"Matheson"

TouRING CAR

MATHESON MOTOR CAR CO. WILKES-BARRE, PA.

-"America's Finest Motor Car"—

'The "Matheson" touring car is designed to compete principally with the very finest and highest priced cars of foreign make. Its exceptional qualities and superior operation can only be fully appreciated by actual comparison with others, part for part, and by actual long-distance road demonstration. It is, without any exception, far and away the most thoroughly mechanical, the strongest built, the most powerful, the fastest, the handsomest and the most completely equipped car on the market today.

Characteristic Features:

Self-starting from the seat, with make-and-break ignition.

Practically noiseless in operation.

Absence of vibration.

Four-cylinder vertical engine, having all valve actuating mechanism on top of engine, most quickly and conveniently accessible.

Valves in the head, side by side, mechanically operated, inter-

changeable, never require regrinding.

Wide range, multiple spray, automatic carburettor. Will stay adjusted. Enables the engine to be so throttled as to give a range of speed from five to sixty or more miles an hour (according to H. P. of engine) with highest speed gear. Vaporizes any grade of gasoline.

Automatic speed-control by governor, prevents "racing" of

the engine when clutch is released.

Automatic lubrication, multiple, positive, force, sight feed. Starts and stops with the engine.

Normal engine speed, 600 revolutions per minute.

Range of engine speed, 200 to 1200 revolutions per minute.

Sliding-gear transmission. Gears and shafts of Chrome nickel steel, all mounted on Hess-Bright ball-bearings (Imported).

Make and break ignition, with magneto.

Irreversible steering gear.

Extra large bearings, insuring long life, greater reliability, and

practically no replacements.

Hess-Bright ball-bearings (imported) on transmission shafts, differential shafts, steering knuckles and in the clutch actuating mechanism. Roller bearings on all wheels. Special bronze bearings for all other parts.

Four especially powerful brakes; two are water cooled.

Hill-pawl, prevents car backing down grades.

Axles, special nickel steel forgings; I-beam pattern.

Frame, cold rolled pressed nickel steel.

Reciprocating, rotary, spring suspension, front and rear relieving the springs of all tortional strain.

Sprockets, detachable and interchangeable.

Double chain drive.

Road clearance, 9 inches.

Side-entrance, aluminum bodies, superbly finished, the unparalleled productions of J. M. Quinby Co. and Moore & Munger Co.

Upholstering, the richest and most luxurious known to the art.

Cape-cart folding top, waterproof.

French plate glass front.

A more complete equipment throughout than may be found with any other car.

Wheels, 36 inches.

Wheel-base, 40-45 H. P., 112 inches; 60-65 H. P., 118 inches.

Tread, 56 inches.

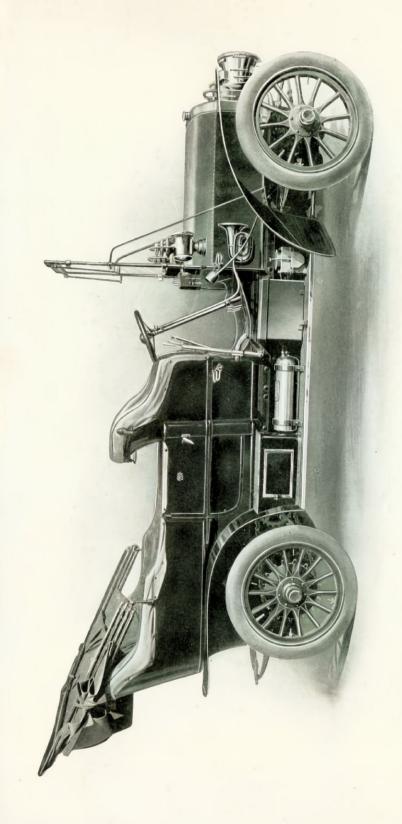
Tires. "Diamond" clincher or option of any American make using standard rims. Others extra.

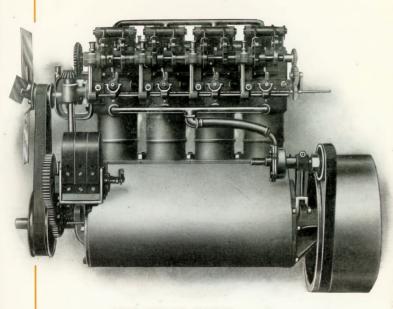
Gasoline tank, capacity, 20 gallons; good for 250 to 300 miles.

