

WORLD CROWD TO SEE GREAT RACE

Requests for Tickets From All
Over Globe Come to Officers
of Speedway.

FRENCH INTERESTED IN IT

Foreign Drivers Draw Many to
See Speed Carnival—Myers
Plans Arrangements.

With the third annual 500-mile International Sweepstakes race just five days off, a large force of ticket sellers is busy at the Speedway office in Indianapolis. The sale was opened Jan. 13, and from the very first day the rush was unusually heavy, and never, since the Speedway races became the big sporting event of the country four years ago, has the advance sale been as heavy as it is at present.

It is a matter of record that orders have been received from every state in the Union, and in addition to these there have been numerous orders from Canada, Mexico, Cuba, Panama and various European countries.

One of the first orders received came from a party of Englishmen, who expect to make a tour of America this summer and who will begin their trip by a visit to the Indianapolis races. These men are interested in the Sunbeam car, which is considered the fastest of all English cars, and will participate in the race.

Hold Wheels



Course of True
Smooth,

That the "course of true love" times runs smoothy is being demon- by the advertising department of t- ler Motor Company in a series

Mexico, Cuba, Panama and various European countries.

One of the first orders received came from a party of Englishmen, who expect to make a tour of America this summer and who will begin their trip by a visit to the Indianapolis races. These men are interested in the Sunbeam car, which is considered the fastest of all English cars, and which will participate in the race with Albert Guyot, the celebrated French driver, at the wheel.

English societies in Chicago, Cleveland, New York, Pittsburgh and San Francisco have also reserved large blocks of seats, and two of these societies have announced their intention of coming to the race headed by military bands. One Canadian organization expects to come in a special train and they will bring a band of Scottish pipers, dressed in the kilts of the Highland clans.

FRENCH TO BE HERE.

The Alliance Francaise, one of the most prominent French societies of the country, which has branches in almost every city where there is a French colony, has made inquiries regarding seat reservations and is anxious to be represented by members from as many chapters as possible. The interest of the Frenchmen has been aroused since it became known that two Peugeots, the well-known French cars, would be entered in the contest.

This will be the first time that the 500-mile race has been truly international in character, for although foreign cars have taken part in the previous races they were entered by American owners and were driven by American drivers. Conditions have changed, however, and this year will see the foreign cars entered by their manufacturers and with men at the wheels who have established reputations for themselves in their native countries.

But despite the heavy advance sale, there is no danger of any one being disappointed who wishes to be present at the race. The Speedway management is used to taking care of large crowds and the grand stand and parking space is almost unlimited. Should it be found that the demand for seats will exceed the present supply, no time will be lost in erecting extra grand stands to take care of the crowd.

EVERYBODY WILL SEE.

It is the desire of those in charge of the Speedway to offer first-class accommodations to every one and they are prepared to meet any emergency which may arise.

When the Speedway was first laid out the engineers who had charge of the work were instructed to place the grand stands in such a way that a good view of the track could be secured from every seat. These orders were carried out to the letter, and consequently no race track in the

Smooth, Is

That the "course of true love" sometimes runs smoothly is being demonstrated by the advertising department of the Lozier Motor Company in a series of advertisements recently given to publishers. The idea as worked out by R. W. Crompton, a prominent artist in Chicago, is the serial tale of a red-haired girl's romance, and as the illustrations are being run in colors, there is no doubt as to the hue of the heroine's tresses.

Instant popularity greeted the red-haired girl on her first appearance in the May issues of the big magazines and Lozier offices in Detroit are already receiving many letters inquiring as to the intended fate of the heroine.

All four pictures are reproductions of original drawings in oil and taken in sequence constitute a very human story.

In the first drawing, the heroine, who is quite generally classified as a "peach," is seen driving through the park in a Lozier touring car. The only other occupant of the car is a bull terrier which occupies the remaining front seat. Mounted on thoroughbred horses and moving in the opposite direction comes the hero of the affair who, although he is accompanied by a very acceptable "netter," involuntarily checks his horse's gait when he views the combination of car and maid. A quick exchange of glances and Mr. Cupid is supposed to have gotten in his work.

THEY BECOME ACQUAINTED.

