The 1910

Lexington

The LEXINGTON MOTOR CAR Co.
INCORPORATED
LEXINGTON, KENTUCKY.
U.S.A.
INTRODUCTORY

IN offering this new 1910 car to the public, we have NOT brought together AN ACCUMULATION of its potent parts, purchased on the open market at the lowest "QUANTITY" price—the policy pursued by so many so-called "assembled" cars, particularly those selling at a low price and whose makers advertise them in such an effusive manner and make such extravagant claims that the layman is led to believe that he can now get for a reasonably small sum that for which he has heretofore been asked an extravagant price.

ON THE OTHER HAND, from MOTOR, TRANSMISSION, AXLES, FRAME, PROPELLER SHAFT and BODY, to SPRINGS, FINISHING, UPHOLSTERING, and SPARK PLUGS—we have adopted the very best that money can buy. Our management and organization is composed of the ablest and best men—men with intimate knowledge, gained from experience of just what is desired by the owner in the construction of a car, and we have coupled these ideas of construction with an earnest consider-
ation for the owner. We are not "too original," but have endeavored (and successfully) to design a car embodying in it the best qualities of the best cars—a car that will go any place (and back) without the addition of an expert chauffeur to keep it "tuned" up—a car the owner himself can drive, if he prefers, with pleasure and perfect satisfaction.

The LEXINGTON is a beautiful car made in THREE models, and the selling price was determined after all this work had been accomplished, a price as low as can possibly be made on such a high-grade car, consistent with good business management. Following are the reasons why we believe our car is superior to any other selling for an equal price, and superior to many selling for more.

Look at our construction on the following pages.
This is the famous Rutenber engine, the largest size made, 
4\frac{3}{4}-inch bore by 5-inch stroke
This is the famous Schwarz wheel. See how the spokes at the hub interlock with each other. Each spoke is bossed and bolted to brake drum. Notice that the spokes are not round, but are flat and wide. We could buy other wheels that might answer the purpose, for $15 a set less money, but they would not be Schwarz. Uncle Sam gives Mr. Schwarz the exclusive right to make this wheel—it's patented.

The live axle, with driving clutch, lays by its side.
This transmission is large enough to pull a 60-H. P. car, therefore it should run indefinitely on a 45-H. P.
The front and rear axles—none better on any car, regardless of price. No tie rod underneath rear axle required with this solid special heat-treated casing. On front axle notice the sockets on ends of steering connection, with springs inserted to take road vibrations off the entire steering mechanism as well as the driver's arms.
The body in the white. Made of solid wood bendings thoroughly re-inforced inside, underneath the upholstering. Sills are very wide and heavy. All bodies come ironed for tops, regularly, and are painted and upholstered in the color that best suits each individual customer without extra charge. We feel that when a man pays $2,500 for a car, he ought to have pretty near what he wants.
Springs.—Long and wide. Notice the neat spring plates, how each leaf has a little lip on each side to keep it in place, also a steel bushing in each eye, and retaining clips. These springs are filled with graphite to keep them from squeaking. Notice the double shackle with tie across the top, preventing the shackle from turning over when going over bumps.
Propeller shaft.—Made for a 60-H. P. car. Do you suppose it will ever break or give trouble on a 45-H. P. car?

Also clutch, with universal joint. Wide, leather faced, with cork inserts. Notice the large spring that holds it engaged with the fly wheel, also the Hess-Bright bearings between which clutch runs, which carry it out, upon its being released.
Chassis
Touring Car—Model "A"
Short-Coupled Car—Model “B”
Roadster—Model "C"
## PRICES

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Touring car, Short-Coupled or Roadster</td>
<td>$2500 00</td>
</tr>
<tr>
<td>Pantasote or cravenette top, with front and side curtains, complete, on Touring and Short-Coupled Cars</td>
<td>125 00</td>
</tr>
<tr>
<td>Pantasote or cravenette top, with front and side curtains, complete, on Roadster</td>
<td>75 00</td>
</tr>
<tr>
<td>Pantasote or cravenette top boot on either car</td>
<td>12 00</td>
</tr>
<tr>
<td>Extra seats in tonneau of Touring Car</td>
<td>50 00</td>
</tr>
<tr>
<td>D-4 Bosch high-tension Magneto</td>
<td>150 00</td>
</tr>
<tr>
<td>Folding glass front</td>
<td>40 00</td>
</tr>
<tr>
<td>Special material seat covers for Touring or Short-Coupled Cars</td>
<td>40 00</td>
</tr>
<tr>
<td>Special material seat covers for Roadster</td>
<td>30 00</td>
</tr>
<tr>
<td>Special material seat covers for folding seats in tonneau</td>
<td>10 00</td>
</tr>
<tr>
<td>Trunk rack</td>
<td>10 00</td>
</tr>
<tr>
<td>4½-inch tires, per wheel</td>
<td>12 50</td>
</tr>
</tbody>
</table>

