

PHILADELPHIA TO HAVE BEST MOTOR SPEEDWAY TO BE FOUND ANYWHERE

Two-Mile Race Track of Wood Blocks Is Being Constructed Near Willow Grove Park

FINE CLUBHOUSE, TOO

Leading Auto Enthusiasts of the East Join in Monument to Provide Track

Fifteen miles from Philadelphia there is slowly but surely coming into existence the two-mile Philadelphia Motor Speedway...

For months men have been at work on some of ground, transforming it from ordinary and rather flat farmland into what will be the finest race course in America...

Exclusive rights to the holding of automobile racing in this section of the country have been granted to the Philadelphia Motor Speedway Association...

At the conference at New York city arrangements were also discussed for the opening of the two-mile concrete, brick and wood surfaced track at an early date by the association.

ONE OF "BIG SEVEN"

As one of the "Big Seven," which includes Chicago, Indianapolis, Sheepshead, Des Moines and Sioux City, the Philadelphia Speedway will have exclusively in the territory surrounding Philadelphia all the first-class automobile racing...

Profiting by the existence of the older tracks in America, the Philadelphia speedway will combine the best features of all and eliminate their faults.

There will be concrete curbs, hub-high, around the entire track, this feature eliminating the danger of decapitation to drivers whose cars become unmanageable and would ordinarily plunge through a wooden fence.

To do away with the old nuisance of unbecoming trespassing upon the track during the course of races, subways have been provided at numerous points and spectators may pass at will from one side of the course to the other.

The architect's plans call for concrete grand stands seating 100,000 persons. There will be parking accommodations for 20,000 automobiles, it being expected that the majority of the spectators will motor to the races.

It is believed that the new project will be one of the most successful of its kind in the country. It is pointed out that its location is in the center of a half-mile radius having a population of 12,000 persons upon which to draw.

WILL PREVENT FATALITIES

The important engineering accomplishment of constructing the curves of the speedway of solid earth embankments will lead to an avoidance of fatalities and other accidents.

Plans are being completed for the spacious clubhouse for the members of the association that is to form one of the important features of the big plant.

The clubhouse will have the lines of the old-fashioned New England farmhouse, and \$50,000 will be spent in its construction. It will face the series of tennis courts and baseball diamond that are to be built.

FINE PORCHES AT HOUSE

A conservatory of size and a series of large covered porches surrounding the building will be other pleasant features. Horticulturists will give particular attention to a series of terraces that will surround the clubhouse.

The building itself will be 215 feet in length and will be about 90 feet wide. Plans are now in such shape that it is very likely that work will be started so that it will be completed for the opening event on the speedway.

