The Indianapolis Automobile SHOW

March 28th to April 2nd

EVERYTHING FREE

GIVEN BY THE INDIANAPOLIS AUTOMOBILE TRADE ASSOCIATION OF WHICH THE FOLLOWING FIRMS ARE MEMBERS.

Ricketts & Diamond Automobile Co.
Will exhibit their well-known six-cylinder, 40 H. P. car, price $2,175, at the Abbott-Detroit showroom of
A. T. Bunch
No. 18 South Capitol Avenue

Buick, Oldsmobile, Welch
Accessories and Supplies
BUICK MOTOR CO.
126-132 East New York Street.

Stearns, Jackson, Westcott, Fuller DeMot Runabout
Co-Auto Motor Co.
23-25 Kentucky Ave.

$1,500 Watch for the $1,500
COLE-30
YOU CAN'T HEAR IT
Cole Motor Car Co., Builders
143-749 E. Washington St. Indianapolis

DIAMOND CHAINS
Wear Longest
GIVE MOST SATISFACTION
Diamond Chain Mfg. Co.
Kentucky Avenue and Georgia Street.

Diamond Tires are the Best
For Sale by All Dealers

Makers of Empires
Empire Motor Car Co.
Indianapolis
Fisher Automobile Co. Agents

Empire Tires
WEAR LONGEST
—Sundries—
Automobile Tires, Motorcycle, Brake Linings.
Empire Tire Company
C. Weiland, Mgr.
208 North Delaware Street
Factories—Trenton, N. J.

Finch & Freeman Auto Co.
RIDER - LEWIS, WARREN - DETROIT, AUBURN, RICHMOND, DE TAMBLE.
These cars cover the whole range of prices, from $650.00 to $2,500.00. Nearly a score of models.
320-322 N. Delaware St.
Room 1, Automobile Row

National
The National "40" gives more real motor car value than any car.
$2,600.00
Licensed under Selden patent.
Indianapolis, Ind.
National Motor Vehicle Co.
Fisher Auto Co., Local Agents

Fisher Auto Co.
400 N. Capitol Ave.
Sole Agents

National, Stoddard-Dayton, Overland, Marion, Courier, Ft. Pitt and Baker Electric. Supplies and Supplies.

Fisk Tires
Made in all types and sizes to fit all cars.
Always the highest quality.
For sale by all Dealers.
The Fisk Rubber Co.
Chicago, Ill.
1440 Michigan Ave.

World's Record Tires
1 mile—27⅞ sec.—March 16th, 1910
Barney Oldfield's Lightning Benz equipped with
FIRESTONE TIRES

The Cars for those who Discriminate
Pope Hartford. Gasoline.
Rauch & Lang Electric.

Frank P. Fox Co.
27-33 N. Capitol Ave.

Greetings From
G & J Tire Co.
Indianapolis, Ind.
Automobile, Bicycle and Motorcycle Tires

Premier, Reo, Ford
Full line of Automobile Accessories.
Gibson Auto Co.
258 Mass. Ave. 219 N. Penn. St.

Glide Auto Co.
415-19 Massachusetts Ave.
Indianapolis
Before buying a car at any price call and see the five models Glide Special 45, four models Great Western 40. Garage and repair shop. All work guaranteed.
Telephones: Old Main 4173, New 1906

THE
Guarantee Tire and Rubber Co.
128-132 South Illinois Street,
Near Union Station
We Specialize on Tires, Sundries and Supplies
LONG DISTANCE SPECIALTIES
GIVE US A CALL

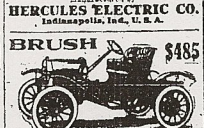
Vulcanizers
—AND—
Vulcanizer Supplies

Haywood Tire Equipment Co.
241 NORTH ILLINOIS STREET.

Cole-30
$1,500
Henderson Motor Car Sales Co.
23 East Ohio Street

SEE THE
Winton-Six
HENRY WILKE
23-25 East Ohio Street

Kurth
High Tension
Magneto
Manufactured by
HERCULES ELECTRIC CO.
Indianapolis, Ind., U. S. A.

BRUSH $485

Indianapolis Auto Co.
C. L. HICKS, 112-115 East Maryland St., State Agent.

Rapid Commercial Power Wagons
Built for Business
Indianapolis Motor Car Co.
419 East Market Street

Automobile Tops, Wind Shields, Limousines and Laudaulet and Coupe Bodies.
Painting and Trimming.
Irvin Robbins Co.
Industrial Building, Tenth and Canal.

