

**AUTOMOTIVE SECTION**

# NEW YORK GREET'S 1920 NAT'L AUTO SHOW

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Magnificent Display of Latest In Passenger Cars Thrown Open to Public.

NEW YORK, Jan. 3.—It was a dramatic moment when the great entrance of the Grand Central Palace was thrown open, this afternoon to admit the public to the four-floor display of the greatest national passenger automobile show in automobile history. Hundreds of men and women who before the war gave little or merely passing attention to motor vehicles were there because during the war they became chummy, under the stress of war, with carburetors,

tires, mufflers and gears and all the other parts of a motor car. At the same time and under the same auspices the biggest motor truck show was opening at the Eighth Coast Artillery Armory, the biggest in the world, at Kingsbridge road and Jerome avenue. Show Sets Fashion. In the minds of thousands who attend them each year the national automobile shows set the fashion in automobile chassis and body design. And the investigating crowds were interested to learn that the unprecedented demand for cars since the armistice has forced the manufacturers under whose auspices, co-ordinated in the National Automobiles of Commerce, both shows are being given, to concentrate on production rather than on new designs. However, even New York had her equally critical visitors who came to the opening period of the passenger car show were certainly not disappointed in the qualities and varieties that were spread out before them in the Grand Central Palace. Scores and scores of cars are to be seen divided into eighty-four individual exhibits. By observation and conversation with the exhibitors the visitors to the show learned that at the present time, in the opinion of those who knew there is not a single manufacturer who is not putting out the best car he can build. Display Progress. From the standpoints of accuracy and workmanship of manufacture the war had a wonderful effect through its requirement of efficiency and intensive solution of manufacturing problems. Makers, engineers and workmen progressed further than would have been possible in several times as many years of peace. Care in assembly and the elimination of a great many unnecessary parts have resulted in reducing rattles and repairs. Better methods of attaching the body to the chassis are in evidence, as are other little refinements that enable cars to go farther over rough roads without developing squeaks and other unpleasant features. Then, too, there are scores of accessories: tires, magnetos, uncannily handy appliances and tools, labor and time saving ideas embodied in the most practical forms. The show has proved wholly fascinating, notably, to

people outside the mechanical "know," as it naturally is to those who work in the field. New York's cosmopolitan men and women of fashion and society flocked to the show today. To stay would be to miss innumerable opportunities of observing the progress achieved in the industry of third importance to the nation, and one which touches the daily life of all of our people very closely. Exhibits Appeal. Cars were on exhibit to appeal to every capacity of pocket book as well as to every whim of taste. Models range in price from \$715 to more than \$11,000. There was a touch of romance about those of both sexes who came because they were so intimately acquainted with automobiles in a very real way during the war. When a man or woman drives a certain machine day in and day out, either along the shell-torn roads of France at war, or in one of the numerous services behind the lines, or at ports of embarkation—ambulance, general's car or general utility and dispatch carrier—he isn't apt to lose his interest in motor propelled vehicles for some years, if he ever does. He or

she wants to see what is being done to make driving more convenient, or riding more of a pleasure during off-duty hours. At the entrance of the Palace the throngs of visitors were greeted by sentinel-like bay, trees and masses of floral creations and holiday greens. Within the building was at its loveliest. Panels in old English style, bearing coats-of-arms and the names of the various cars made a harmonious background for the shining beauty of chassis and bodies. Curtains especially designed and dyed cast an effect of sunshine in keeping with the brilliance of the scene. Beginning Monday, January 5, the passenger car and motor truck shows will be open daily from 10:30 a. m. to 10:30 p. m. through next Saturday, January 10. The big passenger car show is under the direction of a committee comprising: John N. Willys, Willys-Overland Company, chairman; H. G. Root, Westcott Motor Car Company and Harry M. Jewett, Paige-Detroit Motor Car Company. The committee co-operated with the veteran manager of both shows, S. A. Miles. The following are the makes of

passenger cars which are on exhibition at the Palace; Holmes, Templar, Cleveland, Allen, American Roadster, Anderson, Apperson, Auburn, Biddle, Briscoe, Buick, Cadillac, Case, Chalmers, Chevrolet, Cole, Columbia, Comet, Commonwealth, Crow-Elkhart, Davis, Detroit-Electric, Dixie-Flyer, Dodge Bros., Dorr, Elicar, Elgin, Flat, Furgus, Franklin, Grant, Haynes, Hollar, Hudson, Hugobole, Jackson, Jordan, King, Kissel-Kar, Klime-Kar, Lexington, Liberty, McFarlan, Malibohn, Marmon, Maxwell, Mercer, Metz, Milburn-Electric, Mitchell, R. & V. Monitor Moon, Nash, National, Oakland, Oldsmobile, Pontiac, Overland, Owen-Magnatic, Packard, Paige, Patterson, Peerless, Pierce-Arrow, Premier, Reo, Reo-Roadster, Sarson, Sayers, Scripps-Booth Standard, Stanley, Stearns-Knight, Stephens-Six, Velle, Westcott, Willys-Knight, Winston.

