

1907
PRELIMINARY
ANNOUNCEMENT

E.R. THOMAS MOTOR COMPANY
BUFFALO, N.Y.

1 9 0 7 I S T H O M A S Y E A R

ABSOLUTE LEADERSHIP
ABSOLUTE RELIABILITY
:: RESERVE POWER ::
:: RESERVE STRENGTH ::

THOMAS SIXTY HORSE "FLYER"

PRICE, \$4,000, F. O. B. FACTORY

THOMAS FORTY HORSE

PRICE, \$2,750, F. O. B. FACTORY

E. R. THOMAS MOTOR COMPANY

BUFFALO, N. Y.

Member Association of Licensed Automobile Manufacturers

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¶ The 1907 THOMAS "FLYER" has been refined, perfected, simplified, lightened, strengthened and beautified.

¶ It will prove faster, quieter, smoother, roomier, more comfortable, a still better hill climber, and quicker to get away, i. e.,— "lighter on its feet," than the 1906 "FLYER," which proved itself much the fastest American touring car made, and one of the most reliable cars ever constructed. It easily earned a place in the front rank among leading cars of the world.

¶ Among the improvements in the 1907 THOMAS "FLYER" are the following: Sixty horse power; larger valves; improved spring seats; direct valve lifts; two entirely independent and separate systems of ignition, consisting of a geared Sims-Bosch imported magneto and the Atwater-Kent spark generator; 36-inch wheels, 4-inch tires in front, 5-inch tires in the rear (having lighter weight

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and larger tires, will minimize tire troubles); self-starting and easy cranking device, available for women's use; improved steering gear; wide I-beam drop-forged radius rods; stronger one-piece I-beam drop-forged rear axle; simplified transmission control; more space between front seats and dash-board; roomier tonneau; drop-forged sprockets; geared fan drive, discarding belt; completely encased cam gears; oil-proof transmission and crank case; perfected pan arrangement under engine; space between foot-board and frame, completely enclosed, rendering it dust-proof; two contracting brakes on counter shaft near sprockets and two on rear hubs, wider and stronger; automatic brake on clutch; exceedingly flexible springs; improved radiator; side arms on revolving seats; back-stop safety device, inside of rear axle drum; roller bearings on front wheels; larger annular bearings on rear wheels; improved

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ball bearing and lubricating clutch features; finer finish and more luxurious upholstery; body slightly changed and beautified.

¶ With the many other refinements the 1907 THOMAS "FLYER" includes in its construction every modern feature necessary to reliability, safety, efficiency and comfort known to the science of automobile construction—notably four speeds forward and reverse; three disc metallic clutch; cross steering rod in rear of front I-beam axle; annular bearings on rear wheels, sprockets and transmission; seating seven passengers, with two auxiliary revolving seats; dust-proof body, sides and rear; coat rack, package compartment and trunk rack.

¶ It is still far ahead of leading American competitors in features which necessarily cost us a large sum annually from what might readily be turned into profit.

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LOGICAL
CONDITIONS AND FACTS
ASSURE
POSITIVE
RELIABILITY

With the experience of having 1018 high-powered cars, thoroughly tested, all over the country, on all sorts of roads, with all kinds of rough, amateur and expert drivers, every weakness possible has been discovered and eliminated in our 1907 "FLYER." We conscientiously believe that *not the slightest inherent weakness or defect* will develop, and that no expense or delays for repairs and replacements,

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not occasioned by neglect or accident, will be incurred during the entire season.

¶ IN THIS CONNECTION WE WILL ANNOUNCE LATER SOME RADICAL INNOVATIONS THAT WILL COMMEND THEMSELVES TO THE ENTIRE AUTOMOBILING PUBLIC, PROVING CONCLUSIVELY THAT WE BACK UP OUR ASSERTIONS IN A POSITIVE MANNER NEVER BEFORE ATTEMPTED BY ANY AUTOMOBILE MANUFACTURER, INSURING THE MAXIMUM OF SATISFACTION.

