

HUGE CAMPAIGN FOR FOREIGN CAR TRADE

Studebakers Find Some Obstacles, at That, in the Way of Placing "Big Copy."

PAVING WORK IN QUEENS

Borough President Calls Meetings for First of Next Month to Consider List of Streets.

An incident of the invasion of foreign trade by American makers of motor cars is the first campaign of full page advertising in the history of newspaperdom in South America, Australasia and South Africa.

One of the papers refused the advertisement because it was too large. Another insisted on payment in advance.

An interesting feature was the preparation of the copy. The original English was translated into German, French, Italian and four varieties of Spanish.

An almost tragic incident of the campaign was that several papers to which the order for the full page was sent, notably three in Mexico, expired while those orders were in transit.

Borough President Connolly has called meetings of the local boards of Queens for March 1 and 2 which will be of importance because there will then be presented the petitions which have recently been prepared for the improvement of highways in the borough.

Fourth avenue and Whitehouse avenue from Eighteenth avenue, Whitestone, to Broadway, Flushing.

Eleventh avenue from the Boulevard, Whitestone, to Willets Point road.

Map street and the Rocky Hill road from Hillside street, Jamaica, to the Rockaway Plank road.

Bell avenue, Bay Side, from Willets Point road to Rocky Hill road.

Farmers avenue and the Old Country road, Jamaica, from Rockaway Plank road to Jamaica and Hempstead Plank road.

Hillside avenue, in Fourth ward, from Myrtle avenue to Hoffman Boulevard.

Locust avenue from Rockaway road to Farmers avenue, Fourth ward.

Sprinfleld street, in Rockaway avenue from Rockaway road to Hillside avenue, Fourth ward.

Willets Point road from Eleventh avenue to Bell avenue, and in Fourteenth street from Eleventh avenue to Willets Point road, Third ward.

Whitstone road from Willets Point road to Broadway, Third ward.

Little Neck road from Broadway to Jericho turnpike, and Floral Park road from Little Neck road, Third ward.

Parsons avenue, Queens, avenue and Queens road from Broadway to Jamaica and Hempstead turnpike, Third ward.

Broadway and Liberty avenue from Kings county line to the Rockaway road, Fourth ward.

Rocky Hill road from Queens avenue to Hillside avenue, Fourth ward.

Rockaway Plank road from Kings county line to the Brooklyn conduit, Fourth ward.

Frotting Court street, from Rockaway avenue from Hoffman Boulevard to Rockaway Plank road, Second and Fourth wards.

Third avenue and Eighteenth street from Thirteenth street, College Point, to Eleventh avenue, Whitestone, Third ward.

Union turnpike from Metropolitan avenue to Flushing and Jamaica road, Second, Third and Fourth wards.

Thomson avenue and Hoffman Boulevard from Diagonal street to Jamaica avenue, First, Second and Third wards.

Lawrence street from Broadway to the North Hempstead turnpike, Third ward.

Laurel Hill Boulevard and Shell road from Newtown Creek to Thomson avenue, Second ward.

Jackson avenue from Trains Meadow road to Shell road, Second ward.

Seaview avenue from Cornaga avenue to Atlantic avenue, Atlantic avenue from Seaview avenue to Norton's Creek, the boulevard from Norton's Creek, the boulevard from Bay avenue to the Long Island Railroad, and from Central avenue to Rockaway turnpike, Brook Four ward.

Rockaway turnpike from the city line to Cornaga avenue, Central avenue from Nostrand avenue to the city line, Fifth ward.

Broadway from Murray street in Flushing to Tenth street, Bay Side, the section about which residents of Flushing made a protest, is not included in this list at all.

Improved granite block pavement is to be laid in Broadway from Tenth street, Bay Side, to Main street, Longmeadow, and in Grand street from Flushing avenue to Thomson avenue, Second ward.

The announcement of the Thomas B. Jeffery Company of a 10,000 mile guarantee on Rambler cars has created considerable comment. Heretofore no manufacturer has cared to say in mere what his guarantee meant to the buyer.

NEW HEAD FOR THOMAS.

F. R. Humpage Succeeds to Place Held by Chalfant.

F. R. Humpage, recently elected president of the E. R. Thomas Motor Car company for a year, has been vice-president and general manager of the concern.



F. R. HUMPAGE, PRESIDENT THOMAS MOTOR CO.

exceptionally good, according to William L. Colt, president of the Colt-Stratton Company, general Eastern distributors of Cole motor cars.

"In the last two months I have been travelling pretty constantly throughout the East and middle West from Indianapolis to Portland, Me., says Mr. Colt. Despite the fact that this is a Presidential year, when business conditions are usually at least unsettled, I found the outlook brighter than ever before in my long connection with the industry.

OVERLANDS IN BROOKLYN.

Exhibit of These at the Twenty-third Regiment.

One of the features of the Brooklyn show is the booth of Conover T. Silver, where the Overland models are on dress parade. Silver's debut in the automobile business was made in Brooklyn, and he has taken special pains with the Overland display.

The Overland shows a radical or revolutionary change for 1912. The range of the models is from 23 horse-power to 45 horse-power and the prices from \$500 to \$2,000.

The 30 horse-power, five passenger, fore-door touring car, with pressed steel frame, F & S bearings, selective transmission, and dual ignition to be sold at \$1,250, added to which it is the only car of its class to use aluminum for the crank and gear case.