cars, \$30,000,000 of capital stock was recently placed on the market in England by six British companies with the object of mass production of 100,000 cheap cars yearly. Interests at Washington, D. C., are working on a plan to make the automobile license national and international. Progress is being made, and it promises soon to be a fact that the motorist will use license may go anywhere in the civilized world. Rio de Janeiro has the finest taxis in the world, for the reason that in

Brazil's period of financial depression following 1912, many wealthy Brazilians found it necessary to dispose of their highly finished cars, and a large number passed into use as taxicabs. With the use of motor trucks in Central Asia, they will replace a caravan camel company now operating between Tselain and Kulje, China. A camel will carry 300 pounds on an average of twenty miles a day, and one year is required for each round trip while the six-ton trucks will make it once every thirty days.



### Starts Any Cold Motor in a Jiffy

Attaches to the Intake Manifold or Carburetor. Current from battery to a resistance coil in Heater warms the air inside the intake, causing the gasoline to vaporize and ignite with first turn-over of the motor. Same heating principle as used in the electric flat iron. Gives same results as pouring hot water on the manifold. Electric Intake Heater is the easiest and quickest starting on the coldest winter day, and costs less than the battery. No priming. No delays. Operates from dash switch. Easy to attach. No drilling or tapping or alterations. Entirely out of the way. Always ready and perfect in performance. If your car has storage battery, write for descriptive matter today. Dealers and agents Get our proposition Electric Intake Heater Co. \$3.50 241 Carroll St. Jackson, Mich.

## The MOTOR DIGEST



Automobile Activities Throughout the World.

There is one motor vehicle to every thirty-three persons in Chicago. Scrubwomen in Clearfield, Pa. go to work in their own motor cars. There were 3,174 motor cars stolen in Philadelphia in 1919. Several lines of motor buses are now operated in Tokyo, Japan. Twenty years ago engineers termed the gasoline engine impractical. The State of New York has 80,000 miles of public highway. Brooklyn has nearly forty motor truck lines operating out of the city. There are no road rules nor speed limits in Chile outside of the cities. One-half of all the rubber imported to this country goes into automobile tires. King Alfonso of Spain is among the latest buyers of American-made motor cars. There are 7,000 concerns in the United States engaged in making automobile parts. The Illinois Automobile Club, of Chicago has a membership of more than 10,000. In the first year of the production of automobiles, sixteen motor cars were turned out. In California an automobile license of any other State is good for three months. Cuba is repairing many of the old military roads, as well as constructing new highways. There are approximately 120,000 pleasure cars and 9,500 trucks in Ontario, Canada. A large oil company of New Jersey, with headquarters at Newark, operates 348 motor vehicles. The National Automobile Dealers' Association is represented by 30,000 dealers throughout the country. Since March, 1918, the Japanese government has actively encouraged the manufacture of motor trucks in Japan. American manufacturers have practically controlled the South African automobile market for the past four years. All records were broken when 400,000 visitors entered the Western national parks by motor during the past year. The Pittsburgh Transportation Association is a new organization recently formed by motor truck owners in Pittsburgh, Pa. Many London ladies' maids are learning to become chauffeurs to their mistresses, thus performing a double duty with increased pay. Due to the congested state of railways in England, a daily motor-lorry service between London and Birmingham has been established. N. W. Cooper, of Los Angeles, Cal., recently purchased his nineteenth automobile. The total mileage covered is 201,000 miles. A motor truck has been invented for farm use that loads, hauls, and scatters fertilizer, using the same power for all three operations. There has been an increase of 13 per cent over the registration of motor vehicles since January 1, 1919, throughout the United States. Highways engineering is rapidly becoming recognized as one of the important courses in the curriculum of the technical colleges throughout the country. There are 1,101,402 persons engaged in the production of automobiles. This does not include accessory manufacturer, garages, repair shops, or sales establishments imposed during the war period, the motor car industry has averaged a production of 1,500,000 cars every year during the last three years. Starting in a small way, sixteen years ago, with three horse drawn trucks, one of the largest coal dealers in New York city now operates a fleet of twenty-two motor trucks. To compete with American motor

## Born of the War

### The New Marmon

With a High Efficiency Motor

IT was freely predicted that the world's truly great motor car would eventually be made by one of those few motor car manufacturers who were honored by being called to Washington in 1917 to devote their factories, their capital and their brains to the building of aircraft motors. Because they, and they only, learned the mighty lessons which mean much to you, a lesson of heretofore unknown production difficulties overcome, heretofore unknown engineering feats accomplished. It is from the accumulated knowledge of this experience prefaced by sixty-seven years of previously successful manufacturing experience that we present the new Marmon.

