

## STAGE ALL SET FOR AUTO SHOW START MONDAY

City Organizations Plan Big  
Doin's Every Night at  
Exhibition.

'BIGGER AND BETTER'

There's really not much left to do in the big building out at the State Fair grounds, where the spring automobile show will open in a blaze of glory Monday night. The shining exhibits are lined up in their best form and the decorations have been placed. All it needs to bring it to life is the pulsing tide of humanity flowing up and down and through the aisles, marveling here and "Ohing" there, as some particularly enchanting exhibit catches the eye.

And that the crowds will be there in greater numbers than ever before is the prediction of John B. Orman, manager of the show, and the other officers of the Indianapolis Automobile Trade Association who have given of their time and energy to make this show the best ever held in the Hoosier capital, if not in the U. S. A.

Beginning Monday night, when the members of the Optimist Club will be out in full force, there will be big do-in's at the show all through the week. The Indianapolis Athletic Club will hold forth Tuesday night, and on Wednesday night the Kiwanians, after practically a whole day of boosting the auto game, will try to outdo those who have gone before them. The Rosarians, not to be outdone by the other organizations of the city, will invade the exhibits Thursday night, and, of course, Mr. and Mrs. Public and all the little Publics will receive a royal welcome and be made to

feel that they are honored guests any time they elect to attend the show. While there is more or less of a set program, last minute surprises are likely to be run in and very often they prove better and more enjoyable than the scheduled events. The automobile and all that goes with it, however, will hold the center of the stage, and from all indications will acquit themselves nobly. Your favorite car will be there, and elsewhere in this edition, you will find who handles the make that you "really must have to be happy" and also who handles the accessories and other things that go with it to make your happiness more complete.

## WALLERICH CO. DODGE DEALER

Organization, Too New to Get  
Space at Auto Show, Puts  
on Own Exhibit.

The C. H. Wallerich Company is the new Indianapolis dealer for the Dodge Bros. motor vehicles. The headquarters of the company will be at 846 North Meridian street. The Dodge Bros. cars formerly were sold by the E. W. Steinhardt Company and it is within the last few days that the C. H. Wallerich Company was named as the dealers.

The C. H. Wallerich Company is now arranging a display room, which was the former headquarters of the Lexington Sales Company. So new to the company and so new its appointment as the dealer of the Dodge Bros.' products, that during the Indianapolis automobile show next week the Dodge Bros' car will not be shown there, all space having been disposed of. However, during the week, days and evenings, the Dodge Bros' motor vehicles will be displayed at the salesrooms, which will be decorated for the occasion.

The C. H. Wallerich Company filed incorporation articles with the secretary of State, with capital of \$100,000. Be-

lieves C. H. Wallerich, the other incorporators are Daniel Foley, president of the American Construction Company, and Mrs. C. H. Wallerich. The salesrooms are now being redecorated and will be ready for the special exhibit Monday. Mr. Wallerich, head of the company, for the last two years, has been sales manager for the E. W. Steinhardt Company, and as such has been directing the sale of Dodge Bros' cars. For the last fifteen years he has been in the automotive business, starting in the rubber end of the trade. He came to Indianapolis in 1907 with John N. Willys with the American Motor Car Sales Company. He was assistant general sales manager of the old Overland plant in Indianapolis, and, when becoming sales manager for the E. W. Steinhardt Company, was in the sales department of the Hupp Motor Car Company, at Detroit, Mich.

## Daughter of Former Residents Here Dies

Margaret Bertermann, 11-year-old daughter of Mr. and Mrs. Herbert Bertermann, formerly of this city, died at their Cincinnati home yesterday following a two days' illness. Interment will be in Indianapolis Monday. Mr. Bertermann is assistant general passenger agent of the Big Four Railroad and has many friends here.

**HOOSIER EDITOR DEAD.**  
WINAMAC, Ind., March 5.—Marion H. Ingram, 88, is dead at the home of his son, John C. Ingram, at Trinidad, Colo. Mr. Ingram was former editor and publisher of the Winamac Democrat-Journal. He was a Confederate soldier and a member of the Sons of the American Revolution. In addition to his son, who is a newspaper man, he is survived by a daughter, Mrs. L. A. Smith, of Winamac, who has gone to Trinidad to attend the funeral.

