Cadillac Engine, V-63, Popular

Well-Balanced and Harmonized Mechanism Has Impressed Car Owners.

Since the announcement of the new V-63, the feature which has made the most outstanding impres sion upon Cadillac owners and the general public has been the per formance of the new, inherently balanced and harmonized engine, according to Jay W. Dunivan, Cadillac manager of distribution.

"Because of exhaustive tests made before the new car was placed in production, the company offered the new type with absolute assurance, but we were scarcely prepared for the general quick grasp of the engineering principle by those who consider themselves 'motor wise' only in the most practical sense," states Mr.

"We have also had many statethat the persistence with which the Cadillac company has adhered to the raced 2,270 miles across the country one principle of engine design has without having its engine stopped. of recent motor car history. Cadillac engineers have consistently held that the motor car is primarily a passenwould leave the greatest percentage The rigidity of the short crankshaft overcome. and crankcase, and the smooth flow of power in the 90-degree, V-eight which have determined them in continuing the V-type, 90-degree, eight-cylinder design.

Truck Master Title

L. R. Fisher of Rochester, N. Y. is the winner of the national contest of the General Motors company of Pontiac, Mich., for the best suggestion for a new name for a motor driver.

This contest was started several menths ago with the idea of finding a name which would improve the morale and fit the man who has charge of a motor truck. The contest was by a national magazine which asserted that the drivers of a locomotive, a for designation

The name suggested by Mr. Fisher and picked as the best of all the suggestions received, was "truck mas

Truck company feel that the term "truck master" expresses the position of the operator of a motor truck much omre clearly than that simply of driver of a motor truck is in charge of that truck and he has one or more assistants working for him

Michigan Map Maker Has

rather make use of them than make est need. roads are known throughout the about it each day in The Evening folding top and is 17 pounds lighter The seats are well pitched at a com-

more than 1.800 miles of roads in with the lower and upper peninsula o Michigan, he states that his new 1924 Buick slx roadster consumed only 16.6 miles per galion of gasoline on the entire trip, with the last 600 averaging 18 miles to the gallon. The four wheel brakes, he declared, worked to

Quaker City Firm Buys 500 White Taxicabs

An order for 500 White taxicabs ha been received by the White company from the Quaker City Cab company of Philadelphia, of which C. S. Jarvis is president. I tis one of the largest orders ever placed for commercial vehicles and will give the Quaker City Cab company one of the larges taxicab fleets in the country.

The new cabs will embody all the latest features essential for the comfort of riders. Deliveries on the record order will begin at an early

Fat Man's Job.

Cleveland, Oct. 13.-Swimming the English channel is a fat man's game Carbis A. Walker of Cleveland, who swam across Lake Erie this summer but failed to negotiate the channel said in explanation of his failure.

"I was in the water three and half hours," he said. "It was so cold it penetrated my muscles. After swimming three miles I became de lirious and then unconscious.

"It's a fat man's joh-and only a man with a lot of surplus flesh on hi ribs to withstand the cold water can succeed. I failed because I had kept down weight for fast swimming.

Police Must Be Snappy. Constantinople, Oct. 13.-This cit. as belitting the chief city of the Mos lem empire, is to have a smarter po

lice force, according to a new order issued by the director of police. In a circular to policemen he or ders them to shave a minimum of twice weekly and not to wear their police caps at the "fashionable angle,"

For correct deportment policemen going on duty will be reviewed by the local superintendent. Policemen while on the streets must preserve a seri ous demeanor, inspiring respect, he

CADILLAC

A Hansen Re-newed Cadillac closed car will solve your driving problem for these snappy mornings and the future cold days. We have many beautiful models from which to choose and you are dealing with a house whose reputation, means your protection.

A SAFE PLACE TO BUY J. H. HANSEN Cadillac Company

HA 0710 Farnam at 26th

New Packard Single-Six Coupe



The many advantages offered in the new Packard coupe are not only

Reo Speed Wagon in Long Non-Stop Run

A record that will doubtless stand tablished by the Speed Wagon which, voy for the Pony Express furnished ments from automotive engineers by the Reo Motor Car company,

been one of the outstanding phases engine of the Speed Wagon continued its steady hum and during that period it was necessary to feed it only five ger-carrying vehicle and that the record in itself, but when the running engine should be of a type which conditions are known, it seems all the more remarkable for the almost inof chassis space for body purposes. surmountable obstacles which were

> The Speed Wagon with which the have been added factors from the assembly line in the big Reo record was made was taken directly shops at Lansing, Mich., and shipped the same day to St. Joseph, Mo., the starting point of the Pony Express run. It arrived in St. Joseph less than 24 hours before the scheduled starling time of the trip to San Francisco, had of Truck Drivers only such preparatory service as could be given at that late hour, and started on the long journey after having been driven only seven miles. On one day after losing ground to the ponies which it was following during a battle with muddy roads, the Speed Wagon covered more than 380 miles in 11 hours of running time.

