

# RACE DRIVERS WILL FLY LOCAL COLORS

Expect to Enter All Events of National Importance Wearing Speedway Insignia.

## MARMONS GAIN PROMINENCE

Establishing National Reputation in Racing Meets by Performance of Yellow Peril.

*By E. A. Moross.*

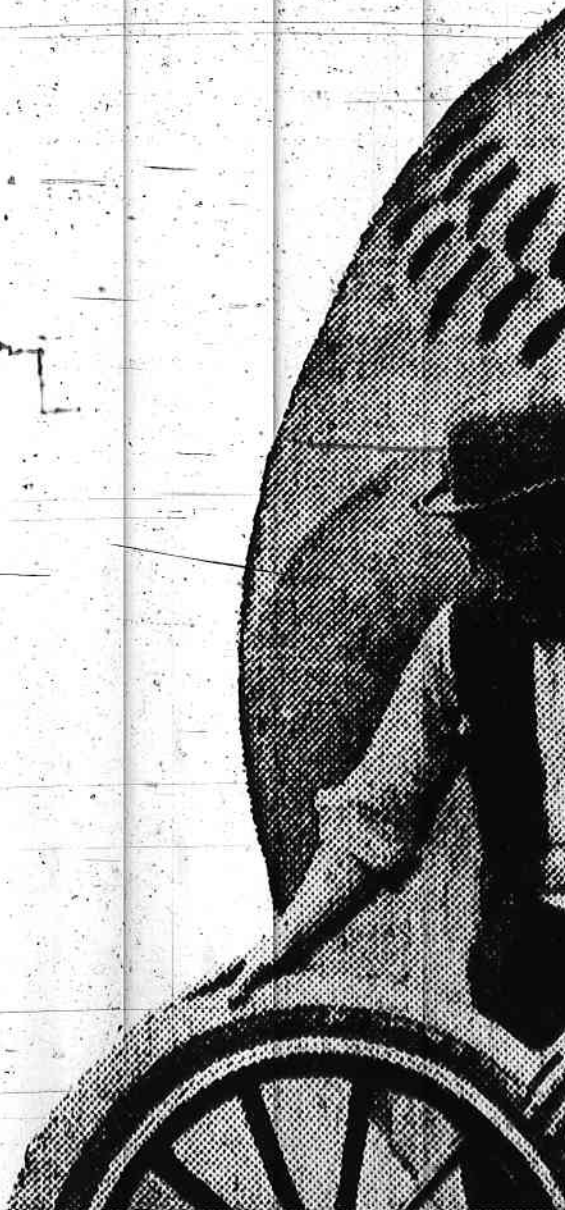
E. A. Moross, director of contests of the Indianapolis Motor Speedway, is organizing a team of racing stars that will be the greatest team of race drivers that ever took part in any event or series of events. Special team sweaters and colors have been adopted to equip the drivers that will make up the team.

The entire National team of six cars will drive under Speedway colors, as will the Marmon team, the Cole and others of the local factories that are building racing cars.

These entered at Atlanta and in the Eastern events will keep the name of the Hoosier continually before the public.

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These special sweaters have been ordered in sets of two, one of which will be of heavy wool and the other of light silk. The sweaters will be the same color as the insignia. During the summer months the light sweaters will be suitable, while for early morning road events the heavy sweaters will provide better protection. Only drivers of Indianapolis cars will be supplied with the Speedway colors, under which they will race throughout the United States.

#### Indianapolis Cars Will Enter.

The Nordyke-Marmon Company has a team of six racing cars for the stock chassis events, with a special racing car built for free-for-all classes. This gives Indianapolis the largest individual team of racing cars ever built by one factory outside of this city, as the National Company also has a team of seven cars, of which six are for stock chassis events, with a special racer for Class C and free-for-alls.

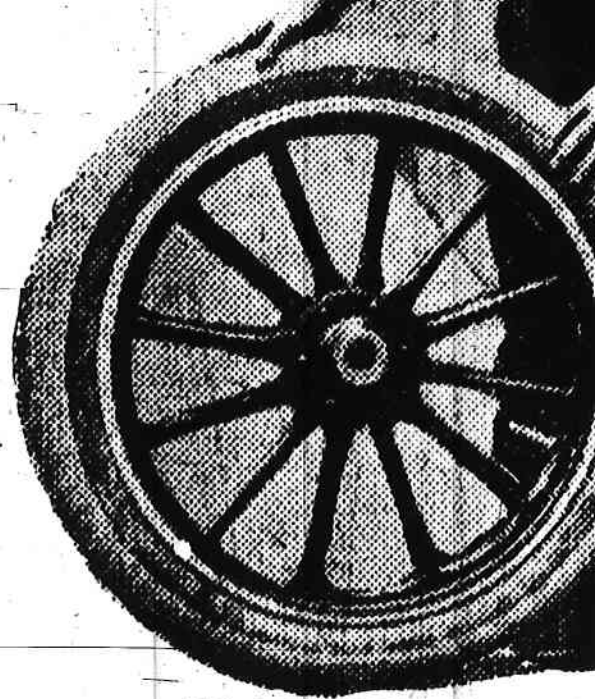
The great Fiat that has been purchased by a local sportsman, will be hooked with the Indianapolis teams. This car will be entered by E. A. Moross. Indianapolis cars will also be represented at Atlanta, as the National, Marmon and Cole teams are expected to take part, with from two to three cars on each team. While each of the above-named factories will have its entire team of racing cars entered in the events in this city.