## SHOW CARS AND EXHIBITORS

Cars on exhibition at the Indianapolis automobile show at the State fair ground opening Monday night, and the firms exhibiting them are as follows:

### PASSENGER CAR SECTION.

Anderson Six—Houppert-Strack Company.  
Apperson—Wilbur Johnson Company.  
Auburn—Kaneuse Auto Company.  
Allen—Smith-Gregory Company.  
Briscoe—Sterling Motor Car Company.  
Buick—Buick Motor Company.  
Cadillac—E. W. Steinhardt Company.  
Case—The Melvin Company.  
Chalmers—Conduitt Auto Company.  
Chandler—Webborn Automotive Company.  
Chevrolet—Jones-Whitaker Sales Company.  
Cleveland—Webborn Automotive Company.  
Cole Aero Eight—Lathrop-McFarland Company.  
Daniels Eight—Updyke Auto Company.  
Detroit Electric—Detroit Electric Sales Company.  
Dort—B. A. Bennett Motor Sales Company.  
Elex—Colonial Auto Company.  
Essex—R. V. Law Motor Company.  
Ford—Ford Motor Company.  
Franklin—Franklin Motor Car Company.  
Gardner—Booser-Patterson Company.  
Grant Six—The Melvin Company.  
Haynes—Sanders-Haynes Company.  
H. C. S.—Charles E. Stutz Sales Company.  
Hudson—R. V. Law Motor Company.  
Hupmobile—Wilbur Johnson Company.  
Jordan—Peterson-Keyes Auto Company.  
Lafayette—Losey-Lafayette Company.

Liberty Six—Lathrop-McFarland Company.  
Locomobile—Updyke Auto Company.  
McFarland—Updyke Auto Company.  
Malbohm—Peterson-Keyes Auto Company.  
Marmon—Nordyke-Marmon Company.  
Maxwell—Conduitt Auto Company.  
Mercer—Updyke Auto Company.  
Milburn Electric—Indiana Battery Service Company.  
Mitchell—Mitchell Auto Company.  
Monroe—Monroe Motor Corporation.  
Nash—Losey-Nash Motor Company.  
National—National Automotive Company.  
Oakland—Oakland Motor Car Company.  
Oldsmobile—The Wildhack Company.  
Overland—The Gibson Company.  
Packard—Citizens Motor Car Company.  
Paige—Sterling Motor Car Company.  
Peerless—Conduitt Auto Company.  
Pierce-Arrow—F. P. O'Brien Motor Company.  
Reo—Fisher Auto Company.  
Roamer—Donnelly-Bunch Company.  
Stephens—Kaneuse Auto Company.  
Studebaker—The Buck Company.  
Stutz—Coffin-Brown Company.  
Templar—Detroit Electric Sales Company.  
Velle—Mitchell Auto Company.  
Willys-Knight—The Gibson Company.  
**TRUCK SECTION.**  
Acme—R. P. Reinhardt Sales Company.  
Autocar—The Buck Company.  
Briscoe—Sterling Motor Car Company.  
Commerce—Cartinhour-Bowman Company.  
Federal—Cartinhour-Bowman Company.

Gramm-Bernstein-McConnell Truck Company.  
G. M. C.—General Motors Truck Company.  
Huffman—Cartinhour-Bowman Company.  
International—International Harvester Company.  
Nash—Losey-Nash Motor Company.  
Oldsmobile—The Wildhack Company.  
Paige—Sterling Motor Car Company.  
Reo—Fisher Auto Company.  
Sterling—K. P. Reinhardt Sales Company.  
Titan—Losey-Nash Motor Company.  
**ACCESSORY DISPLAYS.**  
Stewart Products Company.  
Ford Dealers Supply Company.  
International Metal Polish Company.  
Bert Bros.  
Bern-Nadall.  
Gates Manufacturing Company.  
Guarantee Tire and Rubber Company.  
Class Journal Publishing Company.  
I. J. Cooper Rubber Company.  
George Kaneuse.  
Eastern Rubber Company.  
Starit Company.  
H. H. Woodsmall Company.  
Armstrong Bros.  
National Refining Company.  
Michigan Auto Insurance Company.  
Safety First Tail Light Company.  
Arthur Chevrolet.  
C. E. Wehr Company.  
Auto Equipment Company.  
Van Camp Hardware Company.  
Chopra Piston Ring Company.  
Auto Dealer and Repairer.  
Cincinnati Specialty Manufacturing Company.  
Coffield Tire Protector Company.  
Rotary Tire Company.  
Eagle Machine Company.  
Storage Battery Company.  
Tiona Refining Company.  
India Tire Company.  
Harry W. Stone.  
Rub-Tex Company.

