

## The Delling Steam Car

**T**HE time has come when an engineer who has grown up with the automobile industry—the designer of one of its most advanced motor cars, THE MERCER—has turned to steam as the driving power for the future. After six years of intensive study of steam-engine design he has perfected an automobile that introduces a new era in the industry.

In this new car he has retained all the excellence that has been developed in the chassis construction of the best gasoline-driven cars, in combination with an entirely new and efficient steam-power plant requiring less attention and service than, and giving many times the mileage of, the standard motor cars of present-day design.

Coming, as it does, at just this period when the quality of motor fuel is being gradually lessened to meet the ever-increasing demand for gasoline, it offers the ideal solution to the problem: What shall we do for motor fuel in the future? For with all its other superiorities over the gasoline-driven car, it adds the most important feature of using for fuel either kerosene (coal oil) or gasoline, or any mixture of the two.

The following pages give a short description of this wonderful new car. If you wish to hear more about it, or if you wish to inspect it, you are cordially invited to call at our shop, at 2401-2415 Chestnut Street.

DELLING MOTORS COMPANY  
PHILADELPHIA, PA.

# The Delling Steam Car

is a complete departure from all other automobiles; it is a car that eclipses anything heretofore developed in the automobile industry.

Its advantages over any car now manufactured in this country or abroad are so great that the internal combustion car, be it of the four, six, eight or twelve-cylinder type, is outclassed. In making this sweeping statement we are fully conscious of its importance and of the responsibility which we assume through it, but we know that it is justified in every particular.

The Delling Steam Car will be manufactured in Philadelphia and will be sold at a price which will put it within easy reach of the buyer of better-class motor cars.

## Points of Superiority of the Delling Steam Car Over the Internal Combustion Car

In *appearance* our car is the equal of the handsomest gasoline car; in *performance, long life and low cost of operation* it is far superior.



### *This is what our car will do:*

(1) It can be throttled down to one mile per hour; it can be accelerated instantly, *without the use of a clutch and without shifting gears*, to a speed of sixty miles per hour. In other words, it is as easy to operate as an electric, but much more desirable and of much greater road ability on account of its unlimited cruising radius and its much higher power.

(2) It will climb any hill on which its wheels can secure traction on "high." Neither a clutch nor a gear box is required. The throttle only regulates the complete power and speed range.

(3) The car operates on kerosene (coal oil) exclusively; but if under especial conditions kerosene is not readily available, it will run just as well on gasoline.

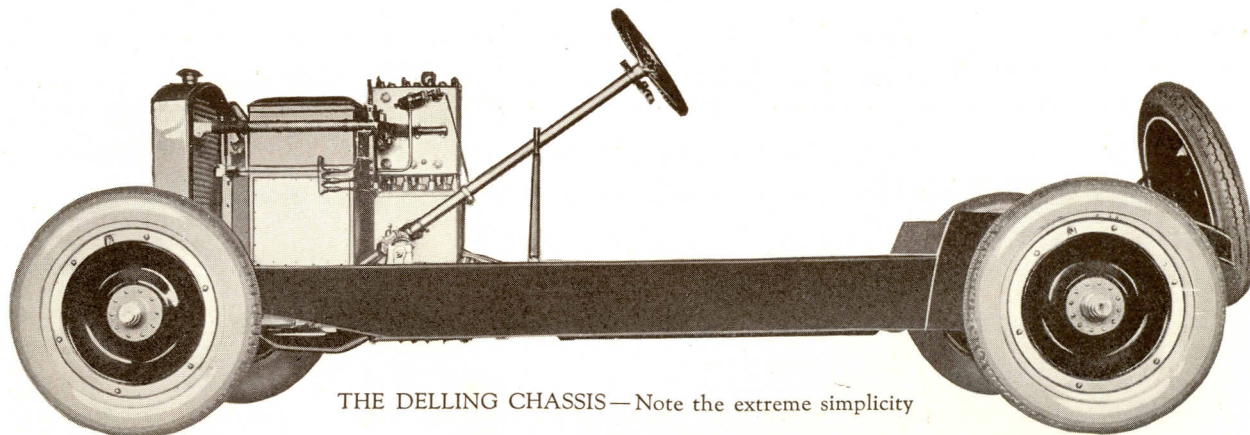
(4) Our car will average sixteen miles on one gallon of kerosene. Kerosene costs about one-

third less than gasoline, and no State tax is levied on it. In other words, it costs the same to drive a Delling Steam Car *twenty-four miles* as it would cost to drive a gasoline car of equal weight and power *sixteen miles*.

