

### CHASSIS SHOWING INTERNAL WORKS

Cadillac Exhibit is Duplicate of the One Which Attracted Attention at Fair.

#### NO. RADICAL CHANGES MADE

In the Cadillac exhibit will be shown a chassis with many portions cut away, showing the internal construction and mechanical operation, a feature which the Cadillac company was first to inaugurate in the early days of the industry and which has been a feature in every sense since that time.

This chassis is a duplicate of the one which attracted so much attention at the Panama-Pacific exposition, where the Cadillac was the only motor car exhibited with a V-type engine.

The body types exhibited include the seven-passenger touring car, the roadster, the coupe, the five-passenger sedan and a Victoria.

A comparison of the present chassis with that shown a year ago reveals no radical changes in mechanical principles. This is quite in contrast with the usual. Almost invariably the automobile manufacturer discovers, after placing a new type of car in the hands of the users, that a number of changes and betterments are needed. The opposite, however, proved true of the Cadillac Eight.

#### No Shortcomings.

No shortcomings had been developed throughout the year and no reason for marked change in mechanical construction was made manifest by continuous every-day use in the hands of thousands upon thousands of users.

Changes that have been made affect principally the accessibility of the engine and the appearance of the car. The engine remains, of course, the 30-degree 45-hp-cylinder V-type that the Cadillac made familiar last year. The electric motor-generator, ignition apparatus and carburetor are so mounted with relation to the cylinder blocks as to afford easy accessibility to the valves by removal of nothing more than the plates which enclose them.

The bodies are of new and improved designs, the open type with higher side lines, new roof, new hood and a higher radiator with rounded corners, all of which alterations add to the distinction of the car's appearance. The mounting of the Cadillac coat of arms, in a neat enamel design, on the front of the radiator, is a distinguishing mark on the car.

Splashers are fitted to the front of the radiator and along the inside of the front end of the frame.

New design head and side lamps are used, with a tonneau lamp on the curb side, in the back of the front seat, to illuminate the steps when passengers are entering or leaving the car.

Inside the body the driver finds the clutch and brake pedals set two inches further forward, with the dash set forward a corresponding distance, and the signal horn button in the center of the steering wheel. The auxiliary seats in the tonneau fold neatly into recesses in the back of the front seats so that they are entirely out of the way when not in use, and do not interfere with the comfort of the tonneau passengers.

### Pathfinder Exhibit At Chicago Show Attracts Interest

The Pathfinder exhibit at the Chicago Automobile show created much interest, the Pathfinder booth being crowded from early morning until late at night. Interest was shown by all classes of people, from the little buyer who could not spend over a few hundred dollars for a car up to the purchaser of the highest priced car and the distributor and the manufacturer of motor cars.

The Pathfinder Cloverleaf was the real sensation, especially among the ladies. This car was one of the most beautiful cars at the show. It was finished in red with red upholstery and red wire wheels. Ten minutes after the car show had opened this car was purchased by a Chicago woman, and a number of orders for Cloverleafs were booked for future delivery. Pathfinder the Great, king of Twelves touring car, attracted all kinds of attention. This car was finished in ebony black, with black upholstery and white wire wheels. It was purchased by H. F. Hydr, one of Chicago's leading merchants.

An open cutout Pathfinder chassis was also exhibited, which was the talk of the show. This chassis showed the compact clean Pathfinder motor and the sturdy chassis construction. Pathfinder Single Six roadster, which was finished in chrome yellow wire wheels and green upholstery, made quite a hit at the show.

"I am very much pleased with the wonderful showing we made at the Chicago show and the tremendous amount of business we did," states W. E. Stalaker, vice president and director of sales.

#### AMERICAN MANUFACTURERS CAN MAKE QUICK CHANGES

Readjustment to new standards in production and performance mark the most striking scientific developments in the last year.

The car that would measure up to requirements twenty-four months ago in mechanical construction is decidedly less. The motor car owner likewise is making new demands for ability and efficiency. He has come to understand that the former maximum of performance, measured by these new standards, is but a minimum within the range of ability of the real up-to-date motor car.

