

1 **2** **3** **4** **5** **6** **7** **8** **9** **10** **11** **12**

1—FRANK A. DECE.
2—W. E. BOYD.
3—J. F. MINTHORN.
4—C. L. MATHIAS.
5—FRANK STALEY.
6—O. H. HILL.
7—W. H. HARTY.
8—J. J. IRWIN.
9—W. H. HARTY.
10—J. J. IRWIN.
11—W. H. HARTY.
12—J. J. IRWIN.

KEY TO THE DEALERS.

1—J. F. MINTHORN.
2—FRANK STALEY.
3—O. H. HILL.
4—W. H. HARTY.
5—J. J. IRWIN.
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12—W. H. HARTY.

WHEN the doors of the dozen or more automobile salesrooms of Indianapolis are opened tomorrow morning the greatest display of machines in the history of the city will be on. The fact will be announced to the public when, a few hours later, an immense parade of autos will start from the circle and traverse Capital avenue, Washington street, Pennsylvania street, Massachusetts avenue and Delaware street.

Over 200 machines, it is expected, will be in this parade, which is intended to show the citizens of Indianapolis the extent of the automobile industry in this city and State. This will be only a small part of the machines driven here. There are almost 1,500 machines owned in Indianapolis and all over the State there are about 4,000. But this number could not be accommodated in a parade. Invitations are being sent to every owner in the city, however.

Following the parade, the salesrooms will be thrown open to the public and proprietors and salesmen will be on hand to show the newest makes of machines, the full lines having now arrived at the several garages. When

the week is over every one who is at all interested in the machine will have an opportunity to examine all makes and acquaint themselves with their merits.

The utility of the automobile is probably the main point to be brought out. The parade will demonstrate this better than anything else, probably. All of the cars will be driven slowly, forty or fifty feet apart. The route will take the machines through the business portion of the city where street cars will be encountered every few feet. Running slowly, the drivers will be required to dodge every obstacle and take special care that pedestrians are not brought into danger.

This will require careful handling, and will show how nicely the auto answers to the direction of its driver. When the parade gets out into the residence district the speed will be slightly increased so that the whole trip will last hardly more than half an hour.

Indiana is one of the most prominent automobile manufacturing States in the country and there probably are as many drivers in Indianapolis, proportionately, as any city in the country.

8



3



4



9



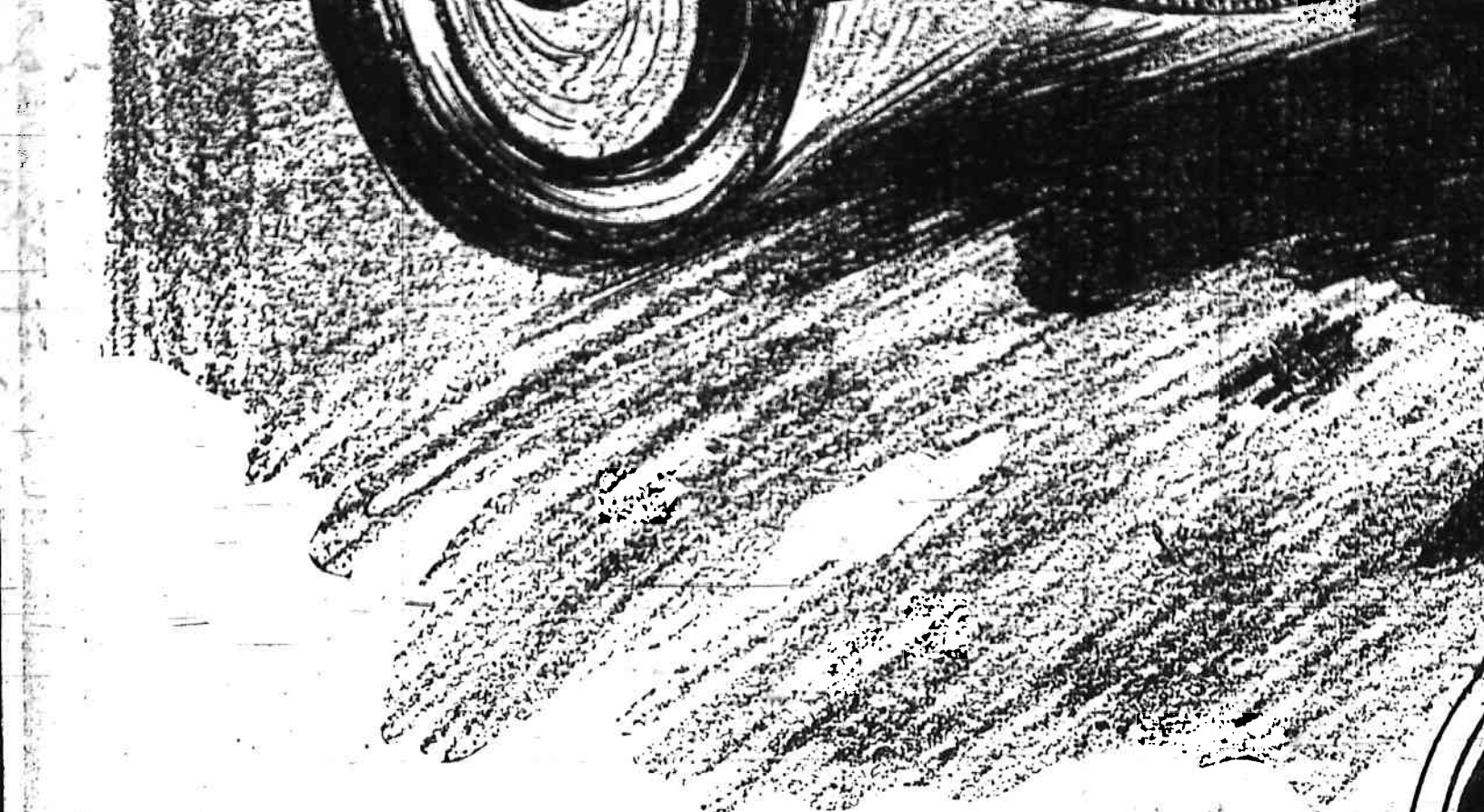
12

10

KEY TO THE DEALERS.

- 1—FRANK A. BECK.
- 2—W. E. BOYD.
- 3—R. L. SUTHERLAND.
- 4—OLIN S. PECK.
- 5—R. J. IRWIN.
- 6—FRANK L. MOORE.

