

ONE OF BEST IN MIDDLE WEST

Best Premises to Eat, Surprise
Anything Yet Attempted
Throughout State.

greater than ever. This will undoubtedly be the excitement and the judgment of hundreds and hundreds of visitors who will be present in the various Indiana cities when the 1910 Indianapolis Automobile Show is opened.

The other cities—Indianapolis is second in importance of motor-cars. Dartz and Anderson in the city will be visited and in and through all others in mighty polished machines on exhibition. Bright and unctuous women will be on deck with the said men, and a brilliant supply of information and narrative and interesting anecdotes in contests at the show and the banquet at the Delirious and the Red Letter Features of this coming week.

Fire Models to Come.

Seasons the local shows with the best in the middle west. Other well known cities in Indiana, Illinois and Michigan, Ohio, Kentucky, Indiana, and Indiana, have on exhibition in them all conceivable models of motor-propelled vehicles, which will be displayed. Every sort of accessory will be there. Cars built for speed, attractively finished and minutely telling of their prowess in distance killing will be seen. There will also be cars for racing, in the reach of the man who has not a fortune, and that, too, some good trips and sumptuously equipped, spacious, luxurious, provided with all the comforts, a parlor car, will be among the average man and closely examined and considered by those who can afford such a luxury.

Courses of Study.

Charles Bult, driver of Marion race cars, declares persons can not have a chance to say about him. He has only the most racing name because of his racing. Charles Bult lives in this city and last year competed in several speed contests, but has never had a serious accident.

YOU GET WHAT YOU WANT—The E-M-F "30" is a large, handsome, 50 workmanship of the \$3500 cars.

Specifications: 4-cylinder, 4x4½, 30 sliding gear transmission, leather-faced cone clutch with spring base, leather-faced cone clutch with spring weight with complete touring equipment and one of the very few cars whose tires are fitted and coming within the tire makers' line.

IT WILL PAY YOU TO INVESTIGATE—Last month seventeen people Our allotment up to date has been sold, but upon orders placed now we can pay by April 1st.

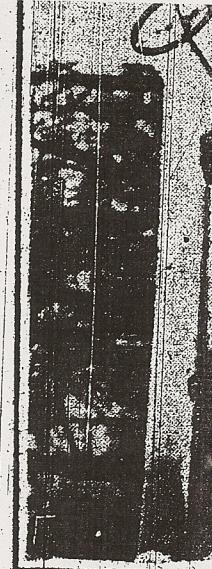
Flanders "20," on Exhibition After March 21

Reliable Auto

820 EAST WASHIN

Phone—Prospect 467, New 4345

One of Army of Local Mot



Entered by *Automobile* from the *Evening Journal*.

When You Buy

the man, with leisure and money, in the several famous manufacturers, every conceivable model of motor-propelled vehicle will be displayed. Every sort of accessory will be there. Cars built for speed, attractively finished and minutely telling of their prowess in distance killing will be seen. There will also be cars for racing, in the reach of the man who has not a fortune, and that, too, some good trips and sumptuously equipped, spacious, luxurious, provided with all the comforts, a parlor car, will be among the average man and closely examined and considered by those who can afford such a luxury.

Cars-Lithn: Casa Big.

One sturdy could, many years ago, buy a new car in return for there will be no car that anyone could afford. The cars shown were built from the most luxurious materials, including the finest leather, wood, and wire. The commercial vehicles of medium price for cylinder-delivery cart up to five tons, and farm trucks costing large sums. The pleasure cars also have a wide difference in price, running from a tiny minibus to the imported, handsomely limousine cars with expensive fittings.

The average visitor has a wealth to spend in time, that he, or the militia, uses one roof and make a general survey of the many manufacturers. In their advertising they make all their improvements over every manufacturer, and the mechanical alterations in construction practically, the only difference between the old and the modern automobile. In fact, it is difficult to find a single automobile which has not been improved in some way, either in design or in construction.

Industry Grows Greatly.

It is apparent of the automobile industry that it is growing like a wonder, both in size and importance. A person, fast, it perched on the shoulders of the automobile industry at this time, which the growth beyond the expectations of the promoters of the motor car, and has become today a major factor in the industrial exhibition. It is to the credit of the inventors and makers of the automobile that the natural resources of this country, all represented under one roof, have been put to the best use, especially in the manufacture of the body, frame and engine parts.

The does not mean, however, that there have been no improvements made in the past. In fact, there are a great many changes made in their engines, which have been made to meet the needs of the market. The tendency seems to be toward lighter motors and with all the cylinders cast in block, that is, in right cases separately. This makes the motor shorter and does not require so much room in the bonnet. The makers have increased the length of the wheel base, which is still more than the makers have. Although it seemed last year that the makers had reached the limit of improvement, it is now evident that the makers have gone forward with a product of the highest quality. The makers have not been able to produce that which the makers have.

There is a great deal of interest in the automobile industry, and the makers have

been able to produce that which the makers have.

Improvements in Models.

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Phones--Prospect 467, New 4345.

One of Ari

the visitors. The total number of visitors was thirty and the array of automobiles was most impressive. The managers of the show built a track around the stadium on which the automobiles were run. When a machine balked or stalled the drivers laughed and left the building with a mirthful realization of the future of the self-powered vehicle.

Industry Grows Quietly.

The history of the automobile industry, so short, reads like a wonder book. It is well known and appreciated by everyone that it has made little but little mention at this time. The industry has grown beyond the expectations of the pioneers of the motor business and has become today a great industrial exposition. It is to be noted at the wealth of art, the skill and the natural resources of this country all represented under one roof, and put on one great exhibition.

For many years are the makers of

new models of older and larger vehicles. The country turns out immense numbers of machines, and it is believed that the American-made automobile should in ten years jump into a position of leadership. Another experiment is one of vehicles known to his millions of dollars are invested in these manufacturers and thousands of men given up their earning employment.

Evening Night and Day.

The day roads are the rule in America today. In their endeavor to meet the ever-increasing demand due to the rapidly growing population, the probable output for 1910 after a careful canvass of the running factories in this country, indicated that something like

one million cars will be "Old Dobbin" for the year. The cost of insurance should be kept up. The speed must come necessarily to the market this year.

