

# APPERSON SAYS RACING IS NO LONGER NECESSITY

BELIEVES NUMBER OF CONTESTS  
FOR 1910 TOO GREAT.

## INDUSTRY NOW ESTABLISHED

[By Edgar Apperson, Apperson.]

It is probable that since the Apperson brothers began the manufacture of automobiles in 1892, and since one of their cars competed in the first regularly organized race ever held in America, which took place in Chicago on Thanksgiving day, 1895, and in view of the fact that our cars have been contestants in competitive events every year since 1895, I probably have had as many years of experience in the racing of cars as has any other person in America.

Automobile racing is not a game, as it is frequently termed, but is a serious business proposition involving on the part of the manufacturer or entrant the expenditure of large sums of money. If it is successfully conducted it requires a complete and expensive separate organization.

From a manufacturer's standpoint there are only two important reasons for the racing of automobiles. One is the possibility of trying out current or new models under abnormal speed and stress conditions and then improving the factory product as a result of a careful study of the lessons learned in racing, where all faults of design, workmanship and material are more than liable quickly to manifest themselves.

# CARE SHOULD BE TAKEN IN PURCHASING

BUYERS WOULD  
DO WELL TO

## MERIT SHOW

[By George A.]

A few years ago  
for car might pro-  
ble, but there is  
taking on, however  
will exercise on,  
would be taken  
of the amount  
is essential to get  
cars, if the buyer  
the information  
examine as can be  
that every auto-  
the construction  
factory does not  
problem. It is to  
make mistakes  
that all have seen  
in their case will  
not prove out right

In constructing  
of decreasing price  
elimination. It is  
ticipating what are  
differences between  
cars and others  
going to do this by  
eliminating of wa-  
of the price  
feature and



