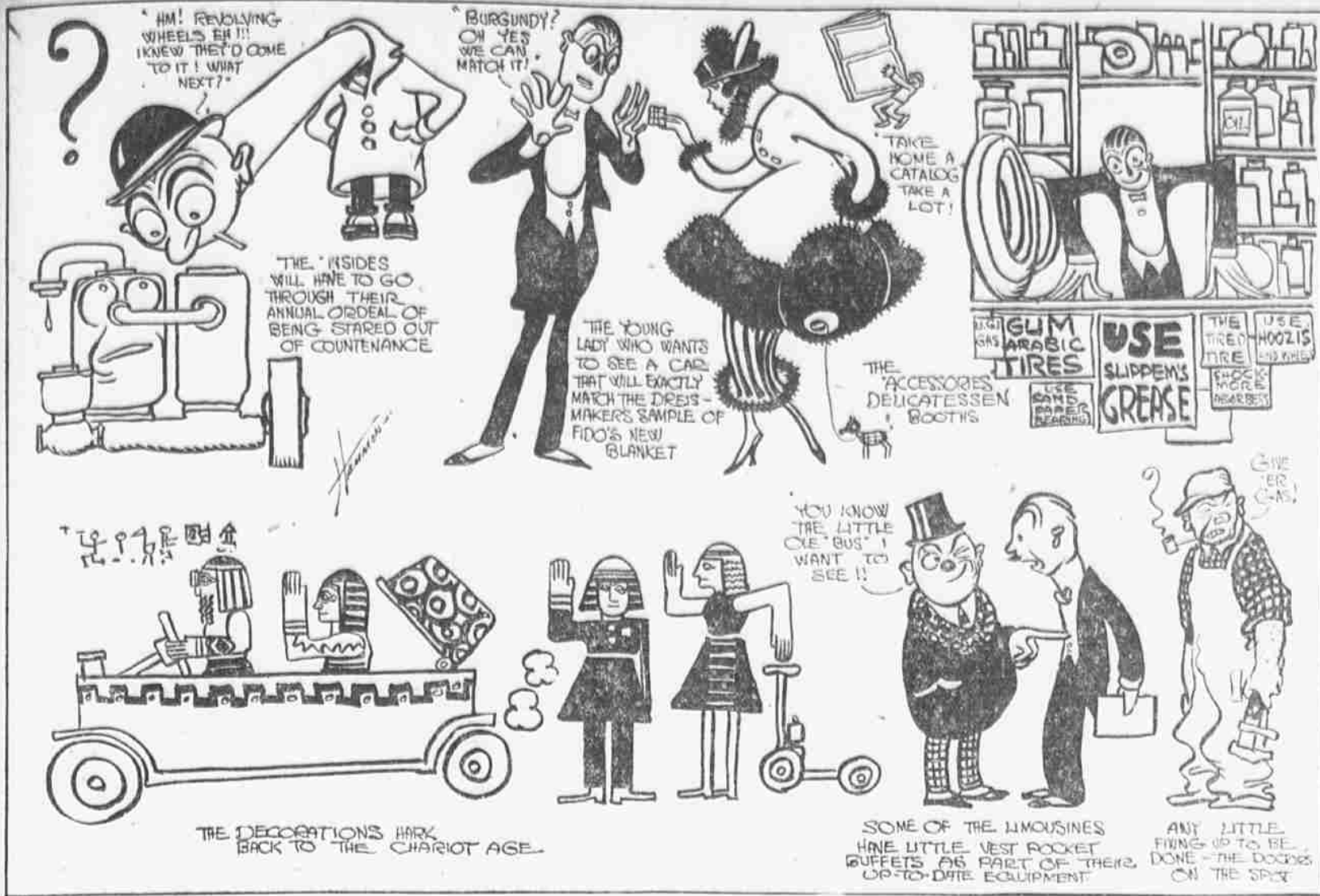


"JIMMY" HAMMON SATISFIES HIS AUTO HUNGER THUS



NATIONAL RUBBER CO. BOOMS IN ITS WORK

Three-Year-Old Pottstown Industry Outgrows First Home and Builds Big New Plant

So rapid has been the growth of the National Rubber Company, of Pottstown, that in three years it became so cramped in its "cradle" that the building of a mammoth five-story concrete and glass factory was made necessary.

The new plant now is being rushed to completion, with two of the floors already occupied by the company that engaged people in war their heads three years ago when it began business in a scant five-story building. The new factory is a monument to the business sagacity of J. J. Ford, president of the company, R. C. Sperry, general manager, and W. A. Walsh, factory superintendent, a trio that put sugar and stamens into the young industry.

