

SHOW IN LONDON BARREN

Mr. Briscoe Says Autos Showed Nothing Mechanically New.

FORE DOOR TYPE FAVORED

President of United States Motor Co. Established a European Affiliation of Organization.

Having accomplished his mission abroad—the formation of the United International Motors, Ltd.—Benjamin Briscoe, president of the United States Motor Company, returned from England Thursday on the Mauretania, accompanied by Mrs. Briscoe and W. R. DeVoe, his secretary.

The English concern will manufacture products of the United States Motor Company for European trade. The designs, patents, etc., of the Maxwell, Brush, Columbia, Stoddard-Dayton, Courier and Sampson 25 will be transferred to the English company, but the machinery and factory equipment will be purchased abroad.

The new concern makes the following announcement: "We have completed arrangements with the United States Motor Company, of the United States of America, by which we become the concessionaires of that company, with the sole and exclusive right to manufacture and sell in the United Kingdom and on the Continent of Europe the type of motor cars which have been brought to such a high state of development by that company. We will install a manufacturing department which, having the full co-operation of our affiliated companies, will have advantages which cannot be exceeded."

"The motor car industry in England and the Continent seems to be in an extremely prosperous condition," says Mr. Briscoe. "In England especially there is evidence on every hand that the industry is now in the era of its greatest prosperity."

"I was particularly interested in the development of the industry in England because what occurred in the bicycle industry seems to be repeating itself in the motor car industry; that, whereas the Englishmen were slow in getting down to systematic production, when they did the products of their manufacturing plants were sturdy and rapid."

"Appropos of the bicycle business in England, I am told that it has never been larger than it is to-day. There will be no less than 60,000 bicycles made in England this year."

"Motors" (as the English call their show) was an indication of complete confidence in the industry on the part of not only those engaged in it, but of all other connected interests and of the public generally.

"The show produced practically nothing, however, in the way of new mechanical design. It would, in fact, call it more of a builder's show than a show of mechanical construction. It was interesting to note practically the universal prevalence of the fore-door type construction; in fact, it seems to be impossible to sell a motor car in England or in Europe which has not a body designed with the fore doors."

"The taste in bodies seems to run more than it does with us; in fact, to an American manufacturer educated to the straight line body construction, such as has prevailed with us for the last few years, some of the English designs look antique and odd."

"The Knight engine seems to be meeting with favor, although it is the meeting of technical fraternity there seems to be a great deal of controversy on the merits of poppet valve versus sliding valve motors."

"One of the most characteristic things which came under my observation was the strong evidence of caste in England, which we know so little about in America. For instance, a considerable controversy is now being waged in the trade papers and other papers which ran departments devoted to the motor car industry as to whether or not the public at large should be admitted to the show, it being contended by many that admission should be restricted to the class only who are intending to buy a car, particularly the wealthy people."

"How impossible for such a controversy even to begin in our country, where the clerk of to-day is the proprietor of tomorrow and where it is clerks and the young men, the boys, in fact, the public at large, who are continually growing into the motor car class and to whom the automobile manufacturer is interested in making his strongest appeal."

"We are so accustomed to big figures in the motor car industry (as in all other industries generally in our country) that one has to be careful in his conversation while abroad so as not to appear to be bragging. It is hard for the Englishman or the American to believe the actual figures of American automobile production."

"When I told some of the motor people that the United States Motor Company was producing 15,000 Maxwells, 10,000 Brush cars and 10,000 Stoddard-Daytons, Columbia and Alden Sampson per annum (or 25,000 in all, each year) they were at first inclined to doubt that any one concern could have the facilities for such an output. For the English and Continental system of manufacturing is so different from the American system as to make it appear almost incredible to them that the American figures could be reached."

"For instance, there are over 240 models of cars manufactured in Great Britain, whereas in the United States a model makes an average of only 60 cars a model. It seems to be the ambition of the manufacturers over there to multiply their models into as great a variety as possible—in fact, some concerns seem to take pride in the fact that no two cars they make are alike. The confusion that this throws the business into therefore can be well imagined."