These scores of makes of cars housed under one roof and make a careful study of the many radical changes made in their products by the many manufacturers. But these changes are fewer each year until this year, when the visitor will notice that the mechanical alterations in construction are practically all the only alterations made by most automobile makers.

Change in body styles. This would surely indicate that a majority of manufacturers are satisfied with what they achieved a year or more ago.

Improvements in Models.

This does not mean, however, that there have been no improvements made in this year's models, for there are a number of little alterations which have been tried out by makers who believe them to be real improvements. For example, the placing of the control lever and steering wheel on the left hand side of the car, instead of the right; by a few makers has proven its value, especially in the case of the driver's seat.

Another feature which will be noticed this year is the improved accessibility to the working parts of the motor and power plant. Many makers have contrived so that the fan behind the radiator can be taken off, fan belts adjusted and the water examined without taking off the radiator.

Pressed steel, or rather stamped steel running boards have displaced the old clumsy wooden running board, the usual three-quarters oval front door covering has lost favor and aluminum has taken its place, especially that type having a roughened surface, which is stamped rather than cast.

Lessons Cars' Weight.

A great deal of attention has been given to lessening the weight of cars in order to reduce the tire and maintenance expenses. This accomplished, it has stimulated the sale of the favorite

vehicle. Although it seemed last year as though the makers had reached the extreme limit, this year again the wheel base of cars is still moving forward. In nearly every product of popular priced cars it will be seen that the makers have increased the wheel base.

The lengthening of the wheel 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 block, instead as in most cases separately. This makes the motor shorter and does not require so much room in the bonnet.

This leaves more room for passengers, and the length of hood has been used to the passengers' 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 a better position.

There is also more room for passengers and more easy entry to the tonneau. In other cases, the extra room has been given to wooden 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 future comfort rather than mere speed will take precedence.

Wheels Made Larger.

There is also to be seen a tendency toward larger wheel sizes. The fact is slowly being recognized that the cycle was not the predominance of the motor car and that cycle practice, such as wire spokes, etc., was a mistake. The former was quickly learned, but the latter has been a slow lesson. A few years ago it was a surprise to find wheels of thirty-six-inch diameter on any but the most high-priced cars, but this season we find cars with forty-two-inch wheels.

Not only in wheel sizes, but in tires do we find an increase. Quite a number have increased the section in spite of the rising price of rubber. The gospel of large wheels, light weight and large tires finds ready acceptance where the roads are bad. It can not be argued that the roads should be improved. The automobile must take the roads as they are and let the road improvements follow, and big strides have been made in this also.

Last year it was the toy tonneau that was the body feature of the show; this year the torpedo type of body is the newest thing. Notwithstanding their odd appearance, they present something new in the way of comfort by keeping out cold and lowering the wind resistance, and for this reason, if no other, they are bound to become popular and remain so. One of the troubles of the toy tonneau last year was the lack of leg room, but the long wheel bases of 1910 give the body maker more room, and this room has been used in front.

The custom now is to allow about twenty-six inches of space between the driver's seat and the dash, a gain of from two to six inches over last year. Sheet aluminum and cast aluminum are used in many of the high-priced bodies, but the pressed sheet steel body appears to be coming. Body construction, as a rule, is well done, the automobile with its fast movements requiring a stiffer and stronger body than the horse-drawn carriage.

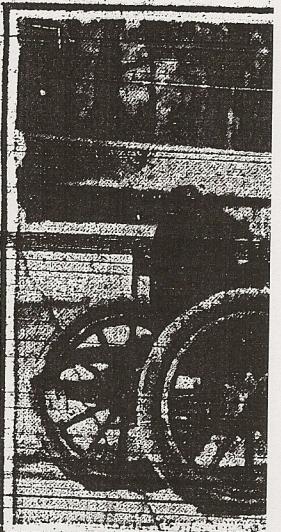
Tufted Upholstery Popular.

Hand-buffed leather of all colors is used even on some of the very low-priced cars, and the upholstering, especially the cars having tufted sides and seats, is admirable. The tufted upholstery is more popular than last year, the smooth, plain upholstery, such as was used in the baby tonneaus of last year, not making so greatly for comfort on rough roads and long runs.

Notwithstanding the vogue of the torpedo body, the toy tonneaus are as popular as the roadsters were a few years ago, and one of the features of the show is that the uncomfortable rumble seat has lost its popularity. It was never intended to carry a guest. The rumble was borrowed from the horse-drawn carriage, and was only then intended to carry a servant.

The close coupled body is also very popular. There is no settled line of body nomenclature. Nearly all of the open cars shown have tops, and even wind shields are now made a regular part of the outfit. Many of the makers include lamps, horn, and gas tanks as part of their regular equipment without extra charge. Many of the high-priced cars are fitted with shock absorbers.

It seems as if all the makers now that the industry has reached the finality of mechanical efficiency, have turned their attention to giving the bodies a superb simplicity and beauty that has never before been attempted.



E-M-F TOUR IS PLAN

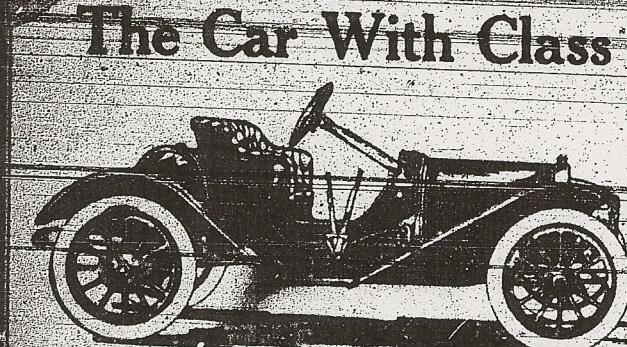
NEW ENGLAND TO BE VIS

OWNERS AND DRIVERS WILL
FAR NORTH AS MAINE, SPENT
A WEEK IN EACH SECTION
FINE SCENERY ON ROUTE.

A tour of the White Mountain New England court resorts is on the for the coming summer. It will auto outing exclusively for owners of E-M-F cars.

