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Gossip Concerning Honk, Honk, Devotees.

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Now comes the question: Will the aero and auto clubs get under the same official umbrella?

E. A. Moross is going to own a Marmon car soon. He expects to make trips to different cities on the national circuit in this car this summer.

The Hearsey-Willis Company is enjoying a harvest of sales for the Hupmobile. This little car is attracting considerable attention because of its size, ability and price.

The many friends of James Barclay are glad to see him again at his desk here representing the Warner speedometer. He has his office located with the Willis-Holcomb Company.

William Wheller of the Reliable Automobile Company is planning to have a downtown office. He has not selected a definite location yet. He predicts a big rush for the Flanders twenty when these cars arrive.

The big Benz racing car that has been purchased by local motorists from the New York owners will be used as a headliner on many of the racing cards this summer where W. H. Wellman will do the promoting.

R. H. Losey, manager of the local branch of the Buick Motor Car Company, reports an excellent success with the Oldsmobile. He reports that his company has sold three Olds to Indianapolis people during the last week.

H. O. Smith of the Premier Company is kept busy these days with national automobile affairs. He plays a big role in determining matters of national importance. The Glidden tour is now attracting his attention.

George Robertson of New York, who won his biggest plumes in the Vanderbilt races, inspected the Parry automobile plant on his recent trip here from top to bottom. He said he was amazed at the magnitude of the plant's equipment.

Frank Staley, a manager of the Studebaker Company, is planning to have a "house warming" soon. He will also take part in the show in March, but he desires to let his friends know where he is in his new home before that time.

Houston R. Harper of Chattanooga, Tenn., was in Indianapolis yesterday making preliminary arrangements to entertain the tourists next summer who are expected to drive from this part of the country to attend the Atlanta (Ga.) automobile races.

Five new members to the Indianapolis retail automobile family have been annexed

during the last week—Flanders twenty, Powercar, Courier, Velle forty and the Stearns. Some of these have not arrived, but berths are reserved for them and the contracts signed.

Frank Moore of the Fisher Automobile Company is a strong champion for the individual shows. He says that the customers see better samples and more of them, learn where the different dealers are located and are not confused by any show of excitement as the case is where a central show is held.

S. W. Elston of the Indiana Automobile Company has a large line of models crowded in his storerooms and daily shows visitors through his departments. "I believe in showing every one what I have and in treating every one with regard whether they buy or not," said Mr. Elston when asked for the key to his success.

Interest in the Y. M. C. A. motor course is increasing with every meeting. Plans are on foot for extensions in the course. Dealers are learning to send their customers to this school for increased knowledge of their cars. By taking the course thus offered it is asserted that motorists can save money because they learn how to manage their cars better.

Motor car stunts similar to the ones conducted in connection with the automobile show in Indianapolis last year will be held in March. Perhaps a hill climb will be included; anyway, an egg race and hide-and-seek around barrels will be part of the program.

A banquet will be held after the show by the trade men.

Cecil Gibson, while discussing the proposed national automobile show for Indianapolis, said yesterday that he doubts if the manufacturers will come West. He suggested that the dealers' convention at the Speedway would be an ideal affair and fill a long felt want, but was not sure that manufacturers would want to hold a national show anywhere but at New York.

Although nothing definite has been mapped out at this early date, it is probable that Indianapolis motorists will join Chicago tourists when they pass through here next May en route to the Atlanta Speedway events. The national circuit races begin at Atlanta May 5 and last three days. Several local motorists are expected to witness these events.

URGE CAREFUL USE OF SOAP.

Auto Builders Give One Reason for Loss of Gloss.

If properly cared for there is no reason, barring accidents, why the body of a motor car should not look as well at the end of six months' service as it did when first delivered from the factory. When a car has lost the first gloss of its outer covering it has not only suffered in appearance but has depreciated somewhat its value as well. Of course it is true that any vehicle will need new painting—but this should be a matter of years instead of months, as is too often the

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