

Famous Racing Trio in Mercer Team



Indianapolis, May 17.—With Ralph De Palma, Caleb Bragg and Spencer Wishart nominated as the drivers of the three Mercer cars entered in the third annual 500-mile international sweepstakes race which will be held at the Indianapolis motor speedway, May 30, one of the strongest aggregations of speed pilots the country has ever known has been assembled. These men are unique in their profession. De Palma has long stood at the top notch of American drivers and is the idol of race enthusiasts from coast to coast. Bragg is another driver who is well known and he practically divided the racing

championship with De Palma last year. Spencer Wishart, although younger in the game, has made an enviable reputation for himself and will be well remembered as Ralph De Palma's team mate last year, when both pilots appeared at the wheels of Mercedes cars.

Unusual interest attaches itself to De Palma's entry in the coming 500-mile speed battle at Indianapolis. Last year he led the race almost from the start and on the last lap, when he was within striking distance of the goal, his engine suffered an accident and the brilliant driver was compelled to stand by and see another capture the honors which he had all

but won. De Palma is determined to redeem himself this year, and promises to drive as he has never driven before. He is now at the Indianapolis track testing tires and tuning up one of the Mercer entries.

Bragg and Wishart are both young millionaires who drive for sport rather than for commercial gain. They began by driving their own cars, and have confined themselves almost exclusively to the piloting of foreign speed creations. They have unlimited faith in the American cars which they will drive this year, however, and will put their best skill against that of the foreign drivers against whom they will compete.

HOW INDIANAPOLIS AUTO RACES BEGAN

HISTORY OF GREAT SPEEDWAY CONTSTS FROM THE FIRST MEET IN 1909.

When the first self-propelled vehicle was made to run, and then more remarkably, was actually stopped at will, people laughed. That laugh soon changed to an ever-increasing cheer all over the world.

When four Indianapolis men presumed to suggest a speedway upon which automobiles would be raced at unheard of speeds, the same people smiled knowingly. That smile has changed into a look of surprise and admiration.

Such is the progress in Indiana where the first car was built and where the fastest time with motor cars has been made.

These four men who conceived the new world-famous speedway are Carl Fisher, A. C. Newby, James Allison and Frank Wheeler, all connected with the motor car industry of Indianapolis.

In 1909 the first meet was held on the two and a half mile speedway. The track was not paved then. At that time one manufacturer watched his cars practice and suggested that the day would come when he could do a mile a minute on the track. Last year cars traveled at the rate of 100 and more miles an hour on the speedway. Such is the rapid growth in the motor car building.

The speedway has done much for the entire motor car industry; it has done much for the particular car builders who entered their product; it has done much for the city of Indianapolis and more surprising, it has declared dividends for the owners.

The next contest to be waged for cylinder supremacy will be held May 30. At that time American-made and foreign-built cars, driven by intrepid experts will "go after" the international championship in the 500-mile race, 200 times around the two and one-half mile track. The track has been paved with brick.

Last year the largest paid admission that ever attended a sporting event in the history of the world, paid real money to come inside of the speed arena and watch the National car bang up a new world's record. Last year's race was marked by two or three unusual features; the two cars that gave the National the hardest fight for victory were two European cars, a Mercedes and a Fiat. The National's actual running time was 51:22 miles per hour. The Mercedes, driven by Ralph De Palma, made a marvelous race, going out in a dramatic fashion that brought sighs of regret from every one just as the worthy pilot was nearing the end of the terrific run.

Joe Dawson, an Indianapolis boy, drove the National to victory last year and the year before that in the first 500-mile race. Ray Harroun, another Indianapolis boy, drove the Marmion "Wasp" to victory. Harroun's elapsed time average was 74.61 miles per hour.

Who will win this year is a matter that even the most skilled "rainbirds" hesitate to predict. The record is now hung up is fast; some of the foreign entries are puzzlers as no one knows just what they are capable of; some of the American-made cars may surprise some surprises and the Hoosiers are eager that the record be kept at home.

The Speedway has a practical benefit furnishing an exhilarating sport and gala holiday carnival. It has been a great manufacturing adjunct. The manufacturer who can put his craft through miles of sustained terrific speed, and then makes an analy-

GUARD OF SPEEDWAY IS A BIG JOB IN ITSELF

CAPTAIN CARPENTER OF INDIANA NATIONAL GUARDS HAS PERFECTED MILITARY DETAIL.