While George C. John, the promoter

*Dre
The Qu
Powerful
4 Cylind
6 Cylind
The Road
four pas
passenge
THE NEW MODELS*

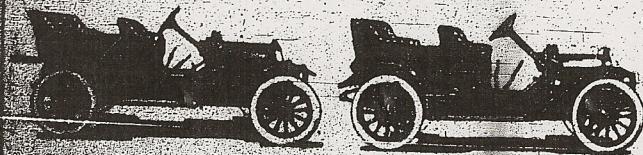


4 Cylinder 30 H. P. \$1,000

Simplicity, finish, easy riding, quiet motor, speed, power and durability make.

The Oakland Roadster
"IN FIERY RED"

The Greatest Car in the World for \$1000

4 cyl. 40 H. P. \$1,700
comes to any \$1,000 car on the market.

4 cyl. 30 H. P. \$1,250
A demonstration will convince

you why our cars are the best. Come and see us. We will be pleased to show you our cars and answer any questions you may have.

COME OR CALL FOR DEMONSTRATION

THE AUTOMOBILE CO.

General Sales Office Boston
Sales Agents

TYPES DIFFER VERY LITTLE

Gasoline Models Preferred Where Roads Are Rough, but Electrics Are Popular.

Hayden Flammes, the famous commercial vehicle expert of South Bend, Ind., has issued the following comparison of the merits of the electric and gasoline propelled vehicles:

To be able to state offhand and without thorough investigation whether a gasoline truck or an electric truck is best for a given purpose requires a degree of ignorance not easily attained by people of ordinary industry. To state which one is "best" irrespective of application takes something deeper than even ignorance. As a matter of fact, the relative economy of gasoline trucks and electric trucks is dependent entirely upon the conditions encountered in service. There is a great field for gasoline trucks, even in city work, which the electric can not touch. On the other hand, a great majority of the service in cities to which the electric can be applied at all can be more economically done with the electric than the gasoline truck.

The world marks the hits but not the misses, and every failure of the electric truck and the gasoline truck is in every vicinity thoroughly advertised, while the number of successes is overlooked; natural human conservatism contributes to this same effect. An improvement on a large enough scale, excites hostility, even beyond that which naturally exists by the suppression of or impingement upon existing interests. For the great majority of those interested in the operation of trucks precedence has been, until recently, almost paramount. If it always "has been," that is reason enough for its always "being."

Hard to Overcome Prejudice.

There used to be a prominent New York club in Fifth avenue, just above Thirty-fifth street, six or seven years ago when automobiles were not as common as they are today, and it was the custom to study on a slipper day to see who after horseless horses. They fourth circuit on the launching of a meteoritic blisk of a street car collision at the bottom without exciting the slightest comment, while the slightest skidding on the part of an automobile cab immediately created the greatest excitement and resulted in a flood of speculation and definite statements on the subject of the impracticability of the automobile.

The same variety of "cocktail" engineers may even add much information on the relative economies of the electric and gasoline Warden. As a matter of fact, in the case of the electric truck versus the gasoline truck it is no great "walkover" either way.

People are very likely to be misled as to the relative cost of maintenance, and mechanical knowledge is often better understood by the untrained than chemical ones. You can see the former, but you can not always see the latter. Human vanity is usually strong, and the device that has been destroyed by the operator or owner, because the owner has always been there, is not on trial, while the device is now, at least to him, and is on trial. It will possibly come as a surprise to the majority of passengers to know that the number of fatalities with electric business wagons in the last ten years can be shown to be less than 6 per cent on the total number buried in service. Five fatalities in one hundred in service, five fatalities in one hundred is certainly a very small percentage considering the ignorance of the public.

Conditions Not Permanent.

The strange part of it all is that the public should be deceived by the mere impression when the actual information by which we effect a comparison is not only available from living experts, but much of it is available from the manufacturers of the different types of vehicles.

It is equally natural that the amateur driver should finally become tired of forever being ousted from the limelight by the professional. So long as he drives at all, he dreams of participating in and attaining success in contests of some sort, and as the amateur experiments with his professional makes it a strong conclusion that the latter will be successful when pitted against the amateur. It is only a question of time when the matter of separating the classes would come up again.

There have been amateurs in the Vanderbilt races of the past who were almost as good as the Lancias and Neimays, the Neimays and others, and where they were concerned, the fact of their amateurs added an additional halo to their luster. But to separate professionals from such a race as this, to bring the class of driving down to the amateur level, would be absurd. Nothing of the kind is really intended by the organizers of the race, nor do they expect that the amateur will be successful. There is a natural disposition to give amateurs themselves a chance to figure in competitions in the future. As such it is a commendable desire, and the outcome will be watched with a great deal of interest.

Just just about as a monkey does on the assumption that what is will always be.

Now as a matter of fact, in a great majority of cases, particularly in cities, the average cost of maintenance for an electric automobile per annum for a period of ten years will almost always compare favorably with the allowance which would have to be made for a gasoline vehicle doing the same service.

The electric can not go so far, but it can go more than far enough for most purposes for which it is adapted at all. It can not go so fast in itself, but the congestion and limitation of service in a large city usually determines the best speed and mileage which can be covered in this work. It is usually in suburban service or "on foot" operation in practically noncongested territory or places that lack pavements that the gasoline car can make use of its superior speed to a sufficient extent to reduce the number of drivers employed, which is the preponderant item of expense.

Where this can not be done the advantage can be pretty safely conceded to the electric. Where it can be done to a sufficient degree to make a saving of drivers, balance the added cost of maintenance, then the gasoline truck has the advantage. And the gasoline truck has the advantage any way for all very long haul service.

The commonest errors and the worst results come from a disregard of the above well-established facts. Another cause of difficulty which will probably be very easily overcome is a tendency on the part of engineers, both in design and construction of gasoline and electric vehicles, to disregard the essentials of experience which have been collected by the wagon builder and user. The results of this experience can not be mathematically formulated, and those who have the knowledge seldom are able to satisfactorily explain it.

For example, an engineer applying power to a vehicle has every kind of designing incentive for reducing the diameter of the driving wheels; every consideration of road traction demands that the size be increased. The average designing engineer is influenced more by power considerations than those of the road, and he makes the best selection of vehicle

who purchases with reference to a resemblance in traction to horse service. The same traction conditions apply to both as far as economy is concerned. After all we have no hesitation in stating that there is no service in the city which can not be more economically done by power traction than by draft animal.

