

Monday is to be a big day for dealers of the William Small Automobile Company, state distributors for the Chevrolet and Monroe cars in the state of Indiana. The Small company will hold its annual banquet at the Claypool hotel Monday at 12 o'clock, when over 150 dealers in the state of Indiana and adjacent territory will attend.

With every increasing train bringing its quota of Small dealers and with an advance guard of over fifty already in Indianapolis for the annual affair, the big banquet promises to be a record breaker in point of attendance. Dealers who reached Indianapolis early Saturday morning from remote parts of the state, brought enthusiastic reports of business conditions in their respective territories.

Extensive preparations have been under way at the Small headquarters and at the Claypool hotel for several days for the entertainment of the dealers and salesmen. Invitations have been sent to newspaper men throughout the state and many have sent in their acceptance.

Officials from both the Chevrolet and Monroe factories will be present and will address the dealers. Among those who have promised to attend are: A. B. C. Hardy, general manager of the Chevrolet Motor Company; R. F. Monroe, president of the Monroe Motor Company, and L. D. Haas, general sales manager of the Chevrolet company. Louis Chevrolet, fa-

mous race driver and designer of the Chevrolet motor arrived in the city Friday and will be one of the principal speakers at the convention. It became known Friday that the Chevrolet company is working out a race model on the Sheepshead Bay speedway, New York, and it is believed that the dealers will be told that the Chevrolet will enter the racing game during 1916, although this is problematic. In the event the company should decide to enter the speed races it will mean much to the dealers in an advertising way.

The accompanying picture shows what is believed to be the largest single shipment of motor cars that has ever been made to Indianapolis. In all there are thirty-one cars in the train, each car containing three Monroe roadsters, a total of ninety-three automobiles. They were shipped last week from Flint, Mich., to the William Small Automobile Company. The Small company has contracted to sell 5,000 cars in Indiana next year, and when it becomes known that this firm sold more than 2,800 last year, with a dealers' organization that was small compared to a new one now being organized, there can be no question but that it will easily dispose of 5,000 cars.

It is hard to imagine a firm being able to dispose of nearly 100 roadsters at this time of the year, when the chilly winds and cutting snow makes for the demand of closed cars. But all of the cars have been disposed of, and already a shipment of fifty-six more is on the way to the Hoosier capital for distribution among the Small dealers.