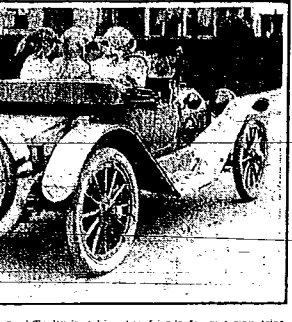


st Has Party in Roadster.



IT OF  
GINEERS

Committee  
Plans—  
Friday.

The S. A. 32 has  
entertainment  
engineers, mem-  
automobile En-  
Motor Men's  
will be in an  
racy Memorial  
mittee are W.  
Harry Starr,  
C. M. Clark,  
on and through  
to Indianapolis  
to a m. They  
have been in  
during the  
will be effec-  
tively will be  
at 8 a. m. in  
the carbu-  
retor, said to  
be this plant  
with  
or which the  
Pre-st-O-Lite

OAKLAND PRESIDENT  
WRITES SHOP CREED

G. E. Daniels Asks Men to Do  
Their Part, However Small  
It May Be.

George E. Daniels is a product of the  
training that comes from the college  
campus, the football field and the post-  
graduate course in the university of hard  
knocks. He has played tackle, put the  
thirteen-pound shot and won contests  
himself with golf and work on his farm.  
Mr. Daniels is a fine specimen of the  
self-reliant, fearless, gritty and husky  
young American upon whom the country  
is today building its industries and making  
progress.  
It must be admitted, after all, that per-  
sonality is an important factor in a busi-  
ness institution, for it has been noticed  
that where companies are governed by  
men of magnetic personality, possessing  
initiative and cooperative spirit, that the  
growth has been rapid.  
The advancement made by the Oakland  
Company during the last two years has  
been little short of phenomenal and re-  
ception given the 1913 models indicates  
that the company will have a very busy  
year.

MEN ARE LOYAL

George E. Daniels and the entire staff  
of the Oakland Company are proud to  
be a part of the "Shop Creed" which  
has been adopted by the company. It  
is a wonderful work from man under  
the guidance of his superior and friend-  
ly, and it radiates every employee at every  
opportunity and when it is necessary  
it is done in such a diplomatic  
way that the sting does not last and is  
usually helpful to the receiving firm.  
In no other factory in the world will  
you find the change sign which hangs in  
every workshop of the "Shop Creed".  
It is placed where every man can see  
it, read it, and unobtrusively absorb the  
meaning intended by the company.  
It is called the "Shop Creed" and was  
written by Mr. Daniels. It is the  
member, now, you are building "The Car  
with Confidence." In your part, no  
matter how small it is, in the best of  
the company. You can give this  
disposal will have a good, clean, mechani-  
cal car. You can give this  
about by doing your very best at all  
times. The enjoyment of life comes  
from doing things well."

THREE-DAY TOUR.

A three day "tour" has been  
planned by the Milwaukee (WIA) Motor-  
cycle Club for May 29-31 and June 1.  
This is not a mere endurance or speed  
test in any sense, but is to be a pleasure  
trip only. Originally the tour was lim-  
ited to 200 riders, but many applica-  
tions for entry have been made that  
the limit will be raised to 500. The route  
includes Madison, where the riders will  
attend the aviation meet, Fox Lake, Ap-  
pleton and Sheboygan.

Change of Carburetors  
Held Help to Burman

In the practice work of the 500-mile  
sweepstakes race at the Indianapolis  
Motor Speedway one of the most in-  
teresting points to notice is the work of  
the different accessories on the racing  
cars. Bob Burman, whose Ketteron set the  
fast record for practice lap on Wednes-  
day, mounting the two-and-a-half-mile  
course in 11 minutes and 30 seconds, an  
average of thirty miles an hour, at-  
tributes the added speed of his car largely  
in the performance of his New-Miller  
Carburetor & Motor Company. The carbure-  
tor has been able to get from four to eight  
times the amount of fuel through the  
jet of the Indianapolis carburetor.  
The New-Miller Carburetor Company  
has asked to be added to the list of accessory  
suppliers for the big annual sweepstakes  
of 11,000 to the winning car if carbure-  
tor accessories are included. At least eight of the  
racing cars, and the New-Miller Carburetor  
Company, are already buying the New-Miller  
Carburetor & Motor Company. The route  
manager of the Indianapolis Motor Club, Walter  
C. Miller, says that the Miller carburetor  
cars will lead the procession at the finish  
of the big sweepstakes race.

