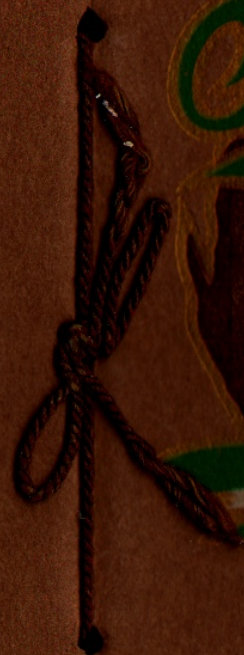


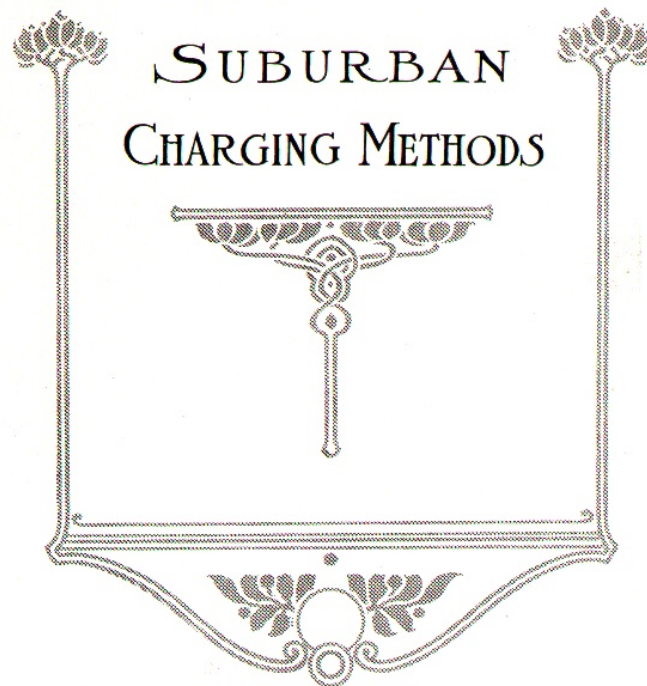
Studebaker

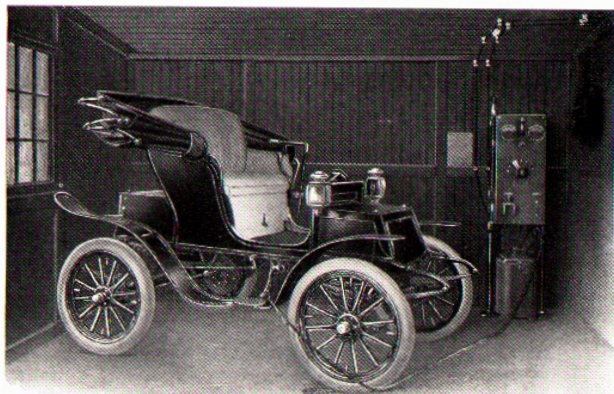


1909

Studebaker

CITY AND
SUBURBAN
CHARGING METHODS

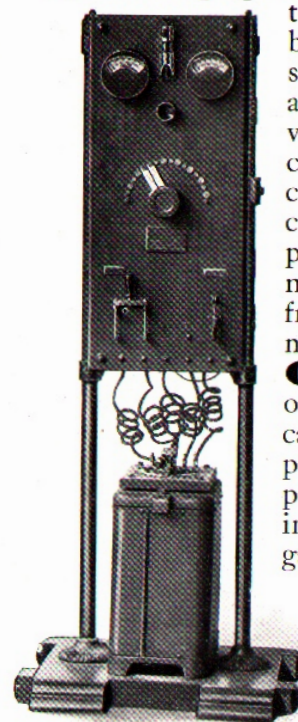




The Charm of the Studebaker Electric Car

HAS been enhanced a hundredfold by the development of convenient means whereby the charging of the battery, and the maintenance of the machine, is brought directly under the supervision of the owner. The adjoining illustrations leave very little for description, except to point out that the charging apparatus—the Mercury Arc Rectifier—is so simple in its operation that any member of the household, from maid to matron, can manipulate it with security.

¶ The advantage which the owner has, in controlling the care of the car, avoids the complication, uncertainty, and expense usually incident to keeping the vehicle at a public garage, and brings it within the range of all of the household, as an article of domestic utility, to such a degree that when once enjoyed, it becomes an indispensable necessity.



THE Rectifier Charging Outfit is entirely self contained, and offers a simple, economic and efficient means of charging the battery from alternating charging circuits. IT CONTAINS NO MOVING MACHINERY and is always ready for service.

