

BRILLIANT AUTO SHOW TO OPEN MONDAY

Beautiful Lighting Effects Mark Display at Fairground—
Colorful Panels, Furnish Setting—Band to
Entertain Visitors Every Night.

Plans for the annual auto show to be held under the auspices of the Indianapolis Automobile Trade Association Monday and through Saturday of next week, in the Manufacturers' building at the State fairground, indicate that the show this year will be far the most pretentious exhibit ever attempted in Indianapolis.

When the doors open Monday at 7 p. m. the visitors will be greeted by a brilliant flood of variegated colored lights, from many different sources throughout the huge show building, and martial strains of Sacco's Royal Italian Band.

In the center of the showroom is to be a mammoth revolving lamp, suspended from the ceiling. It will be decorated with mirrors and multi-colored beadwork. The lamp, thirteen feet long and eleven feet deep, will revolve once every minute.

Colorful Panels

The center of the display room will be lit by light from four 1,000-watt flood lights focused from each corner. Elaborate ceiling lamps, with shades three feet in diameter, will add to the brilliance.

Batlike panels with conventionalized landscapes and architecture line the four walls of the exhibition building. Thirty-eight panels, each twenty by sixteen feet, grace the walls. Illumination for the panels is provided by thirty-eight flood lights of 500-watt capacity. A balustrade is at the bottom of each of panel. In all there are 11,000 panels within the balustrade.

The ceiling is covered with twelve white panels with colorful designs at either end. Each panel contains 860 square yards. It required one day to sew the seams in each panel, according to Charles Read, decorator.

Special Car Service

Special car service will be arranged on the Illinois, Central and College Ave. lines, beginning Monday at 8 p. m., according to John P. Orman, manager of the show.

Special lunches will be served in the cafeteria. Visitors can order their lunches and while they are being prepared can visit the exhibitions.

A huge canopy stretches from the curb to the entrance, providing protection for visitors who come in machines.

A huge electric sign over Thirty-Eighth St. bearing the words "Automobile Show" advertises the show.

Fifty-eight Makes

The work of decorating the mammoth exhibition began late Tuesday. Exhibitors began to move into their space Thursday. One hundred and eleven exhibitors of nationally advertised automobiles and accessories are to be represented.

Banked behind each accessory booth will be ferns and flowers. Tickets have been placed in the hands of all automotive dealers throughout the State.

There are fifty-eight makes of machines, ranging in price from \$325 to

WHO'S WHO AT THE SPRING AUTO SHOW

Fifty-Eight Makes of Passenger Cars Will Greet Show
Visitors on Monday Evening.

Indianapolis show visitors have never had the opportunity of witnessing such an array of "quality" cars under one roof as will be seen at the Spring Show at the State fairground next week. Below appears the official exhibitor list, showing the make of car and dealer at the show:

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| Apperson—Apperson Brothers Automobile Company. | Overland—Willis-Overland, Inc. Packard—Citizens Motor Car Company. |
| Auburn—B. M. Wylie Automotive Company. | Faig—Newcomer Brothers Company. |
| Buick—Buick Motor Company. | Peerless—Conduitt Auto Company. |
| Cadillac—E. W. Steinhart Company. | Pierce Arrow—F. P. O'Brien Motor Company. |
| Chalmers—Conduitt Auto Company. | Pilot—Pilot Motor Car Company. |
| Chandler—The Buck Company. | Premier—Morgan-McLellen Company. |
| Chevrolet—Jones-Whitaker Sales Company. | Rickenbacker—J. G. Wilmoth Company. |
| Chevrolet—E. W. Steinhart Company. | Reo—The Wildhack Company. |
| Cleveland—Sanders-Haynes Motor Company. | Star—Booster-Patterson Company. |
| Cole—Lathrop-McFarland Company. | Stephens—Kanoose Auto Company. |
| Dagmar—B. M. Wylie Automotive Company. | Studebaker—The Studebaker Corporation. |
| Davis—Peterson-Keyes Auto Company. | Stutz—Updyke Auto Company. |
| Detroit Electric—Hutchison Automobile Company. | Stearns—Knight—Peterson-Keyes Auto Company. |
| Dodge Brothers—C. H. Wallerich Company. | Willys-Knight—Willys-Knight, Inc. |
| Dort—The Buck Company. | |
| Durant—Booster-Patterson Company. | |
| Earl—Morgan-McLellen Company. | |
| Essex—R. V. Law Motor Company. | |
| Ford—Ford Motor Company. | |
| Franklin—Hutchison Automobile Company. | |
| Gardner, Gray—Brezette Motor Sales Company. | |
| Haynes—Sanders-Haynes Motor Company. | |
| H. C. S.—Kanoose Auto Company. | |
| Hudson—R. V. Law Motor Company. | |
| Hupmobile—Wilbur Johnson Company. | |
| Jewett—Newcomer Brothers Company. | |
| Jordan—Charles E. Stutz Sales Company. | |
| Klesel—Meridian Motor Company. | |
| Lafayette—Losey-Nash Motor Company. | |
| Lexington—Lexington Motor Sales Company. | |
| Lincoln—Ford Motor Company. | |
| Marmon—Nordyke & Marmon Company. | |
| Maxwell—Conduitt Auto Company. | |
| McFarland—Updyke Auto Company. | |
| Milburn Electric—Indiana Battery Service Company. | |
| Mitchell—Mitchell Auto Company. | |
| Moon—National Automotive Company. | |
| Nash—Losey-Nash Motor Company. | |
| National—National Automotive Company. | |
| Oakland—E. W. Steinhart Company. | |
| Oldsmobile—Lathrop-McFarland Company. | |

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| W. J. Holliday & Co. | Marvel Carburetor Sales Company. |
| The Wheeler Company. | The Lightstone Company. |
| O. W. Ridgway. | State Automobile Insurance Company. |
| Burpee-Johnson Company. | Indianapolis Zenith Carburetor Sales Company. |
| Standard Register Company. | Hoosier Distributing Company. |
| B-B Products Company. | Specialty Accessories Company. |
| Huetter Machine and Tool Company. | Hassler Indiana Company. |
| Modern Electric and Machine Company. | Gates Manufacturing Company. |
| J. W. Pohlman Company. | Scovill and Sons. |
| Cord Tire Company, J. C. Hazel agent. | Schlenker Manufacturing Company. |
| The Gibson Company. | Rub-Tex Products Company. |
| Fred E. Holmes Company. | Van Camp Hardware and Iron Company. |
| L. H. Colvin. | Woodward Triplex Signal Company. |
| Edgar Machine Company. | Alenite Lubricator Company. |
| Homer A. Keller Company. | Stewart Products Service Station. |
| Butler Manufacturing Company. | Dealers' Supply Company. |
| Perfection Windshield Company. | Berne Nadall. |
| Central Rubber and Supply Company. | DeLux Body Sales Company. |
| DeLux Body Sales Company. | DeLux Body Sales Company. |
| P. R. C. Bridgewater. | Carburetor and Accessories Company. |
| H. H. Woodsmall Company. | Edie Battery Company. |
| Vaughn Auto Company. | International Metal Polish Company. |
| Shorwell Pump and Tank Company. | Brightmire Manufacturing Company. |

OLD KING TUT GIVES IDEA FOR MILADY'S MOTOR GARB

By VIRGINIA REYER

THERE'S no getting around it, King Tut's influence is going to be felt at the Indianapolis Auto Show.

I don't mean they're putting gold wheels on the gasoline wagons or Egyptian mummies are to be used as radiator caps. Fashion has decreed that the styles for women to wear to the Auto Show are bright Oriental colors and Egyptian designs.

The owner of an exclusive gown designing establishment and the foreign buyer of the dress department of a downtown store verified each other's opinions. "Indianapolis women," said the latter, "will wear sport clothes to the auto show. By that I don't mean homespun suits or knickers, but the snappy, eye-taking costumes one might see on the boardwalk at Atlantic City."

Old Solomon's Glory

Not only will Milady wear this garb to the show but after she has picked out her favorite car she will wear the garments while driving it. And Solomon in all his glory will not be arrayed like Madam when she sweeps around the Circle in her sport car and her latest King Tut sport creation.

Do you remember the old linen dusters with their puff sleeves and the automobile bonnets with flowing veils that women used to wear for motoring?

