

SIXTH VANDERBILT RACE

Will Be Run Over Motor Parkway On October 1.

TO START AT DAYBREAK

Sweepstakes for the Wheatly and Massapequa Trophies to Occur at Same Time.

The sixth running of the automobile race for the historic Vanderbilt Cup will start on Saturday morning, October 1, at daybreak from a point on the Motor Parkway near Garden City.

This fixture was first driven in 1904. It was founded by William K. Vanderbilt, jr. It was first managed as a contest for teams representing different countries, but more recently has been a race of single drivers.

The Vanderbilt race will be over a course comprising sections of the Long Island Motor Parkway, an artificially constructed road designed to allow motors to be driven at great speed, and sections of the country roads and turnpikes of Nassau County. The total length of this course will be 12.84 miles.

The distance of the Vanderbilt race will be 75.60 miles, or twenty-two times around the measured course.

The prize is the Vanderbilt Cup, a noble vase of silver, valued at \$2,000, and special money prizes which may be offered by makers of automobiles, tires and accessories.

The Vanderbilt race is essentially a stock car race. This means that the cars entered must be of every particular similar to the same makes of cars offered for sale in various salerooms of the company making them, and that the cars in the race must conform in every particular to the catalogue descriptions of the several cars. The makers must also have a certain number of cars exactly similar to the model they have entered in the Vanderbilt race.

The displacement of the pistons must not exceed cubic inches. There is no weight restriction.

The entries for the Vanderbilt Cup race to date follow:

Table with columns: Driver, Car, and other details for the Vanderbilt Cup race entries.

Class B, Division 2B, is run for the Wheatly Hills trophy. The fixture is for cars of 161 and including 200 cubic inches displacement. The minimum weight of the car must be 1,700 pounds.

The distance is 139.50 miles, or fifteen laps around the course. The award beside the trophy is \$1,000 in cash to the winner.

This race will start at 7 o'clock, one hour later than the start of the Vanderbilt. The entries to date for this race are:

Table with columns: Driver, Car, and other details for the Class B, Division 2B race entries.

The three races are under the management of the Motor Cops Hiring Company, of which W. K. Vanderbilt, jr., is president. A. R. Farrington, assistant to Mr. Vanderbilt, has direct personal charge of all details of the management of the event.

The officials of the race are as follows: Referee, William K. Vanderbilt, jr.; Clerk, Henry Sandercock; Colgate Hoyt; Starter, Henry Morris; Robert Lee Morrell; and Samuel M. Butler, technical committee.

Alexander Churchward, A. A. representative, Frank G. Webb, assistant to the president, A. T. Farrington, starter, Frederick J. Wagner.

Write for prices of other sizes. State style and make of rim.

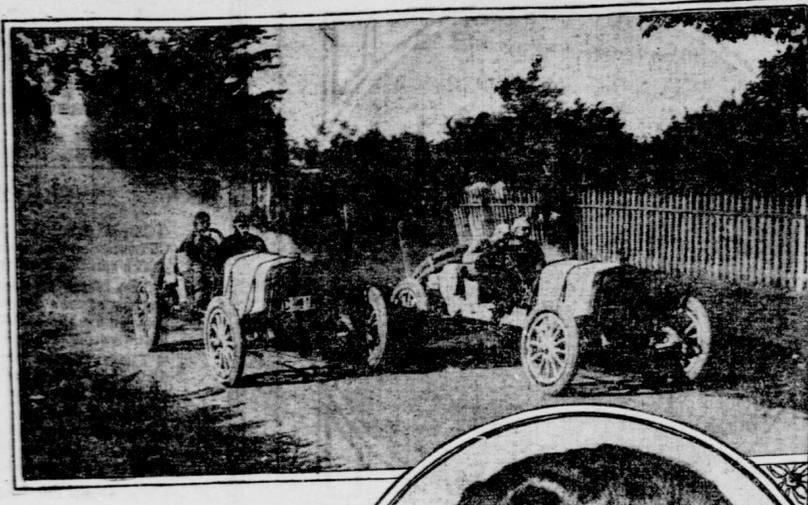
We represent most of the standard manufacturers in the disposition of their seconds. Money refunded on goods returned intact within a week and shipped with privilege of examination.

ROOM 23, MAIL ORDER DEPT. Automobile Tire Co., Inc. 325 Broadway, New York City, N. Y.

MAXWELL SALE OF USED MAXWELL CARS PREVIOUS TO REMOVAL.

MAXWELL-BRISCOE, Inc. 317 West 59th Street, N. Y. City.

WORKING HARD TO WIN THE VANDERBILT CUP.



MAISON AND MAISONVILLE. Speeding over course in their Corbin cars.

THE NOW FAMOUS VANDERBILT CUP.

AUTO NEWS OF THE DAY

Little Bits of Trade Items That Interest the Row.

Glenn H. Curtiss, with the Wright brothers, one of the three most famous American aviators and the holder of several aerial records, is now the possessor of a 1911 Chalmers "30" car. Mr. Curtiss, who is a deep student of the mechanics of transportation and has designed some of the most efficient aeroplane motors, has chosen the Chalmers "30" for his travel on land, because it most nearly approximates, he says, the theoretically perfect motor car.

