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FAME OF SPEEDWAY SPREADS TO COAST

C. P. Henderson Finds Great Race Course Byword in Cities of the Far West.

BOOSTS NAME OF THE CITY

Indianapolis Is Advertised as Interest in 500-Mile Automobile Race Grows.

BY C. P. HENDERSON.

"Say, Mister! Are you from Indianapolis? Wer de big race is on Decoration day?" inquired an urchin of me at Los Angeles, during my recent Western trip. I told him I was. He said he had been listening to my conversation and then told me more about the races than I knew myself. He told me that he wished he knew some way he could get to Indianapolis, as he would like to see the big event.

I cite this as one of the examples of the enthusiasm that is prevalent in the far West over what is now definitely determined the biggest automobile race of the decade. From the alfalfa state of Texas, way up into the Columbia River district of Oregon, the interest during my trip of a month ago was almost as intense as it is a few miles from here. Not only the youngsters, but the older folk, many of them absolutely in no position to possess an automobile, have the sporting spirit of automobile racing, with their vision centered on Indianapolis.

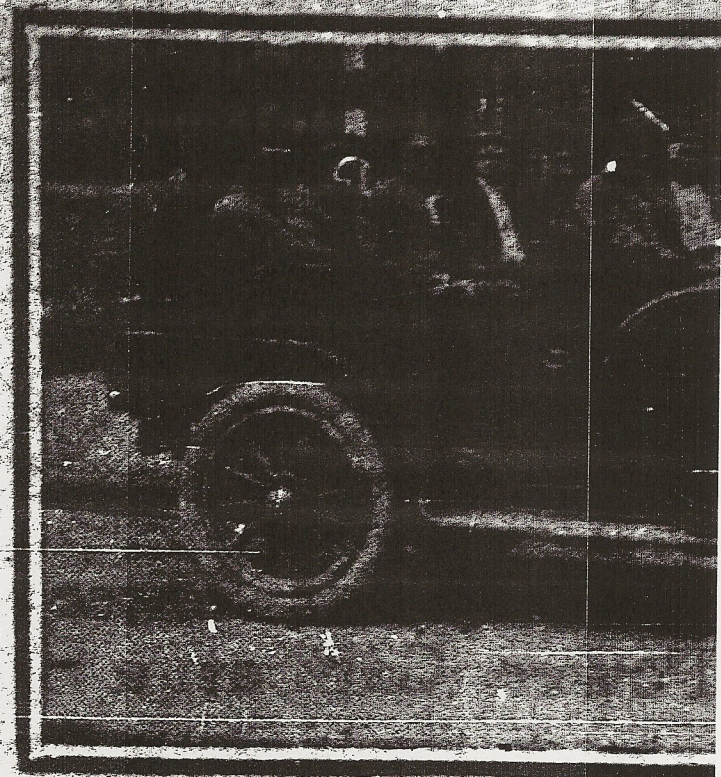
The daily papers on the Pacific coast have made much of the event. The speedway management and the railroad officials have not slighted this section of the country in their advertising campaign. "Five-hundred-mile race," names of the big automobile pilots and "Indianapolis" are on numerous lips.

FAME OF SPEEDWAY SPREADS.

Time after time I had to recite the story of the magnificent Indianapolis speedway and the munificent efforts of Earl G. Fisher and his associates to make it a success. My listeners all took a deep interest, and if nothing else matures out of the event on the Pacific coast than comment I feel confident that it will be the means of laying a foundation for a similar racing institution on the Pacific coast.

They have race courses there now, with events. The people are enthusiastic, but there seems to be a feeling prevalent among some automobile dealers that the task is not worth the time spent. They

Archey Makes Record Run



LEFT TO RIGHT—DR. E. W. ANDERSON, CHALM AND JOHN S. COCKRUM.

SPEEDWAY RACE IS MAGNET FOR FANS

Draws Motor Enthusiasts From Far South to Witness 500-Mile Event.

