

**MOTORCAR EDUCATOR
SECOND TO SCHOOLING**

Instructive Value of Auto Touring Pointed Out by M. V. Kelley, Advertising Chief

FOSTERS PATRIOTISM

Since War Closed Europe, "Post-Graduate Courses" Reveal America's Splendors

By MARTIN V. KELLEY

President the Martin V. Kelley Company. Never has the educational value of the automobile been more generally recognized than it is in this country today. The immense growth of the popularity of touring by motorcar, since the outbreak of the European war, has revealed to hundreds of thousands, for the first time, the beauty and scenic splendor of their native land. In that way the automobile has become an educational factor second only to the school system.

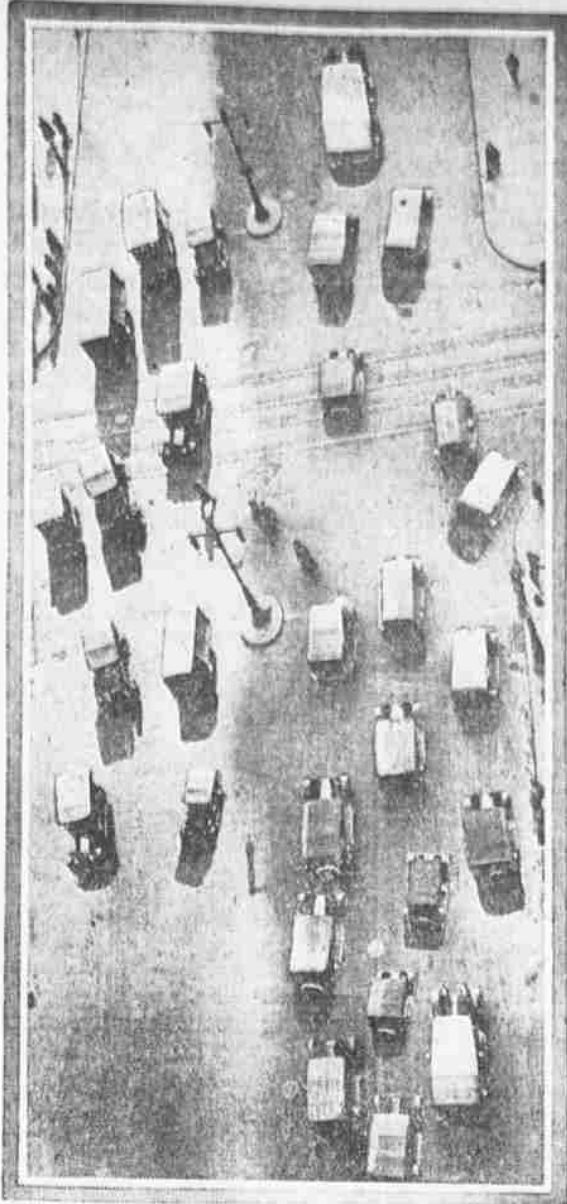
I have personally learned more about the natural wonders of this great United States—its size and beauty—through the medium of the motorcar than through any other agency, textbooks included. Travel, aside from the pleasure end of it, is one of the most important factors in a person's mental development. To me a trip by automobile never becomes tiresome or monotonous. The automobile tourist has many definite advantages over tourists who adopt other methods of transportation. Chief of these is the fact that he travels on his own time, can go his own way and make the most of everything which interests him. There are no train schedules to bother with. One does not have to rush through the most attractive portion of his tour simply because the train will not wait. The motor tourist devotes a whole day, if he so desires, to the study of a tiny waterfall which, while it appeals to but a few, has a world of interest for those who appreciate its natural and unusual characteristics. A thousand miles by automobile will give the traveler more real information about the country through which he passes than 50,000 miles by train. Hence the popularity of motor touring.

Since the summer of 1914, when Europe was plunged into war, thousands of us who had formerly been enthusiasts over touring in the old World have had to confine our travel to points of interest in this country. As a rule, we have profited by the change, and at the same time we have enjoyed it. It has given us a more wholesome respect for America's natural grandeur. It has brought us closer to our neighbors in other States. It has broadened our minds and made better American citizens out of every one of us.

