

AUTO SHOW ECHOES TELL OF SUCCESS

Satisfied Garage Owners Give
"Toasts" to the Week of
Motor Festivities.

STRESS LAID ON EDUCATION

Dealers Declare the Seven Days'
Open House Have Taught
Machines' Merits.

The automobile show horns have ceased their honking. The gasoline smoke has cleared away. Most of the visitors have left for home, but the dealers can not get over their enthusiasm.

Months ago when the week's festivities were being mapped out the boosters entertained their pipe dreams. These dreams were so far surpassed that they say they will need several weeks in which to come to a full realization of the fact that the show's success burst all bounds.

Although some of the dealers favored a central show, yet when the majority ruled, there was not a laggard among the ranks of promoters. Not a single stone was left unturned by this united mass of enterprising business men, which is said to be the reason why the event was such a success.

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"It brought hundreds of people to Indianapolis," said C. R. Newby, "who would not have come otherwise. It also educated the visitors in 'autoism,' such as they could not have received in any other manner. I think the show a success. It put me, as it did all others, in contact with several prospective buyers."

The idea that the show served the purpose of a "school" seems to be predominant among the salesmen. Manager Losey of the Buick Company said: "This year's show excels the one of last year. More people understand automobiles now, since this show has educated them more than ever before. More interest was manifested this year. The farmer featured strongly this year."

Cecil Gibson said he did more business during the first three days of the show this year than he did during the entire show last year. "I can not express how well pleased I am with the show this year," said the hustling dealer. "I have worked hard to make it a success and must say that I am more than repaid."

Merchants Get Benefit.

The merchants in general caught the spirit of the one class of enterprisers, and entered in with a helping hand. They said they realized that whatever helped the city in one line was sure to react for benefit to them.

B. W. Twyman of the Motor Supply Company said that he thought the good influence of the show will be felt in the city's business revival during the entire year. "The show pleased me from every standpoint. It focused the eyes of the auto world on Indianapolis. It paved the way for the opening of the big speedway here. It taught hundreds the true facts of autoism and showed the farmer that the motor is his friend and helper."

G. B. Aldrich of the Cadillac Company laid stress on the fact that the farmers made their influence felt during the show. "This class of people swarmed in my garage and occupied as much of our time and attention as any other. The farmer needs an auto and when once sees this, nothing will stop him from having it."

A peculiar thing happened at the Fisher garage. A large colored man had been roaming around the store for some time, and as he seemed to be "just looking on" no one bothered him nor asked questions.

Finally one of the salesmen ventured a remark. It developed that he had been sent to the garage by a wealthy woman to investigate cars. His word had con-

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In talking about the past of Indianapolis-made cars, Dickson, sales manager of the Motor Vehicle Company, said: "If the automobile riding appreciated the record of the stock car made on the Indianapolis track on Nov. 16 and 17, 1905, the time the National stock car world's twenty-four-hour record of 1,094 3-16 miles within the 24 hours. This record was made on a 1/4 mile track that is notorious for its tires, and was made with a 1905 car."

Record Stood Three Years

"The record in question stood for three years unbroken, though there were numerous attempts to break it in various parts of the country, in many tracks that were much easier than the Indiana State Fair track. It took three years' development to perfect a car that was capable of breaking this record. The record was made by a National stock car. It was supposed that it would not stand for the season of 1906, as we know many attempts would be made to break the record, and we naturally expected that some one would be successful in the seasons of 1906 and 1907 and the part of 1908 passed before a new record was made."

"On Nov. 4, 1905, a National stock car of the same model made a record for a 24-hour run covering the distance in 1 hour 45 minutes, 21 4-5 seconds, and that record stood until the latter part of 1905 when it was broken by a car of another make with a motor of exactly the same type and stroke as the motor used in the National record."

"As the matter stands now, these National records have been broken, but the National Company is discouraged, as it contemplated doing 1,000 miles a day."

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A peculiar thing happened at the Fisher garage. A large colored man had been roaming around the store for some time, and as he seemed to be "just looking on" no one bothered him nor asked questions. Finally one of the salesmen ventured a remark. It developed that he had been sent to the garage by a wealthy woman to investigate cars. His word had considerable influence with the woman for whom he worked. As a result a machine was sold. This is given out by the dealer as an example of never knowing what episode or accident will result in benefit. Carl Fisher said that the auto show was crowded full of little events and episodes which serve to impress the value of autos on the public's mind which the dealer is unaware of.

Dealer Praises Citizens.

Fred I. Willis lavished compliments on the heads of all of the men who made the show possible. He also said that the spirit manifested by the general public was remarkable. He mentioned in particular the patience with which the citizens gathered three times in order to view the delayed parade.

No sooner have the echoes of this celebration died down than the clamoring for the show next year is heard. Plans are already being talked around. The experience of the just closed event will serve as a guide post for the future. Some valuable points were gleaned this year which will assure even more perfect exhibitions and entertainments in the future.

Among other things that the show did this year for the auto business in general was the bringing of prominent men here connected with the business from all over the country.

Record Stood Three Years.

"The record in question stood for three years unbroken, though there were numerous attempts to break it in various parts of the country, in most cases on tracks that were much easier on tires than the Indiana State Fair track. It took three years' development of the automobile to perfect a car that was capable of breaking this record. When this record was made by a National, we supposed that it would not stand through the season of 1906, as we know that a great many attempts would be made to lower the record, and we naturally supposed that some one would be successful. The seasons of 1906 and 1907 and the better part of 1908 passed before a better record was made.

"On Nov. 4, 1905, a National car of the same model made a record for 100 miles, covering the distance in 1 hour, 53 minutes, 21 4-5 seconds, and that record also stood until the latter part of 1908, when it was broken by a car of another make, with a motor of exactly the same bore and stroke as the motor used in the National.

"As the matter stands now, both of these National records have been broken, but the National Company is not at all discouraged, as it contemplates attempting to do 1,000 miles a day for ten days on the new Indianapolis motor speedway, which is now under construction, as soon as that course is ready for service. In attempting the 1,000 miles a day for ten days we are undertaking a very hard task, but feel very confident of success.

Nationals Prove Popular.

National cars are proving more popular than ever in all sections of the country, business in California being particularly brisk. The National Company received a letter yesterday from Mr. L. H. Johnson of the National Automobile Company, Los Angeles, Cal., distributors for National cars in lower California, complimenting them very highly on a recent shipment of "Little Six" National cars, which had reached its destination a few days before. Speaking of the performance of these cars, Mr. Johnson says that in a run of fifty-five miles on the shore on Sunday, March 14, with a full passenger load, he easily outdistanced everything on the road, including two "Big Six" cars of well-known makes with much more power than is to be found in the National "Little Six."

The National Company is preparing its Savannah racing car for entry in all the big events to take place in various parts of the country during the present season, and anticipates a very successful season with that car, which has been seen on the streets several times recently.

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