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# TRIPLE "J" RACING

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Dear Sirs,

Our name is **Triple "J" Racing** and we are the Ontario Region Formula C champions for 1971.

**Triple "J" Racing** is made up of John Scratch, driver, John Luttenberger, mechanic and Jim Johnstone, team manager.

John Scratch, a school teacher from Goderich, started racing about four years ago in an MGA before switching to the faster formula C cars in 1969.

John Luttenberger is a mechanic in one of the larger car dealerships in Kitchener, and has gained quite a reputation in Ontario for building fast racing cars in his first season as a formula car builder. John will also be joining Scratch on the circuit in the number two team car in 1972.

Jim Johnstone had just graduated from College when **Triple "J" Racing** formed and had been managing rock and roll bands while in school. He is now working in his family's furniture business in Kitchener.

**Triple "J" Racing** was formed almost by accident in the spring of 1971.

John Scratch found himself without a pit crew for the racing season at the same time that Luttenberger and Johnstone found themselves with an avid interest in motor racing and without a racing car.

This year was our first season as a team and we feel we have accomplished quite a bit in one season of racing.

In 1972 we want to progress to a faster, more exciting class of racing, namely the Formula Ford series in Ontario and Quebec, and, if possible, many other Formula Ford races in other areas.

In order to continue our racing efforts we are looking for support in any way, shape or form that you could offer, whether it be financial or products support.

In return, we feel we are offering an excellent medium for advertising your products.

We feel it is fair to estimate that in one racing season 160,000 people will see our racing cars on the track and other thousands of people will see our transporter and racing cars going to and from the races.

I myself have yet to see a racing car (especially a racing car that races at famous Grand Prix circuits like Mosport and St. Jovite) fail to draw attention anywhere it goes or happens to stop.

I would also like to point out that out of nine races we won seven, came in second on one occasion and were non-finishers in only one race.

In 1972, as in 1971, Formula Ford racing promises to offer spectacular racing of the calibre that crowds flock to see. In addition,

Formula Fords will be seen in action at the Canadian and Grand Prix races in Canada and at these races alone over 100,000 people can be expected to view your advertising.

Using racing cars for advertising is an exciting media that has caught the attention of many progressive and competitive companies. It is paying dividends for these companies because the inherent nature of racing breeds an inventive and excited audience.

Because of this, your advertising remains firmly etched in the minds of the audience as they tend to remember the cars by their sponsor's name, rather than by the car's number.

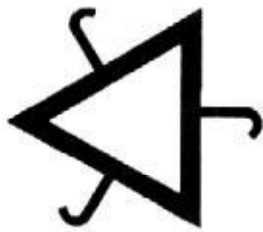
To quote an example, the current Indianapolis winner is remembered as the Johnny Lightning Special, rather than as car number one.

It is the same at the Grand Prix circuit at Mosport, where **Triple "J" Racing** will do most of their racing, as at Indianapolis.

Thus, gentlemen, we are certain that you will see the lucrative advertising value that can be obtained by supporting our team in 1972.

Yours Respectfully,

  
James R. Johnstone



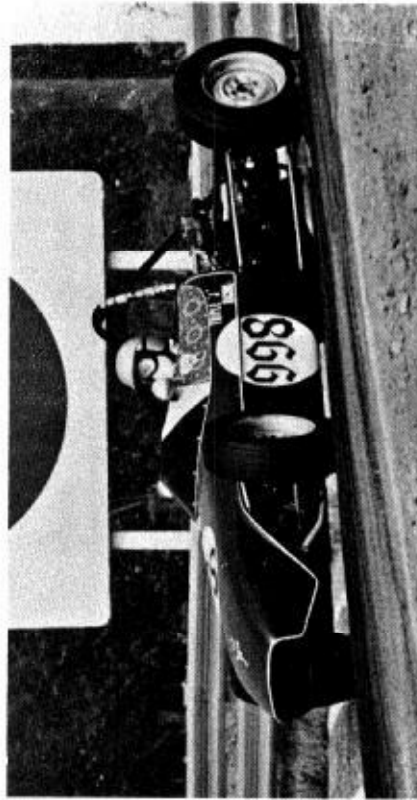
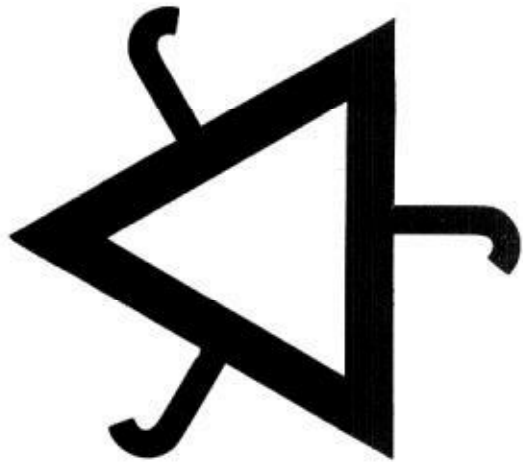
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