To travel by automobile is to learn—if the traveler is at all observing. And, of course the average person is observing. Therefore, the extent of new information which is being gathered every day in the year by motorists who are touring up and down and across the country is enormous in its volume. A post-graduate course in education might well be taken in a motorcar. Three months of it would accomplish more than a year at some of our leading institutions of learning.

"See America First and See It in a Motorcar" is an admirable slogan, and it is applicable to every automobile owner and prospective owner in the United States. The more we learn about our country, the better will we understand its problems, its people and its advantages. In a way, our country is like our business. Its ultimate success rests largely on the attention and support we give it. To know America is to love it. It is human that which we love, consequently the motorcar has been of much significance in making staunch Americans out of casual tourists.

CITY'S BUSIEST CORNER



The rectangular objects are automobiles, corpuses in Philadelphia's main artery, snapped from an upper window of the Fidelity Trust Building. The view, which is at Arch street looking southward on Broad street toward City Hall, shows the corner where, according to unofficial police count, the greatest number of motor vehicles pass daily.

**EVERY TENTH FAMILY
IN CITY OWNS MOTORCAR**

Walk up Market street, which is a representative street, and count the men, women and children. After you have counted forty-nine men, women, boys and girls, stop at the fiftieth person and saluate. He or she has an automobile, according to last-minute statistics.

There are approximately 35,000 automobiles in Philadelphia, according to the Automobile Club of Philadelphia, and the population is about 1,750,000. That makes one automobile for every fifty persons. Counting five persons to the average Quaker City family, every tenth family has a car. The agricultural districts of the United States make the cities show up badly in this respect; the number of automobiles per capita being much greater in what are usually termed agricultural States. At the end of 1915 there was one automobile in Philadelphia for every sixty-five persons.

Come, Ye Sons

"I hear that Willie has been graduated from the automobile school of the Spring Garden Institute." "Yes. He calls it his alma motor."

**U. S. ARMY ORDERS
SWIFT ARMORED CARS**

New War Auto Lighter—Travels Fifty Miles an Hour

A new type of armored motorcar for the United States army, lighter and faster than those now in use, is being prepared for the War Department at Washington.

The two new cars that have been ordered will increase the army's fleet of armored war chariots to six, four now being in use at Fort Bliss and other points along the Mexican border. The development of the armored car in this country has not emerged from the experimental stage. Two of the present cars, built on a two-ton chassis, have a gross weight of 12,000 pounds each and a maximum speed of fourteen miles an hour, and are considered too unwieldy for use on ordinary terrain. The two others, of about 6000 pounds gross weight, are built on a six-and-a-half-ton chassis and develop a speed of thirty-five miles an hour.

The two new cars, each weighing only 5000 pounds, with water, oil, gasoline, guns and ammunition will rest on a touring car chassis and will be able to travel forty-five or fifty miles an hour. Their light construction, it is believed, will enable them to operate over roads that present conditions adverse to motoring.

All the vital parts of the car except the wheels, axles and springs will be shielded by two-inch plate armor. The steering will be protected by 1-1/2 inch armor from ricocheting bullets. The turret will be of the turret type, sloping in front, with vertical sides, and will be constructed so as to give access to the engine, radiator and other parts from the interior of the car. The car will be equipped with powerful movable headlights, protected by armor.

