

aw in Action.



AUTO SHOW BEGINS IN MEDLEY HONKS

Strains of Music and Fragrance
From Flowers Add Charms
to Festivities.

GARAGES IN "DRESS PARADE"

National Colors and Profuse
Decorations Greet the Ini-
tial Throng of Visitors.

"Open-house day" of automobile show week opened the festivities yesterday. Every garage was visited by throngs. Strains of music and the fragrance of flowers added their charms to the cordial atmosphere that surrounded every auto home in the city. The factories were not visited a great deal by yesterday's crowds, but the uptown dealers enjoyed a harvest of sales and a tremendous business of explaining machines.

From early in the morning until late at night prospective buyers from near and far were driven in machines over the streets of the city, while in every one a courteous and pleasing demonstrator told in graphic language the merits of his machine.

The first climb on the Fisher incline, performed at 2 o'clock in the afternoon, resulted in an Overland car making the test in 12 seconds. The distance is 134 feet and the grade 39½ per cent.

Expectations for the mutual contests during the remainder of the week are optimistic, and if the indications from the first day's crowds, backed up with the kindness of the weather man, mean anything, Indianapolis will be honeycombed with auto devotees before the show is

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to Show Program for Next Five Days

Contests will be held on Capitol avenue between Michigan and Walnut streets. The committee consists of F. M. Ayers, Charles Mayer and J. H. Hayward.

Tire changing contest, three o'clock.—Climber, Quick detachable and DeSoto rims, 2 o'clock. Women's egg race, one square and return at high speed, 3 o'clock.

Monday—The grand parade. Starts at 10 o'clock from Fall Creek boulevard to the west, west in Ohio street to Capitol street, south in Capitol avenue to Washington street, east in Washington street to Michigan street, countermarch in Washington street to Pennsylvania street, north in Pennsylvania street to Massachusetts avenue, out on Massachusetts avenue to the German House, where the parade will disband.

A change was made to include Massachusetts avenue after several merchants had objected. Fred Willis, chairman of the parade committee, said.

Tuesday—Gentlemen's obstacle race. Obstacle race.

Wednesday—Open house and perhaps some musical contests that will be planned by the dealers.

Thursday—Luncheon at the Denison, with J. H. Hayward as main address maker. They are the regulations which will govern every contest during the show: It will be assumed that every contestant

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Expectations for the mutual contests during the remainder of the week are optimistic, and if the indications from the first day's crowds, backed up with the kindness of the weather man, mean anything, Indianapolis will be honeycombed with auto devotees before the show is over. Large crowds are expected from the neighboring towns today.

The parade committee was informed that the Massachusetts avenue merchants between the corner of Ohio and Massachusetts and Alabama and Massachusetts would decorate for the show. The merchants of that vicinity asked that the parade of the automobiles be routed down the avenue, and the request has been complied with. The line will extend to the German House, where it will disband. George J. Marott yesterday visited the different merchants in the two squares beginning at Ohio street and all have agreed to decorate. The Marott store, which is to have its spring opening today, has already hung out flags.

The fact that only a few dealers and drivers have entered for places in the different contests during the week does not discourage the committee, because they believe that the exhibitions will prove successful. Following are the persons who had entered last night: Miss Katherine Schrader, egg contest, in an Apperson car, driven by Edgar Apperson of Kokomo; Edward Apperson, in the tire-changing contest, in a "Jack Rabbit" car; Gordon Tanner, gentleman's obstacle race, in a Marmon car; Miss Emma Schulmeyer, egg race, in an E-M-F car, driven by Harry Hauge. The contest committee said last night that they expected to be snowed under with applications at the last minute.

Strains of music from an orchestra of five added charm to the scenes witnessed at the Buick-Losey garage. This firm sold seven cars on the first day of the show week. The rooms are decorated with flowers. The cars are groomed and were inspected by hundreds during the day and night. On a table near the entrance to this "Quality Shop" are displayed five silver trophies which have been won during the last few years at different events here.

A streamer of different kinds of flags and two lines of brand new autos lined on the street tell the public that the Indiana Automobile Company is having "open house." The interior of this garage is hung with large flags draped in an artistic fashion.

In the main salesroom hangs a large golden eagle, from the mouth of which emerges long festoons of small flags. The three rooms are crowded with new machines.

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There are hundreds who have the greatest stands at the show. Get a demonstration.

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STATE

show and the E-M-F Willis-Holcomb garage. The entire "automobile show" is

The front half of the show to the exhibition covers the floor. The show sends out radiant waves covered with flags. The trophies are tied to the

The Fisher garage is crowded during the show. The crowds will be made up in the evening. Carl Fisher's show is completed. It is the handsomest in the city. The colors are featured in this garage.

The William Winchell show in South Bend and the company of this city have played there. Three chimes were sold.

