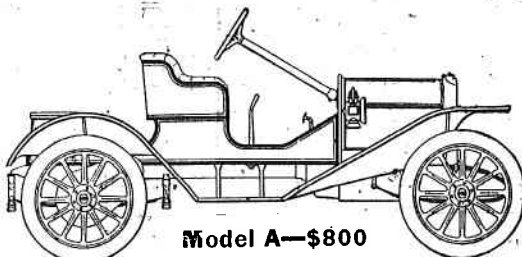
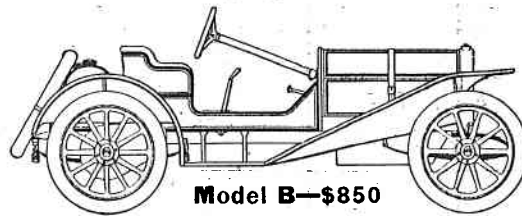


# 1910 EMPIRE "WELTY"



Model A—\$800



Model B—\$850

4 cylinder. 96-inch wheel base.  
 Selective type transmission.  
 1,350 pounds.  
 32x3 1-2 pneumatic tires.  
 Springs---3-4 elliptic, front.  
 4-sided platform, rear.  
 Speed---Four to thirty-five miles per hour on high gear.

Differs from Model A in having longer hood, two small bucket seats and additional rake given to the steering column. Gasoline tank carried in rear. The light weight of this car permits the use of a higher gear, making it a speedy roadster.

## FISHER AUTOMOBILE CO.

400 North Capitol Avenue (CORNER VERMONT) - - INDIANAPOLIS, INDIANA

STATE AGENTS FOR  
 THE OVERLAND  
 STODDARD-DAYTON  
 NATIONAL  
 BAKER ELECTRIC

### AVOID IRRATIONAL RUNS AUTO OFFICERS SEEK PEACE

NATIONAL LEADERS OF MOTOR CARMA  
 TROOP CARS IN CONDUCT OF CON-  
 TROUS ON ROADS TO PRE-  
 VENT TROUBLE.

The public must now realize that automobile contests are in their infancy. However, the most expert men in the business can not tell what turn the road is going to take next. The whole manufacturing world is divided on the subject of racing. One maker says the sport is of no benefit to the industry, another says it is no more than anything else. Some favor a spectacle, but urge the importance of practical contests.

Having undoubtedly had a very material function in mechanical progress, it develops the art of driving specifically and executive ability broadly. It has a great human interest, which is not and should not be suppressed. It is undoubtedly the supreme test, for one thing, and the excitement and interest have proven of such a nature as to draw the biggest crowds ever seen at any sports event.

Stimulates Efforts.

The road race naturally stimulates the strongest efforts of the draftsman and the manufacturer. To continually improve the quality of work of skill to gain for the factory and the industry.

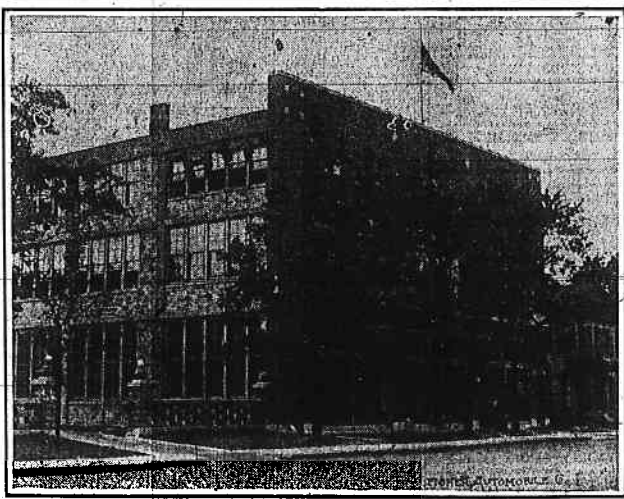
Healthy growth and development can, however proceed on the basis of the present lines. The members of the Association of Licensed Automobile Manufacturers have done much to encourage the industry and keep them within proper bounds.

Challenges to speed and endurance are the order of the day. The highways have been issued. Wherever the village town, city or state speed laws are in effect, they should not be tolerated. The inhabitants of the village should not be allowed to speed may rather than have a feeling of inferiority and a feeling of resentment, which may very possibly result in a feeling of hostility in the action, which will oppress the interest of the automobile industry as a whole and impede the normal development of mechanical road traction.

Such flagrant attacks can only tend to stimulate to illegitimate contemplation of speed in the country. The various state laws of legislation of such a nature as may have resulted in some encouragement. There was an instance of the last mentioned kind in the state of New York.

