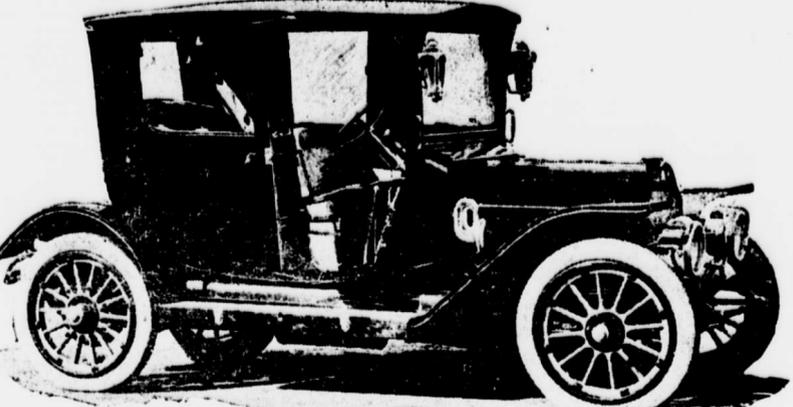


THE SEDAN CAR.

Dayton, which has ample seating room for four persons. Unlike some others, it does not prevent the owner who may happen to do his own driving from being seated in the same compartment with his friends. A door on each side enables the driver to alight with ease, the brake and gear shifting levers being placed so that they do not interfere, as is shown in the picture. The seat beside the driver folds and swings back so that the occupants of the rear seat may enter or alight without the slightest difficulty or ungraceful movement. The clean appearance that is sought in all Stoddard-Dayton models is carried out here, the running boards being without battery boxes and accessories. The front window opens part way, while the four side windows drop almost their entire length. The rear window sash is stationary, preventing dust and dirt from being blown into the car. The Sedan can be made as free and breezy as an open touring car and still gives protection against sudden weather changes.



STODDARD-DAYTON INSIDE DRIVE SEDAN CAR.

SIXTY-SEVEN-OLD NOVICE.

Experiences of a Man Who Never Before Drove a Car.

Paul Taylor of Sandwich, Ont., a short time ago owned a Model T Ford touring car, a second hand machine. He advertised it for sale and the advertisement caught the eye of P. A. Maboe of Odessa, N. Y. Maboe inquired by mail and followed up his inquiry in person, arriving at Windsor, where he was informed by Taylor over the telephone that the car was at the Ford factory, that the price was so and so and that he would leave the money and take the car if the price suited him.

Maboe looked the car over and decided to leave the money. The Ford people informed Taylor by phone and when the vendor and purchaser a few hours later met in person for the first time Taylor greeted the new proprietor of the car with the question, "Are you going to ship it?"

"No, sir," rejoined the new owner. "I'm going to drive the car home."

"But," protested Taylor, "are you taking along any one who understands the car?"

"No," was the determined reply. "I'm going alone."

To Taylor's inquiry if he had ever driven a motor car before Maboe rejoined serenely that this was his first attempt.

"Do you know the road home?" asked Mr. Taylor dubiously.

"No," was the answer, "but I can find which way is east. I think I can manage it."

Rain was falling heavily when Maboe left Walkerville. Between Windsor and Toronto the roads were in a frightful condition. Taylor tried to dissuade the old gentleman from making the trip unaccompanied, but all he received in exchange for his sympathy was the placid assurance that there was "no fool like an old fool—and a fool for luck."

All that Maboe knew about the automobile business was what he had picked up in a few hours. Undaunted by this fact he went determinedly ahead with his project. Four days later, after battling with mud, hail and rain, the old gentleman arrived in his car at his home in Odessa.

But assuredly it was a tremendous battle for one inexperienced in the ways of automobiles. There is a note of reverence in the way in which Maboe speaks of his exploit. "That I was not wrecked and possibly killed," he says, "is the greatest thing that has happened to me since men at driving were helpless with a skidding car. My machine skidded and struck for a deep ditch, and the sight of that ditch will never leave my memory. I continued the machine just in time and saved the day, but the power by which I stopped the machine was of God. I am now home without one mishap."

My dreadful experience will be of incalculable value now that I am home and can rest out and become tranquil once more. Four hundred and sixty-five miles of continuous driving for four days to an experienced driver was simply too much for me, and when I reached home I was exhausted both physically and mentally.

NOTES OF THE MOTOR TRADE.

