour.

The specific rate of speed for any given distance, together with the hour at which the speed was made, can be determined by the aid of a transparent scale furnished with the instrument.

THE RECORD. In a clear, legible manner the Recordograf shows:

- Exact time the day's work started.
- The loading time
- The trip time.
- The trip mileage
- All stops
- When the stops were made
- Duration of every stop
- The lunch period
- Average speed of trip
- Average speed per day
- Specific speed at any time
- Time speed was made
- All traffic stops
- Time of day truck finishes
- Time and overtime of driver
- Whether truck was moved at night.



Runkel Bros., New York and Chicago, General Vehicle Electric
Entire Fleet Recordograf Equipped

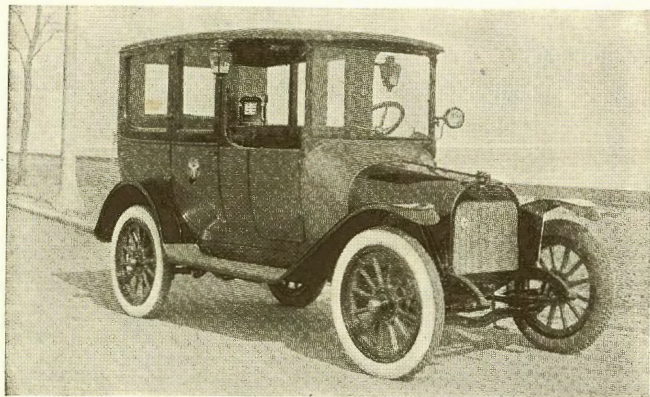
A M E R I C A N T A X I M E T E R C O M P A N Y

TERMS OF SALE. The Recordograf is sold complete with equipment at \$65.00 F. O. B. New York.

One hundred tapes are furnished free with each instrument.

A speed scale to ascertain the rate of speed is also furnished.

Tapes and extra parts for the transmission are procurable at all branches at reasonable cost.



Yellow Cab Co., Detroit, Shaw Taxicab
165 Taxicabs Equipped with Recordographs and Taximeters

Installation is made by us free of charge at any of our Service Stations.

If it is impossible or inconvenient to send to our Service Station for installation, we supply detailed directions explaining method used in attachment. The work is simple and can be accomplished in two hours.

SUPERIOR RECORDING INSTRUMENTS

DATA REQUIRED WITH ORDER:

- | | |
|------------------------------|---|
| 1. Name of vehicle. | 7. Diameter of inside of hub flange front wheel. |
| 2. Model of vehicle. | 8. Whether right or left drive. |
| 3. Diameter front wheel. | 9. Location of instrument and side of truck. |
| 4. Material of spokes. | 10. Distance from center of hub cap to perpendicular line
dropped from position selected for instrument. |
| 5. Number of spokes. | 11. Distance from ground to position selected for Recordograf. |
| 6. Position of steering arm. | |



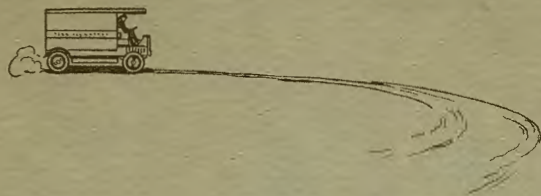
Standard Oil Company of New York, White Truck
Entire Fleet Dreadnaught Equipped

About Ourselves

RECORDING Instrument construction with us is an **Art**. For years we have been engaged in manufacturing Taximeters of the better type. The popularity of taxicabs is, in a great measure, due to the present efficiency of our instruments, around which the taxicab business has been built. So has the business of delivery with motor-driven vehicles grown in popularity with the use of our Superior Automobile Truck Recording Devices.

Branch Offices and Service Stations

BOSTON	68 Brookline Ave.
BUFFALO	168 Southampton St.
CHICAGO	2728 Michigan Ave.
CLEVELAND	E. 21st St., near Chester
DETROIT	61 Elizabeth St., W.
LOS ANGELES	1938 S. Main St.
PHILADELPHIA	1424 Fairmount Ave.
PITTSBURGH	200 S. Hiland Ave.
SAN FRANCISCO	1426 Bush St.
SEATTLE	908 E. Pike St.
ST. LOUIS	4622 Delmar Ave.
WASHINGTON, D. C.	1231 20th St., N.W.



American Taximeter Company

SUPERIOR RECORDING INSTRUMENTS

NEW YORK