

# ALL EYES ON AUTO SHOW

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## FOCUS OF NATION'S GAZE

**LOCAL DEALERS HAVE BEEN UNCEAS-  
ING IN EFFORT TO OBTAIN FROM  
MANUFACTURERS EVERY CON-  
CEIVABLE IMPROVEMENT.**

All eyes are focused on the automobile show. A visit to every garage in the city late last night would have convinced any one that all previous records will be totally crushed under the stupendous exhibitions which will be shown this week.

Early Monday morning the music starts, the store doors swing open and the influx of visitors from near and far will begin. Meanwhile the busy and courteous dealers will explain the merits of each machine.

The display of motor cars includes hundreds of the latest creations, in fact the cream of the "auto fashions" will be on exhibition, which will even surpass the shows at Chicago and other large cities.

Factories have been rushing night and day to supply the demands of the dealers in order to get the latest inventions added to the cars which will be exhibited here, and which science has laid at the command of ready buyers.

Indianapolis will truly be the hub of the automobile world this week. The expectation of witnessing the greatest exposition ever attempted of the triumph of men who had faith in the ultimate success of the self-propelled vehicles, has created so much interest that devotees and prospective buyers from Illinois, Michigan and Ohio will mingle with the Hoosiers who will travel here from every town and city in the state.

### Social as Well as "Shop Talk."

In addition to "shop talk" the week's festivities will be taken up with social gatherings of the men connected with the business, and, while the afternoons and the evenings will be largely occupied with business, the remainder of the time, and all odd hours, will be crowded with all manner of social trips and excursions in machines over the surrounding territory.



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The promoters assert that the exhibit will be not so much a trade event as an exposition to demonstrate to the popular mind the great development of the modern motor car. The manufacturers have gone to great lengths to bring their exhibits within the understanding of the ordinary visitor who has no knowledge of the automobile, but who may desire to study the models, with a possible chance of becoming a purchaser.

A significant feature of the show to the motorist who will go up and down the aisles will be the change that has been made in the bodies of the cars. Having brought their engines and mechanical contrivances to a high state of perfection, the automobile builders have sought to cater to every taste in the matter of bodies. There are toy, pony, midget and miniature tonneaus, and it is often difficult to guess whether a car is supposed to be a touring car or a runabout.

The tendency has been to make bodies smaller and more slightly, in town cars there are various new styles. Limousines and landaulets have been made more luxurious and comfortable.

The general tone of the improvements incorporated in the 1909 models is toward greater refinement and the production of a car that will mean the least trouble and least expense to the owner.

#### Demand Medium-Priced Cars.

The industry has felt a demand for machines of medium and low prices, from a great army of motor enthusiasts who are unable to invest in higher-priced cars. Several companies have devoted their entire endeavors to supply this demand, and in numerous contests the machines which they turn out have been proved serviceable and efficient. In the opinion of many experts the great display of cars of medium price will make the exhibit distinct.

The observer will discover that there has been a reduction in weight in many of the new models, without jeopardizing strength. This is often brought about through the employment of steels of higher grade, and by lighter and more compact bodies. Lighter cars mean less wear on tires, and the reduction of expense all around.

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Fair Motorist

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NORRISTOWN, Pa.

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Automobile Association  
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Harry Lewis and Law

The contest committ  
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Among the five wom  
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The six-cylinder car has made great progress, and the fear that its vogue would result in an overproduction of powerful, speedy cars is found to be baseless. The "small six" has solved the problem.

Carburatation, lubrication, ignition, cooling, good bearings and better tires are among the things that have engaged the attention of specialists during the year and the results of their efforts will be seen in the improvements on the new models.

### Factories Cater to Fads.

Every factory has its designer and every designer has his own individual ideas as to the solution of the problems of motor vehicle engineering. It is not strange, therefore, that there is a divergence of practice in structural methods. The greater wonder is that the industry has followed such well-defined lines.

To the novice the cars on exhibition in the Indianapolis show will look very much alike. Some will be red, some blue, others green or different color, but in general lines the cars of 1909 look more like one another than ever before. And to a certain extent this applies also to the parts of the cars which are not visible without a close examination. The pioneer

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## MARMON CARS

### Declaring That This Dealers Sing

During show week the mon expect to find tha thirty-two-horse-po an exceptional degree of is four-seated, but the ble, so that the car acc long tours for two pe people call this the s have another two-seated the tourabout. It holds On the rear of the car tank holding twenty-six The Marmon cars are sively for two people, touring car they are This car accommodates finished in Michelin lea pea-green enamel. The effective. This is a f chine and is designed easily.