

AUTO SHOW OPENS WITH BIG SUCCESS

Begins Week's Reign and Is
Greeted by Continual Stream
of Visitors.

FREE ADMISSION FEATURES

Permits Crowds to See Better
Exhibits Than Larger Cities
Charged For.

If the crowds that swarmed into the various motor car homes yesterday to attend the first day of the annual automobile show had been centered in one exhibition hall there is not a building in the city that would have accommodated them.

This is the universal opinion of members of the Indianapolis Automobile Trade Association who are boosting the show, and this is the reason they give for holding the unique show by dividing the exhibits among all of the garages.

Wherever a motor car was dressed in gala attire of flowers and ribbons, or was exhibited with polished metal parts and glistening body, or wherever a stripped chassis was open for inspection there also could be found a continual crowd all day yesterday and until late last night.

Aside from all of the other distinct features of this show one impressed all who have been at Chicago, New York, Philadelphia and other cities where efforts were made to stage "the best" show, and that is, that the very exhibits that were shown there and for which the visitors were forced to pay a large admittance fee

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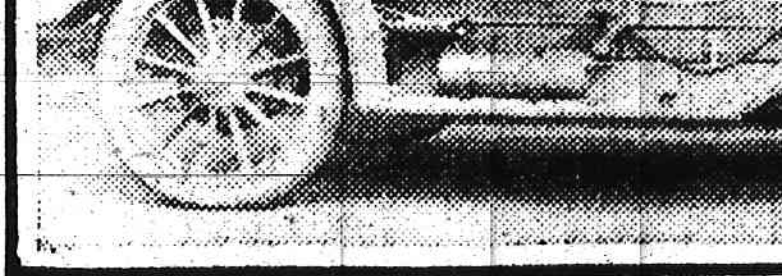
Because Indianapolis is such a great motor car center and has its reputation as such well established all over the world, the factories that sell cars here are taking especial pains to see to it that their agents here have the very best exhibits possible to present to the gasoline devotees of Indianapolis and the entire state. Besides sending the cream of smoke wagon creations here, these factories have also sent their sales and engineering experts, who are to be found at almost every garage, willing to give information to all of the visitors.

Decorate All Garages.

While the attractive array of bright machines alone formed a sight that would attract any one, yet the dealers have taken great pains to add additional allurements and have decorated their salesrooms with flags, bunting, flowers, palms, ribbons and other artistic drappings and hangings that make the homes of the machines look more like places of amusement than where commercialism holds forth.

Women are playing a big part in this year's show. At almost every garage women were seen yesterday inspecting the various cars and show a surprising amount of genuine knowledge of the sport and trade.

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McFARLAN S

SHELBYVILLE, Ind., March 28.—Oscar W. the state of a McFarlan Six automobile, which family is perfectly satisfied with this car.

sisted By Harry L. Hammond and Frank Kern, is receiving visitors and showing them the different types of seven makes of machines. This company handles the National, Stoddard, Overland, Marion, Courier, Empire and Baker electric.

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Frank Staley, manager of the Studebaker Brothers' Company of Indianapolis, is combining his show display and the house warming of his handsome new headquarters. Mr. Staley says he is confident he has the finest motor car home in Indianapolis. He has decorated his spacious rooms in an elaborate and attractive manner. The first floor, which extends the entire length of the large building, is filled with a complete line of Studebaker automobiles and a few buggies and trucks.

On the second floor are also autos, buggies and wagons. The large pillars are wound with vines of flowers, and scattered here and there throughout the entire building are large palms and pot flowers. The fragrance of the flowers and the music from the orchestra adds attractiveness and beauty to the splendid array of bright shining cars.

Mr. Staley is especially proud of his new electric truck, which, he declares, is better for truck work than gasoline cars. He offers a maintenance guarantee to any firm that will buy five of these cars.

