

POINTS TO CONSIDER BEFORE BUYING CAR

Chevrolet Expert Gives Hints to Prospective Owners of Automobiles.

To those contemplating the purchase of an automobile the following important points are set forth in a recent issue of the Chevrolet News Bulletin...

Before selecting a motor car the buyer should carefully consider each of these ten important points: (1) Economy, (2) power and flexibility, (3) durability, (4) comfort, (5) safety, (6) convenience, (7) ease and care, (8) easy riding, (9) beauty, (10) style.

It is not necessary to consider these points in order as stated, although it would be a safe plan to follow. Economy has been given preference for the reason that it is the important point of the hour.

The most important essential to watch for is power. You want power in an automobile. You want to be able to go anywhere. You do not want to feel any limitations in this respect.

Convenience and comfort are important too. Buy a car that gives you the little things that make motoring enjoyable and free from care.

FINE MITCHELL EXHIBIT.

Pre-War Pieces Help Make This Fine Car Popular.

One of the finest displays of medium priced cars to be found in the show is the exhibit of Mitchell cars, opened and closed passenger models, on the Twenty-seventh street side of the Madison Square Garden.

The Mitchell Six, five passenger car, for instance, sells for \$1,275 f. o. b. Detroit, while for \$1,525 one can buy the seven passenger 40-horsepower touring car or the five passenger sedan for \$1,275.

The Mitchell is a thoroughly well built car, as 90 per cent of its parts are built in the great Mitchell factories at Haddon and many of its mechanical features are exclusive with them.

Many extra features embodied in the Mitchell car contribute very largely to its popularity among women drivers.

President Stowe in discussing their features which add so much to the comfort of driving says: "As you sit behind the wheel you will find directly under your hand a row of buttons for starting and stopping your motor and controlling the lights, while in the center is a lock to guard your motor against possible interference."

"In the center you will note a little pin. This is connected with your steering system, indicating at a glance whether it is working perfectly or not."

"On the C-42 model you will find a locked compartment in which small personal belongings can be securely kept, and on both the C-42 and D-40 models at the extreme right is the famous Mitchell engine primer."

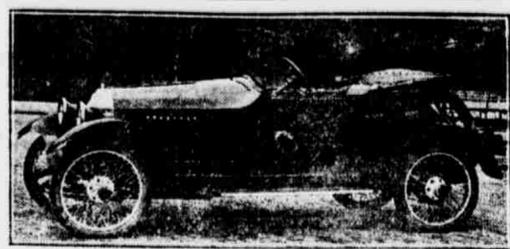
"If your motor refuses to start readily in cold weather give it a few shots of raw gas through this primer and you will get away instantly."

Jordan President.



EDWARD S. JORDAN.

3-Passenger Scripps-Booth Roadster.



This speedy four cylinder car is finished in gray or blue. It is distributed by the Poertner Motor Car Co., 1759 Broadway.

TWO TO 75 MILES IN 'HIGH' BY COLE

Aero Eight Offers Peak of Performance in This Type of Motor.

In entering on the fifth year of production devoted exclusively to the development of an eight cylinder car, the Cole Motor Car Company has the added advantage of having profited by the marked advance in efficient and economical performance of the entire body craftsmanship of the Kiesel engineering department was brought into play in all respects to produce a really made to order custom built job in every particular.

Without a doubt the made to order appointments and refinements are nothing short of inspiration, designed to appeal to that class of motorists who appreciate the automobile making has become a fine art.

The new Kiesel Custom Built Silver Specials are built in two models, the four-passenger touring sedan and the four-passenger speedster, chrome mellow in color, both now on display at Madison Square Garden.

The exclusive custom built features are bullet-shaped headlights of powerful radiance—a semi-spherical designed radiator, the most expensive and attractive in the country—accelerator in the hood operated from the driver's seat permits gas fumes to escape before reaching the body of the car.

The new models are mounted on the Kiesel custom-built chassis, designed to give stability, simplicity, quietness, economy and refinement. Throughout the construction the most reliable materials are used, including selected steel, chemically tested and ground to minutely accurate dimensions.

