

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.

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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.

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 testing it on the course as the racer. The factor of a cheap model car to make it run without in any way deviating from standard time is considered, I e., to develop one of parts, to standard and workmanship, and the factor is not to make it go at the speed the owner the character of the handling of the car which is the real test to a driver.

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This view of the value of racing stock cars coincided with the views and experience of the officers and heads of departments of the Nördyke & 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

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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.

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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 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 Add to Mechanical

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

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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 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

Racing and the Automobile

The automobile has become a part of the life of the people. It is no longer a luxury, but a necessity. The automobile has become a part of the life of the people. It is no longer a luxury, but a necessity. The automobile has become a part of the life of the people. It is no longer a luxury, but a necessity.

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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.

Auto Factory Gives Michigan Town Better Showing.

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

The report shows that the increase in assessed valuation over last year will be \$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 activity of the Buick plant and the thousands of workmen who have taken their families to Flint.

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 American Automobile Association, a post he has held for three and one-half years. Coincident with this change comes the announcement that the Touring Club of America has removed from its old quarters in 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 inserted in the shoe. This reduces the friction between the shoe and the tube to a minimum, and, consequently, diminishes the amount of heat generated and the amount of wear experienced.

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