

WILL BLAZE PATHS TO SPEEDWAY MEET

Indianapolis Auto and Aero Club
Plans Sign Posts for All
Indiana Roads.

NEW ROAD MAP PROPOSED

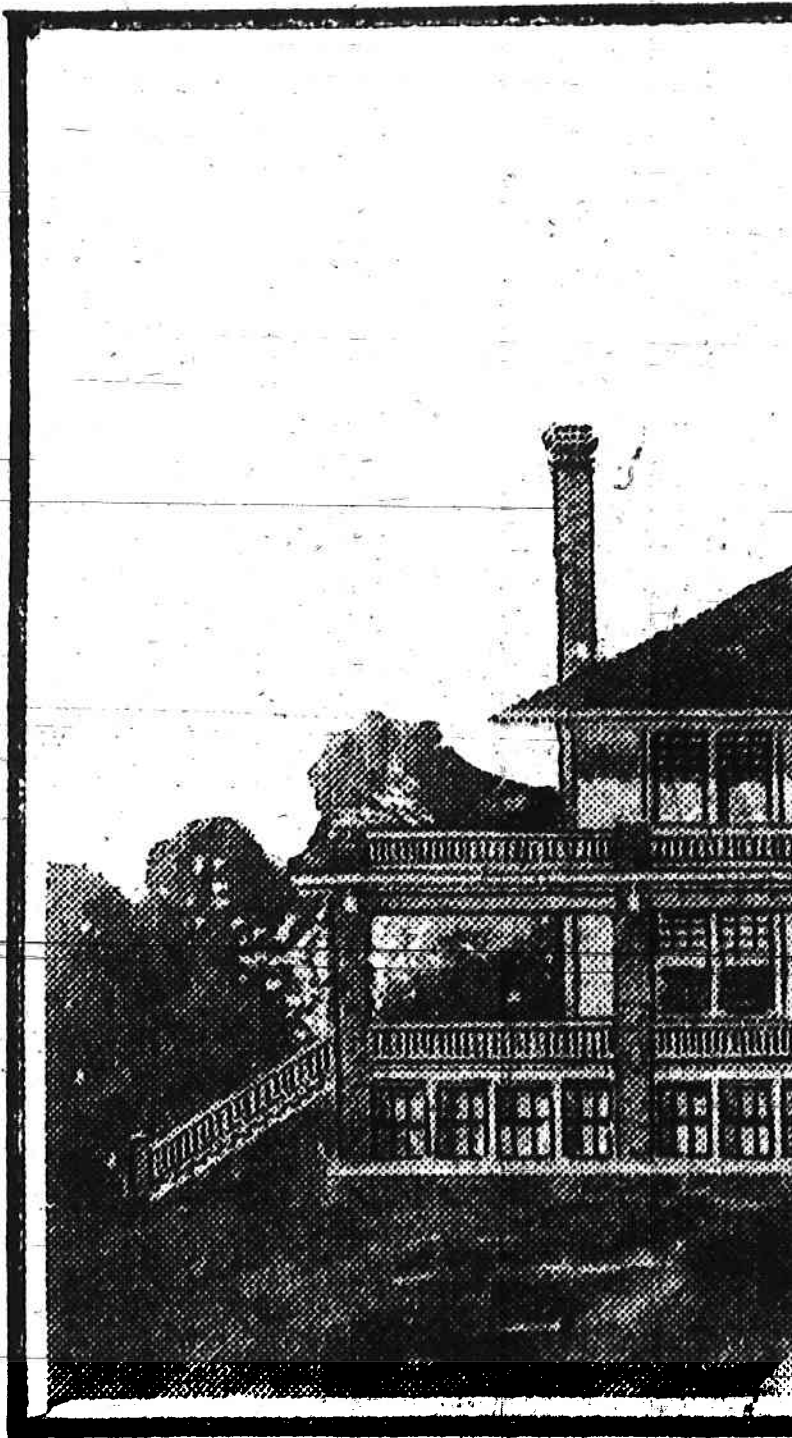
Advertising Matter Suggested for
Balloon Ballast to Be Dis-
tributed Over State.

