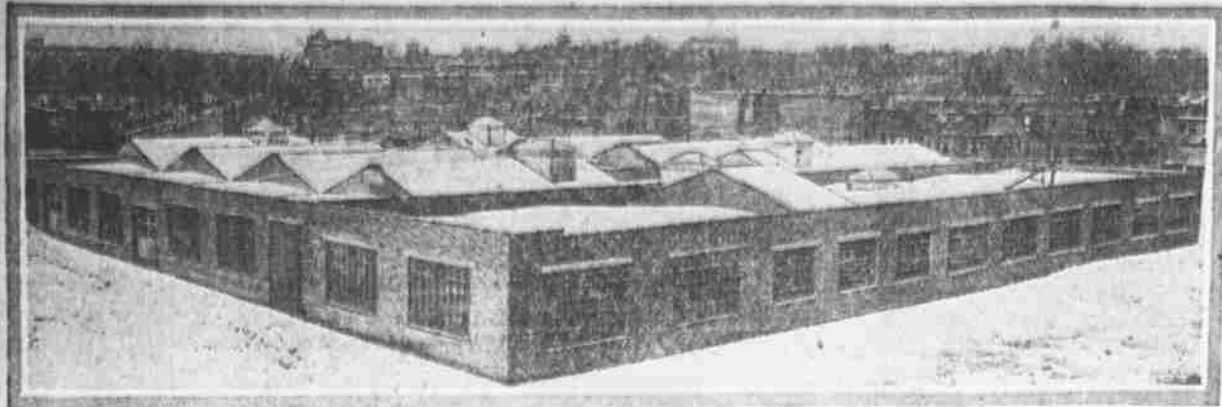


NEW P. O. GARAGE, LARGEST IN COUNTRY



This motor fleet base, on Woodland avenue, between Forty-third and Forty-fifth streets, houses more than one hundred of Uncle Sam's Philadelphia mail vehicles.

**AUTO SHOW THE PLACE TO PICK OUT THAT CAR**

Before Buying, Ask Yourself Two Questions: "What Kind? What Price?"

**THEN BE SATISFIED**

**OWED TO YOURSELF**  
Now is the time for all good men who wish to buy a motorcar. To wander to the auto show, because that's where the autos are.

Mr. Householder, if you are thinking of buying an automobile now is the time to pick it out. The automobile show is being held just for you. Go to the Commercial Museum and look.

Here you have spread before you an outlay of motorcars such as is assembled but once in every twelve months. Here is an opportunity to select wisely that is paralleled but once a year. Opportunity is ringing your electric doorbell.

The cars that are laid out in the exhibition building are the cream skimmed from the motorcar industry. They represent the very latest and the very best thought and execution of the motorcar maker, from the finest and most costly combination of metal and wood to the product that is evolved from an endeavor to reduce the price. Cars of every price and type—the gamut from the modest runabout to the luxurious limousine—here are arrayed for inspection.

If in general, the wider the range of selection the more perfect the selection will be. That principle is exemplified over and over again in the motoring world by men who have obtained "just the car" by beginning their purchases with a judicious visit or two to an automobile show, and, negatively, by men who have rushed into unsatisfactory ownership with unwise haste and lack of preparation.

Selection of an automobile should be preceded by a decision at the outset of two fundamental questions:

First. The purpose.  
Second. The price.

First, decide why you want an automobile, and, second, decide what price you are going to pay.

Why do you want an automobile? Is it for business or for pleasure? Is it for two persons or for a family of five or seven? Is it for town use or for the country?

If it is to be a business car that must brave all kinds of weather, select this month and a scorching sun that get a closed car that can be opened at the sides. If you wish your car to adapt itself to both summer and winter use and still maintain a degree of style, get a convertible. If please-

**Thirteen Highways Classed as Transcontinental Roads**

The transcontinental highways are yet in the first stages of permanent improvement, but the system as already planned has assumed the broadest scope. A recent classification of through routes gave the number as thirteen, seven extending from east to west and six from north to south, as follows:

**EAST AND WEST**

Lincoln Highway—New York to San Francisco, via Philadelphia, Pittsburgh, Omaha, Denver, Cheyenne, Ogden, Salt Lake City and Reno.

Pike's Peak ocean to ocean highway—New York to San Francisco, via New York, Washington, Wheeling, Indianapolis, St. Joseph, Colorado Springs, Salt Lake City and Reno.

National old trails—Washington to Los Angeles, via Wheeling, Indianapolis, St. Louis, Kansas City, Trinidad and Albuquerque.

Yellowstone trail—Puget Sound to Plymouth Rock, Plymouth and Boston to Seattle and Tacoma, via Poughkeepsie, Cleveland, Chicago, St. Paul, Minneapolis, Livingston (with side route to Yellowstone National Park), Missouri (with side route to Glacier National Park) and Spokane.

Trail of the Sunset and Santa Fe trail—New York to San Diego, via Chicago, Kansas City, Trinidad, Phoenix and Yuma.

Southern National Highway—Washington to San Diego, via Richmond, Durham, Nashville, Memphis, Little Rock, Dallas, Fort Worth, Roswell, El Paso, Phoenix and Yuma.

Old Spanish trail—Florida to San Diego, via Mobile, New Orleans, Houston, El Paso and Yuma.