(F. O. B. Lexington, Ky.)
Regarding the preceding items which do not come as regular equipment on the car, we desire to say that,—

**ON TOPS**—We use nothing but the best of materials for covering, either pantasote or cravanette; the bows are all sanded down as smooth as glass and are of the best wood obtainable. All straps are wide and heavy. The fasteners are Brewster fasteners, and are of solid brass, not plated. We also use brass bow separators, and think them very necessary on a top. The celluloid is heavy—not thin, cheap stuff, because we could get it for less money.

**SEAT COVERS**—Are of finest quality, waterproof material, and bound off in leather the same color as the upholstering selected.

In fact, every detail has been thought of, with the sole idea in mind of pleasing our patrons, and to have nothing that might be *successfully criticized*. 
DETAILED DESCRIPTION

MOTOR—Four cylinders, vertical, $4\frac{3}{4}$-inch bore by 5-inch stroke, 40-45 H. P., water-cooled.

CYLINDERS—Are made from special gray iron, are accurately ground to size and individually mounted on the crank case.

CRANK CASE—Is made from a special aluminum alloy, giving it great strength and durability. It is divided horizontally into halves, the upper part containing all of the bearings, and the lower half serving as an oil reservoir. Feet cast on the upper half form the engine base and support it on the sub-frame.

CRANK SHAFT—Is drop forged from the best of steel, ground accurately to size, and runs on five large phosphor and babbit bronze bearings, accurately scraped to a perfect running surface. A large flange is forged on the rear of shaft, to which is attached a large fly wheel.
VALVES—Inlet and exhaust valves and manifolds on same side. Valves are drop forged in one piece, thoroughly annealed, all of the same size, and are interchangeable and operated by a single cam shaft, which, with its cams, is a one-piece drop forging from the best steel, case-hardened all over, accurately ground, completely enclosed in the crank case, and runs in oil. The commutator shaft, as well as the magneto and oil pump gears, are contained in a separate but integrally cast vertical extension on the crank case.

COOLING—Water circulation is made positive by a gear-driven pump through a radiator of large capacity with an increased cooling efficiency obtained by a belt driven ball-bearing fan, adjustably mounted on the forward cylinder.

LUBRICATION—Is obtained by splash. The oil reservoir is cast integral with the lower half of the crank case directly below it, and has a capacity of two gallons. Oil is pumped separately to and from the rear compartments of the crank case, in each of which is maintained an inde-
pendent level of oil, by a rotary pump, operated by a special gear on the crank shaft. From this constant level all bearings, pistons and crank pins are thoroughly lubricated by splash. The under side of the crank case is provided with drain cocks for the occasional removing of dirt and sediment from the oil. The side of the crank case is provided with a gauge, by which the quantity of oil in the crank case may be determined at all times.

**CONTROL**—Motor speed is regulated by spark and throttle lever on top of steering wheel, which is 18 inches in diameter.

**IGNITION**—Jump spark system, supplied from storage battery and Pittsfield coil, furnished regularly. Double system, Bosch high-tension magneto with two sets of plugs furnished when desired.

**CLUTCH**—Leather-faced cone, with cork inserts, held securely engaged with the fly wheel by a stiff spring, but which is easily released on account of the long clutch pedal employed; self-oiling universal between clutch and transmission.
TRANSMISSION—Selective type, three speeds ahead and reverse, controlled by a single lever operating in an H slot. This transmission is especially heavy, being designed for a 60-H.P. car, rather than a 40-45. Shafts and gears are very large and made of the finest of steel; driving shaft on top, countershaft underneath, cut from the solid shaft in the four-key way type, each running on double Hess-Bright bearings.

BRAKES—Four brakes, each acting on rear wheel brake drums, which are 14 inches in diameter and 2½ inches wide. External contracting brakes are operated by hand lever, which also disengages the clutch, and throttles down the motor automatically, thereby shutting off all power, and preventing the motor from racing; internal expanding brakes operated by foot pedals; internal and all brake mechanisms are entirely enclosed and protected. Brakes may be adjusted from the outside by thumb screws and turn-buckle.

FRAME—Cold-rolled pressed steel, with side members arched over the rear axle to allow the body to be hung low and yet give great freedom for spring movement; thoroughly braced with frequent cross members,
and forward end provided with a sub-frame to which the motor and trans-
mission are mounted, which, on account of the heavy gauge and width of
channel section used in its construction, together with the long wheel base,
provides a very flexible construction, and makes a broken frame an im-
possibility.