Well, those days have gone for ever! In the early days of the industry,

the automobile designers had not found out how to build a car so that the dust would not whirl in from the back as well as in front. It was necessary to cover the mouth and nose of the occupants with veiling.

Special silks were advertised as dust-proof. Feminine motorists rode swathed in fold on fold of veiling. Now a veil merely is a concession to fashion, not an absolute necessity. What would our ancestors have said if one of their number had appeared in the khaki knickers and pongee blouses that women find comfortable for long motor trips today? And, what if one of them had found, as several of us have, that the best way to keep one's hair up and the sun out of one's eyes is to wear a man's cap.

Motoring clothes today are built for comfort and long endurance for which there was no demand ten years ago. There are smart three-piece suits with Norfolk jacket, knickers and skirt for trips. Thus if you plan to camp out for the night or go to the hotel you will be actually presentable. For those who like some frills even while motoring there are "harem veils." They cover the chin, mouth and nose, but not the eyes, and have a very fetching air.

Turbans are the popular head covering for women motorists. They are small and tight and do not catch the wind. Gauntlet gloves, a miniature of the old riding gloves, in several shades of leather, embroidered or fringed, are favorites with women who drive their own cars. One of the most popular fads is to own one or more costume matching the color of the car so we will probably see symphonies in delf blue and canary yellow floating up Meridian St. this summer.

Radio News for Motorists

The condition of highways in Massachusetts and bordering States is broadcast by radio every Saturday evening at 6:30 o'clock by the Automobile Legal Association. This service gives motorists up-to-the-minute information on the condition of trunk line highways.

Ingenious Insulation

Rubber garden hose makes an ideal protection for ignition cables. Cut off a piece of rubber hose to the correct length, and run the wires through it and out the holes cut in the sides to conform with the location of the spark plugs.

Cleaning Dirty Pipes

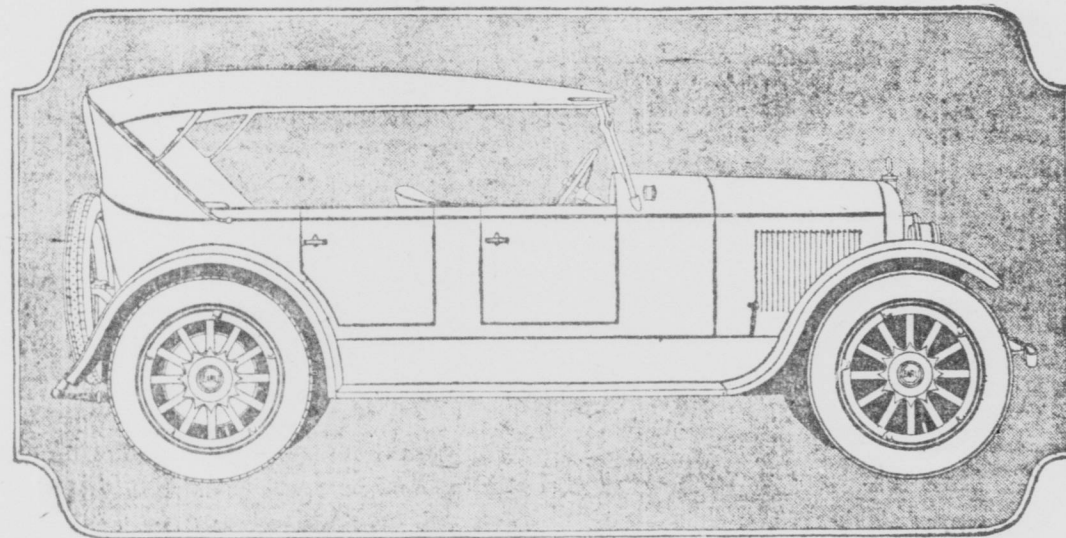
A plugged gasoline or oil pipe can be cleaned out by using the tire pump. A quick, sharp stroke of the pump will force air into the disconnected pipe at considerable pressure and, if not too tightly plugged, will blow it clear. If this fails, of course a wire must be used.

Baby Motor Cars

Even baby may go motoring. The recent London show had on display a motor-driven baby carriage. It is operated by the nurse, who stands on a platform at the rear.

Comparative Registration

Switzerland has 30,554 motor vehicles, or approximately 145 fewer than the State of Wyoming.



