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1910

"EVER READY" SPEEDOMETERS

SEASON OF 1910

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"Ever Ready" Speedometers

FOR 1910

¶ Represent the highest achievement in Speedometer construction. During the season of 1909 the superior mechanical construction, attractive appearance, and the low price of "Ever Ready" Speedometers at once brought them into popular favor. Thousands of automobile owners grasped the opportunity of securing the best speedometer at a legitimate price. Our wonderful success during 1909 is a fitting reward to conscientious manufacture and real quality.

¶ For the season of 1910 we have even made further improvements, besides adding to our regular line four remarkable speedometers, at prices heretofore considered impossible by speedometer manufacturers.

¶ We unhesitatingly say that it would be impossible for any man, or organization of men, to make a better speedometer than the "Ever Ready."

ABSOLUTELY GUARANTEED

Auto Improvement Company

304-322 Hudson Street, New York City

755 Folsom Street, San Francisco

London, England

Berlin, Germany

"EVER READY" SPEEDOMETERS FOR 1910.

Construction. "Ever Ready" Speedometers are operated by centrifugal force. Eminent authorities on speed indication are practically unanimous in endorsing this well-known principle. Centrifugal force is simpler, more accurate, and more durable than any other system of construction. It is not affected by climatic conditions, nor subjected to over-sensitiveness as are other types. The materials used in "Ever Ready" Speedometers are carefully selected, and each metal is chosen for its peculiar adaptability to the part desired. No expense has been spared to make "Ever Ready" Speedometers indisputably the best in the world. During the 1909 season, we conclusively demonstrated that our Speedometers were better than any others. Not content with this superiority, we have made a number of remarkable improvements which will be incorporated in the 1910 Speedometers. We can honestly say to you that in mechanical construction, the "Ever Ready" Speedometer has no equal.

Factory Facilities. Our facilities for manufacturing and distributing Speedometers enable us to furnish a better instrument at a lower price, than any other manufacturer. With our immense factory in New York City, and another in Berlin, Germany, we have a factory organization which cannot be excelled. While in our Berlin factory Speedometers are manufactured in their entirety for the European trade, we call upon this factory for a great many parts which it would be impossible to produce satisfactorily in America. Having factories in America and Europe, gives us the advantage of the most skilled American and European labor. With this combination of facilities, it is no wonder that we have obtained better results than other American manufacturers. Practically all of the machinery used in both our factories was designed by our experts, and made especially for us.

Accuracy. The absolute accuracy of "Ever Ready" Speedometers is best explained by the fact that we are conscientious in assembling, calibrating, and testing each instrument. Every Speedometer that leaves our factory is hand-calibrated by a carefully trained expert. When the instrument passes his department, we feel reasonably sure of its accuracy, yet to be doubly sure, it is subjected to a rigid test under the personal supervision of our factory superintendent. A very noteworthy feature of the "Ever Ready" Speedometer is in the steadiness of the speed hand. Our instruments are so constructed that the hand is equally steady at any speed, from one mile up. There is no quivering or fluctuating of the "Ever Ready" hand.

Testing. We have inaugurated a system of testing Speedometers which is both original and vitally important. During the 1910 season each "Ever Ready" Speedometer will be tested by actually running 2,000 miles on a special scientific machine. The speed hand will be tested from one to sixty miles an hour, and the odometer will remain in operation until the 2,000 miles have been registered. This further assures us and our customers of absolute reliability. Under this very careful system, it will be impossible for an imperfect instrument to be shipped.

Odometer. The "Every Ready" odometer is a direct drive, operating from a worm gear, and has no springs or delicate levers in its construction. This odometer gave such unquestioned satisfaction during 1909 that we have found it impossible to make a single change which would be a benefit. The trip odometer has a quick reset of entirely new and original design. The season odometer registers 10,000 miles and automatically resets to zero.

The Maximum Hand, as used in "Ever Ready" Speedometers, has positively no connection with the regular speed hand. This feature is new and does away with using a speed hand as a drag for the maximum. There is no loss in accuracy. In fact, the mechanism is as reliable as though the maximum hand was not used. Under our arrangement, the maximum hand is controlled by a button which can be regulated so that the hand will or will not register as the driver desires. There are many uses for the maximum hand and now that we have perfected this arrangement, the maximum hand may be had without destroying any of the accuracy of the Speedometer.