(5) One gallon of lubricating oil suffices to lubricate the power plant for 2000 miles.

(6) The exhaust steam of the engine is condensed and used over and over; one tank full of water is sufficient for more than 400 miles under normal conditions.

(7) The car can be left standing entirely unprotected in the most inclement winter weather; it cannot freeze and will be ready for instant service. As soon as the throttle is opened and steam admitted to the cylinders, it will glide away as silently as a yacht.



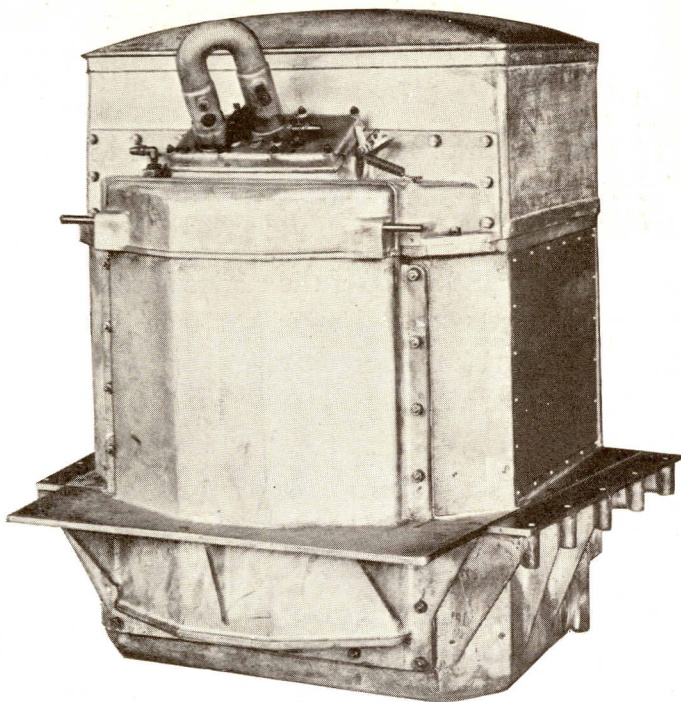
THE DELLING CHASSIS—Note the extreme simplicity

## Specifications of Our Power Plant

*Our steam-power plant is an entirely new type which has not existed heretofore*

It has been designed and developed by our Vice-President and Chief Engineer, Mr. E. H. Delling, formerly Chief Engineer of the Stanley Motor Carriage Company, the manufacturers

of the Stanley Steam Car, and the Mercer Motor Car Company, manufacturers of the Mercer Car. On account of its unique features our power plant is the ideal motive power not only for pleasure cars but also for taxicabs, passenger busses, trucks of any capacity, unit railroad cars, tractors, for marine purposes and small stationary power units. It is entirely self-contained and automatic and has a much longer life, lower cost of operation and upkeep, and infinitely greater flexibility than the internal combustion motor.



BOILER ASSEMBLY  
(Front View)  
Consisting of Kerosene Pilot, Main Burner and Boiler

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**BURNER:** Our own design throughout. Built on the principle of a miner's lamp and conforming with all rules of the Board of Fire Underwriters. Single ejector nozzle with vertical venturi and mixing chamber. Individual circular grates. Kerosene pilot with electric starter, protecting the car against freezing in the severest winter weather.

**BOILER:** Our own design throughout. Straight vertical copper water tubes expanded into steam drum and mud chamber. Non-explosive; no welded seams or joints exposed to boiler fire. Accurate boiler level indicator on instrument board. Automatically regulated water supply.

T H E D E L L I N G S T E A M C A R

**ENGINE:** Delling three-cylinder double-acting, delivering the same amount of power impulses as a twelve-cylinder gasoline motor. Very long life assured on account of its slow speed (1200 R.P.M. at 60 miles p.h.). Walschaert gear allowing cut-offs from 50 to 10 per cent. Maximum power output at 600 lbs. boiler pressure 62 horse power. Total space required for engine under the hood only 13½ inches.

**DRIVE:** By tubular drive-shaft in torque tube, with single universal joint.

**WATER AND FUEL SYSTEM:** Driven from and forming integral part of engine. Readily accessible through cover in engine web.