—EARL TOURING CAR, \$1095, WITH COMPLETE COMFORT EQUIPMENT

See the EARL at the Show

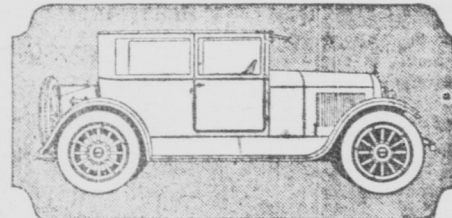
Compare its visible beauty, value and equipment in the type you favor before you buy any car

AT the Automobile Show, make the Earl Exhibit an early visit. Check up the roomy comfort, tangible value and complete equipment of the type you favor and compare it with any other car in its price class now on exhibition.

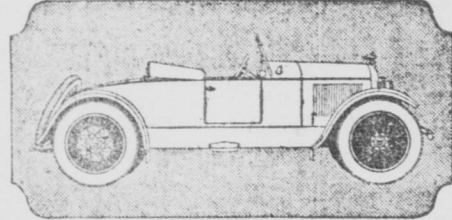
At \$1095, the 1923 Earl Touring car is a great motor car by every test. Its appearance, performance, ease of control, its remarkable endurance, power and economy lift the Earl out of its natural price range and put it in a value class apart.

Go over this Earl—any Earl—unit by unit, from its dynamic long-stroke motor to its 56-inch rear springs. Measure its deep 7-inch channel frame, with five cross-members. Note its sturdy Earl-forged axles, its Earl-built steering gear and transmission, its cord tires and double-texture top with whipcord lining. No other car of its wheel base swings such a finely proportioned body so near the road or hugs it so closely on corners or at speed.

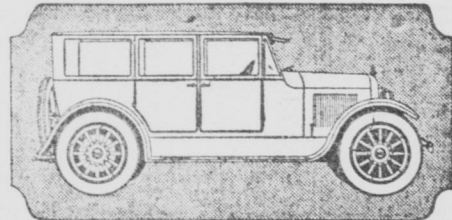
Come to the Earl Exhibit and choose the type of car you need. The Touring car—or the enclosed Cabriolet at \$1395—the smart Custom Roadster at \$1485—the dignified Sedan or Brougham at \$1595. Ask for a demonstration. Take the wheel and judge Earl performance and value for yourself.



EARL CABRIOLET, \$1395, FULLY EQUIPPED



CUSTOM ROADSTER, \$1485, UNUSUAL EQUIPMENT



EARL SEDAN, \$1595, COMPLETE EQUIPMENT

EARL Motor Cars

BETTER LOOKING—BETTER BUILT

At the Auto Show—

Morgan-McLellen Co.

DISTRIBUTORS

422 N. Meridian Street

Large territories and very liberal terms for a few enterprising dealers. Come in to the Earl Exhibit and ask things over. Or write to Jackson for full information



EARL MOTORS, INC.

JACKSON, MICH.

Touring Car	\$1095
Cabriolet	1395
Custom Roadster	1485
Brougham	1595
Sedan	1595

All prices f. o. b. Jackson, Michigan

FOURTH FLOOR

THE W. H. BLOCK CO.

FOURTH FLOOR

Smart Millinery for the Woman Who Motors



HALF the pleasures of motoring depend upon the possession of garments trim and well fitting—designed to confer smartness and comfort during this arduous sport.

Milady's head dress is an important part of this apparel. We are featuring the new, authentic styles from the foremost makers of the country.

For the Coming Outdoor Season

We are featuring the Cushion Brimmed Jap Braid Sailor with Canton Crepe Drape Band. This popular sport hat also comes in straight brim and off-the-face, in addition to the rolled brim shown here.

\$5.00 to \$12.50

You Will Find Here an Attractive Assortment of Sailors of Timbo Braid and Swiss Hemp

Priced at \$5.00

Tailored, Ribbon-Trimmed Leghorn Sport Hats With Gros Grain Ribbon Bands, Especially for Motoring.

\$10 to \$12.50

This is universally accepted as a sport season. The spring styles are charming forerunners of the army of fashions that is on its way. One can be certain, if one sees it at Block's, that it is correct.

—Fourth Floor.