G. C. Tyle, 2217 Pennsylvania, says he has a good way of using a bucket of water. He says, does not hurt for the purpose it is used. Twelve sacks of corn, a bucket of water. The simple, and he recommends using it for four

The Indiana Motor Show its new home yesterday on Mont street. The show in elegant style. The show is busy preparing to a convention of motorists held July 1-15.

Six men made a trip to this city to Lebanon, the route selected

Swalter as main address maker. The regulations which will be contested during the show. It is assumed that every contestant entered with the rules of the contest. The contestant agrees to abide by the said event of a dispute in the interest of the said rules, the decision of the committee shall be final, which reserves the right to alter or amend the rules as it may deem expedient in the morning of the contest. The Indianapolis Auto Association, its officers and members, shall hold the Indianapolis Auto Association, its officers and members, and indemnify them against all damage resulting directly or indirectly from the operation, management or control of the car entered by the time the car is handed over to the contest committee until delivered to the completion of the test. The Indianapolis Auto Trade Association will not be liable for damages done to any car, contents, the car at all times being at the entrant's risk."

A'S COACH BEGINS HARD DIAMOND PRACTICE

Field Is Tiled and Roach Starts Rolling.

INDIANAPOLIS, Ind., March 22.—Work of tiling in Jordan Field has been completed and Coach Roach of the Indiana University baseball squad gave his younger first workout this afternoon. The weather served as an impetus to bring men and the size of the squad was by a score of new candidates. Coach is trying to get a line on infielders. This seems to be the place where the team will be weakest this season. The team has only about two weeks before it opens with games with the fast team and the coach realizes that to good showing against the Suckers and will have to make some long

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Palms and flags greet the visitor at the State Automobile Company's garage. This firm was not ready to receive visitors last night, having been delayed in preparations because of the rush of business. A car load of new Oakland cars was received.

The fragrance of springtime welcomes the visitor at the Gibson garage. The front portion of this store is banked with Easter flowers and pot plants of several varieties. The managers of this store were kept busy all day telling their many visitors the merits of the cars they handle. Nine sales were contracted.

A chassis of the Ford, Premier, Marlon and Reo is being exhibited in the front part of the building. The Ford chassis occupied the space formerly used by a large glass counter, the feature of this being to demonstrate, by exposing the top of the transmission, how the patent magneto operates.

The Sterling garage was visited by several out-of-town persons. The managers have not finished their decorations, but will be in "full dress" today.

A piano player helped the managers of the Finch-Freeman garage entertain their visitors. Cut flowers and palms are to be seen in great numbers. Flowers are given to the women and cigars to the men. Five cars were sold. The demonstrators were busy all day taking buyers for rides. The show windows contain pieces of machinery along with descriptive signs.

Tulips and Easter flowers are placed over the furnishings of the Indiana Carriage and Automobile Company's garage. Two Regals were sold. J. E. Smith of Newcastle is located there with a commercial wagon which holds twenty persons. The feature of this car is the absence of steel wheels, which characterized such cars recently. A chassis of model "E" of the Jackson car is exhibited in the front window.

C. E. Gamble has decorated his local branch of the Nordyke-Marmon Company in elegant fashion. He acted as host to a throng of visitors yesterday. He displays a roadster, Model "32," in the show window. Fred B. Smith purchased the twenty-fourth Model "4" which this salesman has sold since Jan. 1. Other attractive models are on exhibition. Different devices of this type of cars are shown on small exhibition tables.

The cars for exhibition at the Chalmers-Detroit garage had not arrived yesterday, but are expected today. The crank shaft for the Model "30" is exhibited in the show window. It shows that only two bearings are necessary, while some say that three or five are needed.

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Six men made a test run from this city to Lebanon on the route selected for the Thursday, April 2, seventy-eight miles. Oldacre, William Hurst, Jack Rice and W. W. White and declare the route

**THE NEW
BLOOMER
TROUSERS
GILBLOM'S,**

**AUTOMOBILE
DIRECT
Motor Car**

Accessories

Accessories

American

Auburn

Buick

Cadillac

Cartercar

Ford

G. & J. Tires

Havnes

Jackson

Marmon

Metal Polish

Mitchell

Moline

National

Oakland

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Five roadsters of Model "F" will be distributed over this state from the factories. One will come here. Only 300 of this make will be produced.

The Hearsey-Willis salesroom is the scene of elaborate decorations. Every post is wound with ferns and cut flowers. Ray trees, boxwood and palms add their beauty. On large placards with engraved labels are shown the mechanical details of every machine sold by this company.

A large crowd of buyers, both buyers and sightseers, are gathered in front of the car company on Washington street. It is said to be the largest crowd of buyers since the opening of the business. The crowd is composed of men and women, and many of them are looking at the cars with interest. The cars are arranged in a line, and the buyers are looking at them from all angles. The cars are of various makes, including the Hearsey-Willis, the Nordyke-Marmon, and the Jackson.

