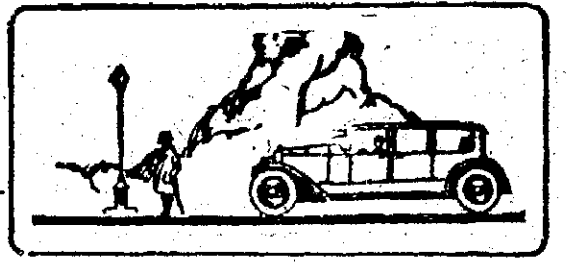




MOTOR NEWS



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The Only Twice-a-Week Automobile Section in Any Western Pennsylvania Newspaper

Marmon Sends Two Racers To Classic At Indianapolis May 30

Re-enters Racing Field After Lapse of Seventeen Years. Entries Are "68" Specials.

MARMON WASP WON FIRST RACE WAY BACK IN 1911

New Engineering Innovations To Receive Baptismal Under Earl Cooper's Lead.

Marking its re-entrance in automobile racing after seventeen years, the Marmon Motor Car company has placed two special racing cars in the Sixteenth International 500-mile race at the Indianapolis Motor Speedway May 30, it has been announced by the speedway management and by G. M. Williams, Marmon president.

The two cars which will be known as Marmon 68 Specials have been in the course of development in the Marmon factory for several months and will be ready for the track within a few days, it was announced. Earl Cooper, veteran racing car builder and driver, is team captain of the new squadron.

First Race in 1911.

When the first 500-mile race was run in Indianapolis in 1911, Ray Harroun, driving the Marmon Wasp, "Number 32," came home a winner and another Marmon piloted by Joe Dawson placed fifth. Although that victory capped the climax of more than two years of successful competition on the race courses of America, Marmon has not since engaged in the racing game.

In entering the 1928 500-mile race the Marmon company is using the event as an actual means of testing many new and advanced engineering principles. Col. Howard Marmon, designer of the first 500-mile speedway victory car and famous for his part in the development of the War-time Liberty motor, is co-operating with Cooper in the construction of the modern Marmon specials.

To Test Innovations.

"Changes in the future design of passenger automobiles are coming so fast that we decided to take some of our advanced engineering ideas to the race course for a trial," Col. Marmon said. "We are entering the Indianapolis race, not so much from a competitive standpoint, but rather because Marmon engineering research has developed many innovations which will revolutionize the passenger car as we know it today. Therefore, we are taking these new ideas to the track in Indianapolis to ascertain, in a 500-mile race with the best and fastest automobiles in the world, just how near a state of perfection these innovations have progressed."

The two Marmon specials are of front wheel drive design, a radical change from the conventional passenger car of today. Power is transmitted directly from the motor to the front wheels instead of forcing the power all the way back to the rear wheels, the established custom since the inception of the motor car.

The Marmon Wasp in 1911 had a six-cylinder engine with a piston displacement of 447.1 cubic inches and won the race at the then astonishing speed of 74.55 miles an hour for the entire distance. This was considered the greatest feat of the automotive industry, the car making but five stops and all of these for water, fuel and tires.

This year the Marmon specials will be straight-eights, the same principle of engine construction as is used in Marmon stock cars. Further, they will have a piston displacement of only slightly more than 90 cubic inches, or about one-fifth the size of the motor in the 1911 winner which is considerably more than twice the size of the motors in present-day Marmon stock cars.

According to Earl Cooper, who was racing fast automobiles when the majority of the present school of daring boy speedsters were piloting kiddie cars, new gadgets and what-nots which appear perfect on drawing boards must have practical test on the speedway before they are considered fit for passenger cars.

The return of Marmon to the speedway sport is an indication that other manufacturers will take their futuristic models to the speedways, creating a new interest in the adventurous sport which now attracts the largest crowds of spectators in America each year.

BAROMETER IS HOPEFUL.

Admittedly held up in some instances while public interest was being gauged, and impliedly delayed for the same reason in others, production schedules of American motor car makers now have been fixed and been fixed with a degree of accuracy announced on the basis of the results achieved at the national and local automobile shows.

And, if production schedules have

erations, and increased their personnel with the definite intention of becoming even more gigantic. Behind the giants come the medium sized producers with heavier programs than ever before in their history. The smallest producers, those who cater to a specific taste, have fixed their schedules as much as 50 per cent higher than their previous best years. The buying public's pulse has been taken. The horizon has been scanned for economic clouds. The die is cast and the greatest industrial

enterprise in the United States is pointed toward the most successful years in its history. It may not be the 5,000,000 new-car year that was so confidently predicted by some toward the close of 1927—because there remain the two important facts of the used car problem and the durability of the cars sold within the past two or three years—but it approaches the big buying season with all the earmarks of a record twelve-month. (Copyright 1928 by the Ullman Feature Service)