**NORTH AND SOUTH**

Atlantic Highway—Calais to Miami, via Boston, New York, Washington, Savannah and Jacksonville.

Meridian Road—Pomona to Galveston, via Fargo, Columbus, Wichita, Fort Worth and Houston.

Pacific Highway—Vancouver to San Diego, via Seattle, Portland, San Francisco and Los Angeles.

Dixie Highway—Chicago to Miami, via Indianapolis, Nashville and Atlanta.

Jefferson Highway—New Orleans to St. Paul and Minneapolis, via Shreveport, Denison, Muskogee, Joplin or Fort Scott, Kansas City, Des Moines and Albert Lea.

Jackson Highway—Chicago to New Orleans, via Louisville and Nashville.

ure is the object, a touring car furnishes the ready answer.

The number of persons for which the car is intended will determine the seating capacity. There is a tendency to underestimate this. The ancient joke (almost thirteen years old) about one's friends increasing in number with the advent of one's motorcar is based upon fact, as are most jests of this nature. Actually, the owner of an automobile often finds that his car is not large enough for the purpose for which he intended it. He should, however, not go to the other extreme of investing in a ponderous seven-passenger machine which has the only duty of taking him to his office and his wife on a cross-country spin.

As there is a wide variety from which to select, due reflection should lead one aright. There are cars that are more fitted than others for use on the smooth streets of cities. One of these should be the choice if you do not contemplate driving your

car off the paved highways. But if your business or pleasure will lead you to rugged country and poor roads, an automobile of light yet durable construction is the car for you. Thought of lines and beauty should play a minor part here.

The first important element of your car buying having been disposed of, next consider the second important element—the price.

What can you afford to pay for the car that you want? This question perhaps is of too intimate a nature to be brooded about publicly. It can be answered best by an interview with your bank account, your conscience and your wife.

**Here's Your Chance**

Jones—You don't own an automobile and never expect to. Why in the name of gasoline do you go to the automobile show?  
Brown—Just for the sensation of seeing a flock of them without dodging.

**The New Hupmobile**  
**The Year-Ahead Beauty-Car**

Bright finish, long grain, French seam upholstery. Luxuriously improved seat cushions and backs. Moulding finish conceals all upholstery fastenings. Neverleak fast-color top, black outside, tan inside. Tannan quarter curtains, cut integral with the top. Front and rear edges of top finished with moulding. Bow spreads to carry top when folded. New "Lift-the-Dot" fasteners for side curtains. Door-curtain carriers fold with curtains, and drop into place instantly. Tannan carpet fastened with snap fasteners. Tannan silk carpeted. Entire tannan finish improved.

Satin-finish instrument plate. Ammeter supplied to show rate of battery charge and discharge. Hand grip-pads on doors. Improved door handles. Larger door pockets, with weighted flaps. Bodies, Hupmobile blue; hood and fenders black. More paint and varnish, handsomer finish. New type demountable rims. New type rim carrier. Adjustable foot pedals. Clutch action very light. New carburetor air control. One switch for ignition and lighting. New dimming device graduates brilliancy of head lights. Tail lamp operates independently of other lamps.

Look for no car equaling this new Hupmobile, even in externals, for twelve months to come. It was the world's finest Four before. Now it is the year-ahead beauty-car as well.

More than \$750,000 spent for factory improvements in 1916 paved the way.

We needed larger production to spread the cost of excess goodness. And new factories to get the production. Now we have them both. And you get the beauty-car a year ahead.

**Engine Fit for a \$3,000 Car**

We have held fast to Hupmobile standards and pulled down the over-head. Critics (among them a leading car builder) called the Hupmobile motor "a

power plant fit for a \$3,000 car." And so it is.

They said we could cheapen the rear axle, use a clutch less costly, and so on. But we refused to take the obvious course. Nearly a million dollars spent in factory-saving and efficiency looked better to us than lowering Hupmobile ideals.

**A Wonder-Car in Performance**

The Hupmobile has always been a wonder-car in performance. Its supremacy has not stopped short with supremacy over all other Fours.

It wins every day against Sixes, Eights and Twelves—as any Hupmobile dealer will gladly show you.

**See the Hupmobile Models at the Show—Booth 5**

Five-Pass. Touring Car, \$1185	Roadster, \$1185
Year-Round Touring Car, \$1385	Year-Round Coupe, 1370
Seven-Pass. Touring Car, \$1340	Sedan, 1735

f. o. b. Detroit

**Attention, Dealers**

We have opened a branch at Harrisburg and have some territory open adjacent to that point. Also some territory open in Southern Jersey for dealers wishing to handle a high-class line. See Mr. D. M. Garber or Mr. R. M. McCormick at the Hupmobile exhibit at the show or at the salesroom at 332 North Broad Street. Telephone, Spruce 4905.



**Hupmobile Sales Corporation**

R. M. McCormick, General Manager

Salesroom, 332 North Broad Street

Service Station, 441-451 North Broad Street

Bell, Spruce 4905

Bell, Poplar 5675

"THE CAR THAT DOES WHAT OTHERS CLAIM TO DO"

# PATHFINDER

THE GREAT

THE CAR OF "GOLDEN SILENCE"

These great motor cars will talk for themselves at the Philadelphia Automobile Show

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MOTOR COMPANY  
No 5 North 21st Street

PHILADELPHIA  
AUTOMOBILE  
SHOW  
SPACE No. 63