Signs posts will point the way to Indianapolis along automobile routes from every city and town within a radius of 400 miles, and business men's cards and advertising matter will be thrown overboard from balloons sailing skyward from the Indianapolis Motor Speedway this summer if plans of the Indianapolis Auto and Aero Club are successful. The plans provide for sign posts between Indianapolis and Louisville, Cincinnati, Toledo, Columbus, Detroit, Chicago and other surrounding cities.

New road maps of the territory lying between those cities and Indianapolis will be made by those who are interested in the project and will be distributed to automobile enthusiasts who expect to come here this summer to attend the Speedway events. In addition to the maps will be the sign posts along the route, indicating the direction and the distance to Indianapolis and to the Speedway.

This work will be taken up by the club as soon as its promoters have accomplished the task of obtaining 1,000 members of the new organization. It is believed it will take the co-operation of a large membership to bring about these results.

Auto and Aero



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Believes Project Possible.

"There is every reason to believe we can accomplish this in time for the events to take place at the Speedway this summer," said a member of the club yesterday. "When we get the co-operation of the members of a large organization, seemingly impossible things can be accomplished."

The idea of having business men's cards used as ballast for the balloons will be submitted to the Indianapolis Trade Association as soon as the club's plans become more fully developed. Heretofore sand has been used as ballast and when the balloonists desired their craft to be lightened the sand was thrown out.

With ten or twelve balloons going up from the Speedway during the balloon meet here this summer the material that could be dropped from above, it is believed, would be a good advertising medium. This matter has not yet been taken up with the Trade Association and the officials of the Automobile Club have not received the opinion of the members of that organization on such an enterprise.

The club also will take up the question of obtaining Federal legislation in licensing automobiles. It is believed that automobilists passing through different states on long journeys would be saved considerable annoyance if they were not compelled to get a license from every state through which they travel.

Committee Meets Tuesday.

More definite plans for the membership campaign will be made next Tuesday night, when the committee in charge of that work and other officials of the club will meet in the offices of the Fisher Automobile Company. The work is to be systematically carried out and details are being perfected as fast as possible.

Prospectuses to the number of 10,000 have been printed and these will be sent along with membership applications to the various districts for distribution. Five hundred Indianapolis automobiles will bear large placards boosting the club scheme and large dials in each garage will tell the progress the club is making daily.

President Charles A. Bookwalter has returned from New York and started active work for the organization. He announces he will bend every effort to make it a success and will do all possible to personally bring additional members in. Mr. Bookwalter says he was surprised when he received the telegram announcing his election as president, but he is pleased to be thus honored.

From next Tuesday daily meetings will be held by the promoters in the rooms of the Flat Tire Club in the Denison Hotel. Reports will be made and discussion of the best means to obtain the members as quickly as possible will be carried on. The entire automobilist fraternity is enthused over the project

Manufacturer Shows How Cost of Contests Is Taxed Against Purchasers.

CARS MUST WORK AS UNIT

Expense Assures Machine Owner of Reliability of Automobile Proven by Experience.

By H. O. Smith.

President Premier Motor Manufacturing Company.

Contests present a very interesting and live subject for those who are connected with the manufacture or use of automobiles, and by others who are interested because of the fascination; interested because of what the contests tell, of what they prove; and often interested because they pay the bills. It is a startling fact to state to a customer in the purchase of any car that the selling price must necessarily include a certain amount of material, a certain amount of labor, and a certain amount of other items classed as expense because they do not represent either labor or material. But it is also true that every item of expense enters into the cost of the motor car upon which the selling price is based, as in any other product, and the purchaser pays the bill.

Yet it can not be said that this is an unjust charge and possibly the money spent in certain contests, tests, or proving out, may be the cheapest of all the items charged against the production of the machine. For example, if the expenditure of a small amount revealed unsatisfactory features, or proved what was the most satisfactory, the cost of finding this out might be the price of a good and satisfactory car as against an unsatisfactory or unreliable one.

Cars Must Work as Unit.

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AUTO INVADING CHINA.

Advises from China received by American automobile makers give encouraging re-

of Contests Is Taxed Against Purchasers.

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Cars Must Work as Unit.

As an illustration, in a product which is a combination of a number of chemicals, no one would consider presenting to the public an article which must be a harmonious combination to be successful without preliminary tests. Motor car contests correspond to these chemical tests and a motor car's parts must be

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