



BROOKLYN AUTOMOBILE SHOW.

TWENTY-THIRD REGIMENT ARMORY.

FEBRUARY 24TH - MARCH 2ND

CORNER BEDFORD AND ATLANTIC AVENUES.



With a blast of bugles, followed by a triumphant band overture, the second annual Brooklyn Automobile Show opened last night for a run of one week. Seventy makes of automobiles and motor trucks and three exhibits of motorcycles—in all about 250 motor vehicles—are to be seen. Last year's attempt was a good one, but this season's event has eclipsed it.

The show is under the auspices of the Brooklyn Motor Vehicle Dealers Association and the direct management of Charles H. Green. This was the combination which worked out last year's exhibition.

The interior of the building represents a Spanish garden, the color scheme being worked out in crimson and ivory. From the dome of the building hangs a great canopy containing no less than 60,000 yards of bunting. Thousands of electric lights provide a flood of light which illuminates the highly polished cars and chassis to advantage.

Lamps entwined with vines and foliage are pendant from the roof. The exhibition spaces are marked by bay trees and are not raised off. Along the main aisle are rows of Doric columns surmounted by ornate lamps. The outer edge of the balcony has a balustrade with lampposts at intervals. Several thousands of yards of carpet cover the floor spaces of the exhibitors.

The opening night crowd was large and enthusiastic. It was not merely a jam of curiosity seekers, but motorists had prospective owners of cars really interested in automobiles. There was a surprisingly large portion of women present. In Brooklyn and Long Island there are many women who drive their own automobiles.

There are twenty-two concerns among the seventy exhibitors showing commercial vehicles. The Brooklyn display is not only interesting to the passenger car buyer but to the business man as well.

A plan has been adopted by the management to make the show especially attractive to women. Beginning tomorrow the first 500 women who pass through the gates afternoon and evening will receive with the compliments of the management a pound box of candy of a high grade brand. This plan will be kept up all week. Presenting a box of candy in exchange for a fifty-cent admission will cost the management considerable and might be considered "bad business," but the Brooklyn Motor Vehicle Dealers

Association wants to attract all the women in Brooklyn who can possibly be interested in motor cars.

The following makes of pleasure cars and motor trucks are on view: Alco, Locomobile, Stevens-Duryea, Columbia, Maxwell, Studebaker, Garford, Mitchell, Winton, Peerless, Packard, Cadillac, Paige-Detroit, Warren, Knox, Autocar, Kisselcar, Hupmobile, Buick, White, Hudson, Cole, Ford, Chalmers, Reo, Premier, Stoddard-Dayton, Case, Fiat, Pathfinder, Parry, Herreshoff, Oakland, Overland, Pope-Hartford, Haynes, Cartecar, Mercury Truck, Marion, American, Otto, R. C. H., Detroit-Electric, Velie, Speedwell, Lippard-Stewart, Norwalk, Elmore, Brooks Wagon, Universal Truck, White Star Truck, Firestone-Columbus, Knickerbocker Truck, Boss Delivery, Crawford, Penn, 20 Jackson, Rega, Cass Truck, Apperson, Rambler, Wishart-Dayton Truck, Stearns, Bergdoll, Gramm Truck, Commer Truck, Franklin and Decatur Hoosier. The motorcycles shown are Pierce, New Era and Indian.

phenomenal development of the automobile show.

"There are two kinds of automobile shows held in this country, the national shows given in New York and in Chicago and the local shows which are held in hundreds of cities by local dealers and clubs. Both brands of shows accomplish different objects. At the early national automobile shows the motive of the exhibitors was twofold. The supposed primary object was to show their goods to dealers and book orders from them and the secondary object the education of the public, the introduction of the different makes to the people and the booking of sales at retail.

"The difference in the local show is that instead of being a market made by a manufacturer for the dealers it is more like an annual opening festival similar in a way to the openings of the milliners at which the new models are displayed to the public.

