

"YUM-M-M!"



WILLIAM PENN HIGHWAY THROGGED BY AUTOISTS

Traffic Grows 60 Per Cent—To Add New Link in Summer

GREAT SCENIC ROUTE

Automobile travel on the great William Penn Highway from Philadelphia to Pittsburgh increased sixty per cent in 1916.



those along the route and a general awakening of interest in the State thoroughfares, which form one of the great divisions of the proposed Pike's Peak Ocean-to-Ocean road.

Another section of the road will be dedicated this summer with ceremonies similar to those at Easton, November 2, 1916, when eight miles of concrete road, connecting Easton and Bethlehem, were officially opened.

Governor Brumbaugh, in obtaining appropriations for the William Penn Highway and other State highways has been promised to the William Penn Highway Association, which is dedicated to further the success of the proposed \$50,000,000 bond issue for the construction of permanent routes in the State.

The William Penn Highway, comprising about one-tenth of the State highways, furnishes at once a commercial thoroughfare, a scenic showplace and a historic journey. Panoramas of the quiet beauty of agricultural and mountainous Pennsylvania and of busy industry in the State's mining and factory districts unfold themselves along the route. The main highway runs from Philadelphia through Pottsville, Reading, Lebanon, Harrisburg, Lewisport, Altoona, Johnstown and Blairsville to Pittsburgh, through regions unsurpassed for their varied beauty. One extension swings off at Reading through Allentown, Bethlehem, Easton and New Jersey points into New York city, another branching at Harrisburg and running through Gettysburg and Baltimore to Washington.

This main highway, its branches and radial "feeders" connect the small community with the large, serving millions of persons.

AUTO RAISES LAND VALUES

Fifty Per Cent Increase in United States in Five Years Is Estimate

A fifty per cent increase in value of tillable lands in the United States has been caused by the automobile during the last five years.

The estimate, which is based on an investigation carried on by the Department of Agriculture, follows from figures taken in eight representative counties. Increases in land values of 25 to 154 per cent in the last five years were noted in four counties of Virginia and one each in New York, Alabama, Florida and Mississippi. The saving in haulage during this period in the eight counties was \$427,493. Assuming that the same condition exists throughout country to save more than \$237,000,000 in the country, the automobile enabled the

Automobile Archibald Asks: Why does an economist occasionally allow his car to stand with the headlights turned on full?

C. Trevor Dunham Specializing Automobile Insurance Notary Public 236-N. Broad St. PHON-8-8800

I AM THE UNIMPROVED HIGHWAY

By H. G. ANDREWS

I AM the unimproved highway. My name is Mud. The feet that patterned in primeval slime gave me birth. Unchanged while the ages passed I have endured. Time has but served to increase my infinite variety. Earth born, and without a soul, yet have I lived. From the beginning I have been man's enemy. A dust-colored python am I, stretching my length across the hills, waiting my time to crush endeavor. I have snared caravans that left bleaching bones in lands now desert. Empires have fallen because of me. I have turned victories into routs; I have trapped mighty leaders and have crushed armies. I am without faith; and those who trust me I deceive. Today I am fair to look upon; tomorrow a steaming bog. I add Difficulty to Distance. With isolation do I conspire to unloose the endeavors of men. I tag at the wheels of the grain cart that bread may be dear. I hamper those who would feed the race. I am an enemy of church and school. I mire the heeler on his rounds and delay his coming that little ones may die. I am a disrupter of Homes. I speed the first-born to the cities; when I am fair to see; and when he would return I face him with my forbidding depths. I am minister to Bitterness; and lay a tax on all the world. There are none who live who do not pay me tribute. When men plowed with a crooked stick I was there. When the ancients covered me with stones I slipped away to other lands. I am the oldest Lie that lives today. Men count me cheap. I know the price they pay who count me so. I am the highway—the unimproved highway. My name is Mud.

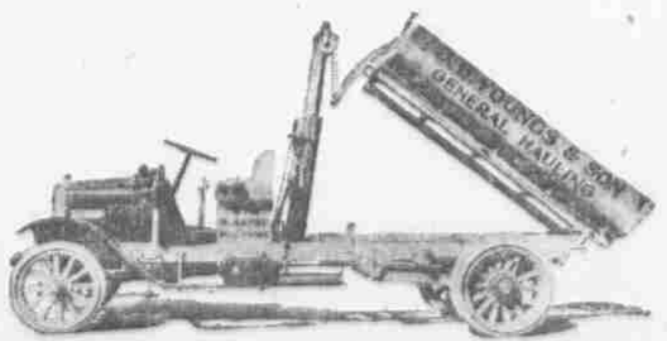
STATE BEST GUARDIAN OF LINCOLN HIGHWAY

Pennsylvania Spent \$193,000 on National Route in 1916. Markers Planted

Pennsylvania records its share of the great Lincoln Highway better care than does any other State. This is the statement of A. F. Bennett, secretary of the Lincoln Highway Association, whose words are that "Pennsylvania maintains her section of the Lincoln Highway at more expense and with greater care than is possibly the case in any other State. Fifteen men constantly inspecting the route of nearly 400 miles and restoring needed repairs. They cost more than \$192,000 in 1916."

