

WOMEN'S LOOKS AIDED BY MOTORCAR DRIVING

Busy "Queen of Burlesque" Lauds Auto as Time-Saver in Active World



MOLLIE WILLIAMS

Fair lady, would you remain beautiful? Business women, would you save time? Every woman, would you become healthier? Then do as is advised by Mollie Williams, "queen of burlesque," who holds that the automobile is a stepping-stone to beauty, a foundation-stone of business and a source of health. Women should go automobile driving, piloting their own cars, in her opinion. "Motoring is essential for preserving youth," said Miss Williams. "If women would drive their own cars in all kinds of weather, regardless of season, they'd gain in health and good looks. The fresh air brightens the woman's natural, the exercise of driving makes for blood circulation and the problem of steering and managing the car sharpens her wits. It's a wonderful combination."

Future Holds Golden Epoch for Motorcar

Continued from Page Two materials, lack of experienced help, etc., with increases in population, with the enormous gain in the country's wealth, it is safe to predict that the high tide in car production

will not be reached for at least five years. And should the price average drop ever so little, it seems that so many more hundreds of thousands of cars will have to be built. CARS MUST BE REPLACED The number of replacements made must also be taken into consideration. Most of the cars built in 1911 are now dipping with the scrap heap and are being replaced. Similarly, cars built during the last year will have to be replaced some five or six years hence. Does it appear, therefore, as if there is to be a break in the auto business, as some pessimistic ones would have it? It is hard to surmise such a condition. When it is considered that the automobile has long ago passed the stage of being a luxury or a novelty that could be enjoyed only by the wealthy, it is perfectly natural to assume that the output and sale of machines should keep on the increase.

CARS PERFECTED The car of today is no longer the unreliable piece of machinery of a few years ago. Today one seldom sees a machine stuck on the road due to the many annoying troubles that cropped up in bunches in the cars of yesterday. Picture a hundred-mile week-day tour of six years ago. If two out of a dozen cars finished with perfect scores they were considered remarkable. Today socially to tour are the regular thing and winter tours of, say, fifty or a hundred miles are becoming extremely popular. The latter are being advocated by dealers in many cities as one of the means of boosting the sale of closed cars and promoting winter driving.

RIVALRY OF RAILROADS It is no wonder that the railroads and transit companies have noticed a considerable shrinkage in their revenues. When one considers that automobiles are transporting more passengers than the entire steam railroad system of the United States, or all the interurban and urban electric roads, an idea can be gained of what the automobile is doing for the public. Steam railroads carried 1,052,000,000 passengers in 1911, with little increase in 1916, an average distance of thirty-three and six-tenths miles, or a total of 35,230,000,000 passenger miles. A revenue of \$700,000,000 was earned on this service. Comparing this with the 3,200,000 pleasure cars now registered in the country, and averaging four miles a year, which is very conservative, and three passengers a car, we find that the automobile has given a service of 13,750,000,000 passenger miles. Figuring this on the railroad basis of two cars a mile, we have 275,000,000, or 275,000,000 more than the railroad passenger service.

CLOSED BODY MODELS Only a few years ago automobiles were looked upon as fair-weather vehicles, to be run only during the spring and summer months. As soon as cold weather set in they were placed in the garage on dead "storage." When the "flowers bloomed in the spring" the autos also blossomed. There are still some owners who persist in laying up their cars after the first cold snap; but, happily, this practice is fast becoming obsolete. Electric starting and lighting systems, of course, have helped a great deal toward preventing cars from following the winter storage route, while heating devices are also responsible to some extent.

TREND IN ENGINE DESIGN At the present time the tendency in engine and chassis design is naturally toward lighter-weight units. The high cost of gasoline and the ever-increasing cost of materials have been responsible for this tendency. Years ago the public was satisfied with a heavy car with a brute of an engine and the longest wheelbase it could get. The sporty individual was in his glory when he could boast of a 120-horsepower car. Gasoline was cheap in those days. But with the mushroom growth of the industry has come a change in design that reflects

the desire of the public for a car that can travel the highways and the byways with equal ease and facility. The theory that the light car could not hold the road has been proved a fallacy. LIGHT WEIGHT BOUGHT The owner has realized that cutting around a lot of unnecessary weight did not improve the running of the car and limited the car to only the better kind of roads and made long tours a distinct hardship. With the lightweight vehicle driving is a pleasure and it is this condition that has been responsible for the ever-increasing army of owner-drivers. With the weight-eliminating process has come a decided lightening in engine parts. Engines have wonderfully improved within the last four years. The tendency is toward light, high-revolving parts, balanced crank shafts, small cylinder sizes and high speed.