A notable tendency in automobile construction is found in the very general desire to carry out individual ideas, in so far as the body and finish of cars are concerned. While this is a self-evident fact, so far as the closed cars are concerned, for winter use, it is becoming more and more apparent that in the open type of machine the individual customer is especially desirous of following out his own notions of finish, color, seating capacity, etc. It has been the general practice of the higher priced cars to sell chassis, but heretofore the man who wished to purchase a medium priced car has been compelled to accept stock parts and stock bodies. The Carhartt Company has made a special arrangement with one of the most prominent body builders in the East whereby it is enabled to supply its customers with specially built bodies at a reasonable cost and within a comparatively short time.

A most interesting opening of an automobile saleroom will occur to-morrow, when the Overland Sales Company will throw open its quarters, at Nos. 109 and 161 Broadway. The entire two story and basement building will be used exclusively for the sale and repair of Overlands. A complete stock department for parts of all the various Overland models will also be installed. The Overland agency will be under the direct management of C. T. Silver, president of the company. Mr. Silver is best known in Brooklyn, where for the last year he controlled the Overland product. He made this year at such a successful number of cars he sold. So successful was he in exploiting the Overland that when George W. Bennett, the general sales manager of the Willys-Overland Company, was making his 1911 contracts Mr. Silver received first choice for the metropolitan district, which includes all Long Island, Staten Island, Westchester County and Rockland County.

The automobile trade in a sense is a good guide to the seasons. Right now preparations are under way to take care of the increased car demand, which foretells the approach of winter. Among the first to receive allotments of this type is the Oldsmobile concern, and General John T. Cutting is congratulating himself that his company is in shape this year at such an early date to take care of the ever increasing business in this line. Every one is familiar with the shortcomings of the closed car trade of a few years ago. In some instances delivery could not be had until the early spring, when there was practically no need for them. Even now it is just as well for the man who has to have his limousine for the winter to order early. This particularly applies to the standard makes of cars, as the majority of the concerns handling them have figured to a nicety what the demand should be. The first batch of the Oldsmobile limousines to arrive in New York during the week were snapped up at once by waiting customers.

THE PEERLESS MOTOR CAR CO. OF N. Y. 1760 Broadway, at 57th Street



Peerless SILENCE-COMFORT. WHAT pleasure can compare with that of motoring in the Fall... THE PEERLESS MOTOR CAR CO. OF N. Y. 1760 Broadway, at 57th Street



WILLIAM K. VANDERBILT, JR.

Comparison with Track Races

Lessons of the Twenty-four-Hour Contests Suggested by E. S. Partridge.

E. S. Partridge, of the firm of Wyckoff, Church & Partridge, is one of the men best qualified to write on the subject "Road vs. Track Races in New York." He has been closely in touch with the racing end of the motor industry as an entrant in many notable races, and is a keen analyst of racing conditions and their influence on trade.

That the Vanderbilt Cup race of this year will be the greatest of the kind is the opinion of automobilists generally. The gradual elimination of the freak high-powered racers and the substitution of stock models such as are regularly sold to automobile buyers shows a healthy trend, and makes this contest of real interest to the public generally.

A race of this kind means something to those who by their liberal patronage have made possible the greatest industry the world has ever known. A few years ago there was held a strictly stock car contest over the Briarcliff course, and the public interest in this event was of the keenest sort. Although our Stearns entry, driven by Guy Vaughan, finished in third position, a close scrutiny of results brought out the fact that it defeated every American-built car in the race and nine foreign cars, among which were duplicates of those in first and second positions.

We advertised these facts freely in the New York dailies, and were rewarded with fourteen sales, which we could trace directly to this event, although we finished in third position. This incident simply shows that the public takes a substantial interest in the accomplishments of stock cars. It is not necessary to gain first position to secure results. Any car which makes a creditable showing in a severe contest is entitled to the serious consideration of a would-be purchaser.

The coming race over the Vanderbilt course will be full of interest. The large number of entries and the various classifications of cars will certainly make the 1910 contest a memorable event. The most thorough test of stock car endurance is to be found in twenty-four-hour racing. Here the cars are put through a terrific grind of twenty-four consecutive hours, with both night and day driving, negotiating hundreds of turns; in fact, 2,500 turns by the winning Stearns in the recent Brighton Beach race on August 19 and 20.

This is by far a more severe test than could possibly be found over smooth country roads for several hundred miles with comparatively few turns. It is a credit to any car to actually finish in a twenty-four-hour grind. To win such a race against worthy competitors is a feat which cannot be too greatly lauded. To break a world's record, as did a Stearns car in the latest twenty-four-hour contest, by the comfortable margin of fifty-seven miles is a most noteworthy performance.

It is impossible for me to write an article of this kind without giving the highest credit to the Stearns car which made this wonderful showing. I would be glad to say what I do of any other stock car did it perform the same feat under the same conditions.

By E. S. Partridge.

AUTOMOBILE VS. HORSE

Maxwell Company Will Make Test of Comparative Costs.