**CONDENSER:** Our own design. Multi-stage with separator action, insuring 100% condensation under average conditions.

**KEROSENE TANK:** 20 gallons, mounted in rear of chassis.

**ELECTRIC SYSTEM:** Six-volt electric generator geared from engine. No starting motor required. Standard six-volt battery.

**STEERING GEAR:** New Ross irreversible, Model C Cam and Lever.

**FRAME:** Pressed steel, 10 inches deep.

**SPRING SUSPENSION:** Three-point suspension, eliminating all strains on frame and body. Front springs semi-elliptic, 36 x 2 inches. Rear springs cantilever, 54⅝ x 2½ inches.

**AXLES:** Made to our specifications, gear ratio 2:1.

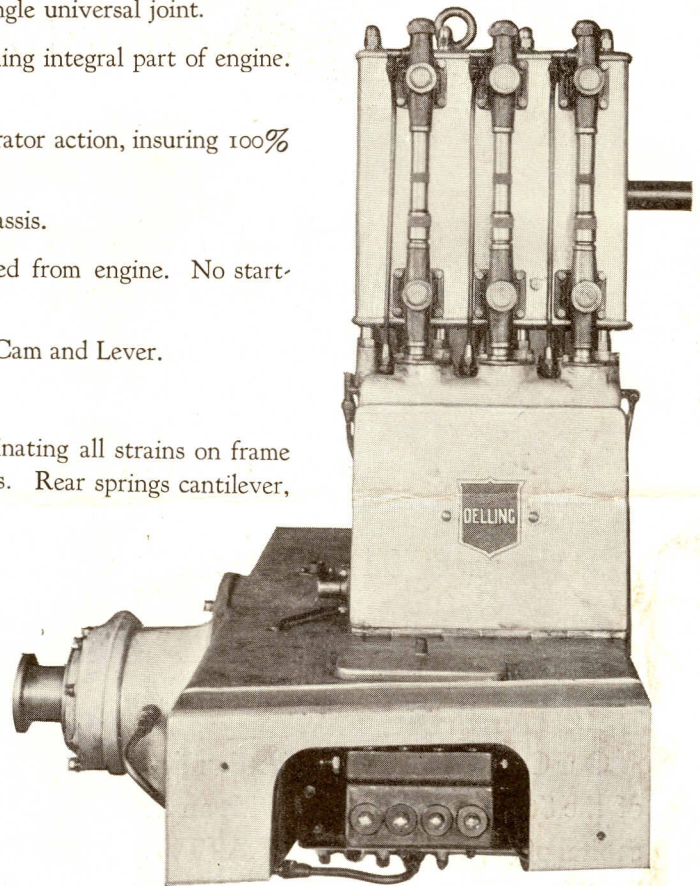
**BRAKES:** Foot brake internal expanding on rear wheel drums. Hand brake acting on propeller shaft. Four wheel foot brake optional.

**WHEELS:** Disk wheels 32 x 4½ inch standard equipment. Balloon tires optional.

**WHEEL BASE:** 132 inches.

**TREAD:** Standard 56 inches.

**BODY:** Aluminum, highest grade materials and hand-buffed leather.



DELING THREE-CYLINDER ENGINE  
Showing Valve Mechanism and Pumping System in Base