Radiator, honeycomb type.

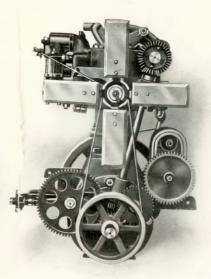
Long life insured by using greater factors of safety in every vital part than ordinarily employed, insuring absolutely safe driving regardless of speed or condition of roads. These cars are built to give at least ten years perfect service with practically no repair expense, if intelligently driven.

Speed guaranteed. 60 miles an hour for the 40-45 H. P. car and 70 miles an hour for the 60-65 H. P., under normal conditions on good roads. About 10% greater speed may be acquired by the use of larger sprockets and still higher speed in racing trim.

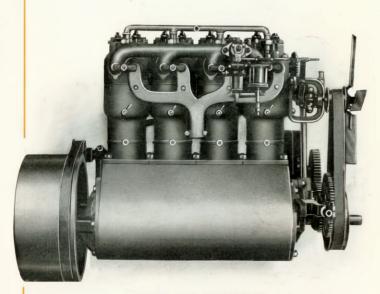




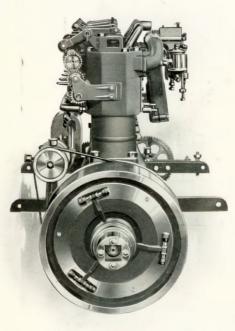
LEFT SIDE OF ENGINE



FRONT OF ENGINE



RIGHT SIDE OF ENGINE



REAR OF ENGINE

The Engine is of the 4-Cylinder Vertical Type. No valve chambers or pockets are used to cause uneven strains and distortions of the cylinder barrel due to uneven expansion in operation.

The Cylinder Heads containing both inlet and exhaust valves are also of a perfectly cylindrical shape.

The Inlet and Exhaust Valves are interchangeable. They are mechanically operated through rocker levers from the second shaft, located directly in line with the valves on the sides of the cylinder heads.

The Cam Shaft (or second shaft) is cut from the solid, no pins or keys being used to fasten the cams on the shaft.

The Crank Shaft is of extra large dimensions and supported by five bearings. It is turned from the solid of best open-hearth steel.

All Bearings throughout this engine are of liberal size and are lined with a special bronze bearing metal which has given absolute satisfaction for many years under the most severe conditions.

The Carburettor, by means of a wide-range multiple port throttle and sprays, gives the correct mixture at all speeds. Will stay adjusted and will vaporize any grade of gasoline. No unreliable float to get out of order.

The Governor controls the engine perfectly.

The Ignition is by "Make-and Break" system with alternating magneto geared direct to the engine.

The Self-Starting feature is extremely valuable. Two years successful use has proved our every claim for it. Operated with make-and-break ignition.

The Lubrication is automatic, multiple, positive, force, sight feed. Starts and stops with the starting and stopping of the engine.

The Muffler is exceedingly efficient, practically eliminating all back pressure.

The Design and Workmanship of our Engine are the best that experience, skill and improved methods of construction can produce, and are the product of over ten years of constant and successful development quipmen

Our bodies are made of aluminum luxuriously upholstered in genuine hand-buffed leather, the unparalleled productions of J. M. Quinby & Co Moore & Munger Co. In general, we have adopted the foreign lines which are universally recognized as unsurpassed for refined taste and beauty. B possessing those harmonious proportions which have made the foreign bodies celebrated, our bodies are particularly roomy and exceedingly comfortable. as for convenient and practicable attachments and equipment, we claim our bodies unequalled on either market.

Every Car is Equipped with the Following Monogram on doors.

comfortable auxiliary folding seats with lazy backs; out of the way when not in use; also detachable. Two large and

Rubber mat in front, Royal Welton mat in rear.

Large leather wallet with spacious compartments extending full width of back of front seats. Toilet set containing comb, brush, mirror, whisk broom and soap box.

Tool and accessory drawers and locker with keys under front seats. Coat rail on back of front seat.

Open pockets at sides of front and rear seats. Covered pockets on doors.

Jones combined speedometer-odometer registering up to 60 miles an hour speed and 10,000 miles travelled.

Gasoline gauge.

Water gauge. Gradometer.

Chime horn.

Truffault-Hartford shock absorbers on front and rear axles.