"The good which can be derived from an enterprising lot of men like the dealers in Brooklyn by holding an automobile show is great. All the makes of cars they represent are shown under one roof and Long Island people and others interested save time by attending the exposition; the dealers come in contact with prospective buyers with whom perhaps they have corresponded for months previous to the show, and generally speaking the Public is educated to the automobile.

COOPERATION DID IT.

Brooklyn Show Successful Far Beyond Earlier Relief Because of It.

A few years ago, four or five perhaps, if any one had suggested running an automobile show in Brooklyn the idea would have been laughed at," said Charles A. Stewart, a member of the show committee, last night. "The local dealers would have said that such an idea was foolish and that it would never be supported, inasmuch as Brooklyn is too near Manhattan, where the national shows are held. However, when the idea was sug-

car and are accessible through a small trapdoor in the tonneau. These batteries are powerful enough to turn the engine over for continuous periods exceeding half an hour.

The wiring from the batteries to the motor is carried in a metal conduit, protecting it completely. All the wiring is on the frame of the chassis, so that the body of the car may be removed without injury to the starting apparatus. The electric headlights, side lights and tail light with which the car is fitted are operated from the batteries and there is also a plug in the dash for an extension light.

The self-starting system is in combination with left hand drive construc-

KIRKHAM'S CARS.

Maxwell and Columbia Models in the Brooklyn Display.

I. C. Kirkham, treasurer of the Brooklyn Motor Vehicle Dealers Association and the exclusive distributor of the Maxwell and Columbia automobiles for Long Island, is enthusiastic over the Automobile Show. A member of the show committee, he devoted much time and thought to it.

Mr. Kirkham has a wide selling field in the Maxwell and Columbia automobiles, ranging in price from \$600 to \$4,900. The Maxwell model which won the Glidden

A MARKET SURE FOR EIGHTEEN YEARS YET

Willys's Figures on the Prospects for Selling His Automobiles as Quoted by C. T. Silver.

CAR FOR THE AVERAGE MAN

His Income Can Take Care of the Output, as History Has Demonstrated, Dealer Says.

C. H. GREEN, MANAGER

W. KOUWENHOVEN, CHAIRMAN

C. M. BISHOP, SECRETARY

SHOW COMMITTEE BROOKLYN MOTOR VEHICLE DEALERS ASSOCIATION

CHARLES A. STEWART

J. D. ROURK

I. C. KIRKHAM

C. F. BATT

"Is the automobile within the means of the average man?" is a question which Conover T. Silver, local distributor for the Overland, says is answerable in the affirmative. "Years ago," he says, "when the imported creations held sway, they were gobbled up without a question and the supply was not sufficient to meet the demand. There were not enough cars to go around among the men whose average income could afford one of them. And when the American cars of high price were competent to compete with their foreign cousins men whose average income could well afford their purchase had been educated to absorb them. And so it has been up to the present day.

"Each year presents a new phase of the 'within the means of the average man' problem and it has always been solved."

This viewpoint is borne out by the facts given in the New York Chamber of Commerce recently by John N. Willys: "There are in American cities and towns 18,900,000 families of whom 4,208,000 have incomes of \$1,200 a year. All are eligible as automobile owners. There are in use to-day 455,000 cars, leaving a margin of 3,752,000 town families to be supplied. There are 1,345,000 farmers making \$1,200 and more a year who can also buy cars, raising the total to 5,102,000. The production of new cars is at the rate of 250,000 a year, which leaves an eighteen year job in sight for our factories."

Silver himself is a believer of the application of Willys's theories to his own territory and he has orders in for all the Overland cars he can get. One trainload due this week will contain more than 200 Overlands. Silver says he would make the whole Overland product if he could get it.

"That contingent which has been waiting for the automobile to come within the means of the average man," he says, "will have a chance at the Brooklyn show. The full line of Overlands will be shown at my booth and I think there is something there for every one."

PAIGE AND WARREN CARS.

Four of Each Make Shown by Empire City Automobile Co.