LONG LIFE OF A. C. SPARK PLUG

Important Tests Made on Liberty Motors Abroad.

For a part so small the spark plug was a real test in a recent war fare during the four years and three months of fighting overseas.

None recognized this fact so well as the distinguished expert of France, England and Italy and the American engineers who were responsible for the creation of the Liberty motor. They knew that faulty spark plugs had brought more allied planes and allied aviators down than German guns.

In submitting a plug for the Liberty aviation motor the makers of the AC offered a plug of the same basic design as that which they built for automobiles and motor trucks. To the amazement of the members of the French, English and Italian aviation commissions a Liberty engine AC equipped ran for fifty hours on the first official test without a change of spark plug.

In dynamometer tests abroad, all the way from seventy to ninety spark plugs of foreign manufacturers had been required to run an aviation engine for the same length of time. Consequently the record of the AC was nothing short of a revelation to the allied aviation commission.

From all indications 1919 will be a banner year for Saxons. "Six" last year was a better year for us than 1917 and we are beginning this year with a rush. We are fortunate in having our new models for delivery this early in the season."

NEW KISSEL SILVER SPECIALS AT SHOW

Built in Two Custom Made Models, Tourster and Speedster.

By CLIFFORD A. WILLIAMS, Director of Sales, Kiesel Motor Car Company.

In the new Kiesel Custom Built Silver Specials now on display at the Madison Square Garden, it is readily apparent that Kiesel had three objects in view when designing them.

First, was time economy of operation and maintenance that proved such a surprise at the time when conservation was the nation's war cry and still is today; second, peace time efficiency that is the outcome of war time economy and the vital necessity to keep up the increased pace which the present reconstruction period now facing us demands of everybody; third, that after the new cars had been developed mechanically to that point that offered no further advance in efficient or economical performance the entire body craftsmanship of the Kiesel engineering department was brought into play in all respects to produce a really made to order custom built job in every particular.

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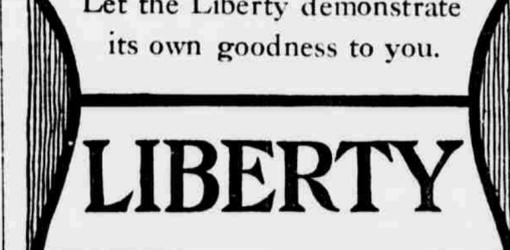
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The new Kiesel power plant is of the high speed type, 2000 r.p.m. type with a bore of 3 5/16 inches and a stroke of 5 1/2 inches. Severe tests made in every part of the country prove that it has more speed and power than will ever be required by the hardest driver.

The local Saxon organization, of which George S. Morrow is president, moved into its larger showrooms last week. Located in the heart of Automobile Row Saxon "Six" now appears in the best setting it has ever enjoyed.

Let the Liberty demonstrate its own goodness to you.



LIBERTY

Its quality will be revealed at once by the marked difference in the way the Liberty rides and drives.

OWEN-MAGNETIC MOTOR SALES CORP. Broadway at 57th St.

At the Show 80th Street, Armory

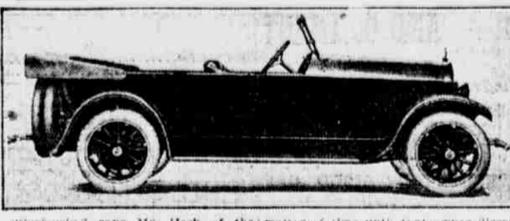
AT THE SHOW (MADISON SQ. GARDEN) Keep your Eye on the

Oldsmobile

OPEN AND CLOSED MODELS \$1295 to \$1895 F.O.B. FACTORY



Westcott, the Car With a Longer Life.