American Trucks to Help

in Reconstruction Work lied to the catastrophies of peace is being demonstrated in the early call Cadillac, sixth. The drawings for American-made motor trucks street car or an automobile all had which has followed the Japanese upa separate classification and that the heaval. Almost as soon as wire commotor truck driver should have some miunications were restored, cabled in structions arrived for the shipment of Oakland Open Models Now

American trucks. The first shipment of Pierce-Arrow already has been made and a second shipment is about to leave.

When one sees the sturdy prosaic motor truck hauling its heavy load through city streets or over country highways, one is not disposed to regard it as an envoy of international good will. Yet Americanmade trucks did much to strengthen the friendship of our allies during the war and it would appear that they are once more to be highly instrumental in earning and cementing an great Pacific empire which is now passing through the hour of its great-

Dealers Will Handle

The new Yellow Cab one-ton truck, known as the Yellow Cab express. according to a recent announcement by officials of the Yellow Cab Manufacturing company.

This is the first time in the history of the company that a Yellow Cab product has been made available to dealers, and was prompted, it is said. by a country-wide demand that the new truck unit be distributed through onventional trade channels.

This new policy will in no way af fect the present plan of selling Yellow Cabs, which are sold direct to the efore any definite selling plan had

een decided upon, scores of applications for dealerships were received from all over the country, it is said. General Motors Leads

which dollars are the ballots. The does after 20 or 30 flexings. honor of first place goes to that car for which purchasers have paid the largest total amount of money for the preceding 12 months, ending

in January, 1924, three of the divisconsecutive year will have first place. added Chevrolet will have second place and noted for their distinctive beauty. New York, October 4.

to drive with the top down and be the instrument board.

Heat of Flexing Hard on Casings

Cord Casing, 33x5, Will Flex 358,000 Times in 100-Mile Drive.

times and in the course of a minute tomobile casing is called upon to and flexing millions of times.

A 33x5 cord casing, for example, will flex 358,800 times in a 100-mile drive. Each time any given spot in the casing flexes when it strikes the ground a little bit of heat is gener-Yellow Cab Express ground a little bit of heat is generated inside the tire. This brings about an additional problem for the technical man who is charged with the responsibility of giving the car own-er a maximum amount of mileage in will be marketed through a dealer each casing. He must devise a means of escape for this internal heat. It is destructive to the tire because

serves to separate the plies of fabric Therefore, the sidewall of any automobile tire is made very thin so as Isotta Selects to afford a means of escape for the heat. Rubber is pretty much of a non-conductor of heat, so the sidewall must be thin. Some of the heat gen-erated inside of the casing is ab good heat conductor.

This principle of heat generation can be easily found out by any mo-torist simply by feeling the tire after driving some time without a stop. The tire will be warmer than the at

A 33x5 casing in the course of a ormal season of driving will flex from 15,000,000 to 35,000,000 times, which means from 5,000 to 10,000 in Amount of Sales miles, according to Miller tire men. In all of these millions of flexings The motor cars exhibited at the the tire must be prepared to absorb national automobile shows are assign- and throw off the strain without ed to their places by an election in breaking, as the piece of steel wire

Willys-Knight Cars

ions of General Motors will have sign of the Willys-Knight five and leading places. Buick for the sixth seven passenger sedans have greatly Chief among these innovations are space were made at the national longer, freer lines sweeping " back automobile Chamber of Commerce in from the radiator, which immediately impart a distinction that is much ad mired by those who have inspected

the models The windshield with a lower divi Equipped With New Top sion that swings open for ventilation To meet the demand for closed car with a metal sunshade and a wind omfort in open car models, the Oak shield wiper, form a unit that canand Motor Car company has made not be surpassed for completeness provision on the new 1924 and convenience, while the clock, models. Because it has become less speedometer, oil gauge and switches will absorbe lubricating oils e customary in recent years for owners are grouped in greater symmetry on greases up to 25 per cent of the vol

embodying of many features that in the roof of the car results in an in which bearing materials are or make for more perfect weather proof astonishing degree of inside quietness construction, Oakland has adopted that has ben widely commented upon. this type of top on all open models. | That the designer had the comfort roller bearings. Five bows are used on this top of the passengers at heart is, shown Praise for Buick Roadster even closer regard on the part of that which makes it possible to obtain a by the adoption of much wider winmuch better shape; for the top to con- dows throughout, and by the provision form closely to the body, and to for lowering the windows in the form closely to the body, and to for lowering the windows in the liminate the top overhanging the front doors to a point below the body in the front. As the result of sills, which allows one's arm to rest fifth to one-half that rate. body in the front. As the result of sills, which allows one's arm to rest them. Not so with John F. Nellish. No other man knows his New York the five-bow construction, the top is at ease on the sill. whose maps of Michigan trunk line as does O. O. McIntyre. He tells much stronger than the regulation. The steering wheel has been raised

t of Flexing Good Brakes Needed Due to Fast Driving

In these days of crowded traffic onditions ample braking power is a vital necessity, according to Mr. New Grunwald, Stutz distributor.