The Empire City Automobile Company exhibits the Paige and Warren lines of cars under the direction of J. W. Lowell. For 1912 the Paige line includes seven models on one chassis. These seven models are designed to meet all the needs and requirements of motorists, from the open runabout roadster and touring eyes to the closed car. The Empire City Automobile Company shows five of the seven models—the Kenilworth roadster, the Beverly four passenger touring, the Brunswick five passenger touring, the Brooklands, a model raceabout, and La Marquisie a model colonial coupé.

In the Warren group they show the Model 30, the Model 35 roadster and touring, the Model 40 touring, the last named the latest addition to the line. The Empire City Automobile Company has its Brooklyn showroom at 1178 Bedford Avenue.

AUTOMOBILES.

EVERITT AND OLDSMOBILE

Independent Exhibit

at Our Showroom Feb'y 24th to March 2nd

20 Show Cars---All Styles and Models

Tanner Motor Car Co.

1746 Bedford Ave., cor. Sterling Place

BROOKLYN NEW YORK

THE VALUE OF SHOWS.

Brooklyn Manager Tells Good Points of Two Types of Exhibition.

"There is no necessity of dilating upon the good work accomplished by automobile shows," says Charles H. Green, manager of the Brooklyn Automobile Show. "Suffice it is to say that they have done much of the missionary work which has made the automobile industry one of the most important of the world's industries.

"Only last month two big shows were held in New York because no show building in the metropolis is big enough to house them as one. Judging from the interest being manifested in the Brooklyn show the Manhattan affairs only whetted the appetites of local motorists. Newark's show was very successful and indications are that Brooklyn's second show will be even a greater success than the first affair.

"A glance back to the first show held in this country reveals that it was the creation of a coterie of fashionables and was patronized chiefly by those who are first to follow fashion. This had much to do with the preserving of the interest in the exhibitions, but now the show is patronized by every one. The steady mechanical improvement of the motor car, the advance in commercial wisdom of the makers, the continual outspread of the automobile propaganda and the making of new converts have all had to do with

UNDERSLUNG CARS.

Some Points Claimed for the American's Construction.

"Among the features in 1912 cars generally one cannot fail to notice the advances made by the underslung type," says Edward McFarlan of the Marion Motor Car Company, exhibitors of the American and Marion cars at the Brooklyn show. "The American is the pioneer in this style of construction, and for several years the American Motors Company was the only supporter of this design. In the last few years other manufacturers have become converts to the underslung frame and now no less than fourteen makers have adopted it. Further gains for it are predicted for 1913 and 1914.

"The advantages of this form of construction as we see them are these:

"First—An absolutely straight line drive, which delivers direct to the rear axle practically all the motor's power and avoids that angularity in the propeller shaft and consequent loss of power present in cars of conventional design.

"Second—Low centre of gravity, which prevents sideling and skidding and gives the car that hug of the road sensation so satisfactory to all drivers and insures safety and comfort to passengers when turning corners at high speed.

"Third—Large wheels, which insure easy riding and long tire life and which cannot be used with safety except in underslugging.

"Fourth—Spring construction is pronounced ideal by expert spring makers, because the flexibility of the springs allows full play to the axles without transmitting the shocks and jerks to the occupants of the car.

"Fifth—Road clearance being determined by the design of the frame and, as nothing projects below the frame of the underslung, it has as much as or more clearance than the conventional type."

SIMPLICITY IN CARS.

Aim of Present Construction Toward "Clean Design."

"There is no feature of automobile design to-day," says S. D. Miller, manager of the Brooklyn branch of the A. Elliott Ranney Company, Hudson distributors, "which commands so much attention on the part of engineers and the public alike as simplicity. The prospective buyer hears simplicity talk on all sides until he is fairly at a loss to know whether he really understands the definition of the word simplicity.

"There seems to be no argument on the desirability of simplicity. The very fact that engineers are striving for the same end is sufficient to mark it as a permanent improvement in motor car construction. To the buyer the first and most important advantage it affords is the greater value that is possible. For instance, in the Hudson 23 by so designing one part that it will perform the functions ordinarily required of several it has been possible for Howard E. Coffin to eliminate many of the parts that have hitherto seemed essential.