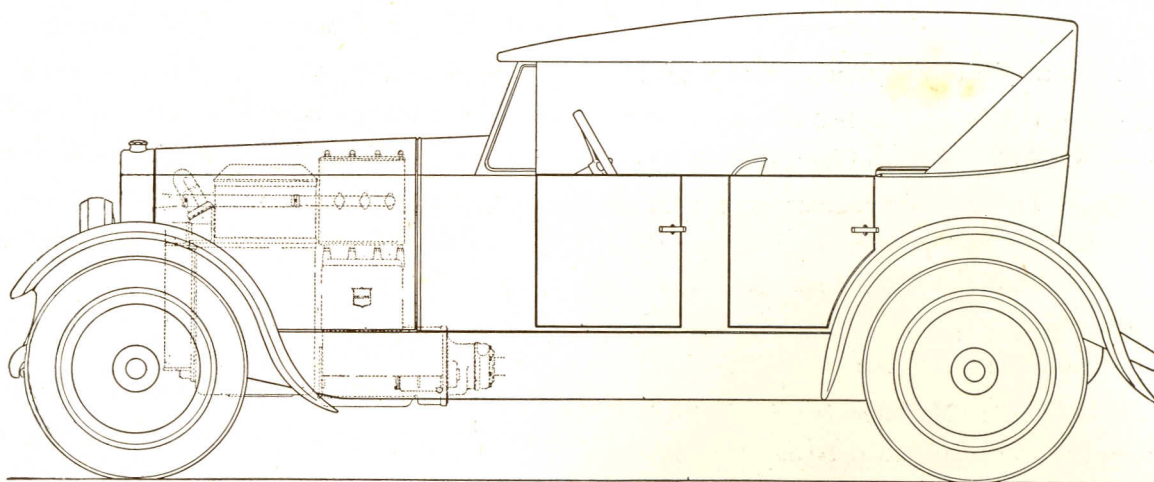
Weight of Touring Model : Approximately 3100 lbs.

Price of Car : Approximately \$2500 f. o. b. factory

We reserve the right to change the specifications of the car by making use of subsequent inventions or improvements, or in order to further the interests of the Company.

## Phantom View of Car

*Showing location of Boiler and Engine*



## Organization and Capitalization of the Delling Motors Company

Our Company is incorporated under the laws of the State of New Jersey with an authorized capital of \$2,500,000 CUMULATIVE EIGHT PER CENT SINKING FUND PREFERRED STOCK (cumulative after December 31, 1924), divided into 25,000 shares of \$100 par value each; 28,500 shares of COMMON STOCK CLASS A WITHOUT PAR VALUE, and 27,500 shares of COMMON STOCK CLASS B WITHOUT PAR VALUE. The Preferred Stock is preferred as to both assets and dividends and has no voting power. Both Preferred and Common Stocks are full-paid and non-

assessable. Class A and B Common Stock are alike in every respect and subject to the same dividends, but Class A is voting and Class B is non-voting.

*Our present stock issue is limited to \$600,000. This issue is subdivided into "Owner's Units," each of which consists of two Preferred Shares, one Common Share Class A and one Common Share Class B. The two Common Shares constitute a bonus which at present is given free of charge to every purchaser of two Preferred Shares. Our Company reserves the right to*

increase the price of the Common Stock at any time without notice.

In other words, to acquire an interest in the Delling Motors Company you must purchase two Preferred Shares (\$200 worth) at par, and with those two Preferred Shares you are given, free of all cost to you, a bonus of one share of Common Stock Class A and one share of Common Stock Class B. Your share of Common Stock Class A empowers you to vote and thus take an active part in the policies and management of the Company.

On account of the small block of stock of which each Owner's Unit consists it is easy to become a stockholder in the Delling Motors Company. If you subscribe to one Owner's Unit now, it will cost you \$200, and you need only send \$20 with your application for that amount of stock. Your next instalment becomes due after thirty days from the date of

your subscription, and the remaining \$160 must be paid in eight consecutive monthly instalments of \$20 each.

After making your last payment, you will be the owner of two Preferred Shares and two Common Shares, all full paid and non-assessable. This amount constitutes one full Owner's Unit in our Company. If you wish to subscribe to more than one Owner's Unit, add \$20 to deposit and instalments for each additional Unit.

*If you wish to pay cash for your subscription instead of instalments, our Company will grant you a discount of three per cent on your payment.*

All owners who have bought one or more Units of this issue of stock of the Delling Motors Company are entitled to purchase any future stock issues which our Company may offer subsequently under such conditions as may then be made by the Board of Directors.