- 7—J. F. MINTHORN.
- 8—FRANK STALEY.
- 9—A. C. HILL.
- 10—J. W. HARVEY.
- 11—S. W. ELSTON.
- 12—S. J. SUMMER.



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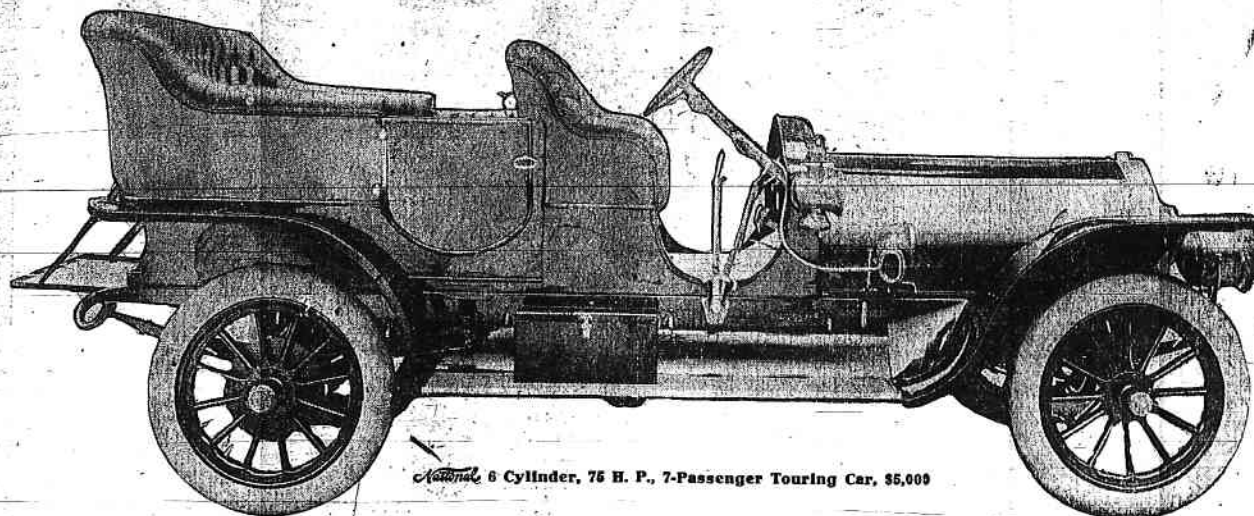
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National



National 6 Cylinder, 75 H. P., 7-Passenger Touring Car, \$5,000

Are you aware that the *National* still holds the world's 1,000-mile and 24-hour records, made on the State Fair track in November, 1905?

The Car is yet to be built which equals the *National* in Speed, Luxury, Staying Power, Economy and Quietness

The 1907 *National* is the result of four years' of constant effort to improve. The first *National* car built in 1903, though much smaller than the present luxurious vehicles, embodied the same general constructive features as the late models.

The *National* Company has not followed any false scents and found it necessary to retrace its steps and start afresh on new trails. The development has been slow, sure and along rational lines; and has been furthered by the best facilities possible to procure.

If interested, permit us to take you through the *National* factories. We can show you *National* engines at any stage of construction up to the finished product. You may see the *National* 50-H. P. engine showing from 60 to 65 H. P. under brake test. You may examine closely all other parts of the car before and after assembling.

We have sold 1907 *National* Cars to the following:

Stoughton A. Fletcher (Banker) Indianapolis.
A. A. McCormick (Editor and Pub. The Star) Indianapolis.
Edwin Allen Macpherson (Supt. Pipe Lines, Standard Oil Co.) Indianapolis, Two cars.
W. E. Stevenson (Real Estate and Investm'ts) Indianapolis.
Indianapolis Rubber Company (Mfr. G. & J. Tires) Ind'p'l's.
Chas. B. Sommers (D. Sommers & Co.) Indianapolis.
Henry Dolman (Contractor) Indianapolis.
E. W. Bassett (Pres. Bassett Grain Co.) Indianapolis.
Elmer J. Whiteley (Whiteley Steel Co.) Muncie, Ind.
W. E. Evans, Cincinnati, O.
H. E. Jennings, Newcastle, Ind.
Franklin Van Camp (Van Camp Packing Co.) Indianapolis.



We hope you will take time to communicate with some of these owners of 1905 and 1906

National

Louis Rippetoe, Terre Haute, Ind.
Geo. A. Gay (Pres. Pettis Dry Goods Co.) Indianapolis.
J. A. Allison (Sec-Treas. the Prest-O-Lite Co.) Indianapolis.
Louis H. Levey (Levey Bros. & Co.) Indianapolis.
H. P. Wasson (H. P. Wasson & Co.) Indianapolis.
E. J. Kelly (Coal Operator) Danville, Ill.
Martin M. Nading (Grain Dealer) Flat Rock, Ind.
L. S. Ganter, Muncie, Ind.
Fred C. Dickson (Dickson & Talbott) Indianapolis.
M. S. Block (The Wm. H. Block Co.) Indianapolis.
A. C. Kynett (Capitalist) Indianapolis.
Mrs. M. H. Perin, Cincinnati, O.
A. A. McCormick (Pres. Indianapolis Star) Indianapolis.
P. K. Buskirk (Banker) Bloomington, Ind.
A. E. Tripp (Supt. Water Supply Big Four Ry.) Ind'p'l's.
Henry Dollman (Contractor) Indianapolis.
Jos. C. Schaf (Pres. American Brewing Co.) Indianapolis.
W. E. Evans, Cincinnati, O.
J. A. Rink, Indianapolis.