¶ We have doubled our mechanical equipment and floor space in order to avoid all night and rush work, and to allow the most patient care and attention to every detail, in order

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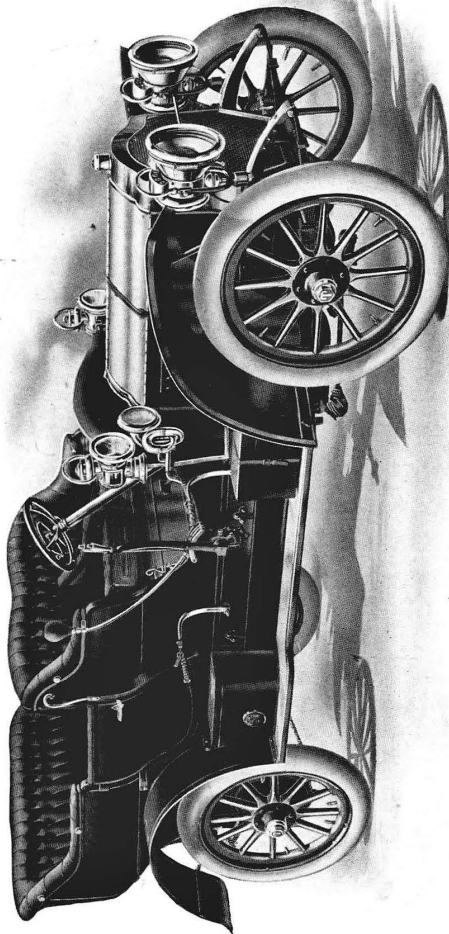
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to not only maintain our place among the world's leaders, but to insure positive reliability and leadership, regardless of origin or price. We announced that policy last season,—we prove it more than ever this season.

¶ “We hitched our wagon to a star,” and that star is larger, brighter and nearer to us than ever.

¶ We employ the best talent of two worlds. We enjoy the largest experience in our class. We have the finest mechanical equipment and ample space. We are expending money for extra features, workmanship and material, and we have surrounded ourselves with every attribute that makes for leadership. So we believe that when all 1907 models have been thoroughly tested by the public, they will assuredly award to us the crown of absolute and unchallenged leadership.

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THOMAS SIXTY HORSE "FLYER"

PRICE, \$4,000, F. O. B. BUFFALO, N. Y.

Equipped with Simms-Bosch Magneto

THE THOMAS SIXTY HORSE "FLYER"

SPECIFICATIONS

MOTOR	60 H. P.; mechanical valves; cam shafts and gears all enclosed.
CARBURETOR	Automatic.
OILING SYSTEM	Gear driven pump; six sight feed; splash system in crank case.
IGNITION	Sims-Bosch high-tension magneto; Atwater-Kent spark generator; both systems independent and separate.
CLUTCH	Three-disc metallic; center disc, manganese bronze.
COOLING	Cellular radiator with fan; gear driven pump.
TRANSMISSION	Sliding gear, selective type; four speeds forward and reverse; anti-gear stripping device.
DRIVE	Double side chains.
BEARINGS	Annular ball,—transmission, sprockets and rear wheels; roller bearings,—forward main shaft of transmission and front wheels.
AXLES	Drop-forged I-beam front and rear.

