

WHY WORLD KNOWS ABOUT LONG GRIND

Publicity Manager of Speedway
Says Newspapers Foresaw
Magnitude of Race.

WRITERS GATHER BY SCORES

Story of 500-Mile Contest to
Be Flashed Over the
Entire Globe.

BY C. E. SHUART.

Publicity Manager Motor Speedway.
Trying to tell the public about the 500-Mile International Sweepstakes Race, which will be run over the two-and-one-half-mile brick course four miles northwest of the city next Tuesday, has taken six long months of continuous effort, yet more than half of the story of what the great classic will be is untold. To fore-

that next Tuesday will witness the assembling of a crowd larger than ever has been gathered in an inclosure before to witness a contest of men and metal.

How did the thousands find out about the race? What methods were employed to send the news broadcast so that every state in the Union responded to the call of the racing motor and will be represented in the stands the day of the race? Why is it that every hamlet with three-score inhabitants knows of this event?

These questions have been asked many times, and the answers all center in one word—"publicity." Instantly associated with the word comes the thought "news-papers," and the deduction is quite right. While all publicity is not gained through the columns of the thousands of papers printed in this country, the bulk of it has appeared in printers' ink upon the long sheets that reel through the presses of the news plants. That the American public is a newspaper-reading nation is the rest of the answer.

EDITORS VALUE STORIES.

In a network from which no town or city has escaped entirely, the mouth-pieces of the country have told the stories of the development of the 500-mile race, from the earliest announcement of the Speedway management to the recital of the final details. Consistently they have followed its progress until finally they heralded the greatest race ever known in history. The magnitude of the contest was seen by the newspaper men and their keen insight into human nature told them that the public would be interested in the news of the contest.

"News value" is the term they use generally when they measure the worth of a story for publication. Then the news value guides them in the amount of space they devote to the article and the prominence with which they display it. The only other consideration which they give is based upon "human interest" and "feature." Then to reach the public

world-wide importance. Each new spark of interest created was turned into flame and cast other sparks about it, and again the endless chain action was started. Disbative at first, in a single preliminary announcement the story grew to such proportions that it never could be completely told until the great race was run. Then the story changes from the future to the past. It gradually will dwindle away to the dimmity, but not for years, for hundreds of thousands will tell the story hundreds of times after the long classic has been finished and a victor announced.

RIVALS EVEN RENO FIGHT.

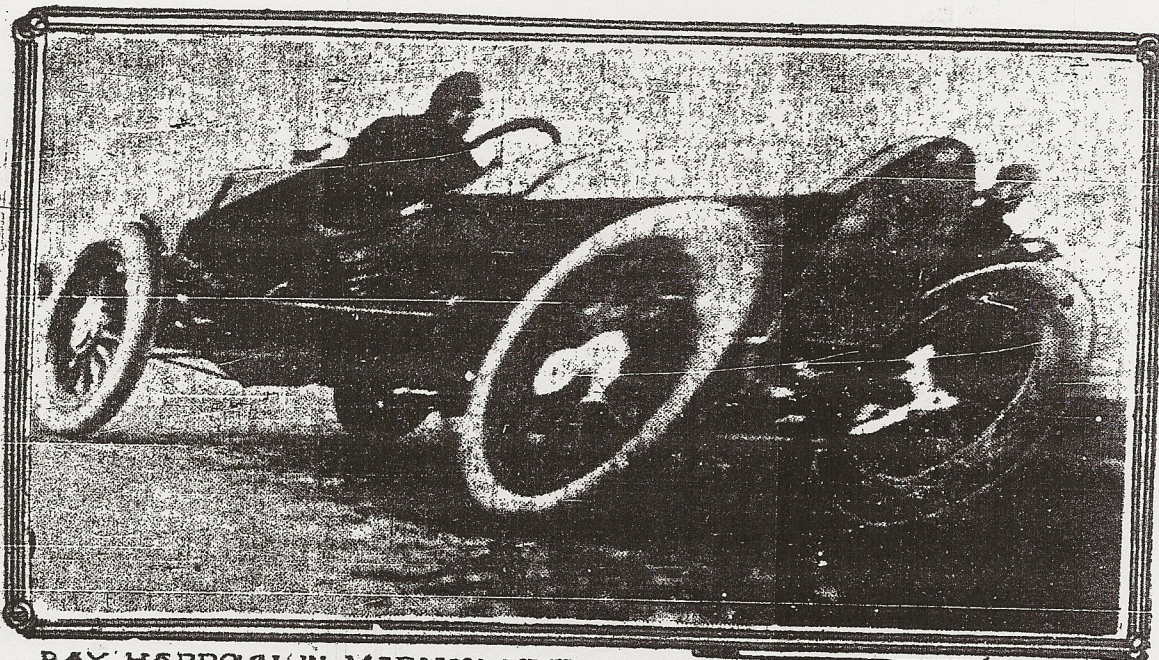
The magnitude of the event from the standpoint of sport may be seen in the report of the press clipping bureau over the country that the Jeffries-Johnson fight record has been surpassed, and more has been told about the 500-mile race than any other one-day sport event in the history of the United States.

Hundreds of different factors have been working to bring about that end. Drivers of world-wide prominence have been entered for months, the fastest cars have been named for the fray and the combination of such features can not fail to interest some one in almost every part of the world.

When the final announcement of the race was made and the story told of who would be in the supreme test the newspaper men in all parts of the country had been vindicated. Their foresight had been proved and what they had seen coming for months became a reality.

There never has been the opportunity to tell a story like that which will be enacted at the Speedway next Tuesday since the days when motor racing was inaugurated back in 1895. The news writers have appreciated this fact, and more than 100 men, experts from all parts of the country, will occupy the press stand, while thirty telegraph operators will flash the

Ray Harroun Drives Famous Marmon Wasp in Race.



RAY HARROUN IN MARMON WASP

cast the story of the long race would be impossible to describe its spectacular and thrilling features beyond the capabilities of human mind, until the eye has imprinted the picture of twoscore of the fastest speed creations ever made in action upon the mental film of each brain.

Starting at the time when the entries could be counted upon the fingers of one hand, until now, when there are more cars ready to start than ever before in the history of motor car racing, there have been hundreds of opportunities to tell stories about the great contest which would interest the nation. Some of these stories have been told as best we could tell them. They have been productive of results, and today there is a prospect

through the channels of the newspapers the publicity man must tell stories which have news value, feature value or human interest foundation.

It has not been hard to find stories which meet all three of these requirements in the 500-mile race. Any day there were a half dozen ready for the telling. Stories grew in interest as the importance of the race became greater. Then interest greatly increased, boosted news value until through the endless chain thus created the Speedway next Tuesday will command the attention of more persons in this country than any other one spot.

Along with the newspapers word of mouth aided in making the race one of

stories they write over the land and even across the seas.

The magnitude of the event will not dawn upon some until after it is over and it is too late to have something more than a word picture of its thrilling progress.

The greatest story is yet to tell—the race itself. It will be retold many times, but never like the forty flying speed creations will tell it in their dash over the vitrified course.

Publicity will not make this race half so much as the race will make publicity, for the best writers in the country are in Indianapolis from many cities now ready to flash broadcast what they have forecasted for months—the greatest speed contest in the history of the world.

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