Hackathorne & Lightstone.  
Gill Piston Ring Company.  
The Harland Company.  
Bearings and Accessory Company.  
Permalite Storage Battery Company.  
Armored Tire Sales Company.  
Perfection Windshield Company.  
Special Accessories Company.  
H. T. Hearsey Company.  
Indiana Light Deflector Company.  
Perfection Windshield Company.  
Miles Piston Ring Company.  
Howdy Wilcox Sales Company.  
Bridge-McGraw Company.  
Myco Products Company.  
Miller Bros. Company.  
Ollomatik Lubricator Company.  
Motor Guide.  
H. D. Wilcutts Company.  
Auto-Mist.  
Brownlee Manufacturing Company.  
Huetter Machine Company.  
W. E. Wheeler Company.  
Adjustable Bearings Company.  
Jacob Kunkel.  
Shotwell Tank and Pump Company.  
Automotive Manufacturing Company.  
Washburn-Burner Corporation.  
Modern Electric and Machine Company.  
H. A. Keller.  
Alomite Lubricator Company.  
Advance Sales Company.  
Krom Auto Supply Company.  
Millsbaugh & Irish.

**RURAL SCHOOL BURNED.**  
COLUMBUS, Ind., March 5.—The Owl Hollow schoolhouse, in Harrison Township, was destroyed by fire Thursday night, with a loss of approximately \$1,000. The school library, the pupils' books and everything in the building was destroyed. The school was a one-room building.

## Edwards Comes to LaFayette Motors Co.

LaFayette Motors Company of Indianapolis has announced the election of David F. Edwards as vice president and treasurer to share with E. C. Howard, vice president and secretary and D. McCall White, vice president, the active management of the company. Charles W. Nash of the Nash interests, Kenosha, is president, and James J. Storrow of Lee, Higginson & Company, Boston, is chairman.

Mr. Edwards comes to LaFayette after holding various executive positions in the motor car business over a period of ten years. Immediately prior to his present association he was assistant general manager of the plant of the Willys Corporation at Elizabeth N. J. Mr. and Mrs. Edwards have taken an apartment at the Spink arms.

See the  
**MARMON**  
miniatures  
AT THE  
AUTO SHOW.

MOTION PICTURES.

ALL  
NEXT  
WEEK

## MISTER SMITH'S —THEATRE—

ALL  
NEXT  
WEEK

A Drama of the Crest and Dregs of Humanity



A Berg & Hamilton Production  
**THE  
MONEY-CHANGERS**  
Adapted by Berg & Hamilton  
From the novel by  
Upton Sinclair

An X-Ray of  
New York  
Life.

"You've Bought Her Soul,  
and Sold Your Own"—

He was the brains of the money-changers.  
He, a society leader, bargained the lives of  
men and women for gold.

And now his fiancee knew all.

The girl, weak for silks and jewels, whom he enticed into his  
snare.

The boy, from the slums with a prison past, who wanted to  
go straight, whom he "framed" to do his will.

And the boy's sad-eyed mother whose heart he broke.

Now she knew why the reporter had cornered him as the  
"man behind the ring."

Here is Upton Sinclair's Greatest Photoplay of  
Untold Millions and the Lure of Women.



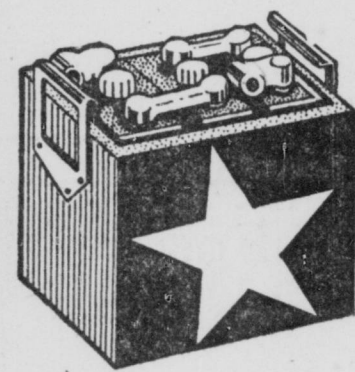
ALSO — ADDED ATTRACTION

**HAROLD LLOYD**

In His Best Comedy—"GET OUT AND GET UNDER"

Music That Pleases

## Special Prices Show Week



We have arranged with the factory to make an allowance on "STAR STORAGE BATTERIES."

For a limited time the following allowances will be made on your old batteries that fit:

All Small Cars ..... **\$11.75**  
All Medium Cars ..... **\$12.35**  
All Dodge or Maxwell Cars ..... **\$15.90**

Do not waste money repairing your old battery when you have an opportunity to get the above allowance on a new STAR BATTERY, for which we are Factory Distributors.

