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ENJOY WEEK OF PROSPERITY

**Every Local Goncern Exceptional**ly Well Pleased With Results e day Obtained Through Display. s also

> S. W. Elston, manager of the Indiana Automobile Company, when asked what

> were his impressions of show week, re-"Show week put an end to whatever

traces of the money stringency still lingered about the local automobile business. Such enthusiasm as was displayed by the entire state surpasses that of any season within my experience, and

we are delighted with the results." Crowds thronged the salesrooms of the Indiana Automobile Company from the time the show opened early Monday morn-

ing, and they, were not only looking, but buying. Many deals for new and used cars were closed with persons residing in the city and state, and enough prospects were supplied by the visitors to

keep—the entire sales force busy for

One of the many amusing incidents of show week happened last Sunday upon the arrival of the Thomas forty by ex-, press. Guinn Patterson of the Capital Nadonal Bank was called out of bed early in the morning to supply the certified check necessary for the turning over of the ear, but the agent of the American Express Company refused to do business unless he saw real money, and Manager Elston, not to be outdone, carried several thousands of dollars in silver in his machine from the bank to the express depot finally received the coveted prize. The Thomas was run from the depot to the garage and from there to Michigan hill for the hill climb, where it did very

Moves Into New House.

The Indianapolis Motor Car Company has finally completed its new quarters at 419-423 East Market street and moved to that location Saturday. The business of the company has grown to such an extent that more room was imperative.

Benefiel, W. E. Robinson, Mr. Hamilton, Edson Folson, Ed Kuhn, C. T. Bartee, George Lanham, L. Van Vleet and E. E. Gudgel of North Vernon.

Our showing in the different events this week were very pleasing. The Ford roadster won second place in the hill climbing contest, which, considering its being taken direct from the freight depot to the hill, was a very

clever performance. In the parade Premier and Ford cars led in point of numbers, there being more than twice as many of these cars as of any other two At the obstacle races in the egg-cracking contest the Premier and Ford won first and second place, respec-tively. This is a contest which shows the absolute control which the driver has over his car.

Haynes Proves Popular. Show week demonstrated the popular-

ity of the Haynes car in Indianapolis and would seem to have assured the success of the Reagan Motor Car Company, which will handle this car from now on. Five deals were closed, two seven-passenger and three five-passenger motors changing hands during the week. The Reagan Motor Car Company has leased a part of the Indianapolis Motor. Car Company's garage and salesrooms at 419-423 East Market street as its permanent home.

Ad In Star Brings Results.

A letter received from Manager Beckner of the Indiana Carriage Company would seem to prove that show week was not confined to auto dealers in its benefits.

Indianapolis Star: Dear Sirs-I beg leave to compliment you on the most excellent manner in which you handled your auto edition of last Sunday and it may interest. you to know that our advertisement in it must have been effective, for our new business the last week has aggregated nearly \$3,000, and so many indicated their intention of purchasing later that we confidently expect even a larger spring business than last year.

Staley is Optimistic.

In reviewing the incidents of the automobile opening week Frank Staley of the Hearsey Vehicle Company expresses himself as being well satisfied with the results of the week. He says that any doubts of there being "hard times" or a "money stringency" before the show have all been banished. "The week, as far as the Hearsey Ve-

hicle Company is concerned, has been one of the biggest weeks of sales we have ever had. The weather was ideal, and everything seemed to work for a recordbreaking week for the automobile business of Indianapolis. We started out on Monday with four sales, and from Monday at 9 o'clock until Saturday night at 10 o'clock our store was crowded with interested people, not mere curiosity seekers.

It seemed that every person who came in

our store was either personally

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The Indianapolis Motor Car Company

has finally completed its new quarters at 419-423 East Market street and moved to that location Saturday. The business of the company has grown to such an extent that more room was imperative. Thirty-five cars have already been placed on the floor of the new garage.

Paul Smith, secretary of the company, drove a Rapid one-ton truck from Indianapolis to Attica, a distance of eighty-

five miles, in five hours, four and threefourths gallons of gasoline being consumed on the trip. R. E. Esterly, who represents the Firestone Tire Company. accompanied Secretary Smith on the npanied Secretary Smith on the This Rapid was one of the four recently sold to the Sterling Remedy Com-The couple-gear truck which attracted

so much attention during show week is being successfully handled by the Indianapolls Motor Car Company, Concerns that require extremely heavy hauling are now investigating it. The couple-gear

truck will move eleven tons eight miles an hour over a distance of forty-miles, and is meeting with great success in Cincinnati at the present time, particularly in transporting heavy loads of ice over the hilly streets of that city. Losey Well Satisfied.