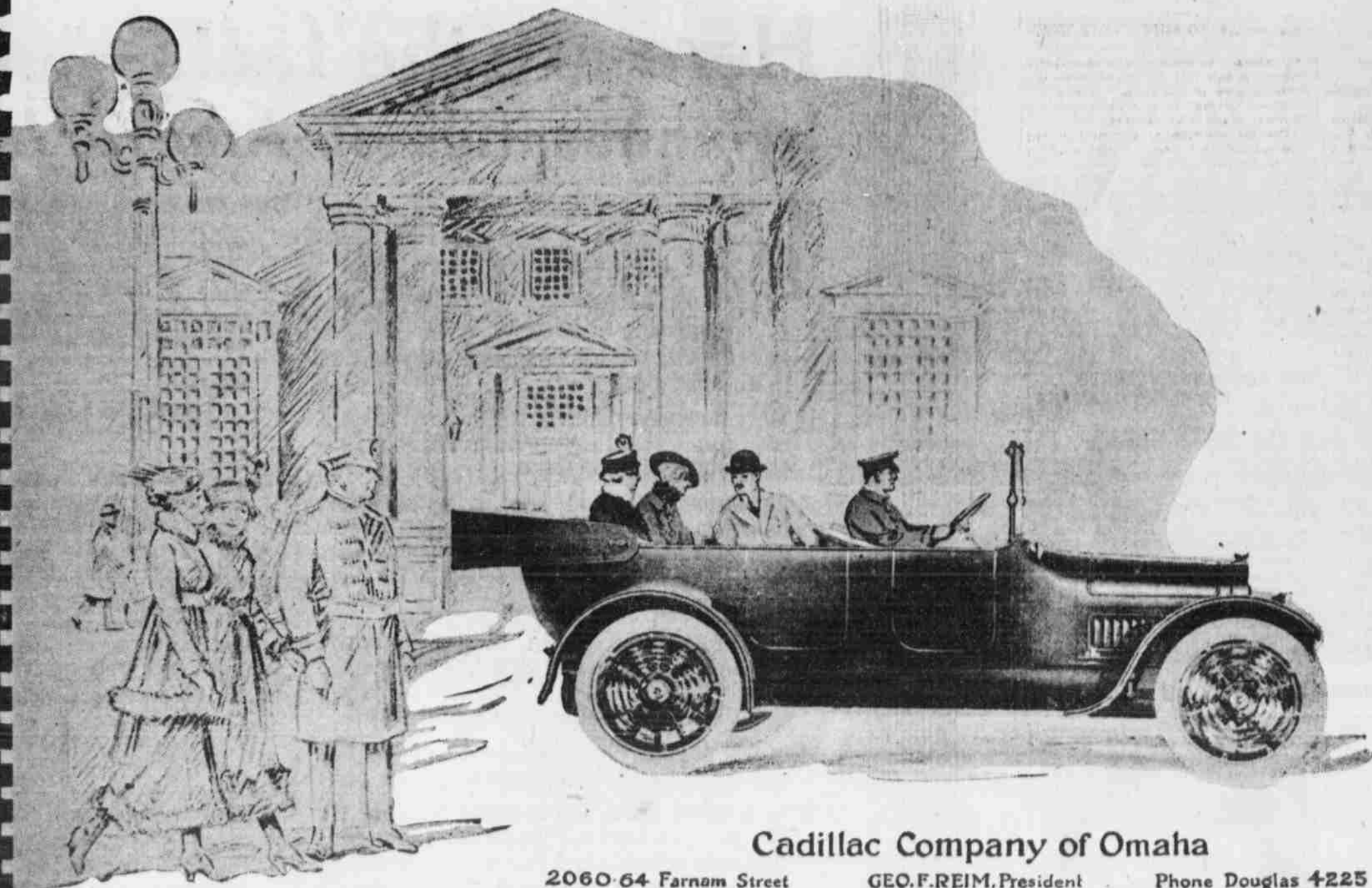
For some time the American manufacturer has made the claim that he would outstrip his European rival in the building of custom made cars. Not until the last year, however, could he really substantiate that claim.

With the development of the multi-cylinder car in this country to a stage that makes its production in large quantities feasible and commercially profitable, however, the American builder has advanced just one round ahead of the foreign automobile producer. But Europe has not found the way to produce multi-cylinder cars for general purposes as successfully as America.

The secret of our success, however, lies in our ability to standardize our manufacture of automobiles. This system of building enables us to readjust ourselves almost instantly to changing conditions.

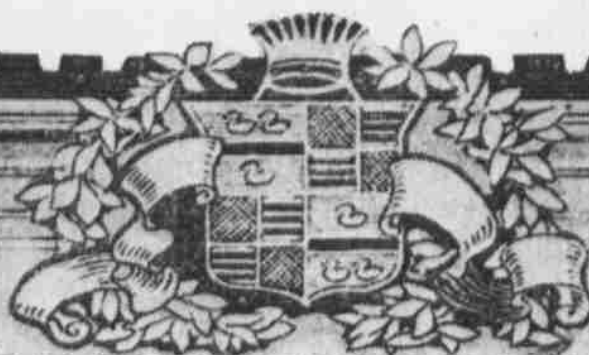


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