COAST TO COAST.

F. N. Shubling of Perrin, Richland, Colum-  
bia, will start some time during this  
month on a motorcycle trip from the  
Atlantic coast to the Pacific coast. Heretofore,  
the only motorcycle trip across  
Canada have been from the East to the  
West.

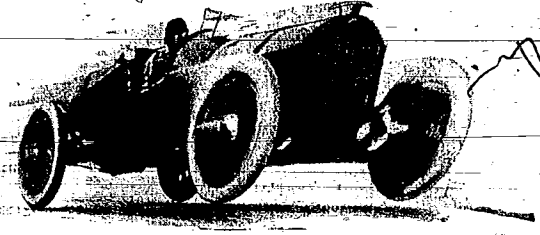
Belgian Pilots the Most  
Silent Car on Big Course

The Belgian pilots who are competing  
in the Indianapolis Motor Speedway race  
are using the most silent cars on the  
course. The cars are of the latest  
type and are equipped with special  
silencers to reduce noise to a minimum.

# MARMON

"The Easiest Riding Car In The World"

The Marmon  
Six-Cylinder  
"Wasp,"  
Winner of the  
First  
Five-Hundred-  
Mile International  
Sweepstakes  
Race



## About Racing Victories:

The Marmon won the first International Sweepstakes Five-Hundred-Mile Race against a field of 40 cars—the greatest list of entries ever started in such a contest.

Two Marmons were entered—the six-cylinder Marmon won—the four-cylinder Marmon was fifth. No other team ever showed such consistent work in these contests.

The distinctive features of Marmon design, material and workmanship have been proved in a record-breaking series of road and track races and tours.

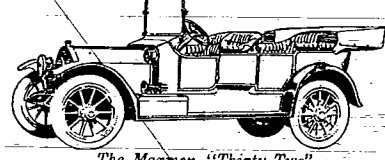
Racing victories are not proofs of speed alone for the buyer of the car. Stock cars with regular equipment can not hope to equal the speed of the racing cars.

Racing does prove the strength and stability of design, materials and workmanship. It demonstrates dependability, economy of oil and fuel and ease on tires.

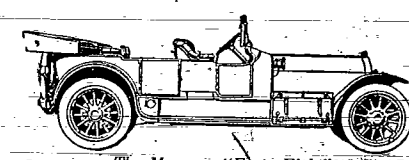
These demonstrations in racing to mean anything to the buyer must be backed up by the records of cars in service—must be the proof of the stability of the regular production.

Every vital part of every Marmon car has been proved capable by the winning of races—it has strengthened that demonstration by years of service.

Visitors are welcome to the Nordyke & Marmon Co. factory. A trip of inspection through this institution will show a careful thoroughness of design and manufacture which explain the wonderful records of these cars in racing and in the hands of owners.



The Marmon "Thirty-Two"  
A sensible, logical car—a car of moderate size and capacity meeting every requirement for touring and city use with the economy in tires, fuel and upkeep so important to the majority of motorists. Four-cylinder, 32-40-h. p., 120-inch wheel base, electric starting and lighting system, with body types to meet every requirement. Touring car, \$3,000.



The Marmon "Forty-Eight"  
Six-cylinder, 48-50-h. p., 145-inch wheel base, a large car with small car advantages, a car with short turning ability which eliminates the old objection to long-wheel-base—a car of wonderful and surpassing riding qualities; electric starting and lighting system—with body types to meet every requirement and corresponding equipment. Touring car, \$5,000.

Detailed Information on Request

## Nordyke & Marmon Co.

Local Branch: New York and Meridian Sts.