"It can be said, however, that some of the manufacturers have adopted the American system with noticeable success; in fact, the largest concern outside of America in the manufacture of automobiles is managed by natives of America, although practically dyed-in-the-wool Englishmen now."

one-sixth of the total number sold in America, on account of the increased selling price a car, the annual turn-over is nearly half what it is in America.

"America so far has done very little business either in England or on the Continent. A comparison of the automobile imports for instance, for the year 1909 into England is a commentary on the smallness of the American export business, for there were exported into England during that year:

From France—Automobiles to the value of \$2,520,000.
From Germany—Automobiles to the value of \$1,700,000.
From Belgium—Automobiles to the value of \$2,000,000.
From Italy—Automobiles to the value of \$2,200,000.
From the United States—Automobiles to the value of \$146,000.

"The opinion that my investigations forced upon me was that it is impracticable for an American manufacturer to place a line of cars (as they are made for American roads and American conditions) with a European dealer in the hope of any very large business, nor can the American manufacturer hope for any considerable volume of business if it is to be handled at long range."

"Our company having reached a point in the development of its factory facilities that are certainly vastly superior to anything in Europe I think it is not presumptuous for us to believe that we can hold our own against all comers in the world's markets, provided we adapt our designs to fit the European conditions."

"Our plants are certainly more thoroughly organized and more completely equipped and our methods and processes are more highly specialized and systematized, so that there would be, to my mind, no question but that a wide and growing market for our product can be obtained."

"In the main, however, the mechanical construction in the American cars is the same as foreign cars, and I think it can now be said that they are more highly developed mechanically, being the result of a vastly greater experience of American over foreign makers, coming from the much larger annual outputs."

"The American manufacturer can undoubtedly, therefore, give the buyer a better mechanical product than the foreign makers, and all that has to be done, therefore, is to bring the various types of mechanical construction in line with foreign demands. I would put it this way: That the American makers could not have been successful in selling to the foreigner just what he, the manufacturer, wants to sell, but he will have to make what the foreigner wants to buy."

"The United States Motor Company, therefore, proposes to adapt its foreign programme to this policy, and as, fortunately, the ownership of the company is to a certain extent international, it will not have to combat to the fullest extent the jealousy and prejudice that attach to a purely alien concern."

"It is quite astonishing to an American to note the prejudice that seems to exist in England against American goods. The Englishmen call us cousins, and yet they seem to look upon goods made either in Germany or Italy than upon goods made in America."

"With the establishment by our company of an English factory in any event, and possibly one in Germany, and with the introduction of the system and specialization that is in vogue in our other factories, we have no doubt that we will be able to make excellent headway in the securing of as much of the world's trade as we have a right to reasonably expect."

LIKE AN ITALIAN GARDEN

Unusual Decorative Scheme for Grand Central Palace Show.

When the decorators turn the Grand Central Palace over to the managers of the independent automobile exhibition on New Year's Eve, the builder of that auditorium will reveal a scheme of unusual decorative work. A most elaborate and effective decorative scheme is now under way in the interior of the Palace is being made into an Italian garden, the rotunda forming the main courtyard.

"Crimson and cream are the keynotes of the color scheme. Unitt and Wickes, who are working out the plan of decoration, have made their illumination so cleverly that the effect is beautiful without being glaring. At the lower end of the main courtyard a loggia is placed, with a view of a garden beyond. This garden effect is carried out throughout the halls. Overhead a crimson canopy, richly embroidered, hides the rafters and structural iron work. This canopy contains about fifteen thousand square feet of material. Openings will reveal a glimpse of blue sky, glowing soft, mellow light to filter through, the lights being masked so as to produce a moonlight effect."