"In a class by itself."
THE
Kohl Windshield
Quality is remembered long after all else is forgotten.
Kohl Mfg. Co.
Tenth St. and Canal

THE
Marion-Overland Company
OVERLAND AND MARION CARS
FACTORIES—Bryce and Oliver Ave., W. Fifteenth and C. C. C. & St. Louis Ry., Tenth St. and Canal.

The Marmon
The Easiest Riding Car in the World
Local Branch—Corner Meridian and New York Streets

Columbia
The Maxwell
Illinois and Vermont Streets

McFarlan-Six
On Display 22 E. Ohio St.
FULLY EQUIPPED $2,000
McFarlan-Six Sales Co.
816 State Life Building

M. L. Conley & Co.
Agents for
Austin, $3,000, $4,500, and $6,000
Only, $700, $850, $900 and $1,000
Office 808 Board of Trade Building.
Show Week Location
339 N. Illinois St.
Bert C. Bronson, Sales Mgr.

Morton Place Garage
19th and New Jersey Streets
Moline Automobiles
North No. 617
Call Us Up and We Will Come and Get You

Peerless and Regal Motor Cars
MOTOR CAR SALES CO.
217 N. Delaware St.

Willis-Rose Gasoline and No-Carbon Motor Oil are a good pair to draw to. The only real high-grade product of their class on the market, and cost no more than the common kind.
For further information address
National Refining Co.
Indianapolis, Ind.
Telephone Old Main 4848 Ext. 4

Packards
Willis-Holcomb Co.
338 North Illinois St.

Cadillac "Thirty" $1,600
The car that established a new standard in motorcar values.
Peck Motor Car Co.
141 North Delaware Street.

Premier
We have secured a number of copies of an interesting booklet entitled, "How to Buy a Motor Car," which will be sent upon request.
Premier Motor Mfg. Co.

Prest-O-Carbon Remover
Removes carbon from your motor. Saves repair bills. Sold by all dealers.
Prest-O-Lite Co.
Manufacturers of Prest-O-Lite Gas Tanks and Prest-O-Tire Tubes.
319-325 East South Street.

We manufacture Storage Batteries of every size and capacity for all purposes.
Pumpelly Battery Company
1202 East Twenty-second St.

THE NEW
Rambler
The Car That Satisfies
Rambler Auto Co.
224-228 S. Pennsylvania St., Indianapolis

Magneto of course
E-M-F "30" Flanders "20"
$1,250—f. o. b. Detroit—$750.
Now on exhibition, without charge, at complete cars.

Reliable Auto Exchange
816 N. Washington St.
New 4848, Old Tres. 487.

Motor Car Tops, Seat Covers, Torpedo Bodies, Coupes
R. J. Irvin Mfg. Co.
Cor. West Michigan and Canal

Continental "35"
Made at Franklin, Ind.
$1,400
The sensation of 1910.
Four-cylinder, 35-40 h. p., 114-inch wheel base, 34-inch wheels, three speeds, selective transmission. A beautiful car. Don't fail to see it.
R. L. Sutherland
RELIABLE AUTO EXCHANGE
816 East Washington Street.

THE OAKLAND
30 H. P. Roadster $1,000
30 H. P. Touring Car $1,050
40 H. P. All Models $1,700

STATE AUTO CO.
328 North Meridian Street

Firestone & Krit Motor Cars
Dayton Inner Tires.
Sterling Motor Car Co.
State Agents,
142 W. Market St.

PARRY
In the long run a Parry (The Parry Idea)
Roadster, 114 inches, 32-35 h. p. $1,250
Touring, 114 inches, 32-35 h. p. $1,400
Shoemaker-Smith Auto Co.
Pennsylvania and New York streets.

We manufacture parts for high-grade Motor Cars.
Spacke Machine Co.
Madison Ave. and Merrill St.

Star Self Starter
Fits All Makes of Automobiles. Starts from seat. For Sale by All Dealers. Write or Phone North 5556.
Star Starter Co.
231-233 West [illegible]

High-Grade Windshields made to suit your car.
Stewart-Carey Glass Co.
231-233 S. New Jersey St.

Studebaker Bros. Co. of Indianapolis
[illegible] N. Pennsylvania St.
Studebaker-Garford Gasoline Cars
Studebaker Electric Pleasure Commercial Vehicles

The Strenuous Rambler
Highest grade [illegible]
$1,500.00 [illegible]
for
Van Camp Hardware & Iron Co., State Agents

FRAYER-MILLER
Motor Trucks
[illegible]

Walter D. Cox
224-226 South Pennsylvania St.

Warner Autometers
For those who want the best.

Warner Instrument Co.
330 1-2 North Illinois Street

The Stoddard
Waverley Electric
Pleasure and Commercial Vehicles
THE WAVERLEY CO.
130 South East street, Indianapolis, Ind.