Shaft. We use a specially tempered spiral steel shaft. While this shaft has the desired flexibility, it does not permit of any lost motion, and on this account gives the most accurate results. The casing or sleeve for the shaft is made of steel-lined brass. This casing is very durable as well as an absolute protector for the inner shaft. In connection with the shaft and sleeve, we use a bent tube which does away with any abrupt bend in the shaft, thus making the "Ever Ready" shaft more satisfactory and of longer life than that of any other make. The steering arm connection is of such a design that the one size and type is universal and can be fitted to any make and model of car.

Prompt Deliveries. Prompt and satisfactory deliveries are more important in the speedometer trade than perhaps in any other line of business. A man buys a car, and orders a speedometer. He wants the instrument at once, so that the correct mileage of the car can be accounted for from the very time it leaves the salesroom. In this particular branch of our business we have taken much pride, and our deliveries are so satisfactory that no customer is compelled to wait for the filling of his orders. We carry a large stock and are able to fill all orders without delay.

Runabout, $15.00. 2⅝-inch dial. With either 50 or 80-mile speed scale. 10,000-mile direct drive, season odometer. The Runabout is very neat in appearance and is absolutely accurate on all speeds.

Runabout-Twin, $30.00. Combining the "Ever Ready" Runabout Speedometer, Eight-day Clock and Electric Light Attachment. The clock is wound, set and regulated from the outside.

Reliable, $15.00. 4-inch dial. 60-mile speed scale. All figures and calibrations are large and clear. 10,000-mile direct drive, season odometer.

Reliable-Twin, $30.00. Combining the "Ever Ready" Reliable Speedometer, Eight-day Clock and Electric Light Attachment. Speedometer dial is 4 inches and clock dial 2⅝ inches in diameter. The clock is placed above the speedometer on an adjustable dashboard bracket.

Autocrat, $20.00. 4-inch dial. 60-mile speed scale. 100-mile trip odometer with quick reset. 10,000-mile season odometer. All figures are large and easily read at a great distance. In quality, appearance and price the Autocrat is the most remarkable speedometer ever produced.

Autocrat-Twin, $35.00. Autocrat Speedometer, Eight-day clock and Electric Light Attachment. Speedometer dial is 4 inches and clock dial 2⅝ inches in diameter. Adjustable dash-board bracket allows the combination to be placed at any desired angle.

Tourometer, 60-mile, $25.00. With or without maximum hand. 3-inch dial with large and clear figures. 100-mile direct drive trip odometer with quick reset. 10,000-mile season odometer. The Tourometer is very graceful in proportions and so wonderfully constructed that it would be impossible to make a better speedometer at any price.

Tourometer-Twin, 60-mile, $40.00. With or without maximum hand. During the season of 1909 this was considered the peer of all combination instruments. Containing every feature that is desirable, and with its distinctly attractive appearance, it will be the leading combination for 1910.

Tourometer, 80-mile, $30.00. With or without maximum hand. 3-inch dial. The 80-mile speed scale makes it particularly desirable for cars attaining great speed. 100-mile direct drive trip odometer with quick reset. 10,000-mile season odometer.

Tourometer-Twin, 80-mile, $45.00. With or without maximum hand. Combines the 80-mile Tourometer with Eight-day Clock and Electric Light Attachment. This is really a remarkable speedometer at a price within the reach of all.

Roadster, $30.00. With or without maximum hand. 4-inch dial. 70-mile speed scale. The ideal speedometer for anyone desiring a large instrument. The 100-mile trip odometer has a quick reset. 10,000-mile season odometer.

Universal, $40.00. 4-inch dial. 70-mile speed scale. The Universal is a unique combination of speedometer, odometer and clock, all contained in one dial. The trip odometer has a quick reset. The clock is stem wind and set.

Tachometer, $20.00. For motor boats and aeroplanes. Furnished with 0 to 600 or 0 to 1200 revolution dial, as desired. Gives the accurate speed of the engine at all times. Operates by means of a split gear attached to the propeller shaft.

Tachometer-Twin, $35.00. Combining the "Ever Ready" Tachometer with a special Eight-day Clock and Electric Light Attachment. This combination is particularly desirable for motor boats.