"Curiously," says Mr. Heck of the Westcott Motor Company, "most people like to think they are less affected by advertising than other folks are. Yet I venture to say that if you should take an inventory of most men's personal possessions you'd find a great preponderance of name like Hart, Shaffner & Marx, Regal, Douglas, Manhattan, Holbrook, Elgin, Waltham, Koon, Kutter, Waterman, Faber and the like."

"I am convinced that every man and woman who is not actually illiterate prefers to, but the article whose name he reads often in the papers, especially if that name is associated in his mind with a slogan that gives him a definite reason for preferring the goods."

"Take the phrase 'The Car With a Longer Life' which describes the Westcott car. Long before this was ever made into a slogan it was a real basis for the loyalty of Westcott owners."

HAYNES SEDANS ARE WIDELY POPULAR

Wealthy Farmers and Ranchers Like Their Comfort and Stamina.

"The past year has seen a wonderful change in the rural market for automobiles," says S. M. How, general sales manager of the Haynes Automobile Company, Kokomo, Ind.

"The farmer no longer buys a car on price alone; he wants to know that it is comfortable and that it will retain its good looks as well as require a minimum amount of attention."

"We became aware that farmers were buying our all season sedans in considerable numbers. We decided to investigate the farmer market a little more thoroughly, so we sent out a request to our dealers for a report on the occupation of each purchaser of a Haynes car, without saying why we wanted this information."

"The extent to which farmers are buying high grade automobiles is clearly shown by the result of this investigation. We have record of the occupations of 1,643 Haynes owners, and of this number 21, or approximately 1.3 per cent, are agriculturists—farmers and ranchmen. According to the reports filed by our dealers this is the largest number of cars to be bought by any one class."

It Appeals to American Common Sense

The new self-heated Oakland Sensible Six Sedan on view at the Show represents the average American's idea of a thoroughly practical automobile.

This is clearly evidenced by the growing demand for this model, and by the great variety of uses to which it is successfully being put.

It is a car beautifully proportioned; it is roomy and attractively finished; it affords the maximum comfort and shelter in any sort of weather.

Its foundation is the standard 44-horsepower Oakland Sensible Six chassis, which to the virtue of unfailing operation adds great economies from gasoline and tires.

Oakland occupies Space 22 at Madison Square Garden. The models on display are: the Touring Car, \$1177; the Roadster, \$1177; the Sedan, \$1766; and the Coupé, \$1766. Additional for wire wheel equipment, \$75. All prices delivered in New York.

OAKLAND MOTOR CAR COMPANY, Pontiac, Mich.

SIDNEY B. BOWMAN AUTOMOBILE COMPANY Broadway, at Fifty-second Street Salesroom 'Phone, Circle 261 Service Station, 225-231 W. 49th St.



OAKLAND SENSIBLE SIX



MARMON 34

Ease at the Wheel New York Automobile Show Space 16, 114 Broadway Garden

MARMON AUTOMOBILE COMPANY OF NEW YORK 62nd and Broadway

color that was developed exclusively for the Cole company. The top is a novel creation of the victoria type, with natural wood bows and is made of bright, long grain leather. Johnston plate glass windows are used at the sides and the back.

The new top and coloring of the Cole Aero-Eight roadster are decidedly fortunate and add a note of special distinction to this already popular car.

COLE ROADSTER ECONOMICAL

Offers Everything Most Fastidious One Could Desire.

The remarkable economy of operation coupled with the wide latitude of performance of the Cole Aero-Eight has caused it to be exceptionally desirable in two passenger design. In the case of the most so-called "big cars" there is little call for a two-passenger roadster, but in the case of the Aero-Eight the reverse has been true.

Never has the Cole company produced a model that met with more favor than the two-passenger roadster. Personality fairly radiates from it. It is a fashion plate tempered by the highest utility. A roadster built to one's personal specifications could offer little more in the way of design, appointments and convenience. From the standpoint of economy and service it is a most remarkable offering.

At the Automobile Show (63rd Regiment Armory) SEE



Hupmobile

Also at our Salesrooms Broadway at 62nd Street

The Oldfield Tire Company

New York Show Headquarters

Suite 611 The Commodore