

APPERSON SAYS RACING IS NO LONGER NECESSITY

BELIEVES NUMBER OF CONTESTS FOR 1910 TOO GREAT.

INDUSTRY NOW ESTABLISHED

[By Edgar Apperson, Apperson.]

It is probable that since the Apperson brothers began the manufacture of automobiles in 1902, and since one of their cars competed in the first regularly organized race ever held in America, which took place in Chicago on Thanksgiving Day, 1905, and in view of the fact that our cars have been contestants in competitive events every year since 1905, I probably have had as many years of experience in the racing of cars as has any other person in America.

Automobile racing is not a game, as it is frequently termed, but is a serious business proposition involving on the part of the manufacturer or entrant the expenditure of large sums of money. If it is successfully conducted it requires a complete and expensive separate organization.

From a manufacturer's standpoint there are only two important reasons for the racing of automobiles. One is the possibility of trying out current or new models under abnormal speed and stress conditions and then improving the factory product as a result of a careful study of the lessons learned in racing, where all faults of design, workmanship and material are more than liable quickly to manifest themselves.

CARE SHOULD
IN PURCHASING

Mr. George A. Smith, a few years ago, said our car could go 100 miles, but there was nothing so remarkable about it. He will exercise only the right to buy a car, if he can get the information as to how far the car can go. The owner should give the customer information concerning the factory design and production. It is the manufacturer's business to see that all parts used in their cars are good and not worn out right away.

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Racing Has Improved Product.

This feature of the business has un-
doubtedly done much in the past to
improve the product of American manu-
facturers, but I believe the art has now
reached such a point of efficiency that
racing is no longer necessary or advan-
tageous for the accomplishment of a bet-
ter product, as it was until quite re-
cently.

The second important reason is the
large amount of publicity that could be
obtained by any make of car engaged in
racing. It is a kind of publicity that,
while expensive, could not be obtained by
purchase of space in advertising columns.
But conditions have changed. Formerly
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races held annually, and the publicity an
entrant in them received reached
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remembered by the reading and buying
public. Now there is a multiplicity of all
kinds of races and contests held in nearly
every state.

An entrant, at the usual and necessary
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publicity, but as soon as another race is
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mobile Association for sanctions during 1910
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I think the year 1910 will be the greatest year for automobile racing that the industry has ever seen, but I also think that as a business adjunct to the manufacturer 1910 will see the finish of automobile racing, and that it will, from a business standpoint, soon be a thing of the past. For the coming year it will be the Apperson policy to largely curtail its racing campaign, though an Apperson team will probably be entered in one or two of the most important contests.

KEEP TROPHY, SAYS BRISCOE

Auto Makers Oppose Return of the Glidden Prize to Donor.

Benjamin Briscoe, president of the Manufacturers' Contest Association and the