"FOURS" PREDOMINATE In point of numbers the four-cylinder engine naturally is the leader and will be found under the hood of fifty-seven-five per cent of this year's cars. It virtually monopolizes the field of those cars listing at \$400 and less. Next in demand is the six, which will comprise about twenty per cent of the total output. The remaining five per cent is taken up by the eights and twelves. The six-cylinder cars have virtually displaced the four-cylinder cars between the \$1100 and \$2000 mark. Above the \$2000 price the eight and twelve cylinders are making great progress.

MULTIPLE CYLINDERS The question is often asked, "Will the eight and twelve cylinder become a staple product or will the demand naturally die out with the eights and twelves will always be manufactured and will steadily increase in point of sales is irrefragable. The demand of the public will always have to be met. The manufacturing cost is certainly the prohibitive factor in placing this type of car in the low-price class or in more general use. The steady power impulses imparted to the crankshaft by the multiple cylinder engines produce a very pleasant vehicle to drive and will always be sought by those who desire great driving flexibility. Many prospective car owners get the idea that the eight and twelve cylinder engines are extremely complicated in view of the greater number of cylinders, valves, pistons, etc. The layman or the uninitiated this might appear to be so; but, in reality, there is no increased complication, only a greater number of parts.

Many think that being an eight or a twelve cylinder engine, it must consequently weigh two or three times as much as the four. On the contrary, the twelve-cylinder engines in comparison with the four in many cases weigh only about half again as much and about the same and even less when compared with the six. The reason for this is obvious. With smaller cylinders, smaller pistons, etc., the weight is naturally reduced, while the extra cylinders give that continuous torque to the crankshaft that permits smoothness of operation under adverse road conditions.

SIXTEEN-VALVE "FOURS" One of the latest events in engine design is the announcement of the sixteen-valve four-cylinder cars. Four valves are used in each cylinder—two intake and two exhaust. With two prominent makers pinning their faith to the sixteen-valve four-cylinder engine, it is only a matter of another year when more manufacturers will follow suit. Although the sixteen-valve four-cylinder engine has long given results in racing practice which could only be obtained by this type of engine, it has only this year been adapted to stock car models. Nor will the four-cylinder makers be the only manufacturers working along this line, for it is known among engineering circles that a number of six-cylinder cars will make their appearance within the year having four valves per cylinder—in other words, a twenty-four-valve six.

MANY 1917 CHANGES Taken all in all, this year's cars will show many radical changes. More and more

show that stress is being laid upon design in body and seating arrangement to promote comfort of the occupants in this respect. Designers are paying more attention to body details of late than to the accessibility of the car. In many cars quite a few improvements are necessary to bring the accessibility feature even up to the average. Much criticism is being leveled on the designers in this respect, but happily, the engineering fraternity is fast overcom-

ing what are still considered to be some very serious mechanical problems. Regarding the car of the future—will it always be a four-wheeled vehicle with an engine in front under the hood? Will it only be considered a road vehicle or will it be capable of traveling on land as well as water under reasonable limits? Well, why not? It would not be surprising to see autos traveling across the waters of our Delaware

or Schuylkill. Some day cars will be regularly built with a combination boat and auto body, so that instead of waiting for ferries to haul you across at so much per foot it will be only a case of running to the river bank, starting a propeller and "keep on a-go!" But the autoist would be charged just the same. That the car of ten years hence will be different in many respects from today's highly perfected piece of apparatus is ap-

parent. In the future we may look for small, extremely powerful engines; greater accessibility so that the average owner can do much of his own repairing; springs, axles and wheel will be entirely inclosed; road grit will no longer curtail the car's life; spare tires will no longer mar the beauty of the car's lines; kerosene will take the place of gasoline; transmission and brakes will be electrically operated, and tire troubles will only be memories.

