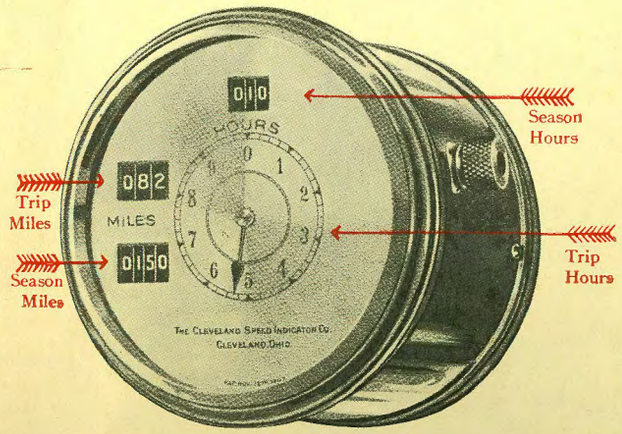
The time indicated shows only the actual running time and not the complete time for making the trip, for when the truck is not in operation the mechanism of the indicator is likewise inactive, as the mechanism is automatically wound by the front wheel only every one-thirtieth of a mile during the actual operation of the truck.

A systematic reading of this instrument will therefore prove a valuable asset in maintaining a record of the trucks performance. If a reading is taken every morning and every evening, and the weight of each load is recorded a complete report may be made of the actual work accomplished for each day. Readings may be made more frequently in order to have a more comprehensive check for each trip if desired.

The slow moving parts and the simple mechanism of this instrument makes it readily adaptable to the requirements of motor truck owners. Its reliability may be unquestioned for its accuracy is thoroughly tested at the factory at varying speed for many hours before it is finally sealed for shipment.



Electric Pleasure Vehicles—Model E. Price, $35.00

An Indicator for Electric Vehicles

When estimating the cost of operation and the efficiency of an electric pleasure vehicle, the data furnished by the Cleveland Speed Indicator will give a greater insight regarding the car's actual performance.

This instrument has been evolved from the standard instrument designed for gasoline pleasure cars. The time feature is the distinctive and exclusive element that provides the data from which to figure the average speed the car has been run during the day or season. It is a known fact that the storage charge of a battery will have a longer life if used at a consistent rate of speed than if the car is driven at a greater speed than is recognized for greatest efficiency.

The information secured from this instrument is of importance:

1st — Actual running time for the day
2nd — Mileage for the day
3rd — Average speed for the day
4th — Actual running time for the season
5th — Mileage for the season
6th — Average speed for the season

The indicators recording the trip hours and trip mileage may be reset to zero as desired.

All instruments are thoroughly inspected and carefully adjusted before leaving the factory and are sealed to prevent adjustments being made by others than our own factory experts.

Further information regarding these instruments will gladly be furnished on request as well as prices quoted on other models not described or illustrated in this folder.

The Cleveland Speed Indicator Company

General Sales Office

1806 Euclid Avenue, CLEVELAND, OHIO

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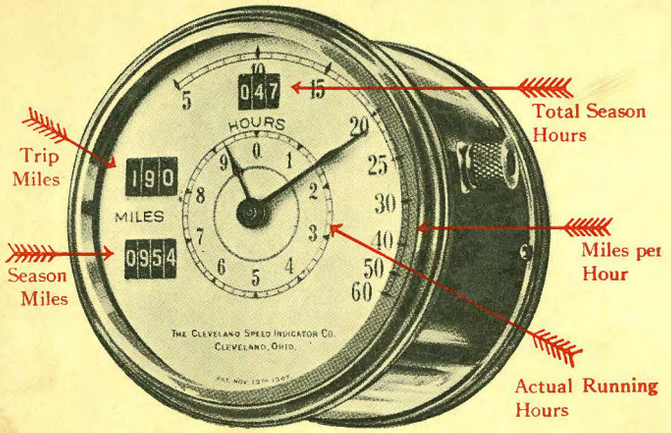
Advantages of the

Cleveland Speed

and

Time Indicators



Pleasure Cars—Model A. Price, $50.00

Time Feature

A DISTINCT ADVANCE in Speedometer construction has been made by the application of the escapement principle of the clock to an instrument for recording the speed of a vehicle.

Three elements present themselves on the Cleveland instrument:

TIME DISTANCE SPEED

Having given the first two elements, the third is easily found.