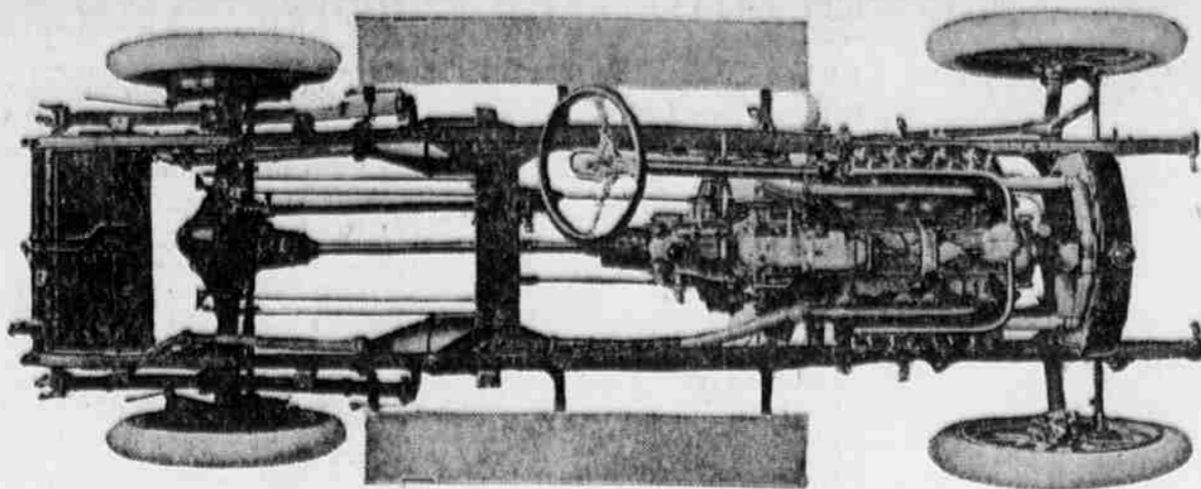
SPECIAL SALE OF

Tires and Tubes Highest Quality at Lowest Cost Best Service at NO Cost

Table with columns for tire types (Gray, Red, Plain, Non-skid) and prices for various sizes (28x3, 30x3, 32x3, 34x3, 36x3, 38x3, 40x3, 42x3, 44x3, 46x3, 48x3, 50x3).

The Tire Trading Co. Jobbers in Tires and Tubes 1317 ARCH ST. Phone Walnut 102

ON EXHIBITION AT CONVENTION HALL



The photograph shows the Cadillac's eight-cylinder chassis, type 53.

LIGHT-WEIGHT CARS FAVORITES THIS YEAR

Banner Business Predicted by Duryea and National Managers

Automobiles of a lighter weight and a big year for the automobile industry was forecast today by two men who are prominently identified with the automobile business.

"At the National Motor Car factory this prosperity has been evidenced by a 75 per cent. increase in car sales for the calendar year 1915, as compared with 1914.

"The new National buildings and equipment cost more than \$125,000 and greatly increase National operations. The new buildings total 675 feet in length, which is over one and one-half city blocks.

"Having added greatly to its original plant, established 15 years ago, the National Motor Company now occupies more than a solid city block, with railroad facilities on two sides.

"Part of one of the new buildings now is being occupied by the National general offices. The same building also includes new quarters for the engineering and drafting departments, also the purchasing and production departments.

"Every foot of the National plant, including the new additions, is used exclusively for the production of National cars. The increase in size of the National factory is in a large measure due to the popularity of the National Highway cars, which were first introduced at the time of the last 100-mile race."

"Discussing lighter weights for future new automobiles, C. Duryea said: "When the average man thinks of light weight with reference to his automobile, he, of course, considers only the total weight of the car and too often asks: 'What matter about the weight? Does not the engine pull it?'

"But right never dies. Merit is immortal and sooner or later will bob up after the fallacies have had time to explode and blow away. So light weight is rapidly coming into its own."

"That the modern automobile will closely follow the history of the horse-drawn carriages and the bicycle and eventually become lightened to a degree even now considered impossible has long been in the minds of many, but that this lightening would be pre-eminent at some of the places where it is now found was not foreseen.

OBJECTIONABLE GLARE OF AUTO HEADLIGHTS CAN BE STOPPED

Motor Engineers Give Advice on Means of Adjusting Lamps The annoyance and risk of glare may be overcome by the better adjustment of automobile headlights.

The committee has recommended that the structure will be two stories high and will be one of the most thoroughly equipped clubhouses outside of any city in the East.

The building itself will be 215 feet in length and will be about 90 feet wide. Plans are now in such shape that it is very likely that work will be started so that it will be completed for the opening event on the speedway.

wherever there is not sufficient light on the highway to clearly reveal all persons, vehicles or objects within a distance of at least 150 feet, the headlight shall be so arranged that no portion of the reflected beam of light, when measured 75 feet or more ahead of the lamp, shall be over 42 inches above the level surface on which the vehicle stands.

Such headlights should also give sufficient side illumination to indicate any person, vehicle or object 10 feet to the side of said motor vehicle at a point 10 feet ahead of the lamps.

It is said that by properly focusing the electric bulb and bending the lamp supports in such a way as to direct the light rays correctly, the average headlight can be made virtually nonglaring.