AMATEURS ENCOURAGED TO ENTER AUTO SPEED TRIALS.

With the Player in Separate Class, But Will Not Exclude Professionals From Any Event.

Not since the early days of automobiling—say, in the early nineties—has the matter of amateurism been a live topic in motor vehicle circles. Its revival at the present time, while unexpected, is natural enough. It was not to be supposed that amateur drivers who, (to put it) are in a minority, would continue indefinitely to cast passively in indifference, or endure the sight of professionals, or amateurish monotonous racing and all other competitive motorcycling.

The only reason the matter has been dormant so long is that automobile racing, as a sport, is much more than this. Or, to put it another way, the sporting aspect is only one of many aspects. The professional driver, of course, one who devotes his entire time also, as a matter of course, he becomes more and more proficient than the motor-

car, so that the effect is transparent automatic. In the air currents from the crank shaft illustrates two-bearing suspension of the Chalmers

are shown all of the ball bearings. In itself, in portraits of the famous drivers, the men who have made Chalmers a track record and the greatest popular interest Bluebird racing car trophy, the Sherman Cup trophy, the Santa Monica trophy, of the important racing

first few months of service usually requires very slight mechanical attention, even in pretty severe service. We are assuming in this case a truck up to the standard of the art. Why should we be deceived by you to assure that these will remain permanent for the life of the truck? Certainly the laws of nature are not suspended in favor of the gasoline truck.

When we realize that the best record by any railroad in this country is twelve locomotives on repair (disregarding any accidents), out of every 100 owned, what right have we to expect or even hope that we can operate 100 out of 100 gasoline business wagons independently? Remember, a locomotive runs on rails and the prelumbarized incident to the economical maintenance of it have been wholly eliminated. The same applies to the gasoline truck.

RALPH DE PALMA IN PIAT.

HOOSIER CARS TO FORE

INDIANAPOLIS WINS FAME

CHARLES E. HENDERSON GIVES HIS IMPRESSION OF THE RACES IN LOS ANGELES, AND TELLS OF VICTORY OF LOCAL MACHINE.

By Charles E. Henderson,

Sales Agent for the Cole "30."

It makes an Indianapolis man feel good to view the achievements in Los Angeles, of Indianapolis-built cars. It creates a feeling of justifiable pride to note the prestige gained and held by the "cars from home."

We have shown the people out on the coast that Indianapolis is a big spot on the map, and we have given them the true impression of a condition that actually exists, viz., that we know how to make good cars here and that we can hold our end creditably in any speed events or contests. It is regrettable to say the least, that a feeling of selfish commercialism, such as was displayed by the local Association of Licensed Dealers at Los Angeles, should be allowed to interfere with the scheduled events.

Unlicensed manufacturers were cordially encouraged to ship their cars to the coast, necessarily incurring a heavy expense, and then almost at the last moment the question of licensed cars came up and the local association made a strenuous effort to bar out the unlicensed cars. It is but natural that the manufacturers of such cars look upon this action as not only unfair, but that it has a tendency to lessen the interest of the public in the sport, a result which is strikingly obvious in the present instance.

Great Victory of the Cole.

By the concerted action of the association of licensed dealers in Los Angeles, all licensed cars were withdrawn from the races where unlicensed cars were entered. This made it necessary for the Cole "30," an Indianapolis car, to either remain out of the contest or enter against the high-power cars of the unlicensed class. Having the unbounded confidence in our car, we decided to enter.

The victory was a victory far greater than would have been possible had the Cole been entered with light cars in its own class, as we were successful in winning second place in two of three important events. Not only have the dealers of Los Angeles made it a point to discriminate against the unlicensed car in this instance, but on account of their interest with the press, very little mention has been made of the victories of the unlicensed.

It is quite natural, therefore, that the impression should prevail that there was "nothing doing" or being done concerning the licensed cars.

It is to be hoped that the action of the national association will not carry to such unsportsmanlike actions on the part of other associations this year.

The manufacturers of the Cole "30" are bringing out a second racing car and it is their intention to enter both cars in the season's events, and they hope to be as active as possible, that the car is entitled to associate with the best of cars. They will also enter one or more

JACKSON

Wheeler-Schell
Value \$

We

Phone Main 8018
1314 K.

CO. A

TEST RIDE IS T

FURNISHES REAL S

NOVICE TAKES TRIP BY VICINITY OF INDIANAPOLIS EXPERIENCES SOMETHING NEW.

You are not an all around

If you have hit the high-places roads for about eight

a toster, knowingly, you

owner visitor at a meeting

Tire Club at the Benson Inn

"When I say this I know

speak," and he invited him

on his chair, because he said

he was great sport

noticed those indomitable mo

ors like every day out of t

factories, and had a long

side in one. I called Will

the Oveland and asked him

to ride, with one of his me

son's said than done and

time I had hung up my

carver there was the no

NATIONAL RECORDS WIN.

Stock Cars on Track Show Real Merits of Machine.

The public mind has always placed the National car in the exclusively high-priced class. In fact it has always sold at a high price this season, when its production and marketing field were extended. A few large cities have taken the entire output in this past.

The 40-50-horsepower National gained a big reputation for itself in its race track wins, hill climbing victories during the year, and in the first four and thirteen seconds were won. The prove the inherent over competitors. It broke all world records for distances up to twenty miles, making them in fifteen minutes.

This model is not a racing car, nor were any of the cars entered specially built, as all Nationalities of this model were alike. They were entered in these contests merely to demonstrate their strength, power and durability.

Evidence

Wonderful
exciting tale is
Evidence

Physicians
SHOULD READ
Evidence

Judges
SHOULD READ
Evidence

Attorneys
SHOULD READ
Evidence

Bankers and
Brokers
SHOULD READ
Evidence

Real Estate
Men
SHOULD READ
Evidence

Every Mayor
in Indiana
SHOULD READ
Evidence

Lawyers, Farmers
and Merchants
SHOULD READ
Evidence

Motor Dress and Fitting
Prepared by Palmer Over
Short English

DRESSES IMPORTANT FEATURE

Simplified in Many Details Ac-
cording to Dictations of Wom-
en Enthusiasts.