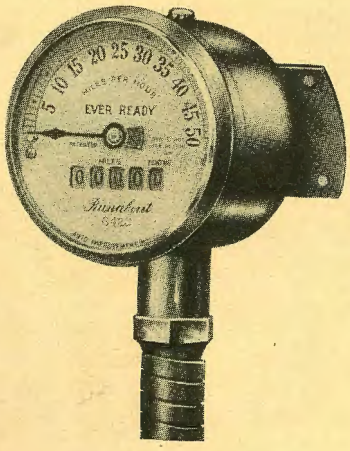
Trip Milometer, $17.50. For motor cycles. The dial is 2⅝ inches in diameter. 100-mile direct drive trip odometer with quick reset. 10,000-mile season odometer. Has shaft connection and handle bar attachment. The instrument and all fittings are nickel-plated.

Milometer, $15.00. 2⅝-inch dial. 80-mile speed scale. 10,000-mile season odometer. All motor cycle riders of note, use "Ever Ready" Speedometers because it has been found that no other type can withstand the constant vibration. The speed hand is absolutely steady.

Cycle-Meter, $12.00. With or without maximum hand. A small, neat instrument which has met with great favor for many seasons.

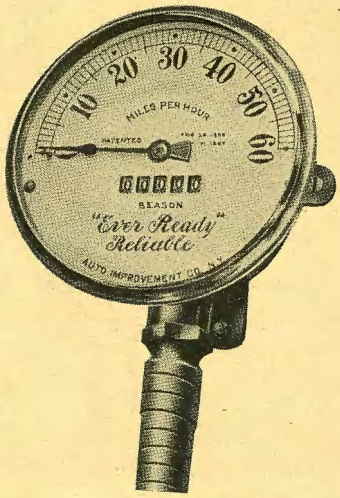
Eight-Day Clock, $10.00. Without a doubt the best automobile clock in the world. Since the latter part of 1908 we have demonstrated to thousands of automobilists that the "Ever Ready" Clock is without an equal. It is constructed solely for use on automobiles. Its accuracy is in no way disturbed by the vibration or jolting of the car. Wound, set and regulated from the outside. This clock is used with all "Ever Ready" twin instruments.

"EVER READY"



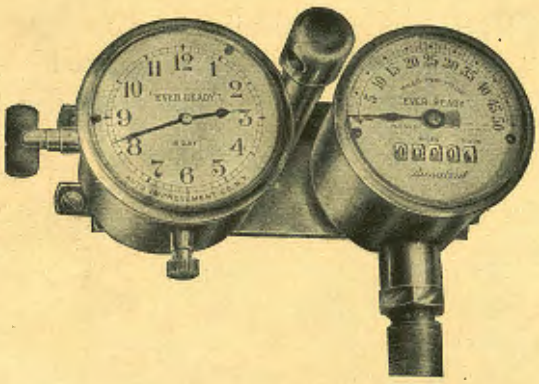
Runabout, $15.00.

2⅝-inch Dial. Either 50 or 80 miles, as desired.
10,000-mile Season Odometer.



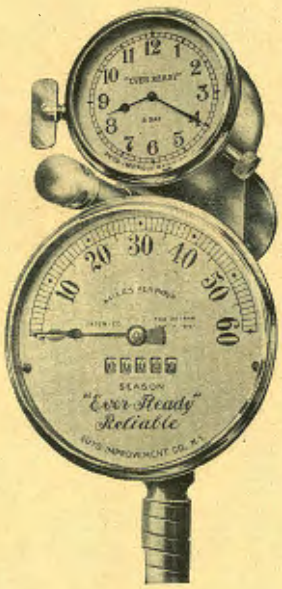
Reliable, $15.00.

4-inch Dial.
10,000-mile Season Odometer.



Runabout-Twin, $30.00.

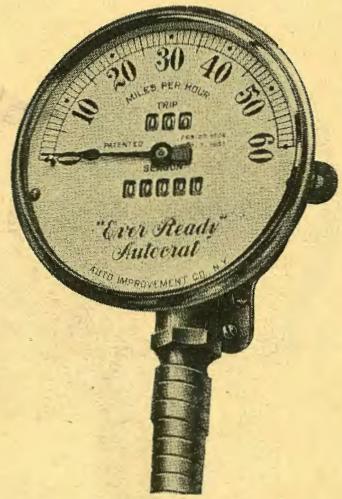
Combining Runabout Speedometer, Eight-Day Clock and Electric Light Attachment.



Reliable-Twin, $30.00.