Italian marble and tiling cover all the posts, not a square inch of the present interior remaining in view. A crimson carpet has been provided, and the balconies will be transformed into terraces, the whole forming an unusual decorative plan. The entrance to the auditorium will be transformed to conform to the general decorative scheme, a wrought iron porte cochère done in Italian style being the first thing to greet the visitor's eye on Lexington avenue. Wrought iron lamps of the same general design will be employed throughout the auditorium. The decorators maintain that while they will thoroughly illuminate the exhibition hall, giving much more light than at any previous show, the lights will be so shaded as to give a warm, glowing effect without glare.

The show is especially strong in commercial cars, although the pleasure vehicle in all its variety will have a fine representation.

BETTER REPRESENTATION

A. A. A. May Soon Organize a National Assembly.

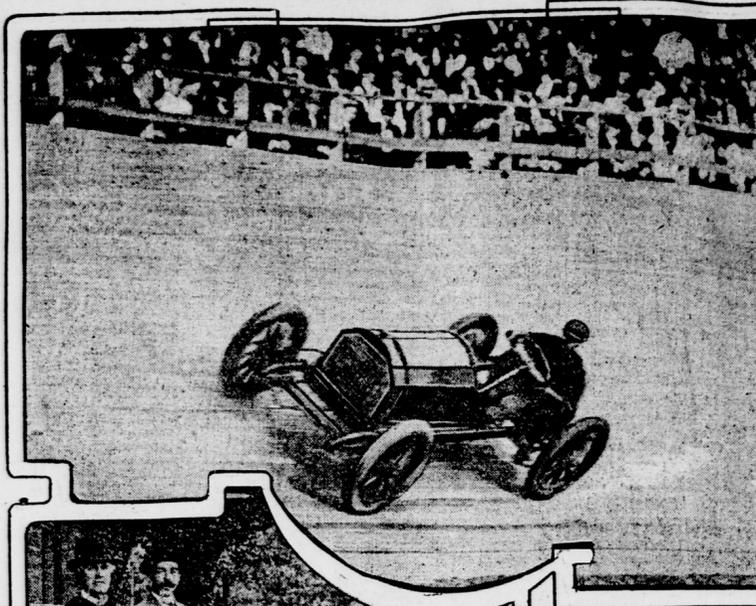
To make the annual A. A. A. gathering, as well as the half yearly meeting more representative in character, L. R. Spears, the president, announces that he will include in his report to be presented at the forthcoming meeting, November 30 and December 1, an amendment to the constitution which would make the A. A. A. very representative in character. The plan is to secure a comprehensive national representation such as will enlist the support of automobilists from every state in the Union.

Furthermore, Mr. Spears will suggest that while the annual meeting shall take place in the West, there shall also be a semi-annual session of the national assembly in the West during the month of June. While the West has been somewhat indifferent in the past, there are indications that its clubs and state bodies intend to assist more thoroughly in enlarging the scope and influence of the A. A. A., which, however, has not been neglectful of the whole country.

For the past two years the Glidden tour has covered Western territory, and the third National Good Roads Convention recently held was conducted at St. Louis. While a coast-to-coast route has been suggested for the 1911 route tour, it is possible that enough support may not be secured to insure the success of such an undertaking, but it appears a practical certainty that in 1912 the requisite entry list and other co-operation will be available.

The Philadelphia branch of the Michelin Tire Company, after being for two years

RALPH DE PALMA SPINNING ABOUT A SAUCER TRACK.



THOMAS A. EDISON IN HIS BARCOCK ELECTRIC.

Lozier Team's Unusual Work

Car Wins Both Track and Road Records for This Country in One Season.

The performance of E. Tetzlaff, who won both classes in the Santa Monica road race on Thanksgiving Day in a Lozier car, was remarkable in more ways than one.

The car was entered in two races, the one being for the Ferris Cup at a distance of 15.50 miles. The other was a distance of 20.5 miles and was for the Leon T. Shettler trophy. Both races were run simultaneously, so that when Tetzlaff won one race he simply continued on for the greater distance.