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"Mere man will have to look out or woman will surpass him in motorism," said one salesman yesterday, after he had talked his best assortment of statistics and arguments to a group of society belles. Why, those women can recite all of the achievements of the famous race cars and tell you facts about machines that some of the men who boast of being real motor bugs are ignorant of."

S. W. Elston is featuring an educational exhibit at his headquarters, the Indiana Automobile Company. It is in charge of J. R. Aude, a famous Chalmers race car pilot, who spent all day yesterday and last night giving educational lectures to the crowds of visitors.

Besides the Chalmers cars, of which there are several models and stripped chassis exhibits, Mr. Elston shows a striking new model of the Thomas Flyer and several Hudson cars. The salesrooms are decorated and a continual flow of visitors took advantage of the opportunity to inspect this line of popular machines. One feature that attracted considerable attention was a Chalmers ball-bearing crank shaft being turned around by the breeze from an electric fan. This and other experiments were made as part of the interesting educational demonstrations of Mr. Aude.

At the Fisher Automobile Company there is an entirely original exhibit for this part of the country. It is an aviation show staged under a large canvas tent in the park grounds. Capt. G. L. Bumbaugh and Q. R. Noblit are in charge, and are showing one of Carl G. Fisher's own make of aeroplanes, several balloons, and all of the many articles and equipments that are used by aviators. Every visitor who shows an interest is given instructive talks on aviation, its dangers and thrills and expert advice of the practical side of the sport of the clouds.

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The Overland Automobile Company will add its part to the interest of the show by taking the entire factory force to the Colonial Theater Thursday night. Vice President W. H. Brown has "bought out the house," and will give his men a treat because the factory has for the month of March made a record—1,006 cars.

The Glide Automobile Company has decorated its headquarters and was busy yesterday preparing for the rush of visitors that is expected throughout the rest of the week. F. E. Ott is in charge of the local office and is assisted during the show by two factory experts. W. L. Penny from the Glide factory at Peoria and E. M. Morris from the Great Western factory are telling all visitors everything they wish to know about these machines.

At the Reliable Auto Exchange the visitors were entertained and instructed with a display of three makes of machines. W. R. Wheeler has charge of the exhibit of the E-M-F cars and the Flanders "20." R. L. Southern has an exhibit of the Continental car.

The E-M-F cars are shown in several models and a large display of parts is also shown. B. F. Twyman and Paul Smith, also C. R. Newby, from the E-M-F factory sales department at Detroit, are expected to attend the show some time during the week.

A real "gasoline cocktail" awaits the visitors at the Indianapolis Automobile Company, which is in charge of C. S. Hicks. Mr. Hicks believes in making his customers have a good time and makes all feel at home. Mr. Hicks is displaying the Cartercar and the Brush. He has several models of the Brush car en route from the factory especially for this show. His building is decorated with flags and patriotic colors and the machines are decorated with ribbons. F. A. Harris, sales manager of the Brush company, is expected some time during the show.

Four machines are shown by different firms in the large automobile home, 27 North Capitol avenue. The Whitney car, a new arrival in local motor car ranks, is proving a great attraction. Before the show model had been placed in the garage yesterday it had been sold to Dr. H. J. McWilliams of Elwood, who read an advertisement of its expected arrival in the morning newspaper as he came to the city yesterday morning on an inter-urban car.

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Itching, Scaling Scalp Humor was Making It All Fall Out—Two Doctors Could Not Stop the Trouble—Niece Advised Using Cuticura.

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"My mother used to have a very bad humor on her head which the doctors called an eczema, and for it I had two different doctors. Her head was very sore and her hair nearly all fell out in spite of what they both did. One day her niece came in to see her and they were speaking of how her hair was falling out and the doctors did it no good. She says, 'Aunt, why don't you try Cuticura Soap and Cuticura Ointment?' Mother did and they helped her, so she soon began bathing with the Cuticura Soap and anointing with the Cuticura Ointment, and in six months' time the itching, burning and scaling of her head was over and her hair began growing. To-day she feels very much in debt to Cuticura Soap and Ointment for the fine head of hair she has for an old lady seventy-four years old.