The Full National Line

40-h. p., 2-passenger Run-about \$3,000
40-h. p., 5 passenger Touring Car \$3,000
50-h. p., 2 passenger Run-about \$3,500
50-h. p., 7-passenger Touring Car \$3,500
75-h. p., 7-passenger Touring Car \$5,000
75-h. p., 2-passenger Run-about \$5,000
75-h. p., 9-passenger Limousine \$6,500



A RIDE IN THE FINISHED PRODUCT IS A REVELATION

We are also Indiana agents for the
Stoddard-Dayton
Mitchell and
Maxwell

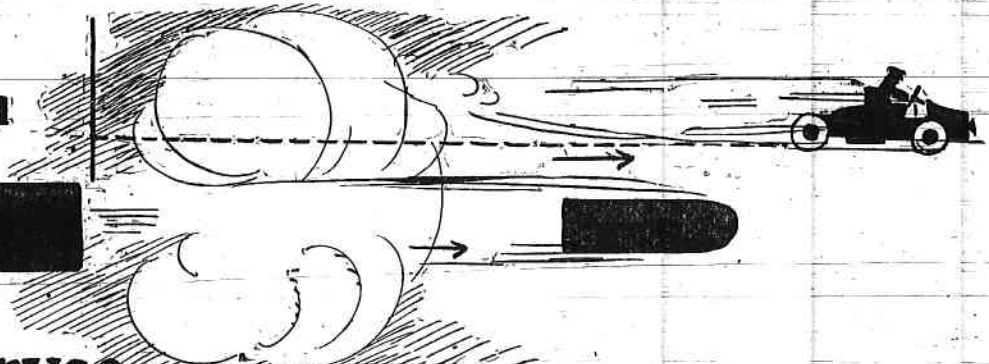
The Fisher Automobile Co. Distributors
330 NORTH ILLINOIS STREET

Be sure and visit our garage during the week of the show.
Excursion rates on all interurban lines to per. mile Tuesday and Wednesday.

AUTOMOBILE SHOW ALL WEEK at BOYD AUTOMOBILE CO.

415-417-419
Massachusetts Ave.

Like a Shot from a Cannon

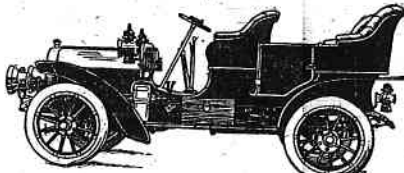


Stevens-Duryea

The makers of the famous Stevens Firearms for the past 50 years are also makers of the Stevens-Duryea Cars. Their reputation is such that their word is taken without discount and can be literally depended upon. They were the first to use 4-cylinder cars, and first to use 6 cylinders, which are as far ahead of fours as fours are ahead of twos. For the man who wants one car and has the price he will never regret buying a Stevens-Duryea. It has the speed, the endurance, beauty of lines and noted for inexpensive maintenance.

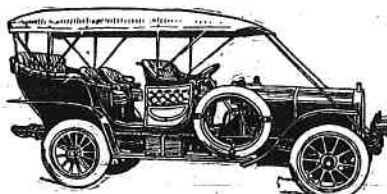
BUICK CARS

Results are what count. You will notice that the "Buick" appears to "get there" first every time. In the 100-mile race on the Empire Track in competition with some of the most pretentious cars on the market, rated from 8 to 38-horse power more than the Buick, it simply sailed along and finished first. After you have heard the others "talk" come around and see the Buick "act."



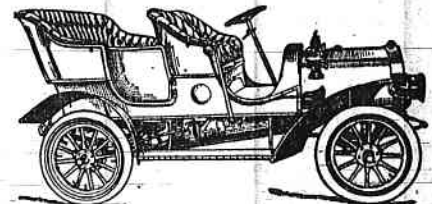
STEVENS-DURYEY MODEL R, \$2,500.

This elegant 4-cylinder model of 20-horse-power motor—with a road speed of 55 miles an hour, and combines maximum strength and high speed with light weight to a most remarkable degree. Elegantly appointed body, seats five comfortably; is easily controlled, all parts readily accessible, and is an ideal car for the price—only \$2,500.
Don't buy a car until you've tried a Stevens-Duryea.



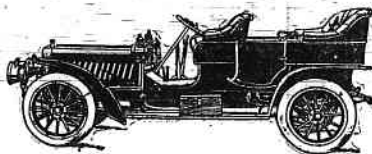
STEVENS-DURYEY, BIG SIX S, \$6,000.

Model S is a 6-cylinder record smasher of 50 horse power, with a speed of 70 miles an hour, or a small's pace, if so desired. Seat seven passengers, is partially outfitted and has attracted the enviable attention of motor-car manufacturers all over the world. Has so many points of superiority that it must be tried to be fully appreciated.



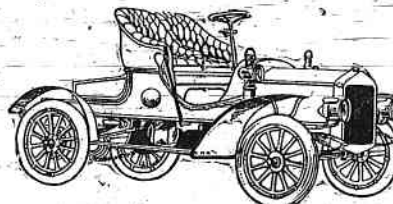
BUICK TOURING CAR, MODEL F, \$1,250.

Greatest Touring Car on the market for the price and equal to any \$1,500 car. Comfortably seats 5 passengers. Has double opposed 23 H. P. motor, jump spark ignition, and all the "proven" points of meritorious construction. Ask the various owners of Buick's in this city what they think of them. Get your order in early, for there are not enough to go around this season.



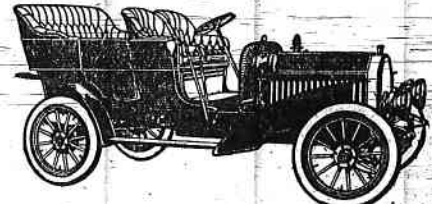
STEVENS-DURYEY, LIGHT SIX U, \$3,500.

This Model U is termed a light six, weighing but 23 hundred pounds, and is a 6-cylinder, 35-horse-power motor, with a road speed of 60 miles an hour. Seats six passengers comfortably, and for mechanical ingenuity, endurance, lack of noise, ease and strength of running gear, elegance of appointments far outclass any car built at or near its price. Only \$3,500.



BUICK RUNABOUT, MODEL "G," \$1,150.

This is the model that beat one of the Vanderbilt Cup Racers, the "Oldsmobile," on the Empire track. It is a great car, 23 H. P. and meets every requirement as to speed, endurance, ease of operation, maintenance and control. If you've set your heart on a Runabout let us demonstrate the capabilities of this car. Price, \$1,150.



BUICK MODEL D TOURING, \$1,750.

A shaft drive, sliding gear transmission, 4 cylinders, multiple disc clutch, water cooled, jump spark-ignition, three speeds forward and one reverse; 24 horse power, 102½-inch wheel base, seats five passengers, and has a handsomely finished blue body with ivory white gear. The planetary transmission type is \$1,750, and the sliding gear transmission is \$1,850.

COME AND "BE SHOWN"

"The Quality Car"



The Premier power rating (24-28 horsepower) is based on the principle that it is better to have more power than you claim, rather than claim more than you have. As a matter of fact, no motor is allowed to leave the Premier factory until it shows 32 actual



It is easy to say that the Premier is an able hill climber, but words are weak as compared with a demonstration. It is easy to talk about the graceful lines and thorough construction of the Premier, but we invite you to inspect the car and see these things for yourself. Both the fleet roadster and the roomy, powerful touring car have made records that entitle them to your careful consideration.