Time was when the mere mention of automobile conjured up the vision of a red "devil-woman", being propelled madly through space by some weird and unrecognizable something, with glass eyes crouching over a wheel; and as for the woman motorist—well, it seemed that her original was the gorgon of unblotted memory.

Today, however, in every village the best motor brings up a mental picture of a perfectly appointed one of graceful contour, in which one can be taken advantage of hours from the sun, in evening suit, and even play cards on the way, a car, in many cases, equipped with collars, and table crystal vases holding flowers, tea baskets, so wonderful in construction that one may serve a perfectly appointed five o'clock in the midst of a wheat field, or on the crest of a mountain—and if need be suffer no real hardship if forced to live in the car for days.

Rightful Disguises Given Up.

The frightened disguises which were at first thought necessary for motor dress have long ago been given up, and we have settled down to a less fantastic and more rational mode of dress as year by year the cars turned out by the big manufacturers have shown progress in the decorative art. In comfort, spaciousness and grace of contour and line, and in mechanical efficiency, the "motor-women" no longer, and they claim every clime and every season for their own—the fisherman, the humbug, man interested in practically every other line of sport, are governed by a rightly fitted dress, but with a slender body—there is no closed season, and one may have fun the year round without reference to such trifling details as calendar.

Woman Set Styles.

And because motorizing first and foremost calls for practical garments, women at first were forced by the belief that practical garments must of necessity be ugly. In the early days of the automobile, woman did not realize that the car protected from every invading element by atmosphere, safety and second-line garments, thus as well as by originally designed, specially, fastidious woman substituted beauty for the restlessness of the exaggerated and disfiguring model, so that she quite naturally adopted her own style of the perfect flight, wearing, however, feminine vanity to the roof, but that time was past, and the public a medium of common sense and good intentions to the task. Now nothing is so easy as to be comfortable and entirely governed for motorizing, and it is due to the women of the country that the increased comfort of the cars, and the practicability and elegant style of motor woman's garments have come about.

Customs First Noticed.

One might as well say two and two do not make four as to say that today the man and woman interest in motor cars which extends over the entire world is divided equally by men and women, and that the cars are bought without sex advice in their selection. True, it has been but a few years since the interests of this national extended merely to the color of the paint and the durability of the cushions, but a change has come about in two respects—in the development of motor cars and women's knowledge of their manufacture. In the

Mayor Shank

At the banquet to be given one week from next Saturday night, at the opening of the automobile show, most several of the most prominent speakers of the state and one from outside have promised to attend.

Former Mayor Bookwalter will be the toastmaster. This banquet is given especially for the trade men and others who are interested in making the automobile industry a success, such a tremendous factor in the business life and success of the Hoosier capital.

A. G. Batchelder of New York is the

chairman of the American Automobile As-

sociation executive committee. Edgar Ap-

person of Kokomo, Ind., is a member of

the A. A. A. contest board and manufac-

turer the Apperson cars. The other two

main speakers are Governor Marshall and

Mayor Shank.

the roads permit. Our English writer says:

"We appear to be quite accustomed

to find ourselves in breeches and boots in

that carries them along."

It is unashamed, and that whilst them

some again in time for tea, have become

an indispensable factor in the business.

It enables them to take a more leisurely

Charles A. Bookwalter

ACCESS

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nothing is so easy as to be conveniently and suitably gowned for motoring, and it is due to the wisdom of the country that the increased comfort of the cars, and the practicability and excellent style of women's motor garments have come about.

Outrageous Fact Noticed.

One might as well say two and two do not make four as to say that today the deep and genuine interest in motor cars which extends over the entire world is not shared equally by men and women. For today few cars are bought without women's advice in their selection. True, it has been but a few years since the exercise of this judgment extended merely to the color of the paint and the durability of the cushions, but a change has come about in two directions in the development of motor cars and women's knowledge of their manufacture. In the

early days, when just a few women were in cars and there was a concession to femininity, woman's weight had been exercised for whisking her bodily nose critically at the odor of gasoline and exclaiming in horror at the hideous goggles and coats provided for her wear. But gradually with the perfection of motor-car making the machinery was subdued, more attention given to the real purpose of the car, and mankind's lively interest excited in the manufacture of a vehicle which enabled her just to "get up and go" on the instant the whim struck—and so to have independence, speediness and safety in whatever direction fancy inclined.

Woman's Knowledge Helps.

Her woman's knowledge as to what a car should be used to meet the family requirements increased; she knew the advantage of luggage space and comfort in the touring car, and of low doors and unobstructed entrances to town cars and limousines. It is due to the demands of the woman motorist that many of the most luxurious accessories and conveniences of the modern car have come into being, and with the evolution of the motor and its fittings there has been a corresponding transformation in the gait of the motorist.

The woman's knowledge is abundantly apparent in the evolution of all manner of modern cars. The history of dress proves that every historical event has had its subtle influence not only on the dress of the period, but through succeeding centuries, and the modern car influence is too widespread to be measured. Certainly in the earliest dreams of automobile agents could enough cars be manufactured to furnish motors for every woman who wears an automobile veil. But the veil is too comfortable, too altogether beautiful and too becoming for the woman whose motor trips are limited to an occasional "trip" in a friend's car to relinquish it. To say nothing of the woman who finds the ruffling effect of the wind quite as destructive to feminine cars whether she be walking, riding on street cars or motoring.

Simple Dress Adoption.

When we study the history of the dress we find that hygiene took the simply draped Roman robes, and adapting them to its mode of thought, turned them into rich hierarchical garments, heavily embroidered and studded with gems and bullion, the stola or Roman robe, becoming the stola, and the graceful Roman wrap being finally twisted into a mere broad band of embroidery, and Caesar's laurel wreath into a coronet of beaten gold and jewels. Not all who wore the modified laurel wreath could claim to be a Roman emperor assuredly.

Again Napoleon's soldiers brought the oriental shawl into Europe and the latest fashions we are wearing again today, while Josephine herself brought from Italy the camp and the pseudo-classical robe. Truly the woman who has never heard the "hush hush" from the interior of a car may claim precedent for her capture of automobile apparel.

Today modiste and milliner fairly revel in the gowns and traps and motor-toques and mantles, while the manufacturers of masculine motor apparel sit up nights that their feminine competitors may not exceed the standard in the matter of creating unique motor apparel.