"In regard to my own case, mine was an eczema something like hers. It was in my feet. As soon as the cold weather came my feet would itch and burn and then they would crack open and bleed. Then I thought I would see to my mother's friends, Cuticura Soap and Cuticura Ointment. I did for less or free

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Frank P. Fox, of Terre Haute auto fame, is showing his line of Pope-Hartford and Rauch & Lang electric cars.

A. L. Sheridan is exhibiting his stock of Palmer-Singer machines. The entire building is decorated and a large crowd of visitors made tracks around the busy motor car home all day. The Indianapolis Automobile College, on the upstairs floors of the building, was an especial attraction to many visitors, some of whom even joined the college in order to get an expert knowledge of their machines.

F. M. Leary is in charge of the exhibit of the Sterling Motor Car Company. He is showing a complete line of the Firestone cars and the Kirt. F. B. Firestone, from the factory at Columbus, O., is expected to assist Mr. Leary during the rush at the end of the show week.

Perhaps one of the most attractive features of the entire show is the pure white Packard touring car which is the center of attraction at the Willis-Holcomb garage. This machine is stationed in the center of the salesroom and is a striking example of perfection in beautiful motor car design and construction. It is painted white, the chassis is white, and the body has gold leaf trimmings. It is upholstered with English pig skin.

The floor of the salesroom is covered with white sand and the walls are decked with white drapings, green vines and flowers. Music is furnished by two young women who preside at the piano and violin. Ray Holcomb and Frank Willis are in charge of the exhibits.

F. I. Willis, president of the Trade Association, and his partner in business, H. T. Hearsey, were two as busy men as had automobile thoughts on their minds yesterday.

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What Barnum Said of Cuticura.

P. T. Barnum, the famous circus man, once wrote: "I have had the Cuticura Remedies among the contents of my medicine chest with my shoes for the last three seasons, and I can cheerfully certify that they were very effective in every case which called for their use."

[Faded text, likely a list of testimonials or product details.]

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In addition to the large stock of cars and their large force of men, twelve representatives of the United Manufacturers' Selling Agency made things hum around the Hearsey-Willis Automobile Company's headquarters all day yesterday. This firm is exhibiting several models of the White, Hupp, Mitchell and Waverley electric cars. Mr. Willis is especially wrapped up in his efforts to make the floral parade tomorrow a grand success. He spent a large part of his time helping decorate his own cars, which he predicts will win a close race for the prizes. The show is beautifully decorated with pot plants, palms and cut flowers. The machines are grouped and presented as alluring pictures as they are grouped about the salesroom in an artistic manner.

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**They Could Not Stop the Itching
— These Advanced Living Cuticura**

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One of the most unique features of the show and one that best tells the magnitude and rapidly growing importance of the automobile trade in Indianapolis is the exhibit of the Austin Auto Company in a large tent on North Illinois street.

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This show is in charge of M. L. Conley of Frankfort, Ind., and the local manager, Bert Bronson, and resembles a show from every standpoint and because of its canvas home is attracting a large crowd. The Austin car is exhibited and the only machine will soon be shown. The tent is decorated and camp seats are provided for the visitors. The firm was compelled to use a tent during the show because of the lack of desirable garage room at present.

E. H. Sheppard, from the Austin factory at Grand Rapids, is assisting during the show.

J. A. Barclay, who represents the Warner Auto Meter Company, has also caught the show spirit and is making an extra display at his headquarters. He is featuring the first aeroplane accessory, the Warner aerometer.

John W. Hayden, like Frank Staley, is killing two birds with one stone and is holding his house warming for the new home of the Maxwell cars as well as giving his show opening. Mr. Hayden is housed in a brand new spacious and beautiful home. The display floor is an ideal place for motor car exhibits and he has improved it by arranging an attractive line of his various models. He is not featuring any particular model, but spent all day yesterday greeting an almost continual string of visitors, who inspected the many beautiful and popular cars.