To establish beyond doubt the actual cost of driving an automobile as compared to a horse and wagon and to prove that a Maxwell car can be operated at a cost not exceeding two cents a mile, the Maxwell-Briscoe Motor Company will inaugurate to-day the most exhaustive economy and maintenance test ever undertaken by an automobile firm. The result is expected to refute in the strongest manner the idea that an automobile is more expensive to operate than a horse and wagon.

For an indefinite period beginning this week the company will place both automobile and a horse in service during a fixed number of hours a day, under disinterested observers, appointed by the contest board of the American Automobile Association. These observers will keep a legitimate record of operative cost. This information will be made public by advertised bulletins in newspapers, and to the extent that the test may show, these bulletins will prove the statement that two cents a passenger mile is the maximum cost of operating the automobile.

The entire test is being made in conjunction with an unprecedented guarantee and refund agreement covering the sale of cars that are identical to the one used in the test. Since it is not on record that such a test has ever been made before, the figures are bound to have an important bearing on the much discussed question of the automobile vs. the horse.

Conditions that are fair and reasonable to both vehicles have been adopted, though it is obvious that the distance covered by the Maxwell runabout will greatly exceed that of the horse and buggy. Each day's trip will be in a different section of the metropolitan district and will continue six hours. Practically every city and town of importance in the vicinity of New York will be visited before the test is finished.

Accurate records of the distance covered by each vehicle, cost of operation and maintenance will be made by official observers, and their reports will be published in newspaper bulletins, showing the exact work performed by each, as well as their relative economy.

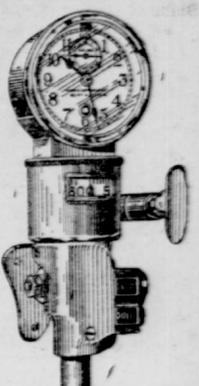
Warner Instrument Co., Broadway at 63d St.

AUTOMOBILES.

LET YOUR OWN INVESTIGATION PROVE IT THE WARNER AUTO-METER

The Superior Speed Indicator Note the Number of Warner AUTO-METERS on Cars Entered in the Vanderbilt Cup Race Next Saturday, October 1st.

Note the Warner AUTO-METERS Attached to the Better Cars Around the Course. Ask Any User About Them. Then Insist on Having Your New Car "WARNER EQUIPPED."



Warner Instrument Co., Broadway at 63d St.

ALCO WINNER 1909 Vanderbilt Cup Race Used a Bosch Magneto

The winner of Every Vanderbilt Cup Race held so far has been equipped with a Bosch Magneto

The Winner of the Gold Cup Was Also Bosch Equipped

The following Vanderbilt and Gold Cup entrants use Bosch Magnetos:

- Alco, Amplex, Apperson, Benz, Corbin, Fiat, Knox, Houpt-Harkness, Lozier, Mercedes, Marmon, National, Pope-Hartford, Roebbling-Planche, Simplex, Stoddard-Dayton

WE HOPE WE'LL WIN The Vanderbilt Cup

If we do it will mean our car is fast.

BUT WE WOULD RATHER HAVE LETTERS LIKE THIS

from one of our owners who says he has driven a POPE-HARTFORD CAR 25,000 miles at a repair cost of 10 cents. (His letter with hundreds of others of similar character can be seen at our show rooms.)

THE REASON IS BECAUSE WE BUILD A CAR THAT DOES ITS WORK every day and rarely has to be laid up for repairs.

THE POPE-HARTFORD AUTO CO. Phone Columbus 4994. 1930 Broadway.

KNOX RACING CARS ARE STOCK CARS,

And they hold the World's record for STOCK CARS. The KNOX entry in the VANDERBILT CUP RACE is one of our REGULAR STOCK PRODUCTIONS as described in our catalogues.

Exact duplicates of this model are on exhibition on our salesroom floor.

KNOX AUTOMOBILE CO., N. Y. Branch Salesroom, 1966-68 Broadway, N. Y. City. Factory: Springfield, Mass. Phone 4336-7 Columbus

AUTOMOBILES.

STUDEBAKER Rebuilt Limousines At Unusual Reductions From List Prices

ALL THIS WEEK This offer is all the more attractive because it is timely—right at the beginning of the Limousine season.

Every one of the Studebaker Rebuilt Limousines included is every bit as good as new. All have been so thoroughly, so critically, overhauled that not the slightest sign of their having seen service is apparent.

The best talent in our engineering department has been concentrated upon the rebuilding of these cars. They are perfect in every detail—ready to give the efficiency of service you have learned to expect of a Studebaker.

Every Car Completely Equipped. ON DISPLAY AT OUR SHOW ROOMS.



Broadway and 48th Street. Telephone 3347-Bryant.

SLIGHTLY USED ELECTRIC BUSINESS WAGONS and trucks at ridiculously low prices; thoroughly overhauled; new batteries, practically as good as new.

- 1 3 1/2 Ton Truck, 1 2,500 Pound Wagon, 1 1,500 Pound Wagon, 1 850 Pound Wagon.