In the first race he made an average of 72.9 miles an hour. His average time for both races was 72 1/2 miles an hour.

While the distance of neither of the races is regarded as a standard, it will undoubtedly be regarded that the speed of 72.9 miles an hour average is a new road record for America. Before the Grand Prize race at Savannah the American record was generally regarded as held by Louis Chevrolet, who made 70 miles an hour in the Riverhead races on Long Island a year ago. The distance of that race was about 11 1/2 miles.

The record for the mile in road work is still held by Nazzaro over a course 3/8 miles in length and stands at 74.50 miles an hour average. The Santa Monica course is undoubtedly very fast, and the figure

at the corner of Broad and Wood streets, has been moved to larger quarters at Nos. 129-128 Eave street. C. W. Scott, manager of the Michelin branch in Philadelphia, comes from Boston and is well known in the automobile business.

In the month of October the Ford Motor Company sold 798 cars and up to the present date in November 830 Ford Model "T" cars have been shipped from the Detroit plant. This total of 1,628 cars is very damaging to the automobile business in stagnating.

Automobiles, like fishermen, tell some "good ones." To remove from view the unsightly impediments of the running boards of motor cars, has claimed the attention of motor car engineers and body builders from the very start. Yet in each season cars have been produced with the long running boards, marred by the presence of bolts and battery boxes, gas tanks and other accessories, for which no other available place could be found. In the new Columbia for 1911 this difficulty has been met. Instead of the running board, the form of an inverted curve and following the line of the step iron from the frame to the running board, the sheet metal housing extends outward in a straight and horizontal line from the top of the side frame member to a point directly over the inner edge of the running board, to which it falls directly below and is attached. This is a permanent metal housing, and into this housing there is built the tool and battery storage boxes, and behind this protecting guard there is, as well, the Presto-lite tank.

Some interesting tests of the new Edison battery were recently made in electric motor cars under the supervision of Mr. Edison himself. Runs were made on city streets, but the Edison battery more than held its own. The Edison battery more than held its own. The Edison battery more than held its own. The Edison battery more than held its own.

The Warren Motor Car Company, of Detroit, announces that it will make a few radical mechanical changes in the Warren "30" for 1911. This company, which has just recently been installed in its new factory at Detroit, established its reputation with the Warren-Detroit "30" runabout and demitonneau cars. The increased facilities for production in the new factory will permit the making of 3,000 cars in 1911. The Warren line for 1911 contains: Runabout, with other jockey seat or 39-gallon gasoline tank, five-passenger touring car, demitonneau, fore-door car, torpedo and enclosed drive coupé.

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NOW IN LICENSED FOLD DE PALMA ONLY LAUGHED

Many Cars To Be in Garden Show for First Time.

SECOND WEEK FOR TRUCKS

Thirty-four Separate Exhibits of Commercial Vehicles to Demonstrate Growth of Industry.

As the plans become better known, it is evident that the eleventh national automobile show at Madison Square Garden, which opens January 7 and continues for two weeks, will be the most important automobile show ever held, either here or abroad. Joining with those makers who have always exhibited in the Garden will be almost all the members of the old American Motor Car Manufacturers' Association who have heretofore exhibited at the Grand Central Palace.

With the passing by limitation of the A. M. C. M. A., nearly all the members joined as licensees under the Seiden patent, and will exhibit their products at the Garden show.

Because of this addition to the list of exhibitors, the interior of the Garden will be reconstructed, involving the use of much structural steel.

Of the A. M. C. M. A. members who exhibited at the Grand Central Palace last year, thirty-seven will be at the Madison Square Garden, leaving but two or three non-exhibitors. Foreign cars will also be shown, including Mercedes, Brasler and Hotchkiss.

