

# RACES PLACE CARS BEFORE PUBLIC EYE

Track Events Educate Masses to  
See Features Not Noticed on  
Long Road Races.

## HIGH SPEED MINOR FACTOR

Endurance and Consistent Opera-  
tion Sought by Manufacturers  
Before Time Records.

Alfred Reeves, general manager of the Association of Licensed Automobile Manufacturers, was recently the guest of Howard Marmon at a dinner given at the University Club in honor of Ray Harroun, the famous driver of Marmon stock cars, who had just returned from Los Angeles, Cal.

In a general discussion of racing topics Mr. Reeves stated that only a few days before he had a talk on the same subject with a prominent manufacturer, who last year had maintained a racing team and which was successful to a marked degree. He said that, while this particular manufacturer would rest on the laurels won the last season and not indulge in racing this season, the results obtained were most valuable both in advertising and to the engineering department.

"He made the statement," said Mr. Reeves, "that it was a well-placed investment, one-third of which could be properly charged to the advertising account and two-thirds to the development and engineering account. This manufacturer managed his racing team with sys-

## Indiana Auto Maker Heads Big Company



J. D. MAXWELL.

form of test could possibly develop. This does not mean, necessarily, that this knowledge pertains to the development of weaknesses in the car's structure. Weaknesses, to be sure, are discovered which no other form of test would develop—but information is obtained on various points in the general peculiarities of a motor car which is of great benefit in helping to make the car better.

"Our company has also had much experience in Glidden tours and in many road reliability contests and is able, therefore, to judge from a practical standpoint of the merits and value of racing stock cars on track and road as

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He made the statement, said Mr. Reeves, that it was a well-placed investment, one-third of which could be properly charged to the advertising account and two-thirds to the development and engineering account. This manufacturer managed his racing team with system, making it a point to know the cost and to know the results. It is no reflection on the cars he makes that the major portion of the expense should be charged to experimental work, but rather a credit to the man and the car. He is striving to build a better car and he considers that the experience and knowledge gained from developments in racing his cars of greater value to him and to the public than the direct results from an advertising standpoint.

#### Racing Advertises Cars.

This view of the value of racing stock cars coincided with the views and experience of the officers and heads of departments of the Nordyke & Marmon Company, who were present at the dinner. H. H. Rice, who has to do with the advertising, was naturally inclined to agree that the portion chargeable to advertising, one-third, was just about right. In speaking of the experience of the local company in racing Mr. Rice is quoted as saying:

"Racing has put the Marmon car on the map. It is not altogether the winning of events, the remarkable speed shown and the world's records made that have attracted attention, but rather the consistent work of the car—its ability as demonstrated to win the long distance, hard grueling contests, one after another, in competition with Europe and America's best cars and to run these long races without stopping, without apparent mechanical distress and with wonderful freedom from tire troubles.

The results from an advertising standpoint are accordingly very satisfactory. The best dealers from every section having been attracted by the consistent performance of the cars and the public too, has been quick to recognize quality as evidenced by heavy demand the country over.

#### Races Aid in Mechanical

From a mechanical standpoint much has been learned. Knowledge of great value has been obtained, which is other

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Our company has also had much experience in Glidden tours and in many road reliability contests and is able, therefore, to judge from a practical standpoint of the merits and value of racing stock cars on track and road as against touring endurance contests. In the days gone by racing did not mean much to the public, but it did mean a great deal to the manufacturer, because in the effort to be supreme in racing rapid strides were made possible to all motor car manufacturers whether they did or did not build racing cars.

"Today racing means everything to the public because stock cars—the kind that are sold to the public—meet in competition for honors. The interest of the public is safeguarded by a national organization known as the contest board of the A. A. A., which has laid down rules and regulations that are rigidly enforced.

"Stock cars which compete in races undergo a careful inspection by duly accredited officials to make sure that they are truly stock cars. Ordinarily a speedy stock car used in races, however, would not be fit for ordinary use. It is loosely fitted, is noisily geared up and tuned up for speed.

#### Speed Minor Factor.

"The demonstration of high speed is not calculated to make the public believe that a car of the same model in daily use will attain the same speed, for such is not the case, i. e., without tuning it up the same as the racer. The faster a stock model can be made to run without in any way deviating from standard stock construction, i. e., in design, size of parts, in material and workmanship, and the farther it can be made to go at top speed, the better the showing of the qualities of the car which go toward making it durable.

"Proving the stability of a stock car in this way is proving the qualities one may rightfully expect in a car of the same make sold regularly to the public. The value of racing, when this is well understood, is apparent to all and as a result of racing stock cars the interest of the public is greater than ever in motor car speed contests.

"The new interest of the public in racing is directly responsible for the many expensive specially built speedways which are prepared and are being prepared in

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The Government's plan of high speed to be constructed to make the public believe that a car of this make should in fact be with all the other cars of the world. It is not the same as the other cars, without losing it up the same as the other cars. The faster a stock model can be made to run without in any way deviating from standard stock construction, i. e. in design, use of parts, in material and workmanship, and the farther it can be made to go at top speed, the better the showing of the qualities of the car which go toward making it durable.

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