

FUTURE OF ANNUAL SHOW IS QUESTION

Progressives in National Auto Ranks Favor Open Air Exhibit at Speedway.

LACK OF ROOM IS HANDICAP

Enormous Growth of Industry and Need of Demonstrations Call for Change.

BY P. P. WILLIS.

CHICAGO, Feb. 6.—What the Ninth Annual National Automobile Show means to this city it means to almost every other large city—and smaller ones, too, on the map—increased business.

No better evidence of the health of the industry is given than through this show, and as it comes nearer to the homes of where many cars are made than the New York shows it also gets nearer to the interest of the people, as not nearly so many persons traveled to New York as are expected here this week.

The history of the Chicago national shows in fact has been the history of the industry in general. Each succeeding twelve months vast changes were made in the shows because of the vast changes in the cars and the increased number of recruits in the gasoline ranks. The waiting list this year—and they are still waiting, as no room can be obtained—is no little feature of the event.

This brings to mind one essential point.

CHAMPION V FRESH AI

Cora Livingston Ass and Attribute

Miss Cora Livingston, the champion woman wrestler, arrived in Chicago last night for her engagement at the Empire Theater this week. Livingston was accompanied by her manager, Will Roehm, and a number of friends. She will appear at each performance at the theater during the week of exhibitions, and offers to meet her sex and forfeit \$25 in case she does not knock down her opponent within five minutes.

In appearance Miss Livingston is of medium height, good looking, and possesses a grace and carriage that speak her athletic training. There is nothing masculine in her appearance. In fact, more than ordinary charms and she is most unassuming. When asked if she would think her calling a rather sporty name, Miss Livingston replied:

"Not at all. It's just good exercise, that's all. Why, wrestling is as strenuous for women as for men. When a child I was attracted by athletics, and at the age of 16 I entered an acrobatic company which was featured with a big circus. I know whereof I speak."

"Wrestling and walking are the greatest exercises for women in the world. I am in excellent

idea of how easy riding really are nor how handy simply looking at them.

The manufacturer of the tire in clover at an open show was a track. He could load every machine that he could lay and, while the prospective customer on, he could drive his big fancy circles up and down a to prove that he is making they need in their business show would have other advantage of them to the tire man, the magneto man, the top and

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This brings to mind one essential point. Where will the national show of the future be held? It is certain that there will be a show, and that next year there will be even more applicants than this, and if bigger buildings than Chicago or New York can offer can be found the waiting list will be increased considerably, and this must not be, declare the manufacturers.

Indianapolis was first on the map with a speedway and a request for the national show, now Detroit follows hard with an urgent appeal that next year the national show be made an outdoor affair in the autumn at its big speedway. Detroit promises to build this speedway if the show officials will grant it the date.

Promises are well enough, but not the real article.

Competition Is Strong.

Of course Indianapolis is not as big a manufacturing center as Detroit, but the fight promises to be a lively and an interesting one. The Hoosier capital has the finest speedway grounds in every respect in America, and it is safe to predict that it can not possibly be equalled, let alone excelled, within one year. The seating capacity, the spacious parking ground, restaurant facilities, numerous garages, nearness to the city, plenty of hotels and railroad advantages are big arguments.

Some of the leaders in the national auto circles say that to place this open-air national exhibit anywhere else but at Detroit would hinder the display, as rivalry would be too strong and would keep some away. They say that at Detroit there are so many more factories than at any other city that the rivalry would not manifest itself.

But after all, the automobile builder goes to a show for his own benefit first of all. If he can benefit himself by getting an exhibit at a speedway where he could not at a building, he will be the determining factor and Detroit will have to hustle to get ahead of what Indianapolis has to offer.

Carl G. Fisher, president of the Indianapolis Motor Speedway Company; A. C. Newby, H. O. Smith, Will H. Brown, Howard Marmon and other Indianapolis manufacturers are planning to boost the next national show for the Hoosier city during the Chicago show this week. They will get expression from all of the visitors.

That such a show is the real thing needed now is taken as proof positive, not only because of the lack of space here and elsewhere, and not because it is believed a larger crowd can be obtained during better weather conditions, but for even a far greater reason.

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idea of how easy riding the electric really are nor how handy they are by simply looking at them.

The manufacturer of the truck would be in clover at an open show where there is a track. He could load everything on his machine that he could lay his hands on and, while the prospective buyers look on, he could drive his big machine in fancy circles up and down and every way to prove that he is making just what they need in their business. The open show would have other advantages, many of them to the tire man, the oil man, the magneto man, the top and wind shield man and, in fact, every one connected with the enormous industry.

For these reasons it seems almost certain that if the motor car trade is to maintain its present progressive strides it will have to turn to a big open-air carnival. Something new and attractive that will break away from the formality of the indoor lifeless displays.

All of this is not to detract from the wonderful show now in progress. That it is not mere talk can be shown by the efforts of smaller shows, local ones, for instance, at Indianapolis. At that progressive city the dealers have caught the modern spirit and do not attempt to conduct a show without demonstrations. Even a parade will not suffice, and yet a parade is more than the Chicago show can boast. At Indianapolis the cars are put through all kinds of stunts that are both amusing, entertaining and educational.

Teach, teach, teach, that is what the press agent is trying to do for every firm that employs one, and they all do. What better means is there of teaching than by an object lesson. Put gasoline in the tanks and crank the machine, Mr. Manufacturer, for you must do more than talk, because competition has grown tremendously.

Decorations Mean Something.

Any one who doubts this can just reflect for one minute on the \$75,000 outlay for decorations at the Chicago show. Why was so much money spent? Surely it was not just to satisfy the fancies of the management, for, if so, they are rather expensive fancies and not likely to be tolerated. There is a reason.

The reason is that everything possible to add environment, attractiveness and allurements to the public that money and genius can provide has been done. Suppose that no decorations had been provided. There would not be one-half the interest and not one-half the crowd. The booster of the outdoor show says that the motor car within itself is worthy of the interest and the crowd if it can be allowed to do its own attracting, and this

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The day has passed when the visitor will be content to simply stroll down the aisles and look upon the things of beauty displayed before him and let the smooth-tongued press agent pour honeyed words of marvelous merits of the cars into his ears. While the cars are really before the visitor and the technical man, and factory experts can tell what they are worth by examining their many interesting parts, for the average man, and especially the woman, a ride and a demonstration is the only way to convince them.

Good—but Not Enough.

There is no way here to demonstrate the cars. They are simply lined up in all of their beauty and freshness for inspection and show the best that any show of this kind ever did what has been done

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No one has anything to say against the beautiful attractions in the form of lavish decorations at the Chicago show, for they are marvels and at least are record breakers.

The big point is that the same amount of money expended for more practical purposes at an open show would do the builder and the buyer more good, teach the latter more in less time and create more interest and general enthusiasm than when used to make drapings around the anchored displays. The stationary displays can remain at an open show also.

The fact that the Detroit people are fighting hard for this event, now that Indianapolis has seen fit to launch the movement, and that most probably other cities will get into the race, serves as a pretty good indicator that such a state of affairs will be brought about. If not, some predict that the motor car show will begin to decrease in popularity.

OLDFIELD BEATS DE PALMA IN RACE AT NEW ORLEANS

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