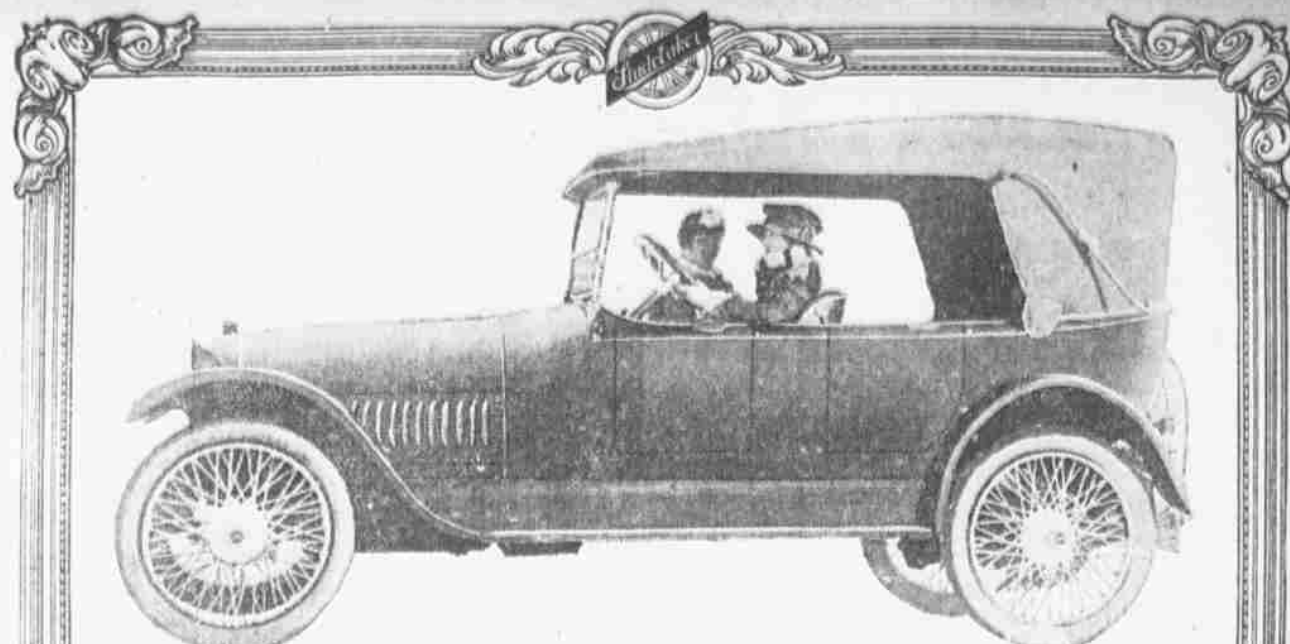
One machine gun, on a universal ball joint, will be mounted in the turret, and space will be reserved for an extra gun and three spare barrels, and not less than 5000 rounds of ammunition. Three men will operate the war engine, one as chauffeur, one as gunner and one as ammunition server and mechanic. Among the tools and accessories which the car will contain are two twelve-foot runways for crossing ditches. A wind-scoop and other ventilators will provide air for the men in the turret. The wheels will be of cross-laced wire, with stress tires, the rims being so constructed as to allow rapid change to pneumatic tires in emergencies. Two extra wheels will be carried. There will be one twelve-gallon gasoline tank and two magnesium tanks carried inside. The tanks will feed directly to the carburetor on any grade should it become necessary, the body is so constructed that it may be transferred to another chassis quickly. Every known appliance and accessory to assure safety and perfect operation is included in the specifications laid down by the ordnance department.

**VISITORS FROM DIXIE
EXAMINE MOTOH-CYAHNS**

Booming South Buys 50 Per Cent More Automobiles Than Last Year

Soft-spoken words that indicate a desire to "examine a roadster, sub," indicate to managers and demonstrators that the eyes of the prospective new South are upon Philadelphia's automobile show. Many visitors from below the Mason and Dixon line are among those who inspect the exhibits.

These statistics are strikingly comparable with figures, which show that last year the South buys fifty per cent more cars than it did at this time last year. The ex-Confederate States form a good present-day field for the sale of automobiles because of twenty-cent cotton, a boom in the turpentine industry, diversified farming and the progress of road roads in Dixie.



**Six Thousand
PROMINENT BUYERS**

December 4th, 1916, will go down in Studebaker history as PROMINENT BUYERS' DAY.

On that day, a few hours after the announcement of the new Series 18 Studebakers, from reports now in, over 6000 of the most prominent business, professional and public men in America placed their orders for Studebaker automobiles.

This list of buyers is national—from every State in the Union, and includes:

- Members of the President's Cabinet
- Governors of States
- U. S. Senators
- State Senators
- U. S. Congressmen
- State Congressmen
- Great Manufacturers
- Technical Experts
- Mechanical Engineers
- Bank Presidents
- Noted Lawyers
- Bank Directors
- Supreme Court Judges
- College Presidents
- Officials of Great Corporations
- Famous Educators
- Nationally Famous Clergymen
- Famous Authors

(A "Blue Book," containing a complete list of these buyers, is now being compiled.)

