

# IMMENSE CROWDS AT MOTOR SHOWS

## All Records of Attendance Broken and Dealers Report Many Sales.

Record crowds continue to attend the Automobile Show at Grand Central Palace, and the truck show at the Eighth Coast Artillery Armory. The crowd yesterday even surpassed that of the opening night, and continued to flow into the big exhibition buildings until late in the evening. Saturday provided only an introduction to the gigantic displays of the latest creations of the motor vehicle engineers, the shows setting down yesterday to a real businesslike basis.

After a season during which new cars were at a premium because of the inability of manufacturers to keep up with demand, the public was quick to take advantage of the opportunity to place early orders for 1920 deliveries. This was indicated by the many sales made at the Palace and the still greater collection of prospects' names gathered by the factory and local dealer selling forces at the show. At the armory the same conditions exist.

Aside from the displays of eighty-four of the leading automobile manufacturers there are exhibits by more than 200 makers of accessories at the Palace.

In making a round of the exhibits the large number of enclosed cars displayed is impressive. On the main floor, where the larger manufacturing companies have their spaces, the closed and the open types of bodies are about equal in number, there being sixty of the latter and sixty-one of the former. The popularity of the closed types of bodies, particularly the Sedan, is attested by the statement made by certain of the larger manufacturers, that at least half their production for the coming year will be devoted to closed bodies.

One model that holds more than the passing attention of show visitors is a convertible roadster. The rear compartment of this car can be raised and folded over, converting the roadster into a comfortable five passenger touring car.

There is always an appeal in the vehicle with which one is not thoroughly familiar. This is proved by the crowds around the only steam car at the show. The lecturing demonstrator always talks to an interested audience. A car with an unusual engine, the salient feature of which is its lubricating system, is another magnet for large crowds.

This afternoon a meeting of the Standard Committee of the Society of Automotive Engineers will be the first of a series of professional gatherings by members at the headquarters of the society, 29 West Thirty-ninth street, continuing to-morrow and Thursday. To-morrow night will be Carnival Night for the Society of Automotive Engineers at Hotel Astor, with the annual dinner at the same place on Thursday.

Another event of to-day's programme is the annual dinner of the National Automobile Chamber of Commerce set

for 7 o'clock at Hotel Commodore. The Motor Truck Committee of the National Automobile Chamber of Commerce will meet during the day.

Concurrent meetings will be held to-morrow by the board of directors and service committee of the National Automobile Chamber of Commerce Motor and Accessory Manufacturers Association, which besides several business meetings will have its annual banquet at Hotel Commodore at 7:30; Society of Automotive Engineers, Eastern Automotive Equipment Association, National Automobile Show Managers Association at the Automobile Dealers Association.

The possibility of the automobile industry, assuming, overnight if necessary, a complete independence from any coal embargo or shortage which might be caused by war or calamity, was demonstrated yesterday at the Commodore Hotel, when the Maxwell-Chalmers Companies displayed an industrial film which revealed that the organization is up to any emergency that could arise to interfere with motor car production. This film might be called, in the language of the drama, "The Works Shall Not Close Down To-night." The scene was laid in December, when the Federal Government not only declared an embargo on coal but prohibited all automobile manufacturers who had stocks of coal from using them.

At least 10,000 persons hope to get an automobile for nothing before the present automobile show is over, but only one can be the lucky competitor. More than 15,000 men and women have sent letters and telegrams to the Vanderbilt Hotel in answer to the unusually mysterious advertisement which has been appearing in the newspapers concerning a car whose features have been explained one at a time day after day.

"What car is it?" is the question asked. Beginning with an illustration of the frame, various parts were added until the finished product was revealed. Answers have come from points as far away as San Francisco. Some of the contestants took their letters to the hotel personally. The manager of the hotel complained of a sore arm on Monday. "I signed for 2,000 special delivery letters to-day," he said.

The Marmon 34 motor tear down and rebuild exhibition in the Commodore lobby is attracting a lot of attention and favorable comment. Even veteran manufacturing heads agree that it is the most interesting demonstration of close limits manufacturing accuracy ever staged at a national show. While the Nurdyke and Marmon Company promised that the two mechanics could tear down and rebuild the motor in one hour and three-quarters the feat was actually performed Saturday afternoon in less than one hour and a half. The marvellously finished parts and extreme accuracy of manufacturing methods alone make this extraordinary time possible. This exhibition is in addition to the regular Grand Central Palace exhibition of complete cars in space A 24 of the show.