Automobiles and Their Makers and Their Buyers.

W. C. Ieland, general manager of the Cadillac Company, said recently that the outlook for 1911 is full of encouragement for the well organized automobile manufacturer. "The universal demand for the transportation of passengers and material continues while our civilization stands, said he. "The intrinsic merit of the motor car for this purpose insures its prominence to the industry. The period of evolution through which the automobile industry is passing may temporarily embarrass those manufacturers whose product is not thoroughly standardized. Intelligent discrimination in buying motor cars will be manifest this year to a greater extent than ever before."

The year 1911 will demonstrate the firm hold which the honestly made automobile has on the American public. When the season is ended the essential factors in the industry will stand out in all their strength as striking evidence of the futility of the efforts of certain classes to throw discredit upon an industry of such sterling worth for the purpose of furthering their own interests."

Of the 8,000 automobiles which the Mitchell-Lewis Motor Company will ship from Racine in the season one-eighth will go to foreign markets. Many places that the average person doesn't hear of will receive a consignment of one or more of these machines and all the large nations will be served. The automobile that goes to Buenos Ayres is like the one shipped to Los Angeles and the dealer in London will exploit the medium priced Mitchell just as his next door neighbor upholds some rival machine.

Two countries where the demand for Mitchell cars is strong are England and South Africa. The Englishman is cautious and not until the merit of the foreign car is shown to him will he order it. In South Africa long journeys are necessary and the Mitchell has established a reputation for reliability.

The Mitchell cars which will go to satisfy the domestic trade will be distributed impartially. Dealers in every State have sent in orders for cars, which will be delivered to them as soon as completed.

Automobile and accessory manufacturers expect the market for cars and tires in the Philippine Islands and the far East to reach considerable proportions. Latest reports show 400 cars in the city of Manila alone. Automobiles are already numerous in the rubber producing island of Ceylon and the Federated Malay States and the East Indies, which also give large quantities of cultivated rubber to the world.

The automobile also has a good representation in India, China and Japan, with the demand increasing every year.

Last week a set of Diamond tires was shipped to the Hon. W. Cameron Forbes, Governor-General of the Philippine Islands. These will be used on his personal machine. News has just reached the Diamond Rubber Company that at a meeting of chiefs of departments in the city of Manila the

purchasing agent was instructed to buy Diamond tires for all department automobiles.

Charles E. Riess & Co. at 1776 Broadway, distributors of the Marion cars, has received from the Standard Oil Company an order for several Marion 30 runabouts. These are to be used for business purposes.

"We have no desire to add to the bachelor population, but we have just constructed the first of a series of Warren 30 roadsters for the out-of-door fellow who likes to speed," remarks Sales Manager George D. Wilson of the Warren Motor Car Company of Detroit.

The first of these new Warren models is now in service on the streets of the Motor City. It has the standard Warren 30 horsepower motor incorporated and on the rear a thirty gallon gasoline tank is mounted. The fenders are detachable for speedway driving, in which wind resistance is a great consideration. Both seats are dropped and a pressure pump forms part of the equipment. The Warren testers have sent these cars along at a seventy-three mile an hour speed.

H. A. Mathews, president of the Jackson Automobile Company, says that the failure of automobile builders to distribute the weight of the cars properly is the cause of large tire bills. The matter of equipping the weight on each side of the machine is a matter of great importance, he says. The chassis builders make the best mechanical product they can and leave the matter of tires to the tire men, forgetting that the owner's satisfaction can result only from their working together.

Carl H. Page, New York agent for the Morgan motor trucks, says that he has booked orders for more than half his allotment of fifty Morgans. The factory contemplated doubling its output so the Page company may increase its order for trucks.

Agents closed recently by the Morgan company are W. L. Russell & Co., Boston; Luger Sales, Chicago; and Benjamin F. Adams & Co., Newark, and Park Automobile Company, St. Louis.

"We have received a request a few days ago from a large coal company asking our one best point of value to users of motor trucks," says Charles H. Martin, sales manager for the Morgan truck. "This firm emphasized the fact that it wanted only one point considered, not only a novel but a very good way this concern took to get just what each manufacturer claimed as his particular point of superiority, presuming of course that the same letter went to all the leading factories. We answered that most of the trucks offered by the re-

liable manufacturers are sufficiently strong and well made to do what they are called on to do and that the Morgan in addition to having all the requirements has simplicity and accessibility."