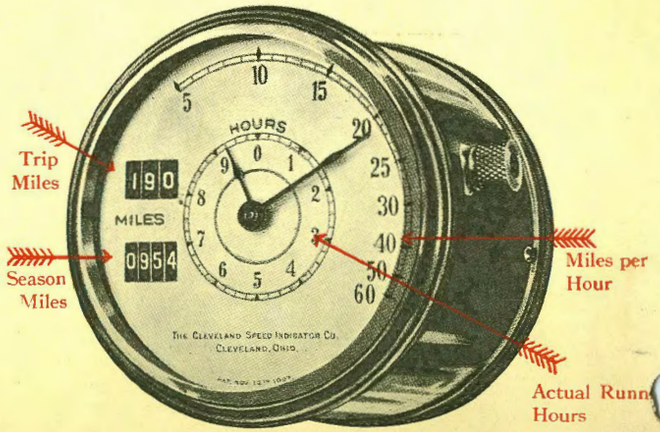
H. CUNTZ
Mad 30 1911

New York City	- -	**1779 Broadway**
Boston	- - -	**23 Motor Mart**
Philadelphia	-	**1421 Arch Street**
Pittsburgh	- -	**806 Highland Bldg.**
Buffalo	- -	**727 Main Street**

The time feature is characteristic and distinctive of the Cleveland instrument and is exclusive as well. The record made by the application of this well known principle is allowed to accumulate for the trip and season indicated by two distinct readings on the face of the dial. This feature showing the actual running time consumed in the car's operation is the best evidence of the car's efficiency for the indicator shows at all times the distance traveled as well as the actual running time and the average speed maintained for the last thirtieth of a mile.

The unit adopted for the distance is 176 feet, or one-thirtieth of a mile, and by the principle involved a reading of the average speed is given every one-thirtieth of a mile. It is not a difficult matter to figure that a reading will be given on a car traveling 30 miles an hour every four seconds, it is simply a mathematical problem and therefore the accuracy of the instrument may be relied upon, for it may easily be proven by the watch at any time during the car's operation.

The speed hand does not move until the distance (176 feet) has been actually traveled,



Pleasure Cars—Model K. Price, $35.00

hence the reading is sure, there being no vibration of the speed hand.

The indicator is operated by means of a flexible shaft driven by the front wheel. This shaft automatically winds the clockwork of the indicator and revolves one-quarter as fast as the front wheel. Slow moving parts are essential to long life and freedom from shaft troubles.

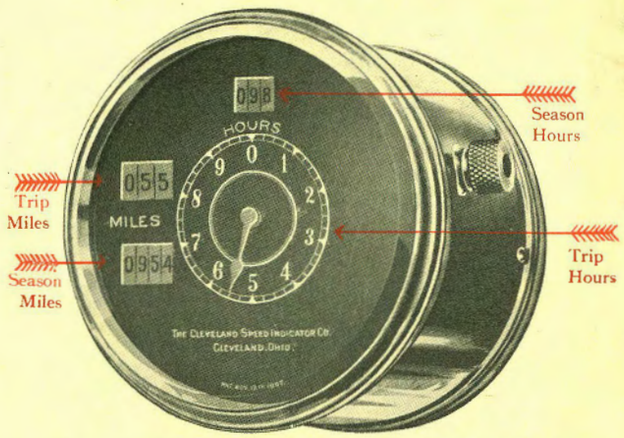
In connection with the time feature is further given the actual number of hours for the trip as well as the mileage for the trip. This is a feature that is characteristic of the Cleveland instruments for it must be borne in mind that the mechanism is only in operation when the car is in motion. This information is further accumulated to give the actual number of hours the car has been in operation during the season, together with the total mileage for the season.

It is therefore possible to ascertain:

1st — Average speed of car in motion
2nd — Actual running time for the trip
3rd — Mileage for the trip
4th — Average speed for trip
5th — Actual running time for season
6th — Mileage for season
7th — Average speed for season

The accuracy, reliability and simplicity of this instrument makes it most admirable and serviceable to meet all conditions of use. The claims made for the instrument may be verified and a thorough investigation is invited, for a speed indicator cannot be more accurate than its principle permits, and accuracy is the essential requirement of a speed indicator, not only in claims but in actual performance. The operation of the Cleveland instrument is not affected by any change in temperature.

A New Indicator for Motor Trucks



Commercial Vehicles—Model B. Price, $35.00
An employer's auto time recording clock for both car and driver

The rapid development made in the past few years in the construction of motor vehicles for strictly commercial purposes has created a demand for a recording device that will give information bearing on the trucks efficiency.

The Cleveland Indicator "Model B" has been designed especially to meet this demand for information. Its constructive principle does not differ materially from the instrument designed for pleasure cars. It is, however, more simple, due to the fact that the speed mechanism has been removed as not being essential to the requirements of this instrument.

The indicator in the center of the dial shows the actual hours of operation of the truck for each trip or may be used to show the actual running time consumed for the entire day.

From this instrument it is possible to obtain nine important points of information:

1st — Actual running time for single trip
2nd — Actual running time for the day
3rd — Mileage for the day
4th — Mileage for the trip
5th — Average speed during trip
6th — Average speed for the day
7th — Actual hours of operation for any period
8th — Mileage for any period
9th — Average speed for season