We are offering genuine bargains in some of the longer established Premier models. Four Cylinder Touring Car, \$1,250, the only four cylinder touring car on the market for the price. Runabout of same model, \$1,000. Both these cars have long upheld the Premier record for service and quality. Any number of Indianapolis owners testify that no more serviceable cars were ever built.

Notice the new Premiers on the streets of this city--more new Premiers than any other new cars of their class.

Gibson Automobile Co. Indiana Distributors
235 Massachusetts Ave.



**First Machine of Delivery Wagon
Type Arrives in Indianapolis
for Local Concern.**

State Agents for Marmon, Premier and Ford Report Sales.

The commercial motor vehicle has arrived! At the latest plans of the Gilmour Automobile Company may be taken as good evidence. Cecil Gilmour has recently arranged for the erection of another addition to the Gilmour building on Pennsylvania avenue—the second addition within the year. The new building will be two stories high, fronting on Pennsylvania street, and will be devoted almost exclusively to commercial motor cars. Mr. Gilmour has lately taken over the agency for the Logan commercial cars made by the Logan Construction Company, Chillicothe, O., the pioneer builder of commercial vehicles. The first car was delivered to the company on Tuesday and was sold on the following day to the Moore Grocery Company.

The Loan Line includes many styles of rapid delivery vehicles for department stores, laundries, groceries, express or mail service, a come what large style for the hardware and plumbing trades, and several types of mammoth trucks.

The argument for the use of motor vehicles is against the horse-drawn article is, of course, one of comparative cost and service. It is claimed for the Loan Line delivery vehicle that it will save 100 pounds at the rate of fifteen miles an hour, displacing three one-horse wagons. The delivery vehicle will require no repairs and up-keep, of 1 1/2 cents per mile. The maximum cost per day is estimated at \$1.00. The cost of a light duty delivery truck is \$2,800. It is claimed that the vehicle, as against three one-horse wagons, effects a saving of nearly \$1.00

Per Year. A heavy truck carries a weight of two and one-half tons and is built to endure the most severe service on rutted roads or bad pavement. The pace of the average truck team is about three and one-half miles per hour. The Logan team takes a 12-hour shift and averages and travels over fair roads at ten to twelve miles per hour. The original cost of the truck is \$2,500, and the average monthly cost of operation, including fuel and oil, is \$60 per month. The cost of replacing three two-horse teams costing approximately \$25 per month.

In addition to the saving in dollars, the team consists of only one man, a motor vehicle for service where promptness is necessary, and it more responsible control in crowded streets.

Gibson's Plant Complete.
The Gibson Auto Company now has one of the most modern establishments in the country. Any sort of repair work is made possible by the best known facilities. One of the latest moves was the installation of a plant for the recharging of storage batteries. The tire department is in charge of Lawrence Eakens, for over nine years with the repair department of the G. & J. Tire Company.

AUTO WORLD IS IN A FRENZY

"American Gold Cup" Tour No Longer a Mere Project According to Announcement

The French automobile world has been thrown into a state closely approaching frenzy over the announcement which has only just reached Paris that the "American Gold Cup" tour is no longer a mere project and that its consummation and success are assured.

Success are the development of the automobile industry. The French Government's economic scheme to send a caravan of some thirty or fifty American automobiles over 4,000 miles of European roads, the French press maintained an interested but in no way hostile attitude. However, the French public felt that the tour of certain newspapers have thrown away all resources and columns after columns are being written to denounce the tour as a business enterprise and a menace.

One of the most authoritative publications in France, *Le Figaro*, has written in its "Les Sports" is particularly vicious in attacking the proposed tour. It has been attacking the 2,000 mile journey through France, Spain, Italy, Austria-Hungary, Germany, Poland, Czechoslovakia, and the German commercial expedition undertaken with the avowed intention of furthering the automobile industry and thus leading to the detriment of the home product. It calls this commercial invasion the "tour of the automobile."

The imposing of a 40 per cent duty on the automobiles forming part of the caravan.

"If the Americans wish to prove the superiority of their automobiles to those of another manufacturer," says *"La Presse"*, "a French influential Parisian daily, 'let them enter the competition which is being held in France under French auspices or else allow cars of French manufacture to participate in the 'Gold Cup Tour.' As forbidding a moving exhibition of American automobiles on French soil," *"La Presse"* remarks at the close, which it characterizes as "a most unbecoming attitude," *"Gomme Prade in 'Les Sports'"* goes a little further, the root of the French resentment at the pro-

posed invasion by pointing out that the rules which are to govern the "Gold Card" are so liberal that no confusion can come to the American cars participating.

"With a program which permits the placing of broken framework, cylinder crank shafts, clutch, driving shafts, axles, steering posts, gear shafts, wheels, and of practically the entire car, says M. Brade, "there is absolutely no

SEWED BAGS FOR 47 YEARS

MASSACHUSETTS WOMAN SPENT LIFE SEWING

YARDLEY, Mass., March 16.—When Mrs. Susan Hoopes died here last week, relatives found among the papers a lettered memorandum, which showed that during the last forty-seven years the old woman had woven enough to make more than 2,300 yards of carpet.

It is estimated that if all the yarn the old woman sewed were made into a single strand it would reach from her home to Peking, China. The amount of money realized from the sale of the carpet was about \$8,000, which went to missions.

HISTORY OF GLIDE MACHINES

is One of the Very Earliest Makes of Automobiles.

The Glide automobile, manufactured by the Bartholomew Company of Peoria, Ill., and handled in Indianapolis by R. L. Botherland of 115 West Maryland street is one that is favorably known throughout the entire country. It is one of the earliest makes of machines. The first Glide was manufactured several years ago and shown at the first automobile show held in the Chicago Auditorium. It has been on exhibition, in various improved forms, since that initial show in 1902. There is one leading peculiar feature

regarding a Glide automobile and that it has always made good, no matter in what form it has appeared, and the business has grown from the single cylinder to the four and six cylinder cars which are being marketed for the season of 1937.

The Glider, as the name implies, has a wide range of uses. It is a fast, maneuverable, speedy car in its class and has had features that have been distinctive and appealing to itself and yet not frocked with the latest fashions. It has been sold throughout the United States, some shipped to Mexico, some to Australia and some to the United Kingdom, as well as recent shipments to South America.