F. H. Quick is also located in this building, representing the Columbia car, and exhibits one handsome model.

Mr. Hayden said yesterday that he regretted his lack of time to decorate, but he was too rushed in order to get established in his new home for the show opening.

Along automobile row on North Delaware street there are several motor car homes that are staying up to the standard for displays and decorations. The Conduit Company is showing various models of the Knox. This display is in charge of John A. Boyd and Edgar Updike. George A. Crane, from the Springfield factory, is visiting the local firm during the show. The torpedo, race-about and touring models of the Knox have thus far won their lion's share of popularity.

The Oakland Company shows different models of this branch of machines. The displays are in charge of George Herff, Albert Lewis, Benjamin Houser and Herbert Herff.

O. S. Peck is seeing to it that his Cadillac cars are shown to advantage, and succeeded well all day yesterday, as he had many visitors who admired his well-decorated headquarters.

The Glide Automobile Company has decorated its headquarters and was busy yesterday preparing for the rush of visitors that is expected throughout the rest of the week. F. E. Ott is in charge of the local office and is assisted during the show by two factory experts. W. L. Penny from the Glide factory at Peoria and E. M. Morris from the Great Western factory are telling all visitors everything they wish to know about these machines.

At the Reliable Auto Exchange the visitors were entertained and instructed with a display of three makes of machines. W. R. Wheeler has charge of the exhibit of the E-M-F cars and the Flanders "20." R. L. Southern has an exhibit of the Continental car.

The E-M-F cars are shown in several models and a large display of parts is also shown. B. F. Twyman and Paul Smith, also C. R. Newby, from the E-M-F factory sales department at Detroit, are expected to attend the show some time during the week.

A real "gasoline cocktail" awaits the visitors at the Indianapolis Automobile Company, which is in charge of C. S. Hicks. Mr. Hicks believes in making his customers have a good time and makes all feel at home. Mr. Hicks is displaying the Cartercar and the Brush. He has several models of the Brush car en route from the factory especially for this show. His building is decorated with flags and patriotic colors and the machines are decorated with ribbons. F. A. Harris, sales manager of the Brush company, is expected some time during the show.

Four machines are shown by different firms in the large automobile home, 27 North Capitol avenue. The Whitney car, a new arrival in local motor car ranks, is proving a great attraction. Before the show model had been placed in the garage yesterday it had been sold to Dr. H. J. McWilliams of Elwood, who read an advertisement of its expected arrival in the morning newspaper as he came to the city yesterday morning on an inter-urban car.

Frank P. Fox, of Terre Haute auto fame, is showing his line of Pope-Hartford and Rauch & Lang electric cars.

A. L. Sheridan is exhibiting his stock of Palmer-Singer machines. The entire building is decorated and a large crowd of visitors made tracks around the busy motor car home all day. The Indianapolis Automobile College, on the upstairs floors of the building, was an especial attraction to many visitors, some of whom even joined the college in order to get an expert knowledge of their machines.

F. M. Leary is in charge of the exhibit

bert Herff.

O. S. Peck is seeing to it that his Cadillac cars are shown to advantage, and succeeded well all day yesterday, as he had many visitors who admired his well-decorated headquarters.

The Delo system of ignition is being exhibited at the Cadillac home during the show under the direction of experts from the Dayton factory.

Five handsome cars are exhibited in the Finch-Freeman headquarters, which is also decorated. Here can be seen an original color system and display in the form of morning glory blossoms and vines strung all over the salesrooms. Large Japanese umbrellas are hung from the ceiling and the flowers are wound around these. Pot flowers are also shown. The cars handled are the Auburn, Richmond, Warren-Detroit, De Tamble and Rider Lewis. Music is furnished during the evening.