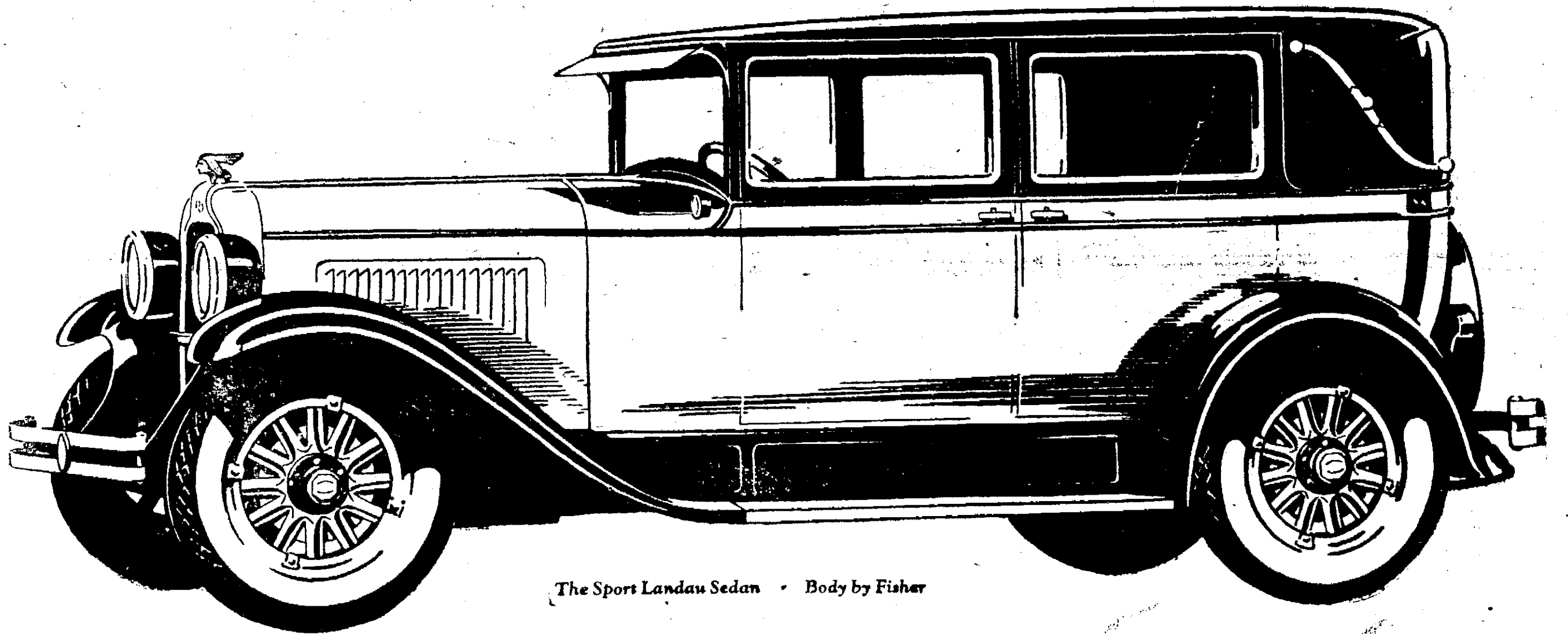
PERFORMANCE HAS PULL. All Americans are impressed with the appearance of the 1928 model automobiles, with their more vivid finishes, their greater grace of design, and their low, road-hugging characteristics, but those who have purchased these cars are even more impressed with their performance. Speed and acceleration are old subjects of conversation among motor car owners. They have taken on a new meaning, been revived beyond belief almost, since the newer cars

have found their way from the show rooms to the streets and highways. The larger, more powerful engine, offering higher compression and higher crankshaft speed, has proved itself to those into whose hands it already has fallen. Better performance has been taken out of the category, "sales talk" and put into the realm of actuality. Enthusiasm on the part of the buyers of these cars is the factor that the manufacturer counts upon most heavily to give sales their greatest

impetus. It is not to be denied that this enthusiasm is unparalleled. Performance is coming into its own after a long period of trailing appearance as the most compelling sales factor. (Copyright 1928 by the Ullman Features Service) The fellow whose conscience never troubles him must have it pretty well trained. The best way to conquer the desire for a new car is to get one.

Vivid New Style

—reflecting advanced design throughout



The Sport Landau Sedan • Body by Fisher



a Successful Six now winning Even Greater Success

With its modish, metropolitan lines—its high narrow radiator and magnificent new Fisher bodies—the New Series Pontiac Six introduces a vividness of style never

before achieved in any low-priced six.

Yet for all the admiration this fashionable beauty has excited, it means most to buyers because it so clearly reflects advanced design throughout this great new Six.

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You cannot study the New Series Pontiac Six without sensing that it represents the truly progressive spirit in automotive design. You cannot drive it without marveling at its smoothness, snap and amazing roadability. And you cannot buy it without sharing the feeling of all other owners that here is the world's finest low-priced six!

2-Door Sedan, \$745; Coupe, \$745; Sport Roadster, \$745; Phaeton, \$775; Cabriolet, \$795; 4-Door Sedan, \$825; Sport Landau Sedan, \$875. Oakland All-American Six, \$1045 to \$1265. All prices at factory. Delivered prices include minimum handling charges. Easy to pay on the liberal General Motors Time Payment Plan.

Motor Square Garage

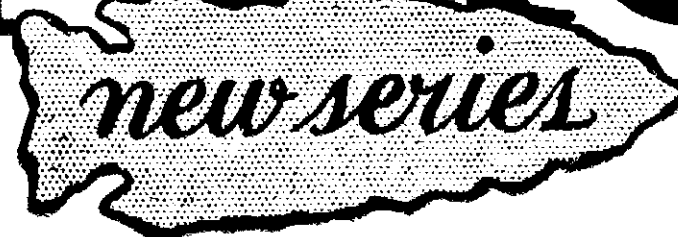
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