The cars that will be seen in Madison Square Garden for the first time during the two weeks in January include: Marmon, Reo, Maxwell, Overland, Premier, Mitchell, National, Jackson, Brush, Regal, Stoddard-Dayton, Huppobile, Midland, Moline, Moon, Oakland, Ohio, Pullman, Speedwell, American, Amplex, Atlas, Carter, Case, Chadwick, Interstate, Kistler, Bucyrus, McIntyre, Marlon, Courier, Morgan, Garford, Mack, Rapid, Reliance and Grabowsky.

The above are in addition to the old members of the Association of Licensed Automobile Manufacturers and the Importers, the total number of car exhibitors for the big show being sixty-eight.

Practically all of the above cars will be shown also at the national show in the Coliseum, in Chicago, early in February. The shows at the Garden and the Coliseum being the only manufacturers' exhibitions which are sanctioned by the National Association of Automobile Manufacturers and the Motor and Accessory Manufacturers' Association.

The second week of the show, beginning on January 15, will mark the greatest gathering of commercial or freight carrying vehicles ever shown under one roof. Although this branch of the industry has been moving at a comparatively slow pace, it has made significant strides during the last twelve months. There will be thirty-four separate exhibits of commercial vehicles at the Garden show, to say nothing of the exhibits of electric pleasure vehicles, motorcycles and parts and accessories during the same week—the first week, from January 7 to 14, being devoted to pleasure or passenger carrying motor cars and parts and accessories.

This commercial trucks and wagons that will be on exhibition for the first time at the Garden affair include such well known makes as Morgan, Pierce-Arrow, Lozier, Knox, Hupp-Yeats, Peerless, Hewitt, Autocar, Reliance, Rapid, Sampson, Grabowsky, Lansden, Stadelbauer, White, Packard, Mack, Alco, General Vehicle Company, Franklin, Reo, Brush, Overland, Atlas, Randolph, Garford, McIntyre, Kissel and Brasler.

AUTO TURNS UPSIDE DOWN

Four Persons Injured in Mishap Near Mineola, Long Island.

Mineola, Long Island, Nov. 26 (Special).—While on their way in an automobile to their country place at Huntington to spend Sunday, Mr. and Mrs. Hans Iverson, their daughter, Miss Elna, and John Lent, a friend, were thrown from their automobile at New Hyde Park, near here, and received injuries this afternoon which caused them all to be taken to the Nassau Hospital to have their injuries cared for.

The touring car was bowling along at thirty miles an hour on the Jericho Turnpike. When in the center of New Hyde Park the steering gear suddenly broke and caused the car to swerve to one side of the road and then turn upside down.

Mrs. Iverson was thrown out and got two fractured ribs. Miss Iverson had one of her legs broken in two places, the car falling partly on her and pinning her down. Mr. Iverson had a badly sprained back. He jumped just before the car turned over. Mr. Lent had painful contusions of one of his legs.

It strikes me that the driver who can keep his car cool and not get fussed when things go wrong during a contest is better able to stand the physical strain when he gets back in the running, and invariably stands a better chance of catching up.

"It has always struck me that most foreign drivers do not try to develop 'head work' as they might, and head work in racing is something I have always paid a lot of attention to. I learned it in the bicycle racing game. Judging distance, speed, and especially gauging and keeping tabs on the other fellows, counts. It is just as necessary to retain your composure and avoid personal fatigue as it is to save the car. In fact, what is known as head work keeps you from 'losing your head.'"

"For some reason or other, when I see that I am hopelessly out of a race, as at Savannah, I burst out with a regular schoolboy laugh—not that I think it a joke to lose a race and a fat purse, and not that I do it intentionally. It is merely my substitute for hair tearing and running up and down like a chicken with its head off. And by the way, losing six or seven thousand dollars when it is just about your neck is not a thing to bring a big smile to any one, in view of the high cost of living. But they say I snickered at Savannah when I examined the car and saw all hope was gone."

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MOST VALUABLE SECONDS

Hemery Deposits Mulford from Head of Club.