Indianapolis, May 17.—Handling a crowd of 150,000 people is no easy task, yet the Indianapolis motor speedway has found a way to do it without confusion, and at the same time providing for the absolute comfort and safety of every person in attendance at the 500-mile races. Year by year this system has developed until today it is not surpassed even by the methods of the United States army. In fact, army methods have been followed by the speedway management, and more elaborate preparations than ever are being made to take care of the gigantic crowd which will undoubtedly attend the third annual 500-mile international sweepstakes race at the Indianapolis motor speedway, May 30.

When the speedway was first opened it was the intention to have a policing system similar to the famous Jefferson Guards of the St. Louis exposition. Captain William P. Carpenter, commissary officer of the second infantry, Indiana national guards, was appointed to, and has proved himself to be unusually efficient along these lines. He has had 15 years of military service, ranging from that of a private to captain. Under his direction the speedway guards were organized and today this organization numbers 324 men, all of whom have had active military experience and who have learned well the lesson of obeying orders and doing their duty. Twelve commissioned officers assist Captain Carpenter, and under their command the non-commissioned officers and enlisted men patrol every part of the speedway grounds, letting no detail escape which makes for the safety and the pleasure of those whose welfare they are guarding.

The commissioned officers are assigned to sections, each with a detail of men under his command. The officers upon whom this responsibility rests, and who are under the direct command of Captain Carpenter, are: Captain Frank Boatman, quartermaster, hospital corps; Captain P. A. Davis, second infantry; Captain George S. Green, company D, Second infantry; Captain Edward F. Otto, company B, Second infantry; Captain Glen H. Smith, company I, Second infantry; Lieutenant Mark A. Dawson, battery A, Second infantry; Lieutenant James Hill, company A, Second infantry; Lieutenant James W. Hart, company D, Second infantry; Lieutenant Barrett W. Hall, company C, Second infantry; Lieutenant Walter Keller, quartermaster, Second infantry; Lieutenant Jesse Trautman, Lieutenant Frank L. Livenood, company B, Second infantry; Captain Carpenter will take his men to the speedway grounds the night before the race, and there they will pitch camp in regular military fashion. Substitutes will be served out by the commissary department and the bugle will sound three when the commanding officer deems it time for his men to be in bed getting the rest which is to prepare them for the strenuous day before them. Early in the morning, long before the first motor enthusiast has rubbed the sleep from his eyes and began to think of the speed records that are to be broken, the notes of the reveille will ring out from the camp of the speedway guards, and the men, tumbling out of their blankets, will line up for roll call. Breakfast will then be served and the commissioned officers will be assigned to their details.

The first duties of the day begin with what is called the "combing process." The guards are dispatched to every part of the speedway grounds, which are more than a mile in extent, and, forming a skirmish line, they will work towards the main gate, rounding up all the fence climbers who may have entered the speedway during the night, expecting to cheat the gateman out of the necessary admission tickets. Past races have revealed the fact that from 50 to 150 of these men enter the speedway grounds during the night, hoping to remain there undetected during the race.

This duty performed, the speedway guards are then assigned to the posts they will occupy throughout the day, and are ready to receive the crowds which will begin pouring through the gates early in the morning. They are placed under the regulation general orders, which apply to guard duty, and in addition are given strict special orders which pertain to the handling and protection of the visitors. Every man is equipped with regulation military equipment, the speedway maintaining its own armory with a supply of uniforms, rifles and side arms. Every man knows exactly what he is expected to do, and in case he needs with resistance he is able to legally arrest the offender, since he has the authority of a deputy constable.

Crooks who are commonly found where large crowds gather long ago learned that the Indianapolis motor speedway is not a safe place for them to ply their trade, and consequently the offenders with whom the speedway guards have to contend, are usu-

ADVERTISED LETTERS

Letters remaining unclaimed in the Missoulian, Mont., postoffice for the week ending May 10, 1913.