Eight-day clock on dashboard.

Two oil side lamps. One oil tail lamp.

One gas tank or large acetylene generator, (optional). Large Dragon horn with bulb and long flexible tube, (imported).

Two large acetylene headlights.

Two foot cushions.

Folding cape-cart waterproof top of finest quality. Bracket for searchlight on dashboard.

Standing French plate glass front with polished metal frame.

Folding baggage rack on rear large enough for steamer trunk and largest dress-suit cases. Polished brass tire irons and leather straps for holding extra tires at right side of car.

Reserve two gallon tank of lubricating oil under hood. 1 Screw Wrench.
1 Perfect Handled Screw
Driver, Heavy.
2 Perfect Handled Screw Tools Consisting of Complete Set of

Pr 6-in. Side-cutting Pliers Engineer's Wrenches. Solid Punches.

1 Machinist's Hammer.
1 Cape Chisel, ½-inch.
1 Pair 8-inch Combination

Pipe Pliers.

cost quoted upon application.

1 Center Punch.

Terms: -25% deposit with order; balance, sight draft attached to bill of lading, F. O. B. factory.

Copper Wire.
1 Soldering Copper.
1 Cotter Pin Remover. Hollow Scraper. 1 Special Socket Wrench. 1 Magneto Screw Driver 1 Magneto Wrench. Soldering Paste. Strip Solder.

of tire tools and repair

2 Hub Cap Wrenches. Spark Plug Wrench.

Sparker Wrench.

Extras—Any parts or accessories or supplies not named as part of the regular equipment furnished with the car as listed, will be supplied only at extra Prices: 40.45 H. P. Touring Car, with complete equipment as above, \$6,000 7,500

4 Files with Handle.

Limousine, Landaulet, Victoria and other styles of bodies quoted on application.

The "Matheson" car is designed and built for those who really

desire and can afford the very best that money can buy—a car of absolute competency and sterling quality all the way throughthoroughly correct mechanically and in refinement and beauty of design-equalling in every respect and surpassing in many respects the very finest cars of foreign make, but possessing besides those sturdier qualities which are absolutely essential in an American car in order to meet the severer conditions of American roads.

The Proof of Quality.

The "Matheson" enjoys the unparalleled record of having 100% of satisfied customers. We can display letters of unreserved indorsement from every customer, (all of whom are men of prominence, and many of whom have discarded foreign cars), similar to the following:

From J. B. Brady, Vice-President,

Standard Steel Car Co.

Matheson Motor Car Co. NEW YORK CITY, Dec. 8, 1905. Gentlemen:-I have driven my 40 H. P. "Matheson" Touring Car several thousand miles, and it is apparently in the same condition as when I

received it, in July last. I have owned three foreign cars, one of which cost me \$12,000, but I regard your car as stronger, better designed, more thoroughly durable and reliable for all around constant service and abuse. As you know, two of my friends, who were prejudiced in favor of foreign cars, were induced to buy "Matheson" cars after riding in mine.

Speaking from my experience principally with foreign cars, I regard your car far and away the best built and most thoroughly reliable machine on the market today. Very truly yours, J. B. BRADY.

From Daniel A. Jenks, Capitalist.

Matheson Motor Car Co. HOLYOKE, MASS., Dec. 23, 1905.

Gentlemen:-Let me say, the "Matheson" 40 H. P. touring car fulfills my expectations in every respect; it runs with strength and steadiness, on top speed, fast or slow, up hill or down. I believe the "Matheson" to be the best car of American make. Yours truly, DANIEL A. JENKS.

From Wm. 5. Freidlander, Firm of Jacob S. Bernheimer & Bro.

Matheson Motor Car Co. NEW YORK CITY, Dec. 22, 1905.

Gentlemen: - My car was right when I received her in March, 1905, and is right today, after running about 8,000 miles, long distances. I used the car all season in all kinds of weather, and on all kinds of roads through New Jersey, Long Island, Connecticut, Rhode Island and Massachusetts, and everyone who has gone through these states knows that a good many of the roads are not even fair. I did not encounter any serious troubles, going most of the time on third speed (high speed) from five to six hundred mile trips.

If I would express my satisfaction with the car as I would like to, I would be afraid people would think I had a personal interest in same. I could not find words enough to say all the good things about her which she deserves. The construction of the car is perfect, to my mind.

