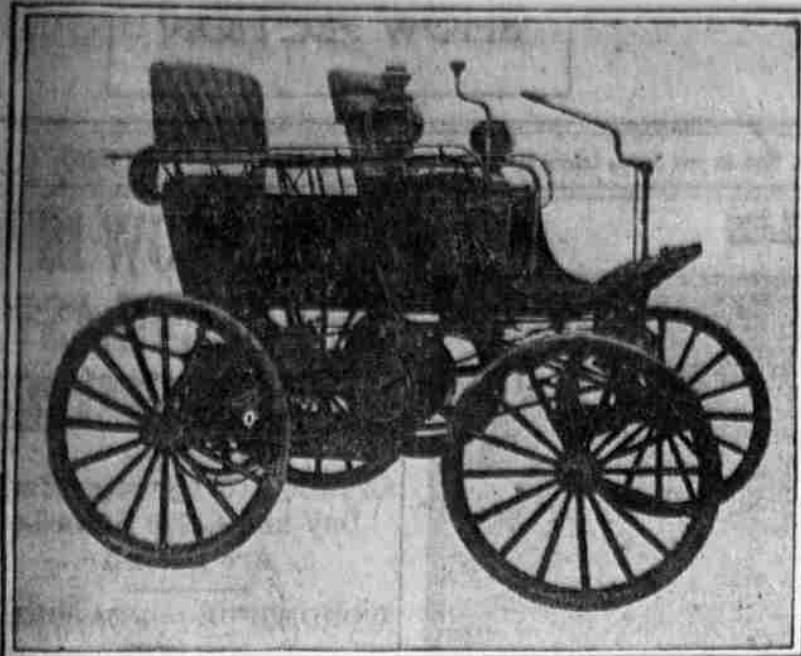
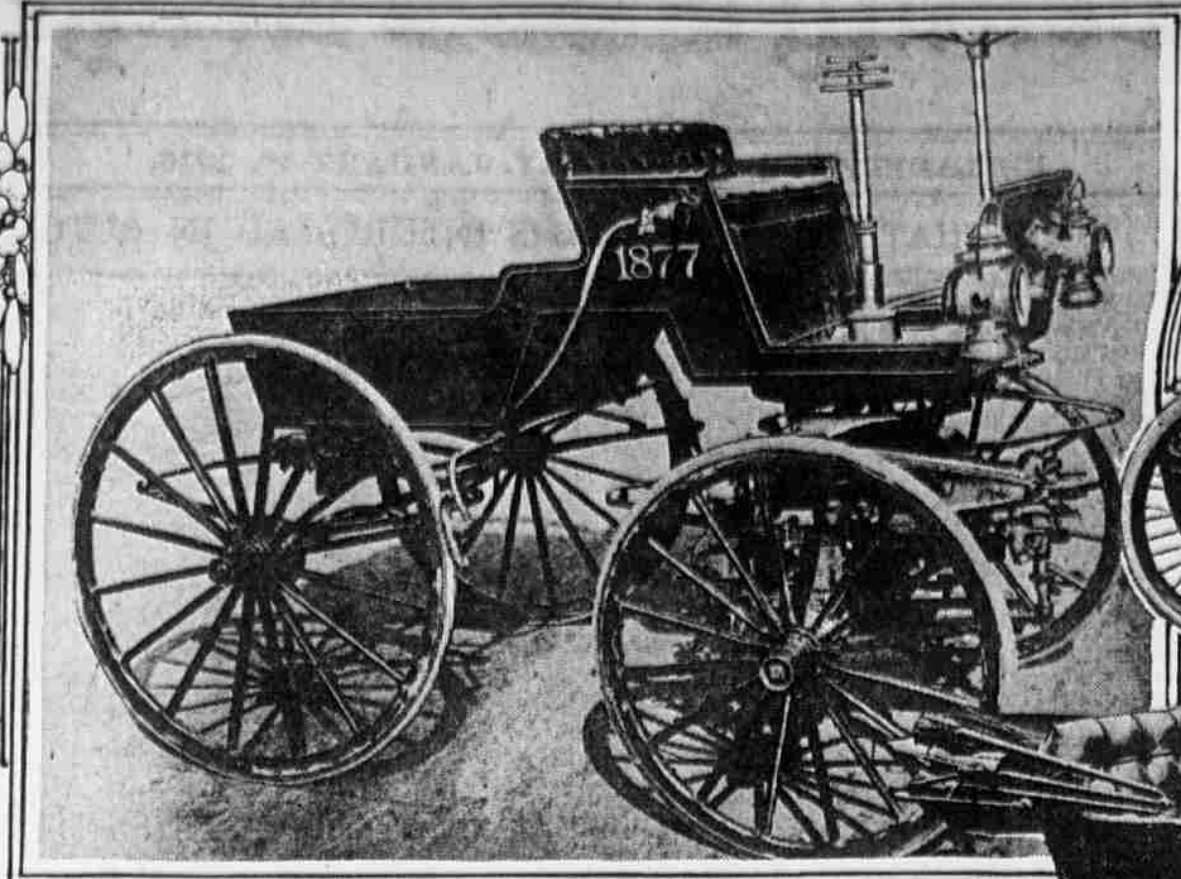