¶ Practically no knowledge of electricity is required in using them and the table given in our rectifier instruction book shows at what points the regulating dials may be set to charge any of the Studebaker vehicles. In these tables the hours necessary to charge are shown as the maximum length of time required in case the battery should be COMPLETELY DISCHARGED; but with ordinary use the charging time is very much less than the maximum, depending of course on the extent to which the battery has been PARTIALLY DISCHARGED.

THE STARTING OPERATION

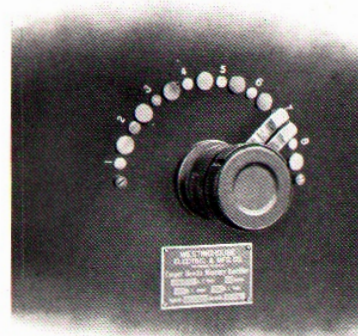
of the rectifier is as follows:

¶ Set the dials for the battery to be charged as shown in the accompanying table. Close the main switch. Place the Starting Switch in its upper position. Gently rock the bulb momentarily to the right by means of the small hand wheel controlling it at the top central portion of the board. Rock the bulb back to its original position at which a flash occurs vaporizing the mercury in the bulb.

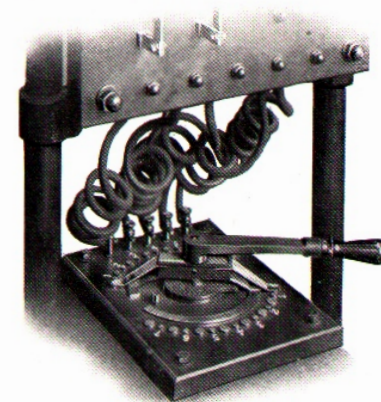
¶ This starting of the bulb into operation is accompanied with a vibrating blue glowing light and after a moment or two (30 seconds in winter) sufficient to warm the bulb, the Starting Switch should be placed in its lower position, thereby connecting in the battery allowing the charging process to begin. In cold weather it may be necessary to rock the bulb several times.

THE reproductions below show the dial settings of the Auto-Transformer (at the bottom of the board) and the Regulating Reactance (on the upper part of the board) for the complete charging of the batteries. This apparatus is intended for and adopted to use where the Voltage of the power supply circuit is 110 or 220 volts and can be easily adjusted for either.

¶ WE HAVE AN INSTRUCTION BOOK WHICH FURTHER EXPLAINS THE DETAILED METHODS OF OPERATING RECTIFIERS AND CHARGING EXIDE (OUR STANDARD) BATTERIES, WHICH WE SHALL BE GLAD TO FURNISH UPON REQUEST.

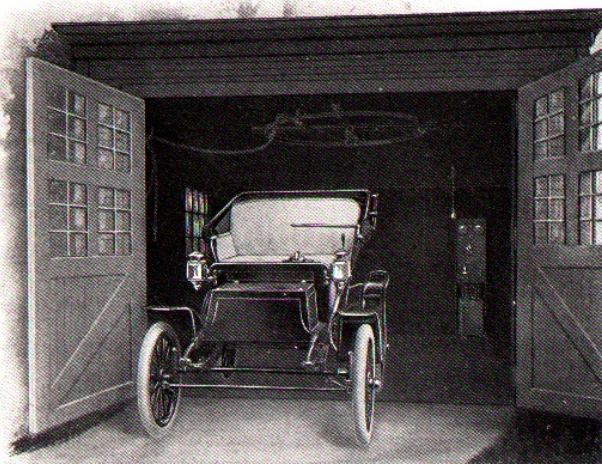


REGULATING REACTANCE DIAL



AUTO TRANSFORMER

IN most localities the electric two-passenger vehicle has been for a number of years the most economical and convenient method of getting about a city. With the availability of the Mercury Arc Rectifiers for home charging, this advantage becomes overwhelming and its already great convenience becomes superlative. It is only in those cities where the convenience and purpose of the electric vehicle is already thoroughly understood, that independent electric garages are profitable. On the other hand, operation of a garage, or periodical—say semi-monthly examination and adjustment of individual battery charging from rectifiers is highly profitable to the garage, without being onerous to the customer. The almost positive assurance which a rectifier gives against over-charging, the entire simplicity of its operation, when coupled with a semi-monthly examination and adjustment of battery by an expert, seems to attain the limit of convenience and economy in privately operated charged vehicles.