As for the woman, not within the memory of this generation has there been such an opportunity to go in for the picturesque and quaint without overstepping the bounds of courtesy. We witnessed the motor bonnet by easy stages. The sound vibrations of the comfortable and practical followed the way and the odd and quaint followed in their wake.

Motor Used in Chase.

In England the motor car has become an indispensable adjunct of the most English of all English sports—the hunt. It is used by almost every one to assemble at the meet, and even follow hounds when

the state and one from outside have promised to attend.

Former Mayor Bookwalter will be the toastmaster. This banquet is given especially for the trade men and others who are interested in making the automobile industry and sport such a tremendous factor in the business life and success of the Hoosier capital.

A. G. Hatchard of New York is the chairman of the American Automobile Association executive committee. Edgar Apperson of Kokomo, Ind., is a member of the A. A. A. contest board and manufactures the Apperson cars. The other two main speakers are Governor Marshall and Mayor Shank.

the roads permit. Our English writer says: "We appear to be quite accustomed to find ourselves in breeches and boots in

that carries them to cover, and are unashamed, and that whisks them home again! In time for tea, has become an indispensable factor in the business. It enables them to take a more leisurely departure and not infrequently make a more becoming arrival."

In the motor garb of men there has been a constant change as the manufacture of cars has increased in comfort and the necessity for protection from the elements has decreased. Smartness and a practical serviceable are to be found in most of the modes, and it resolves itself into a question of personal taste and opinion rather than of strict fashion. It is to be noted now that the limit of possibility in the way of real novelties has been reached, and there is nothing pertaining to the motoring wardrobe that can bring any new flavor. However, the characteristics of motoring have changed and improved. The long hair cap, are simple and sufficient to suit, with such detail finish as will best out-fit these items. Fur-lined boots, fur-lined motor gloves, fur motoring coat, mink, dove-colored coats as the "ladies' mitt," white wool coats and white rubber boots, and just like motor caps they are all there in endless variety.

Driver's Dress Advances.

In the evolution of the motor, however, and its attire, the dress of the chauffeur has advanced still further until now he has acquired an appearance which is as tasteful as that of the machine itself. It is to be noted that many chauffeurs protest against the wearing of hats, and give their reason that it places them in the servant class, whereas they are skilled mechanics. But such conservative styles are being fashioned now that the average chauffeur is growing more amenable especially in view of the fact that common sense plays an important part in the designing of the clothes.

The general tendency is toward extreme simplicity in color, trimmings and style. Of course, the great need of sufficient warmth in our winter climate must be considered, and this has to do with as little bulk or clumsiness as possible. One especially good-looking liver for general service in ordinary car wear is a morocco shade, fastened with deep horn buttons; while the cuffs, in addition to an inside "wind cuff," have a strap attachment to draw them in about the wrists, and the collar is made to fit snugly about the neck. The cap is of the regulation shape with a patent leather visor. Heavy gauntlets of black kid, lined with fleece or lamb, and puttees of black pigskin complete. Black is preferred to tan. A knickerbocker suit for summer wear is made with semi-North coat, while the summer gauntlets and kid unlined with palm, thumb and forefinger reinforced. For winter, coonskin make is admirably suited, with which there is furnished coonskin cap and black calfskin boots lined with fleece. Of necessity, many of the accessories of automobile costume are used by both master and driver.

Charm and Service Considered.

For the woman motorist nothing is so easy as to be charmingly and suitably gowned. All one needs is good taste in the selection of models. In one fashionable woman's motor wardrobe is a leather-trimmed cloth dress, made of tobaro brown cheviot. The frock is made without lining and worn over a foulard petticoat and bloomers of the same color. For winter wear the bloomers have a removable lining made of washable flannel. A choco hat or black rubbersil silk, a skirt of waterproof serge, with a removable lining of rabbit fur, and cuffs with celluloid guards are also included in this outfit.

Nothing could be more attractive than the hat of gray kid in scarlet leather, which is part of another motor costume of the same woman. With this is worn a veil of gray chiffon cloth, and a big square leather "wallet" of the same material as the hat, fitted with toilet articles mounted in silver gilt, and big enough to hold a wrapper of thin, soft silk, made in monogram shapes, provides a welcome change from the ever-repetent handbag. There are many who prefer hoods to any other head covering, and these, made of soft cardings of silk, with an inner cap of gray lamb's wool for winter, are both chic and dainty, while the light-weight hood for summer comes in a multitude of designs and colors. Capes in grosgrain stripes or checks are another



Charles A. Bookwalter.

In the visit the nut no more easily to cursive the butably sp listening of com The country some in favor of seemed tachiner reached scores which during Intell.

feature of the chic motorist's outfit, as are knitted silk scarfs and veils of silk grenadine.

Very comfortable and very good looking also are the quilted high boots of satin that are worn over shoes for motoring in cold weather. They are not bulky to look at, but are trim and shapely, and fasten with buttons well up on the calf, reaching just below the knee. Cosy also are the little boots of black pony skin. The ponyskin coat is over present, as well as tailor-made riding coat, and a plain white rubber raincoat and light, with come and

A new design in goggles, made especially for bad weather, has a metal hood which comes out over the glass, keeping it free from rain, sleet or snow. There is ventilation between the hood and visor itself, so that sweating is impossible. The shield is of leather, the edges padded in plush.

For women there is a device that is far more useful than any number of hats, as it will hold a hat secure when the car is going at the highest speed in a strong wind. Two metal plates are sewn in on either side, just at the edge of the crown inside the hat, through which are stout, bullet-shaped fasteners that catch and hold the hair. These ends are a little broadened so that they can not slip through the plait. Any woman who wishes to enjoy real comfort wears these.

Women Introduce Luxuries.

Woman, it must be confessed, has been the inspirer for most of the luxuriant adjuncts to motor travel and among the luxuriant accessories of motoring is the basket, made light and compact and fitted up so that it is convenient for tea-parties in the heart of the country. It is made of wicker and lined with red leather; tea set fitted in and teapot and alcohol lamp included.

