STOCK CAR NOW TO FRONT

SPECIAL RACER IS OBSOLETE

AUTOMOBILE RACING HAS BROUGHT OUT NEW STYLE OF MACHINE THAT IS RAPIDLY GROWING FINER WITH COMPETITION.

The nature of motor car contests has. changed, and to this is due the revival in popularity of racing. Where a few years ago the special racer was all conquering, today it is practically obsolete. Its infrequent appearance simply draws attention to the maker. Its place as a speed creation has been taken by the highly improved stock car, capable of being tuned up to excessive speed, but identical in its construction with the machines, that the public is asked to burchase. These are now the idols of the speed enthusiasts.

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Brings Much Excitement

Automobile racing, it must be admitted. has not the same element of sport about it that is associated with baseball, football and similar pastimes, owing to the mechanical factor which must be a part of the contest. Yet it can not be denied that automobile speed contests bring with them an excitement and pleasure that can hardly be surpassed. Those whose good fortune it has been to witness the great races of the past can not have lacked a PACKARD INCREASES STAFF,

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The gasoline types of machines are now so very much alike, being built upon almost identical principles, that there is no feature of vital importance that distinguishes one from the other. This universal unanimity on the part of the designers testifies to the general approval of the modern lines of construction, and although this result may not have been attained fully by the introduction of racing there is not the least shadow of a doubt that greed contests born been least. doubt that speed contests have been largely responsible for it.

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Those who have taken the pains to study the grim determination on the faces of the drivers as they exerted their best energies to get the utmost out of their machines can not but have been struck with the earnestness in which they went about their work, and also by the skill with which they accomplished it. From an ethical point of view the spectacle of a urging a mechanical construction may not be truly a sporting one.

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The selection of Mr. Macauley to occupy this position is particularly fitting, owing to the fact that he has been instrumental aware of the immense benefits which in building up a business which is almost have resulted from racing in the past, parallel to that of the Packard company in the early days prejudice against the has growth during the last several years, most modern and most fascinating means. Mr. Macauley has been general manager of of road locomotion was almost universal; the Burroughs Adding Machine Company most modern and most tascinating means of road locomotion was almost universal; the Burroughs Adding Machine company the automobile was the object of derision for eight and one-half years and was one of and abuse on all sides. Its advent to the the men associated with Joseph Boyer, dimasses was by no means a welcome one, rectly responsible for bringing the Burroughs until the wonderful possitimes in volume

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Consequently, Mr. Waldon's election to the vice presidency of the company is an equally pleasing feature of the new arrangement in that the affairs of the company, while remaining under the same management, are benefited by the experience and ability of a man whose previous success as a business captain assures his success in his new role.

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New "Marmon Yellow Jacket" Speedy Motor Car.

roughness of the road. The autoist who uses the map may take puzzling corners and forks with never a pause; whether right or wrong, all chance information is useless to him; his map

The record obtained is mechanically cor- AUTO KNOWS NO "CLASS" or Z STEADILY FALLS rect, being timed by clockwork, unaffected by the vibration of the car or the The mileage, rate of speed and duration of stops are indicated by the recometer by red tracings; the number of small upright black marks indicate the minutes of time; oblique red tracing crosses tell the number of minutes consumed in traveling each half mile, and

RICH MAN CAN NO LONGER BE SOLE COST DROPS—NOT COMPRILED Slowly and very gradually the oft-

in improving their products this year. Electricity has its advantages for auto-

There has been a tendency upon the part of lamp manufacturers to take advantage of the possibilities of electricity

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MARMON RACER IS BUILT

COMPLIES WITH NEW RULES

MODERN CAR CONSTRUCTED WITH LATE
DEVICES TO REDUCE WIND RESISTANCE AS MUCH AS

Possible.

By E. A. Moross.

The first speed car built during the season of 1910 to comply with the new racing rules of the contest board of the American Automobile Association has just been completed by the Nordyke-Marmon Company, designed by Howard Marmon. This car will compete in the new Division C. Class 5, of the racing rules for cars of from 451 to 600 cubic inches piston displacement, regardlessant weight or equipment.

This modern invention of restless humanity, the speeding automobile designed to travel at record speed in this desperate and dangerous sport, is designed along new lines to extract that speed, speed and still more speed from that invisible nowhere.

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erge coscoswas Long, clean and veritably lithe; close clinging to the earth over which it will speed faster than any bird of the air, it is built for power to push and cunningly contrived to slip through the air with the least resistance to that drag upon all motion of matter—the atmosphere of the earth.

Designed for Top Speed.

It is built to bear the shocks of time that fail to the lot of an automobile designed for speed and with a driver determined that such a reputation shall be maintained if it lies within the boundaries of life to acomplish the task. A yellowish, waspish, rakish racer, the grevhound among automobiles, it is the trained, stripped athlete of its kind.

No fancy decorations, no fancy gold leaf or brilliantly varnished surface. A car that will carry no signs of medals or trophies which it may win, or tell even though it may become the hero of a hundred fights, after it has poked its rakish and pointed nose to the fore of a series of events, but just a plain, even cheap looking car. But to the seeing eye, the real thing for the work for which with so much pains it has been designed. The car which may become the charlot of fame in the hands of a skillful pilot, but without such a master and guiding hand, a derelict on the sea of racing automobiles.

The wheels are disc-covered to reduce wind resistance, while the pointed radiator and rear reduce to the lowest possible point that friction of the air, as even air has friction to the automobile traveling at record speed.

Sixty miles an hour is great speed on a railroad train, where passengers sit on comfortable seats and watch the land-scape go fleeting by in a revolving whirl, secure in the knowledge that the ponderous weight of car and engine and the application of all the devices suggested by experience and man's desire for self-preservation will make their safety more absolute.

Faster Than Express Train.

Here, however, the passenger takes his chances in a machine that travels much faster than an express train, is but a feather's weight by comparison and has no track to run on, but must be guided around a curving course by the skillful hand of its pilot.

Small chance for landscape gasing here, as this is no pleasure trip to the driver, who, seated with muscles tense, and senses on the alert to meet that ever possible disaster, as at every turn the hand of that invisible destroyer is ready to pluck the speed lover, who sometimes is loc often lured by this works.

to pluck the speed lover, who sometimes is loo often lured by this woder.

The car is now ready to enter upon its career which at this time is full of promise among the great possibilities. Backed by a factory that has built speed creations of other classes which have become famous throughout the land, this new speed maryel, christened and devoted to speed, is welcomed by the motor car lover, who will watch its performance and learn all the lessons that speed teaches.

Great things are being predicted for

Great things are being predicted for the new Marmon creation which will be exploited by the star of the Marmon team, Ray Harroun.

DEMANDED HIS "RIGHTS."

London Tit Bits.

"Tommy, how dare you beat your little

Tommy (aged 10): "Oh, if you mayn't beat your own sister I'll chuck up family life altogether!"

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