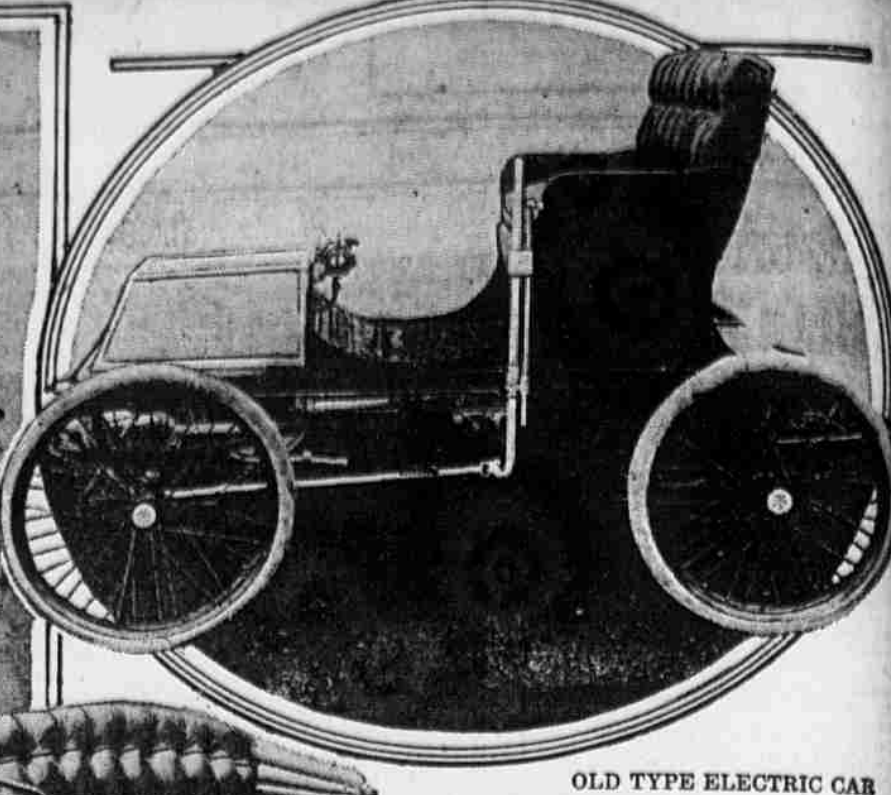
HOW MUCH WOULD ONE OF THESE PERAMBULATORS, CONSIDERED LUXURIOUS TWENTY-FIVE YEARS AGO, BE WORTH TODAY?



