

# DAWSON TO DRIVE IN \$25,000 RACE

## Special Car Built to Compete for the 500-Mile International Sweepstakes.

*Special to The New York Times.*

INDIANAPOLIS, Ind., March 18.—The daring successes of Joe Dawson in 1910, his first year of motor racing, have inspired the Marmon Company to build a special speed craft, which they will launch with Joe at the wheel in the \$25,000 500-mile International Sweepstakes race on the Indianapolis Motor Speedway May 30. The special car, together with another Marmon, has been entered in the long grind.

Dawson, was the hero of a half dozen desperate finishes in some of the greatest classics on the 1910 calendar of motor racing events. Making his debut at the May races on the Indianapolis Speedway last year, Dawson won several short-distance events that gave him something of a reputation. He was called a youngster of promise, but the critics never dreamed he could more than fulfill that promise in less than another month.

The great speed carnival on the Indianapolis track in July gave Dawson his chance. Hurling the yellow-jacketed car onward over the brick surface at a speed that held the throngs spellbound, Dawson won the 100-mile dash for the Remy Trophy and left a trail of new records behind him.

His name was flashed across the country as a new star within a night. And on the succeeding day came the 200-mile struggle for the magnificent Cobe Cup Trophy. In a bitter duel with "Wild Bob" Burman, Dawson whirled his car to victory at lightning speed, shattering the old marks at one mile post after another. Three seconds separated him from Burman, who was driving with all the reckless courage that gave him the title of "Wild Bob."

The victory in the Cobe Cup race with bits of tire flying from the thin shoe that threatened to go every second of the cruel last lap etched the name of Joe Dawson upon the hall of motor fame. His successes came thick and fast then, and the season ended with Dawson occupying the coveted niche of one big star developed during the season.

At Atlanta in November Dawson again piloted the Yellow Jacket to victory in the 100-mile City of Atlanta Trophy, and won other shorter events. He climaxed his first season of racing with his triumph in the Savannah Challenge Trophy race the day before the Grand Prize. Driving fearlessly and with the true in-born racing instinct, Joe sent his car over the 278 miles without a stop at better than sixty miles an hour—the longest non-stop road race record in the history of the game.

Although the company had planned to retire from the sport at the end of 1910 the combination of the 500-mile race and Joe's desire to compete for the \$25,000 cash prize resulted in the company making two entries. One car is driverless thus far, and the other Dawson is named to drive. They have built a special speed creation worthy of the 1910 hero. Long, lean, yellow, light in weight, and with the biggest motor ever built by the concern, this new speed demon will take the gun May 30 with thirty-five other great motor creations in hot strife for the big pot of gold.

## RIDE IN AMERICAN CARS.

### Within Few Years This Country Will Capture Foreign Auto Markets.

"Within a year or two the American automobile manufacturer is going to capture the foreign markets of the world," says G. Vernor Rogers of Racine, Wis., in charge of the export department of the big \$10,000,000 automobile concern.

"America will consume about 150,000 cars this year, and the rest of the world together will need about 30,000. America is therefore the only country having a sufficiently large market to permit of manufacturing in quantities to bring the prices down to the lowest possible figures.

"An English automobile factory with a national reputation will make 300 cars a year; an American factory with a name of the same standard will make 10,000.

There are a few French factories making 1,000 or 2,000 cars a year, which gives them a much better opportunity to compete than the English, but they spoil their advantage by trying to turn out twenty or thirty different classes, losing all the gain of quantity production. They do not seem to grasp the American manufacturers' idea of what manufacturing is, and are really makers rather than manufacturers who build one car at a time and are always ready to make changes to suit their individual tastes.

"Under these conditions, it is only a question of a short time before the American motor car manufacturer will control the world's market. He might have done so before this," concluded Mr. Rogers, "but he was too busy trying to keep up with home consumption."

## NOVEL AUTO CONVENTION.

### Electric Vehicle Managers Hold Meeting in Their Cars.

A business meeting of the newly formed New York City Association of Electric Vehicle Dealers was held yesterday under unusual conditions. Mr. Weatherby of the Detroit Electric presided in the car he sells, and Mr. Wise of Ransch & Lang, Mr. Platt of the Baker Electric, and several other men prominent in the trade attended in other electric autos. The meeting was called to order with the six cars drawn up close so that motions could be made and voted on. As it was the purpose of the meeting to discuss traffic conditions affecting electric automobiles, the meeting took a recess while the cars were run to Riverside Drive and Seventy-second Street.

Here it was called to order again by Chairman Weatherby, and the same proceedings went on, to be repeated later at 110th Street and Central Park, and a little later at 116th Street, near the Cathedral. The electric automobiles ran so quietly that it was found possible to keep up the discussion of various matters while speeding along block after block.

### European Automobile Line.

From Lake Geneva to the Mediterranean by automobile. That is the plan that is now being prepared by the P. L. M. Railway of France, and the automobile line will parallel the company's rail line. The service will be ready for the travelers next Summer. The road will be constructed through one of the most famous scenic regions.

The northern terminal of the automobile line will be the picturesque city of Evian, on the southern shore of Lake Geneva, and the southern terminal will be Nice, on the Mediterranean. The course will follow the famous Alpine road and passengers will be carried through the wildest and most beautiful mountain country. It will run through Savoy, Dauphiny, and Provence, a distance of nearly 300 miles, following the old diligence road from Geneva to Nice. The company will make arrangements with hotels along the route for stop-over privileges at night. This will be the longest automobile line maintained anywhere in the world, and in view of the mountainous country that will be traversed, railroad men are wondering whether the P. L. M. Company will be able to maintain the schedule it has promised.