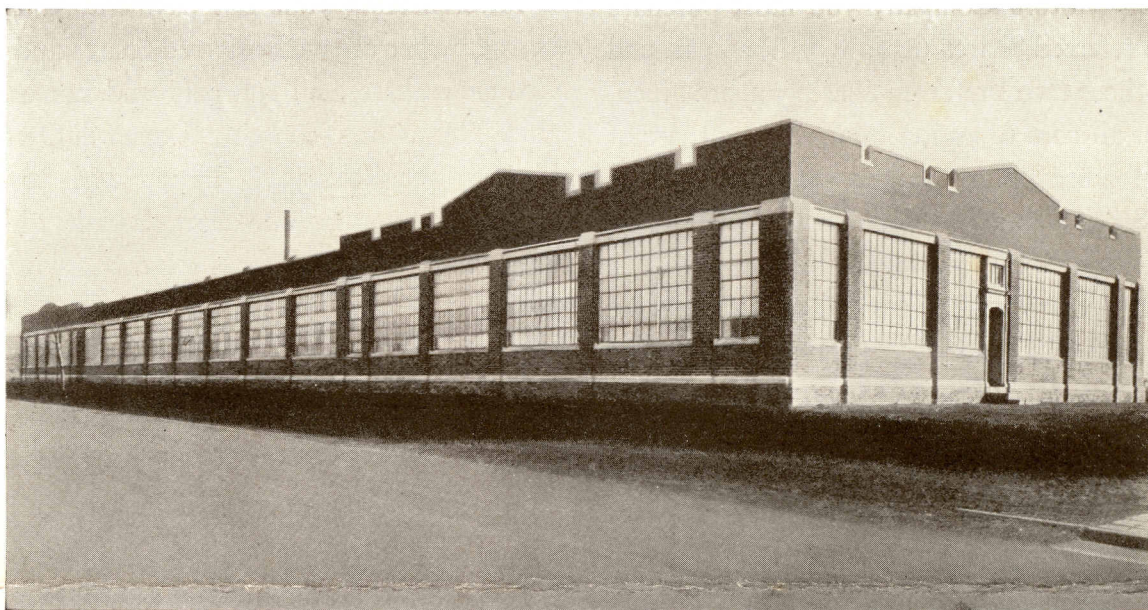


## Our Company Will Return Your Original Investment in Cash

The charter of the Delling Motors Company provides that all of the Preferred Stock outstanding is to be redeemed by the Corporation and paid for in cash. The Company is required to set aside up to twenty per cent of its annual earnings (after paying the dividend of 8% on

the Preferred Stock) for a Sinking Fund, and this Sinking Fund will be used for the retirement of the outstanding Preferred Stock for cash at \$110 per share, all owners being treated on a basis of absolute equality.

## First Unit of the Plant in which the Delling Steam Car will be manufactured



Our new factory is located at the Camden, N. J, terminus of the White Horse Pike, the road known nationally as the connecting link between Philadelphia and Atlantic City and used daily by thousands of motorists.

In the rear, the property adjoins the Main Line of the Pennsylvania Railroad to Atlantic City affording excellent transportation facilities for our raw materials and the shipping of completed cars. This favorable location assures to us unusual advertising possibilities, as the plant is in plain view from both the White Horse Pike and the railroad.

Our site covers  $3\frac{1}{4}$  acres; the factory building is of the most modern construction,

brick on stone foundation, with wooden block floor and saw-tooth roof, assuring full daylight illumination and a low rate of insurance. In the back of the building, and parallel with the railroad right-of-way, is a concrete loading platform with space for railroad siding already laid out.

We have been able to purchase this property, which is ideally suited as the first unit of our plant, at a very favorable price. We can safely expect that the property will double its value after the new bridge which is now being constructed across the Delaware River, connecting Camden with Philadelphia is completed.



## Let Us Emphasize

The opportunity which the Delling Motors Company offers to the investor is as favorable for large profits as has ever existed in the automobile industry. Our concern proposes to manufacture a product that is absolutely without competition, and it is founded on the conception that every one of our stockholders must be placed on a basis of absolute equality, enabling him to share not only in the earnings of the concern but also in the increase of value of his holdings as the enterprise develops.

The charter of our Company is framed in such a manner that the interests of our stockholders are carefully protected. Every one of our stockholders is entitled to vote and thus help to shape the policies of the Company. The method of cumulative voting is prescribed by our charter which makes a minority of stockholders unrepresented on the Board of Directors impossible. The total assets of the Company cover the capital invested, and no property of the concern can be mortgaged without the consent of a majority of preferred stockholders. The sections of our Charter which safeguard the rights of our stockholders are reprinted on the back of the enclosed subscription contract.

*Quarterly statements of the income and expenditures of the Company are sent to all our stockholders and subscribers until the Company will be on a manufacturing basis. These statements are certified as to correctness by Messrs. Ernst & Ernst, Certified Public Accountants, and they enable our stockholders to supervise our concern and to convince themselves that no improper use is made of its funds.*

The men who hold executive positions in our Company work on a basis which will give them an adequate compensation for their labor *only after the concern is placed on a dividend-paying basis.* There are no unearned "melons for insiders" and no "padded salaries" in the Delling Motors Company, and the management pledges itself that there will be none as long as the concern is entrusted to it.