I am sincere in recommending this car highly, and must state that I find the people who built same, as perfect and business-like as their output. I hope this letter will not be misconstrued on account of the expression of my great satisfaction. Sincerely yours, W. S. FREIDLANDER.

From H. W. Olmsted, 1 Madison Avenue.

Matheson Motor Car Co. NEW YORK CITY, Dec. 1, 1905.

Gentlemen: - I am pleased to inform you that my "Matheson" car purchased from you last May, has proved to be just as you guaranteed, "the most efficient car made in America.'

I have driven the car over four thousand (4,000) actual miles, (registered by a "Warner" Auto-Meter) over all kinds of roads and in all kinds of weather, in New England and Middle States, and never once has it failed to perform its duty during all this travel. I have not paid out one cent for repairs. The engine is the same as the day the car was delivered to me, no parts being substituted.

I consider it the strongest built and best car adapted for American roads, for I have given it many a hard ride over roads which were rocky and full of ruts, and have never broken a spring or sprung an axle.

Very truly yours, H. W. OLMSTEAD.

The Proof of Quality-

From J. P. Lyman, President,

American Glue Co.

Matheson Motor Car Co. BOSTON, MASS., Nov. 28, 1905.

Gentlemen:-After driving my 40 horse power "Matheson" nearly 6,000 miles over New England roads and very steep grades, I can say without hesitation, that for efficiency and reliability, absence of repair expense to mechanical parts and adaptability to American roads, it has far exceeded my expectations and your representations when I purchased the car.

Many times I have run from Boston to my summer home, a distance of 50 miles, covering many heavy grades, without changing from the high speed, or once stopping the engine, where other makes of cars of the same horse power are compelled to change to lower speeds.

In my judgment, it is the best built and most reliable car in the market Very truly yours, J. P. LYMAN. today.

From Chas. A. Singer,

Singer Sewing Machine Co.

LARCHMONT, N. Y. Matheson Motor Car Co.

Gentlemen: - I have covered many thousands of miles in my "Matheson" car during the past two seasons. From my experience with your car and several other high power cars which I have owned during the past several years, I am satisfied the "Matheson" is the most powerful and in every way the most thoroughly mechanical car on the market. I have also compared your car mechanically with a number of foreign cars, and am convinced that for American roads the advantages are all in your favor.

My recent order, placed with you for your 60-65 H. P., \$7,500, 1906 Model, further emphasizes my great satisfaction with the "Matheson."

Yours truly, CHAS. A. SINGER.

From Joseph A, Skinner, Secy.

William Skinner Mfg. Co.

Matheson Motor Car Co. HOLYOKE, MASS., Dec. 20, 1905.

Gentlemen: - In answer to your question as to how I like the "Matheson" car purchased of you, I am pleased to say very much indeed. I have run it about 3,000 miles and experienced very little trouble. It is by far the easiest running car I have ever used. I cheerfully recommend it.

> JOSEPH A. SKINNER. Very respectfully yours,

From Rev. Dr. John R. Paxton,

51 West 46th Street.

NEW YORK, CITY, June 21st, 1905. Matheson Motor Car Co.

Gentlemen: - I am entirely satisfied with my "Matheson" car. There may be its equal among all the cars now on the market, but certainly there is no car, foreign or home-made, its superior. It balks at nothing, deep sand or miry clay, takes the steepest hills without wheezing or stalling, jogs along like a family horse, or rushes forth and straight on like wind or swallow's flight, annihilating distance. It is a great car, so strong, so safe, so sensitive and obedient. It verily seems alive, to think. I am glad I was led to buy your car. I shall never lag, dust-choked and humiliated, in the rear of other tourists. I congratulate your company on its fair name and growing reputa-Very sincerely yours, JOHN R. PAXTON. tion.

From Hon, R. Jay Walsh, President,

Greenwich Title, Loan & Trust Co.

Matheson Motor Car Co. GREENWICH, CONN., Dec. 4, 1905.

Gentlemen:- I ran the 40 H. P. 1905 car purchased of you between 5,000 and 6,000 miles during the latter part of the summer and fall. It has not, to my knowledge, been to the repair shop or needed repairs in mechani-Yours truly, R. JAY WALSH. cal parts.

From W. P. Holliday, President,

Central Savings Bank.

Matheson Motor Car Co. DETROIT, MICH., Dec. 1, 1905.