Velie

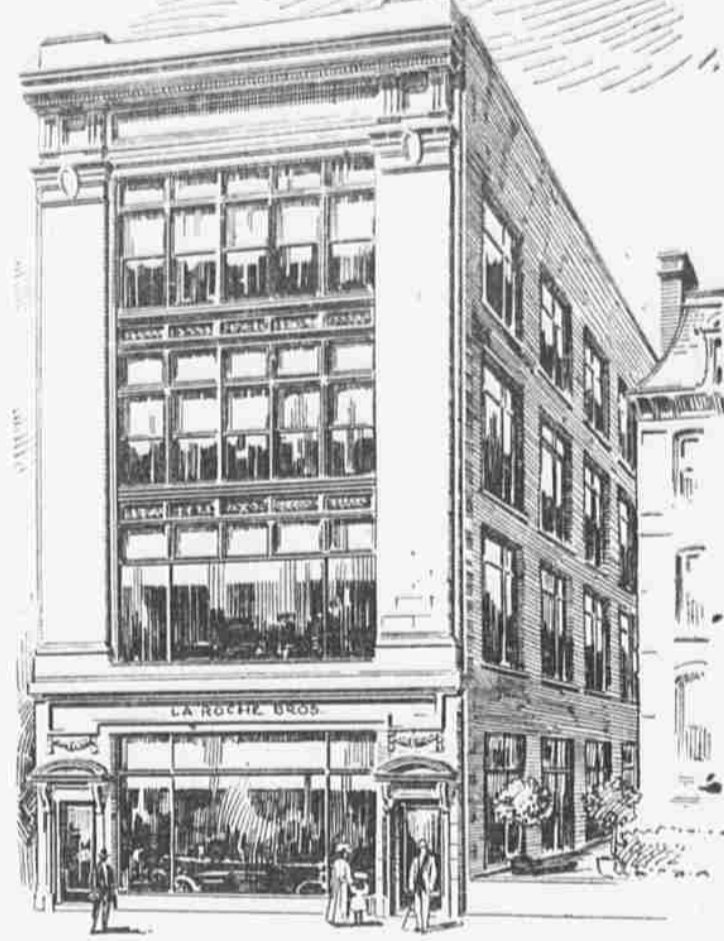
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—Velie was looking for a Live Distributor— —La Roche Bros. Inc. were looking for a live Mfr.—

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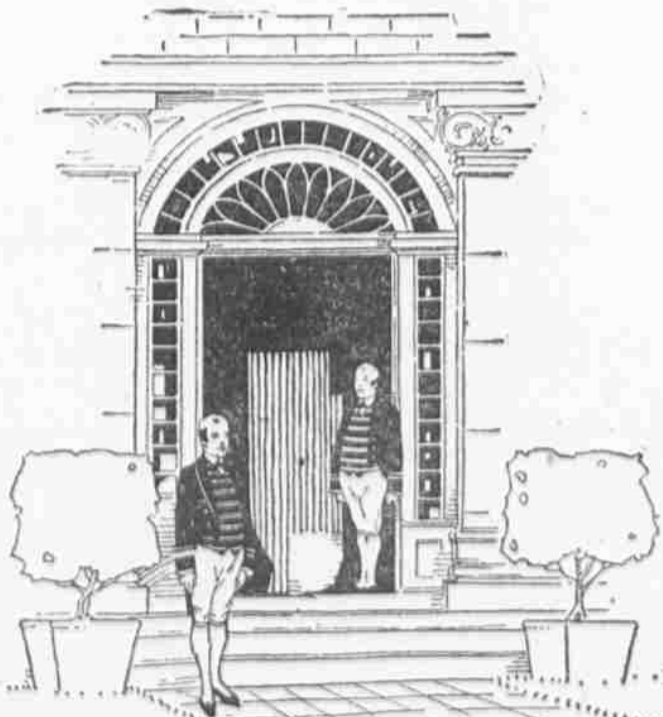
The Romance of the Keystone

SINCE the early days of American business, the Keystone has been symbolic of rugged strength, stamina and performance.