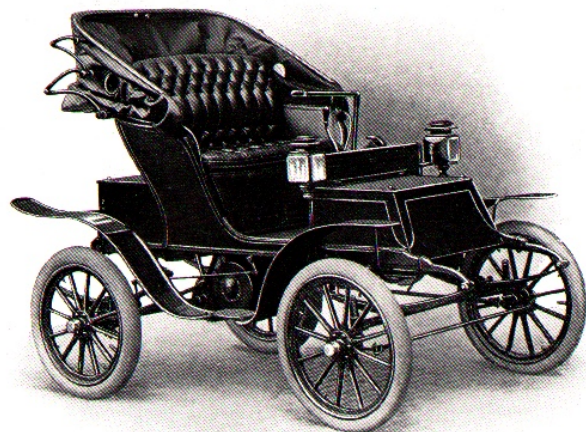
A PRIVATE GARAGE SIMPLIFIES THE CARE OF THE MACHINE

HAPPILY the availability of the rectifier is by no means limited to individuals with stable or home garage facilities. The arrangement shown in this pamphlet, by which a car can be charged, during its idle hours, at the curb by cable leading to a rectifier installed at any convenient place, in the basement or otherwise, the vehicle itself can be housed and cleaned only at the nearest neighboring livery stable or garage at a very moderate figure, such an arrangement seems to solve this problem for congested city districts. It may be possible that the frequent and intermittent charging entailed by this arrangement, would in theory slightly curtail the life of the battery, but practical experience up to date fails to develop this fact to a perceptible degree. Our last observation of a case of the kind showed a life of 11,000 miles for the positive plates, which is very far above the average, and whatever sacrifice, if any, is entailed by this method of charging, it must under the circumstances be overwhelmingly out-weighted by the resulting conveniences.



THE CAR MAY BE CHARGED AT THE CURB DURING IDLE HOURS OF THE DAY

WE believe that as sure as the public will pay for superlative convenience, the electric pleasure vehicle is a permanent industry, so we are not designing our vehicle to meet catch phrases or for spectacular purposes. Superlative convenience is the primary consideration in the purpose and in the design of the electric pleasure vehicle. Our models are designed solely with that consideration.



THE economy of maintaining our vehicles is unquestionable. A design which compels the purchaser to pay for and carry along with him a power plant and a battery, vastly in excess of his requirements in order to meet conditions which might possibly occur once or twice in three years, may be attractive as an advertising venture for a manufacturer, but is highly disadvantageous to the purchaser.

¶ There are many who have had an occasion to appreciate the economy of this type of vehicle and the effect of this economy upon their income, but who have not felt like making the initial investment in order to effect the saving. The addition of a rectifier charging outfit cuts the maintenance expense about in half, and under normal conditions \$14.00 or \$15.00 can be considered MAXIMUM for the ENTIRE cost of maintenance of a STUDEBAKER charged AT HOME. This figure of course varies greatly according to conditions. We know of a great many vehicles that see active service daily, whose total maintenance cost does not exceed \$7.00 to \$8.00 per month.

¶ An electric car with an equipment consisting of a rectifier for charging is positively the most economical method extant for transporting passengers in cities.

BRANCHES

STUDEBAKER BROS. CO. of N. Y.
No. 48th & Broadway, New York City, N. Y.

STUDEBAKER BROS. MFG. CO.
No. 378-88 Wabash Ave., Chicago, Ill.

STUDEBAKER BROS. CO. of Cal.
Mission and Fremont Streets, San Francisco, Cal.

STUDEBAKER BROS. MFG. CO.
No. 13th & Hickory Streets, Kansas City, Mo.

STUDEBAKER BROS. CO. of N. W.
No. 330 E. Morrison Street, Portland, Oregon

STUDEBAKER BROS. CO. of Utah
No. 157 State Street, Salt Lake City, Utah

STUDEBAKER BROS. MFG. CO.
No. 317 Elm Street, Dallas, Texas

STUDEBAKER AUTOMOBILE CO.
No. 1532 Broadway, Denver, Colo.

STUDEBAKER AUTOMOBILE CO.
No. 1900 E. 19th Street, Cleveland, Ohio

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STUDEBAKER BROS. CO. of Cal.
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STUDEBAKER BROS. CO. of N. W.
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STUDEBAKER BROS. CO. of N. Y.
No. 330 N. Broad Street, Philadelphia, Pa.

STUDEBAKER BROS. CO. of N. Y.
No. 1020 Boylston Street, Boston, Mass.