## Appendix S2: Quantifying the discrepancy between expansion velocity and wall velocity

When growing colonies of individual strains, we observed that the eCFP and and eYFP strains expanded faster than the black strain which in turn expanded faster than the mCherry strain (see Table 4). In addition, using the method to determine wall velocity from the two-point correlation function (fitting  $L_s^{ij}$ ), we found that the eCFP and eYFP strains swept through the black strain which swept through mCherry when competing in the same expansion (see Table 3). These observations are consistent with a picture in which a larger expansion velocity difference leads to a larger wall velocity. Korolev et al. studied the connection between radial expansion velocity and wall velocity in detail for *S. cerevisiae*. Using geometric arguments, they argued that if the front of an expansion is sufficiently smooth, a domain wall bordering a strain *i* and a less fit strain *j* will have a constant wall velocity  $v_w^{ij}$  towards the less fit strain dependent only on the ratio of radial expansion velocities  $u_i/u_j$  [1,2] given by

$$v_w^{ij} = \sqrt{s_{ij} (2 + s_{ij})}$$
 with  $s_{ij} = 1 - u_i/u_j.$  (S2.1)

Korolev et al. found that this relationship holds in *S. cerevisiae* expansions at large lengths expanded; at small lengths expanded, the prediction overestimates the wall velocity [1].

We tested if eq. (S2.1), using the average fitnesses  $s_{ij}$  of our *E. coli* strains derived from growing strains independently and listed in Table 4 of the main text (as well as on the top of Table A below), could predict the  $v_w^{ij}$  that we measured from directly tracking the growth of sectors (see the Measuring the domain wall velocities  $v_w^{ij}$  section). As shown on the top of Table A, eq. (S2.1) overestimated our measured wall velocities by a factor between 5 and 10.

As mentioned in the main text, although the rank order of our strains' expansion velocities was consistent between sets of plates, the precise values of  $s_{ij}$  varied. Therefore, to control for plate-to-plate variability, we ran another experiment where we grew the colonies used to determine  $u_i$  and  $u_j$  on the same plate as the colony used for evaluating  $v_w^{ij}$  from the motion of domain walls; i.e., on one plate we inoculated a colony of a fast growing strain *i*, a colony of a slower growing strain *j*, and a mixed colony composed of 10% of strain *i* and 90% of strain *j* (the ratio of strains was chosen so that single sectors of the more fit strain would form). Unsurprisingly, the radial expansion velocities of each of the three colonies at large lengths expanded was less than the velocity when grown on plates alone; we attribute this to nutrient depletion resulting from the presence of additional colonies.

Using the radial expansion velocities of the i and j expansions per plate  $(u_i \text{ and } u_j)$ , we 31 calculated  $s_{ii}$  per plate and also directly measured  $v_w^{ij}$  per plate by tracking the growth of domain 32 walls. We found that the geometrically motivated prediction of eq. (S2.1) again overestimated the 33 magnitude of  $v_w^{ij}$  on every plate by almost a factor of 5. The average values of  $s_{ij}$ , the average 34 predicted  $v_w^{ij}$ , and the average measured  $v_w^{ij}$  can be seen on the bottom of Table A. To more 35 clearly visualize the discrepancy from this set of experiments, we used the average predicted  $v_w^{ij}$  to 36 plot the expected average sector width  $\langle \phi - \phi_0 \rangle$  via eq. (12) of the main text, or 37  $\langle \phi - \phi_0 \rangle = 2v_w^{ij} \ln (R/R_0)$ , and compared it to the average *experimental* sector width in Figure A. 38 The predicted width overestimated the experimental width by over 3 standard deviations at the 39 largest length expanded. 40

Both Figure A, displaying the predicted average angular width vs. the experimentally measured average width and Table A, where we compared the predicted values of  $v_w^{ij}$  to

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Strain	$s_{iR} = u_i/u_R - 1$	$v_w^{iR} = \sqrt{s_{iR} \left(2 + s_{iR}\right)}$	$v_w^{iR}$ : tracking sectors
eYFP	$0.09\pm0.03$	$0.43 \pm 0.08$	$0.06\pm0.02$
eCFP	$0.09\pm0.03$	$0.43\pm0.08$	$0.06\pm0.02$
Black	$0.06\pm0.01$	$0.35\pm0.03$	$0.06\pm0.02$
mCherry	0	0	0