A Vorwaerts Story

orwaerts, the Berlin Socialist daily, vouches for the following story, and publishes it without comment: "The other day a woman traveling from Bremen to Oldenburg had a terrible experience. In the compartment into which she mounted, two young girls and a man accompanying a woman were already seated.

"The man who accompanied the woman, irritated at their silly laughter, turned to them with the remark: 'You will perhaps cease your stupid giggling when I tell you that this is my wife, and that she has lost three sons in battle. I am taking her to an asylum.' "It was terribly quiet in the carriage."



Westcott 1916 SIXES

Are worthy of your inspection at the Philadelphia Auto Show. Booth Four



BAKER-PRICE CO. 2031 Market Street Bell Phone, Locust 321

This Wonderful BRISCOE CAR OFFERS YOU YOUR CHOICE OF A

4-CYLINDER CAR AT \$750 OR AN 8-CYLINDER CAR AT \$950

Both cars have the same bodies—and what is more important—THE ENGINE IS INTERCHANGEABLE! That means that if you purchase the FOUR and decide, within 30 days, that you want the EIGHT, the change can be made RIGHT IN YOUR OWN CAR and at an extra cost of only \$200.

Here is a real wonder-car at the price—handsome, made of finest materials, light, economical to run, durable and serviceable over any roads in any weather. It offers you the utmost in car comfort and service—at a minimum cost. Be sure you see this car—at the show or at our show rooms.

BRISCOE SERVICE CO. 136 N. Broad St. Bell Phone—Spruce 2852

AUTOMOBILE NOTES

So successful has been the home-building plan for employees of the Goodyear Tire and Rubber Company that the city of Akron included the company's whole tract in an annexation ordinance that has just been passed, and Goodyear Heights is now a part of the city.

The Martin Rocking Fifth Wheel Company has taken over the business and the patent rights of C. H. Martin, Springfield, Mass. The officers of the new corporation are C. H. Martin, president; Adolf A. Geisel, treasurer; H. G. Farr, secretary.

The Stirling car is very low hung, which makes for easy riding in a light vehicle. The front axle is dropped in the centre to allow for the spring motion of the engine.

From the first one-cylinder, chugging, jerky automobile to the smoothly running eight-cylinder touring car of today was remarkable progress, but why stop with eight cylinders? The Enger Motor Company and a few other makers have decided that there is no reason for stopping, and on exhibition in the Palace is the Enger twin six, a 12-cylinder car.

The F. B. Stearns Company, manufacturer of the Stearns-Knight car, have on exhibition an eight-cylinder engine for which they claim distinct advantages. Its feature is sliding sleeves for the valves, which is said to eliminate valve trouble.

The Empire chassis has a unique device for a bumper which does not look as though it was added to the car as an afterthought to make up for some deficiency in the springs, but which was clearly designed when the car was made. The lower plate of the top spring of the three-quarter elliptics is longer than usual and its heavy end is turned back under so as to form a U-spring, on the end of which is a rubber tip to prevent noise.

The Standard Eight for 1916 is attractive to many because of its wedge-shaped character. The car is extra wide in the rear and tapers in a straight line to a narrower nose.

cars have been favorably commented upon. One of them is the Clover Leaf roadster for the three passengers, in which all of the passengers sit in the body of the car, one seat being behind the other two, and all being comfortable and roomy.

L. G. Glicer, the Philadelphia manager of the Ply Rubber Company, spent last week at Chicago Falls, Mass., attending the convention of District Managers.

"WE COURT COMPARISON"

Would you select friends for whom apologies are needed? Would you choose a car that entails explanations? Enjoy the satisfaction of possessing a car that compliments your judgment.



Of an aristocratic motor family.