Schebler Carbureters
The Heart of the Automobile
Wheeler & Schebler
Chicago and Indianapolis

Goodrich Tires
B. F. Goodrich Co.
Akron, O.
New Branch Store [illegible]
at 217 West [illegible]

The Greatest Automobile Carnival Ever Held in Indiana

March 30—Gorgeous Floral Parade
March 31—Contests of Driving Skill at the Speedway
April 1—Parade of New Cars in the City Streets—a Review of the 1910 Models
A Reception Committee at every [illegible] to entertain visitors

By S. W. Elston.

If I were asked the most striking characteristic of the automobile of the present time as compared with the machines of earlier years, I should say "comfort."

There is nothing which means so much to the automobile user as long as his car is running, and there is nothing which has received less attention in proportion to its value to the buyer of a car. The chief trend of motor car construction at the present time, however, is for the greater comfort of the user. I believe that in the course of a couple of years at most all automobiles will be practically alike as far as the elements of comfort are concerned. The automobile which the buyer wants particularly to consider at the present time is the one which has installed the general tendency by those of years, and today offers the acme of comfort.

Draws Apt Comparison.

Comfort in automobiles may be justly compared to the designing of the famous racing yachts. A few years ago an American hull bore no resemblance to an American racing hull except that both were yachts. Gradually, however, naval architecture of the two countries began to pick out the good points in one another's yachts. There was a gradual evolution toward sameness, and today the racing yachts of England and America differ very slightly. A very similar evolution is now taking place in the building of automobiles.

Everybody, nearly, remembers the tonneau of a few seasons ago: that little vehicle's chair into which one climbed through a little door in the back. Today that represents the very limit of discomfort. Now we have large, roomy tonneaus. The upholstering is good, and the cushions and backs of the seats are so set as that the passenger sinks naturally into a comfortable position. Foot rests and hand rails have added greatly to the ease with which a tonneau passenger rides.

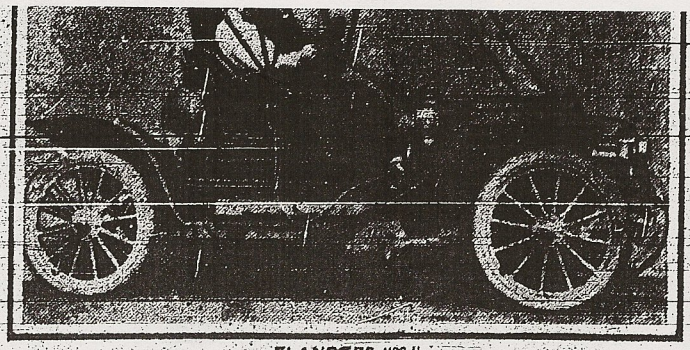
The improvement of the front seat is something to which the greater number of manufacturers are just beginning to awaken. In this respect the Chalmers car is many more than two seasons ahead. It is no longer necessary for the owner of an automobile to sit with his knees doubled almost to his chin. We are providing lots of leg room in front, low seats, so that one rests in a semi-reclining position. The foot board is so situated that it is not a bruce to rest one in the seat, but a rest for the feet.

In the making of comfort for the motorist nothing has been more important than the improvement of springs, and the development of shock absorbers. Now one does not have to be jolted from side to side of the car. Springs are so greatly improved that they sustain the car even during severe jolts, and yet give great ease in riding.

As to the torpedo body, when properly developed, will also mean much to the comfort of the motorist, I am convinced. At present the design is too extreme, much of a fad, but there is much that is great in the wholly inclosed body. Certain features of automobile construction which make for greater comfort I want to include the wind shield and the top for open cars. These two features have done most to make winter motoring possible by affording protection from the elements. In a more or less degree the same is also true of summer motoring the wind shield and the top offer protection from dust and dirt.

As to the limousine and the inside drive there little remains to be said. Their position in the agencies for comfort is ideal. We have found these two models among the most popular of Chalmers cars. They fill a long-felt want, especially for winter and for evening use. The five-passenger coupe is an ideal car for business and other prominent men, to whom its comfort is its chief appeal.

In closing, I would say that undoubtedly the greatest factor in making the automobile comfortable has been the motor.



FLANDERS "20."

The Reliable Auto Exchange has received the first consignment of the new Flanders "20" automobiles, made in Detroit.

If it is within the memory of every automobile owner that motor trouble used to be very common. The development in this line in the last two or three years has been phenomenal. At the present time the car which does not give satisfactory motor service have very little standing among automobile buyers. The greatest thing we can say for Chalmers cars is that they give satisfactory service on the road. This, more than anything else, means the comfort of the user.

