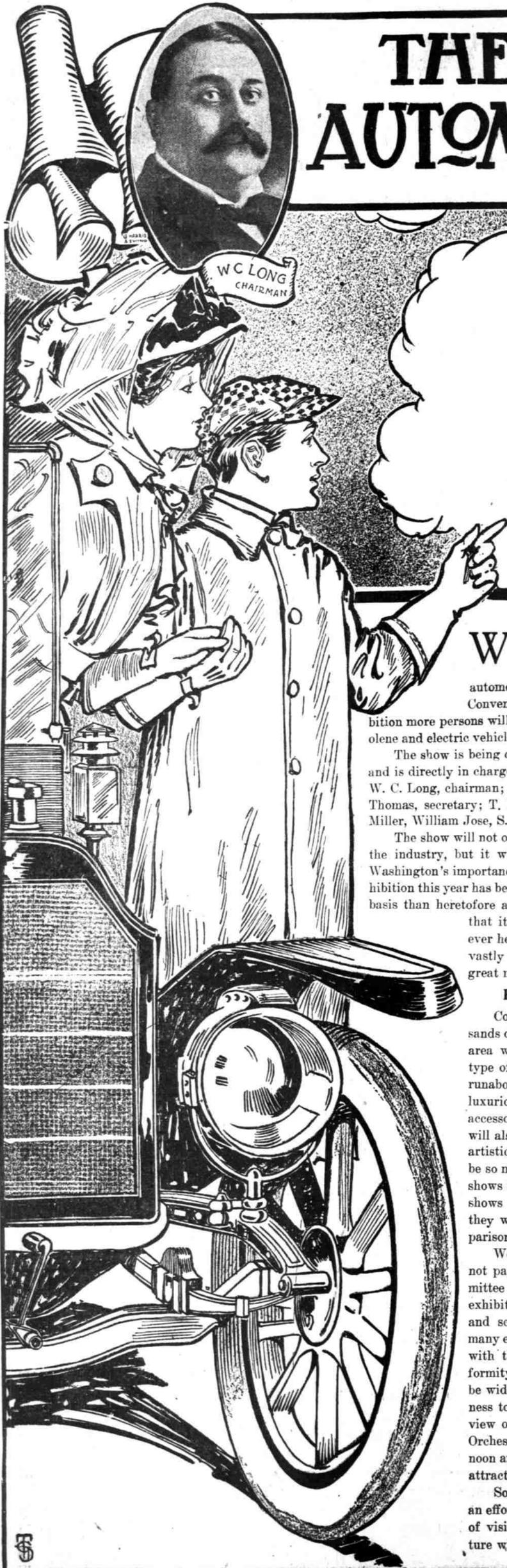


WASHINGTON, SUNDAY, FEBRUARY 12, 1911.

## THE NATIONAL AUTOMOBILE SHOW



By HARRY WARD

WASHINGTON'S interest in the automobile will attain a climax tomorrow night, when the national automobile show is formally opened at Convention Hall. As a result of this exhibition more persons will have their attention turned to gasoline and electric vehicles than ever before.

The show is being conducted by the dealers of the city and is directly in charge of a show committee consisting of W. C. Long, chairman; J. M. Stoddard, treasurer; John R. Thomas, secretary; T. B. Spence, T. S. Johnston, Claude Miller, William Jose, S. A. Luttrell, and A. G. Carter.

The show will not only be a tribute to the magnitude of the industry, but it will be a striking demonstration of Washington's importance as an automobile center. The exhibition this year has been conceived on a much more liberal basis than heretofore and as a result the committee feels that it has a display as complete as any ever held in this section of the country and vastly superior in some respects to the great majority of shows.

### Former Shows Outclassed

Convention Hall contains many thousands of square feet of space. In this large area will be featured almost ever known type of automobile from the little electric runabouts and racy little roadsters to the luxurious limousines. The latest ideas in accessories and supplies of every character will also be seen in great array. From an artistic viewpoint the display this year will be so much improved over that of previous shows that, in spite of the fact that former shows were considered finished products, they will really seem amateurish in comparison.

Working on the principle that it does not pay to do things by halves, the committee has set about to bring into being an exhibition that will combine the artistic and scientific. The signs indicating the many exhibits will be ornate and in keeping with the general decorative scheme, uniformity being the keynote. The aisles will be wide, thus giving additional attractiveness to the show as a whole, and a better view of the exhibits to visitors. Haley's Orchestra will be in attendance every afternoon and evening of the show and will give attractive programs.

Social features will be inaugurated in an effort to contribute to the entertainment of visitors. An especially attractive feature will be "Society Day," at which time

the price of admission will be doubled, both during the afternoon and evening. Thursday is the day selected by the committee and there promises to be a great outpouring of prominent society people on that occasion.

### Big Display Under One Roof

Yearly the automobile shows have been growing more interesting. This is due to the fact that the public has become "motor wise." Instead of noticing only the bodies, colors and equipment of cars, the visitors to the shows now keenly inspect and discuss the vital portions of the vehicles. This year's show will offer to visitors the greatest collection of pleasure cars ever seen together under one roof in Washington. Never before has there been offered so fine an opportunity to see such a wide range of automobiles as will be staged in Convention Hall this week.

Many a business man has said, "I'm not enough of a mechanic to run an automobile, and I can't afford to keep a chauffeur or pay big garage bills to keep my car in order." Six years ago such a statement would not have been so far amiss. But the world has moved in six years and the making of automobiles has shown more progress than in nearly anything else.

What is the value of automobile shows? For several years past the public has been confronted with this question at this time of the year. Needless to say, one glance over the long list of shows to be held throughout the country for the next two or three months is sufficient to convince the most skeptical there is some big benefit.

### Reasons for Success

A salesman in a popular Fourteenth street automobile showroom was showing the various new models of his car to a prospective buyer recently, when suddenly the would-be buyer turned to the agent and in a quizzing tone asked: "Are you going to be at the automobile show?"

The agent replied, "Undoubtedly, yes."

"Tell me, I have never attended one of those automobile shows; what do all the dealers and thousands of spectators do there?" said the inquisitive buyer.

Seeing that his customer was in all

(Continued on Page 10.)



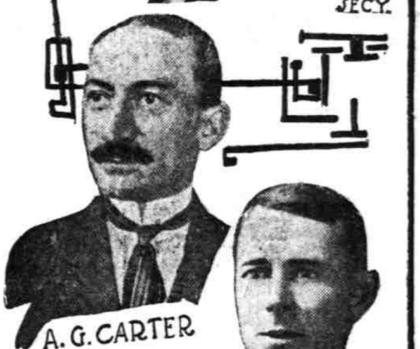
J.M. STODDARD  
TREASURER



W.C. LONG  
CHAIRMAN



J.R. THOMAS  
SECY.



A.G. CARTER



S.A. LUTTRELL



WM. JOSE



T.S. JOHNSTON



CLAUDE MILLER



T.B. SPENCE