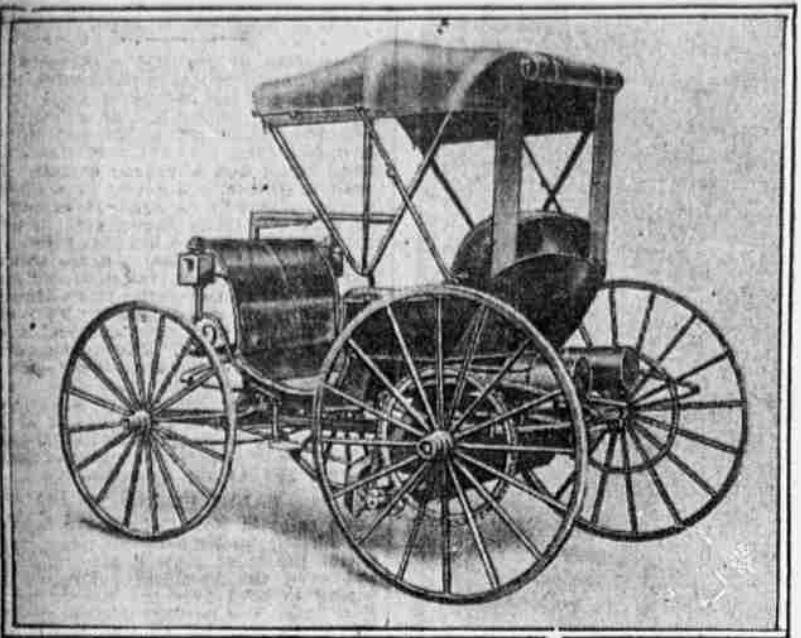
FIRST OLDS COMPLETED MODEL



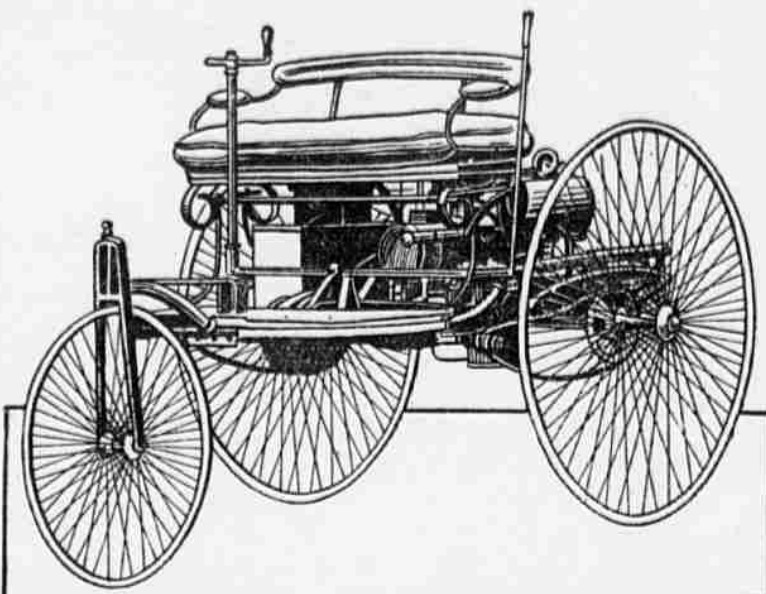
THE ORIGINAL GASOLINE CAR—THE SELDEN CAR



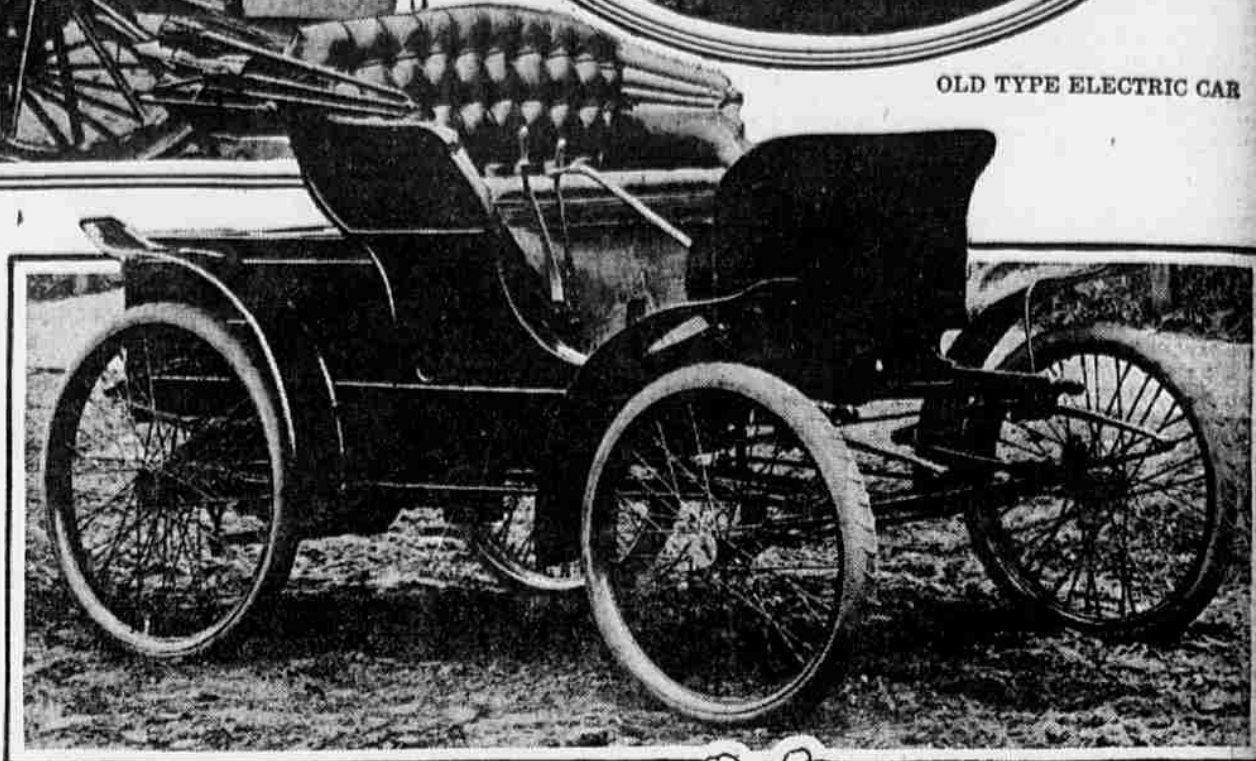
OLD TYPE ELECTRIC CAR



WHAT THE FIRST STEVENS-DURYEA PURCHASER GOT



ONE OF THE EARLIEST BENZ MODELS



FIRST WINTON SOLD

POWER OF WIND RESISTANCE NOT WIDELY KNOWN

Designers Realize Its Power
Far More Than
Driver of Car

THE BACKWARD PULL

Wind resistance as a consumer of the power of an automobile is not appreciated by the average car owner anywhere near as much as it is by the designer. It is this attention to the resistance due to the pressure of the wind on the projected surface that has been one of the most important factors in determining the shape of the car exterior. Human nature is such that refinement of detail generally leads the finished product to operate along the lines of least resistance, and the streamline automobile body is only a significant illustration of this point.

Looking at the forward end of the car for 1916 it will be noted that the entrance lines, or that part of the car which acts as an entering wedge to split apart the volume of air in front, is narrower than ever before. Strange to say, however, the lines of entrance into the wind are not of as much importance as those at the rear of the vehicle, which determine the ease of junction of the split-air currents. It is a well-known fact that it is easier to tow a wedge through the water with the blunt end foremost and the apex at the rear. The same rule applies to the design of automobiles as applies to boats, and what is known as the inverted-wedge principle is used with both.

THE APPLICATION

Bringing this theory down to actual practice and applying it specifically to the cars exhibited at the show, it will be noted that the cars of today do not terminate at the rear of the body lines in the square high wall that was customary in earlier designs. As much attention has been put on a molded rear surface as has been applied to the straightening of the lines of the engine hood and the flattening of the cowl piece.

This molding of the fore-and-aft lines of the car does not only apply to the touring models, but also to the closed cars. Limousines, coupes and sedans are given as much attention as regards entrance and terminating lines as the touring cars. A good example of the molded surface in closed cars is to be seen in the Pullman coupe. This car has the rounded front and rear which are suggestive of the submarine in marine architecture and a Zeppelin in the air.