One colony per plate

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Sweeper	$s_{iR} = u_i/u_R - 1$	$v_w^{iR} = \sqrt{s_{iR} \left(2 + s_{iR}\right)}$	$v_w^{iR}$ : tracking sectors
eYFP	$0.05\pm0.01$	$0.34\pm0.03$	$0.06\pm0.02$
eCFP	$0.06\pm0.01$	$0.32\pm0.04$	$0.06 \pm 0.02$
Black	$0.03\pm0.01$	$0.26\pm0.04$	$0.06\pm0.02$

**Table A.** The predicted wall velocity from eq. (S2.1),  $v_w^{ij} = \sqrt{s_{ij} (2 + s_{ij})}$ , vs. the directly measured wall velocity from the growth of more fit sectors. Top: Average  $s_{iR} = 1 - u_i/u_R$  from individual colonies growing on agar plates; values were taken from Table 4 of the main text. The predicted wall velocity based on the average values of  $s_{iR}$  overestimated the actual, directly measured wall velocity by a factor between 5 and 10. Bottom: To control for plate-to-plate variability, three colonies were grown per plate: a pure expansion of type i, a pure expansion of type j, and a mixed colony of strains i and j that was used to directly measure  $v_w^{ij}$ . We measured  $s_{ij}$  and  $v_w^{ij}$  per plate and found that the predicted  $v_w^{ij}$  overestimated the measured wall velocity by a factor between  $v_w^{ij}$  averaged over plates.

experimentally measured values, indicate that the geometrical equation (S2.1),  $v_w^{ij} = \sqrt{s_{ij} (2 + s_{ij})}$ , predicts much larger wall velocities than we actually measure. Controlling for plate-to-plate variability does not change this conclusion.

As mentioned above, Korolev et al. [1] found that geometric predictions overestimated the wall 46 velocity in yeast expansions for small lengths expanded. However, at large lengths, the wall 47 velocity approached its predicted value. A similar effect is likely occurring with our E. coli 48 strains, except that we do not find an approach to the predicted wall velocity value over the 49 length of our experiments; the wall velocity was *always* less than the prediction of equation 50 (S2.1). It is possible that unaccounted mechanical forces, such as surface or line tensions, damp 51 the ability of more fit strains to bulge outwards, preventing geometric arguments from applying. 52 Another possible explanation is that simple geometric arguments describing wall motion no longer 53 hold as a colony roughens. There is also the possibility of unexpected mutualistic or antagonistic 54 chemical secretions between strains. However, this explanation seems unlikely because our strains 55 were isogenic besides their inserted plasmids and the mutations in the black strain; mutualistic 56 interactions are not expected from the basal genotypes of our strains. Furthermore, the ratio of 57 the expansion velocities  $s_{ij}$  of the three colonies grown on the same plate matched the  $s_{ij}$  of 58 strains grown on independent plates for this batch. Order of magnitude estimates of diffusion 59 constants suggest that mutualistic or antagonistic secretions would have diffused over the entire 60 plate during the 8 days of an experiment and would have likely changed the relative fitnesses of 61 the expanding colonies. 62



Fig A. Expected average angular growth of sectors (blue) from equation (12) using strains' average relative expansion velocities vs. the actual average angular growth (black). The shaded areas are the standard error of the mean and the colored lines are individual traces of sectors' angular width. Equation (12), using the predicted wall velocity  $v_w^{ij}$  extracted from the ratio of the strain expansion velocities in eq. (S2.1), overestimated the average angular width at the largest  $\ln(R/R_0)$  by over 3 standard deviations.

In conclusion, for the *E. coli* strains and the growth conditions we used, it was not possible to predict the wall velocities from independently measured radial expansion velocities using the geometrical argument underlying eq. (S2.1). Understanding the origin of this discrepancy is an interesting avenue for future investigation. Since this work focuses on competition within colonies, we use directly measured wall velocities from both image analysis (see the Measuring  $v_w^{ij}$  section) and our two-point correlation function fitting technique (see Table 3) to predict our experiments' evolutionary dynamics.

## References

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