

# LIVE SHOW OPENS WITH BIG SUCCESS

Begins Week's Reign and is Greeted by Continual Stream of Visitors.

## FREE ADMISSION FEATURES

Permit Crowds to See Better Exhibits Than Larger Cities Charged For:

In the crowds that swarmed into the various motor car homes yesterday to attend the first day of the annual automobile show had been centered in one exhibition hall there is not a building in the city that would have accommodated them.

This is the universal opinion of members of the Indianapolis Automobile Trade Association who are boasting the show, and this is the reason they give for holding the unique show by dividing the exhibits among all of the garages.

Wherever a motor car was dressed in full attire of flowers and ribbons or was exhibited with polished metal parts and glistening body, or wherever a striped chassis was open for inspection there also could be found a continual crowd all day yesterday and until late last night.

Aside from all of the other distinct features of this show one impressed all who have been at Chicago, New York, Philadelphia and other cities where efforts were made to stage "the best" show, and that is that the very exhibits that were shown there and for which the visitors were forced to pay a large admittance fee are shown here entirely free.

Because Indianapolis is such a great motor car center and has its reputation as such well established all over the country the factories that sell cars here are taking especial pains to see to it

that their agents here have the very best facilities possible to present to the great devotees of Indianapolis and the entire state. Besides sending the latest in wagon creations here

these factories have also sent their sales and engineering experts, who are to be found at almost every garage, willing to give information to all of the visitors.

### Decorate All Garages.

While the attractive array of bright machine colors formed a sight that would attract any one, yet the dealers have taken great pains to add additional decorations and have decorated their showrooms with flags, bunting, flowers, palms and other artistic decorations and hangings that make the homes of the machines look more like places of amusement than where commercialism holds forth.

Women are playing a big part in this year's show. At almost every garage women were seen yesterday inspecting the various cars and show a surprising amount of genuine knowledge of the sport and trade.

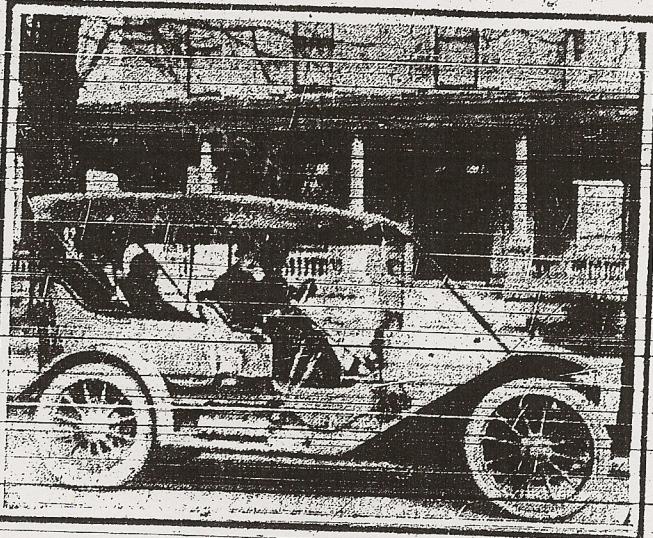
"More men will have to look out or woman will surpass him in motorism," said one salesman yesterday, after he had related his recent agreement of association and arguments to a group of society ladies. Many of these women can recite all of the achievements of the famous race cars and tell you facts about machines that some of the men who boast of being real motor bugs are ignorant of."

G. W. Elston is featuring an educational exhibit at his headquarters, the Indiana Automobile Company. It is in charge of Mr. Elston, a famous Chalmers race car pilot, who spent all day yesterday and last night giving educational lectures to thousands of visitors.

Besides the Chalmers cars, of which there are several models and striped chassis exhibits, Mr. Elston shows a striking new model of the Thomas Flyer and several Hudson cars. The salesrooms are decorated and a continual flow of visitors took advantage of the opportunity to inspect this line of popular machines. One feature that attracted considerable attention was a Chalmers half-bearing car, its front being turned around by the drivers.

There were educational demonstrations of Mr. Elston's exhibits, and the visitors were entertained and instructed with a display of three makes of ma-

## Likes Connerville-Made Motor Car.



McFARLAN SIX.

SHELBYVILLE, Ind., March 28.—Oscar Williams is one of the first owners in the state of a McFarlan Six automobile, which is made at Connerville. He says his family is perfectly satisfied with this car.

listed by Harry L. Hammond and Frank Kern, is receiving visitors and showing them the different types of seven makes of machines. This company handles the National, Standard, Overland, Marion, Courier, Empire and Baker electric.

Besides having the entire nothing decorated with a blue and white color scheme a large display of valuable trophies is exhibited in the main salesroom. There may be seen the famous Wheeler & Scherer Cup, the eighteen trophies won by the National cars and the Thomas Taggart French Lick endurance run cup.

