

# RACE CAR BUILDER EXPLAINS POLICY

**Declares Competition Must Be  
Created in Ranks of Every  
Maker's Teams.**

**COMPETE, THOUGH ALL SOLD**

**Local Manufacturer Says Con-  
tests Aid Owners of Machines  
Most of All.**

BY HOWARD MARMON.

The present great interest in automobile racing is such as to cause the manufacturer to figure seriously so that he may receive the best results from that method of advertising, which is so effective in addition to being so expensive. And it is to the manufacturer who has watched racing from a distance without entering contests who turns his mind to this method of advertising that I speak.

Too many factories decide to enter into racing in a small way, figuring on making a fair showing and when they fail consider that the racing game is a poor way to do their advertising. This in the first place is a mistake, as a small way is a poor way to enter into this sport. The manufacturer who hazards the reputation of his car on one driver and one racing car is taking a great risk. In the first place something may happen to the car that puts it out of the event, and thus his whole chances which are pinned up on one entry fail, and this may be repeated in several events so that he sees no consoling results of any kind. Then again his car, with its one selected driver, may be improperly handled, in which case the result will be the same.

The driver blames the car or ill luck and what does the factory learn? Another fault with one car and driver is that the driver is usually well satisfied with himself and the car also and makes no keen preparation. Take a team of three drivers and notice the difference.

**Numbers Add Interest.**

One driver tunes his car so that it travels a little faster than his team mates', both the other team mates then spend weary hours trying to coax from that invisible nowhere sufficient speed to

Officers of Indianapolis



FRANK MOORE.

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BY ONIE GOGIN.

Whoever annexed the name of "The Flat Tire Club" to that body of prosperous, jolly honk! honk! dealers overlooked a bet, as they are the last group of men in Indianapolis to be "flat."

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### Numbers Add Interest.

One driver tunes his car so that it travels a little faster than his team mates', both the other team mates then spend weary hours trying to coax from that invisible nowhere sufficient speed to overcome the rival on their own team, well realizing that the successful driver of the team becomes its star and this brings promotion and triumph.

Why, I have seen the drivers on our own team fight out a race among themselves as eagerly as among their other rivals. Each driver does special work to make his car faster and uses greater efforts to win than the individual driver competing alone for a factory and all this results to the benefit of the car as well as to the factory that employs them.

Again, drivers competing together for honors give more attention to their machines, they report more carefully the defects that may cause an accident that will bring victory to a rival on the same team and they become greater, more nervy and pluckier drivers.

It was said last year of one particular racing team that was well among the winners in most of the events that the drivers were more anxious to defeat their team mates than their rivals.

Before an important event they would be seen tuning and preparing with every possible energy. Their work on the course was done with skill to keep their rivals from learning what their cars would do, while each watched the other like a hawk. When the race was on the way they fought each other mile after mile and usually wore their rivals out, so that one or more of the team was almost always at the front.

It is this fighting spirit that wins automobile races, as well as ball games. No baseball team ever won a pennant that was not known as a team of scrappers.

And this same appellation applies to automobile racing. We pin our faith in the merits of our car and then get a team of good drivers to pilot them. This has been the basis on which we entered the racing game. We did not hire famous drivers. We hired good ones and they have since become famous by winning consistently.

The manufacturer who puts up a good article and works on this basis will not become discouraged with the racing game, but will be one of its upholders. Another good idea is to have a carefully selected team that will play this sport in a fair manner. This requires care in selecting the drivers and also in managing them.

I am a firm believer in racing, and our policy is to continue in the game for the present season. Our output is well sold; in fact, it is hard to make deliveries; but still our purchasers derive the benefit of our experience, as, when they buy one of our cars, they know that it has a reputation for running all the time.

### ITS QUANTITY.

Baltimore American.

"Do you think there is anything in this germ theory?"

"There're millions in it."

### BY ONIE GOOGIN.

Whoever annexed the name of "The Flat Tire Club" to that body of prosperous, jolly honk! honk! dealers overlooked a bet, as they are the last group of men in Indianapolis to be "flat."

Anyway, this organization is only the social side of the Indianapolis Automobile Trade Association. Meetings are held every day at noon—the luncheon brings out a big attendance—and afterward cigars and conversation are served miscellaneously in the club's private headquarters at the Denison.

Following I have jotted down a few mental thumb sketches of some of the live ones of the organization which I gleaned at the Chicago show recently. As I belong I have a license to talk:

Grandpa George Dickson of the National spent a few minutes visiting the Masonic Temple—the Lake—and a quarter at the Annex.

It's rumored that Ernie Moross and Howard Marmon spent most of their time buying overcoats; "that's all."

Some one asked the writer if Moskovic was a hair tonic or an Eskimo. "Oh, Mike!"

A Chicago paper mentioned John Hayden as a man of much influence in Indianapolis. That's right—he's got to be such to sell Maxwells.

Harry Hearsey—My! sounds like talking about Noah's ark.

C. L. Paine, the tall sycamore of the Buick forces, is a mighty good fellow. But even Pyro couldn't make him thaw out.

No, Lew Wajnwright didn't buy the Coliseum, he only bought a new hair restorer.

We don't believe Frank Moore had a chance to pull that book on anybody at the

## BEGINS WITH 50 CENTS

### J. M. STUDEBAKER MAKES GOOD

INDIANA AUTOMOBILE BUILDER RECALLS EARLY DAYS AND DECLARES MOTOR CAR HAS NOT HURT MEDIUM CARRIAGES.

John M. Studebaker of South Bend, who is at the head of a company that turned out last year 130,000 vehicles of various kinds, says that he had started out in life with a capital of 50 cents.

To look at Mr. Studebaker you would be apt to size him up as a farmer. He wears long gray whiskers and no mus-

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