"The Most Valuable Seconds" Club seems to be a close corporation, and the struggle between Ralph Mulford, of the Lozier team, and Victor Hemery, of the Benz camp, for the office of past grand master is a very exciting one.

But quite the most remarkable feature of the race was the closing up of the Lozier racing team's season. The most coveted wins of the year, with the exception of the Vanderbilt and the Grand Prize race, have been made by this car.

Ralph Mulford won the national stock chassis race at Elgin, driving a most unusual race and stopping but once for supplies, which was simply a matter of precaution as it turned out.

Then Joe Horan took the 200-mile race at Atlanta the week before the Grand Prize race, establishing a new American track record for the distance and menacing the wonderful English record by Edge.

The win of Thanksgiving Day gave the Lozier car also the American road record to talk about. It is probable that never before in the history of American automobile racing has one car closed the season with so many significant and valuable records as this car.

It is proper to say a congratulatory word to the Lozier racing manager, C. A. Emise, whose handling of the team and indefatigable work have compassed the season's record.

SMALL COST PER MILE

Horse Again Proves More Expensive than Automobile.

There has been considerable talk in the newspapers recently in regard to the comparative up-keep of an automobile and a horse, with the intention of demonstrating that the automobile is inexpensive to maintain.

In this connection the Carhart Sales Company at the Plaza gathered some interesting data on the actual cost of up-keeping a car. Under the head of mileage obtained per gallon of gasoline the figures show that the average Carhart car some one else traveled eighteen and twenty-one miles a gallon, reducing the cost to the neighborhood of one cent a mile for this item. In computing repairs the speedometers of fourteen of the twenty-six retail customers that have purchased cars in the last two months were read, and the total gross mileage was 23,480.

During this period the Carhart service car has been called into requisition once. In this instance the chauffeur very carefully shut off his air and opened his gas in the carburetor, and wondered why the car didn't start.

With the arrival of the fifty horsepower car the "Carhart" line is now entirely complete. The various models are as follows: Twenty-two-horsepower, at \$1,000; thirty-five-horsepower, at \$2,200; and the fifty-horsepower, at \$3,500.

OVERLAND CARS

New current models. Will sell this week at SPECIAL PRICES

Also several 1909 and 1910 used cars, thoroughly overhauled and guaranteed.

\$500.00 and Upward

CHAS. E. RIESS & CO. 1776 Broadway, cor. 57th St. Phone 5130 Columbus.

AUTO BARGAINS!

HIGH GRADE USED CARS. As the largest dealers in the world in new and used cars, we have constantly on our sales floors a large stock of all STANDARD MAKES. Runabouts and Roadsters... \$250 to \$1,150. Large Touring Cars... \$350 to \$1,000. No matter what car you want we are sure to have it at the price you expect to pay. SEND FOR OUR BARGAIN BULLETIN. OR BETTER CALL AND LOOK OVER OUR BIG STOCK OF FINE CARS. TIMES SQ. AUTO CO. 231-233 7th Ave., Bet. 40th and 49th Sts. Also Plaza, Chicago, St. Louis, Kansas City. BEAUTIFUL FAIR BEAR ROBES, PERFECT condition, also elegant fur coat and fur lined coat, no cash offer refused. @ East 92d, near 10th Ave.

Locomobile advertisement featuring a large illustration of a car and text describing its features: High Tension Ignition, Shaft Drive, Four Door Bodies and Demountable Rims, Are Features for 1911. Modish, luxurious appointments, and the standard merit of LOCOMOBILE construction for twelve years distinguish the "30" Limousine as the patrician among closed cars. Its aristocratic appearance adapts it to fashionable service, its power and strength to any kind of winter touring. Color scheme may be dictated by purchaser to reflect personal taste. Interior richly finished in imported fabrics. All seats face forward. Turns without backing in 35-foot street. Price \$4,600. LOCOMOBILE CO. OF AMERICA, Broadway and 7th Street, Tel. 780 Schuyler. Licensed Under Seiden Patent.