A woman preludes at a harp during the evening and refreshments are served. The ceiling of the salesroom is hung with various small models of flying machines, which are swinging around by electricity. A special display is also made in the toyery department which shows all of the latest fashions in motor car garments.

Frank Staley, manager of the Studebaker Brothers' Company of Indianapolis, is combining his shop display and the house decorations at his handsome new headquarters. Mr. Staley has no doubt he has the finest motor car home in Indianapolis. His home is decorated in an elaborate and attractive manner. The first floor, which extends the entire length of the large building, is filled with a complete line of Studebaker automobiles and a few buggies and trucks.

On the second floor are also autos, buggies and wagons. The large pillars are wound with vines of flowers and scattered here and there throughout the entire building are large palms and pot flowers. The fragrance of the flowers and the music from the orchestra adds attractiveness and beauty to the splendid array of bright shining cars.

Mr. Staley is especially proud of his new electric truck, which, he declares, is better for truck work than gasoline cars.

He offers a maintenance guarantee to any firm that will buy five of these cars.

Mr. Staley is assisted in the display of his line of cars by Sales Manager Leibman and Sales Engineer Brownlee, both of the automobile and buggy factories of South Bend. In the building now are thirty new automobiles.

The Overland Automobile Company will add its part to the interest of the show by taking the entire factory force to the Colonial Theater Thursday night. Vice President W. H. Brown has "bought out" the theater and will give his men a treat because the factory has for the month of March made a record—1,006 cars.

The Glide Automobile Company has decorated its headquarters and was busy yesterday preparing for the rush of visitors that is expected throughout the rest of the week. F. E. Ott is in charge of the local office and is assisted during the day by two factory experts, W. F. Penny from the Glide factory at Peoria and E. M. Morris from the Great Western factory. They are telling all visitors everything they wish to know about these machines.

At the Reliable Auto Exchange the visitors were entertained and instructed with a display of three makes of ma-

chines.

The exhibit of the E-M-F cars and the R. L. Southern and Continental car.

The E-M-F cars are shown in sev-

## ADVISORY BOARD VIEWS OWN WORK

Introspection Results in Spiritual Discussion and Plan for Publicity of Routine.

### "END SEAT HOG" DISCUSS

Commission Hears Plan to Eliminate Street Car Nuisance by Radical Ordinance.

The question of its own effectiveness was discussed by the advisory committee yesterday afternoon, but with definite conclusion. It was the consensus, however, that more routine proceedings ought to be printed by the newspapers and to end a motion was adopted.

"I have been asked by a representative of the administration," said Dr. E. M. Willis, "what this commission is doing. This man said he had noticed by the newspapers that we had had one or two good scraps, but that he wondered what else we were doing."

Rabbi Feuerlicht at another point in the proceedings said he would like to have some expression from the commission as to whether the body is merely to discuss things, or is to be aggressive and militant. Immediately several other things were discussed, but not that question.

### Tour Not Official.

Incidentally Rabbi Feuerlicht took occasion to declare that the recent parades conducted tout de l'under world by E. M. Barney was not official.

"Mr. Barney is a member of the public morals committee, of which I am chairman," said Rabbi Feuerlicht. "I was called on the telephone on the afternoon of the evening when this trip was to be made and told to go. I said it would be impossible. Mr. Barney was the only member of the committee to go. The committee as a whole had nothing to do with it. I will say that this committee is not a crusading committee. This fact however will not preclude our suggestion what might be done to better the moral of the city."

The commission gave its approval to the recommendation of the public health committee for enlarged City Hospital facilities, but declined to follow a suggestion of Dr. E. A. Willis, chairman of the committee, that disapproval should be expressed of plans for new hospital now in the hands of the Board of Public Health.

Dr. Willis declared that the plans had been drawn in 1908, and now do not conform to the general scheme for greater hospital. Joseph C. Schafel objected to the commission being placed in the attitude of criticizing the Board of Health, and Dr. Willis's amendment was voted down.

### Go After "End Seat Hog."

The elimination of the "end seat hog" was proposed as a new undertaking for the commission. Theodore Hayes, in a letter, suggested this idea. His plan is for the commission to suggest that the mayor and the officials of the street railway company get together on a plan which will give conductors power to compel streetcar passengers to move to the inside of the seats. Mr. Hayes also asked the commission to suggest that the mayor have an ordinance passed, making it unlawful for theaters and other amusement places to sell tickets beyond the seating capacity. Both suggestions were sent to committee.

Hugo Thorsch submitted a resolution that the commissioners approve the mayor's idea that all city contracts should be given preferably to Indianapolis citizens and this was sent to a committee.

On request, Richard Lieber, chairman of the public utilities committee explained that the committee has found the matter of insurance rates to be a big problem, which the municipal boards are trying to solve for some time. He promised that in three or four weeks time his committee will have a comprehensive report to submit.

### DEATHS OF A DAY

EDOUARD COLOMBE