THE THOMAS SIXTY HORSE "FLYER"

THE THOMAS SIXTY HORSE "FLYER"

FRAME	Cold pressed steel, narrowed in front; reinforced by cross members, channel plates and truss rods; front cross member serves as radiator brace.
STEERING GEAR	Drop-forged worm and sector; irreversible; cross steering rod in rear of front axle.
BRAKES	Two foot pedal, contracting on rear hub; two emergency, contracting on countershaft.
SAFETY DEVICE	Ratchet and pawl on rear hubs.
WHEELS AND TIRES	Front,—36 x 4; rear,—36 x 5.
WHEEL BASE AND TREAD	Wheel base,—118". Tread,—56 ½".
SPRINGS	Semi-elliptical,—front and rear.
BODY	Dust-proof sides and rear; seats seven—five in tonneau.
EQUIPMENT	Two Acetylene headlights and generator; two side lamps; one rear lamp; French horn; set of tools and tire repair outfit.
PRICES F. O. B. BUFFALO	Touring Car, \$4,000. Demi Limousine, 4,500. Limousine, 5,200. Landaulet, 5,200.

THE THOMAS SIXTY HORSE "FLYER"

T H E T H O M A S F O R T Y H O R S E

¶ *The THOMAS FORTY HORSE* is bound to create a furor of enthusiasm in its favor. We have designedly constructed it to excel every car in its class and even cars listing much higher. It is faster and more powerful,—we think more beautiful. The mechanism is a work of art of the very latest up-to-date pattern. The car will successfully cater to the demand for a light, speedy run-about, and a touring car that will comfortably seat five.

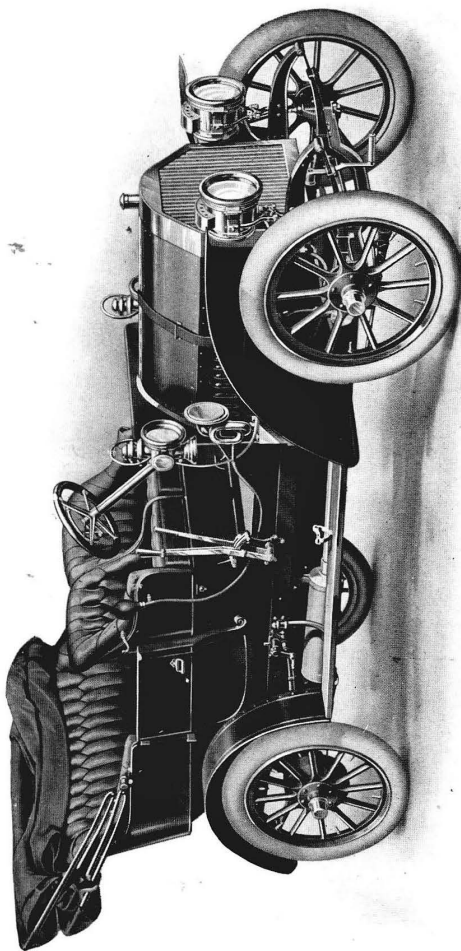
¶ THE NAME "THOMAS" IS SUFFICIENT ASSURANCE THAT THE HIGH REPUTATION OF THE THOMAS PRODUCTS WILL BE FULLY MAINTAINED.

¶ QUALITY, AND NOT QUANTITY, GOVERNS OUR OUTPUT, AND WE SHALL MAKE NO ATTEMPT TO FULLY SUPPLY THE ENORMOUS DEMAND FOR THOMAS CARS.

¶ *To avoid paying premiums intending purchasers should place their orders now.*

T H E T H O M A S F O R T Y H O R S E

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THOMAS FORTY HORSE
PRICE, \$2,750, F. O. B. DETROIT, MICH.

THE THOMAS FORTY HORSE

SPECIFICATIONS

MOTOR	40 H. P. ; mechanical valves ; all gears enclosed.
CARBURETOR	Automatic.
OILING SYSTEM	Positive feed pump splash system.
IGNITION	Jump spark, dry and storage batteries ; space reserved for any standard magneto.
CLUTCH	Cast aluminum and leather cones with springs, insuring constant fit.
COOLING	Vertical tube radiator, with fan and gear driven pump.
TRANSMISSION	Sliding gear, selective type ; three speeds forward and re- verse ; anti-gear stripping device.
DRIVE	Shaft.
BEARINGS	Roller.
FRAME	Cold pressed steel, with gusset and filler plates.