The National Speedway tires, manufactured by the company, have proved so popular that it has kept the factory bustling to turn out a supply equal to the demand. The tires will be further advanced by a wide-spread advertising campaign, in which the proximity of the factory to labor and markets will be pointed out as a factor in turning out high quality goods. Built on a 240-acre basis, the tires are guaranteed to withstand all tests.

Automobiling Archibald Asks: In what decade of the thirtieth century in Pennsylvania's tall roads belong?

BUCKLEY COMMERCIAL GARAGE Contracting Teamsters GEORGE BUCKLEY 621-23-25 Reed Street Telephone, Dickinson 4651

REVIVE AUTO RACING FOR FAIRMOUNT PARK

Quaker City Club Presents Plan for Municipality to Take Charge

A revival of the old Fairmount Park automobile road races, which attracted thousands of people to Philadelphia, is looked for this year. Negotiations between the Quaker City Motor Club, under whose auspices the races were held, and Mayor Smith and the Park Commission are under way, and it is indicated that before the year is closed a plan will have been worked out.

During the several years that the races were held in the Park large sums were realized from the \$10 fee charged for parking the money being contributed to the Police Pension Fund, the Park Guard Pension Fund and to charity.

Automobiling Archibald Asks: What would Diogenes do if he heard you telling your neighbor how you motored in the olden days on a Sunday street game line?

Should the races be held again, they will be conducted under the auspices of the city by the club, according to Paul B. Huxford, president of the club, who pointed out that

In that way could proper policing and responsibility be obtained. He was optimistic over the outlook for reviving the annual motoring event, which was abolished by the Park Commission during the Blankenburg administration.

"The Fairmount Park races, which were begun in 1908, were distinctive for the fact that they never caused a fatal accident and that they turned over large sums of money to charity," said Mr. Huxford. "If in those days, when the automobile had not come into its own, they attracted such wide attention, what would they bring to Philadelphia today?"

SEE AT THE SHOW THE SAXON

"Four" \$495 F.O.B. DETROIT  
"Six" \$865 F.O.B. DETROIT

THE EASIEST RIDING SMALL CAR MADE  
ORIN S. WILSON  
338-40 N. Broad

CAR COLOR HARMONIES ATTRACT WOMAN'S EYE

Rainbow Hues Lassoed by Automobile Industry—Blues and Greens Lead

There's a reason why so many women are interested in automobiles this year. Besides the simplifying devices that the automobile manufacturer has tacked on to or built into the 1917 pleasure car, he has painted on it enticing hues, symphonies of color, to attract the feminine eye. The conventional black car has a growing number of many-colored rivals.

In a list of 102 cars put on the market this year the following colors were stated:

|       |    |            |    |
|-------|----|------------|----|
| Green | 48 | Blue-black | 2  |
| Blue  | 46 | Brown      | 1  |
| Black | 18 | Black      | 1  |
| Gray  | 15 | Optional   | 20 |
| Red   | 1  |            |    |

Most gorgeous tints are represented in the offering. The blues include royal, azure, cobalt, meteor and Richelieu blue; there are calumet green and royal green, saxon and olive green, cream and golden olive, lake, cherry red, vermilion and maroon, gun-metal and battleship gray. There are combinations that dazzle the eye, accustomed to the somber black, and with all that are harmonious.

Some of the black cars are decorated with other colors. There are the cars with gray running gear, the cream wheeled, the auto with yellow running gear or blue or green panels and black or white enameled wheels. The gray cars, too, in many instances have color schemes; for instance, black running gear with wheels of red or green.

The now numerous green cars and blue cars show artistic assembling of tints in addition to the conventional black running gear or chassis. Here a green-bodied touring car has russet brown wheels; others offer red or green, cream and natural wood wheels. There is a royal green car with a black stripe and another of an azure-green body, with gold striping. Other models, mixed gray wheels and black fenders with a blue body, blue body and door panels striped with cream, yellow and cream wheels striped with black, a Richelieu blue body with straw-colored wheels, and another with red running gear; a blue car offers natural wood wheels, another wheels of cream and black running gear, and still another, a green coupe attached to a body of meteor blue. Then there is a blue-black model striped with gray.

What color harmonies? And how well a running yellow or vermilion roadster looks dashing along the highway! Other cars fade into the background. No wonder it is that madame or mademoiselle looks at the color of the wheels rather than at the engine or the radiator.