- Miss Vera Allen, Roy Anderson, Nichol Alexander.
 - Robert Baker, H. M. Bell, Fred Borges, L. W. Bresh, Mary E. Bruce, Mrs. J. S. Cason, Alfred Cook, Voldez Dufresne.
 - Willard Fisher, C. Fairfield, Cas. W. Fluk G.
 - Floyd Gray, Miss Madeline Griffin, Rudolf Graf, Miss Jennette Gordon, Merton Gornley, Mike Gler, Yaras Gehrman.
 - George Holston G., Nat Hill, Mr. and Mrs. Roland Harwell, Mrs. R. R. Hallaway, Floyd Ham.
 - Miss Ada Lewis, Victor Lorlan.
 - Miss Lottie Marston, Geo. Marquis, Michele Marrone, Lida Martin, Miss Frankie Meaher, Mat Allison, Joseph T. Moroney, H. C. McClintock Joseph McVetah, Dr. N. McCarvin, Ina V. McQuinton.
 - Pete Peterson, Mrs. Laura Porter.
 - H. J. Reid, W. H. Reed, James T. Riley, J. Russell.
 - Andy Senh, Mrs. John Summers, James Smith.
 - J. T. Thelges (2), Mrs. Jake Thelges, William Thomson, Mrs. Al. Thompson, L. L. Towars, J. E. Tarnoff, Herb. Thresher, Miss N. Tweedie, Wellig Targo.
 - Earl C. Willis, Kate Wilkinson, Nick Walter, Mrs. Wellwood.
- Experiments in Germany seem to have shown that dried potato vines have the same value for feeding stock as good meadow hay.

Five-Passenger Car, Fully Equipped, \$675 Two-Passenger Runabout, Fully Equipped, \$600
Delivered at Your Door

Mr. Automobile Buyer:
Every other automobile produced in America this year will be a Ford.
Providing every automobile factory builds as many cars for 1913, as they claim they will, there will be a combined production of 375,000 cars. Of this quantity Ford alone will build 200,000 or 53 per cent. The next largest plant in the world claim they will produce but 40,000 cars, and they are far behind their schedule today. Compare this to Ford, who is 10,000 cars ahead of schedule on a 200,000 car production, and is now building and shipping 1,000 cars every working day.

This mammoth factory employs over 14,000 men, which is three and one-half times the entire working male population of Missoula. How would you like to pay this army for a day's work?

Illuminating gas is a small element in automobile construction, yet Ford uses over 2,000,000 cubic feet per day, or twice as much as is consumed by the entire city of Spokane. And remember, he is not lighting and heating cities, but merely building automobiles.

Ford's profits alone last year amounted to more than the entire volume of business of the next largest automobile factory in Detroit.

For 1913 Ford purchases 800,000 tires. If he made but \$1.00 a piece the Ford Motor Co. could pay a dividend of 40 per cent on their entire capitalization. Think of the low price he gets when he place an order for one million lamps, 200,000 speedometers and 800,000 wheels. Do you wonder that he can build a car at the price he does? Think of the number of animals that will give up their lives this year to upholster Ford cars. Four hundred thousand complete skins being required and 6,000,000 pounds of hair.

Can you grasp these figures?
Ford has built this model and this one only for five years. Certainly the wrinkles and mistakes ought to be ironed out by this time. Ever stop to think of the expense it takes to bring out a new model because of the necessity of new machinery, jigs, dies, patterns, tools, etc.? The first model T Ford cost \$350,000 for experimental work alone, yet we are selling them today for \$675. Ford has a tool and machine equipment that represents millions of dollars, which would be worth practically nothing should he bring out a new model. This equipment was paid for out of the first year's business. Its entire expense has been charged off the books. It costs him nothing to use it now, except for power. Consequently, he reduced the price, while you reap the benefits. Can you do this by purchasing any other car? Ever stop to think that you are paying this first cost in most cases?

Very few persons have any idea of the enormous size of the Ford Motor Co. Do you know that there isn't a tire company in the world large enough to supply the tires for this wonderful concern? This plant alone exported twice as many cars to England last year as England herself produced. Germany and France are using more Ford cars than they are of their own manufacture, and in Italy—well, there is hardly anything but Fords.

The Ford catalogue was printed in seven different languages last year and no one pretends to state how many tongues it will be printed in this year.

