

7 the New York auto-
e held early in the fall, and
ook at the time was most
ne panic of that year came
first week of the shows.
decided setback in calcula-
pite of the strenuous times
ed the motor car business
nd expectations and be-
s of business.

ne manufacture and sale of
ased amazingly, and while
909 was by far the greatest
of the industry, the season
ir to exceed it in the de-
by a wide margin. The at-
he New York shows this
ch greater than ever be-
s made up of a greater per-
ividuals actually interested
the latest models.

show is another example,
rowth of this show reflects
torism throughout the en-

h Takes Interest.

in the South has awakened
ere a greatly increased de-
ly come from that quarter.
have farmers the country
icularly in the West, en-
eat and continued prosper-
t of which they are buying

buying motor cars so ex-
that it is estimated they
rly 50 per cent of the total
ey are buying better cars
. Nothing seems too good
a large demand will be had
arter this season. Certain
notably of the high-wheel
do not appeal to farmers—
f this being the recent fail-
the oldest and largest man-
his type of vehicle.

d around the cities of the
central states is increasing
the cars are now nearer
and general perfection.
ion the demand is growing
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reputable makers.

moderate size and capacity,
er and weight, is rapidly
e larger, heavier cars which
a year or two ago. The ex-
s and general upkeep is
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"Moderate" Man.

cars are now being produced
thus giving the owner of
as an opportunity to possess

REVIVES "SANDY" RACE

FLORIDA MOTOR CLUB BUSY

PLANS TO AGAIN HOLD AUTO SPEED CONTESTS ON DAYTONA BEACH DURING LATTER PART OF MARCH.

JACKSONVILLE, Fla., Feb. 12.—That the long sandy waste at Daytona Beach will be discolored again this year with the gasoline trail of racing automobiles was made evident the other night. According to announcement made by the Florida East Coast Automobile Association, a big motor speed carnival will be staged on the famous beach raceway. The date set was the last week in March.

The news came as a big surprise to motorists all over the country. The regular winter meet of the club was called off this year, and it was supposed that the beach racing events for 1910 had been abandoned altogether. However, the races the latter part of next month will take the place of the club's winter meet. The promoter who arranged the carnival last year declared some time ago that he would not be connected with a 1910 revival, declaring the proposition to be a financial loss. It is reported, however, that better monetary arrangements are assured this year and that the races will be a big success.

Would Fit in Schedule.

Judging from the number of "speed monsters" that are in this country at present, the beach should be the scene of high-speed flights. The new foreign importations for racing campaigns are well adapted for beach competition. Indeed it looks as though speeding like the old-time contests at the beach will be in order next month.

It was stated that a sanction had not yet been applied for. However, the Daytona event would fit in very well in the racing schedule as announced by the American Automobile Association. There is a track meet at Los Angeles on March 12 and 13. It would be a very easy trip over to the Florida coast in time for races during the last week of the month.

McFARLAN

C. A. Chambers of the
the state agency for t
motor car, which is a n
Hoosier ranks. Mr. C
headquarters in the Sta
The McFarlan Six is
Connersville, Ind.

LIKES BIG "DISH"

DE PALMA VISITS

FAMOUS MOTOR CAR D

LOS ANGELES MOTO

BE SITE OF I

BREAKING I

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Figures It /

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