SPRINGS—Four semi-elliptic; made of special spring steel, double
heat treated; oil tempered, full-bright and polished, with each eye bushed
and each leaf lipped and clipped and filled with graphite; front, 2 inches
wide and 40 inches long, rear, 2½ inches wide and 52 inches long; both
front and rear suspended on double shackles, insuring a soft, easy-riding car.

AXLES—Front, heavy “I” beam drop-forged with heavy steering
spindles and knuckles. Rear, clutch driven, full floating type, being the
latest production of the Timken Roller Bearing Axle Company, of Canton,
Ohio, (a concern that has spent thousands of dollars to find out just a little bit
more about axles than any one automobile concern in the country, which
claims to make all of their own parts, would dare to spend on any one item)
and is accepted as being the best rear axle construction in the world. The housing is a single piece drawn-steel casing, heat treated. Both differentials and wheels run on large Timken adjustable roller bearings.

**WHEEL BASE**—120 inches; tread, 56 inches.

**TIRES**—4 by 36 Goodrich, front and rear, on Goodyear rims regularly; larger sizes or different makes when desired.

**WHEELS**—The famous Schwarz patent interlocking wide flat spokes, 10 spokes in front, and 12 spokes in rear, each rear spoke being bossed and bolted to the outer edge of the brake drum; both front and rear wheels carried on adjustable double Timken roller bearings.

**TANKS**—Gasoline tank under seat of Models A and C containing 17 gallons; under side fitted with strainer, provides against dirt getting in the carburetor.

Capacity of water circulating system, 8 gallons.
**PROPELLER SHAFT**—Of special steel 1\(\frac{1}{2}\) inches in diameter, on each end of which is provided an *oil tight* universal joint. Without load, the transmission end is 1\(\frac{1}{2}\) inches higher than axle end; with load horizontal, thereby making a *straight drive* from the crankshaft of the motor, through the transmission and propeller shaft to the differential in the rear axle, reducing friction and strain to a minimum.

**BONNET**—Opens from either side, and can be easily removed.

**FENDERS**—Front and rear are easily detachable, and provided with metal apron next the body, to prevent mud and water splashing between fenders and car. The space between the running board and frame is enclosed with a leather-covered metal guard over the front end of the rear spring hangers, supplied particularly to keep mud and grease off the ladies' clothing. The toe and running boards are covered with cork carpet, neatly bound in brass.
BODY—Standard touring body; has a capacity for seating five persons regularly, but is supplied with two folding tonneau seats when desired. The body is constructed of wood throughout, the seat panels being of one piece solid bendings thoroughly braced under the upholstering. The body sills are especially wide and strong; the tonneau floor contains a false bottom convenient for miscellaneous storage; rear seat cut away for proper fender clearance over rear wheel (no danger of ruining fenders when using tire chains), front seat divided; locks on tonneau doors are of the latest approved pattern, with special safety lock device, with wide drop handle on the outside, together with extra opening lever on top of door. Seats upholstered with machine buffed leather stuffed with finest quality of curled hair, with spiral spring support, cocoa mat on floor, and convenient pockets on each door.

FINISH—Color optional with purchaser, executed in the finest possible manner, and without extra price.
STANDARD EQUIPMENT—Two large Solar gas head lamps, two special Ham side oil lamps; one special Ham tail lamp, horn, one combination tool and battery box on left hand side (with two good locks on the lid) containing Model B Prest-O-lite gas tank, jack, tray with recessed section holding complete tool outfit, tire repair kit, pump and storage battery.

RUNABOUT, MODEL C—Wheel base, 116 inches. Motor and driver's seat set further back on frame and sets lower than in the touring car. Steering post has greater rake. Divided front seats. Single rumble on rear, regular. Double when desired.

SHORT-COUPLED BODY—Model "B" divided front and rear seats, with a capacity for four persons. Rear end of body affords large carrying space for baggage, otherwise same general specifications apply as on Model A.

PRICE—Of either of above three models, $2,500, f. o. b. Lexington, Ky.
Office of Fred N. Coats, Manager of the Company.
Office of Dr. F. F. Bryan, President of the Company, and his Secretary, G. D. Wilson, Jr.

(Mr. Wilson and his father, who, by the way, is Treasurer of the Company, are also one of the largest dealers of fine horses in the country. At the time of the war with Spain, on account of their vast experience in the horse business, the Government secured their services for handling all of the United States cavalry troops to Cuba.)
Office of J. C. Moore, designer of the car, and Harry S. Johnson, Purchasing Agent