

# THOUSANDS AWAIT OPENING OF SHOW

Will Attend Motor Car Carnival  
That Begins in This City  
Tomorrow.

## MARKS EPOCH IN INDUSTRY

Display of Self-Propelled Vehicles  
Signifies More Than Dollars  
and Cents Proposition.

Only one thing is uncertain, that is the weather. Everything else that man, and women, can control has been prepared to make the automobile show which begins tomorrow a grand success.

It will mark the expansion of the motor car trade and sport in this city. And this for Indianapolis means considerable, because this state stands almost up to the leader in the number of productions and leads the entire land in number of cars for contests of all kinds, to say nothing of being the home of the greatest motor speedway in the world.

Since the last show, one year ago, the family of cars has been increased by almost every kind of machine, and now represents such an array that every possible purchaser can find just what he wants in the displays that will be on exhibition this week. In fact the new cars have poured into this locality so fast that in one instance the dealers were compelled to use a tent in order to have a home to display in during the show.

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 But there will be more to show than cold commercialism. The floral parade, for which women have consented to be judges, and the contests at the Speedway are calculated to mark a new epoch in motor car activities for this part of the country. Floral parades have been held in other cities, but never before in the history of the nation has a city been able to hold an automobile show and give exhibitions at a track the like of which is at the doorstep of Indianapolis.

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**Boosters Are Active.**

A tireless lot of boosters are the members of the Indianapolis Automobile Association and its kindred organization, the Flat Tire Club. These men have planned and arranged everything so perfectly that it is expected that visitors from over the entire state, as well as the local devotees, will all rise up as one man and vote the show the "best ever."

It is estimated that the increased number of cars owned and operated in Indianapolis, since the last show, will number up in the thousands. Thanks be to all the status of the automobile in the public mind is now firmly fixed. It is regarded no longer as a menace or a nuisance. Equanimity has replaced hostility. The unlawful speeder is fast disappearing under the pressure of public sentiment.

Both from a business and utilitarian point of view the opening of the automobile show tomorrow is an event of more than ordinary interest. This is not because the total number of exhibits is much larger than last year, nor because, in many cases, devotees will have their first glance at brand new models, nor is it because of the social aspect, but rather it is because the public will have impressed upon it as never before that the automobile can no longer be regarded as a fad, soon to pass, as it was once esteemed.

Every one attending the several garages and other places of display and actual performance will have a visual testimony as to the permanence and worth of the industry, as to its absolute adaptability to business, social and pleasure aspects of life and more important yet, of having extended its field into the range of the most modest income.

**Use Unique System.**

Because of the unique system used in Indianapolis every one who desires to study this modern wonder, the motor car, can do so at the various automobile shops and thus avoid the rush and hustle of an exhibition where all models are unsatisfactorily jammed into one hall.  
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By holding a show in every garage both the dealer and visitor will profit. The dealer can put before the eyes of his guests all of his stock and have plenty of time and help to treat all alike. He can decorate his home to suit his own taste and have music and refreshments at will. His salesmen will have time to go into the interesting details of the particular line of machines which are handled by that particular firm.

For the visitor it works a benefit also. Instead of going to a large show building, where the crowd is so intense that he is hurried here and there by the rush without getting time to deliberately make up his mind and investigate the various models, he can now stroll around the city at his leisure and drop into the various garages and do his "shopping." It also acquaints him with the location of the several automobile homes in the city, so if he happens to be a visitor from out of the city he can go direct to the same place in case he ever wants another machine or accessories or repairs on the one he has. The dealers were strong for this individual show and they are the ones who ought to know how best to give one, as most of them have been to all the other large shows in the country.

Following are the officers and committees of the Indianapolis Automobile Trade Association, who are vouching that the show this week will break all records:

Fred I. Willis, president; Frank B. Willis, secretary; Frank L. Moore, treasurer.

Executive and Finance Committee—Fred I. Willis, chairman; Frank B. Willis, Frank L. Moore, John Hayden, Frank Staley.

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

Entertainment Committee—Frank Staley, chairman; Will H. Brown, C. E. Gamble, J. A. Barclay, J. Porter Smith.

Parade Committee—E. H. Vincent, chairman; Frank Menthorn, Frank Leary, Foster D. Smith, Arthur J. Gardner.

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

### Floral Parade Features.

The floral parade is the red letter on the week's calendar. All of the dealers have just about completed their decorations, and in the rear of every garage (if one is permitted to take a peep), there are some of the most elaborate machines that have been designed in this part of the country.

In several of the private garages over the city owners are grooming their pet machines with ribbons, flowers and vari-

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- President—Frank H. White
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- Secretary—Frank H. White
- Treasurer—Frank H. White
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In several of the private garages over the city owners are grooming their pet machines with ribbons, flowers and various kinds of fancy decorations, and every one has confidence that his car will take the prize. The women judges will be stationed in an automobile on Meridian street by University Park and observe the competitors from that place. The line of march is still a little uncertain. The merchants on various streets are eager to have this elegant pageant go in front of their headquarters and are asking the association of dealers to grant their desires. The exact line will be decided upon the first of the week.

Because of the large number of factories in Indianapolis additional impetus is given the show and a greater number of cars can be relied upon to be in the procession. The industrial parade will show every car made here and all that are handled here. This will be on Friday.

Thursday at the Speedway the contests are expected to attract a large number of visitors. Because thousands over the state have never seen the Indianapolis Motor Speedway and especially since it has been remodeled with paved track and aviation grounds, new bridges and additional buildings, this attraction alone is thought enough to lure hundreds, because there will be no admission fee.

Saturday night there will be a banquet at the Fiat Iron Club headquarters, at which prominent men in political and automobile circles will be the main speakers.

