

# CHICAGO'S TENTH AUTO SHOW OPENS

Coliseum and First Regiment  
Armory Ablaze with Shin-  
ing Motor Cars.

NUMBER OF EXHIBITORS 265

Annual Exposition will Surpass Those  
of Past—History of  
Early Shows.

(Special to The Indianapolis News.)

CHICAGO, February 5.—Motor enthu-  
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when the doors of the big coliseum and  
First regiment armory were thrown open  
for the tenth annual automobile show.  
No better evidence of the healthy condi-  
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through the medium of automobile shows.  
This particularly applies to the Chicago  
exposition—the national show. Last  
succeeding year this exhibition has been

Manager of Tenth A  
Chicago Automob



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SAMUEL A. WILSON

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This particularly applies to the Chicago exposition—the national show. Each succeeding year this exhibition has been more successful than that of the preceding season.

This year is no exception, and in point of numbers there are more exhibitors than last year, with a larger waiting list of firms, who could not be accommodated with space, than ever before. This increased number of exhibitors has been possible through the limiting of space, an idea of the restriction necessary being given when it is stated that the entire basement of the coliseum annex is this year given over to the motor car manufacturers, and the accessory exhibitors are confined to the galleries of the coliseum and First regiment armory.

In reality the present show is the tenth annual exhibition which has been held in the coliseum, but only the ninth which has been under the auspices of the National Association of Automobile Manufacturers, with Samuel A. Miles as manager. The National Association of Automobile Manufacturers had nothing to do with the first Chicago show held in 1901. It was promoted and conducted by individuals, who were not discouraged when their pet plan of inviting the Chicago Automobile Club to participate did not materialize.

#### Satisfied with First Show.

Although this initial effort was not a flattering financial success, it accomplished its object, and the exhibitors were satisfied that they were well repaid. In fact, so much business was done in securing representation throughout the country that every one of the exhibitors in 1901 applied for space in 1902. At the first show there were not enough exhibitors to fill the entire main floor of the coliseum, so as a special feature, an exhibition track of eighteen feet in width was constructed and proved the magnet which attracted paid admissions.

Well established the first year, the promotion of the second show was an easy one. It was then the National Association of Automobile Manufacturers made its debut. This organization was then in its swaddling clothes, with its policy unsettled and some of its members opposed

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# TROTTER RUTH ON MAY BE PUT

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of the second show was an easy one. It was then the National Association of Automobile Manufacturers made its debut. This organization was then in its swaddling clothes, with its policy unsettled and some of its members opposed to two big shows. It was even considered to either hold one show in New York alone or alternate between Gotham and Chicago every other year.

In the second affair the available space was increased by using the coliseum annex, and instead of the track two huge platforms were erected on which the cars could be driven, a dial showing the distance each traveled.

### More Space for Third Exhibit.

More space was demanded for the third show and the management squeezed out a little extra. Again the show was a success. The next year the cry for room still continued and the second floor of the annex was pressed into service. The fifth year rolled around and the management felt the pressure even more, so the seating space in the gallery was boarded over and in addition the First regiment armory was secured.

Even with all this increased floor space every one was not satisfied. The management then thought it had reached its limit and stood pat for the sixth show, but when the seventh came to hand the exhibitors were not to be denied, so the managerial brains once more got busy. The entire Seventh regiment armory (Vattersall's) which was used for the commercial show, was secured, and in addition the basement of the coliseum annex was spaced off to accommodate the overflow. This latter exhibition was held early in December and while it proved successful in every way, the exhibitors preferred that the later dates be named and last year saw a return to February as show time.

Manager Miles decided that the show was spread out over too much territory and abandoned the idea of conducting the commercial show in the Seventh regiment armory, and last year only the coliseum, annex and First regiment armory were utilized, the same as this year.

### Four Foreign Machines.

Despite the fact that the coliseum

of the show. The driver and... gave him... their marks... half-mile... year-old... in one of... loving year.

"I want to... Sanders... sent that... year, I think...

Asked what... dire said... Dishes had... for all... past. According... need no... Dishes... dire gave... year-old... trunks... should... with... ing. He... to the world's... and that... change to... Sanders... of... of Mr. ... down the... have been... of the... a... and...

### PURSE TO BACK

S. H. Dudley, Colored Co. Interred Local Sp...

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News.]

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SAMUEL A. MILES

and its accessory firms. There are  
at least a dozen car manufacturers rep-  
resented who were not at the 1909 show.  
There are four foreign made machines  
occupying spaces, as against two last  
year. They are the Renault, the Fiat,  
the Berliet and the Palais de l'Automob-  
ile. All of these exhibits are in the  
armory.

The motorcycle contingent is particu-  
larly prominent this year, twelve makers  
of the "two wheelers" having been given  
space and assigned to the second floor  
of the annex. Much improvement is  
shown in the manufacture of the moto-  
cycle. The prices are also graded to meet  
the pocketbook of any one who may re-  
quire a motorcycle.

# TROTTER RUTH DILLON MAY BE PUT TO PACE

SANDERS BELIEVES HER CER-  
TAIN 3 MINUTE SIDEWHEELER

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