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STOLEN HISTORY

 Posted by Dave Hughes on June 28, 2014 at 10:25am [View Blog](#)

Midst publicity of the Pikes Peak Hill Climb, some of us who value the complete – not partial or stolen – local history want to tell of the now ignored and stolen history of that hill climb that originated in Colorado City and not Colorado Springs.

It was the legendary Unser family whose parents Marie and Louis came to America in 1909 and settled in Colorado City above the Borst Meat Market which building is today above the Squash Blossom Art Gallery at 2431 West Colorado Ave. Louis was a meatcutter. His boys first became meat cutters and mechanics as the earliest cars arrived. Their children became mechanics and race car drivers. And all the generations of Unsers lived in 14 different places on the 'Westside' – never in today's Colorado Springs

It was Louis Unser who first raced a car up Pikes Peak in 1916, which Spencer Penrose noticed and then backed races to attract tourists. So many Unsers raced up that mountain, it was dubbed locally "Unser Mountain." 'Ma' Unser for years cooked up a dinner for all the racers after they competed.

The ritzy people in Colorado Springs paid little attention for yearsto those smelly cars and overalld mechanic-racer-drivers, or the races themselves – until the Unsers started racing, and winning at the only car race that was older than the Pikes Peak race – the Indianapolis 500.

Most of the Unsers, who couldn't make a buck locally, moved to Albuquerque, New Mexico in the 1950s where their fame spread. And the entire extended Unser family, even including some of the daughters continued to race up Pikes Peak annually. The Pioneer's Museum, managed to ignore Colorado City's and the Unser history until westsiders started celebrating it in 1976. The Old Colorado City Historical Society tape recorded then elderly Louis in 1977. Only the Society has that tape.

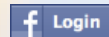
It was then famous Bobby, visiting the local race in 1995 who asked me where his Grandmother lived. Even his family members couldn't remember. I was able to walk him right to the modest house at 2718 ½ West Colorado. And then, in 1998, it was the Old Colorado City Historical Society which placed the bronze plaque on the original site of one ot them. The only real local tribute to that famous Colorado City family.

Oh yes, the Carriage house at the Broadmoor now has a display, and the Broadmoor itself has expropriated the name, which now is the "Broadmoor Pikes Peak Hill Climb." Stolen History.

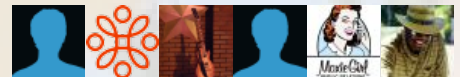
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ORIGINAL HOME OF RACING UNSER FAMILY

THIS IS THE SITE OF THE PRINCIPAL HOME OF THE MANY DECENDENTS OF LOUIS AND MARIE UNSER, WHO LIVED AND WORKED IN COLORADO CITY FROM 1909 - 1951. THEY BEGAN THE WORLD'S GREATEST RACING FAMILY. ELEVEN UNSERS FROM THREE GENERATIONS RACED THE PIKES PEAK HILL CLIMB 132 TIMES STARTING IN 1916, WINNING 38 TIMES. SEVEN UNSERS RACED IN THE INDIANAPOLIS 500, 59 TIMES, WINNING 9 TIMES.

THE UNSERS ARE STILL RACING



September 25th, 1998

Old Colorado City Historical Society

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