In the second picture, the hands of the hero and the Billy Burke heroine become acquainted and are riding home

they reach Indianapolis—that is, part of the work of Myers. And there were 80,000 in attendance at the race last year.

Myers is one of the most trusted employees of the Speedway corporation and enjoys the greatest confidence of Captain Fisher, president of the Indiana Motor Speedway, who is really responsible for the staging of the race. Myers has handled the mass of details for both former 500-mile races. The success of those events is a matter of automobile race record.

ELECTRIC SERVICE STATION

The Electric Service Company, under the management of T. H. Watts, is

and two of these societies have announced their intention of coming to the race headed by military bands. One Canadian organization expects to come in a special train and they will bring a band of Scottish pipers, dressed in the kilts of the Highland clans.

FRENCH TO BE HERE.

The Alliance Francaise, one of the most prominent French societies of the country, which has branches in almost every city where there is a French colony, has made inquiries regarding seat reservations and is anxious to be represented by members from as many chapters as possible. The interest of the Frenchmen has been aroused since it became known that two Peugeots, the well-known French cars, would be entered in the contest.

This will be the first time that the 500-mile race has been truly international in character, for although foreign cars have taken part in the previous races they were entered by American owners and were driven by American drivers. Conditions have changed, however, and this year will see the foreign cars entered by their manufacturers and with men at the wheels who have established reputations for themselves in their native countries.

But despite the heavy advance sale, there is no danger of any one being disappointed who wishes to be present at the race. The Speedway management is used to taking care of large crowds and the grand stand and parking space is almost unlimited. Should it be found that the demand for seats will exceed the present supply, no time will be lost in erecting extra grand stands to take care of the crowd.

EVERYBODY WILL SEE.

It is the desire of those in charge of the Speedway to offer first-class accommodations to every one and they are prepared to meet any emergency which may arise.

When the Speedway was first laid out the engineers who had charge of the work were instructed to place the grand stands in such a way that a good view of the track could be secured from every seat. These orders were carried out to the letter, and consequently no race track in the world is so well arranged as the Indianapolis Motor Speedway.

Staging a 500-mile race is no easy task, but the man who does most to make it a financial success, and, therefore, an artistic success, is Theodore E. Myers, auditor of the Indianapolis Motor Speedway. It is Myers's duty, among many others, to see that the visitors to the Speedway are properly cared for, seeing that all those seats get to the people who buy them, seeing that the purchasers are properly cared for and entertained when

girl's romance, and as the illustrations are being run in colors, there is no doubt as to the hue of the heroine's tresses.

Instant popularity greeted the red-haired girl on her first appearance in the May issues of the big magazines and the Lozier offices in Detroit are already receiving many letters inquiring as to the intended fate of the heroine.

All four pictures are reproductions from original drawings in oil and taken in sequence constitute a very human love story.

In the first drawing, the heroine, who is quite generally classified as a "peach" is seen driving through the park in her Lozier touring car. The only other occupant of the car is a bull terrier who occupies the remaining front seat. Mounted on thoroughbred horses and riding in the opposite direction comes the hero of the affair who, although he is accompanied by a very acceptable brunette, involuntarily checks his horse's gait when he views the combination of car and maid. A quick exchange of glances and Mr. Cupid is supposed to have gotten in his work.

THEY BECOME ACQUAINTED.

In the second picture, the handsome hero and the Billy Burke heroine have become acquainted and are riding home-

they reach Indianapolis—that is, part of the work of Myers. And there were 80,000 in attendance at the race last year.

Myers is one of the most trusted employees of the Speedway corporation and enjoys the greatest confidence of Carl G. Fisher, president of the Indianapolis Motor Speedway, who is really responsible for the staging of the race. Myers has handled the mass of details for both the former 500-mile races. The success of those events is a matter of automobile race record.

ELECTRIC SERVICE STATION.

The Electric Service Company, under the management of T. H. Watts and W. C. Brooks, has opened a new electric service station at Meridian and Walnut streets. It is claimed that this is the first exclusive electric garage and service station to be established in the state. A complete stock of parts for all makes of batteries for electric vehicles and also for all makes of starting and lighting outfits. Mr. Watts states that they will also be able to garage a limited number of cars.

Handwritten signature or mark at the bottom of the page.