

SPEED MANIA SPREADS

DAREDEVILS SET EXAMPLE

ENTRANTS IN MOTOR SPEEDWAY RACES STIMULATE INTEREST IN AUTO SPORT, AS THEY EXHIBIT THEIR MONSTER CARS.

The stranger who visits Indianapolis may well imagine that the city is wrapped in the throes of speed mania. The Speedway is developing a class of fans that do not exist any other place on the American continent.

Now that the racing drivers are gathering and entering the events at the course, the public is becoming posted on racing and stock cars and becoming the most critical observers.

Monster automobiles in racing trim chug through the main thoroughfares throttled down to low speed and throbbing with suppressed speed held in reserve. Even the small boys are familiar with the most noted drivers.

Herb Lytle in his Red Apperson Jack Rabbit is readily known by the small boy at a glance, while the public is always familiar with his car and achievements. That streak of red, white and blue which moves along with a muffled roar, volleying through the iron throated exhausts, the driver clad in a blue coat and with goggles pushed high, chewing a cigar, is Barney Oldfield. He is a familiar figure, and known everywhere in the city, followed by the small boy and envied by the crowd.

The tall, lean, unconcerned driver in the great, low, green machine, snorting through its six cylinders, is Johnny Alken, in the national Savannah cup racer. Other drivers there are, and well known. And what of these men; these pilots

of monster racing cars that must travel at excessive speed; these men that court death at every turn of track and road? They are the pick of the nerviest men in the world.

Gladiators in the arena possessed no greater nerve than they, and now and then their number is decimated by accident, which cripples and maims them. Is their mission one of speed only, or back of all this preparation and hazard what more is to be achieved? The manufacturer realizes that to perfect his product he must learn all its weak parts.

Driving on the public streets does not teach him what they are. Excessive speed for hours will cause an engine that would perform under ordinary conditions to almost burn up, and this is what he desires to know. Hence, he looks for these deep-visaged warriors, who have the nerve to let the car out just a little faster than any one else, men who love to combat with each other in this duel of flight against time and each other; men who glory in the speed, speed, and still more speed.

With muscles drawn and tense; clutching the wheel that the smallest variation means hurling them into eternity, guiding these snorting monsters through the long course of a race, careening, lurching and swaying from side to side of the course, watching contestants, score boards that whirl by in mad jumbled confusion, signals and signs that advise them of their position in the contest.

Willing to Risk All.

Risking all, and willing to risk more if necessary, to carry glory to the name of the car that they represent, watch these stern-faced drivers, covered with dust from the course (and even a dustless course will sear their faces, causing the great deep lines to show, with a determined, death-like stare). Hour after hour whirls by, and they stick to their post, smiling in grim determination or in despair as they lose an advantage through accident or delay, as the slightest mishap means that they are losing time which must be made up, and this means additional hazard which they are all too willing to risk.

As they stop at the pits to replenish fuel and tires they look the picture of weary exhaustion, though the skill with which they perform their tasks belies this

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theory, and then again back in the race, flying, lurching and careening, on they go in their mad flight.

Well may it seem that the inhabitants of this city, which is becoming famous for speed, are looked upon by the stranger as speed mad.

INDIANAPOLIS HOME OF NEW MOTOR CAR CONCERN

Henderson Company Will Soon Erect Another Building and Produce Two Types of Machines.

Among other indications of the condition of the automobile industry in Indianapolis is the recent organization of the Henderson Motor Car Company. This company is a corporation formed to take over the entire output of the Cole Motor Car Company.

That the two companies are closely related is evidenced from the fact that J. J. Cole, president of the Cole Motor Car Company is a director in the Henderson Motor Sales Company and Charles P. Henderson is a director in the Cole Motor Car Company.

For the present two buildings will be occupied, the general office of both companies being located at the Washington street factory. Two types of cars will be built for 1910—the Cole "30" and the Henderson "30." Deliveries will begin in September and agencies are now being formed. Specifications have been made of the Cole "30." It will be sixty days before detailed specifications of the lighter car are ready for publication.

A new modern factory building will be constructed in the near future in which to take care of both cars; also a separate office building, modern in every respect. The officers are:

President, Leonard Carter, Jesup, Ga.; vice president and manager, Charles P. Henderson, Indianapolis; secretary and treasurer, H. O. Lathrop, Indianapolis. Directors—L. Carter, Jesup, Ga.; A. B. Lathrop, Swanton, O.; J. J. Cole of the Cole Motor Car Company, Indianapolis; C. P. Henderson, Indianapolis; Charles P. Henderson, Indianapolis.