SIGNAL

Dealers interested in a good Truck Agency are cordially invited to inspect the Signal Trucks at our Show Room.



Lee T. Ward Co. 928 Commercial Trust Bldg. 15th and Market Sts. Bell Phone, Spruce 5148 Key Phone, Race 1544

MOTOR SPEEDWAY WILL SEAT MORE THAN 80,000

Will Give Philadelphia Chance to Bid for Races and Olympic Games

WORK NEARS COMPLETION

Thirty Thousand Automobiles Can Be Parked in Space Encircling Racing Track

By MARK W. WILSON

Among the many good things which Philadelphia expects from the gift bag of the new year, there is one addition to its civic resources which is certain—the completion of the Philadelphia Motor Speedway now under construction near Willow Grove.

Provided with an adequate and completely equipped field, the Quaker City may, for the first time in its history, become a helpful and formidable bidder for the Olympic games and the annual Army and Navy football game. This also will become a center for auto racing events and an important theatre for aviation and horse racing.

WORK ON OVAL

The grading for the two-mile automobile racing oval is nine-tenths completed, while forty per cent of the actual work of construction on the track itself has been finished. Enormous timber embankments, which will permit the racing cars to retain their equilibrium while turning the corners at a two-mile-a-minute gait, have been covered on the green fields of the Speedway Association's 100-acre property. The huge piles, rough stringers and the four-inch flooring which will carry the cars are rapidly going into place. The new year will see the completion of the project and the inauguration in 1918 of a series of spectacles which will bring millions of persons to Philadelphia and make the city's name known wherever a man is interested in an automobile.

Motoring as a pleasure, convenience, utility and profitable business enterprise has firmly established itself in and about the Quaker City. With its hundreds of thousands of motorists, Pennsylvania stands third in the number of motor vehicle licenses issued, a condition which indicates the determination of the average Pennsylvanian to possess that which contributes most to his comfort and convenience.

MOTORISTS SEEK LARGER FIELDS

Pennsylvania motorists are seeking a larger field for their interest and amusement than is granted by the beautiful highways and delightful touring routes of the Keystone State and adjacent territory present. This desire crystallized into the Philadelphia Motor Speedway Association, organized as a community enterprise to exploit motor racing under the sanction of the American Automobile Association and to furnish legitimate amusement for the many thousands of motorists who have been interested in speed tests of various cars and their intrepid drivers and who welcome both the diversion furnished by such events and opportunity to congregate in great numbers to witness them.

HISTORIC SETTING

Within its corporate bounds, Philadelphia provides no adequate area for holding these

races. The projectors of the enterprise, searching for a suitable location to stage the same events which have made Indianapolis and other progressive cities centers of national motorism for several years past, finally selected a tract of level country embracing 100 acres of farm land three miles above Willow Grove on Old York road to reach which motorists traverse one of the most picturesque and historically interesting stretches of well-kept highway in the East.

First and foremost among the features in the two-mile automobile speedway on

which will be staged some of the greatest races of the country, as the Philadelphia Automobile Speedway is an official member of the Grand Circuit. These races, like those in Indianapolis, Chicago, Sheepshead Bay and other motor speedway centers, will be distinguished by the presence of the leaders of the racing world, who will battle for prizes and trophies equal in size and importance to those of any track in the country.