"Fewer parts to make means just so much saved in manufacture and assembly. In consequence it has been possible to put more into every part of the car. Better workmanship, better finish, etc., are the result. Simplicity coupled with scientific manufacturing methods has made it possible to produce to-day at a medium price a car which but a few years ago could not be built at any such price.

"Another advantage credited to the car that is simple in construction is its lower cost of upkeep. A car with fewer parts has just so many less to wear and to require replacing or attention. Every time it is necessary to send a car to the shop just so much more is added to the cost of upkeep."

gested a little more than a year ago the local dealers began to realize that a show well managed was not only feasible but could be successful as well. The result was that in February of last year Brooklyn saw its first show and it was immediately stamped with the word 'success.'

"Cooperation and good management made it a success where failure might easily have resulted. The Brooklyn Motor Vehicle Dealers Association worked hard to have its dream realized and Manager Green whipped the production into shape, so that instead of its being like many local dealers' shows, cheap in appearance, the exposition was comparable with the best to be seen anywhere in the country.

"The organization and execution of the Brooklyn show last year is an excellent example of what an association can accomplish. In New York the Automobile Dealers Association, incorporated, has done much work that is of benefit to automobile dealers and dealers alike, and the Brooklyn Motor Vehicle Dealers Association is doing the same sort of work. Some members of the New York organization have interests in Brooklyn, sub-agencies and branches, and naturally the New York dealers look with favor upon the success of the Brooklynites."

THE NEW WHITE SIX.

It Is Being Exhibited in Brooklyn Armory This Week.

The White Company is exhibiting its complete line at the Twenty-third Regiment Armory in Brooklyn. The cars shown include the 60, 49 and 30 types, the self-starting six cylinder 60 being the latest model.

The White Company has developed an electrical self-starting and lighting system, with which the six cylinder car is regularly equipped. This system is separate from the ignition system. The motor is started by a switch located on the dash. It is connected directly with the engine by a silent chain and starts the engine smoothly and naturally. The batteries used in connection with the starter are hung from the frame of the

tour is on exhibition and Mr. Kirkham also has the Columbia Silent Knight model on exhibition.

AUTOMOBILES.

TO SELL 775 FORDS.

Cole Line Too Keeps Bishop, McCormick & Bishop Very Busy.

Bishop, McCormick & Bishop are the dealers who show Ford and Cole cars in the Twenty-third Regiment Armory. This firm six years ago took hold of the Ford car in Kings and Queens counties on a basis of 10 per cent net, as C. M. Bishop, secretary and sales manager, recites the story, and since then has grown to such an extent that now the territory is all of Long Island, and an allotment of 775 cars has been contracted for in the 1912 selling season.

"We do not take any especial credit for growing," says Mr. Bishop. "One could not help growing with the Ford proposition, but we will admit that we worked seven days a week and many of those days were eighteen hours long. The only luck we can figure out was the opportunity to work.

"As to the Cole, we took that on before it was generally known. We placed our confidence in a man who are handling the proposition in New York and at the factory. We were convinced that they would not let us down with anything that could be a failure and that they would play the game fair from start to finish even if it hurt them. The popularity of the Cole to-day proves our judgment was right."

AUTOMOBILES.

Second Annual Brooklyn Auto Show

A SPLENDID opportunity to inspect the latest models of pleasure and commercial vehicles. Three hundred cars attractively displayed. No crowding. Concert afternoon and evening by Old Guard Band.

Feb. 24 to March 2

23rd Regiment Armory
(Bedford Avenue, "Atlantic to Pacific")

ADMISSION, 50 CENTS

Auto Show Souvenir

Beginning tomorrow, February 26, the first 500 ladies purchasing tickets at the Box Office, after 1:30 P. M., and the first 500 purchasing tickets at the Box Office, after 7:30 P. M., will receive a box of Park & Tilford's Finest Chocolates.

To reach the Show from Manhattan, take Fulton Street "L" to Franklin or Nostrand Avenue Station