

INDIANAPOLIS CARS HOLD PROMINENCE

Automobiles Made in Hoosier Metropolis Cut Wide Swath at Atlanta Show.

LOCAL FIRMS WELL PLEASED

Exhibitors Return With Word That South Presents Excellent Field for Sales.

Indianapolis-made cars cut quite a figure in the big automobile show which closed yesterday at Atlanta, Ga., and the various officers of these companies are united in the opinion that it afforded them an excellent chance to demonstrate to a comparatively new field—the South—the merits of these local machines. Many prospective buyers were present at the Atlanta exhibit and praised the mechanical fitness of the Hoosier capital's products.

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In an interview with H. H. Rice and H. H. Kennedy of the Waverley Company, both of whom attended the Atlanta show, they said that a large display of 1910 models, including practically every make of electrics, presented a vivid scene on the spacious display floor.

Exhibit Three Models.

The product was exhibited by Roy A. Potts and E. L. Baker and consisted of Model 75-C (Waverley brougham), Model 76 (Waverley Victoria phaeton) and Model 74 (Waverley stanhope), all of which were of the 1910 design. The one suggestion for the betterment of the Atlanta venture given by the Waverley representatives was that concerning the combination system; by not having the show and races going on at the same time.

W. H. Brown, vice president of the Overland Company, was present at the show with his family and was enthusiastic as to the nature of the exhibit. He said: "The Overland and Marmon was well represented and aside from seven machines in the show proper we had five demonstrators on the street with our products. The armory was well decorated and from an exhibit standpoint was fully equal to that of any I ever saw. Every bit of available space was taken in the balcony, on the main floor, in the basement, the annex and even under the stairway.

"The Marmon models were placed directly at the door of the main entrance and the Overlands occupied a position in the balcony. We received our share of orders. Although the equal of the New York and Chicago shows from the exhibit standpoint the national scope of the show, which the Atlanta authorities were so anxious to obtain, failed to materialize.



MATSON AT WH

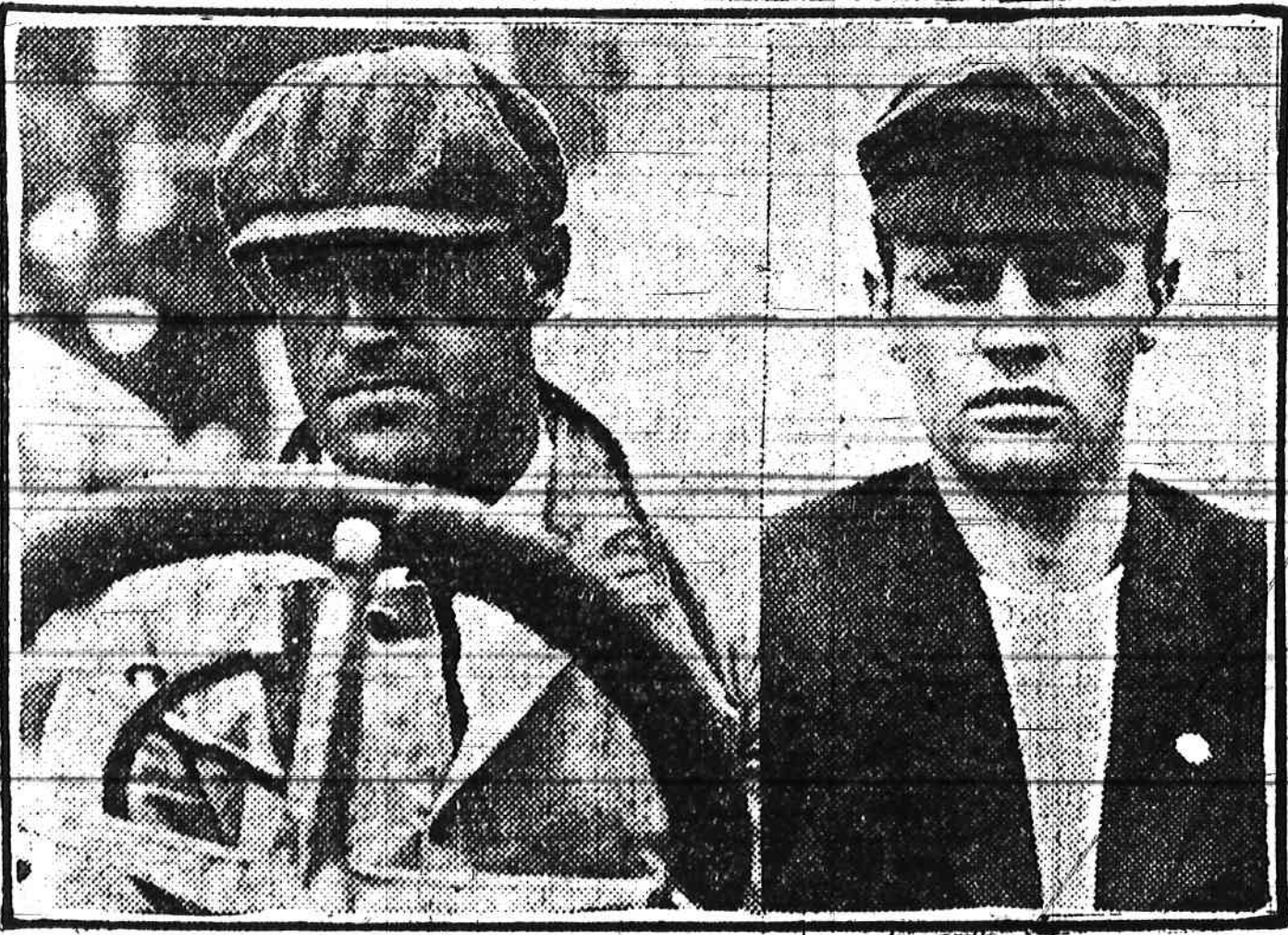
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Max Parry of the Parry Automobile Company in an interview said: "Although our exhibit at the Atlanta show was not as auspicious as many of the other manufacturers, we were well repaid for our efforts. Considering the fact that we have only been in the field three months and in that time have presented a car to the public which will be a competitor against all makes, we were glad of the opportunity of showing to the big field which the South affords the phenomenal growth of our product in such a short period of time.

