

tion.

# WORK FOR SUCCESS OF 1910 AUTO SHOW

**Boosters of Indianapolis Event  
See Bright Prospects for Best  
Exhibit Seen Here.**

**FIXED FOR WEEK OF MARCH 21**

**Association Backing Project Has  
Comfortable Fund to Sub-  
stantiate Its Plans.**

The executive wheels which will turn out the 1910 Indianapolis Automobile Show were put in motion last week, and with good conscientious work on the part of those interested in the project, there is no reason why the affair should not be the biggest and most successful of any ever held in this section of the country. The boosters are intent on putting their best hand in the work and will leave nothing undone toward giving the show on an elaborate scale.

In speaking of the prospects of the show, F. I. Willis, president of the Trade Association, under whose auspices the event will be given, said:

"Indianapolis has a great many new dealers and our new show will easily surpass any that has been held in the past.

We expect to give it on an elaborate scale, and will be able to do this for a number of reasons.

**Has Fund to Work With.**

"The association will have quite a fund with which to proceed in making the affair an unqualified success. This will be a big item, and with all of the dealers taking part in the show we have reason to believe in our predictions."

The committees have been named and

# KNOW 1910 NEWS EARLY

## AUTO ENTHUSIASTS FAVOR

**SHORTAGE OF GOODS DURING  
SUMMER COMPELS DEALERS  
BRING OUT ADVANCED MOD-  
ELS FOR TRADE.**

Motorists always wait with impatience for the opening of automobile shows, and at that time the new offerings of the motor car makers are displayed for the first time. Just what the big list of exhibitors at the Grand Central Palace show will unfold in new wrinkles can not be conclusively told until the opening of the Year's eve.

Several things have conspired to bring the season of 1910 to the front and permit a better view of the coming year than is usual at this period. The shortage of goods during the past summer cleared the factories and permitted the new products to come out sooner. The absence of automobiles on the sales floors of agents caused them to ask for the new product instead of asking that it be held back until the old ones were sold. Several interesting and pleasant things are to be seen in the early view of the industry.

The gloom that fell in the middle of the national show two years ago, and which the show itself received an ill-deserved condemnation, has gradually risen till during the past season it was a way to buoyancy of the highest degree. The old demand for highest grade and most luxurious automobiles was again felt by the trade. The designer is again free to do his best rather than to trim the vehicle to the most economical production point, even at the sacrifice of features that were of pronounced value and likely to be desired by the public.

One of the noted improvements in the different lines of 1910 cars to be seen at the Palace show is the tendency for increased wheelbase.

**Lighter Motors Are Rule.**

This lengthening of base has gone forward with a shortening of motor in many cases. The tendency soon will be toward lighter motors, and with the cylinders cast in a separate piece instead of as in most earlier years.

boosters are intent on putting their best hand in the work and will leave nothing undone toward giving the show on an elaborate scale.

In speaking of the prospects of the show, F. I. Willis, president of the Trade Association, under whose auspices the event will be given, said:

"Indianapolis has a great many new dealers and our new show will easily surpass any that has been held in the past.

We expect to give it on an elaborate scale, and will be able to do this for a number of reasons.

#### Has Fund to Work With.

"The association will have quite a fund with which to proceed in making the affair an unqualified success. This will be a big item, and with all of the dealers taking part in the show we have reason to believe in our predictions."

The committees have been named and work will be carried on in earnest from this time on. They are as follows:

Executive and Finance—President and chairman, F. I. Willis; secretary, F. B. Willis; treasurer, Frank B. Moore; Frank Staley and D. J. Hayden.

Entertainment—Frank Staley, chairman; Will H. Brown, C. E. Gamble, F. W. Kohl and J. P. Smith.

Street Events—D. J. Hayden, chairman; H. N. Freeman, George Weldley, R. J. Irvin and G. H. Hamilton.

Press and Printing—A. R. Kling, chairman; G. W. Stevens.

Parade—Paul Smith, chairman; Frank Menthorn, Frank Leary, Foster Smith and Arthur J. Gardner.

The present plan is to hold the show during the week of March 21, but this is subject to change. It is the idea of the promoters of the project to hold the week of festivities at a time in March when it will interfere the least with plans of other organizations.

#### FAN NOT USELESS TO ENGINE.

A great many motorists, and especially those who are driving their first cars, appear to be of the opinion that the fan on a water-cooled car is of practically no importance. The proof of the prevalence of this idea is shown by the great number of fans that are out of order. Generally it will be found that the fan has been allowed to remain out of order because the belt has been broken and the driver did not think it necessary to take the few minutes that would be required to repair it, allowing it to remain out of order until he had nothing else to do before fixing it again.

national show two years ago, and for which the show itself received an unmerited condemnation, has gradually risen till during the past season it gave way to buoyancy of the highest degree. The old demand for highest grade and most luxurious automobiles was again felt by the trade. The designer was again free to do his best rather than to trim the vehicle to the most economic production point, even at the sacrifice of features that were of pronounced value and likely to be desired by the public.

One of the noted improvements in different lines of 1910 cars to be seen at the Palace show is the tendency for increased wheelbase.

#### Lighter Motors Are Rule.

This lengthening of base has gone forward with a shortening of motors in many cases. The tendency seems to be toward lighter motors, and with all the cylinders cast in a separate piece, instead of, as in most cases, separately. This makes the motors shorter and does not require so much room in the bonnets. This leaves more room for passengers, and the length of base has been used to the passenger's benefit in several ways. In some cases the bodies have been lengthened and more leg room provided. In others the seats for the rear passengers have been brought forward and gotten in front of the rear axle, where the riding is easier. This also makes room for wider doors and more easy entry to the tonneau. In other cases, the extra room has been given to hooded dashes, which, by extending backward over the driver's feet and legs, protect him from the weather and wind, and add comfort as well as the sporty look so much affected by some users.

In many cases the added length has been utilized to introduce longer springs, which have in turn softened the vibrations and very much helped out the riding qualities of the respective cars. The lighter weight of the last two years has also done much to better the spring action, and there is much evidence that in the future comfort rather than mere speed will take precedence.

There is also to be seen a tendency toward larger wheel sizes. The fact is slowly being recognized that the cycle was not the predecessor of the motor car, and that cycle practice, such as wider wheels and smaller tires, was a mistake. The former was quickly learned, but the latter has been a slower lesson. A few years ago it was a surprise to find wheels of thirty-six-inch diameter on any but the most high-priced foreign cars.