R. H. Losey, manager of the Bulck-Losey Company, expresses himself as being unqualifiedly satisfied with the results of show week. This is his first experience with events of this kind in Indianapolis and the results achieved by the Buick-Losey Company far surpassed his expectations. Fifteen Buicks have been sold, five of Model 10 at \$925, six of Model F at \$1,265, one of Model S at \$1,775 and one of Model D at the same price.

The victory of the Model 10 Buick at birthday present to Charles Schaf from to make this week one grand success.

his father, Joseph Schaf of the American a "One little incident which occurred Brewing Company. Losey has just been showing that the different events were advised that the factory is increasing the profitable is that when one of our prosproduction of Model 10 and will be able pective out-of-town customers for an to take care of twice as many orders as Overland car read in the paper that the was anticipated. It is expected that by Overland had won the hill climb conthe 1st of June the Bulck Company will test, he immediately ordered an Overland be shipping fifty of these cars a day. The Bulck-Losey Company sucreeded

cars found handled, other wearing the literature of their competitor frequently without knowing that they had been marked.

Gibson Company Jubilant. The fillwon Autopobile Commany all feel fubilant over show week Covil E. Giraon of the company says never in the history of the house have they crewded so much byveiness into one week. From the opening of the course blooder until we bery to light our engineers the smeater Saturday co.n. attizy (as here prepared with buth STREET, BUILD BUILDINGS Normalia will of

ever had. The weather was ideal, and everything seemed to work for a recordbreaking week for the automobile business of Indianapolis .- We started out on Monday with four sales, and from Monday at 9 o'clock until Saturday night at 10 o'clock our store was crowded with interested people, not mere curiosity seekers. It seemed that every person who came in our store was either personally interested in the purchase of an automobile, or had a close friend who was going to buy in the near future: "Besides placing many orders for ma-chines, we have a list of good, live pros-

pects that is certainly very valuable to us. "We really did not expect to make onethird the actual sales which we closed during the week. We feel that the season has fairly opened, and, with the number of bright prospects we have, we expect to have a very busy and prosperous sea-Among the sales closed by us were J.

Croxton of Cloverdale, Ind., also a White Steamer. Waverley Electrics were sold to John R. Loye and Robert Elliott, both of this

"W. H. Dye, Courtland Van Camp and L. H. Newberger bought Marmons. "Dr. S. F. Gilmore of this city bought

a Rambler. 'Overlands were sold to Albert Cooper of Boswell, Ind.; George J. Brooker and Elmer J. Whitely of Muncie, Ind., and

Mrs. Alice Rippetoe of Terre Haute, Ind.

Hard Work in Order.

"I do not believe that our house ever waited on as many people in the same-length of time that they have during this week. Every one from our president down to the porter has been so busy from 7 o'clock in the morning until 11 o'clock at night that he could not have 

The Bulck-Losey Company sucreeded. One of the attractions on the streets in decorating every one at the hill climb this week was William McClain of Louiswith Buick buttons, and even those who ville. Ky., who drove through in a big themselves straight line body model "K" White, painted a beautiful red.

Tire Exhibits Liked.

by long distance telephone.

The exhibits of the G. & J. Tire Com-pany during show week which have been attracting many speciators nightly at soys ersl of the local garages have proken a unbuse and constacting way of equilating acrospobile deners in the partter of thre It is probable that few of the making. progle who watched the observation method of putting a heavy the together without the sound of the factor of a per-

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Lose, Wiell Sayleres

H. Lossy, manager of the Butch-Losey Company, expresses himself as being unqualifiedly satisfied with the resuits of show week. This is his first ex-Suits of show theck. dianapolis and the results achieved by the Buick-Lossy Company far surpassed his expectations. Fifteen Buicks have been sold, five of Model 10 at 1925, six of Model F at \$1.265, one of Model S 44 \$1,775 and one of Model I at the same Differen

The victory of the Model 19 Buick at the hill climb was greatly appreciated by the Buick factory for the reason that it that made the race so creditably was a birthday present to Charles Schof from to make this week one grand success. ble father, Joseph Schaf of the American "One little incident which occurred Brewing Company, Lossy has just been showing that the different events were advised that the factory is increasing the profitable is that when one of our prosproduction of Model 10 and will be able to take care of twice as many orders as was anticipated. It is expected that by the 1st of June the Buick Company will be shipping fifty of these cars a day.