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Marmon "Thirty-two" made a cleaning in several of the big races the public at large was more than anxious to inspect the merits of the machine. Our exhibit was well patronized and the name Marmon has been well established in this field."

The Cole Motor Car Company had three machines on exhibition at the show and the officers of the local concern were well pleased with the interest shown in their products. They, like a number of other exhibitors, expect to push their car in the Southern field.

Smith Reviews Show.

H. O. Smith, president of the Premier Company, had the following to say: "It would have been impossible to visit Atlanta during the last week and leave the city without being thoroughly impressed with the deep interest that section is manifesting in the motor car and in the movement of good roads. It is surprising to note how much has been done already in the way of road improvement. The automobilists have doubtless done their part toward bringing about this condition, but in addition there seems to be a general awakening to the fact that good roads are cheap, while poor roads are expensive."

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MOTOR CARS

GOOD TIMENTS

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Colcomb Co.

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New 1655

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"It is safe to predict that the number
of motor cars which will be purchased in
the Southeast during the season of 1910
will exceed the total number bought up to
this time. This can not only be attributed
to the great interest which has been
stirred up, but the fact that Georgia, ac-
cording to all reports, is favored with
unusually good crops, while the Southwest,
and Texas in particular, is suffering a
shortage.

"That the automobile can secure so full
an endorsement and firm a footing in the
new field in such brief time is attributable
only to the fact that the motor car has
amply proved its reliability and worth.

Hall Has Facilities.

"The Atlanta show, of course, will not
compare with the New York and Chicago
shows, but its new exhibition hall offers
unusual facilities, and the show was one
of the most complete and attractive which
has ever been held outside of the two
great centers.

"As a rule but little actual business is
transacted at shows, but the results of
the show as they relate to the Premier
car, have been very gratifying, and an
agreeable surprise."

J. M. Clarke of the National Motor
Vehicle Company, speaking of the show,
said:

"We believe that the Automobile
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opened up an immense new territory for
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"Past experience has shown that when
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and has shown that the South is ready
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Prove Good Critics.

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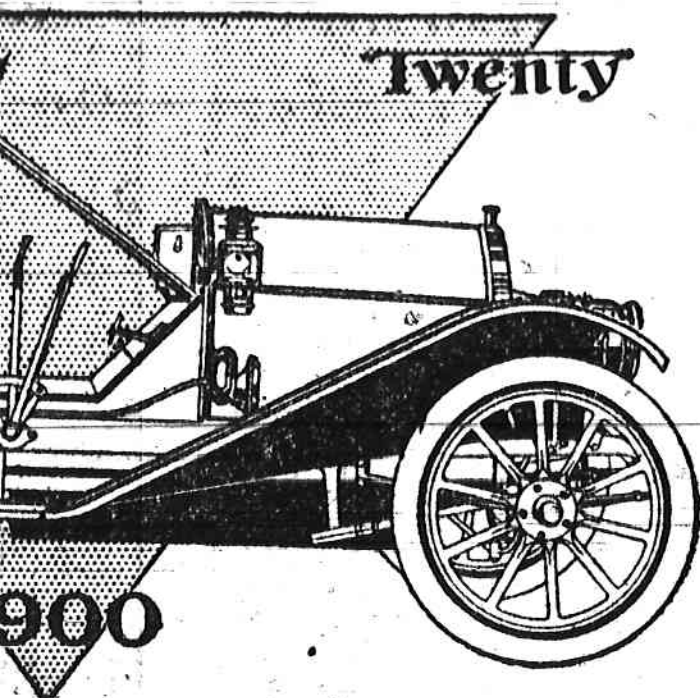
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"A matter of much pleasure to the National Motor Vehicle Company was the fact that so many prospective buyers were acquainted with the merits of our cars, and this was all the more appreciated by us, as up to the present time the National Motor Vehicle Company has made very little effort to place its cars in the South, owing to the fact that its product has been taken up so rapidly in the large centers north of the Mason and Dixon line.

"From the interest shown by individual purchasers and the large number of contracts made with dealers for the sale of National cars during 1910, it is the opinion of this company that the South will furnish a considerable outlet for National cars during the coming year.

"The name which the National car has made for itself during the last several years in a large number of contests, races and hill climbs seems to have penetrated through every section of the South and many comments were heard from visitors who stood outside of the exhibit.

"The business done at the Atlanta show by this concern was satisfactory from every standpoint and exceeded our most hopeful expectations and we believe that every other manufacturer who exhibited at Atlanta feels that he has been repaid in every way for the large expenditure to which he was put to make attendance at the show possible."

EXTRA GASOLINE IS RESCUER.