Then there is the motor restaurant; the black leather tire box, holds all the paraphernalia, and provision for a wet-sides meal and gives a table as well as circular covering forming the top with supports beneath. The want of this has been long felt and its efficiency goes straight to the heart of the motorist. Every detail is carried out with care and in the best of materials. Thermos bottles, unbreakable plates, knives and forks and spoons, various small jars and pots for butter, preserves, sauces, salt and pepper. In wicker covers are tumblers. Everything is well protected from jolting by the tire and breakages are an impossibility.

There are also motor vases—beautiful examples of their kind; crystal with trimmings of gold, etc., down cushions covered with purple leather, with a pocket at one side to hold magazine, and a tiny little footstool about six inches high and a foot long.

A revolving campstool, very strong and extremely comfortable, which yet fits into the smallest space imaginable, is another splendid accessory. Then there is a portable dressing case of pigskin, which has an easel at the back so that the case may be made to stand up when desired. It contains a clothesbrush, hairbrush, toothbrush, etc.

A new affair is a collarette of just the right dimensions to go in the door of a limousine and stand between the two windows in front, and being just about four feet tall does not obstruct the view to any extent. It has glass top, sliding shelves and removable trays, humidores, liquor bottles, thermos bottles, chocolates, and bouillon cups and lots of other things.

STALEY DESIGNS CAR.

Frank Staley of the Studebaker Company will receive from the factory a speed car specially designed. This car will have a gay appearance with the regulation speed body and will be painted in racing green, trimmed in racing green leather to match, and will be an attraction during the automobile show week. This car was designed by Mr. Staley for his own personal

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Automobiles and Trucks
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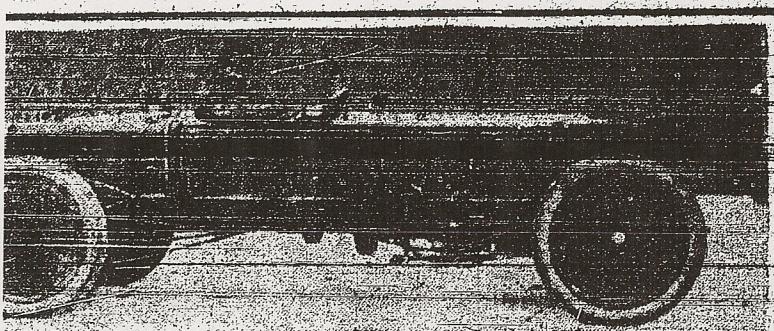
Accessories Manufacturing

Every Conceivable Article or Device Lending Comfort and Efficiency to Motoring

213-214 Pennway Building

Indiana

"Marmon Yellow Jacket" Speedy Motor Car.



MARMON RACER IS BUILT

COMPLIES WITH NEW RULES

MODERN CAR CONSTRUCTED WITH LATEST DEVICES TO REDUCE WIND RESISTANCE AS MUCH AS POSSIBLE.

By E. A. Morris.

The first speed car built during the season of 1910 to comply with the new racing rules of the contest board of the American Automobile Association has just been completed by the Marmon Company, designed by Howard Marmon. This car will compete in the new Division C, Class 6, of the racing rules for cars of from 451 to 600 cubic inches engine displacement, regardless of weight or equipment.

This modern invention of Marmon's humanity, the speeding automobile, destined to travel at record speed in this desperate and dangerous sport is designed along new lines of safety that have been added and still more added from day to day; however,

long, clean and veritable. Nylon, glass, vulcanite, leather, etc., are used throughout to the exclusion of all metal parts. The body is built for room to stretch and cushion, so contrived to slip through the air with the least resistance to limit drag upon the motor of power.

Slowly and very gradually, the oft-repeated assertion that the automobile is a rich man's vehicle is losing its force. A few years ago it had a certain foundation, in fact. It was almost as true as it was notorious that many people mortgaged their houses to buy automobiles, so economized on their food supply to buy gasoline.

It was also common knowledge for a man whose income was less than \$15,000 a year, it was the height of folly to even contemplate getting up an automobile, so large a portion of his income would be necessarily expended for his motor vehicle account. Frequently the sum required was put as high as the entire amount \$15,000, and it was added that this sum could be easily exceeded without any great degree of extravagance being indulged in by the motorist.

It was not so much the first cost of the car that was held to make it prohibitive. There was to be added the amount required to be put aside for maintenance, an amount so large that it was supposed to frequently equal or exceed the initial cost of the car. There were many weird and wonderful stories told of this expenditure made by men of moderate circumstances who were induced to become motorists.

Cost of Motoring.

These expenditures ran the gamut from tires to spark plugs, and from cylinder heads to valves. The practical result

even though it may become the home of a hundred flights after it has passed the round and pointed nose to the rear of a series of events, but just a plain, plain, cheap-looking car. Yet to the mind of the real thing is the worth for which the car, which may assume the character of fame in the hands of a skilful driver, without such a name, is a mere nameless vessel on the road of tradeable automobiles.

The wheels are now so light, so free from wind resistance, while the pointed radii of the front end, due to the inward curve, point the way to a minimum of even pressure friction to the automobile travel.

AUTO KNOWS NO "CLASS"

STEADILY FALLS IN PRICE
RICH MAN CAN NO LONGER BE FOOL
OWNER OF MOTOR CARS AS CIRCLE
COST DROPS, NOT COMPELLED
TO HAVE LARGE INCOME.

It is built to bear the shocks of those that fall to the lot of an automobile. All that is required is good with a driver determined that such a reputation shall be maintained if it lies within the boundaries of life to accomplish the task.

A yellow, waspish, rakish racer, the grayhound among automobiles. It is the trained, stripped athlete of its kind.

No fancy decorations, no fancy gold leaf, no highly polished surfaces. A car that will carry no signs of insects or trophies which it may win or tell

Designed for Top Speed

Great things are being predicted for the new Marmon creation which will be exhibited at the New York Auto Show, May 10-20.

DEMANDED HIS "RIGHTS!"

Tommy, how dare you beat your little sister?" Tommy (aged 10). "Oh, if you marry me, your own sister I'll chuck up family life altogether."

Decorate Your Auto.

for the floral parade. We handle artificial flowers for decorating, as shown in this photograph. Any kind of flower, any quality, at lower prices. Please a gross upward. Order early to insure getting them. Exclusive sale by us. We have pieces of 20 different decorative schemes.