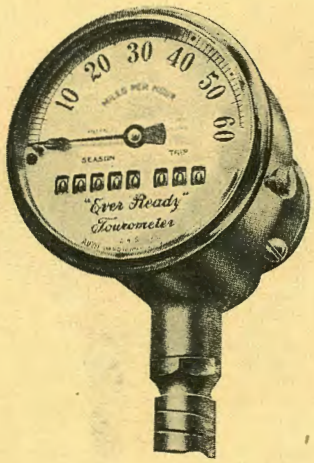
Combining Reliable Speedometer, Eight-Day Clock and Electric Light Attachment.

"EVER READY"



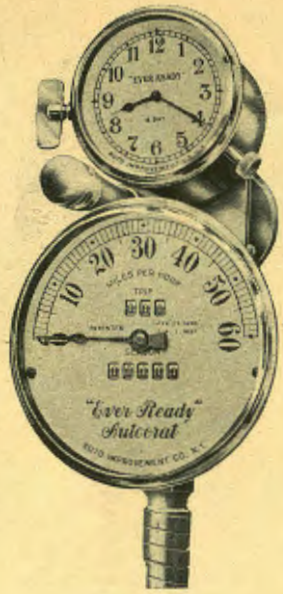
Autocrat, $20.00.

4-inch Dial. 100-mile Trip.
10,000-mile Season Odometer. Trip
Odometer has quick reset.



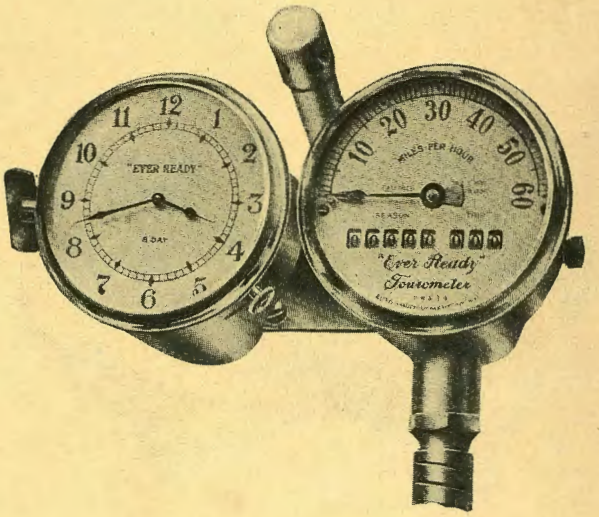
Tourometer, $25.00.

With or without Maximum Hand.
3-inch Dial. 100-mile Trip. 10,000-mile
Season Odometer. Quick Trip Reset.



Autocrat-Twin, $35.00.

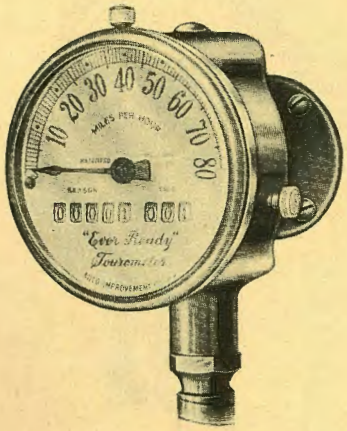
Autocrat Speedometer, Eight-Day Clock and
Electric Light Attachment.



Tourometer-Twin, $40.00.

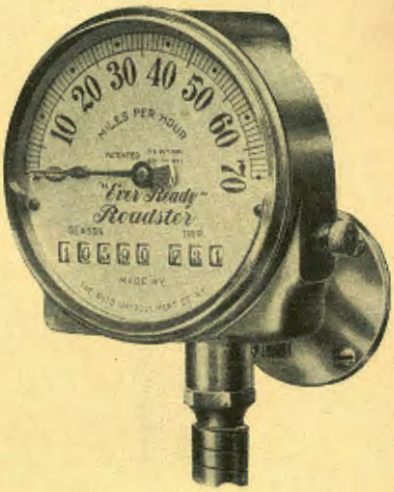
Tourometer Speedometer, Eight-Day Clock and
Electric Light Attachment.
No extra charge for Maximum Hand.