"Nineteen-twenty will be a phenomenal touring year throughout the whole country," says J. I. Farley, vice-president and general sales manager of the Auburn Automobile Company, producers of the Auburn Beauty-Six. Mr. Farley points out that his

opinion is based upon the fact that, while closed cars are in as great demand as ever, the open car this year has continued to meet wide sales during winter months. "The demand," says Mr. Farley, "for open cars this season is unprecedented."

Just about the middle of the back of the front seat in the new Saxon is a protected tungsten light. It is attached to a cord twenty-five feet long and rolled by a spring. In case of tire or other troubles at night or on a dark day this bright lamp can be taken out and used to locate what is wrong. The convenience of this simple arrangement is at once evident, for there is no flash lamp to be absent when most needed.

Winter's somewhat obscure location proved no obstacle to their making a successful opening from a sales standpoint. Within two hours of the opening of the show they registered their first retail sale, the purchaser being Albert Dorfman, 11 Rutgers Place, New York.

"The graceful sloping lines of the new Mitchell have appealed to all observers as so simple and natural an evolution that few persons realize the size of the task of establishing an entirely new style like this," says Vice-President R. C. Rueschaw of the Mitchell Motors Company, Inc., Easton, Wis. "It has been observed that body styles last about five years in general. Slight changes are being made all the time, but it is seldom that an entirely new design is produced any oftener than that."

"In preparing our models for this year, we realized that the time was ripe for a major change. We knew that if we did not do it someone else would, and we determined to be the leaders."

The size of the crowd around the Standard Eight booth and the number of business men—live prospects for new cars—in the crowd has aroused a good deal of comment among the "regulars" at the show.

The reason, they say, is that any car designed to combine lightning quick pickup, unusual power, with great beauty of lines and appointments, is sure to receive careful attention from the New Yorker in the market for a car. That sort of a car loses no time in heavy traffic, takes you wherever you want to go, as fast as you want to go, and looks right in any car company.

"Never have I seen a car make such an impression on first nighters at a show as the new Saxon," says George Morrow of the Morrow Motors Corporation, 445 Eleventh avenue, at Forty-seventh street, Saxon distributors here.

"Heralded as the car of the future, it appears to be just what motorists have awaited. By cutting out the work the owner will have to do and making it plain to him that he will not have to call for professional service, it answers the most bothersome question of all."

Striking predictions of record breaking crowds at the show before the week is over are being made by manufacturers who have had an opportunity to compare the big Olympia exhibition in London and the Grand Palais display in Paris with the show at the Grand Central Palace.

Edward S. Jordan, president of the Jordan Motor Car Company, who has just returned from Europe, says that the New York show has already dis-

played proportions equal to those of London, and despite the fact that the crowds in London taxed the capacity of the great Olympia he expects a tremendous increase in attendance at all American shows this year.

One interesting feature of the automobile show is the automatic thermostatically controlled radiator shutters shown on all Columbia Six models. Ray Long, chief engineer of the Columbia Motors Company, tells why the Columbia company adopted thermostat control of the motor temperature five years ago and why it has met with such marked success.

"We at the Columbia plant have believed from the outset," says Mr. Long, "that the one big thing the people are looking for in a car they can get into at any time of the day or night, at any season of the year, and absolutely depend on it to take them somewhere and bring them back."

In addition to the exhibit of Cole Aero-Eight motor cars in the Grand Central Palace Show the Cole Motor Car Company is holding a special display in the salesroom of the local distributor, Russell L. Engle, Inc., 1804 Broadway.

There are nine models in the complete line of Aero-Eights this season. Four are shown in Space A9 at the Palace, while the remaining five are displayed at the Engle company's Broadway rooms.

"The reception accorded the new Nash Four, which, with the Six, is on exhibition at the automobile show, is an excellent

indication of the high regard on the part of the public for products of the Nash Motors Company," says C. B. Warren, president of the Warren-Nash Motor Corporation. "And the feeling in New York is indicative of the public attitude throughout the country."

"As for the Nash Six there is no question but that it has won a place in the very front ranks, and while this is not remarkable to those who know C. W. Nash or who are familiar with his manufacturing methods and with his highly perfected organization, it is after all an eloquent testimonial to the man who heads the Nash motors organization."

W. L. Day, president of the General Motors Truck Company and one of the executive committee of the General Motors Corporation, is here for the show.

The Hupmobile exhibit in Grand Central Palace is noticeable in one respect for its adherence to standard models. In past automobile shows the visitor has often been dazzled by a gorgeous display of specially painted cars shown by many exhibitors, only to find that such cars were unobtainable except at great excess cost.

Due recognition is given to the fact that many discriminating motorists appreciate artistic color combinations. But considering the show as a national institution it is thought that the standard model should be presented for the attention of the majority.

