

their own juggernauts, while Alfred Vanderbilt, Howard Gould and W. Gould Brokaw hired crack pilots to guide their vehicles.

The Columbus of Ormand Beach, so far as putting discovery to practical use, was "Senator" W. J. Morgan of Newark, N. J., a veteran writer for cycling publications who had, like myself, finally turned to motor-ing. After many successful years as a race promoter, "Senator" Morgan finally turned his experience to the "trade" and became the principal Ford agent for his home state.

No man in the United States did as much to bring the automobile, in its doubtful, unaccepted days when it needed help, convincingly before the public and assure hesitating people of its possibilities and its practicability as did "Senator" Morgan through his long series of demonstrating promotions. I believe this, and so do scores of others who have followed the early development of motor transportation in this country.

It was early during his cycle racing career that Morgan earned the sobriquet of "Senator." He and Jack Prince, Tom Eck and Will Woodside happened to be the racing stars at a middle west county fair. A state senator who had been billed as the orator of the day, failed to show up, and the managers were in a quandary.

"Let Morgan make a speech," suggested Prince. "He's a good talker, and many of your people do not know your speaker and will think he's the senator."

"Senator" Morgan went to it and made so good as orator of the day that the title stuck to him. In fact, it was his nom de plume on the "Wheel," where Frank

## XI.

Of all my auto racing memories—and I have presided at every track, past and present, in America—none are more pleasant, more vivid or more patriotic than those of the earlier beach meets on Florida's wave-swept coast where today drivers push up their throttles close to the 300-mile-an-hour mark. The races were run over a marvelous fifteen-mile stretch of hard, smooth sand that reached from Ormand to the light-house, ten miles below Daytona.

There, for seven or more consecutive years, they met each winter—the best speed creations that America and Europe could produce.

It was on this beach that William K. Vanderbilt, Jr., scored in his 90-horsepowered Mercedes the 39-second mile that opened the eyes of the world at large to the possibilities of this new-fangled means of transportation. Sensational as was this performance at the time, the Vanderbilt mile was later pushed back by successively faster miles, culminating in Marnott's 28 1-5 mile in the Stanley Steamer, and Demogeat's two miles in 58 4-5 with the mighty Darracq. These were the top-notch time marks established in the original series of Ormand-Daytona meets.

At the pioneer Ormand meets the millionaire sportsmen were conspicuous, both as drivers and owners of racing cars. In addition to William K. Vanderbilt, Jr., Henry L. Bowden, S. D. Stevens, Louis Bergdoll and Edward Russell Thomas were at the wheels of