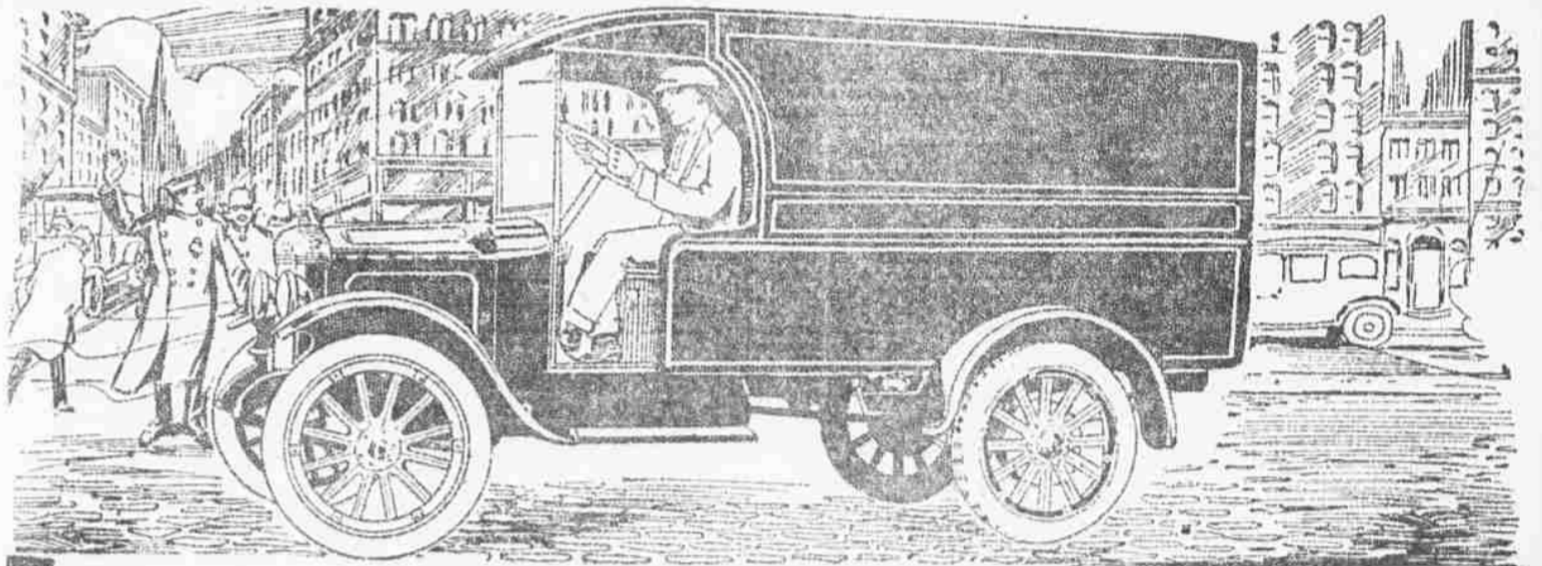
Enormous grand stands, commodious and sheltered, will provide seating capacity for more than 80,000 people, together with

bleacher stands, having seating capacity for an additional 40,000.

The space encircled by the track will provide parking space for 20,000 automobiles, presenting a field for maneuver unequalled by any other speedway in the world.

Aviation pylons within the speedway and hangars within the speedway property at convenient distance from the track will provide Philadelphia with its first aviation interruption and races carried to a satisfactory finish. An aviation school is included in the general plan.

Advertisement for White Motor Cars at the Automobile Show. Includes a large 'W' logo and text: 'WHITE MOTOR CARS at the AUTOMOBILE SHOW THE exhibit includes the following series of new standard models and of individually designed White bodies—perfect examples of the custom built—illustrating advanced style tendencies in body design and equipment. The new sixteen-valve four-cylinder motor is a feature of the display.'



The Largest Makers of Motor Trucks in the World

Present Three New Models, Completing an Invincible Series of Five—a Capacity for Every Requirement, Making it Possible to Standardize Your Delivery Service to Highest Efficiency at Lowest Cost

REPUBLIC DISPATCH

1500 lbs. Maximum Capacity, With Express \$750 Body, Canopy Top and Equipment

THE CHAMPION LIGHTWEIGHT OF TRUCKDOM! A few months old, yet its reputation is nation-wide, the first schedule of 12,000 Dispatches being already contracted for. Built like its brother Republics with extra capacity to meet real truck demands; it contains the famous Republic Internal Gear Drive making practicable, for the first time, the use of solid tires on a gasoline car of this capacity. It has the Republic armored type of radiator, the sturdy Republic Truck Motor that gives more power than the Dispatch will ever need—in brief, a truck in a truck sense of the word—operating at lowest cost, whether with a 500-lb. load or its maximum, 1500 lbs. With solid panel body (pictured above) \$25 extra.

THE NEW MIDDLEWEIGHTS

Model 10—One-Ton—with Stake or Flare-board Express Body and Bow Top \$1095 Model 11—One-and-a-half Ton—(Chassis only) \$1275

THE HEAVYWEIGHTS

Model "A"—Two Ton (Chassis) \$1675 Model "T"—Three Ton (Chassis) \$2550

Swain-Hickman Co., Inc., Distributors 4056 Irving Street 4040 Locust Street

The One-Ton Middleweight

Ton-and-a-half Middleweight

