

WOMEN ARE THE CAR BUYERS

WHAT THEY SAY VERY OFTEN DETERMINES THE SALE.

Popularity of the Electric. Even in the Days of Limited Mileage, is Proof Enough of the Strength of Their Influence. Not Always Easy Customers.

The farmer is being exploited as the new consumer of automobiles, the person who is to provide an active market for the product of 1911 and the years to come, is an even better market than the East coast. For speaking broadly the farmer possesses the West in the language of the automobile maker. With all deference to the widely voiced opinions on this subject the man who buys the automobile is not a man at all it is a woman.

If the Western farmer is going to buy automobiles a great deal Mrs. Farmer is the person who has stimulated him to that action. And here in the East the buyer of cars is generally obeying the wishes of his wife or his daughter or some other feminine relative. There are many cars sold, to be sure, that are bought and driven, but the steady custom is that of the married folk.

Women are responsible for not a few things in the way of automobile construction and finish. Cars to-day are more luxurious and more comfortable than they would be if it were not for women. The finely fitted up enclosed cars are for their convenience. The improvements in touring cars are due to them. The buyers of cars are probably would buy in less elaborate automobiles. A multitude of little things in automobiles are contrived to please the women. The little flower holders in the enclosed cars are a type of that sort.

The whipcord upholstered coupes and the bright finished limousines and landaulets with dome lights came into being because makers saw they could attract women customers with these things. They did them too as part of an exceptional finish to their product, but the refinements were due to feminine demands. Almost any man who sells an automobile wants to be able to say, "I sold it in the horse days," a woman can drive it. That is where the electric has had its great hold. The electric has a simple system of control and runs quietly and easily. Changes in speeds are easy to make and the braking is convenient. Then again electric don't make such great speed and they roll so quietly that they do not alarm the driver. The electric is in such demand for cities where the runs are short and pavements level, that women have taken to this type very readily. Almost any man who sells an automobile wants to be able to say, "I sold it in the horse days," a woman can drive it.

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Each season a matter of great moment to the automobile show is to get something appropriate and catchy in the way of a poster. The influence of the poster idea is to be found in the poster that the A. T. C. has adopted for the season. It is a picture which runs in Madison Square Garden from January 7 to 24. The poster shows a woman in a long red coat and a flowing veil and adorned with the latest in motor headgear. Her arms are up and she is holding a steering wheel. The poster is marked with the initials of the Association of Licensed Automobile Manufacturers. She is cheering on the occupants of an automobile marked 1911. The meaning of the picture is to get the motor and a streaming yellow tail follows it.

The show committee of the automobile exhibition to be held in Grand Central Palace from December 12 to January 7 has adopted an attractive poster which runs in the way of an aeroplane. The near relationship of the aeroplane and motor car because of their equal dependence upon the gasoline motor was one consideration that impelled the show people to select this type. Another reason was that there were many persons in New York who want to see the planes at close range. The poster shows a woman in a long red coat and a flowing veil and adorned with the latest in motor headgear. Her arms are up and she is holding a steering wheel. The poster is marked with the initials of the Association of Licensed Automobile Manufacturers. She is cheering on the occupants of an automobile marked 1911. The meaning of the picture is to get the motor and a streaming yellow tail follows it.

NOTES OF THE MOTOR TRADE

CARS AND THEIR BUYERS AND THEIR MAKERS.

Gas. Carter Gets a Louzer. Ford Tells of Model T. Comfort for Benz Customers. Res. Dees Well at Harrisburg. Thomas Car's Good Performance.

Ex-convict of the Hawaiian Islands is one of the prominent Americans on those islands who has taken up automobiling. A 1911 Louzer Lakewood torpedo model, has just been shipped to him at Honolulu.

Henry Ford said not long ago that it took him and his factory organization almost a whole year to prepare to turn out the Model T, of which there are now more than 1,000,000 on the road. "You cannot prepare a factory to turn out an entirely new model if it is a good car, in less time," said Mr. Ford. At the factory fifty expert tool makers put in long hours preparing the special tools, jigs, etc., for use with the new model. It took very nearly 30 days after Ford had perfected his model before the first car was ready for shipment. Meantime the factory had to keep up with deliveries on other models.

We desire to have prospective Benz customers enjoy all of the luxuries and the very best which the world can show. Says Jesse Froehlich of the Benz Auto Import Company, "unhappily by a large number of idle curiosity seekers. We feel convinced that an artistic shopping made in the world, such as the show at the Motor Show, will provide ideal conditions and aid the customer in making a careful and proper selection of the car particularly suited to his individual needs. The Benz will show the best of cars in both the touring and town types.

In the recent Harrisburg endurance run the Red was the winner. The car was run for 24 hours and was better than five cars in the \$3,000 class by margins all the way from 11 to 35 points. The Red also had a better score than eight cars in the \$2,000 class and one in the \$1,000 class. The Red was a 1910 model which had covered 20,000 miles in demonstrating and utility work. It belongs in the \$2,500 division.

At the finish of the recent five day reliability run of the Chicago Motor Club the Thomas high gear car driven by George Miller, went through an unusual performance. The car was run for 120 hours and covered 10,000 miles in demonstrating and utility work. It belongs in the \$2,500 division.

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AMONG THE AUTOMOBILISTS

CLOSING OF 23D STREET FERRY OPENS UP OTHER LINES.

West Shore's Weebawken Route Displays Attractions. Bar Harbor Struggle to End Need of Flexible Bracket Lamps for Blind Turns. Some Speed.

The closing of the Pennsylvania Twenty-third street ferry hasn't made as great a difference to automobilists as it was expected at first that it would. The Erie runs a ferry to Jersey City which can be made use of by motorists and the Lackawanna has boats that run to Hoboken.

Apparently the war will be over soon at Bar Harbor and automobilists will be able to make use of the summer resort. A private road for automobiles is under way. It will reach the cottages of owners of machines and as a private way will not come under state or local control. The chief objection to automobilists was the danger of accidents in meeting with horse-drawn vehicles on some of the narrow cliff roads. The road which is to be built by connecting all the roads for some miles from the center of the town will not interfere with the regular traffic.

Headlights that are made to turn with the wheels so as to give a true light at all times on the path are likely soon to be popular because of the Motor World puts it. Every person who ever rode on the road at night has been annoyed by the glare of headlights that are not made to deflect with the wheels. The headlights of the future will be made to deflect with the wheels. The headlights of the future will be made to deflect with the wheels.

The Waverly Electric Vehicle Company has opened a branch in Chicago. It is at 174 Michigan avenue for the time being. The company is a new one and is not yet established. It is a new one and is not yet established. It is a new one and is not yet established.

While it is an admitted fact that the motor commercial vehicle is rapidly supplanting the horse drawn vehicle there is still a large number of horse drawn vehicles in use. The horse drawn vehicle is still a large number of horse drawn vehicles in use. The horse drawn vehicle is still a large number of horse drawn vehicles in use.

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IMMEDIATE DELIVERY

BENZ 1911 TOWN CARS

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AUTO BARGAINS

EXCEEDINGLY LOW PRICES

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J. M. QUINBY & CO.

ALUMINUM AUTOMOBILE BODIES

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Advertisement for Locomobile Company of America. Features a large illustration of a 1911 Locomobile car. Text describes the car's features, including its chassis, engine, and interior. The advertisement is titled 'Locomobile' and 'The 30" Limousine is an admirable closed vehicle.' It lists various models and their specifications, such as 'The 30" Limousine' and 'The 48" Six Cylinders.' The company name 'The Locomobile Company of America' is prominently displayed at the bottom.