The Buick-Losey Company succeeded in decorating every one at the hill climb with Buick buttons, and even those who handled other cars found themselves wearing the literature of their competitor frequently without knowing that

they had been marked.

# Gibson Company Jubilant.

The Gibson Automobile Company all feel jubilant over show week. Cecil E. Gibson of the company says never in the history of the house have they crowded so much business into one week. From the opening of the doors Monday until we left to light our eigars at the smoker Saturday our store has been crowded with both visitors and buyers. Nearly all of our subagents from out of town have been in during the week placing specifications for the 1998 models. We have also sold our share of ears to individual buyers from out of town, and our sales to local buyers have been very gratifying. We feel exceptionally pleased at receiving orders for new 1908 cars from some of our old customers. Among whom are:

Fred M. Ayres, who placed his order for a new, Premier "6." This is Ayres's third Premier cur.

Frank Morrison bought a model "20". Premier, making his second car of this

Daniel E. ley also save his order for a 24. this leeing his second Fremier car. We are proud of the season as we be-here them to be propositionable tout

montale to the merits of the car.

W. Schunge and C. C. Rundel both placed inverse for Makel Till The same of the second street in

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Boswell, Ind., George J. Brooker and Elmet J. Whitely of Muncle Ind. and Mrs. Allee Rippetoe of Topic Raute Ind.

#### Hard Work In Order.

"I do not believe that our house ever walted on as many people in the same length of time that they have during this week. Every one from our president down to the porter has been so busy from 7 o'clock in the morning until 11 o'clock at night that he could not have told his name had he been asked right quick. But at the same time it has been was the first event in which the little a very pleasant week, because it has been four had even been entered. The car profitable, and every one seems to have entered into the spirit of good humor

> pective out-of-town customers for an Overland car read in the paper that the Overland had won the hill climb contest, he immediately ordered an Overland

by long distance telephone.

One of the attractions on the streets this week was William McClain of Louisville, Ky., who drove through in a big straight line body model "K" White, painted a beautiful red.

#### Tire Exhibits Liked.

The exhibits of the G. & J. Tire Company during show week which have been aftracting many spectators nightly at several of the local garages have proven a unique and convincing way of educating automobile qwners in the matter of tire making. It is probable that few of the people who watched the slow, exacting method of putting a heavy tire together without machinery ever before realized what it takes to make a tire that will stand the grind and strain of hard road work.

These demonstrations have been an interesting feature of the show week and the processes shown to the public have led many automobile owners to visit the G. & J. factory and see the new 1908 G. & J. tires in all stages of manufacture.

Many of the processes which the G. & J. Tire Company have shown at the factory during the last week are entirely new in the tire making industry and are the results of many years of patient, expensive experimenting to produce a combination of rubber and fabric which, when united. would be resilient yet alread and durable scough to give the right service on the on the contract of the second of the

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for a new Premier "6." This is Ayres's

third Premier cer. Frank Morrison bought a model "30" Premier, making his second car of this make.

Daniel E ley also gave his order for a "24." this being his second Premier car. We are proud of these sales, as we be-

lieve them to be unquestionable testi-

monials to the merits of this car.

J. W. Selvage and C. C. Rundel both placed orders for Model "30" Premiers. This is Selvage's second Premier this year.

Our little Ford roadsters have sold like the proverbial "hot cakes," premiums be-ing offered on these cars for delivery dates as early as Monday afternoon.

Among the purchasers of Fords were S. T. Conkling, Harry Gable, J. W. Uhich, A. S. Widaman, J. G. Lewis, H.

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Many of the processes which the G. & J. Tire Company have shown at the factory during the last week are entirely new in the tire making industry and are the results of many years of patient, expensive experimenting to produce a combination of rubber and fabric which, when united, would be resilient yet strong and durable enough to give the right service on the modern automobile.

## Work of Cadillac Pleasing.

Considering the horse power of the Cadillac touring car which was entered in the Michigan hill climb the showing of the car was remarkable. This twenty-five horse power car made the stretch in 54.2 seconds, competing against cars of nearly twice the horse power. Show week proved profitable for the Cadillac Automobile Company and many sales were closed.



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