The experience which the manufacturers have had eliminated all points of weakness and the result has been seen upon the streets of the large cities

WARNER AUTO METER LIKED

How New Road Maps Are Being Measured—A Motorist's Indicator

A subject that motorists are almost as much interested in as "good roads" is that of authentic and perfectly reliable official road maps.

A road map can be more accurately followed if the distances measured are noted upon a perfectly accurate distance indicator. The speed indicator tells him just how fast he is going "on his way." What he needs is a distance indicator which is as accurate as the speedometer on the dashboard of his car.

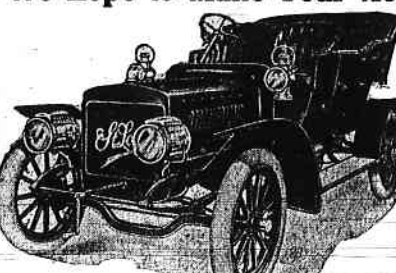
This perfectly accurate speed and distance indicator, which is no larger around

than a watch, has attracted considerable attention at automobile shows from the fact that it has been used in the Oldsmobile. It measuring the distance for the official road map to the Ormonde beach meet in January, and also because most of the popular road maps are being made on the basis of the Oldsmobile's mileage.

It is needless to say that those who have an auto meter on the dashboard of their cars are relieved of much care so that they could enjoy their trip and be sure they were following the best and shortest route.

WOMAN'S SPECIALTY.
No woman can expect to be
—A lawyer of renown.
She can't take up the law, for she
likes most to lay it down.

We Hope to Make Your Acquaintance



this week and meet many of our old friends. It's the easiest way to explain the merits of our machines.

The St. Louis "Rigs that Run"

Model 18,
40 H. P. Touring Car, Weight 2,300.
Price, \$2,500.

The purchaser can rest assured that in owning a Type 17 or 18 "St. Louis" he has the finest car that money, brains and experience can produce.

Monarch Runabout

Two cylinder, air-cooled by fan pressure absolutely cool, flexible spring and construction, shaft drive. This engine will keep cool running from its own resources. Price \$600.

"The Leader"

Model "D,"
20 H. P. Touring Car, Weight 1,680
Price, \$1,150.

Full-elliptic springs, detachable tonneau. Make racy looking runabout. Plenty power and speed. Price includes full equipment of lamps, horn and tools.

HILL & BEASON AUTO C

HILL & BEASON AUTO COMPANY **23 East Ohio Street**

23 East Ohio Street

FISHER AUTO CO. HAS A COMPLETE GARAGE

**Local Concern Has Made Rapid
Progress in the Automobile
Industry.**

**PRESENT LINE IS POPULAR
National, Mitchell, Maxwell and
Stoddard-Daytons Hold Record.**

The Fisher Automobile Company at 330 North Illinois street was established in the automobile business in 1898 and are the pioneers of this State. Previous to this time there were no automobiles in this part of the country. The Fisher Automobile Company opened up with a line of cars and sold eleven cars the first year, the highest priced car being \$1,150, the cheapest \$750.

This company at that time was located at 112 North Pennsylvania street and also handled bicycles, having been in the bicycle business since 1892. In 1900 this company sold out their bicycle business and have handled automobiles only since this time.

The room in which this company first started was twenty-five feet wide by 175 feet deep, one floor. Now they are in their new home at 330 North Illinois street and have three floors, each being 40x200 feet, and are equipped to handle cars to the best advantage, having the largest and best equipped salesroom and garage, a

100-mile stock car, fully equipped, which no other car seems to reach. This was on July 4, 1906, when the Mitchell car won the 100-mile race at Hawthorn Track, Chicago. The only other Mitchell entered in this race finished second, both machines defeating cars selling at twice the price of the Mitchell.

The Stoddard-Dayton has the record of being the most popular sold in 1906. In the recent guessing contest given by the Motor, in which the winner was to receive a touring car to cost not over \$3,000, the winner to choose the car, and over two-thirds of the requests were for Stoddards which sell for \$2,500, which shows the Stoddard-Dayton is better than any car in the American market costing \$500 more.

Maxwell Proves Reliable.

The Maxwell holds the 3,000-mile non-stop engine run, covering 3,000 $\frac{1}{4}$ miles in seven days seven hours 31 minutes. This is the greatest distance ever covered by any vehicle with self-contained power without stopping the motor. The run is equal to the distance between New York and San Francisco and proves beyond a doubt the incomparable endurance of the Maxwell engine and the absolute reliability of the Maxwell car. And the entire expense for the 3,000 miles was less than \$50.

And the record of the Fisher Automobile Company is well pleased and satisfied customers.

The first gasoline vehicle ever shown on the streets of Indianapolis was a little three-wheeled machine with the engine on the rear axle and fitted with a bicycle saddle. To start this little novelty you had to pedal like a bicycle to start the engine; then it would run along and make more noise than the largest seventy-five-horse power touring car does at the present day, although they would run along at about the rate of forty-five miles per hour.

Novel Race Recalled.

The writer well remembers a race on North Capitol avenue in 1898 when C. G. Fisher and Frank L. Moore, both of the Fisher Automobile Company, ran a race with two running horses—the horses had a handicap of two squares and were to run six squares while the machines were to run eight squares. The horses became frightened and the riders could not hold them, but the machines caught them before they reached the tape and won the race by about sixty feet.

On this machine springs were not thought of and multiple cylinders were far from comprehension. Today, with the modern conveniences it is restful to tour

started was twenty-five feet wide by 175 feet deep, one floor. Now they are in their new home at 330 North Illinois street and have three floors, each being 40x200 feet, and are equipped to handle cars to the best advantage, having the largest and best equipped salesroom and garage, a fully equipped repair shop and the finest sundry parlors in the United States—the third floor being used for cars which are not in use and second hand cars. On this floor they also have a finely equipped club quarters. The second floor is the repair shop, sundry parlors, stock rooms and the best equipped tire repair department west of New York city.

Garage Never Closes.

The garage is never closed, being open day and night, having two forces of employees, which change shifts morning and night.

The building is fireproof and is equipped with its own telephone system, so that one can talk either local or long distance from either the front or rear of any one of the three floors.

On account of the long experience and successful business of this firm they have established an army of agents throughout the State, and the factories whom this company represents have them to handle the entire State as their selling agents, and any one buying a car of this company will have to get out of Indiana to be out of reach of the Fisher Automobile Company's representatives, who are ready to give them a helping hand if they need it.

Two years since this company said that the proper way to build cars was to have the engines in front, shaft drive, multiple cylinders and water-cooled, and advertised that they would never again handle a car which was not built this way.