To finance a new enterprise of merit by popular subscription is undoubtedly the logical way, the way that will eventually become general. The old way, where one or a few financiers furnished the initial capital to exploit a new invention or a new development commercially, is no more in accordance with the spirit of the times, because it increases large fortunes, while the small investor, who is in the greatest need of favorable returns on his capital, is never given a chance. Fraudulent stock promotion can be, and is being, eliminated by proper supervision on the part of the various States, but the public at large, which includes the small investor, must be able to participate in the capitalization and development of any enterprise of merit on terms of equality and thus share fully in the prosperity of American industries. Such a policy serves our country's interests best. It gives every thrifty man, regardless of his station in life, an opportunity to become an investor, and it is the surest and simplest means to fight dissatisfaction and its resulting evils. If every farmer, salaried man, and wage-earner would be trained to invest his surplus cash in industrial and railroad stocks he would become vitally interested in the con-

dition and the earnings of those enterprises and the principal causes of vicious class legislation that are giving the demagogue his opportunity would automatically disappear.

That ours is the correct way to finance a new enterprise is proven by our development. We have today some six hundred stockholders, and that result was attained without professional promoters or extensive advertising. Our stockholders' record bears the names of men in every walk of life, of well-to-do businessmen, of lawyers, doctors, farmers, salaried men and wage-earners.

AND PLEASE BEAR IN MIND: Great changes in the design of the modern automobile are imminent! Every leading man in the industry admits it. The present-day internal combustion motor has been tried and has been found wanting. It has too short a life and it is incapable of operating on low-gravity fuels without serious consequences. By its inherent

characteristics it is unsuited to drive a vehicle where power and speed requirements change almost incessantly. Fundamentally it is a constant speed motor that shows its highest efficiency at a certain number of revolutions, and whenever it is forced to deviate from that certain speed, its efficiency drops.

The steam-power plant is the ideal motive power for automotive purposes where great flexibility is the first requirement. That is now generally realized in the automobile industry, for there are at present some twenty concerns and individuals working on the development of a steam-power plant that is suitable for automotive purposes. But not a single one of them has had the unique experience and knowledge of the man who developed the Delling Steam Car, namely, a record in internal combustion *and* steam car engineering. Such experience is absolutely required for the development of the *modern* steam car—the automobile of the future!

*We believe that an investment in our company is one of the most attractive opportunities which have ever been offered to the public.*



## DELLING MOTORS COMPANY

2401-2415 Chestnut Street, Philadelphia, Pa.

BELL PHONE : SPRUCE 9032



### References:

The Philadelphia Board of Trade, Philadelphia, Pa.  
 Chamber of Commerce, Camden, N. J.  
 Dun's or Bradstreet's, special report

Press of Hathaway & Brothers  
Philadelphia

SUBSCRIPTION CONTRACT No. \_\_\_\_\_

DELLING MOTORS COMPANY

2401-2415 Chestnut Street

Philadelphia, Pa.

Date \_\_\_\_\_

Gentlemen:

In accordance with the terms contained in your pamphlet, "The Delling Steam Car," I hereby subscribe to ..... Owner's Units of your Company's stock, each of which consists of two (2) shares of *Cumulative Eight Percent Sinking Fund Preferred Stock* (cumulative from and after January 1st, 1925), one (1) *Common Share Class A Without Par Value*, and one (1) *Common Share Class B Without Par Value*. I agree to pay Two Hundred Dollars (\$200) for each of these Owner's Units of Stock with the understanding that said \$200 constitutes payment in full for the two Preferred Shares, and that I receive the two Common Shares, full-paid and non-assessable, as a bonus with said Preferred Stock without further payment or obligation on my part.

*(Strike the next paragraph out if you wish to pay in instalments):*

I enclose herewith my money order—check—payable to your Company for \$..... representing payment in full for the total amount of my subscription, less three percent cash discount.

*(Strike the next paragraph out if you wish to pay cash for your subscription):*

I enclose herewith money order—check—payable to your Company, for \$....., representing one-tenth of the total amount of my subscription, and I agree to pay the remaining nine-tenths in equal, consecutive, monthly instalments until my subscription is paid in full.