Final Steps in Ajax Tire Making. In the curing room to which the tire and mould go for the final step in the process there is a part of the work in the Ajax-Grieb factory which uses its own special device. It applies to the way in which the casing is held in the shell before it goes into the vulcanizer.

Valuable Metals for Ignition Devices. "The demand for platinum caused by the enormous number of magnetos and vibrating coils has reduced the world's visible supply of this metal and has greatly increased its price," says Charles F. Snilford, head of the ignition device factory in New York.

place left vacant by E. P. Chalfant, who has gone into the railroad business. The others on the executive staff remain. W. L. Gleason is vice-president, having general supervision of production, and J. J. Ramsey is secretary and treasurer.

"MERIDIAN ROAD" TO RUN NORTH AND SOUTH

Title for Highway to Be Improved on the Stretch From Winnipeg to Galveston.

OTHER BUILDING ACTIVITIES

Reports of Clubs in the American Automobile Association and Kindred Motoring Affairs.

Good roads represent in great degree the present activities of the average automobile club, as is made apparent by the reports from all over the country sent by American Automobile Association clubs to the road board of the national organization.

In no part of the country has there been greater energy displayed than in Virginia, thanks to the efforts of President Preston Belvin and his associate officers of the Old Dominion State body of motorists.

The Washington-Fredricksburg-Richmond route is now occupying the greatest attention of the Washington's Birthday rally at Fredricksburg, brought this particular line to the fore.

Simplex Agents for Chicago. Arrangements have been concluded between the Simplex Automobile Company and J. G. Tennant & Co. of Chicago, Ill., whereby the latter concern has been appointed exclusive dealers of Simplex cars in Chicago.

Charles F. Batt of the Grant Square Automobile Company, at 1378 Bedford avenue, has closed a contract with Halper & Co. of Cincinnati, Ohio, to handle the Cino in this territory.

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A PRIVATE VIEW.

More Than Twenty Everitts and Oldsmobiles at Tanner Co. Rooms.

The Tanner Motor Car Co., Bedford avenue and Sterling place, Brooklyn, is holding an independent exhibit, which started last night and runs to March 2.

Mr. Burstein feels that it is necessary to acquaint people with the equipment of the Tanner Motor Car Co., its organization and service facilities.

"We have more than fifty Everitts on our own sales, running east of Patchogue at this time, and splendid prospects for the future," says Mr. Burstein. "This gives you a fair idea of the extent of the popularity of the Everitt in the short time we have been handling the line."

Truck for Belmont Farm. A two ton truck sold to August Belmont for use on his farm is a feature of the Alco booth at the Brooklyn show.

Alco Sold to Him Is on Exhibition in Brooklyn. A two ton truck sold to August Belmont for use on his farm is a feature of the Alco booth at the Brooklyn show.

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ville, Lynchburg and Danville there is a third route southward, and the fourth line from Philadelphia, through Delaware to Cape Charles, has a relatively small mileage in Virginia. Unless there is decided improvement from Norfolk to Suffolk south, travel on this route is likely to be diverted from Old Point Comfort or Newport News up to Richmond and thence South or West.

From President Roy F. Britton of the Automobile Club of St. Louis comes the information that all the Republican members of the Missouri delegation in Congress have put themselves upon record as being in favor of the plan for Federal aid.

In commenting upon the plan for the Lincoln memorial highway Congressman Charles B. Smith of New York voices this sentiment: "I wish to say that I am in favor of the plan for a Lincoln memorial highway. I may add that the character of monument proposed by certain architects and other well meaning persons as a tribute to the glory of Lincoln fails to accord with the popular idea of the martyred President. I know of no better way to honor a man who springs from the thousands might enjoy the healthful freedom in symbolic celebration and commemoration of the principles for which Lincoln lived and died."

The hearing on the measure will take place before a committee of the House of Representatives.

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Garland Automobile Company advertisement for the 1912 Velle Electric Lighted car. Features include: Luxuriously upholstered with hand-buffed leather; deep tilted cushions; in smartness and quality we invite comparison with the best car built in America. Price: \$2,200.

Garland Automobile Company advertisement for the Hudson "33" car. Features include: New Self-Starting; that is a two-year advance in design! A car that will be as much up-to-the-minute after two years of service as the current models of other makers will be at that date. Price: \$1,650.

Goodyear advertisement for No-Rim-Cut Tires. Features include: Statistics show that 23% of all ruined clincher tires are rim-cut. No-Rim-Cut tires end this ruin forever. Experience proves that 10% oversize, under average conditions, adds 25% to the tire mileage. Price: 10% Oversize.

Goodyear advertisement for Proved by 900,000 Tires. Features include: These savings are not an assumption. Over 900,000 Goodyear tires have already been tested out. You are bound to agree with them. Price: No Extra Price.

Goodyear advertisement for Buick Motor Company. Features include: Buick Motor Company advertisement for the 1912 Buick cars. Price: \$1,650.

Advertisement for Brooklyn Auto Show. Features include: Spaces 143-144. Feb. 24-Mar. 2. Over 6000 Cars Delivered. Detroit Cadillac Motor Car Co., 1819 Broadway, New York City.

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Advertisement for Edison Battery. Features include: WHAT did we tell you two years ago about the Edison Battery? Forty-four below zero or 110 degrees in the shade has no terrors for the Detroit Electric and the Thomas A. Edison Battery.

Advertisement for Great Auto Collection. Features include: Great Auto Collection--"Bargains" for the Automobile Bargain Establishment. No other concern can begin to compete for delivery cars in same condition made possible by largest service building in N. Y.