There was quite a little opposition at this time, as most of their competitors could not see it that way. However, today almost every dealer is pushing this type of machine, and acknowledged that this is the correct way to build a car.

As said before, on account of their long experience they are enabled to pick the best line of cars built in America. To prove this, their present line of cars all hold world records.

National Holds Record.

The National car, built by the National Motor Vehicle Company of this city, holds the world's record for twenty-four hours, being 1,094 3-16 miles. And another is the 1,000 mile record for stripped cars; this car covered the distance in twenty-one hours fifty-eight minutes 4-5 seconds.

This twenty-four hour record exceeding the previous record by seventy-eight 9-16 miles, showing an average speed of

to run eight squares. The horses became frightened and the riders could not hold them, but the machines caught them before they reached the tape and won the race by about sixty feet.

On this machine springs were not thought of and multiple cylinders were far from comprehension. Today, with the modern conveniences it is restful to tour in a car; say in a four or six-cylinder Limousine equipped with inside lights, electric signaling devices, hot air heating system for winter and electric fans for summer, buffet, folding tables, toilet equipment, speaking tubes, ice chests and with seating capacity for nine passengers, with the middle seats reclining so as to be converted into berths. Certainly there has never been such strides made in any business of any nature.

HILL & BEESON GROWING.

Local Dealers Handle the Leader, Monarch and St. Louis.

The Hill & Beeson Auto Company, 23 East Ohio street, in addition to doing a general storage, repair and supply business has the agency for three strong lines of cars—the Leader, Monarch and the St. Louis.

The Leader is made at Knightstown, Ind., by the Columbia Electric Company. Model "C" is a four-passenger car of sixteen-horse power, selling for \$1,050, and Model "D," a five-passenger car of 22-horse power, retailing for \$1,150. Both have two-cylinder, water-cooled engines.

The Monarch Motor Car Company, Franklin Park, Ill., makes only runabouts, in two models. Model "E" has a 14-horse-power engine and sells for \$900. Model "A," with the same engine, but different equipage, is priced at \$600.

The St. Louis Motor Car Company, Peoria, Ill., is featuring its Model 18, a 35-horse-power touring car, selling for \$2,500.

LARGE DEMAND FOR LAMBERT.

Friction-Drive Cars Make Big Hit With Local Autolsts.

D. B. Sullivan of the Sullivan Automobile Company, 27 North Capitol avenue, is ever enthusiastic, as well he may be, over the Lambert friction-drive cars, made at Anderson, Ind.

Mr. Sullivan attributes the unusual demand for these cars to what he says constitutes the intrinsic value of any automobile, the motor and transmission gear. The Lambert prides itself on these features, which, coupled with its ease of

Garage Never Closes.

The garage is never closed, being open day and night, having two forces of employees, which change shifts morning and night.

The building is fireproof and is equipped with its own telephone system, so that one can talk either local or long distance from either the front or rear of any one of the three floors.

On account of the long experience and successful business of this firm they have established an army of agents throughout the State, and the factories whom this company represents have them to handle the entire State as their selling agents, and any one buying a car of this company will have to get out of Indiana to be out of reach of the Fisher Automobile Company's representatives, who are ready to give them a helping hand if they need it.

Two years since this company said that the proper way to build cars was to have the engines in front, shaft drive, multiple cylinders and water-cooled, and advertised that they would never again handle a car which was not built this way.

There was quite a little opposition at this time, as most of their competitors could not see it that way. However, today almost every dealer is pushing this type of machine, and acknowledged that this is the correct way to build a car.

As said before, on account of their long experience they are enabled to pick the best line of cars built in America. To prove this, their present line of cars all hold world records.

National Holds Record.

The National car, built by the National Motor Vehicle Company of this city, holds the world's record for twenty-four hours, being 1,094 3-16 miles. And another is the 1,000 mile record for stripped cars; this car covered the distance in twenty-one hours fifty-eight minutes 4-5 seconds.

This twenty-four hour record exceeding the previous record by seventy-eight 9-16 miles, showing an average speed of 51.9 miles per hour.

The National car also holds all the other world's records, from 650 miles up.

The Mitchell holds two records—first, they were the most popular shown at the Chicago show, and sold their entire output before the show had been open three days. And the Mitchell has set a pace for

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The Sullivan Company will make an exhibit of the various Lambert models during the entire week and extend a cordial invitation to the public to examine their merits.

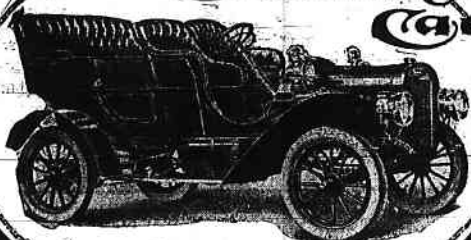
INSURANCE

H.T. HEARSEY VEHICLE CO.

OPPOSITE TERMINAL STATION

113-115-117 WEST MARKET ST.

The New Rambler Utility Car



Model 21, Touring, \$1,330

Beauty—Power—Simplicity

For the man of business who buys a car for the pleasure to be derived therefrom, a day's enjoyment is ruined by a half-hour spent in greasy adjustments.

The simple Rambler power engine, comprising a double opposed horizontal motor and planetary type transmission, is the ideal equipment for such service, and each season's use proves it more conclusively.

The 1907 Ramblers have more new and desirable features than have ever before been embodied in any type.

Model 21 is a five-passenger, 20-24 H. P. car, with detachable tonneau of extra size, with divided front seats, giving commodious passenger space.

Its strong features are simplicity of construction, accessibility to all parts, ease of control, speed power, and instant readiness for any kind of service, in and out of season, however arduous. It is simply a "peach" at \$1,330.

GRAND Opening Display

OF High-Class Autos

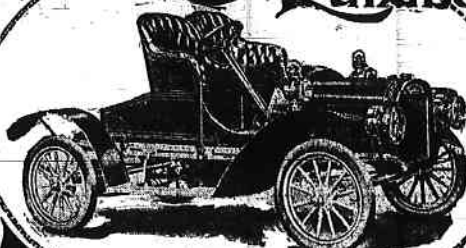
All the Week

Look around and then come in and let us show you a line of cars with a reputation. Our guarantee goes along with that of the manufacturer.

Automobile Accessories

Largest and most complete stock of Automobile parts, supplies and accessories in the city. Everything you need for outfitting your car. Repairing and repainting a specialty.