TEXAS SENDS DELEGATIONS

Lone Star State and Northwest Start Touring Parties Toward Indianapolis.

"Even the Southern States, where motoring has been said to be on the wane on account of many racing failures, appreciate the big event which will be held at the Motor Speedway Tuesday afternoon, and will send its representation to see the battle," said E. O. McGross, who has been in the South during the spring and winter months. The interest shown

Harry Archey Automobile Co. a run to Buffalo, average for the 424.7 miles and Buffalo. gers in his 5 degrees Mason E. W. Anders The run to Chicago miles, was made in 5 hours, an average of 23 time for the 25 minutes. I fishes a new from Indianapolis

MOTORCYCL

NEARLY 50

Illinois-Iowa Most No P.

The strides b are well illust the Illinois-Iow and its elaborat bined with a exhibitions, in separate motory mother in the 1

Remountable

Co.

ussets Avenue

s Fail to ue Air in Tire

Motorists ever have thought the air-holding capacity of various tires? But out to a group of trade at the Pittsburgh auto the propounder was a experts—W. C. State, ser of the Goodyear T pany. A better reply, some one g, "What of it?" at the plentiful and in tained in a tire regula pacity is the best of rining the tire's air-hold ained the Goodyear M. sing and inner tube p y no function except rison the air, which c of uneven road surfac erful flexibility is what cult for inventors to find

rubber and metal devic ented and apparently p e approaches air in re ure the more air you r the cushion, the less e bumps and the great tire.

It is proven that a car u conditions of speed, wel run from two to th on—32x4 tires than 32x3½, both fitting is is especially true wh loaded. It follows, the pacity of a tire determin apacity, which is its l motorist ought to kn for size one tire pacity than another. S

cal engineer of the Go was too modest to do chering, or he might h of the strong points of res made by his firm 10 per cent over size ave that much adding pacity, with all the ntages thereof.

They have race courses there now, with wents. The people are enthusiastic, but there seems to be a feeling prevalent among some automobile dealers that the ask is not worth the time spent. They do not seem to grasp the fact manufacturers value that racing perfects a car. It may be selfishness on the part of the dealer, but I have hopes that it will be entirely eliminated before long, which I am sure it will be, if the present automobile racing interest on the part of the Western public continues.

The Cole motor car representatives are a crowd, partial to automobile racing, and in this I believe the Cole fortunate. Our San Francisco representatives keep two Cole cars stripped for racing purpose, and Capt. F. W. Cole, in the Golden Gate city, is always eager to hear of contests. He wants to put the Cole in all events.

When I started West I did so with the idea of completing all of my Western business for the year. When I saw the enthusiasm in the races I decided that at the time of the 500-mile race would be one grand opportunity to get the Cole representatives together from all over the country in Indianapolis.

DRAWN AUTOMOBILE DEALERS

My suggestion met with instant approval. Capt. Cole and my Los Angeles representative, the Grandy Motor Sales Company, frankly told me that if I had asked for a conference without the races, I would have been sure of a negative reply. But with such an event as a 500-mile automobile race going on, they were more than pleased to take the long trip. This was the spirit that met me at all my stops.

All of our coast representatives have made arrangements to get bulletins about the races. The fact that these bulletins will be displayed is to be advertised in the newspapers. In some cases the police had to be consulted and their permission obtained.

Even the newspaper men in the West are enthused. Some of them told me they were coming here for the races and that their publications would bulletin the race.

Greatest interest than most national events is taken in the race. The people are keen to realize that the contest is to tell of the qualities of the cars, even if they are not stock models. Next to the winning driver and car, the newspaper men, in their efforts to correctly portray the important features of the race, will eagerly note the strain on the masses watching the grueling contest and the terrific test on human nature, as exhibited by the drivers.

