

WHAT MOTOR FOLK ARE DOING

W. J. Mead, secretary and general manager of the Olds Motor Works, who has just returned to Lansing, Mich., from a trip through the East, is elated over the sale of a seven-passenger Oldsmobile Limited to Mayor John Reyburn of Philadelphia.

J. L. Heberd, a prominent motorist of El Paso, Tex., has had a very novel tour prepared for him by the Touring Club of America, which will lead him from his home, close to the Mexican border, to Springfield, Mass., by way of Denver and Chicago. Mr. Heberd will start on this 4,000-mile trip today and will make a leisurely run eastward.

P. D. Stubbs, formerly with the Overland Company, has just joined the sales staff of the Hudson Motor Car Company. He has been associated with the eastern department of the White Company in Cleveland, and for several years has been connected with a number of big motor concerns.

Art Griener, the young amateur sportsman from Chicago, arrived in Indianapolis Friday and took his National "forty" to the Speedway track where he began his first practice for the races the latter part of this week. Griener bought a National "forty" some time ago and it showed such startling speed he determined to go after the amateur racing honors again this season. Griener is well known to the followers of the motor-racing game. He has competed in amateur events for several seasons and has driven a Thomas, Locomobile, Buick and a few other high-powered cars.

W. D. Tousey, who reached Indianapolis the forepart of last week, is a newcomer in the amateur racing game. He hails from Syracuse, N. Y., and was convinced by the speed of his private stock National "forty" that he could annex the honors in the amateur events. Tousey also brought the professional Harry Harvey to drive the car in the open events.

H. F. Sundon, travelling representative of the National Motor Vehicle Company, was in the city last week. He left Friday for St. Louis and will return to see the races. He had just completed an extensive trip throughout the middle and Southwest and reported conditions as good as ever.

When the employes of the Overland-Marion automobile factories left their work yesterday every one was presented with a handsome colored souvenir booklet in memory of the recent holiday and

on account of an accident, he finished in sixth place.

These drivers will enter three events on Friday, the ten-mile race and the two free-for-all handicaps. On Saturday they will enter only the free-for-all handicap. On Monday they will enter four events—the five-mile, ten-mile, free-for-all and the G & J fifty-mile races.

J. N. Willys, president of the Overland Automobile Company, who is now in Texas, is expected here Monday to confer with Will H. Brown. Several matters of importance are slated for consideration when these two industrial leaders meet. Among them are the details for the construction of an enormous assembly plant at Ft. Worth, Tex. The boosters from that city were here last week in a private car and took Mr. Willys back with them. He has reported by wire that they have conducted one continual carnival and boosting excursion in efforts to land this factory.

William B. Esterley, representative in the Indianapolis district for the Firestone Tire and Rubber Company, left Friday afternoon for Akron to spend a few days at the factory. He expects to return early this week.

Ray F. McNamara of the mechanical department of the Premier Motor Manufacturing Company left Thursday evening for Pittsburg, for a few days' stay. He will probably return to this city today.

W. McK. White, advertising manager of the Premier Motor Manufacturing Company, is making a return trip to French Lick Springs in a Premier Clubman. With a party he left this morning for the famous resort and will make the north-bound run tomorrow. Incidentally the tourists will make a survey of the road conditions after the heavy rains and will also take accurate speedometer measurements of both of the generally used routes.

It is likely the Flat Tire Club will move its lunch headquarters in a few days from the Hotel Denison to some other place, the location to be announced later. This club meets regularly every day and is the nucleus for the now-forming automobile club.

C. P. Henderson, general manager of the Henderson Motor Sales Company, upon return yesterday from Chicago, where he closed a 1911 selling contract for Chicago and northern Illinois for the Cole "thirty," drove a car through to Richmond with a party of prospective agents for his sales company.

If P. Gordon, traveling representative of the National Motor Vehicle Company, was in the city last week. He left Friday for St. Louis and will return to see the races. He had just completed an extensive trip throughout the middle and southwest and reported conditions as good as ever.

When the employees of the Overland-Marion automobile factories left their work yesterday every one was presented with a handsome colored souvenir booklet in memory of the recent holiday and baseball picnic. Included in every one was a neat little card upon which was engraved: "Please accept this little souvenir with my compliments, as I desire thus to express to you, my fellow worker, that I sincerely appreciate your earnest efforts. For co-operation I thank you, and trust that our labor, to make our cars the greatest cars on earth, will be as pleasant in the future as in the past. Will H. Brown." About twenty splendid half-tone illustrations, songs and yells, with comment of the press and letters from various citizens, help make the book attractive.

Plans for the hazard race, which will be staged during the races at the Speedway this week, are being perfected, and indications are that this will be one of the most attractive events of the meet. Fifteen test cars from the Overland factory will be pitched in the speed arena and sent through the thrilling capers. The purpose of these antics is not alone to amuse and excite, but they are calculated to prove decidedly educational, as they will show how well a motor car can be controlled under all manner of conditions and with instant notice. The testers, or motor cowboys, as they are called, will be compelled to climb over portable bridges, run through the creek bed and do several interesting and difficult performances.

According to the promise of last year, when Will H. Brown, vice president of the Overland Automobile Company, aided the newspaper men of the country by providing cars during the Speedway races, he will again offer the same courtesy this season.

The Marion racing team which will enter the Speedway events the latter part of this week will consist of Charles Stutz and Gill Anderson. Anderson made a remarkable showing with his Marion car in the recent Brighton Beach events when after being delayed for almost two hours

It is likely the Fiat Fire Club will move its headquarters to a new place from the former location to some other place, the intention to be announced later. This club meets regularly every day and is the nucleus for the new forming automobile club.

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COLE WINS FUEL CONTEST.

Local Car Successful in Chicago Club Run.

The Indianapolis car carried off the prize for the Chicago Motor Club Economy run for a distance of 191 miles over the roughest run yet selected by the Chicago Motor Club, a Cole "thirty" carrying four passengers maintained an average of 23.6 miles on each gallon of gasoline. The machine went through with absolutely no mechanical trouble and experienced only one puncture.

The endurance test this year was interesting and demonstrated that it is possible for a small car to win, as in previous years big ones like the Pierce-Arrow have received the honors. J. J. Cole, president of the Cole Motor Car Company, said, in referring to the contest, "It is very gratifying to have our car be first in such a contest. For, in view of all its recent speed victories, it demonstrates beyond a doubt that in designing the car for speed the matter of fuel economy was not sacrificed."

NOT THE REAL THING.

The Catholic Standard and Times. "So," said Miss Sharpe, "this is your diamond engagement ring, eh? When Mr. Cheepley gave this to you it must have flattered you." "Flattered me?" queried Miss Gull. "Yes; you know, they say 'imitation is the sincerest flattery.'"

Wallmann Underground Tanks and Garage Outfits

Graduated steel gasoline buckets, etc. The most satisfactory and economical garage equipment. Made by Wallmann Manufacturing Company, Milwaukee.

WISCONSIN REFINING CO.

Exclusive selling agents for Indianapolis and surrounding territory.