

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SPECIAL RACER IS OBSOLETE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 purchase. These are now the idols of the speed enthusiasts.

In the season just approaching the probabilities are that contests in this country will be more frequent than ever before, and that they will be more diversified. Speedway and track contests, it would appear, are to be more numerous than other forms, but the highly popular road race will hold its own. Whatever the form of contest the manufacturers realize that racing with stock cars is a valuable business proposition. Even the performance that falls of victory can be turned to account as a demonstration of steadiness and reliability if the car stands up, and the average stock car generally manages to do at least that.

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 thrill as they beheld the cars flash into the arena at almost incredible speed.

New Automobile In



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As to what would constitute a perfect car no one knows, otherwise they might be built. Indeed, it is a well-grounded axiom that perfection is unattainable. The perfect automobile, even from the mechanical point of view, may never materialize. One thing that is certain is, that automobiles throughout the world are now being constructed upon more or less standard and thoroughly defined lines.

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 speed contests have been largely responsible for it.

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There can be no doubt, however, that racing so closely approximates sport and is productive of so much public interest and excitement that for all intents and purposes it may properly be included in the category.

Racing Brings Benefits.

Students of automobile progress are well aware of the immense benefits which have resulted from racing in the past. In the early days prejudice against the most modern and most fascinating means of road locomotion was almost universal; the automobile was the object of derision and abuse on all sides. Its advent to the masses was by no means a welcome one, and it was not until the wonderful possibilities that lay ahead of it came to be more generally realized that manufacturers found the new industry which they had embarked upon anything like a profitable one.

One of the great if not the greatest means of educating the public in the possibilities and value in the advantages of the automobile was the automobile races. The public of the automobile and to the whole nation have by the automobile races of the competing automobile races learned to appreciate the value of the automobile and to appreciate the value of the automobile. The automobile races have been a great success in that they have educated the public in the value of the automobile and to the whole nation have by the automobile races learned to appreciate the value of the automobile and to appreciate the value of the automobile.

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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 in building up a business which is almost parallel to that of the Packard company in its growth during the last several years. Mr. Macauley has been general manager of the Burroughs Adding Machine Company for eight and one-half years and was one of the men associated with Joseph Boyer, directly responsible for bringing the Burroughs plant to Detroit. Under his management the Burroughs business multiplied six times in volume.

Mr. Macauley first obtained prominence in the commercial world as a patent attorney, practicing in Washington. He gave up that practice to become associated with the National Patent Agency at Dayton, Ohio, where he occupied for seven years. The fortunate addition of Mr. Macauley strengthens the Packard company's management and is a valuable asset to the company in its growth and development.

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One of the great, if not the greatest, means of educating the public to the possibilities and later on the advantages of the automobile was the introduction of racing. Competitive events demonstrated the qualities of the automobile, and by the wide publicity given to the performances of the competing machines people throughout the world began to grasp the potentialities of one of the most remarkable inventions of modern times. Not only were the good points of the cars brought out in racing but the weak ones from the constructional point of view were also discovered.

Slowly, but surely, mainly as the result

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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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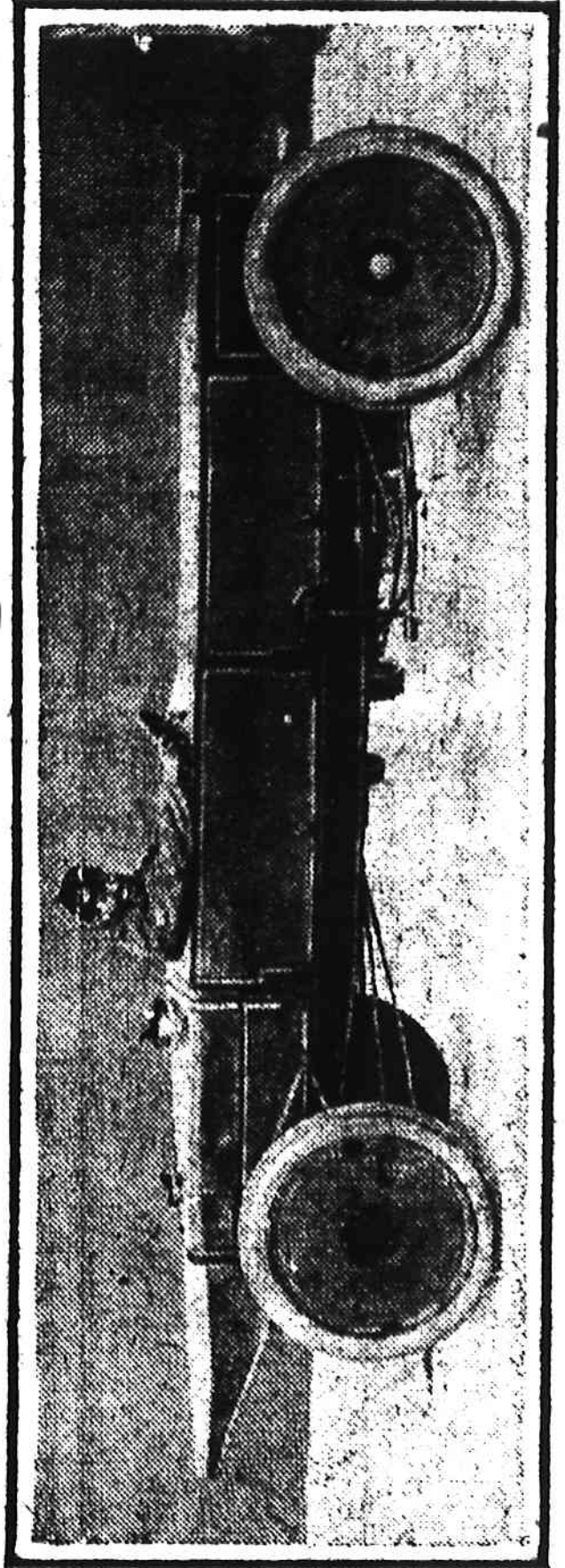
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New "Marmon Yellow Jacket" Speedy Motor Car.



instrument is mathematically correct, and can be depended upon just as much as a watch, speedometer or odometer. 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 points the way to his destination.

"Tape" is Useful.

Another novelty is an instrument which tells the autoist, by means of a tape similar to that of a stock ticker, the exact minute when he started on his journey, the minute when he arrived at his destination, the duration of time that he has traveled, the number of miles covered, the number of stops he made and the exact rate of speed at which he drove

times, and it is accessible to no one else. The record obtained is mechanically correct, being timed by clockwork, unaffected by the vibration of the car or the roughness of the road. The mileage, rate of speed and duration of stops are indicated by the recorder 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 the stops are indicated in a similar manner by horizontal red tracings.

There has been a tendency upon the part of lamp manufacturers to take advantage of the possibilities of electricity in improving their products this year. Electricity has its advantages for auto-

AUTO KNOWS NO "CLASS"

STEADILY FALLS IN PRICE

RICH MAN CAN NO LONGER BE SOLE OWNER OF MOTOR CARS AS CIRCLE COST DROPS—NOT COMPELLED TO HAVE LARGE INCOME.

Slowly and very gradually the oft-

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MARMON RACER IS BUILT

COMPLIES WITH NEW RULES

MODERN CAR CONSTRUCTED WITH LATEST 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, regardless of 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.

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 fall 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 accomplish the task. A yellowish, waspish, rakish racer, the greyhound 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 chariot 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 landscape 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 gazing 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 too often lured by this wooer.

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 marvel, 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 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 sister?"

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