The New Rambler Runabout



Model 27, Runabout \$950

Best Car Built for \$950

IN THIS CAR is embodied the highest development of the simple power plant.

Motor and transmission gear are completely housed as a unit, with three-point support.

Every part of the motor, transmitting mechanism and appurtenances are perfectly accessible from above, and by reason of the tilting body may be reached without trouble or discomfort.

Model 27, while popularly termed a Runabout, is really a touring car, except in seating capacity. The chassis is identical with that of Model 21, except in dimensions. The body is the latest improved approved type, with torpedo deck and divided seats.

Finished in Brewster green, black leather upholstery, polished brass trimmings, 14-16 H. P. Best car ever built for \$950.



There are good, logical reasons for the popularity of the Pope-Waverley Electric. It is the ONE indispensable car for general use of the entire family. It solves completely for every member the locomotion problem. It insures dispatch, convenience, safety, comfort and complete independence from the delays and other inconveniences of horse-drawn equipment. It meets every demand in a sphere distinctly its own. The simplicity of control of the Pope-Waverley Electric, its freedom from water, oil, air, jolt and vibration; its stylish lines and smooth gliding motion make it the favorite with discriminating people.

Model 26 C, Chelsea With Removable Coupe Top—Price \$1,700

Especially suitable wherever people have been accustomed to a closed vehicle in cold and inclement weather. The point of vantage in this particular model lies in the fact that the storm coupe top is easily removed, converting the model into an open carriage for use in pleasant summer weather.

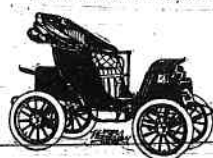


Model 65, Stanhope—Price \$1,500

The Stanhope among electric vehicles is the acme of good form. It embodies more than any type, not only style and safety, but the desirable virtues of ease and convenience as well. The seat is broad and deep; the upholstery luxurious. The Stanhope is a very practical car.



Model 67 Victoria Phaeton—Price \$1,600



This carriage, our latest creation, is unquestionably the most distinct and distinguished of electric automobiles. Throughout marked ingenuity and artistic taste has been shown by the designer—nothing is skimpy—brilliant, graceful lines providing an exceptionally comfortable, convenient and spacious vehicle.

Model 60 B, Surrey With Extension Leather Top—Price \$1,825



This model is manifestly a vehicle suitable for the entire family, having a maximum seating capacity, yet being capable of large radius of movement. The vehicle can be supplied with or without leather top. This equipment is complete throughout, there is a handsome leather cushioned seat, long continuous fenders, running board guard against mud, etc., and provides easy entrance to the vehicle.

The INCOMPARABLE WHITE

THE CAR FOR SERVICE



MODEL "G" WHITE STEAM CAR WITH FULLMAN BODY, \$3,700

The cape top shown is extra equipment.

This word "incomparable" is used advisedly. Even were all other points equal—the White stands incomparable because of its generator alone. It is radically different from any steam generator ever constructed, and has proven its superiority by the severest of tests. This Model "G" is a steam 30-horse-power, 7-passenger touring car with a Fullman body, the height of luxury.

In competition with the world's best cars the "White" was awarded the gold medal for its superiority on fourteen separate and distinct points. The more you know about the Incomparable White the better you will appreciate it. Talk with a "White" owner, and you are sure to become one. Model "G" is the greatest motor-car value ever offered at \$3,700.

THE JEWEL RUNABOUTS \$450 to \$600

The "Jewel" Runabouts have their place in motordom and fill it well. It is built for convenience—for running about the city or for little pleasure trips into the country. They are small but powerful—neat appearing, fast enough, easy to operate, understand and maintain—safe but sure, as the car is under absolute control of the driver at all times. \$450 to \$600.

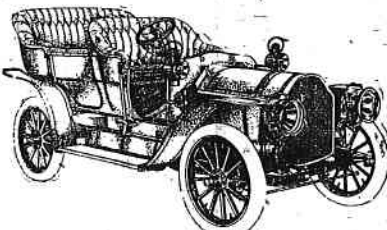
OPPOSITE TERMINAL STATION

113-115-117 WEST MARKET ST.



The Season's Best

THE MARMON

"A Mechanical Masterpiece"

Model "F," \$3500 Model "C-7," \$2500

The Coolest Motor
The Best Oiling System
The Best Transmission
Solid Cast Aluminum Body

Roller Bearing Steering Column
Shaft Drive Without Universal Joints
Reverser Gasoline Supply

Perfect Score—Glidden Tour

The Perfection of Air-Cooling

ing to freeze or boil. No complications. No surplus weight. Lubricated more thoroughly and more economically than any other gasoline motor. Wonderfully flexible control.

The Easiest Riding Car in the World

roads is unknown in any other car. Built entirely in the plant of Nardye & Marmon Co. There is nothing of higher grade.

The Marmon air-cooled motor can be run for any length of time without a stop, pulling the car up mountain sides and through deep sand and mud without the first trace of engine trouble. Waterless—nothing to freeze or boil. No complications. No surplus weight. Lubricated more thoroughly and more economically than any other gasoline motor. Wonderfully flexible control.

The easiest on tires, mechanism and passengers. The running gear is flexible (patented Double Three-Point Suspension) and adjusts itself without strain to all road conditions. Its luxury of motion over the roughest roads is unknown in any other car. Built entirely in the plant of Nardye & Marmon Co. There is nothing of higher grade.

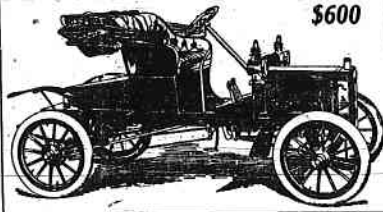
The Wonderful Little Car That Other Dealers Knock and Every Owner Praises

FIFTY-TWO of these cars have been delivered in Indianapolis and vicinity in a little more than ten weeks. The Ford Runabout is practically the only factor in the runabout market.

Other dealers knock it early and often—they depict it as thoroughly worthless. Nothing they can say, however, alters the fact that the Ford is the best built, sturdiest little car on the market. Every owner knows the value of the Ford and knows why competitors are envious. We have never heard a complaint of any kind, except from other dealers.

No other car under \$1,000 offers such power, such speed, such all-around-ability on the road, and such high-grade construction, challenge covered all these points and has never been accepted.

We invite you to inspect the list of Ford owners, any one of whom will tell you what runabout to buy.

