

BUTLER BOOSTS GLIDDEN

SAYS IT HELPS EVERYBODY

**CHAIRMAN OF A. A. A. CONTEST BOARD
EXPRESSES BELIEF THAT THIS
YEAR'S TOUR WILL SURPASS
FORMER EVENTS.**

"Shortly after my election as chairman of the contest board, I was asked if the American Association would ever hold another reliability run, or, as it is more generally known, Glidden tour," writes S. M. Butler of the A. A. A. "I replied that the annual reliability run of the A. A. A. has become an institution of motoring, a contest of such importance that the manufacturers will not even consider its abolition."

"The Glidden tour, more than any other endurance contest held in the United States, brings the principal makes of automobiles before the owners and prospective owners of the country in direct review. It places the standard makes of cars in a competition of reliability which shows the whole country just what those cars are capable of doing. The tour has always been one of national scope, as far as the entries are concerned, as its magnitude had made the findings of the committee in charge of very appreciable value to the motor buying public."

Manufacturers Support It

The manufacturers of the country can do very much for themselves by supporting the Glidden tour. It is proved by the support which they give the contest. They realize that the tour is a highly publicized advertisement for reliability which could be equalled by no other way. The Glidden tour is a national event and the manufacturers who support it are doing a great deal for their own interests. The Glidden tour is a national event and the manufacturers who support it are doing a great deal for their own interests. The Glidden tour is a national event and the manufacturers who support it are doing a great deal for their own interests.

scores. Could anything do more to prove the stamina of those cars?

"Automobile manufacturers realize these advantages; hence they give the Glidden tour their unqualified support. A contest like the Glidden tour means more to the public than any other sort of automobile contest because it comes nearer than any other to the conditions under which the average owner uses his car day after day. The buyer wants to be sure of reliability above everything else."

Other Great Advantages.

"But there is one other great advantage from the entrants' point of view. The Glidden tour is each year so mapped as to carry the contesting cars into a new market, relatively speaking. Last year, the Glidden tour opened up a vast new territory to the industry; this year the route will be laid out with the same end in view."

"I really believe that the South and the Southwest hold vast possibilities for the automobile industry. This territory has, as yet, been very little developed. The country through which the 1910 tour will pass is rich and is ready for the automobile."

"I am convinced from the early interest which has been shown in the tour, that the Southern states through which the tour will pass realize the importance of an enterprise or contest of this scope. Reports from the cities along the tentative route indicate that the contesting cars will be given a royal welcome at every control."

To Be Best Tour.

Because the manufacturers realize these things I firmly believe that this year's Glidden will be the largest in the history of the event. Entries have already been received from the Chalmers, Premier and Marine Companies. When our preliminary committee as these give the Glidden tour their support there can be no doubt fully proved that the event will be an unqualified success."

CONFIDENTIAL

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