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DIRECTOR
Motor Cars
Accessories
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American Factory 420-30
Auburn Finch & Co.
Buick Buick-Loscey Ne
Cadillac Cadillac 2
Cartercar Indian 113-1
Ford Gibson Auto C
G. & J. Tires G
Havnes Finch & 33 So
Jackson Indian mobil
Marmon Nordyke Sales Dep
Metal Polish lat N
Mitchell Hearsey V W
Moline Morton Pl 1840
National National Factory
Oakland State A 419 Mas
Overland Factory Drover
Premier Gibson A ch
Premier Premier 4ory, 2
Rambler Hearsey W
Richmond Finch
Reo G. & J. Auto Co
Rapid Indianapolis 419 P
Vulcanizing Ha
Waverley Ha
White Steamer

and in Tied and Beach Streets
The University Baseball
Building

WEDNESDAY, March 11. Back of
the building in Jordan Street has been
and each coach of the Indiana
baseball squad gave his young
first weekend this afternoon. The
other served as an impetus to other
men and the size of the squad was
by a score of new candidates
each is trying to get a line on infield
is seems to be the place where the
team will be weakest this season.
I has only about two weeks before
he opens with games with the fast
team and the coach realizes that to
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labels, are shown the mechanical details
of every machine sold by this company.

A large seven-passenger, forty-horse-
power White Steamer occupies a front
position, being a duplicate of the car
bought by President Taft. It is sold to
C. L. Nickle of Marion. The spare wheel
Rambler is attracting attention. It shows
an inflated wheel, which will replace any
of the four, and which is ready in case
of an accident at a second's notice. It is
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An eleven-foot tall "Uncle Sam" pa-
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hooter" and advertising the automobile

DIRECT
Motor Car
Accessories
Accessories
American Fact
490
Auburn Finch 4
Bulck Bulck Loney
Cadillac Cadilla
Cartercar Indla
113
Ford Gibson Auto
G. & J. Tires
Havnes Finch 3
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Jackson Indla
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Marmon Nordyke
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W
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National National
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Waverley Elect
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The cars for exhibition at the Oakland-Detroit garage had not arrived yesterday but are expected today. The crank shaft for the Model "20" is exhibited in the show window. It shows that only two bearings are necessary, while some say that three or five are needed.

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Mitchell
Moline
National
Oakland
Overland
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Richmond
Reo
Rapid
Vulcanizing
Waverley
White Steamer

Get a demonstration at once. Ne

STATE

STATE AGENTS

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The fact that only a few dealers and drivers have entered for places in the different contests during the week does not discourage the committee, because they believe that the exhibitions will prove successful. Following are the persons who had entered last night: Miss Katherine Schradder, egg contest, in an Apperson car, driven by Edgar Apperson of Kokomo; Edward Apperson, in the tire-changing contest, in a "Jack Rabbit" car; Gordon Tanner, gentleman's obstacle race, in a Marmon car; Miss Emma Schulmeyer, egg race, in an E-M-F car, driven by Harry Hauge. The contest committee said last night that they expected to be snowed under with applications at the last minute.

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A chassis of the Ford, Premier, Marlon and Reo is being exhibited in the front part of the building. The Ford chassis

show and the E-M-F cars. He left the Willis-Holcomb garage and visited the entire "automobile row."

The front half of this store is devoted to the exhibition of cars. White sand covers the floor. A large brick grate sends out radiant warmth. The walls are covered with flags and pictures. Ribbons are tied to the prize machines.

The Fisher garage was visited by crowds during the incline contests. These runs will be made every afternoon and evening. Carl Fisher has his new office completed. It is ranked as one of the handsomest in the West. The national colors are featured as the decorations of this garage.

The William Windshield Company of South Bend and the Safety Device Company of this city have exhibitions on display there. Three Stoddard-Dayton machines were sold.

G. C. Tyle, 2217 Park avenue, writes that he has a good way of cooling cars. He says that he uses salt water. This, he says, does not hurt the cars and does act for the purpose it is intended. He places twelve sacks of common salt in one bucket of water. This is both cheap and simple, and he recommends it after having used it for four winters.

The Indiana Motorcycle Club moved into its new home yesterday, 424 West Vermont street. The clubrooms are fitted in elegant style. The eighty members are busy preparing to entertain the national convention of motocyclists, which will be held July 1-15.

Six men made a test trip Sunday from this city to Lebanon via Noblesville, over the route selected for the endurance run on Thursday, April 29. The distance is seventy-eight miles. J. E. Merz, James Oldacre, William Hurt, Paul Kottalowski, Jack Rice and W. Whitney made the trip and declare the route to be a good one.

THE NEW
BLOOMER
TROUSERS

\$2.99