

Cadillac Engine, V-63, Popular

Well-Balanced and Harmonized Mechanism Has Impressed Car Owners.

Since the announcement of the new V-63, the features which have made the most outstanding impression upon Cadillac owners and the general public has been the performance of the new, inherently balanced and harmonized engine, according to Jay W. Dunivan, Cadillac manager of distribution.

"Because of extensive tests made before the new car was put into 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. Dunivan.

"We have also had many statements from automotive engineers that the persistence with which the Cadillac company has adhered to the one principle of engine design has been one of the outstanding phases of recent motor car history. Cadillac engineers have consistently held that the motor car is primarily a passenger-carrying vehicle and that the engine should be of a type which would leave the greatest percentage of chassis space for body purposes. The rigidity of the short crankshaft and crankcase, and the smooth flow of power in the 90-degree, V-eight design, have been added factors which have determined them in continuing the V-type, 90-degree, eight-cylinder design.

Truck Master Title of Truck Drivers

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 months ago with the idea of finding a name which would improve the morale and fit the man in charge of a motor truck. The contest was started as the result of a suggestion by a national magazine which asserted that the drivers of a locomotive, a street car or an automobile all had a separate classification and that the motor truck driver should have some designation.

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

Executives of the General Motors Truck company feel that the term "truck master" expresses the position of the operator of a motor truck much more clearly than that simply of "driver." In nearly every case the 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 Praise for Buick Roadster

Maps—how interesting and serviceable they are—but most of us would rather make use of them than make them. Not so with John F. Mellish, whose maps of Michigan trunk line roads are known throughout the country.

Having just returned from a tour of more than 1,800 miles of roads in both the lower and upper peninsula of Michigan, he states that his new 1924 Buick six roadster consumed only 16.6 miles per gallon of gasoline on the entire trip, with the last 500 averaging 18 miles to the gallon. The four-wheel brakes, he declared, worked to perfection.

Quaker City Firm Buys 500 White Taxicabs

An order for 500 White taxicabs has been received by the White company from the Quaker City Cab company of Philadelphia, of which C. S. Jarvis is president. It is one of the largest orders ever placed for commercial vehicles and will give the Quaker City Cab company one of the largest 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 date.

Fat Man's Job.

Cleveland, Oct. 13.—Swimming the English channel is a fat man's game. Carlisle 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 a half hours," he said, "it was so cold it penetrated my muscles. After swimming three miles I became delirious and then unconscious."

"It's a fat man's job—and only a man with a lot of surplus flesh on his 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 city, as befitting the chief city of the Moslem empire, is to have a smarter police force, according to a new order issued by the director of police.

In a circular to policemen he orders them to shave a minimum of twice weekly and not to wear their police caps at the "fashionable angle."

For correct department policemen going on duty will be reviewed by the local superintendent. Policemen who on the streets must preserve a serious demeanor, inspiring respect, he adds.

New Packard Single-Six Coupe



The many advantages offered in the new Packard coupe are not only in the convenience of the body design but also in the ease of its control.

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The Speed Wagon with which the record was made was taken directly from the assembly line in the big Reo 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 starting time of the trip to San Francisco, had 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

That the lessons of war can be applied to the catastrophes of peace is being demonstrated in the early call for American-made motor trucks which has followed the Japanese upheaval. Almost as soon as wire communications were restored, cable instructions arrived for the shipment of American trucks.

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

When one sees the sturdy yet 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 American-made 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 even closer regard on the part of that great Pacific empire which is now passing through the hour of its greatest need.

No other man knows his New York as does O. McIntyre. He tells about it each day in The Evening Bee.

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Heat of Flexing Hard on Casings

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

An ordinary piece of steel wire will become hot after being flexed a few times and in the course of a minute or two will break. The ordinary automobile casing is called upon to withstand the action of this heating and flexing millions of times.

A 33x5 cord casing, for example, will flex 358,000 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 generated inside the tire. This brings about an additional problem for the technical man who is charged with the responsibility of giving the car owner a maximum amount of mileage in each casing. He must devise a means of escape for this internal heat. It is destructive to the tire because it serves to separate the piles of fabric.

Therefore, the sidewall of any automobile tire is made very thin so as 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 generated inside of the casing is absorbed by the metal rim which is a good heat conductor.

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

A 33x5 casing in the course of a normal season of driving will flex from 15,000,000 to 35,000,000 times, which means from 5,000 to 10,000 miles, according to Miller tire men.