**OWEN MAGNETIC SHOW**

Individual Exhibitions at Bellevue and 1835 Chestnut Street

The principle that a jewel by itself makes a deeper impression than a bewildering showcase full of them actuated Julian A. Halford, general manager of the Owen Magnetic Motorcar Company of Philadelphia, in staking an exhibition of the Owen Magnetic car in the lobby of the Bellevue-Stratford Hotel, and an evening display at the new home of the company, 1835 Chestnut street, during show week.

The Owen Magnetic car, invention of J. B. Entz, a former Philadelphian, attracts hundreds of visitors at the individual shows. It has eliminated the gear method of changing speed and its smooth riding qualities caused it to be selected by Thomas A. Edison for the innovation of equipping a motorcar with a phonograph, into which busy men may dictate letters while riding to and from the office.

Ride in a Cole accept this as an invitation

**COLE 8**

will make hourly trips to and from the AUTOMOBILE SHOW

leaving 245 N. Broad Street on the even hour, returning on the half hour

10AM to 6PM

L. S. BOWERS CO. 245-47 N. Broad St.



Undoubtedly the Industry's Crowning Achievement

From your point of view this announcement is most important.

For herein we set forth the achievement toward which this company has aimed for the last eight years.

This achievement in a word is the completion of our gigantic organization to a point where we can make and market a complete line of automobiles under one head.

This means tremendous economies—much greater than ever before.

This means the elimination of all waste, all lost motion and much greater factory efficiency.

This means an even higher grade of cars at much more attractive prices.

All of which means a substantial saving for you on the next car you buy.

For now and for the first time in the history of the automobile business we as one single organization offer the public a full and complete line of automobiles.

This concentration—this greater efficiency—this more effective means of pulling together is going to set a new standard of low priced high-grade automobile values.

For we operate on the basis of—

- one executive organization
- one factory management
- one purchasing unit
- one sales expense

—one group of dealers to plan, produce and sell all Overland, Willys and Willys-Knight models.

Buying power is concentrated. Costs are distributed over all these cars. The savings are enormous.

As a result we are producing cars of exceptional quality—and marketing them at unusually low prices.

Every car is built to a rigid standard of performance, comfort and appearance.

The new models are listed in this announcement. They include Overland models from the snappy comfortable \$665 Light Four to the beautiful Light Six Sedan at \$1585.

They include also the big, handsome Willys-Knights from the Four at \$1285, to the super efficient Eight at \$1950.

These new models establish price records, value records and performance records which we believe will prove to the public conclusively that the vast economies of vast production are the key note and manufacturing secret of the greatest value for the least amount of money.

OVERLAND MOTOR COMPANY, Distributors

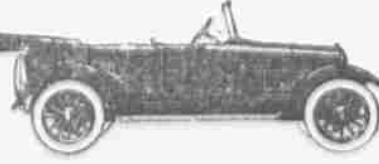
323-5-7 North Broad Street  
Bell Phone—Walnut 4897

Overland Light Four Models



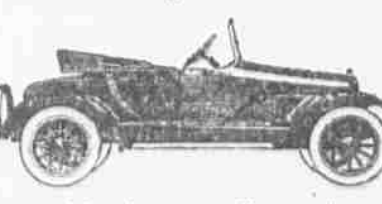
Roadster, 104-in. wheelbase . . . . . \$650  
Touring, 106-in. wheelbase . . . . . \$685  
Sport Model—Country Club—(Illustrated) \$750

Overland Big Four Models



Roadster, 112-in. wheelbase . . . . . \$835  
Touring, 112-in. wheelbase—(Illustrated) . . . . . \$850  
(See also Closed Cars)

Overland Light Six Models



Roadster, 116-in. wheelbase—(Illustrated) . . . \$970  
Touring, 116-in. wheelbase . . . . . \$985  
(See also Closed Cars)

Willys-Knight 7 Passenger Models



Four Cylinder Touring, 121 in. wheelbase . . .  
Light Cylinder, 125-in. wheelbase (Illustrated)  
(See also Closed Cars)

Overland and Willys-K Closed Cars



Overland Big Four (Illustrated) . . . . . \$1585  
Overland Big Four (Illustrated) . . . . . \$1585  
Overland Light Six (Illustrated) . . . . . \$1000  
Overland Light Six (Illustrated) . . . . . \$1000  
Willys-Knight (Illustrated) . . . . . \$1950  
Willys-Knight (Illustrated) . . . . . \$1950

The Willys-Overland Company, Toledo, Ohio  
"Made in U. S. A."