THIS IS THE GREATEST ENDORSEMENT EVER GIVEN ANY AUTOMOBILE BY THE MOST PROMINENT AND REPRESENTATIVE PEOPLE OF AMERICA.

THIS ENDORSEMENT OF STUDEBAKER CARS TRULY SHOWS:

- the obvious value of Studebaker cars.
- the obvious quality and style of Studebaker cars.
- the great confidence the American public has in the name of Studebaker.
- the high appreciation of the famous Studebaker service—the service that really serves.

See the Studebaker Exhibit at the Automobile Show and you will go and do likewise

FOUR-CYLINDER MODELS
 FOUR Chassis \$850
 FOUR Roadster 930
 FOUR Touring Car 940
 FOUR Every-Weather Car.1140
 FOUR Landau Roadster. 1150
 All Prices F. O. B. Detroit

PHILADELPHIA SALES CORPORATION
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SIX-CYLINDER MODELS
 SIX Chassis \$1090
 SIX Roadster 1170
 SIX Touring Car 1180
 SIX Landau Roadster... 1350
 SIX Every-Weather Car... 1360
 SIX Touring Sedan 1700
 SIX Coupe 1750
 SIX Limousine 2600
 All Prices F. O. B. Detroit

THE CAR OF NO REGRETS

KING TOURING SEVEN PASSENGER

ANNOUNCEMENT—1917

KING EIGHT

The King Motor Car Company is now well into its third year of eight cylinder leadership, after a long period of building successful "Fours."

Throughout America, and in forty-nine foreign lands, this pioneer eight is in constant service, there being more Kings in operation the world over than any other "Eight" ever made.

1915 was a year of many notable King stock car achievements, the most outstanding of which was the official A. A. A. 10,000-mile non-stop motor test.

On the threshold of 1917 there is every indication that King success will far exceed the records of previous years. The car is right mechanically; the new body models are finer and more luxurious than ever before; the Company is prospering and strong financially. Years of standing behind the King Car down to its last bolt and nut, and advertising in high-class mediums have contributed their share to the building up of a prestige that should mean much to prospective buyers.

The many advantages of the eight-cylinder V-type motor are based on mechanical principles too fundamental to be questioned. Actual performance on the road will present these advantages far more forcibly than technical explanations. Telephone or call for an immediate demonstration.

Don't fail to visit the King exhibit at the Automobile Show

60 H. P. Touring \$1585 Four some \$1585 Sedan \$2150 Roadster \$1585 Prices F. O. B. Detroit
 Wire Wheels, \$100 extra—all models

KING CAR PHILADELPHIA AGENCY 518-20 NORTH BROAD ST.
 Telephone: Poplar 512

National "HIGHWAY"
 Six and Twelve Cylinder Cars

**AMERICA'S BEST LOOKING CARS
 WITH CHAMPIONSHIP PEDIGREE**

NATIONAL body designs are distinctive and recognized style leaders. National's record of mechanical performance, on or off the racecourse, is motor car history. Their social position, for appearance, and their business standing, for performance, are both long and favorably established.

HOW TO SELECT YOUR CAR
 The sum total of all things that determine a better-grade car is—
ITS LOOKS THE WAY IT PERFORMS

Many believe, with us, the National is America's best looking car. Others buy Nationals because of the way they perform. National built America's first Sixes. The highest pitch of six-cylinder efficiency today is to be found in the new National Sixes. National was one of the pioneers of the Twelves, the latest improvement in multi-cylinder motors. Because of our six-cylinder successes National was best qualified to perfect the Twelve.

We will be glad to acquaint you with the reason why these Highway cars are superior. Come and see us, you are not obligated in the least.

Highway Six \$1750 Highway Twelve \$2150
 Sedan (Springfield Type), Limousine, Coupé, Landaulet and Brougham Bodies on both Six and Twelve Chassis.

HURLEY & EARLEY, Inc
 BROAD & RACE STREETS

Space 7 & 8 Bell Phone—Walnut 700 Commercial Museum
 Automobile Show