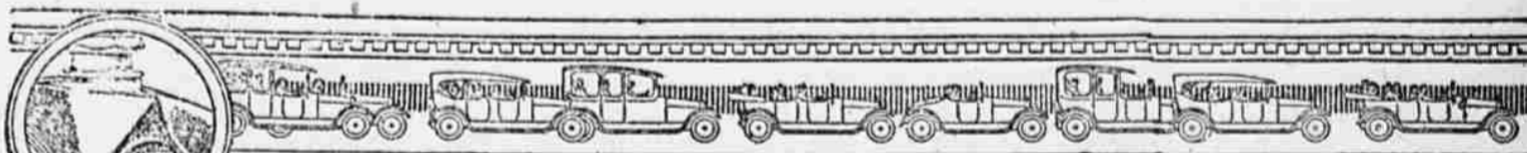
HIGHWAY SIX\$1690 HIGHWAY TWELVE\$1990 NEWPORT SIX\$2375

NATIONAL MOTOR VEHICLE COMPANY, MANUFACTURERS INDIANAPOLIS, INDIANA

Human ingenuity and engineering science have evolved in these cars the ultimate in automobile construction. They present not only every proven, feature but also many refinements peculiarly their own.

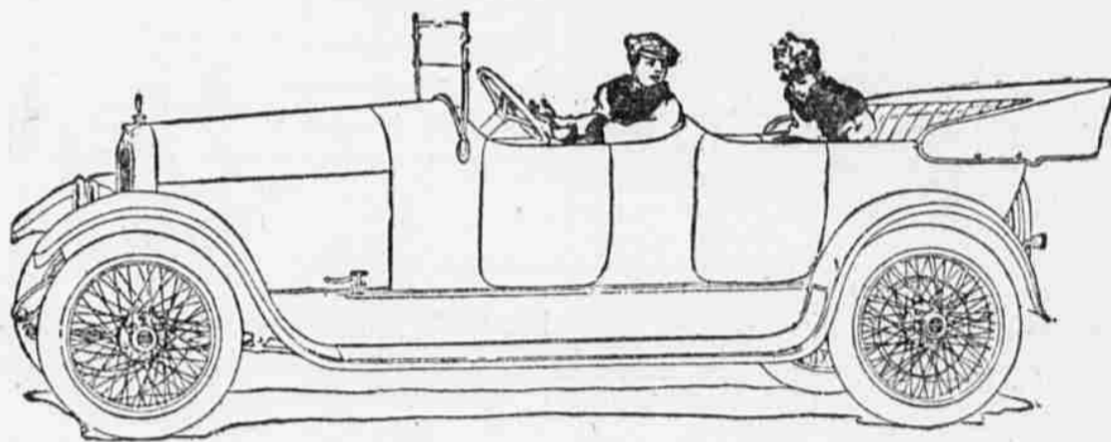
NATIONAL MOTOR COMPANY 632 North Broad Street, Philadelphia

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MARMON 34

A Scientifically Constructed Light-Weight Car



PRE-SHOW COMMENTS ON A REMARKABLE CAR

by Automobile Experts

"It is a brand new design throughout, and fairly bristles with features which are by no means confined to the power plant."

—Automobile Topics, December 25th.

"The Marmon in a number of respects establishes a new era in motor car design."

—Motor World, December 22nd.

"The car handles well. Not only does the engine possess that elasticity and smoothness which characterized the first half dozen cars of the world, but every control operates with small effort."

—Motor Age, December 23rd.

"The new car is in every sense a luxury machine, yet it is 1000 pounds lighter than the great majority of automobiles of its class."

"It is a high-sided type with a high hood, and, if it is necessary to classify it, would belong to the Italian school of automobile engineering."

—The Automobile, December 23rd.

Prices \$2700 for three, four and five passenger models. \$2750 for seven passenger model.

Aside from the regular five and seven passenger models we are exhibiting three and four passenger close-coupled roadsters that will instantly appeal.

You are cordially invited to inspect the new Marmon 34 in

Space 23 at the Show

Fanning Mathis Motor

Car Company

158 NORTH BROAD ST., CORNER RACE PHILADELPHIA

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A Great Stride Forward

Efficiency, strength and lightness are built into the Marmon motor.

Two factors of importance are the Lynite Aluminum monoblock motor casting and the Lynite Aluminum pistons.