Of all motor car manufacturers, only this organization had the experience of building two separate and distinct types of aircraft motors during the war, thus giving us a broader and unparalleled experience.

We adapted a previously undeveloped machine shop accuracy—new methods of heat treatment—new possibilities of close fits and tolerances and new applications of metallurgy. All of these things were known before only in a laboratory or experimental way. All were used in building fine hand made racing cars, but they were never in the realm of practical production methods until

today, and it was only in war time that we learned these lessons.

It was under these conditions the new Marmon high efficiency motor was built.

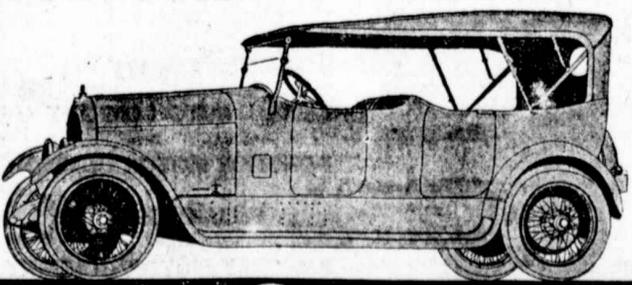
The net result is that we are enabled to present to you a motor car built to the most exacting standards of fine workmanship that will bear the same relation to the finest hand-fitted cars that the American aircraft motor—which was admitted generally to be the best in the world—bore to the hand-fitted, hand-made motors of our allies.

We have added new meaning to the word motor car "performance," as shown by the attached table. Those familiar with the exceptional performance of past Marmon models will appreciate the full significance of this statement. There is a new sweetness of running, a new freedom from the unpleasant vibrations and motor disturbances of the past, a new result which only a demonstration will really disclose.

These results were accomplished by no mysterious alchemy, but by a practical application of the great lessons we learned in building aircraft motors.

Before you buy any car, you owe it to yourself to see the new series Marmon 34, and to ride in it. A demonstration will be convincing.

We are now demonstrating the New Series Marmon 34



Pennant Awarded to Nordyke & Marmon Company, November 1, 1918, by United States Government, Bureau of Aircraft Production, for October Competition, Permanently Awarded November 16, 1918.

### "PERFORMANCE"

These tests were made on the Indianapolis Motor Speedway, and over ordinary country roads, with a standard 7-passenger touring car, fully equipped ready for the road, standard 4 to 1 gear ratio, two persons in the car, witnessed and checked by Messrs. J. Edward Schipper, technical editor, Automotive Industries, and Chester S. Ricker, M. E., technical automobile writer.

- Car with 4 to 1 standard gear ratio.
- Acceleration 10 to 50 m. p. h. in high gear, 15.8 seconds. Half mile at average speed of 65.7 m. p. h. Timed with a stop watch.
- Run in high gear at walking speed for about 100 yards.
- Hill climbing in high gear, starting 5 m. p. h. at bottom; speed at 1000 ft. (8.16% grade) 27 m. p. h.; speed at 1775 ft. (6.14% grade) 43 m. p. h.
- Starting 10 m. p. h. at bottom; speed at 1000 ft. (8.16% grade) 30 m. p. h.; speed at 1775 ft. (6.14% grade) 47 m. p. h.

## AUTO MOVIES BY W.A. CRAIG PRES.

ARE YOU GOING TO SEE A DOCTOR? NO, I'M GOING TO CALL ON THE GUY WHO ADVISED ME NOT TO BUY TIRE CHAINS.

THE man who advises you not to put on tire chains ought to be muzzled by law. We're here to tell you that this safety device is an absolute human necessity; that if you don't buy chains now the time will come when you'll wish you had.

WHAT DO YOU MEAN YOUR CAR'S A WELL BEHAVED BABY? I TOOK ITS RATTLE AWAY AND IT NEVER CRIED ONCE.

LET'S take the rattle out of your car and put the joy back into your automobile. The chances are that the tightening up of a few nuts will accomplish this result. Bring your car here and let us examine it.

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