And now for the financial side. Can you appreciate that it requires an \$8,000,000 stock of raw material and supplies before it pays to start manufacturing? This does not include machinery, equipment or anything of the kind, but simply raw material. The machinery equipment will amount to several times this figure, and buildings, real estate, etc., more yet. Can you grasp these figures? Then consider that the company is capitalized at only \$2,000,000. A profit of only \$1.00 per car on their 200,000 car production would pay a dividend of 10 per cent and a profit of only \$10.00 per car would allow a 100 per cent dividend. Just stop now and consider the profit per car that the average automobile manufacturer must make to declare a 100 per cent dividend on their capitalization. Very few of them will build over 5,000 cars. Most of them are capitalized for as much or more than Ford. To pay 100 per cent dividends they would, therefore, require a net profit of \$400.00 per car as against a Ford profit of \$10.00 per car.

Can you see now why other cars sell for \$300.00 to \$500.00 more than the Ford price? Do you get all this? Do you want to pay this difference? Can you afford to pay this difference because of their small production? If not, then place your order now through your nearest Ford dealer, or you will probably be compelled to pay this tribute or walk.

With the most sincere good wishes, we are,
Yours very truly,
FLOYD J. LOGAN,
Representative for Western Montana.
Salesroom and Garage, 106 West Spruce Street, Missoula.

usually merry-makers who permit their enthusiasm to get the better of them, to the discomfort of their neighbors. Intoxicated persons, and others who are guilty of petty misdemeanors are promptly rounded up and ushered to the office of a justice of the peace who is on the grounds and who holds court all day. The justice assesses fines or detains the culprits as he sees fit, while those who are guilty of more serious offenses are sent to the Indianapolis police station. City police, special officers and a large force of export Pinkerton detectives are also stationed all over the grounds and help to preserve perfect order.

There has never been any serious disorder at the speedway during the four years that racing events have been held at the big track. During the first races held the speedway guards were frequently called upon to arrest gamblers and boot-leggers who gathered in the vicinity of the speedway, but the drastic measures adopted toward these offenders soon convinced them that they had better walk the straight and narrow path during race time. So perfect is the police and guard systems that visitors have only a sense of safety and the speedway management, believing that an ounce of prevention is worth a pound of cure, permits nothing to go unpassed which will ward off all possible danger.

By washing the good coal out of the culm banks in the Pennsylvania anthracite region more than 50,000,000 tons of saleable fuel have been obtained in the last 23 years.

PROSPERITY AHEAD SAYS AUTO MAN

PRESIDENT OF WILLYS-OVERLAND HAS A WORD ON MEDIUM-PRICED CARS.

"The high cost of living has opened the eyes of hundreds of automobile buyers to the intrinsic value of the medium-priced machine," says Geo. W. Bennett, vice president of the Willys-Overland company, of Toledo.

"A good illustration of this condition can be obtained through the fact that although we have increased our production this year fully 40 per cent over the output of the same period last season and we are at the present time entirely up to our shipping schedule, our dealers are over-sold in every part of the country. This demand indicates an era of unprecedented prosperity ahead, as it is from all classes of people.

"Not a few of the Overland purchasers at the present time are buying their first car. They have been undecided as to their utility for years, and have discovered that automobiles are a necessity at last. Others who have their automobile education driving a small car are turning to the medium-priced machine as being the most economical in the end. Owners of high-power machines also are adding

some particular model of the Overland to their stables on account of their simplicity, ease of operation, and low cost of up-keep.

"The demand is too much for the capacity of our factory at the present time, but with the new additions in course of construction we expect to get far enough ahead on our shipping schedule during the winter months to take care of the spring deliveries without trouble."

PLACES FOR PROGRESSIVES.

Washington, May 17.—Progressives will have representation on 14 of the 16 most important house committees, and in all will have 57 committee places. Chairman Underwood of the ways and means committee and Progressive Leader Victor Murdock have agreed upon such a plan. As there are 15 accredited progressives in the house, some will have places on more than one committee. Rivers and Harbors and agriculture are the only important committees on which the progressives will not have representation.

The spring months often find a woman tired out, with a pain in back, hips and head, nervous and sleepless. Foley Kidney Pills will quickly prove their worth and value as a healer of all kidney and bladder ailments and irregularities. They are a splendid remedy for rheumatism, clearing the uric acid from the joints and system. Try them. Missoula Drug Co.

Electrically driven machines which stamps can be attached to letters and packages at a rate of 400 a minute are being tested by the German postal authorities.