Cecil Gibson and Lee Burns of the Gibson Automobile Company have "sprung something new" at their beautifully decorated double-header auto home. They have installed a gasoline midway. Small booths are portioned off and are decorated. As the visitor passes through this file of booths he is reminded of an old-time county fair or a Coney Island scene, as the agents are calling their wares in carnival fashion. Horns of all tones are making their various melodies and all manner of auto accessories are displayed.

An attractive feature, aside from the various beautiful motor car bodies and chassis exhibits, is a large motor boat belonging to H. O. Smith and George Wiedley of the Premier Company.

The Gibson Company handles the Premier, Ford and Reo cars and is being crowded with visitors, many of whom are brought in from over the state by the many subagents.

A large sign hung across the street by the Parry Company tells that this firm is wide awake during this show week. It is the same sign which Max Parry succeeded in displaying at the Chicago show, despite the fact that apparently it was impossible because of the municipal laws.

Urb Schumaker, I. Porter Smith, F. B. Smith and C. R. Smith are in charge of the Parry exhibit and are showing a complete line of this Indianapolis-made car. Music is furnished during the evening. The rooms are decorated with palms and pot flowers.

Perhaps the most beautifully decorated salesroom of all is the Buick Motor Car Company home. Here are seen many bright and shining cars of the Buick and Welch models arranged in pleasing styles on the hardwood floor. Music is furnished by a large orchestra, which is hidden behind a bank of palms and flowers. The ceiling is draped with vines and flowers

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F. M. Leary is in charge of the exhibit of the Sterling Motor Car Company. He is showing a complete line of the Firestone cars and the Krit. F. B. Firestone, from the factory at Columbus, O., is expected to assist Mr. Leary during the rush at the end of the show week.

Perhaps one of the most attractive features of the entire show is the pure white Packard touring car which is the center of attraction at the Willis-Holcomb garage. This machine is stationed in the center of the salesroom and is a striking example of perfection in beautiful motor car design and construction. It is painted white, the chassis is white, and the body has gold leaf trimmings. It is upholstered with English pig skin.

The floor of the salesroom is covered with white sand and the walls are decked with white drapings, green vines and flowers. Music is furnished by two young women who preside at the piano and violin. Ray Holcomb and Frank Willis are in charge of the exhibits.

F. I. Willis, president of the Trade Association, and his partner in business, H. T. Hearsey, were two as busy men as had automobile thoughts on their minds yesterday.

In addition to the large stock of cars and their large force of men twelve representatives of the United Manufacturers Selling Agency made things hum around the Hearsey-Willis Automobile Company's headquarters all day yesterday. This firm is exhibiting several models of the White, Hupp, Mitchell and Waterbury electric cars. Mr. Willis is especially wrapped up in his efforts to make the final parade tomorrow a grand success. He spent a large part of his time handling business in connection with the parade. The parade will run a show case for the judges. The parade is being white-flowered with green plants and red flowers. The magazine and program are prepared and printed as a gift to the public. The exhibition is an artistic treat.

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Parts of the various machines and information in booklet form are placed on various tables throughout the salesrooms.

Jap Clemens, the famous race driver, and his partner, R. A. Wilcox, have established themselves in their new home and are greeting old friends and making new ones during this show week at a rapid rate. This firm is showing the Speedwell and Clark cars. John Clark, from the Shelbyville factory, is attending the show.

Three different cars are shown at the Crescent auto garage. First is the Cole, which is made in this city, and has already won many laurels since its short entrance in the contest battles. Henry Wilke and his son Royal are showing a handsome model of the Winton Six. C. S. Calvert, from the Winton factory, is here visiting during the show. This car is a self-cranking one, and this is proving a feature of the show.

The McFarland Six, made at Cognersville, Ind., is being exhibited by C. A. Chambers. Four or five models will be shown during the week. It will be entered in all of the contests at the Speedway and will likely be driven by Felix McWhirter Jr., Bert Adams and Harry McFarland from the factory. An expected contest during the show.