Gentlemen:-Regarding my 40 H. P. "Matheson" car, which I have now run for six months, will say I have driven it 5,000 miles and it has never been passed on the road. I have had no occasion to put it in the shop for changes or repairs. It is always ready. I could not enumerate the very strong advantages of your machine over other makes without covering the entire machine. I know of no other American machine its equal in any particular, and believe there is but one foreign machine near enough to it to even get in its dust. Yours truly, W. P. HOLLIDAY.

The Proof of Quality-

From Robert H. Hey.

Richard Hey & Son, Manayunk.

Matheson Motor Car Co. PHILADELPHIA, PA., Nov. 28, 1905.

Gentlemen: -I purchased a "Matheson" car from you last March and since then have traveled about 5,000 miles through this section of the country which is known by its rough roads and long hills. I can find no fault whatever with the machine, and as a hill climber I haven't seen its equal. I have been in the manufacturing business about thirty-five years and have handled all kinds of machinery and have never seen a machine which has had better mechanical workmanship and material. The car is apparently in the same condition as when I received it. Yours very truly, ROBERT H. HEY.

From Wm. J. Hyde.

Hyde & Behman Theatrical Co.

Matheson Motor Car Co. BROOKLYN, N. Y., Dec. 11, 1905.

Gentlemen:-The 40 H. P. "Matheson" touring car, which I purchased last spring, at the suggestion of Mr. Wallace Owen, has given me entire satisfaction.

The car has cost me practically nothing for repairs to date, and after having stood a very rigid test, as to wearing ability, is in as good condition as when delivered to me. It is my opinion that the "Matheson," for speed and hill climbing, is as good, if not better, than any car on the market, and its mechanical simplicity makes it possible to be successfully operated by an Yours very truly, WM. J. HYDE.

From Frank J. Batcheller, Capitalist,

Hotel Bellevue.

Matheson Motor Car Co.

theson Motor Car Co. BOSTON, MASS., Dec. 15, 1905. Gentlemen:—After using my 40 horse-power "Matheson" car since last February, and running it upwards of 15,000 miles, I desire to express my opinion of the car. I own three automobiles, each of which I have used considerably, and I have come to the conclusion that no real automobilist can afford to be without the "Matheson" car. Possibly my experience with my cars will be of interest to you.

The first car I ever owned was a 1904 Model 30-35 horse-power-After using it carefully for a month, and meeting with no accidents, my repair bill was upwards of \$692, and even at that expense, it has been impossible to get the car in first-class condition again. My second car was a 40 horse-power -, one of the most expensive French cars made, and one of the best. This car is as near perfection as human skill can make it, and after running it upwards of 10,000 miles, I can conscientiously say that it has given me no trouble whatsoever. But perfect as is this example of French workmanship, in power it in no way compares with my "Matheson" car. For ploughing through poor or muddy country roads there is no car like the "Matheson." For hill-climbing it has no equal. Of all cars that I have ever ridden in (and I have ridden in many foreign cars), the "Matheson" is far and away the most powerful. For touring through the country, by all means the chief pleasure of automobiling, no car in the world equals the "Matheson." I believe that in a short time the "Matheson" will be recognized, not only as the foremost American car, but as the leading car of the world.

Sincerely yours, FRANK J. BATCHELLER.

From D. T. Leahy.

Fletcher, Sillcocks & Leahy, 40 Wall Street,

NEW YORK, CITY, Dec. 2, 1905. Matheson Motor Car Co.

Gentlemen:-I have owned a 40 H. P. "Matheson" for four months, have driven it about 3,500 miles, and it has been in running order every day. I therefore feel well satisfied with its ability to give continuous and efficient service, and may add as an additional source of satisfaction, that since I have run the car the repair expense account has been practically nothing.

> Very truly yours, D. T. LEAHY.

From Don H. Bacon, President, Tenn. Coal, Iron and Railroad Co.

Matheson Motor Car Co. BIRMINGHAM, ALA., Dec. 1, 1905.

Gentlemen:-The 40 H. P. "Matheson" car that I received from you in May last has run between 2800 and 2900 miles over country roads that were often rough. It is reliable, easily handled, and requires but little adjustment and repairing. All who have examined the car have noted the excellent design and finish of the engine and all connections. Am pleased to com-DON H. BACON. mend the car very highly. Yours truly,

"Matheson" TOURING CAR

MATHESON MOTOR CAR CO. WILKES-BARRE, PA.