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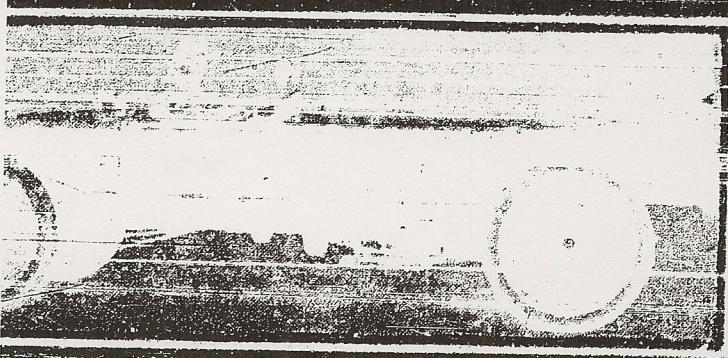
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DEVICE TO SERVE WHERE NO
SUBSTANCE AS MUCH AS
FUSIBLE

even though it may be in the hands of a racing driver, is not a racing car. But in the opinion of the real things for the work for which with us much pains has been taken. This car which may become the classic name in the hands of a skilled driver without such a master and outside man, a test on the set of racing courses.

The wheels are over-powered to meet wind resistance, while the pointed front end is secured to the lowest possible

CAUSE
MATERIAL
MANUFACTURER
MANUFACTURE

correct, as much as
diameter.
may take
never a
chance
times, and it is accessible to no one else.
The record obtained is mechanically correct, being timed by clockwork, unaffected by the vibration of the car or the roughness of the road.

The mileage, rate of speed and duration of stops are indicated by the recorder by red tracings; the number of small upright black marks indicates the minutes of time; opaque red tracings show the number of minutes consumed in traveling each half mile, and the stops are indicated in a similar manner by horizontal red tracings.

There is no reason to take advantage of the possibilities of electricity in improving highway products. This year, however, the advertising for automobile lamps, because of the difficulty to keep the lamps lighted under all weather and road conditions, has become a great value because of the strict enforcement of automobile regulations. With electrically lighted lamps the automobile need have no fear that he will be held up by an officer and hauled into court to pay a fine for not keeping his lamp burning.

The introduction of electric lighting has made this innovation in theft lines, and have not only provided lamps for use in connection with electricity, but have provided improved batteries. One is a new device to run from engine or shaft, another device to run from dynamo, and another device to run from motor. These last two devices have made this innovation in theft lines, and have not only provided lamps for use in connection with electricity, but have provided improved batteries. One is a new device to run from engine or shaft,

Electric Light Help

Electric lighting of automobiles by means of a dynamo has been tried, both in this country and abroad, with a certain amount of success. All systems, until this year, however, have depended on the operator for their successful operation, and, unless the operator was careful to watch the apparatus, it would either overcharge the battery or fail to perform certain functions and give trouble. After a careful study of all systems, it was decided that the greatest difficulty was to take care of the sudden changes of engine speed on an automobile. By the new unit dynamo the work of turning off the dynamo after the battery has become fully charged is done automatically. The dynamo is a constant speed machine, the excessive engine speed being taken care of by a mechanical governor.

Grounds varying in resistance, from the cry of a baby in distress to the cry of warning from an excited autolist are frequently heard in one part of the accessory department. The sounds impress the hearer at first as if coming from the human throat. They are instant and distinct from the tones of most of the horns and pipes used on automobile.

Another horn which attracts many visitors to its vicinity is the Gabriel horn. In the distance the visitor hears a bugle, apparently, and investigated

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tion, in fact. It was almost as true as it
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gaged their houses to buy automobiles
and economized on their food supply to
buy gasoline.

It is now common knowledge, however,
that income was less than \$2,000 a year.
It was the height of folly to plan a career
while putting up an automobile, and a large
portion of his income would be needed
for the payment for his motor vehicle ac-

count. Frequently the sum required was
as high as half the entire amount, \$1,000,
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It was not so much the first cost of the
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penditure made by men of moderate cir-
cumstances who were induced to become
motorists.

Cost of Motoring.

These expenditures ran the gamut from tires to spark plugs, and from cylinders to valves. The practical reckoning of cars was no unusual occurrence. It was said, and the motorist who kept his maintenance, plus his depreciation account, down to a sum that no more than equaled the first cost was considered lucky—or prodigious.

This was a general rule among
very many people who would otherwise
have purchased cars. They had no means
of knowing that the cost of motoring was
no matter that could have very wide varia-
tions, just as it could be reduced within
certain reasonable limits.

The matter was aggravated by the fact
that the cost of gasoline was about

By E. A. Morris.

The first speed car built during the season of 1916 to comply with the new racing rules of the council board of the American Automobile Association has just been completed by the Indianapolis Marmon Company, designed by Howard Marmon. This car will compete in the new Division C, Class 5, of the racing rules for cars of from 451 to 600 cubic inches per cylinder, maximum limitation of weight or equipment.

This modern invention of racing humanity, the speeding automobile designed to travel at record speed in this desperate and dangerous sport, is designed along new lines to exceed present records and still move ahead of the invincible nowhere.

Long, lean and veritably like a scorpion clinging to the earth, the Marmon will stand faster than any other. The body is built for power to dash and maneuver, contrived to slip through the air with the least resistance to pull drag upon its motion of flight, the streamlines of the body.

Designed for top speed, it is built to bear the shocks of time that fall to the lot of an automobile.

A few years ago it had a certain foundation, in fact. It was almost as true as it was notorious that many people mortgaged their houses to buy automobiles and economized on their food supply to buy gasoline.

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stances who were induced to become
motorists. The car was not popular, but
along the great roads, especially in the
factory belt, had body and chassis
of other classes, which were then
the best in the world.

Now, however, the Marmon takes no
chances in a machine that travels much
faster than an express train, a fact
which has led to its popularity.

There is no pleasure trip to the city
who went with much time and
money on the alert to meet that
invincible Marmon. The car is
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Decorate Your Auto

for the floral parade. We handle artificial flowers for decorating as shown in this photograph. Any kind of cover, any quantity at lowest price. Send us your sketch of how you desire setting them. Exclusive article we will have choice of 50 different decorative schemes.

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