

MOORE TO BE BIRD-MAN

WILL FLY IN NEW AEROPLANE

MANAGER OF FISHER AUTO COMPANY
SAYS HE BELIEVES AERIAL
SPORT WILL BE BEST
FOR RECREATION.

Frank L. Moore has now cast his lot with the men birds of Indianapolis, or rather he has announced his intentions of doing so at the first opportunity. Mr. Moore said yesterday that he guessed that it was the daily association with the men who are building aeroplanes at the Fisher Automobile Company on North Capitol avenue that has nerved him to make the trial.

Mr. Moore declares that as soon as the machines, now completed, are taken to the Speedway for their first attempts to fly he wants to be on the seat of one of them and begin his ascent heavenward.

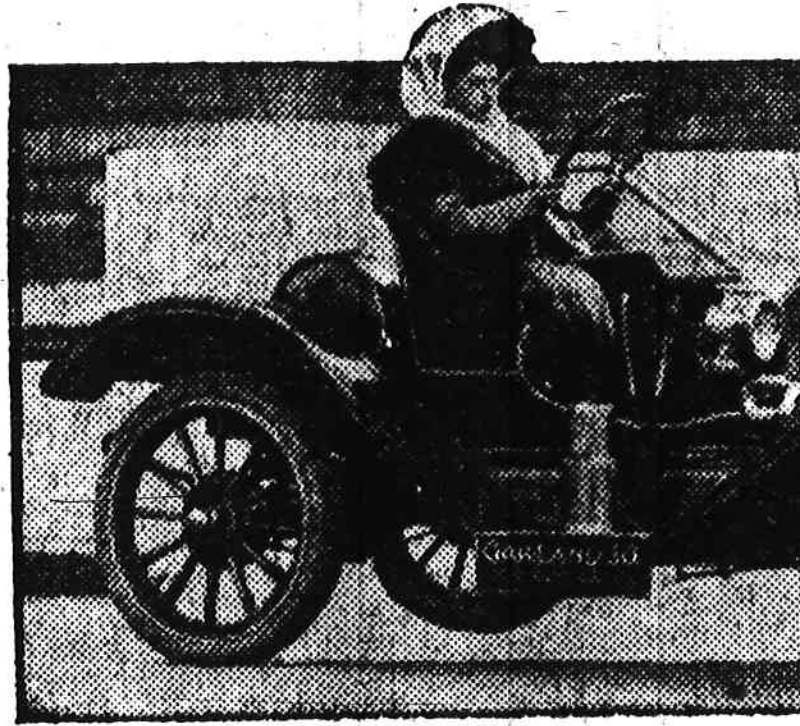
Mr. Moore says that he thinks it will be a great means of recreation and relaxation from his work. He declares that the present strenuous life an automobile man must live is so trying that a man with an iron constitution could not live under it long, so he believes that flying will afford the needed rest and variety.

Mr. Moore has his work so systematized that he knows almost every hour of the day what is doing in motor car circles over the entire state. He has thirty-two subagencies for the seven cars the Fisher Company handles, scattered over the state. These agencies are a handy thing for the tourists who drive these cars, as they can not go in any direction hardly but what they can get needed repairs for the very machines they are driving at one of these subagencies.

Local Garage Busy Place.

At the local garage there are now housed about 180 machines. Mr. Moore

New Car Popular With



OAKLAND RUNA

keeps a body of men busy all day waiting upon customers who desire either to be taught the fundamental principles of running a car or either want to learn the finer points about the machine's construction.

When asked what is the key to his success he replied that selling cars to every one alike for the same price and then going out of his way to see to it that every one understands how to manage a car is the best way to build up an automobile business. He declared that to simply persuade a man to buy a machine is not half enough. After that part is done a salesman, to be a real success, should go with the buyer on several trips and teach him all he possibly can about the machine and then follow that up continually with suggestions and assistance whenever needed long after the car has been sold.

