

MOTOR INDUSTRY SCORES TRIUMPH IN RECORD SHOW

Midweek of Passenger Car Exposition Here Finds Exhibitors Buoyant

NEW MODELS ARE FEW

Effect of War Reflected in Refinement of Designs. Sales Are Brisk

Midweek of the eighteenth annual automobile show, which opened Saturday night at the Commercial Museum, Thirty-fourth street below Spruce, finds the city's greatest passenger car exposition 100 per cent complete, with sales brisk and with prospects for a year of record-breaking business sufficiently bright to warrant a buoyant optimism among local dealers.

The show, which will close at 10 o'clock Saturday night, is being held under the auspices of the Philadelphia Automobile Trade Association. Albert E. Malby, vice president and general manager of the Bigelow-Willey Motor Company, is president of the show committee and managing director of the exposition.

With the close of the passenger car show at the end of the present week preparations will begin at midnight Saturday for the motortruck show, which will open in the same building next Monday and run to the following Saturday, inclusive.

First Sale in Racing Time

Honors for the first sale to be made at the automobile show were definitely awarded yesterday to the Eastern Motor Corporation, for whom their Philadelphia manager, A. C. Maucher, reported the sale of a standard "Eight" speedster by one of their salesmen forty-five minutes after the show opened. Other sales followed quickly, and have been numerous.

There are forty-seven exhibitors of cars, and eighty-four exhibitors of accessories participating in the exposition. All the allotted spaces are now full, and the exhibits have been so carefully rearranged as to give easy passage from one to another for the crowds attending. Visitors so far have been especially pleased with the decorations of the great hall in which the show is being held, because of their chaste simplicity and artistic conception, for which Philip S. Tyre is responsible.

Chasing News of the Bolshevistic Movement

The war, which has shown its effects everywhere, has not missed automobile design, and is reflected in the cars being shown here. It is too early, the manufacturers say, to expect cars in which have been incorporated any ideas gained in wartime, but nevertheless they predict that the car of the future will show its stamp.

Car Show Refinement

This year the show presents what wise automobile buyers have always been seeking—cars that have been on the road for such a length of time that all the minor faults have been detected and removed from the cream of the 1918 product. Even the most exacting examination of the 1918 models, however, carries with it a conviction of their refinement.

Working with the zest and determination

Working with the zest and determination that is necessary for success, planning with an inspiration which is the calm of judgment and supreme confidence, this year's show committee can rightfully claim the honor of giving Philadelphia its biggest and best show, while indications point to a show that will redound in its measure of success to the everlasting credit of the automobile industry as a whole.

Inmaculate white walls form the background

Inmaculate white walls form the background for the innumerable broad, curving archways, topped with masses of southern azalea and brilliant, light-colored flowers. The columns are rich in ornamental colors—touched by sunlight and overtopped by expanses of deep-blue sky canopies.



SOUTH BROAD STREET SCENE PORTRAYING "MOTORIZED PHILADELPHIA" ON A RAINY AFTERNOON IN SPRING.

AUTO CHAMBER WARS ON REDS

Bolshevism Figures Too Prominently in News Columns, It Says

AGGRAVATES UNREST

Manufacturers Report Rapid Return of Industry to Full Production

Chasing news of the Bolshevistic movement in the United States off the front pages of American daily newspapers is the aim of the National Automobile Chamber of Commerce, which at a recent meeting in New York adopted resolutions deprecating the tendency to give prominence to activities of the "Reds."

"Bolshevism is getting an undue amount of publicity," says the resolutions, "which tends to aggravate the national feeling of unrest." Following is the text of the resolution: "Whereas, The general public is forming a false impression of the extent of Bolshevistic movement in this country, through the prominence given such news in newspaper and magazine columns, and through the tendency of some editors and writers to fasten the terms Bolshevism and Bolshevistic to ordinary labor movements; and

SAVE MOTORISTS EXPENSE

Service Club Towed in 2000 Disabled Cars Last Year

More than 2000 disabled cars owned by its members were towed into service stations last year by the American Motor Club, an organization formed three years ago for the purpose of smoothing out and eliminating many of the annoyances to which motorists are subjected.