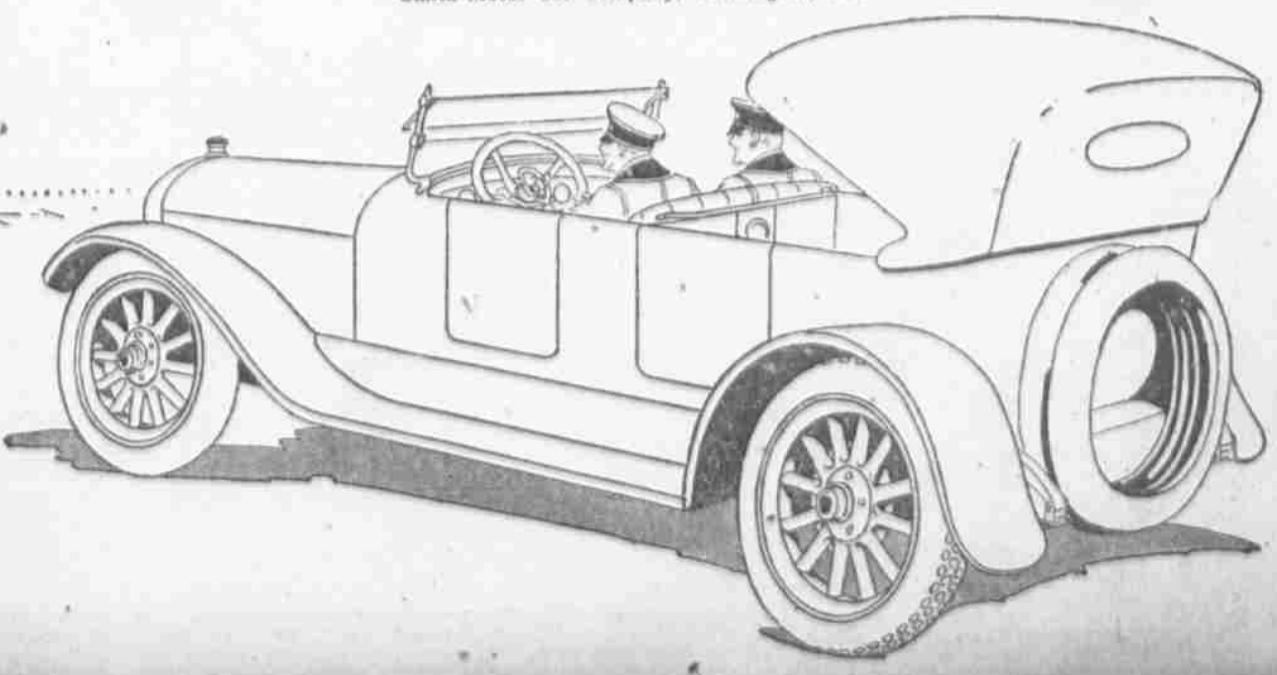
The Keystone is the emblem of the Pennsylvania Railroad. With its 26,000 miles of track, 8,000 locomotives, 300,000 cars and half million dollar daily pay roll, the Pennsylvania Railroad has proved its leadership.

Pennsylvania is the Keystone State. Pennsylvania—with such prodigious industries as the Baldwin Locomotive Works and the Standard Steel Car Company, Pennsylvania—responsible for the first silk mill in the United States; for the first carpets; for the first tin plate and for the first cement.

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They named their car the Standard and chose as its symbol the Keystone. This signifies permanency, strength, success for the Standard "Eight." Pictured below is the new 1917 Standard—the first magneto-equipped "Eight." On the radiator is the Keystone. It is not placed there merely as an ornament. It is virtually a promise from the makers that the Standard "Eight" is a permanent car—a "known quality" on "Automobile Row."

Come see the new Standard "Eight" and you'll have a broader conception of the Keystone and its real meaning in the field of automobiles. See the wonderful Standard Chassis at Space 15 in the Automobile Show.

We have arranged a special display at our show rooms, which will be open evenings during the Show.

80 H.P.—127-inch wheel base—optional upholstery and color  
Springfield Sedan \$2500, 7-Passenger Touring \$2000  
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