'When cars travel the city streets in a steady procession from morning to night at such comparatively high An ordinary piece of steel wire will be any guess work about brakes," be any guess work about brakes," states Mr. Grunwald. "The driver, or two will break. The ordinary au- of the passengers in the car just witstand the action of this heating brakes operate efficiently and quickly. ahead of him, must know that his He must know to a nicety how much distance is required for him to com to a dead stop. His brakes must always be in perfect adjustment.

"Freedom from brake worry is al ways the rule with the man or wo man who drives the Stutz Six. The giant brakes-at least 10 per cent larger than those of comparable cars -afford a mighty, equally applied grip over such a large braking area that the Stutz Six can be stopped with incredible swiftness."

Champion Plugs

sorbed by the metal rim which is a Italian Company's Selection Makes Champion's Domination in Europe Greater.

> Robert A. Stranahan, president of he Champion Spark Plug company innounces that Champion plugs have been chosen as standard equipment on the Isotta Fraschini, the well-known Italian car and one of the finest automobiles manufac tured in Europe.

This makes the 12th European moor car to select Champions as regular equipment, nine of which have done so since the introduction of sillimanite as the core for Cham pion plugs, and for which this company has exclusive rights through its discovery and development of this insulating mineral.

Other European manufacturers not using Champions as standard include pano Suiza, Citroen, Delage, Peugeot, Minerva Lorraine Dettrich, Unic, Tal-

standard in more than 75 per cent of the finest European cars, and in this country on more than 65 per cent of all automobiles produced.

New Bearings Bronze.

Under the name of Durex, General A clever arrangement of webbing has been found of use in any place dinarily used, and in many cases has even satisfactorily replaced ball and

in Berlin now pay in excess of \$10 a day, an unheard of sum in prewar

California Law Will Be Enforced

Vehicle Act Requires Motorists to Keep to Right of Street.

hicles must operate on the right hand edge of the right half of the highway or street, according to a warning issued yesterday by officials university has just returned from of the Auto club of Southern Cali- year's sojourn in North Saghalien,

necessary to draw out to pass an- where. he center of the highway, thus

blocking traffic. Auto club officers state that much traffic congestion is caused by heedless or stubborn motorists who main tain unusually slow rate of speed down the middle of the road and retered by motorists who fall to observe fuse to pull to the right, allowing other vehicles to go ahead at a rea

Rich With Oil.

Tokio, Oct. 13 .- Prof. Iki of Toyo among the fish-eating natives. He Autoists cannot proceed at a leis- describes the habits of these people.

sonable rate of speed.

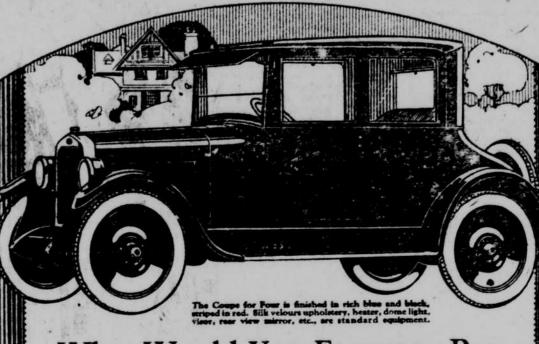
road under the new law, refusing to about oil. He says petroleum is ooz nove over to the right and give the ing out of the ground all over the right of way to faster moving ve- northern part of the island and that hicles. Only in cases where it is oil pools of great size are found every

CADILLAC

Type 61 Cadillac Touring-New tires, new paint, me-chanically perfect. Hansen re-built and re-newed cars mean your protection and guarantee.

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What Would You Expect to Pay for a Car So Fine?

Here is a Coupe of rare beauty. It has a luxurious Fisher body—complete to the smallest detail.

It has a brand new, six-cylinder engine smoother and more powerful, and carrying a 15,000 mile performance

It has Four-wheel Brakes-simple, tried

the steering wheel - exclusive, and remarkably convenient. It shows a road performance, under every condition, that amazes the most critical drivers.

What would you expect to pay for this thoroughly fine car? Your guess, if based on previous values, will be wrong—for the price is only \$1345 f. o. b. factory.

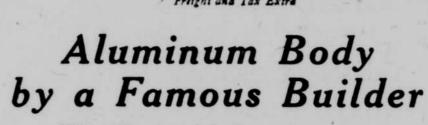
Prices Open Models J. o. b. Pontiac

Touring Car, \$945 Roadster, \$945 Sport Touring, \$1095 Sport Roadster, \$1095 OAKLAND MOTOR CAR CO.

Oakland Bldg., 20th and Harney Sts. The Goodwin-Jenkins Oakland Sales Co. 125 South Main Street, Council Bluffs, la

Oakland b

DSON SEDA



Hudson Prices
 Speedster
 \$1295

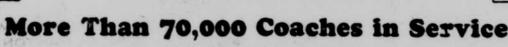
 7-Pass. Pheeton
 1350

 Coach
 1375

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At practically open car cost; the Coach combines all closed car comforts with famous chassis quality. Increasing thousands find it meets every need, at a big saving in cost.

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La. b. Detroit or Breneville, Ind