Coming Racing Events In Automobile World

- March 15—Speedway, Santa Monica, Calif.
March 17—Uniontown, Pa. probably 112 1/2 miles.
March 23—Los Angeles, Calif., Ascot Speedway Association, Ascot Speedway, 110 miles.
March 21—Indianapolis, Indianapolis Motor Speedway Association, 500 miles.
July 5—Cincinnati, Ohio, Speedway.
July 19—Uniontown, Pa. Speedway race.
July 24—Sheepshead Bay, L. I. Speedway race.
August 22-23—Elgin, Ill. Speedway.
August 23—Sheepshead Bay, L. I. Speedway race.
September 1—Uniontown, Pa. Speedway race.
September 20—Sheepshead Bay, L. I. Speedway race.
October 1—Cincinnati, O. Speedway race.

LAUGH DOCTOR IS HIGH FLIER

Walter Catlett, Comedian, Expects to Thrill City With Air Stunts

AN EXPERT AVIATOR

Walter Catlett, the famous comedian of the "Little Simplicity" comedy which is coming to the Sam S. Shubert Theatre March 31, is the first actor to purchase an airplane for pleasure purposes.

BATTLING FOR ITS LIFE

Trolley and Auto Stage a Fight to a Finish in Small Community

The Danbury and Bethel Street railway, which has been in the hands of J. Moss Ives as receiver, is battling for its life. Its antagonist is the automobile, which is making an effort on the part of the railway to hide its fears.

Personality Mirrored in Appearance of Car

Our Girl Reporter Says Auto Eventually Grows Like Owner, Reflecting Individual Habits—Nervous Person Drives Nervously

If a man keeps his car long enough it will grow to look like him, just as his clothes do and his handwriting. For instance, you start out not knowing a thing about cars as cars—you do, to go with you so that you won't have to talk to yourself.

In direct contrast to him is a car that passes him even as he blows his impatient horn. It's one of those bluish colored affairs, with the funny little seat in the back that folds in or down, and the windshield is crooked, you don't know what to call it, and so keep I. E. from asking you, you remark quickly, "What a pretty girl!"

DOUBLE HIGHWAY TO SAVE HORSES

Scott Fosters Scheme to Parallel Roads With Sod Paths

DOBBIN "COMES BACK"

Harrisburg, March 12.—In State of the almost universal use of motorized vehicles and the persistent reversion of the horse as a relic of past ages, Dobbin threatens to come back strong in Pennsylvania through the aid of his friends in the Legislature, among whom is Representative John H. K. Scott, of Philadelphia.

PROVIDE AIR LANE MAPS

Auto Association Looking to Needs of Aerial Pilots

New York, March 12.—The American Automobile Association, which for years has made and provided maps for tourists, has now added the production of air maps for flying, and at the recent aeronautical exhibition here showed general maps of the United States with the established air lanes, landing fields and prominent landmarks, together with compass roses.

Automobile Exposition Statistics at a Glance

Passenger Car Show—March 8 to 15, inclusive.
Commercial Car Show—March 17 to 22, inclusive.
Passenger Car Show open daily, except Sunday, from 10 a. m. to 10:30 p. m.
Commercial Car Show opens Monday, March 17, at 7 p. m., and daily thereafter from 10 a. m. to 10:30 p. m.

TRADE CAR MEN CALL CONFERENCE

Great Gathering Tomorrow Night for Exchange of Better Methods TO SEE TRADE FILMS

Advantages of Bonus Plans to Cut Operating Cost Will Be Discussed

Practical operators of motortrucks from many states will gather in New York tomorrow for the opening tomorrow night at the Hotel Astor of the three sessions of the National Truck Owners' Conference, under the chairmanship of Harold P. Gould.

Strength and Activity of Corps Motor transport corps, under the present command of Major General C. G. Baker, the procurement and the supply of motor equipment being attended to by a division of the quartermaster corps.

Strength and activities of the motor corps:
Total personnel—2,117
Officers—16,512
Enlisted men—1,238,442
Total—1,254,954

DEMAND BEAUTY IN CAR

Women Look for Features of Individual Appeal

One of the interesting phases of development from the great world war has been the demand for beauty in cars. The number of women motorists is increasing rapidly, and it is probable that they will take their place at the wheel, but the demand for beauty in cars is not a new thing.