THE THOMAS FORTY HORSE

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AXLES	Front,—drop-forged I-beam ; rear,—semi-floating bevel gear type, with truss rod on under side.
STEERING GEAR	Nut and screw type, of high carbon steel ; allowance made for adjustments.
BRAKES	One foot pedal, contracting on propeller shaft ; two emer- gency leather, expanding in rear hubs.
WHEELS AND TIRES	Front and rear,—34 x 4.
WHEEL BASE AND TREAD	Wheel base,—112 ½". Tread,—56 ½".
SPRINGS	Semi-elliptical, front and rear.
BODY	Seats five ; three in tonneau.
EQUIPMENT	Two Acetylene headlights and generator ; two side lamps ; one rear lamp ; French horn ; set of tools and tire repair out- fit.
PRICES	Touring Car, \$2,750.
F. O. B. DETROIT	Runabout, 2,750. Limousine, 3,750.

THE THOMAS FORTY HORSE

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BY FAR THE LARGEST AND MOST EXPERIENCED CORPS OF FOREIGN AND DOMESTIC AUTOMOBILE ENGINEERS AND DESIGNERS IN THE WHOLE WORLD (ENGAGED UNDER ONE MANAGEMENT) IS EMPLOYED IN THE CONSTRUCTION OF THOMAS CARS. UNDER THE DIRECT SUPERVISION OF THIS CORPS, CARS WERE CONSTRUCTED THAT WON THE LEADING ROAD EVENTS OF TWO WORLDS, AS FOLLOWS:

THOMAS "FLYER" 1906 AMERICAN VICTORIES

Perfect score in Glidden tour, and return to Buffalo.
Three perfect scores, (all Thomas cars entered) in the Chicago-Elgin-Aurora endurance contest.

Road record, Buffalo to Rochester, 68 miles,—1 hour, 32 minutes and 45 seconds.

Hill climbing record of California Pasadena-Altadena course.

Stock touring car record of 5 miles, standing start, in 4.55; 1 mile in 57 $\frac{3}{4}$ seconds, at Atlantic Beach.

1 mile, 55 $\frac{1}{4}$ seconds, Atlantic City. First and second in one minute class, Atlantic City.

First in \$4,000 and \$5,000 touring car championship classes, Atlantic City.

50-mile world's record for stock touring cars on track,—1.03:19 $\frac{3}{4}$, Philadelphia.

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25-mile world's record, stock touring cars, St. Louis,—34:36.

50-mile stock touring car record, Hawthorne track, Chicago,—1.06:19.

50 mile Pimleco track, Baltimore,—1.06:36.

Record, Philadelphia to Atlantic City,—60 miles,—90 minutes.

Record, Philadelphia to Reading,—61 miles—2 hours.

Record, Philadelphia to Wilkes-Barre,—146 miles,—6 hours, 30 minutes.

Record, Cape May to Philadelphia, 93 miles,—2 hours, 45 minutes.

1 mile Price handicap, Atlantic City, Thomas from scratch,—1.21 $\frac{2}{3}$.

NOTE.—All of the American records were made by regular stock cars in use by their owners every day and none by specially prepared cars that do not follow catalogue specifications.

FOREIGN VICTORIES

- 1897, Paris, St. Malo 1st and 2d—4-cylinder
 1898, “ Toulouse 1st and 2d—4-cylinder, 45 H. P.
 1899, “ Bordeaux 1st 4-cylinder, 60 H. P.
 1900, “ Berlin 1st 70 H. P.
 1903, “ Paris-Vienna (3 voitures classes)
 1904, “ Monaco 1st prize—motor boats
 1904, “ Eliminating trials—Ardenes—1st and 5th
 1904, “ Gordon-Bennett cup—1st and 2d
 1905, “ Eliminating trials—Auvergne—1st and 2nd
 1905, “ Gordon-Bennett cup—Auvergne—1st and 4th