PULLING POWER

To appreciate the actual backward pulling power of the wind it may be mentioned that it increases practically as the cube of the velocity. In cars traveling at fairly high rates of speed it takes more of the power of the engine to overcome the wind resistance than it does to perform any other work about driving the car. For each square foot of projected area, at a speed of 35 miles per hour, the pressure of the car is opposed by a steady pressure of three pounds. At 45 miles per hour the resistance is 10 pounds per square foot. As the projected area of an average touring car will be around 35 square feet, there is a steady drag of 350 pounds on the car at 45 miles per hour. Up in the racing speed of 100 miles per hour the drag is 1400 pounds per square foot, and is, of course, of immense importance. To reduce the entrance resistance and the suction at the closing lines is one of the most important tasks of the designer.

SUPERB OWEN MAGNETIC AT THE BELLEVUE-STRAITFORD

A novel display in connection with automobile show week is the Carl H. Page Motors Company in the lobby of the Bellevue-Stratford.

The designing of bodies is a job with Miss Andrews, who is wealthy and very prominent socially. She has turned out many notable specimens of art body building, and the one to be seen here ranks with her best creations. The body is dark green. The leather upholstery inside is a dark green. The car is a brougham, inside are four seats, two of which fold up. The driver and the footman sit on the outside in front. Their livery matches the color scheme of the car, and the whole effect is really smart.

NEW COLORS FOR CHALMERS MACHINES

Oriford Lake Shade Is the
Latest for Particular
Buyers

Popular fancy has settled upon a new favorite color in 1916 models—the Oriford Lake shade—and the display of Chalmers motor cars at Space A-12, Grand Central Palace, showing no less than three handsome cars finished in the new shade of maroon, was one of the centres of attraction on opening night.

Concentrating on six-cylinder production for the coming year, the Chalmers Company is exhibiting two six-cylinder lines of different horsepower at its exhibit. The Chalmers Six-30, announced to the public a month ago, is shown in touring, roadster and coupelet models, and the Six-40 line is represented by touring, roadster and coupelet body styles. In addition to the car models, polished Six-30 and Six-40 chassis are prominent features of the exhibit. The Six-30 chassis has been cut away and its working parts placed under glass to afford show visitors with a mechanical bent the advanced features of construction.

The Chalmers Six-30 touring car is the lowest-priced machine ever turned out by the Chalmers Company and admirably illustrates the big difference in values of the present auto show over that of a year ago. It is a five-passenger model with 115-inch wheelbase, and has all the features of equipment that appeal to feminine and masculine tastes alike. Recognizing the fact that show visitors are exhibiting increased interest in mechanical features, Chalmers salesmen are emphasizing the points of the Six-30 motor. This motor is of the high-speed type, with 71-inch bore and 46-inch stroke, developing 45 horsepower at 2500 revolutions.

COLONIAL RUBBER GIVES AN ALL-NIGHT SERVICE

It should be a matter of interest to automobile men to know that at 1509 Spring Garden street the service is available at all hours of the day and night. A free service includes the mounting of tubes, inflating and changing of tires, filling lamps, drawing gasoline and such needs as ordinarily come up. A man is always at hand to serve.

Day and night service is not new to Philadelphia, yet the standpoint from which the Colonial Rubber Company approaches it and the manner of carrying it out puts it on a new basis, one of which the car driver himself is most ready to take advantage.

BELL The New Model 16 \$775

F. O. B. York, Pa.

Efficiency, Luxury, Power and Mechanical Excellence
all combined in a way that insures quality, comfort and endurance, seldom found in cars built to sell at much higher prices.

The Bell Models consist of Touring Car and Roadster, with or without detachable top; also a light delivery car with three styles of bodies.

