

# AUTO CLUB TO COME UP TO EXPECTATIONS

Promoters of Indianapolis Association Believe Fondest Hopes Are to Be Realized.

## PLANNING NOVEL CONTESTS

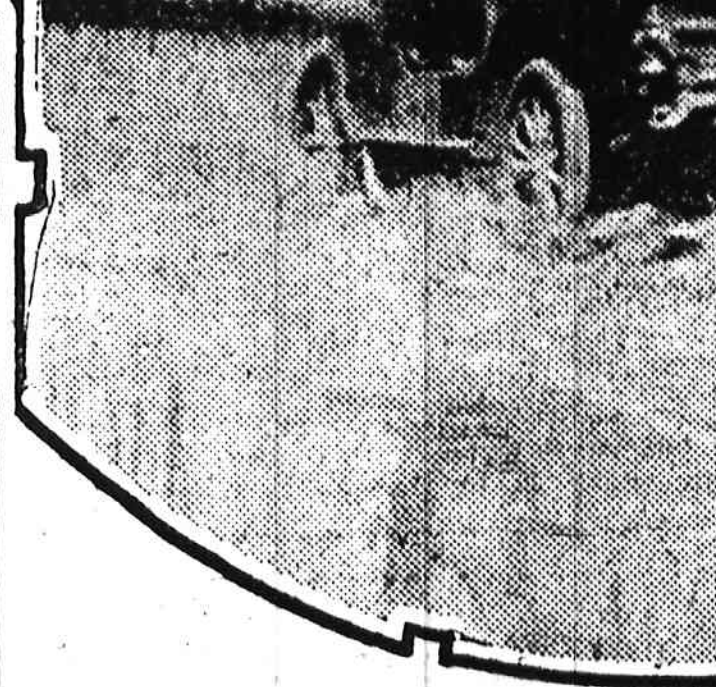
Three Days After Successful Show Week Organization Discusses Events for Season.

Those pessimists who averred that the Indianapolis Automobile Trade Association would be as short lived as its predecessors are evidently a long way off their guess. Only three days had elapsed from the closing of the show week before the directors were discussing the advisability of holding a "sealed bonnet" contest.

This contest will undoubtedly be held, probably on Decoration Day, and the secretary states that it is the intention of the association to seize every possible opportunity for the furtherance of automobile interests in the state. Every legal holiday will be appropriated by the automobile men and the changes will be rung in every possible way.

The general public is exceedingly interested in automobiles. Strength, power and speed have always appealed to human nature, and the automobile possesses these attributes in a greater degree than any other mechanical medium, and this craving for the wonderful will be catered to by the automobile association to the utmost of its power.

The somewhat hackneyed type of contest will be ignored as much as possible and the novelty race and events of a like nature will be arranged. In addition the automobile club will co-operate



## DEALERS SELL OUT

### AUTO SHOW WEEK A BOOMER

Nearly All of the Local Concerns Exhaust Supply of Cars as Result of Display.

Beaming smiles adorn the countenances of all of the Indianapolis automobile dealers as a result of the successful auto show week which was held recently. They have good reason to be pleased with their efforts in giving a show, for the display was a gigantic success in every particular.

Most of the dealers have by now sold out their supply of cars and are now spending much time in telegraphing orders to the factories for more machines. The demand of the country trade for machines has been unprecedented and has surprised the hopes of the most optimistic

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The somewhat hackneyed type of contest will be ignored as much as possible and the novelty race and events of a like nature will be arranged. In addition the automobile club will co-operate with the association in awakening interest among the individual owners of cars, and it is hoped that these two organizations working together hand in hand will be able to raise the automobile to the position which it ought to occupy in this city.

There is no limit to the possibilities of such an alliance. Practically all the members of the association are members of the club, too, and the greatest amity exists between the officers of each. A strong plea is made by the secretaries of both the club and the association that owners of automobiles in the city and state will join the Indiana Automobile Club.

The association serves one purpose and the club another, but in some cases a combination of the two will bring forth splendid results, and the larger the membership the better these will be. H. H. Rice of the Pope Motor Car Company is secretary of the club and P. D. Stubbs of the Overland Automobile Company is secretary of the association, and either will be glad to give all information.

Full particulars of the "sealed bonnet" contest have not yet been arranged, but the general opinion among the directors is that if a distance of from 250 to 300 miles is covered it will be an ample test of any car entered and will also enable the event to be carried out in one day.

The association has already secured representative members from every concern engaged in the automobile business in this city, both retail and wholesale, but it is anxious to have upon its roll all the automobile men, irrespective of the position they hold. Employers and employes alike are interested in the furtherance of trade interests, and it is hoped that as the individual owners join the club the automobile men will join the association, and thus make Indianapolis the great automobile center of the country.

## Result of Display.

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Machines have been sold by the score, the country dealers refusing to take no for an answer, and it has been a frequent occurrence to see many residents of nearby towns starting home with their machines.

It has indeed been a busy period for all dealers and there is not a man who has not realized more sales since and during the show than he expected when the exhibition was projected. The decorations at the various garages were splendid and attracted considerable attention and showed that the money spent in beautifying was not handed out without returns.

Society patronized the show and ever since the close has maintained an interest in the auto which proves conclusively that the motor propelled vehicle is king. The show was a big success from a social standpoint and the amusement features were good, so it was a success from that standpoint. The accessory men sold more during the exhibit than they can hope to supply for the next two or three weeks and there is no kick coming from this department. Everybody connected is satisfied.

Several young women of Indianapolis as well as several from the towns over the state were greatly surprised last week by the delivery of a car at their front door, for several "papas" bought cars from the various dealers as a surprise for their daughters and the dealers refused to divulge their names for publicity.

### TOWNLEY BUYS THOMAS FLYER.

The Thomas flyer, which was one of the most interesting features of the show-week exhibitions, has been purchased from the Indiana Automobile Company by Maurice Townley.