DEALERS ARE HAPPY

ENJOY WEEK OF PROSPERITY

Every Local Concern Exceptionally Well Pleased With Results Obtained Through Display.

S. W. Elston, manager of the Indiana Automobile Company, when asked what were his impressions of show week, replied:

"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 morning, 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 months to come.

One of the many amusing incidents of show week happened last Sunday upon the arrival of the Thomas forty by express. Guinn Patterson of the Capital National Bank was called out of bed early in the morning to supply the certified check necessary for the turning over of the car, 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 and 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 creditable work.

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. Twenty-five cars have been sold since

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 makes. At the obstacle races in the egg-cracking contest the Premier and Ford won first and second place, respectively. This is a contest which shows the absolute control which the driver has over his car.

Haynes Proves Popular.

Show week demonstrated the popularity 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 Vehicle 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 record-breaking 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

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Moves Into New House.

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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 three-fourths gallons of gasoline being consumed on the trip. R. E. Esterly, who represents the Firestone Tire Company, accompanied Secretary Smith on the trip. This Rapid was one of the four recently sold to the Sterling Remedy Company.

The couple-gear truck which attracted so much attention during show week is being successfully handled by the Indianapolis 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 Buick-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 the hill climb was greatly appreciated by the Buick factory for the reason that it was the first event in which the little four had even been entered. The car that made the race so creditably was a birthday present to Charles Schaf from his father, Joseph Schaf of the American Brewing Company. Losey has just been advised that the factory is increasing the production 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 the lights over repairs at the country Saturday our show rooms have crowded with both visitors and buyers. Nearly all of our ever had. The weather was ideal, and everything seemed to work for a record-breaking 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 machines, we have a list of good, live prospects that is certainly very valuable to us.

"We really did not expect to make one-third 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 season.

"Among the sales closed by us were J. D. Barley and C. W. Hutchins of Marion, Ind., who bought White Steamers; J. W. Croxton of Cloverdale, Ind., also a White Steamer.

"Waverley Electrics were sold to John R. Love and Robert Elliott, both of this city.

"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 told his name had he been asked right quick. But at the same time it has been a very pleasant week, because it has been profitable, and every one seems to have entered into the spirit of good humor to make this week one grand success.

"One little incident which occurred showing that the different events were profitable is that when one of our prospective 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 attracting many spectators nightly at several of the local garages have proven a unique and convincing way of educating automobile owners 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

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

Frank Morrison bought a model "20" 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 believe them to be unquestionable testimonials to the merits of this car.

J. W. Belvage and C. C. Rundel both placed orders for Model "20" Premiers. This is Belvage's second Premier this year.

The Hub Ford southern have sold the [illegible] premiums being offered on these cars for delivery dates as early as Monday afternoon.

Among the purchasers of Fords were [illegible] Chenting, Harry Cosnic, F. W. Lynch, A. S. Wiseman, J. G. Lewis, [illegible] a Rambler.

"Overlands were sold to Albert Cooper of Roswell, Ind.; George J. Brocker and Elmer J. Whitely of Muncie, Ind., and Mrs. Alice Rippetoe of Terre Haute, Ind.

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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 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. The twenty-five horse power car made the distance in 50.2 seconds, completing against cars of twenty-five horse power. Show week proved profitable for the Cadillac Automobile Company and many sales were made.

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

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

Daniel Foley also gave his order for a "24," this being his second Premier car.

We are proud of these sales, as we believe them to be unquestionable testimonials 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 being 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. Ulrich, A. S. Widaman, J. G. Lewis, H. [illegible]

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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.