Not so very long ago it was announced that Johnny Aitken, driver of National cars, had quit the racing end of the industry to settle down to selling automobiles. But like a great many others who have made this announcement he is back again and is to be lost the Mardi Gras at New Orleans. Johnny Aitken quit the game last summer but then he went into the Vanderbilt and finished third, winning his class race at Fairport he quit again and this time stayed out long enough to be lost the Mardi Gras at New Orleans with Wilcox and Merz. However, he found it too fascinating to stay out and he came back. Wilcox and Merz, however, he found it too fascinating to stay out and he came back. Wilcox and Merz, however, he found it too fascinating to stay out and he came back.

James F. Fairman, who was manager of the Automobile Tire Company, is with the Crescent Tire Company of New York city now.

Owing to the fact that the world moves according to laws that were in effect and existence long before automobile days the Hupp mobile tourists on Sunday, January 22nd, left for the Mardi Gras at New Orleans from the way from Honolulu to the Fiji Islands. Nothing but a blizzard followed their progress, but they received from the travellers in the course of their three weeks stay in Australia, the South Seas, and the Fiji Islands, the fact that the Hupp Motor Car Company last week got a wire for thirty cars from Sydney he dated February 15th is that the tourists are now at Auckland on their way to Manila. The travellers expect a welcome from the American residents in Manila.

The Elmore company is now occupying its new factory at Clyde, Ohio, but has found it necessary to keep the old plant in complete operation here, for the new establishments are being worked at capacity. The new Elmore factory is mainly a one story factory with saw tooth roof, with a great expanse of glass that gives a building of light in the interior of the building. The company stands in little danger of being cramped for room because it has seventy acres of land at the factory site.

Charles T. Jeffery, head of the Thomas B. Jeffery Company, returned this week from the Southwest, where he conferred with Rambler dealers and representatives regarding the extension of their Rambler sales and service organization throughout this territory.

"The first good rain it has had since last September on Monday, February 21. This was a relief to the Kansas City motor car show was crowded with farmers and ranchmen during the week, most of them to farmers and ranchmen through the territory."

The attitude of the Southwestern business man and farmer has undergone a change now in service on the streets of the Motor City. I found every one out there optimistic and ready to buy. The road was very large and good prices sales will be very large.

"Our sales at the Kansas City show averaged very much as they did at the Chicago show, that is above \$2,500."

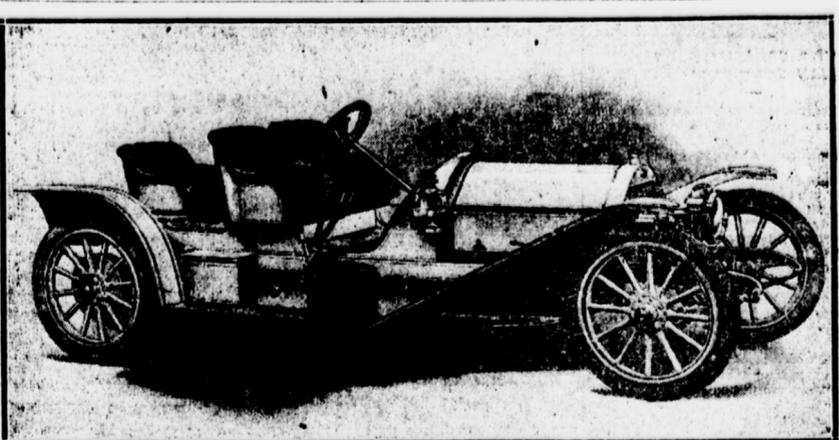
The recent midwinter Columbus-Springfield motor reliability run was one of the most strenuous in the history of Ohio motoring. The road was by way of Lancaster, Chillicothe, Springfield, Urbana and Delaware and then back to Columbus. On the first day of the contest much clay, mud and slush were found between Columbus and Lancaster. The Reo was driven by Frank H. Lawwell finished with a perfect score and won the silver trophy for his class by good margins. The Reo tied for first place with a higher powered car selling for double its price, but had a wide advantage over the other cars. This is the same model 1911 Reo which L. L. Whitman ran from New York to San Francisco in August, 1910, in ten days.

The Abbott-Detroit Bulldog which arrived in Minneapolis from Chicago on February 15th is after a drive of two weeks has 23,000 miles to its credit. The car will stay in the Twin Cities for a week before starting for Mexico.