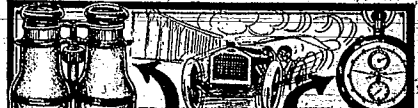
Indianapolis Indiana  
Telephones: Main 1834, New 3402  
(Established 1861)

Sixty Years of Successful Manufacturing

### One-Arm Man Sets Record in Nevada

Tonopah Sheriff, Candidate for  
Governor, Makes Fast & Deert  
Run in New Marion.

to his business manager, Melton Hobart. In  
an accident about five months ago he lost  
his right arm at the shoulder and since  
that time has driven his car with his left  
hand, and in shift gears had to let go of  
the steering wheel and reach across  
to the right of the car.  
Recently Mr. Malley purchased a Mar-  
mon touring car with the center con-  
trolled left-hand gear shift and electric  
steering. This enables him to drive with  
such greater ease. He, of course, takes  
his hand from the steering wheel in order  
to shift gears. His new car was recently  
used in a record run from Tonopah to  
Nevada.



## PLANT OPENS AT HORSELESS CITY

Pre-st-O-Lite Concern's Changing  
Marks First Step in Assembling  
Industrial Community.

### NEW FACTORY IS ENORMOUS

Contains 280,000 Square Feet  
Floor Space and Cost Approx-  
imately \$500,000.

With the opening on Monday, May 20, of the new factory and offices of the Pre-st-O-Lite Company, near the Indianapolis Motor Speedway, the plan of W. G. Fisher, James A. Allison and their associates for a gigantic "horseless city" near the world-famous race course, has entered its first stage. The first step of the great factory from Indianapolis, the site of the industrial community is the first important step toward assembling a group of manufacturing concerns in a new city, which, it is intended, will make it one of the foremost automobile manufacturing centers in the world.  
At present there are two factories in operation in the "horseless city," that of the Pre-st-O-Lite Company and the Swartz Electric Company, makers of automobile batteries and other electrical appliances. Negotiations are pending for a number of big manufacturing interests in Indianapolis and elsewhere in the "horseless city" within the next few months. A number of different factories of all kinds to the manufacturer of automobiles, appliances, accessories will be utilized in this city.  
The new plant of the Pre-st-O-Lite Company is a total floor space of 280,000 square feet. The group of buildings includes a general office building, machine and machine shops, generator house, charging plant, power pits, gas and oil storage, warehouse, etc., when completed, will bring the total floor area of the plant to 500,000 square feet. The Pre-st-O-Lite Company had a floor area of 100,000 square feet. The new group of buildings cost approximately \$500,000.

### OFFICE NEAR SPEEDWAY

The main entrance of the new plant is the main entrance of the group of buildings. It is a two-story structure of reinforced concrete, with brick facing. The lower floor contains the accounting department and office of the shipping department of the car section. The upper floor and the postoffice take the remainder of the lower floor. The volume of mail of the Pre-st-O-Lite Company is so great that a special government department was established to meet the demands upon mail service. The offices of the sales and advertising departments are on the second floor. The private offices for each department are on the third floor.  
Directly back of the general office building and connected by a bridge, is the new factory, where the steel casting is made and where all the company's manufacturing is conducted. In addition to making the Pre-st-O-Lite cylinders, the equipment for manufacturing Pre-st-O-Lite tires, Pre-st-O-Lite valves and various other articles is made with the use of steel-O-Lite. This building is also of reinforced concrete with brick facing.

### WALLS OF STEEL AND GLASS

The feature of "suppressed light" walls has been followed in construction here and in the rest of the building. The walls are made of steel and glass. The estimated capacity of the factory is 1,000 cars per day. A double road ramp running the entire front of the building and the shipping building to the east affords greatest facilities for the movement of material to and from the plant and gas holder. The general house is located about half a mile distant from the rest of the group. The trucks and cars of Pre-st-O-Lite are stored in a building just east of the office building.  
The work of grading the grounds approaches to the new Pre-st-O-Lite factory.

## 20,000 Horseless Cars

Owner,  
Columbus, Neb.,  
which Marmon

"On June  
Marion roadster in  
our wholesale  
this city.  
"I cover 62  
week, an average of  
600 miles per  
weather and road  
"Including plan

Let us show you  
needs—Drop in