

YEAR 1910 BRINGS MANY NEW MODELS

Manufacture of Automobiles
Steadily Being Improved as
Public Demand Grows.

EVERY PLANT IS RUSHED

Wheel Base Lengthened, Motors
Lightened and Springs of
Cars Strengthened.

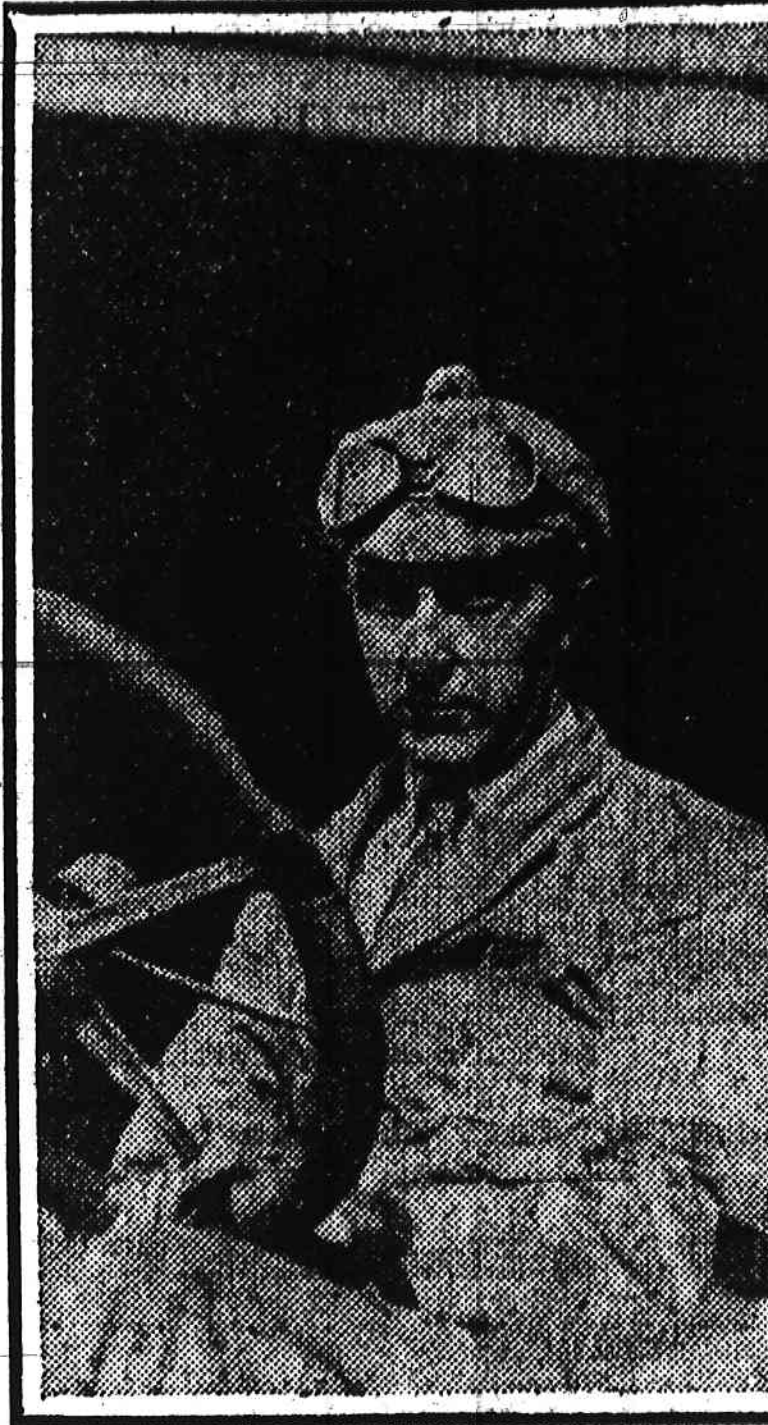
By Charles E. Duryea.

Mechanical Expert, American Motor Car
Manufacturers' Association.

Motorists always wait with impatience the opening of automobile shows. Several things have conspired to force the season of 1910 to the front and permit at this date a better view of the coming year than is usual at this period of the year. The shortage of goods during the last summer cleared the factories and permitted the new product to come out sooner. The absence of vehicles on the sales floors of agents caused them to ask for the new product instead of asking that it be held back till the old ones were sold. Several interesting and pleasant things are to be seen in this early view of the industry.

The gloom that fell in the middle of a national show two years ago, and for which the show itself received an unmerited condemnation, but for which the panic was to blame, and which would have been the same had the show been held last year, has gradually risen till

Pilot Who Will Drive



RAY HARROUN.