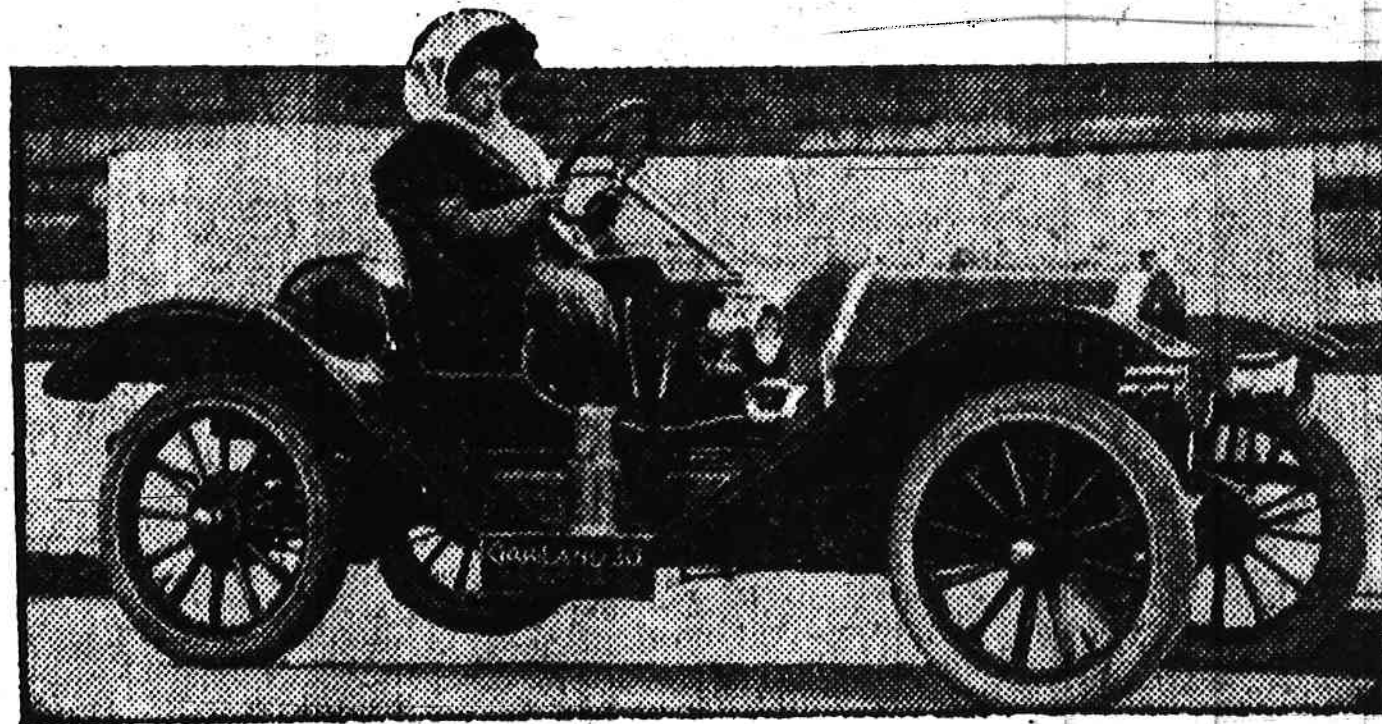
Mr. Moore also said that some firms sell a machine for one price to one man and then turn around and sell the same kind of a car to his neighbor for a different price, and this he declares is the reason why some dealers do not succeed better.

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THE WHITE

New Car Popular With Women Drivers



AKLAND RUNABOUT.

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Mr. Moore also said that some firms sell a machine for one price to one man and then turn around and sell the same kind of a car to his neighbor for a different price, and this he declares is the reason why some dealers do not succeed better.

"I believe in the same price for all," he declared.

Besides selling cars Mr. Moore handles a large accessory and auto togs department and manages the repair, paint, upholstering and top departments of the Fisher Company.

Concerning the new two squares of auto garages that Carl Fisher is planning to build on North Capitol avenue, Mr. Moore said that there is a regular rush to obtain space in the proposed fire-proof buildings. He mentioned Frank Fox of Terre Haute, who will sell the Pope Hartford and the Raugh-Lang electric, and also M. J. Conley of Frankfort, who will be agent for the Austin. Both of these men are seeking temporary quarters. It is the plan to have the auto row done by July 15.

NO EGGS.

Field and Farm.

"Now, Willie," said the teacher, "if eggs were 60 cents a dozen and your mother had 20 cents, how many eggs would you have for breakfast?" "No eggs," answered Willie. "We'd have mush."

WHITE GAS