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 Operation 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,

In a geenral 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

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 acand engineering account. This manufac-

most valuable both in advertising and to

Indiana Auto Maker Heads Big Company



form of test could possibly develop. This does not mean, necessarily, that 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 ex-

perience 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

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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 expartence of the officers and heads of departments of the Nord, ke & 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, trac just about right is appearant of the enjoyment of the book company is racing Me Rice is quoted as that I find Radome has built the May make year och property with rectornal a base of it was not and everyoning. The everyoning binable expensed between on tilling and the east for desire begins

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"Today racing means everything to the public because stock cars—the kind that are sold to the public-meet in competi-tion 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 ears which compete in races undergo a careful inspection by duly accredited officials to make sure that they stock Ordinarily cars. truly 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 Miner Factor. "The demonstration of high speed is not calculated to make the public believe that a ray of the same model in daily and will attain the same breed, for such it and the world's from the rather that here, one the case I a. we here! Inches It we according to the case of the rather. The factor is entropy respected rates for residence to rule (a 148 pm) formation of he will the limb of the limbers of the control of the formation of the second of the se The property of the state of th to the color of the second of the color of t The second of the two two to the plant of their a Princeson Brieffelling. C. Christi, and Control and Control ing it dereally the elabelity of a growth car to cities were in governing that quantities man much supportation became the at one of this amore made will regularly to the guildic this common to the character over the markly does I continue of conclusion, witness \$3500, by which markley tion dealer stately. As the organism structure were proposed, the authorized the ALL strat and is removed to relatively to trace the designation of the author to greater than sever in mother can STREET, STREET, entack: Suge to alternative enterpresentation of the probability deposits of the country of the

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"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 not the case, i. e., without tuning it up attracted attention, but rather the con- the same as the racer. The faster a sistent work of the car-its ability as demonstrated to win the long distance, in any way deviating from standard stock hard grueling contests, one after another, without stopping, without apparent mechanical distress and freedom from tire troubles. and !

The results from an advertising stand. of the best dealers from every section has

RACES AND SE MARKETA

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form of that could possibly detelop. Tills. illir does not mean necessarily 1 1 1 1 1 ancw.edge pertains to the occappment of puter weaknesses in the car's structure Wenk. nesses, to be sure, are discovered which no other form of test would advelop but information is obtained on various points | mum in the general peculiarities of a moths, amountary which is of great benefit in helping, of we to make the car better

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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 stock model can be made to run without in competition with Europe and America's in material and workmanship, and the best cars and to run these long races farther it can be made to go at top with wonderful qualities of the car which so the ing 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 ing been attracted by the appealed the make sold regularly to the public. The formance of the care and the patter too subject racing, when this is well under , has been quick to recognite quality as stood, is apparent to all and an a result subtempt by heavy demand the country of raving stock cars the interest of the public to erester than ever in motor car 17000 0000

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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.

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ing 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. Thu 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.

"This new interest of the public in rac-"From a mechanical standpoint much ing is directly responsible for the many has been learned. Knowledge of great expensive specially built speedways which value has been obtained, which no other are prepared and are being prepared in

Indiana Auto Maker Heads Big Company



J. D. MAXWELL.

form of test could possibly develop. This does not mean, necessarily, that 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 num, and, consequently, diminishes the "Yis in the general peculiarities of a motor amount of heat generated and the amount wife car which is of great benefit in helping of wear experienced, second to make the car better.

company has also had much experience in Glidden tours and in many road reliability contests and S therefore, to judge from a practical standpoint of the merits and value of racfing stock cars on track and road as against touring endurance contests.

all parts of this country. If it were not for stock car racing the sport would have died a natural death, as the people had practically lost interest in contests between specially built speed cars.

BUICK PLANT BOOSTS CENSUS.

Factory Gives Michigan Town Auto Better Snowing.

Municipal growth almost without precedent in the history of American cities is shown in the preliminary report of the Flint (Mich.) finance committee of the Council, and credit for this wonderful expansion is given to the automobile, as rep-

resented by the great Buick plant at Flint. The report shows that the increase in asvaluation over last year will \$6,000,000, and that this plunges Flint into the ranks of cities with total assessed valuations of \$20,000,000.

The city has added seven square miles of territory, an immense amount of building activity has marked the last year both of

which results are traced directly to the ac-

tivity of the Buick plant and the thousands of workmen who have taken their families If the \$20,000,000 mark is reached in the total assessed valuation, as the Council predicts, the city will have doubled its assessed valuation in five years.

SECRETARY ELLIOTT LEAVES A.A.A.

An announcement in automobile circles is the election of Frederick H. Elliott as secretary of the Touring Club of America. In accepting this office Mr. Elliott has tendered his resignation as secretary of the Automobile Association, he has held for three and one-half years. Coincident with this change comes the an-nouncement that the Touring Club of America has removed from its old quarters West Fifty-fourth street to Broadway and Seventy-sixth street.

TUBES CHALKED SAVE WEAR.

Although in a long run the tires become considerably heated, the cause for this is not well known. The heating is the direct result of the frictional action, between the outer shoe and the inner tube. It can be in a large degree avoided by rubbing French chalk over the inner tube before it is in-serted in the shoe. This reduces the friction between the shoe and the tube to a mini-

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