"With automobiles coming into common use the price of horses rose from an average of \$100 in 1902 to \$1,000 in 1910," says Charles S. Splittdorf, the magneto maker. "In numbers the horses of the United States increased from 20,000,000 head to 21,000,000 head, and yet some people say that the automobile industry is ruining the horse raising business. As a matter of fact it has helped it."

Trailers for carrying freight over city and country roads will be made and hitched onto automobiles if the Hudson Motor Car Company declares that it will make an offer made to them by a music house of Bedford, S. D.

The Western concern sells pianos and delivers the instruments over a wide section of country in South Dakota. Just now they are hauling the pianos strapped onto a road wagon and towed along by their Hudson roadster. They have covered 1,000 miles of Dakota roads in the last year with that arrangement. Their trailer being loaded with a piano for 2,000 miles of that distance. What we want is an automobile trailer, wrote one of the firm to the Hudson company lately. "It is too dangerous trying to make them on these roads with high wheeled spring wagons. We want a low trailer that is as sure to stay on the road as the Hudson itself. We could almost double our sales."



OTTO ROADSTER, 30-35 HORSE-POWER.

to get ready to jump if his last effort didn't hold the car back.

He threw the motor into the reverse speed and the engine held the car. It was a test of the driving shaft, but it came through unscathed. There was a great crowd which gathered to watch the performance, which appealed to every one as extremely hazardous.

F. A. Seiberling, president of the Good-year Tire and Rubber Company, in speaking of a contract recently closed to furnish all rubber fabric needed for 9 right and curbside aeroplanes and for all balloons and non-rigid planes made by Capt. Baldwin, said: "It has just taken us a little less than thirteen years to rise above our competitors in a figurative sense and now we are going to do it literally. The idea that the manufacturers of engines were the only persons in the automobile trade who would find a place in the aeroplane world is erroneous. Under the contracts just mentioned we will be called upon to provide bumper, shock absorbers, tires for gliding, wheels of various weights of waterproofing and many other accessories."

Mr. Seiberling said those who were with him

been from going heavy with moisture from fogs or rain, while wheel tires are especially light and resilient."

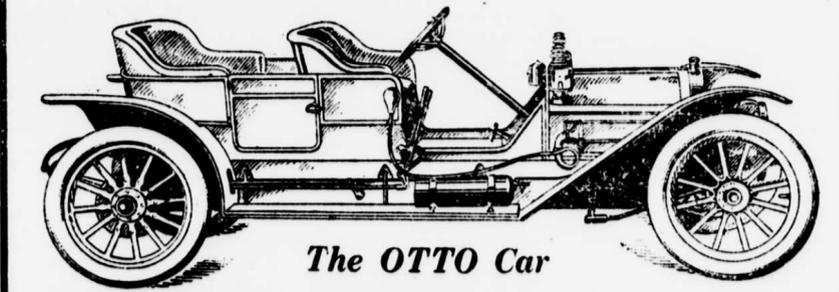
"Clutches in motor trucks have more to do with the long life and perfect working of the car than almost any other part," says R. A. Gram of the Gramm Company. "The very best type as I see it and the one that if made right is absolutely perfect and gives at all times complete success and long life in a truck is the multiple disk type. The multiple disk clutch for trucks should have the disks of considerably larger diameter and of good material, and they should be made absolutely plain without interfering springs and should be spaced thoroughly and only a very light oil should be used. Heavy oils will cause a gumming that will mean heavy friction in the disks, which is injurious in shifting the gears of the transmission, but where a light grade of oil is used and the clutch occasionally washed out with kerosene not only perfect results will follow, but a truck will be found to wear in all its parts at least five times longer than with any type of clutch."

In the window of the Weycock, Church & Partridge place at Broadway and Fifty-sixth street there appeared recently posters announcing a reward of \$500 for information leading to the recovery of the Stearns car that was stolen from a line front of Madison Square Garden a round the time of the automobile show.

AUTOMOBILES. AUTOMOBILES. AUTOMOBILES.

OTTO CARS In Brooklyn Soon THE STAR of the Grand Central Palace and Twenty-third Regiment Armory Automobile Shows.

THE CAR That PULLED DOWN THE SELDEN SCARECROW.



The OTTO Car Distinctive in Quality—Distinctive in Looks—Distinctive in Design

And of which Judge Noyes said:

"HAD HE (SELDEN) APPRECIATED THE SUPERIORITY OF THE OTTO ENGINE AND ADAPTED THAT TYPE FOR HIS COMBINATION HIS PATENT WOULD HAVE COVERED THE MODERN AUTOMOBILE."