DELMAR COMPANY ADOPTS SLOGAN, CENTERING WORK

Features Policy of "Indianapolis for Indianapolitans" as Business Expands to Big Proportions.

A commendable illustration of civic pride is being manifested by the Delmar Auto Body and Wheel Company of this city. "Indianapolis for Indianapolitans" seems to be the dominant policy of the managers of the company. Although doing a capacity business now that is very satisfactory, preference in contracting for future orders will be given to automobile manufacturers either in Indianapolis or the immediate vicinity.

The organization of the company grew out of the congested condition which Indianapolis manufacturers were experiencing in getting bodies and wheels, and the firm thinks that its first responsibility naturally lies with "home folk."

Within three short months the Delmar Company has grown from a mere idea to a healthy, producing plant occupying more than two acres of floor space and with an equipment consisting of all the modern machinery for producing wheels, bodies and tops.

About three hundred men, including draftsmen, sheet metal workers and wheel workers, are employed and the daily output is growing entirely beyond the most promising expectations of the promoters.

HOLDS COURT IN MOTOR CAR.

Magistrate Breen of New York Puts Auto to Strange Service.

The automobile has been put to a variety of curious uses, for which, on the surface, it does not seem intended; but it has remained for Magistrate Breen of New York to use a motor car for a courtroom. The incident is described as follows:

"Magistrate Breen held court in a Chalmers touring car in front of the Morrisania Police Court to decide a speeding case in which Edward Bewlyheimer, a manufacturer, 38 years old, of 21 West Sixty-fifth street, who was arrested on Feb. 21 last, charged with speeding on Jerome avenue, near One Hundred and Sixty-ninth street, at twenty-five miles an hour."

The speedometer registration was brought up by the defense and the magistrate held court in the Chalmers car so that he might determine the accuracy of speedometer records as used in similar cases. He made a personal test of Bewlyheimer's statement that his speedometer registered fourteen miles an hour at the time of his arrest.

JAY GOES WITH U. S. M.

QUITS RACING TO SELL CARS

FAMOUS DRIVER WILL BE ASSISTANT TO DISTRICT MANAGER, WITH OFFICE LOCATED IN CHICAGO AT ONCE.

Mystery surrounding the activities of Webb Jay, one of the best-known automobile men in the world, a former driver of international fame, inventor, expert mechanic, reliability tour pilot and successful branch manager and salesman, was cleared yesterday by an official announcement by the United States Motor Company. Mr. Jay is appointed assistant to District Manager J. I. Hadley of the new $16,000,000 corporation, with offices and headquarters in the Maxwell-Briscoe Building, Michigan avenue and Eighteenth street, Chicago.

Mr. Jay, for a time at least, will give his special attention to the marketing of the Columbia car, which recently became one of the "U. S. M." group, with the central and southern states market as his jurisdiction. Both Mr. Hardley and Mr. Jay have departed from Chicago for a flying visit to the principal Southern cities, New Orleans and San Antonio being their chief objectives.

Near Death in One Race.

In the early days of the track racing Driver Jay startled the motor world by his daring driving, winning many contests from Oldfield and other well-known drivers. In an accident at Buffalo, in which he was hurled through a fence by the wrecking of his racer, Jay was so badly injured that his recovery was doubted. However, upon regaining his health and strength, Mr. Jay promised never to drive in a race again, and satisfied himself with piloting machines in reliability contests.

Affiliating with the White Steamer interests, with the Chicago agency under his control, Mr. Jay became one of the most successful merchants of automobiles in the country. Subsequently he withdrew from the company, contemplating marketing a car of his own manufacture, his steam boiler patents being declared most valuable. Later he became a representative of the Premier company, with Chicago as the basis of his trade operations, and will long be remembered by the Glidden tourists for his admirable piloting of a Premier car in the A. A. A. tour of 1909.

TOURS HISTORIC GROUND

PREMIER OWNER SEES SIGHTS

NEW ENGLAND AFFORDS IDEAL MOTORING REGION. MOTORIST CAN DRIVE AND ENJOY VARIOUS SCENIC EFFECTS.

There is perhaps no part of the country more famous for its picturesque beauty from the automobile tourist's standpoint than quaint old New England and over its hundreds of miles of splendid highways the motorist can procure more varied scenery and enjoy greater comfort in traveling than in almost any section. With the advent of automobiles and the great strength of the motoring fraternity in these old states has come a great development of the good roads propaganda, and the result is that there are some of the finest trunk lines in existence extending from border to border.

The natural attractions of the region are such that tourists from all over the country lay their courses in that direction during the spring and summer season and those who have once motored there will always look forward to taking other