The Co-Auto Motor Company was a popular motor car home all day yesterday as several models of cars handled by this firm and prospective buyers made calls and enjoyed the motor demonstrations. Several of these cars are being exhibited at the show.

A polished Jackson chassis, which has been exhibited in the New York and other leading shows, is being featured by C. S. Calvert of the Winton factory. C. S. Calvert is from the Winton factory and is attending the show.

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One of the most unique features of the show and one that best tells the magnitude and rapidly growing importance of the automobile trade in Indianapolis is the exhibit of the Austin Auto Company in a large tent on North Illinois street.

Perhaps the most beautiful and decorated automobile of all is the Buick Motor Car Company's latest. There are such many lights and shining cars of the Buick and Buick models arranged in pleasing lines on the hardwood floor. Music is furnished by a large orchestra which is hidden behind a bank of palms and flowers. The ceiling is draped with stars and flowers and pot plants are arranged around the entire room on the fresco woodwork. R. A. Lacey is in charge of the exhibit and was pleased with the first day's show by the large number of visitors who called during the entire day.

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A polished Jackson chassis, which has been exhibited in the New York and other leading shows, is being featured. C. B. Paxson of the Jackson factory, C. L. Morgan of the De Mot factory and P. E. Stewart of the Monitor factory are attending the show and are helping give all visitors cordial attention.

Obtains More Aero

EIGHTEEN AIRSHIPS CERTAIN FOR MEET

Will Soar Over Speedway in June
Races Since Arrangements
of Yesterday.

PROCURES CURTISS BIPLANE

E. A. Moross Makes Plan to Get
Famous Rheims Victor and
Strobel Craft.

The Curtiss biplane with which the American, Glenn H. Curtiss, wrested the honors of the air from the foreigners at the 1909 meet at Rheims, France, will soar at the aviation carnival to be held on the ground of the Indianapolis Speedway during the week of June 13-18. The addition of this history-making craft to the squadron of air vehicles which will soar above the Speedway grounds in June was assured yesterday when E. A. Moross, director of contests, practically closed negotiations with Charles E. Strobel, owner of the Curtiss record breaker, and also a machine of his own design.

Strobel, who hails from Toledo, O., is in the aeroplane business and will enter the Strobel ship as well as the original

Selects Dates for State Golf Tourney

LOGANSPORT, Ind., March 28.—At a meeting of directors of the Country Club tonight the dates for the state golf tournament were set as Aug. 23 to 27.

The clubs which are now members of the association are the Richmond Country Club, Marion Country Club, Marion Golf Club, Terre Haute Country Club, Ft. Wayne Country Club and the Riverside, Highland and Country Clubs of Indianapolis.

By the time of the tournament it is expected clubs from Laporte, South Bend, Muncie and Crawfordsville will join. Arrangements are being made for tents so that visiting members who care to do so may camp out during the tournament.

G. NICHOLLS DIVIDES HONORS.

Shares Points With Four National Champions in Pinehurst Tournament.

PINEHURST, N. C., March 28.—The tenth annual united North and South golf championship began today with the usual thirty-six-hole medal play open event, in which Gilbert Nicholls divided honors with four former national champions. Alexander Foss of the local club led the field with a record card of 141, a fast 78 out and a phenomenal 68 in. Nicholls was second in 149, Fred McCleod third in 148, Willie Anderson fourth in 149, Jack Hutchinson 150, Herbert Lagerblade 151 and D. J. Ross 153.

W. C. Fowns Jr. led the amateurs with 155, Walter J. Travis made 157 and Walter Fairbanks tied with National Champion Robert A. Gardner in 158.

TAYLOR HAS STRAINED ARM.

Some Question as to Whether Veteran Will Toe the Rubber Again.

KANSAS CITY, Mo., March 28.—Jack Taylor is suffering from a badly strained arm, and it may be that the veteran pitcher may never toe the rubber again.

A story from St. Louis says that Taylor

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