WILL SOON MOVE TO new locations in Brooklyn and Jamaica. The new OTTO showrooms will be at

1176 BEDFORD AVENUE, BROOKLYN TOLLNER BLOCK

11 NORTH WASHINGTON STREET, JAMAICA, L. I.

THE OTTO CAR is made by The Otto Gas Engine Works of Philadelphia, Pa., the largest and oldest builders of gas and gasoline engines in the world.

Otto Motor Car Company 1964 Broadway, New York, at 66th Street

Advertisement for Splitdorf Magneto. Features a large illustration of a magneto and text: '150,000 People Saw Charles Merz drive a 4-cylinder National, equipped with a SPLITDORF MAGNETO. to a grand victory in the 600-hp displacement stock car class in the Panama-Pacific road race held at San Leandro, Cal., on Feb. 22. Merz's National never missed an explosion, his average speed being a fraction less than 66 miles an hour, the car covering the 152 miles in 138 m. 20 s. The SPLITDORF MAGNETO equipped Pope-Hartford, driven by Fleming, finished third in this event, as it did in the free-for-all, in which race Merz and his SPLITDORF MAGNETO equipped National finished second after a terrific race. SPLITDORF MAGNETOS 'deliver the juice' to racing machines, motor boat engines, touring cars or commercial wagons with equal ease and absolute certainty. Slow speed as well as fast speed is a distinguishing characteristic of SPLITDORF MAGNETOS. They give perfect ignition with engine throttled down to 4 miles an hour on high gear. Racing drivers are being convinced. Why not you, Mr. Automobile, Mr. Motor Boat or Mr. Truck Owner? Write for our Magneto catalog. C. F. SPLITDORF Walton Ave. & 138th St. NEW YORK BRANCHES: CHICAGO, 319 Michigan Avenue; SAN FRANCISCO, 220 Van Ness Avenue; BOSTON, Motor Mart, 230 Pleasant Street; NEW YORK, 125 South Oliver Street; LOS ANGELES, 1225 South Olive Street; London, Paris, Turin, Brussels, Johannesburg.

Advertisement for Goodyear No-Rim-Cut tires. Features an illustration of a tire and text: 'The Millions Saved on Tires Goodyear No-Rim-Cut tires actually cut tire bills in two. They trebled our tire sales last year. They are saving millions of dollars to motor car owners who ascertain the facts. This is the Goodyear No-Rim-Cut tire as it fits any standard rim. Note that the rim flanges—which are removable—curve outward when you use these tires. The tire comes against the rounded edge. One can run it deflated for 20 miles without cutting the tire in the slightest. No-Rim-Cut tires have no hooks on the base, as have all common tires. They don't need to be hooked to the rim. The tire base is made unstretchable, so nothing can force the tire over the flange. Into the base we vulcanize 126 braided piano wires. These braided wires contract under air pressure, so the inflated tire is held to the rim by a pressure of 134 pounds to the inch. We control this feature by patent. It gives us the only practical tire with an unstretchable base—the only safe tire which isn't hooked to the rim—the only desirable tire which gets rid of rim-cutting. This saving alone cuts tire bills 25 per cent. As a result, 64 leading motor car makers have contracted for Goodyear No-Rim-Cut tires on their 1911 models. Here is a cliché tire—the ordinary tire—fitted on the same rim. The removable rim flanges must be turned to curve inward—to grasp hold of the hook—to dig into the tire when deflated. This tire can be ruined in a single block if you run it flat. Goodyear No-Rim-Cut tires are made 10 per cent oversize. The hookless construction allows this. That means 10 per cent more air—10 per cent more carrying capacity. It means, with the average car, 25 per cent additional mileage per tire. This extra size takes care of the extra weight—the top, glass front, gas tank, extra axles, etc.—of a car. It means, too, the cause of most blow-outs. Yet this extra size costs nothing extra now. These two features together cut the bills in half for men who get Goodyear No-Rim-Cut tires. It is now well worth while to study the tire question. Conditions are changing. Write for our latest book. THE GOODYEAR TIRE & RUBBER CO., AKRON, O. Branches and Agencies in All the Principal Cities. We Make All Sorts of Rubber Tires. New York City Branch, 64th & Broadway.