"EVER READY"



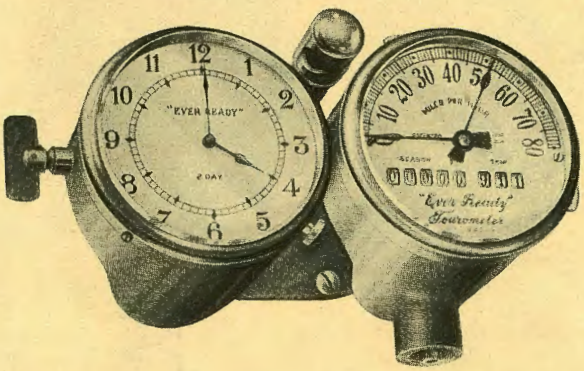
80-mile Tourometer, $30.00.

With or without Maximum Hand.
3-inch Dial. 100-mile Trip. 10,000-mile
Season Odometer. Quick Trip Reset.



Roadster, $30.00.

With or without Maximum Hand.
4-inch Dial. 100-mile Trip. 10,000-mile
Season Odometer. Quick Trip Reset.



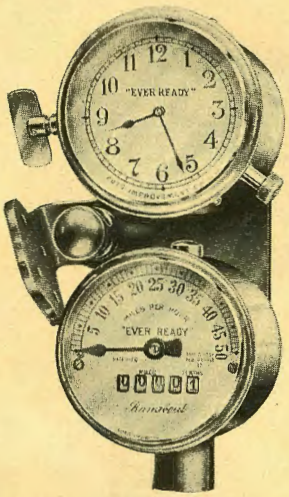
80-mile Tourometer-Twin, $45.00.

With or without Maximum Hand.
Tourometer, Eight-Day Clock and Electric Light
Attachment.

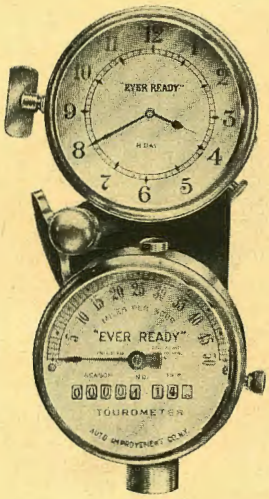
Universal, $40.00.

4-inch Dial. 100-mile Trip. 10,000-mile
Season Odometer. Quick Trip Reset.
Hour, Minute and Second Clock
in Speedometer Dial.

"EVER READY"

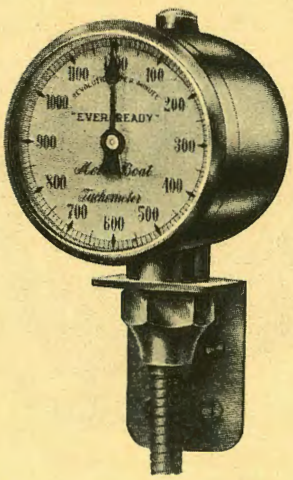


Showing Outside Bracket for Deep Curved Dash Cars.



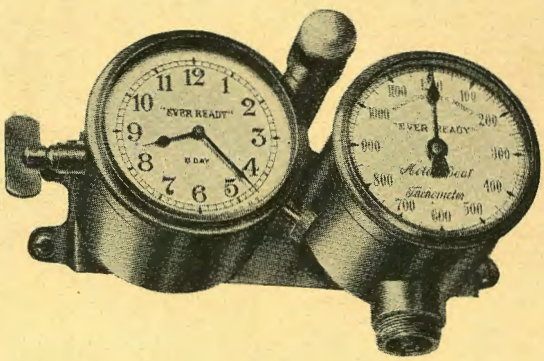
All "Ever Ready" Speedometers furnished with Outside Dash Brackets when desired. No extra charge.

FOR MOTOR BOATS AND AIR SHIPS.



Tachometer, $20.00.

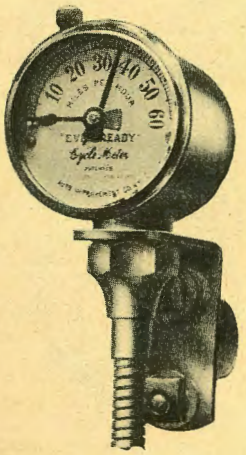
For Motor Boats and Air Ships. Registers the Speed of the Engine.



Tachometer-Twin, $35.00.

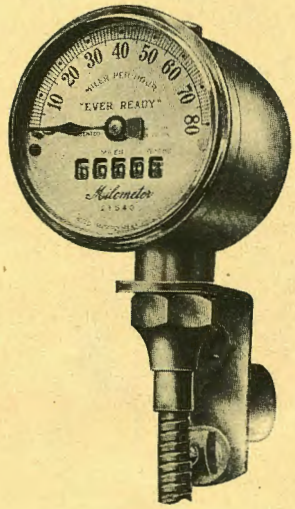
For Motor Boats and Air Ships. Tachometer, Eight-Day Clock and Electric Light Attachment.