It is impossible to forestall what may be the result of any such course. The law of the state may be limited in a race. In this case, it is not to be considered the worst effect of all. It is to be considered the worst effect of all. It is to be considered the worst effect of all. It is to be considered the worst effect of all.

### Home of Fisher Automobile Company.



Events for Motor Speedway Meet.

The program for the events for the race meet of Aug. 19, 20 and 21 at the Motor Speedway will be made up from the following events, which are on the entry blank. All these events will be held in accordance with their performance.

Event No. 1—Five miles, stripped chassis cars of class No. 4, 14 to 18 inch displacement.

Event No. 2—Five miles, stripped chassis cars of class No. 3, 14 to 18 inch displacement.

Event No. 3—Ten miles, stripped chassis cars of class No. 4, 14 to 18 inch displacement.

Event No. 4—Ten miles, stripped chassis cars of class No. 3, 14 to 18 inch displacement.

Event No. 5—Ten miles, stripped chassis cars of class No. 2, 14 to 18 inch displacement.

Event No. 6—Ten miles, stripped chassis cars of class No. 1, 14 to 18 inch displacement.

Event No. 7—Ten miles, stripped chassis cars of class No. 1, 14 to 18 inch displacement.

Event No. 8—Ten miles, stripped chassis cars of class No. 1, 14 to 18 inch displacement.

Event No. 9—Ten miles, stripped chassis cars of class No. 1, 14 to 18 inch displacement.

Event No. 10—Ten miles, stripped chassis cars of class No. 1, 14 to 18 inch displacement.

### ROBERTSON ACTS AS IF INSANE

Saves Monkey Wrench, but Throws Nuts.

Julian Street, the writer, in his "Modern Mercutio," a story of racing drivers, tells this typical incident of George Robertson, who looks as though nothing could move him. In a race he has seen him cutting a racing machine. He has seen him cutting a racing machine. He has seen him cutting a racing machine. He has seen him cutting a racing machine.

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### FAIL TO ENJOY MOTORS SOME DRIVERS LACK SKILL

MORE PLEASURE WILL BE OBTAINED  
 WHERE MAN BEHIND WHEEL  
 TAKES CARE TO OBSERVE  
 CARDINAL RULES.

Such as motorists enjoy their cars, there are many who would derive far greater pleasure and secure better service and longer wear by the adoption of a few rules for the care of their cars, with a view to preserving their appearance as well as maintaining their efficiency.

It may surprise some to know that, if properly cared for, there is no reason, barring accidents, why a well-maintained car should not be as presentable at the end of six months' service as it was when first delivered from the factory. When an automobile has not the first signs of its outer coating, it is not only suffered in appearance, but the mechanical parts should be a matter of years instead of months, as is now very often the case.

The use of a good quality of oil in cleaning cars, neglect to wash off the soap and failure to dry the metal surface properly are probably responsible for more damage to paint than all other causes combined.

Wash a motor, either soap or water should ever be used on a motor car above the under.

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### Leader in Local Auto Race Circle



CARL G. FISHER.

Carl G. Fisher is president of the Motor Speedway organization and a recognized leader in all kinds of motor activities. He is also a qualified balloon pilot.

It is no well known that the most important factor in motor preservation is cleanliness. It is a well known fact that the motor should be kept clean at all times. It is a well known fact that the motor should be kept clean at all times. It is a well known fact that the motor should be kept clean at all times.

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### SACRIFICE AUTO WEIGHT BUILDERS CHANGE DESIGNS

MANUFACTURERS OF FORTCOMING  
 NEW MOTOR CAR MODELS MARK  
 DEPARTURE FROM 1909 PROOF-  
 POINT DESIGN.

Automobiles are about as essential as women's hats. The "1909 season" has just closed and the "1910 season" will open this week and next, although there will be very few of the new models available for delivery for some time yet.

There is practically very little difference between the 1909 and 1910 models. The most important change for 1910 is a considerable reduction in the weight of cars. In the past, greater horsepower has been the aim of the manufacturer, but in the 1910 models this plan has been abandoned and lighter weight is sought. It has been found by the manufacturers that the lighter weight should always be stronger than the extra in size good service and better qualities. Some of the 1910 models show a decrease in horsepower, but the most of them are considerably lighter than the old style.

Make Lighter Wheels.

Another change in the new models is in the wheels. The larger wheels have been more expensive on account of the cost of the tires. The smaller wheels are less expensive and the better the car the more expensive the tires. The smaller wheels are less expensive and the better the car the more expensive the tires.

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## TOPS, GLASS FRONTS, SEAT COVERS

Our factory is the largest in the United States. Our facilities and equipment insure prompt

We make Seat Covers A practical necessity in the fall when the roads are

# R. J. Irvin Mfg. Co.

Makers of Automobile Equipment