## Goodyear Service Station

**NORWALK CORD TIRES**  
Guaranteed 10,000 Miles

REMEMBER—It will be but a few days until you'll equip your car for the driving season. Why not use **NORWALK CORDS** and avoid the customary tire trouble?

NORWALKS are a quality tire, moderately priced.

"Quality Considered, We Sell It for Less"

OPEN SATURDAY EVENING TILL 9 O'CLOCK

## Citizens Auto Supply

WHOLESALE  
Pearl C. Barnes, Mgr.

Co. Inc.

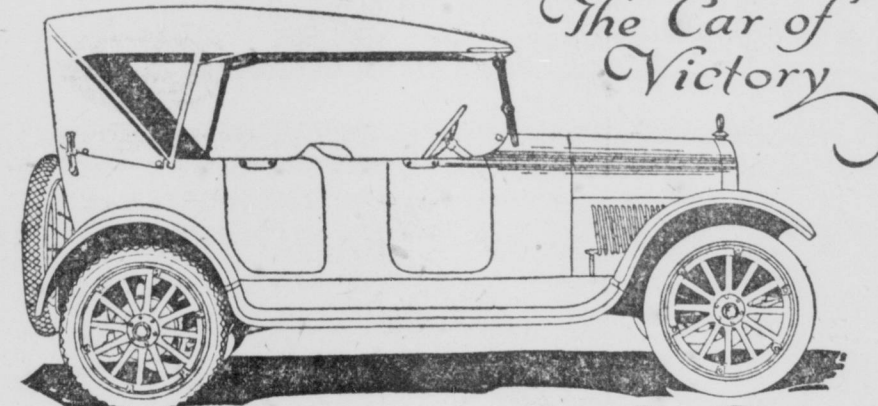
RETAIL  
Homer E. Enlow, Asst. Mgr.

MAIN 4168

Mass. Ave. at Delaware and New York Sts.

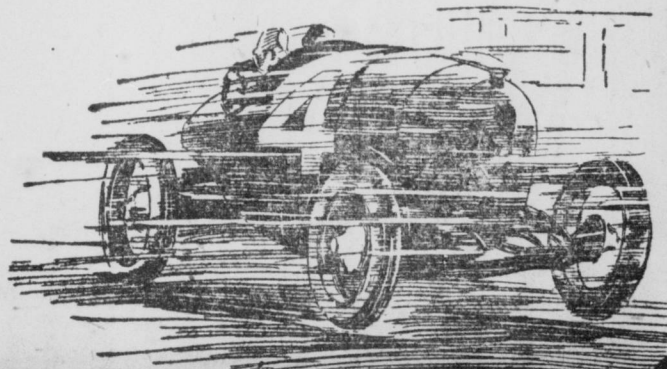
AUTO. 27-264.

## The Monroe The Car of Victory



Speed, Power, Endurance,  
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MONROE, were the qual-  
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coveted of racing tro-  
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beauty of design, and you  
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growing popularity.

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Corporation**  
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## SPECIAL! Extra Performance "THE PORCELAIN LAMP"

Promptly at 9:30 o'clock Sunday Night

English's Opera House

In order to accommodate those who  
have found it impossible to get  
seats for the showing at 8 o'clock

Seats Reserved for Second Performance Also

Tickets on request from the  
**LATHROP-MCFARLAND COMPANY**  
418 North Capitol Ave. Open Sunday.

ADMISSION FREE

Exchange of invitations and  
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Sunday.

First Show Starts at  
8 o'clock Sharp

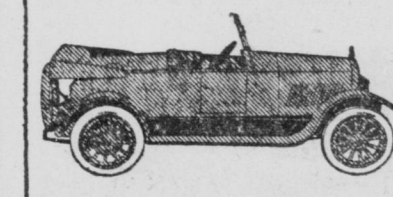


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What You Have Sought in a Motor  
Car is Attained in the Anderson

6

If you were manufacturing motor cars and searched  
far and wide you could find no better units than  
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tinental Red  
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ter axles  
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bury; no bet-  
ter drive



than Hotchkiss; no better carburetor than Rayfield;  
no better clutch than Borg & Beck.

Down to the last bolt and cotter pin Anderson  
standards of quality manufacture are maintained.

Custom Built Bodies

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