FORD FOUR CYLINDER RUNABOUT \$600

Ford's sweeping

The New Model "R" An edition de luxe of the famous 1600 Ford Runabout. Same chassis, but a stylish in appearance. more expensive body, larger wheels and more

Logan Commercial Cars

WE ANNOUNCE the agency of the Logan line of motor delivery wagons and heavy power trucks.

We seek the opportunity of proving to those who are using horse-drawn delivery wagons and heavy trucks that the Logan will not only give them better and more reliable service, but also effect a handsome saving in dollars and cents.

Delivery Wagons, \$1,000 Heavy Trucks, \$2,500

The Most Complete Repair Plant
The Largest and Best Line of Automobile Supplies in the State of Indiana

Gibson Automobile Co.

INDIANA DISTRIBUTERS
238 Massachusetts Avenue

A Group of the Local Tradesmen.



H. T. HEARSEY.

FRED I. WILLIS.

HAMLIN ANDERSON.

HEARSEY'S AUTO LINE A VERY POPULAR ONE

Pioneer Dealers of Indiana Selling Many White, Rambler, Jewel and Pope-Waverley Cars.

DEPOSITORY IS COMPLETE

Carry Full Stock of Automobiles, Carriages and Accessories.

The H. T. Hearsey Vehicle Company of West Market street was founded in Indianapolis twenty years ago by H. T. Hearsey, the senior member and president of the firm, and is the oldest establishment in Indianapolis handling automobiles. Their claim to the proprietorship of the State in the automobile industry is undisputed. Associated with Mr. Hearsey in the company are Frank Bailey, vice president, and Fred I. Willis, secretary-treasurer. These three gentlemen have been prominently identified with and leading spirits of the automobile industry since its origin and for years previous to the introduction of the automobile they were all closely identified with the bicycle business, which is the natural vanguard of the automobile. It is by no means too much to say that the Hearsey Vehicle Company is the pioneer of the automobile industry in this State, even into the second generation. Although the three members of the firm are yet young in years they are graduates in experience as far as the industry is concerned.

Mr. Hearsey opened a small bicycle repair shop in this city in 1897 and took the name for the Columbia Bicycle. His business at that time was small, but it grew and conducted in a small way, but with considerable care and attention to the industry and close application of good business principles. He gradually expanded his business until in 1913 he opened the first factory for the production of bicycles, which he managed with the same success for several years during the time when the bicycle craze was at its height. He is a native of southern Illinois and has lived in this city for 20 years. He is a very successful business man and a very enthusiastic bicyclist. He is a very successful business man and a very enthusiastic bicyclist. He is a very successful business man and a very enthusiastic bicyclist.

ing spirit in all bicycle sports such as race meets, relay runs, road races, century runs, etc. He was one of the principal players in the famous relay bicycle race from Springfield, Ill., via Indianapolis, to Columbus, O., carrying messages from the Governors of Illinois, Indiana, and Ohio, in which race the Indianapolis boys far surpassed the riders from the other two States. Mr. Bailey was president of the old Big Six Club, which had a national reputation. Due to his promotional spirit in matters pertaining to the bicycle industry at that time Mr. Bailey was of great service to the industry. With different manufacturers he assumed the management of the Indianapolis branch of the bicycle business in 1914 and during the four years following sold over 5,000 Weaver bicycles at retail in Indianapolis, which was a remarkable record. Mr. Willis, the youngest member of the firm and occupying the important office of secretary-treasurer, came to Indianapolis in January of this year to take up his duties. He had been employed in a clerical capacity with the firm of Hearsey & Willis for some time and was well acquainted with the business and its various phases. He had been in the bicycle business since 1913 and was well acquainted with the industry and its various phases. He had been in the bicycle business since 1913 and was well acquainted with the industry and its various phases.

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hancement and most convenient automobile and carriage reproduces in the West. They carry a full stock of automobiles, carriages and accessories and are up to date in their line. Their automobile line consists of the Pope-Waverley electric, the Rambler and Jewel gasoline and the White steam car. Their establishment is one of the largest of the kind in the West. They maintain a wooden frame and are always alert for anything new to advance their business interests. This company stands high in Indianapolis and is considered one of the State's most enterprising establishments. The members of the firm are all respected and public spirited citizens. All self-made men, who deserve the success they have lately earned.

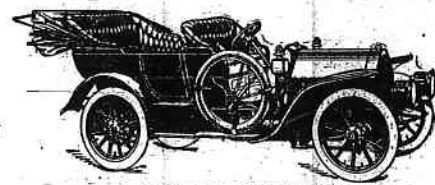
BIG QUEST OPENED BY AUTO.

Stage Displaced and Hardships of Travel Over Western Lands Things of Past. A word ought to be said for the important part the automobile has played in the development of the new Nevada. Those who have not crossed these extensive deserts can not fully appreciate what a revolution the machine has wrought. The long distances between water supply and the uncertainty of finding it rendered prospecting a great task. Take for instance, the effort to get from Indian to Fairview and then to Pahrump. Formerly it was necessary to take the train and go to Pahrump and thence by stage, consuming two days. Now one can go by machine in one day. It is no wonder that it doesn't break down, which is a common thing. It is no wonder that it doesn't break down, which is a common thing. It is no wonder that it doesn't break down, which is a common thing.

Hats Off to the

POPE-TOLEDO

Chrome
Nickel
Steel
Construction.



Type XV 50 H. P. Pope-Toledo, \$4200.00

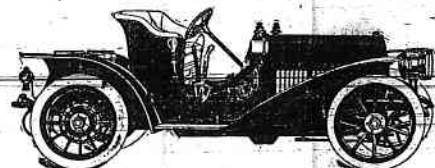
Ball
Bearing
Noiseless

The more you investigate the automobile situation, the more demonstrations you make; the closer you compare and investigate, the nearer we are to your order for a Type XV 50 H. P. Pope Toledo.

No American manufacturer has even attempted what has actually been accomplished in this Type XV Pope-Toledo Touring Car.

To the many features which has made the Pope-Toledo the acknowledged car of power and speed have been added the multiple metal disk clutch, four speed, selective type transmission, 36-in. wheels, noiseless chains, mechanical valves, gear driven high tension magneto.

Style
Power
Speed



Type XV, 50 H. P. Pope-Toledo Runabout

Four Speed
Perfect
Control

Same specifications as Type XV Touring Car without tonneau.

Frank A. Beck, 719-721 N. Illinois St.
DISTRIBUTOR OF POPE-TOLEDO MOTOR CARS

PHONE YOUR WANT ADS TO THE STAR