In all of these millions of flexings the tire must be prepared to absorb and throw off the strain without breaking, as the piece of steel wire does after 20 or 30 flexings.

Improvements in Willys-Knight Cars

Certain notable changes in the design of the Willys-Knight five and seven passenger sedans have greatly added to these two models already noted for their distinctive beauty.

Chief among these innovations are longer, freer lines sweeping back from the radiator, which immediately impart a distinction that is much admired by those who have inspected the models.

The windshield with a lower division that swings open for ventilation, with a metal sunshade and a windshield wiper, form a unit that cannot be surpassed for completeness and convenience, while the clock, speedometer, oil gauge and switches are grouped in greater symmetry on the instrument board.

A clever arrangement of webbing in the roof of the car results in an astonishing degree of inside quietness that has been widely commented upon. That the designer had the comfort of the passengers at heart is shown by the adoption of much wider windows throughout, and by the provision for lowering the windows in the front doors to a point below the sills, which allows one's arm to rest at ease on the sill.

The steering wheel has been raised. The seat is well pitched at a comfortable angle.

Good Brakes Needed Due to Fast Driving

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

"When cars travel the city streets in a steady procession from morning to night at such comparatively high speeds as they do today, there can't be any guess work about brakes," states Mr. Grunwald. "The driver, to be sure of his own safety and that of the passengers in the car just ahead of him, must know that his brakes operate efficiently and quickly. He must know to a nicety how much distance is required for him to come to a dead stop. His brakes must always be in perfect adjustment."

"Freedom from brake worry is always the rule with the man or woman 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."

Isotta Selects Champion Plugs

Italian Company's Selection Makes Champion's Dominance in Europe Greater.

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

This makes the 12th European motor car to select Champions as regular equipment, nine of which have come since the introduction of Champion plugs, and for which this company has exclusive rights through its discovery and development of this insulating mineral.

Other European manufacturers now using Champions as standard include such widely known cars as the Hispano Suiza, Citroen, Delage, Peugeot, Mincerva, Lorraine Dietrich, Unic, Talbot, Mors, Voisin and Panhard.

Champions are now being used as 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 Motors corporation has perfected a new porous, oil-absorbing, copper-tin bearing bronze. The new product possesses a large number of pores which will absorb lubricating oils or greases up to 25 per cent of the volume of the bearings. Under test it has been found of use in any place in which bearing materials are ordinarily used, and in many cases has even satisfactorily replaced ball and roller bearings.

Foreign guests in first-class hotels in Berlin now pay in excess of \$10 a day, an unheard of sum in prewar years. German citizens pay from one-fifth to one-half that rate.

California Law Will Be Enforced

New Vehicle Act Requires Motorists to Keep to Right of Street.

Serious trouble is to be encountered by motorists who fail to observe the provision in the new California vehicle act, which states that all vehicles must operate on the right-hand edge of the right half of the highway or street, according to a warning issued yesterday by officials of the Auto club of Southern California.

Autoists cannot proceed at a leisurely pace down the center of the road under the new law, refusing to move over to the right and give the right of way to faster moving vehicles. Only in cases where it is necessary to draw out to pass another car, is it permissible to use the center of the highway, thus blocking traffic.

Auto club officers state that much traffic congestion is caused by heedless or stubborn motorists who maintain unusually slow rate of speed down the middle of the road and refuse to pull to the right, allowing other vehicles to go ahead at a reasonable rate of speed.

Rich With Oil.

Tokio, Oct. 13.—Prof. Iki of Toyo university has just returned from a year's sojourn in North Saghalien, among the fish-eating natives. He describes the habits of these people.

CADILLAC

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

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Here is a Coupe of rare beauty. It has a luxurious fiber 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 guarantee. It has Four-wheel Brakes—simple, tried and true. Its controls are centralized on 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.

The Sedan and Business Coupe are just as fine and complete as the Coupe for Four. At \$1395, and \$1195, respectively, f. o. b. factory, their values are just as convincing. Be fair with yourself and your family. See the True Blue Oakland before you buy.

Prices Open Models f. o. b. Pontiac
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Telephone AT lantic 2929 The Goodwin-Jenkins Oakland Sales Co., 122 South Main Street, Council Bluffs, Ia. Omaha, Neb.

The True Blue Oakland "6"

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