As soon as you have received payment in full for the amount of stock for which I subscribe, you are to issue to me and send by registered mail certificates in my name for the full amount of Delling Motors Company Preferred and Common Stock which I have thus acquired.

It is further agreed that I have the privilege of subscribing to any additional issues of stock that you may put out at such times and under such conditions as the Board of Directors of the Delling Motors Company may authorize.

Name: .....

Street and Number: .....City: .....

County: .....State: .....

*If you wish to pay all cash with this application, instead of instalments, you may deduct three percent (3%) from your subscription.*

The Board of Directors of the Delling Motors Company reserves the right to reject or prorate any or all subscriptions.

Our Company assumes no responsibility for any statements concerning its status or its product except when authorized and issued in writing by its Board of Directors.

(SEE OTHER SIDE)

## Sections of the Charter of the Delling Motors Company which Safeguard the Rights of our Stockholders

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Sec. 4. . . . . The holders of the preferred stock of the corporation shall be paid from the surplus profits an annual eight percent (8%) dividend which shall become cumulative from and after January 1, 1925, before any dividend is paid to the holders of common stock or other disposition is made of such profits, but shall not participate in any further dividends. In event of dissolution or liquidation of the corporation from any cause, the holders of preferred stock shall be paid, from the assets of the corporation, the par value of their stock and any unpaid arrearages of dividends before any part of said assets shall be paid to the holders of common stock. The holders of said preferred stock shall not be entitled to vote at any meetings of the stockholders.

A sinking fund for the retirement of the preferred stock by redemption or purchase shall be created out of the net profits of the Company that shall remain after deducting therefrom any accrued dividends on the preferred stock. For that purpose there shall be credited to an account, to be called the preferred stock sinking fund account, within sixty days after the close of each fiscal year such sum as may be determined by the Board of Directors, which sum, however, must be no more than twenty percent (20%) of such net earnings or net profits remaining after payment of accrued dividends on the preferred stock. This sinking fund shall not be made the basis of any dividend whatever upon the common or preferred stock, nor shall said fund be depleted in any way except for the purchase, retirement or redemption of preferred stock as herein provided, but until so used, any sums to the credit of the sinking fund may be employed in the business of the Company. The preferred stock, at the discretion of the Company, shall be subject to redemption at One Hundred Ten Dollars (\$110) per share and accrued dividends on January 1, 1926, or any dividend-paying period thereafter.

Of the common stock, Twenty-Eight Thousand Five Hundred (28,500) shares shall be designated as "Class A," and Twenty-Seven Thousand Five Hundred (27,500) shares as "Class B." Class B Common Stock shall be identical in every respect to Class A Common Stock, and subject

to the same proportionate dividends, but the holders of Class B Common Stock shall not be entitled to vote at any meetings of the stockholders; the voting power shall be lodged exclusively in Class A Common Stock. . . . .

Sec. 6. The duration of the corporation shall be perpetual.

Sec. 7. The private property of the stockholders shall not be subject to the payment of corporate debts to any extent whatever.

Sec. 8. At all elections of directors of this corporation, each holder of voting stock shall be entitled to as many votes as shall equal the number of his shares of voting stock, multiplied by the number of directors to be elected, and he may cast all of such votes for a single director or may distribute them among the number to be voted for, or any two or more of them, as he may see fit.

Sec. 9. The Board of Directors shall not mortgage any of the real property of the corporation without the written consent of the holders of a majority of the preferred stock then outstanding. . . . .

Sec. 12. This certificate of incorporation may be amended or altered, in whole or in part, according to law, by a two-thirds majority vote of the entire outstanding voting stock of the Company, at any regular meeting of the stockholders, or at any special meeting, provided that such action has been announced in the call and notice of such meeting.

Sec. 13. The By-Laws of the corporation may be amended, repealed, or altered, in whole or in part, by a two-thirds majority vote of the entire outstanding voting stock of the Company, at any regular meeting of the stockholders, or at any special meeting, provided that such action has been announced in the call and notice of such meeting.

The Board of Directors shall have no power to amend, alter, or repeal the By-Laws, but may adopt additional By-Laws in conformity therewith as may be necessary or convenient to facilitate the business of the corporation.