PRINCIPAL BELL FEATURES

Full floating rear axle, helical bevel differential gear.
Hotchkiss type drive, double universal joints.
Three-point suspension motor.
Oversize steering gear, 18-inch corrugated wheel.
Control levers above steering wheel, horn button in center of wheel.
Self-starter run by inclosed silent chain with adjustment.
Large double-bulb headlights. Trouble light, with 10 ft. cord.
Head light wiring concealed.
Three-quarter elliptic rear springs, semi-elliptic front.
Four-inch channel frame. 112-inch wheel base.
Demountable rims with four-inch tires, non-skid rear.
Large, roomy body, 21-inch doors with pockets.
Genuine leather upholstery. One-man top.
Double ventilating rain vision windshield.
Reinforced cowl gasoline tank with gauge. Weight, 2200 lbs.
Atwater-Kent ignition, worm driver from cam shaft.

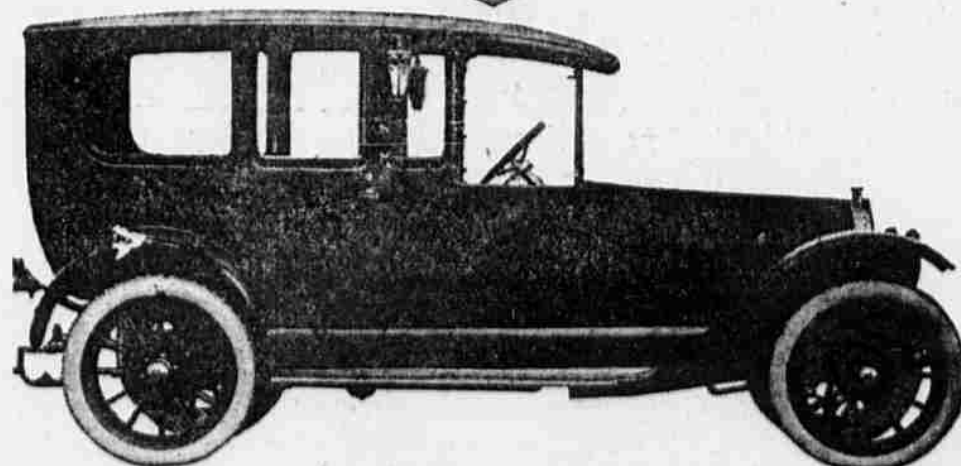
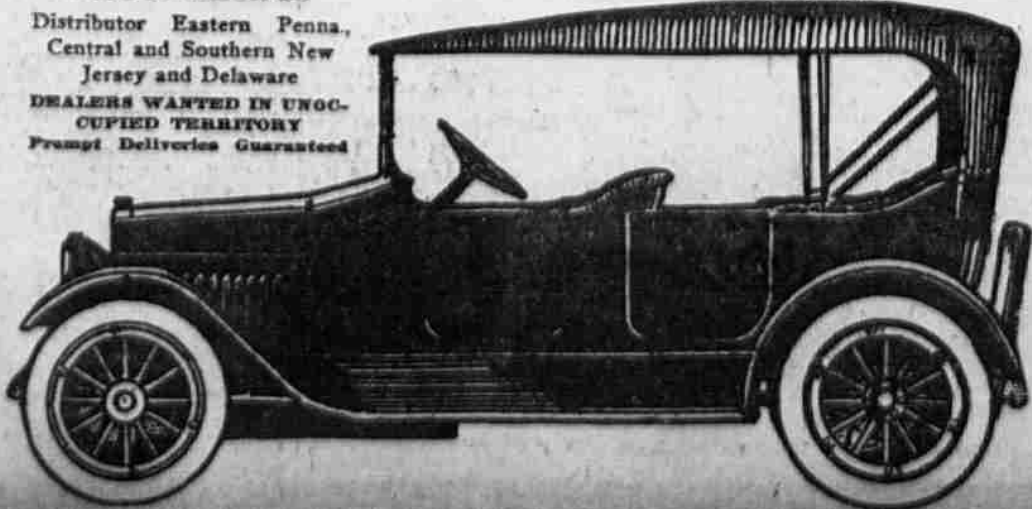
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the most talked-about car at the

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pronounced by the severest critics to be the
handsomest and most luxurious car exhibited.

We Invite YOUR inspection as well as YOUR personal criticism on this car.

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"Built up to a standard,
not down to a price."

After the Show the Dorris will be Exhibited at the Showrooms,
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