These cars, with the Marion, American, Empire, Fiat and other cars built and owned in this city, will form the greatest array of cars entered by any one city in the United States, as Detroit, which ranks first in the production of motor cars, does not rank in a class with Indianapolis in the building of cars for contests.

#### Local Factories Reap Harvest.

Indianapolis factories have been reaping the greatest benefits through the medium of speed contests, while those who have built cars for racing events have been the most benefited by the results, which the severe trials that racing has developed.

Howard Marmon of the Marmon Com-



WILL H. BROWN, VIC

## WILL ORGANIZE CIRCUIT

### CALIFORNIANS PLAN RACING

EXPECT TO FOLLOW LOS ANGELES MOTORCIRCUIT MEET WITH CONTESTS IN PRINCIPAL CITIES OF PACIFIC COAST.

LOS ANGELES, Cal., April 23.—Automobile racing enthusiasts on the Pacific coast are elated over the fact that the coast is to have a new racing circuit which will include this city, San Francisco and other centers, thus placing the auto racing game on a sounder basis hereabout. The announcement that a new circuit is to be formed was made shortly after the closing of the meeting of the new board motordrome at Placer del Rey by A. S. M. Butler, chairman of the American Automobile Association contest board.

Mr. Butler will visit a number of cities, winding up his trip at Portland, Ore. Mr. Butler said that his intention was to organize a circuit, making the coast a prominent section in national automobile affairs.

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Howard Marmon of the Marmon Company states: "Most of the experimental work which we have done to develop our motor construction has been accomplished through the medium of speed and contests. Long races that test the durability of a car, and require the highest efficiency of motor construction, show any imperfections that exist. Our cars have always been piloted by drivers who have been unknown to fame, until our consistent performing and winning machines made them reputations, while we have benefited by observing them and noting the lessons that their performances have developed.

Most factories confine their experimental work to the experimental department, or the result of the observations gleaned from testing out under ordinary conditions, also what they learn from the actual use of their cars by customers. Others adopt the same policy excepting that they add touring, or reliability contests. For this purpose, however, in most cases the reputation of their cars are so much at stake that they employ their designers, or the best talent in their factories, to bring them through with a perfect score.

### Explains Perfect Scores.

A perfect score for a car in a tour that is piloted by experts, the car being one of a dozen that finishes with a perfect score, simply proves that they are as good as others in that event if handled by an expert. A race won by one of our cars, however, proves not only that it is as good as the other cars entered, but that it is better in order to defeat them all. And the fact that the car is driven by one of our testers, who is sure to be an inferior mechanic compared with a designer, is all the more in the favor of the quality of the car.

The manufacturer owes it to the purchasing public to use every effort that he can possibly adopt to bring his products to the greatest efficiency. That is one of the reasons that we sacrifice output to build our parts, so as to see that only the best and finest material is used.

The fact that we have first almost every time our cars start proves that they are just a little better than the other fellow's car, and it has been by proving this fact, as well as the theory, that a demand has been created for Marmon cars and makes the present plant capacity

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### Butler Expresses Satisfaction.

"I must state that I am very well satisfied with the enthusiasm displayed over the game in this part of the country," said Mr. Butler. "I can very well see that it is progressing rapidly. We have accomplished much in this city and hope to do more. My sole purpose in going North and visiting other coast cities is simply to plan for the organizing of a racing circuit, a plan which I hope will give Californians the best racing possible.

"Already I have my plans formed, and all that is necessary now is to get right down to real hard work and make this thing a reality. I have the assurances of the manufacturers, the dealers, the race and others to co-operate with the national board. Harmony prevails, and I am sure that we will be successful in our attempt to give Californians even better auto racing than they now enjoy.

## HANSON MEETS WITH THRILLING EPISODE

### Routs "Rough Necks" Who Constantly Annoy Motorists Touring Louisiana Swamp Land.

The experience of W. H. Hanson on his recent tour from Saratoga Springs, N. Y., San Francisco via New Orleans, has resulted in a general cleanup of the Louisiana roads of the swamp lands of the state.

Hanson, with his wife and son, was held up by a gang of these terrorists, popularly known as "red necks," near Dutchtown. The ruffians forbade them the public highway, and by their insulting manner forced Hanson to go back. He drove back to the nearest town, picked up a deputy sheriff and the entire party, with drawn guns, started for the scene of the trouble. Hanson put his big 16-horse-power Stearns in top gear and drove straight at the "red necks." There was a moment of indecision, but the gang made for cover, and a shot

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Hanson, with his wife and son, was set up by a gang of three notorious "rough necks" near Dighton, La. The ruffians tormented him for the middle of the way, and by their treacherous manner forced Hanson to go back to the nearest town, and end the entire party with drawn guns, stood by the scene of the trouble. Hanson's big 30-60 horse power Stearns in 1914 rear and drove straight at the head of the gang. There was a moment of indecision and the gang made for cover, without firing a shot.

### EXHIBITS HUMOROUS VEIN.

At the Carlisle Page Company in Newark, they have a keen sense of humor. On the empty floor the salesmen have set up a display of photos of Chalmers cars. The demand for clean, bright, completely the present day