"EVER READY"



Cycle-Meter, $12.00.

With or without Maximum Hand.
For Bicycles and Motor Cycles.



Milometer, $15.00.

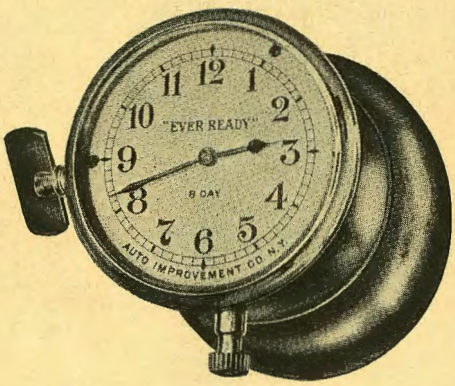
For Motor Cycles.
2⅝-inch Dial. 10,000-mile Season Odometer.

Trip-Milometer, $17.50.

For Motor Cycles.
2⅝-inch Dial. 100-mile Trip. 10,000-mile Season Odometer.

"Ever Ready" Eight-Day Clock, $10.00.

A distinctive Clock, built especially for Automobiles.



FITTINGS FOR "EVER READY" SPEEDOMETERS

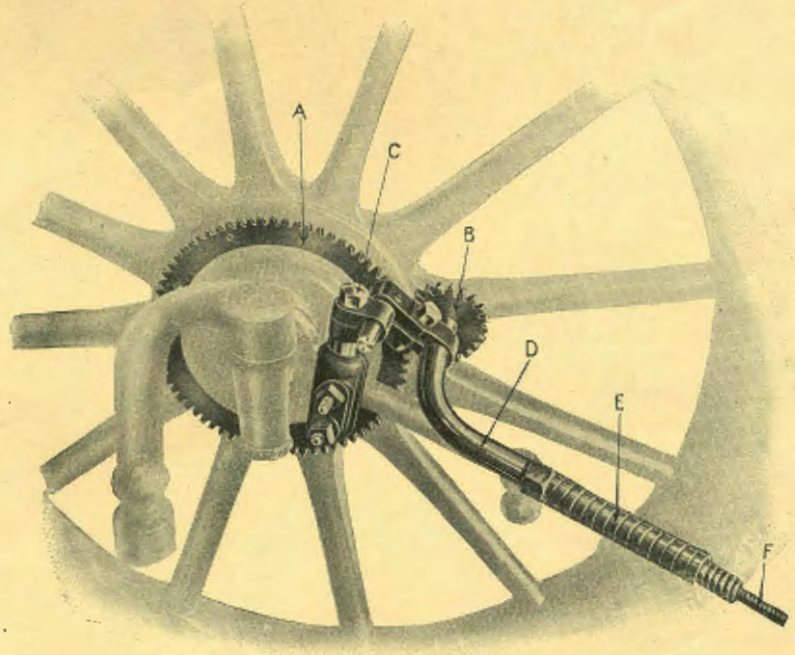
A very important feature in connection with "Ever Ready" Speedometers is the extremely low price at which renewals or extra parts can be purchased. In changing a speedometer from one car to another, it is often necessary to procure fittings of different dimensions. The "Ever Ready" is the only speedometer with which this can be economically done.

We call particular attention to the illustration showing method of attaching to the automobile. The universal steering arm connection allows the pinion to be meshed either forward or back, as the construction of the car demands. The bent tube arrangement avoids any sudden or dangerous bends in the shaft. The monocoil steel shaft, with steel-lined brass sleeve, eliminates shaft trouble.

PRICES FOR EXTRA FITTINGS.

A—Driving Gear	$1.50
B—Driving Pinion	.75
C—Steering Arm Connection	1.00
D—Bent Tube with Spring	1.50
E—Flexible Steel-Lined Sleeve	2.50
F—Flexible Monocoil Shaft	1.50

In ordering extra fittings it is necessary to specify the correct size, or the make and model of automobile on which they are to be used.



"EVER READY" TIRE TOOL $6.00.

Removes or puts on Clincher Tires in less than 3 minutes.

Cannot damage the Tire in any manner.