The Mora cars now have 34-inch wheels, where last year they had 22, and in one model have increased from 32 to 36 inches; the Speedwell now uses 36, where last year they used 34; the Reo has 34 instead of 32 as was their custom last year, and the Jackson has gone from 34 to 36.

Tires Are Now Larger

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The gloom that fell in the middle of a national show two years ago, and for which the show itself received an unmerited condemnation, but for which the panic was to blame, and which would have been the same had the show been held in midwinter, has gradually risen till during the past season it gave way to buoyancy of the highest degree. The old demand for highest grade and most luxurious automobiles was again felt by the trade. The designer was again free to do his best rather than to trim the vehicles to the most economic production point, even at the sacrifice of features that were of pronounced value and likely to be desired by the public.

Optimistic Feeling Rises.

But this change, although felt last summer, could not be taken advantage of at once. The new design had to be waited for. The 1910 market was the first that could be utilized. A busy people and rising prices in many lines permitted rising prices, better quality and larger numbers in the automobile line. This optimistic feeling has been expressed in several ways, but the increased quality of the goods, the increased quantity of the equipment, the increased number of makers and the large number of low-priced cars are some of the most plain expressions.

A reversal of policy shows plainly in many cases. Instead of striving to get the product down to the market, as seemed to be necessary a year ago, the market now looks so different that the product is being pushed upward both in quality and price. Even many of the makers who were building or looking with covetous eyes on the motor buggy as a product for the lowered market have now abandoned it and are marketing the conventional automobile. The country buyer who feared to buy or had not the money to buy the pneumatic-tired touring car a year ago was then looking for some cheaper substitute. With the return of prosperity high-priced wheat, corn, cotton and beef the buyer is looking for service, style and luxury and everything that is best in motor car construction.

Still another element enters. The foreign market has been undergoing more or less of a revolution, and France, once the center of things automobile, has given way to England, and turned her attention to aeronautics or other sports. England in turn has set a new pace by introducing a number of novelties not likely to cheapen the product, but rather to add to the cost and luxuriousness.

Pendulum Swings Upward.

So on every hand the upwardly swinging pendulum is to be seen. The buyer who expects to purchase this coming year will do well to get his order in early, lest he

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Not only in wheel sizes but in tires do we find an increase. Quite a number have increased the tire section in spite of the rising price of rubber. The Premier now use 36 by 6, whereas last year the largest used on Premiers was 34 by 4½. The Pullman cars no longer use 3½, but employ 4-inch on all models. The Cartercar is now equipped with 3-inch in place of 2½, and 4-inch instead of 3-inch. The Mora has increased the section of the tires of one model from 8-inch to 4-inch and has kept the tire sections the same on others while raising the wheel sizes. The Glide now uses 4½, where last year 4-inch tires were thought sufficient. The Speedwell now uses 5-inch instead of 4½ and 4½ instead of 4.

These are but a few of the visible changes for the coming year which indicate the trend. Among the more mechanical details are to be found like improvements. The industry is moving forward, and many of these changes are due to the experiences found in the great tours held in the West and South. Makers got a chance to see what buyers of their goods were up against in those less developed sections, where more than a century of occupation had not been enjoyed, with the resultant improvement in the roads that did inevitably creep into the East.

The gospel of large wheels, light weight and large tires finds ready acceptance where the roads are bad. It can not be argued that the roads should be improved. The automobile must take the roads as they are and let the road improvement follow, and big strides have been made in this also. In general the improvements to be seen are more practical than many seen in former years and indicate a better understanding of the roads and buyers than in the past.

MACMANUS-KELLY FIRM IN RECORD PUBLICITY DEAL

As Agent for General Motors Company
Gets Biggest Advertising Con-
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So on every hand the upwardly swinging pendulum is to be seen. The buyer who expects to purchase this coming year will do well to get his order in early, lest he be unable to get his purchase through sheer inability of the makers and material supply houses to supply the amounts called for. It takes months for material to pass through the factories and come out a finished product and a little delay here and another there soon throws the delivery far behind expectations.

In early spring a rush began that simply snowed under the best equipped makers and left many a buyer to take something he did not want rather than go without. The wise buyer for 1910 will do well to heed this experience and avoid its repetition.

The economizing period through which the industry has just passed taught the value of light weight. The reduced tire and maintenance expenses of the lighter cars has been very marked and has done much to widen the range of buyers. And it is a well-known fact that once a man enters the ranks of the automobile users, he is not happy until he has crept to the top and driven the most elaborate productions he can find.

This simple fact alone does much to stimulate designers to produce for next year better creations than they had last year. The buyer who was pleased by the makers' ideas last year will likely be again susceptible, and, having prospered in the meantime, will buy their more luxurious structure.