The excellent campaign of the Indianapolis Commercial Club and Board of Trade and the grand strides made by our other numerous local organizations, who all have the advancement spirit, has done much to give us a solid place. But the races have helped us in remote places. It is my opinion that there is not a newspaper in the United States or Canada that has not said something about the races. C. S. Stuart of the Speedway has taken care of this in a highly creditable manner. It is to him, I believe, the greatest praise must be given for the manner in which Indianapolis has been advertised. For advertising the races advertised Indianapolis.

I firmly believe every citizen of the city who loves the city likes this advancement spirit, for it spells success, which, in turn, spells happiness.

GLIDDEN TOUR STARTS JUNE 21

Entries for Cars in Canadian Reciprocity Run Close This Week.

noon, and will send its representation to see the battle," said E. O. Maross, who has been in the South during the spring and winter months. The interest shown in the locality means much to well-versed racing critics, and when an event is able to hold the attention of the Southern territory, it is an extraordinary contest.

"All of the noted speed maniacs and the monarch of motoring have pitted their skill and the Goddess of Fortune will select the winner, while the best products of both American and foreign factories will carry the nerve, brains, and skill of these drivers.

"To see this great event fans will come from as far down in the Florida peninsula as Daytona, and as far west in Texas as San Antonio. When in Daytona with Bob Burman, who lowered the world's speed records there, I had many fans tell me that they were coming for the event and the faces around the Claypool Hotel bear out their statement. They have arrived. Texas will send at least a thousand people to see the contest run. At San Antonio and Galveston they were talking about it in February, when I was there, and this spirit typifies the feeling of the whole Southern group of states.

"I have rarely seen an event receive more publicity than this contest and I believe that this has much to do with the attendance that will be at the Speedway Tuesday. It is a great attraction, and thousands will come to see it run."

NORTHWEST SENDS FANS

"Wisconsin, Minnesota and the great Northwest has long appreciated the magnitude of the great contest between machines and motors that will be held at the Speedway Tuesday for the enormous purse of \$25,000. Touring parties, which a few months ago were composed of three and four friends, have grown to lists of twenty and twenty-five from each motoring section, and a conservative estimate of the Northwestern representation is 5,000 visitors," said W. H. Wellman, who has just returned from a trip to the Northwest.

"Milwaukee will send at least 300 machines, which will join various sections of the tour run here by the Chicago Motor Club. This will be the banner single city representation. But smaller towns as far up as St. Paul, Minn., have sent away their parties to be present at the great race.

"The trains from this section of the country will carry large numbers of men who did not want to take the time to run down in automobiles and are taking a couple of days off at this busy season of the year to witness the running of the event.

"The fact that a race can assemble people from this section of the country where the most frugal and conservative element predominates means much to the motor-wise, and 5,000 fans means that ten to twenty times that number will await the reports as they are flashed over the wires.

"An event that commands this much attention is worthy of much praise from every class of automobile enthusiasts and the thousands who will see it will come from all parts of the country."

BALL TOSSERS GO JOY RIDING

People Making Men Entertained By

and its character combined with a exhibitions, fr separate moto gether in the including abou

The plan c tion, which i tention of m tour starting and it is expe cialists will pe

The clubs on July 3, b ing and part Rockford on ing, July 5, lag of a 500- try west of "hazards," a run is sched end at Dubu miles. The enough in th motorboat ri which will b a banquet at and on the cycle racing the afternoon of motor bou

A run to bank of the morning of run at Maq an exhibitio Dubuque bet riders will then hurry miles away, night.

Elgin will the morning the riders u racing progr last race me from Dixon t ing the enth mately 300 n

This event is the biggest motorcycle e motorcycling cycle has "time." Five five-day run meets sprink miles. It's a stration of half a dozen

AUTO ROU

Attracts To

The increas automobile t more vividly a motor trip continental Pacific coast regarded with wondrous of a down year portable hotel requires to automobile to motorists who their own co that in respo satisfactory e vance has be in the far W Largely th with the Tog year ago a marked out New Mexico a