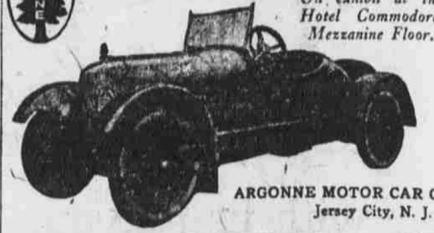
the bar of New York State yesterday as motion of Justice Shearn. Mr. Gregory has just completed the six months residence here required by law.

Gregory Admitted to Bar Here. Thomas W. Gregory, who resigned as Attorney-General in President Wilson's Cabinet last February, was admitted to the bar of New York State yesterday as motion of Justice Shearn. Mr. Gregory has just completed the six months residence here required by law.

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# THE ARGONNE

The Argonne looks the way it acts: dashing, snappy, modish—but in good taste. You are as proud to see it as to handle it. There is a new experience—a new conception of motor sport—for the man who drives the Argonne.



On exhibit at the Hotel Commodore, Mezzanine Floor.

ARGONNE MOTOR CAR COMPANY Jersey City, N. J.

Start the New Year Write With

# VENUS PERFECT PENCILS

American Lead Pencil Co., 220 Fifth Avenue, N.Y.

# The RISE of MAXWELL

SIX years ago the Maxwell Motor Company was only an idea. Now it is doing a volume of about \$100,000,000 per year.

Noted minds and notable methods have accelerated its success; but its rise, like the story of any big business growth, lies in the product it makes.

Money will not buy a better crankshaft for its purpose than the one you find in a Maxwell engine.

Nor will money buy better gears, better bearings, a better frame or better axles for the purposes intended.

Picture in your mind the terrific use they get. The combined mileage of 300,000 Maxwells per year is close to 1,500,000,000. This denotes the great test that the Maxwell undergoes each year.

How well it survives this great test figures speak plainer than words—300,000 in 6 years have been built; 100,000 for the current year.

The rise of Maxwell, therefore, has been as certain as the rising of the sun.

The Maxwell you see at the Automobile Show is not only a better looking Maxwell, but a better Maxwell. It is a Post-War car. It has many improvements.



More miles per gallon. More miles on tires.

## Maxwell Motor Sales Corporation

New York Branch - 1808 Broadway  
Corner 50th Street, New York City

Phone Circle 5550

OPEN EVENINGS

BRONX BRANCH, 175th Street and Grand Concourse  
Brooklyn Distributor: Maxwell-Chalmers Sales Corporation  
1410-14 Bedford Avenue Phone Prospect 8411



See the

# NASH SIX

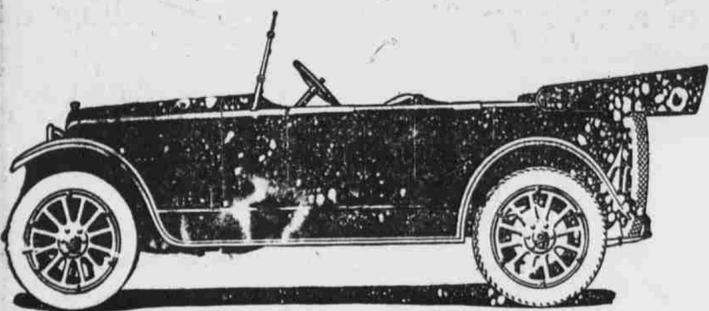
at the Show

The ever-increasing interest evidenced in the Nash Six is a tribute to the demonstrated quality of its performance. The unusual power, economy and quietness of its Perfected Valve-in-Head Motor has earned the unqualified endorsement of its thousands of owners and has built up for The Nash Motors Company a great good-will that is nation wide.

## NASH MOTORS

VALUE CARB AT VOLUME PRICES

Nash passenger cars, including the new Nash Four, are on exhibition at the Automobile Show, Space A3. Nash trucks are being exhibited at the Truck Show, Artillery Corps Armory, 193rd Street and Jerome Avenue



8-passenger touring car, \$1490; 7-passenger roadster, \$1490; 4-passenger sport model, \$1595; 7-passenger touring car, \$1640; 4-passenger coupe, \$2350; 7-passenger motor coach, \$2725. Prices f. o. b. Kenosha

Warren Nash Motor Corporation

General Offices and Service Station:  
18-20 West 63rd St.

Retail Office and Showroom:  
Broadway, Near 64th St.

TELEPHONE COLUMBUS 6370

Brooklyn: L. A. D. Motors Corp., 1491 Bedford Ave. Newark: Newton-Humphreysville Co., 520 Broad St.