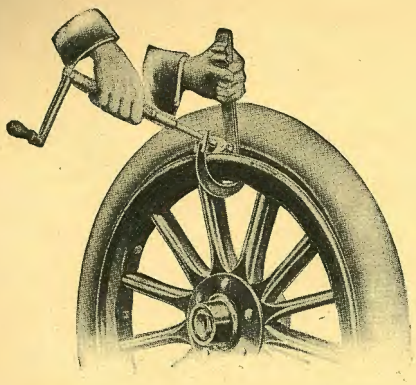


FIGURE 1.

Forcing the Tire from the Rim.

The first step in removing clincher tires with the "Ever Ready" Tire Tool, is to force the tire from the rim. This can be done with the aid of an ordinary tire iron which is placed against the shoe as near to the rim as possible and using the Tire Tool as a lever, in connection with the clamp as shown in Figure 1.

After the tire is forced from the rim, lift the tire up with the iron so that the Tire Tool can be inserted. Remove the clamp from the Tire Tool and insert the rollers underneath the shoe as shown in Figure 2.

After inserting the Tire Tool, to remove the tire, hold the tool in a downward position and turn same slowly and steadily. The tire will roll off easily and quickly. Figure 3 shows position of the tool while removing tire.

Figure 4 shows the Tire Tool held in an upward position while putting on tire.

In putting on a new tire it is advisable to put on the inside clincher first, then insert the lugs and place the inner tube in position. Place the Tire Tool under the outside of the tire and operate Tool as in figure 4.

Tire Tool folded fits any Tool-Box.

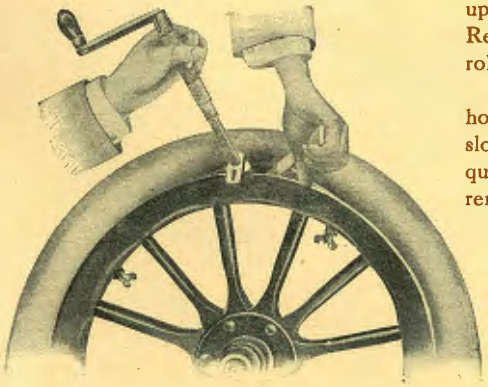


FIGURE 2.

Inserting the Tool.

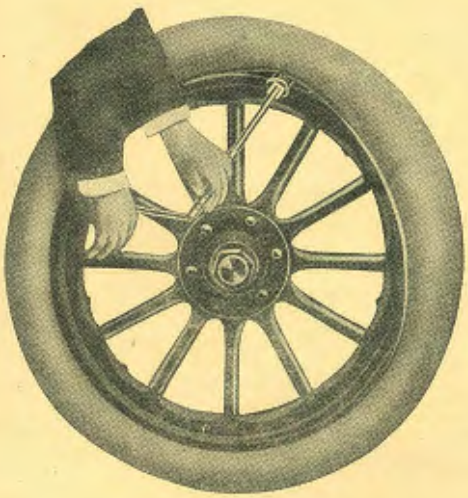


FIGURE 3.

Rolling the Tire off.

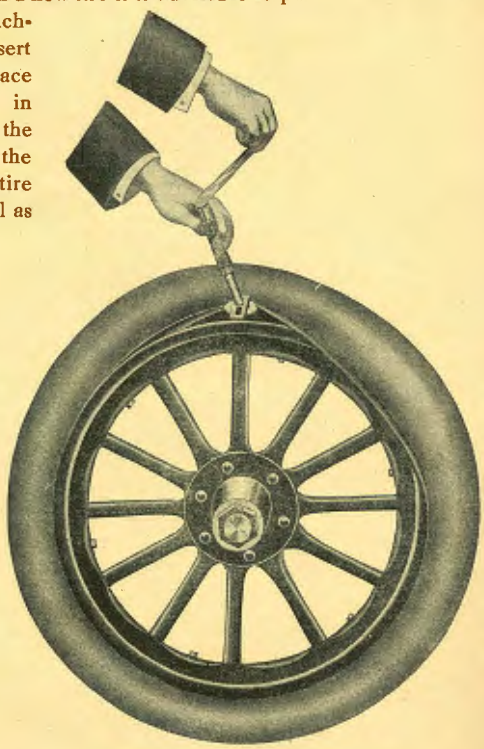


FIGURE 4.

Rolling the Tire on.

EVER READY
AUTO IMPROVEMENT COMPANY NEW YORK