Because of these things we find the wheel bases again moving forward. It seemed as though these had reached the extreme and would follow a downward course, but aside from the short-coupled town cars this seems not to be the case.

Wheel Base Longer.

Thus the Moline touring car and baby tonneau now uses a wheel base of 110 inches instead of 107; the forty-five-horse power Moon is now 120, but was heretofore 112; the Pullman is now 113 inches, whereas it was but 107; the Mitchell is now 115 in the five-passenger touring car instead of 106; the National has been raised to 125 inches from 115; the Overland base has been lengthened from 108 to 112 inches; the Cartercar has raised both models from ninety-four to 103 and from 103 to 110 inches; the Mora base has been extended two inches, being now 112; the Glde has jumped from 106 to 120, while the Speedwell has only raised from 120 to 121½; the Austin has raised from 130 to 134, while the Reo has also raised to 108 from something like 100 last year.

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As the result of the deal the Toledo concern will move its main offices to Detroit, with branch offices in New York and Chicago. It will place all the advertising of the great company, which is by far the biggest automobile concern in the world. The initial appropriation which the company has set aside for advertising purposes is the largest one ever made by a single industry in this country. It will approximate \$1,000,000.

In the consummation of this deal the MacManus-Kelly Company at one bound leaps into the very front rank of the advertising concerns of the United States. It is needless to say that the company encountered the strongest possible competition when it went after the account, and it is a source of great satisfaction to the friends of Theodore F. MacManus and Martin V. Kelly that W. C. Durant, the moving spirit in General Motors and one of the greatest of industrial generals of the age, should have seen fit to go to Toledo for its advertising.

Theodore MacManus, to whose energy the advertising company owes most of its great success, is an old newspaper man. After a varied experience in journalism he left newspaper work for the advertising business and was the first man in Toledo to be regularly employed as advertising manager.

Within the last year or two Mr. MacManus has secured a national reputation as a writer of advertising and a deviser of selling plans, and is now generally looked upon as one of the three foremost authorities in that line in the United States.

His versatility has been a source of wonder to his friends. He has been eminently successful in everything he has undertaken. As a newspaper man he showed brilliancy and gave unusual promise in the field of literature, for he is a poet and an essayist of ability. This combination of poetic genius and hard-headed business sense is seldom found in one individual.

EXPECTED TO DEFEND CUP.

Harry Grant Slated to Again Drive in Vanderbilt Race.

The Motor Contest Association has added to its membership list the name of the American Locomotive Company. This is considered interesting and significant at this time, because of the changes in the racing rules having just been made public.

As the present holder of the Vanderbilt Cup, which was won by an Alco, with Harry Grant driving, the plans of the Locomotive Company concerning racing in 1910 have been of particular interest. The American Locomotive Company was one of the few important manufacturers who were not members of the Manufacturers' Contest As-

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This lengthening of base has gone forward with a shortening of motors in many cases. The tendency seems to be toward lighter motors, and with all the cylinders cast en bloc instead of, as in most cases, separately. This makes the motors shorter and does not require so much room in the bonnets. This leaves more room for passengers, and the length of base has been used to the passengers' benefit in several ways.

In some cases the bodies have been lengthened and more leg room provided. In others the seats for the rear passengers have been brought forward and gotten in front of the rear axle, where the riding is easier. This also makes room for wider doors and more easy entry to the tonneau. In other cases the extra room has been given to hooded dashes which by extending backward over the driver's feet and legs protect him from the weather and wind and add comfort as well as the sporty look so much affected by some users.

Springs Soften Vibration.

In many cases the added length has been utilized to introduce longer springs, which have in turn softened the vibration and very much helped out the riding qualities of the respective cars. The lighter weight of the last two years has done much to better the spring action and there is much evidence that by longer springs rather than more speed will

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"The fact that we joined the Motor Contest Association immediately after the announcement of the rules was merely a coincidence," he says. "It does not signify positively that we either will or will not compete in the Vanderbilt Cup race or any other. In fact, our plans are not as yet fully determined."

"CARDAN SHAFT" EXPLAINED.

Derived From Name of Italian Engineer Who Devised Joint.

Although the phrase "cardan shaft" has become quite a familiar one in motoring circles since the five axle form of motor car surpassed the earlier type of chain-driven vehicle, there are, I imagine, few motorists who would be able to give either the meaning or origin of the word "cardan," says a contributor to the Motor Car Journal. As a matter of fact it is the French equivalent of "Cardano," the name of an Italian astronomer who early in the sixteenth century discovered a shaft with universal joints. Such shafts bearing universal joints are known as cardan shafts. The word "cardan" is derived from the name of the Italian astronomer who discovered the universal joint. The word "cardan" is derived from the name of the Italian astronomer who discovered the universal joint.