

AUTOMOBILES

1910

Cadillac

'Thirty'

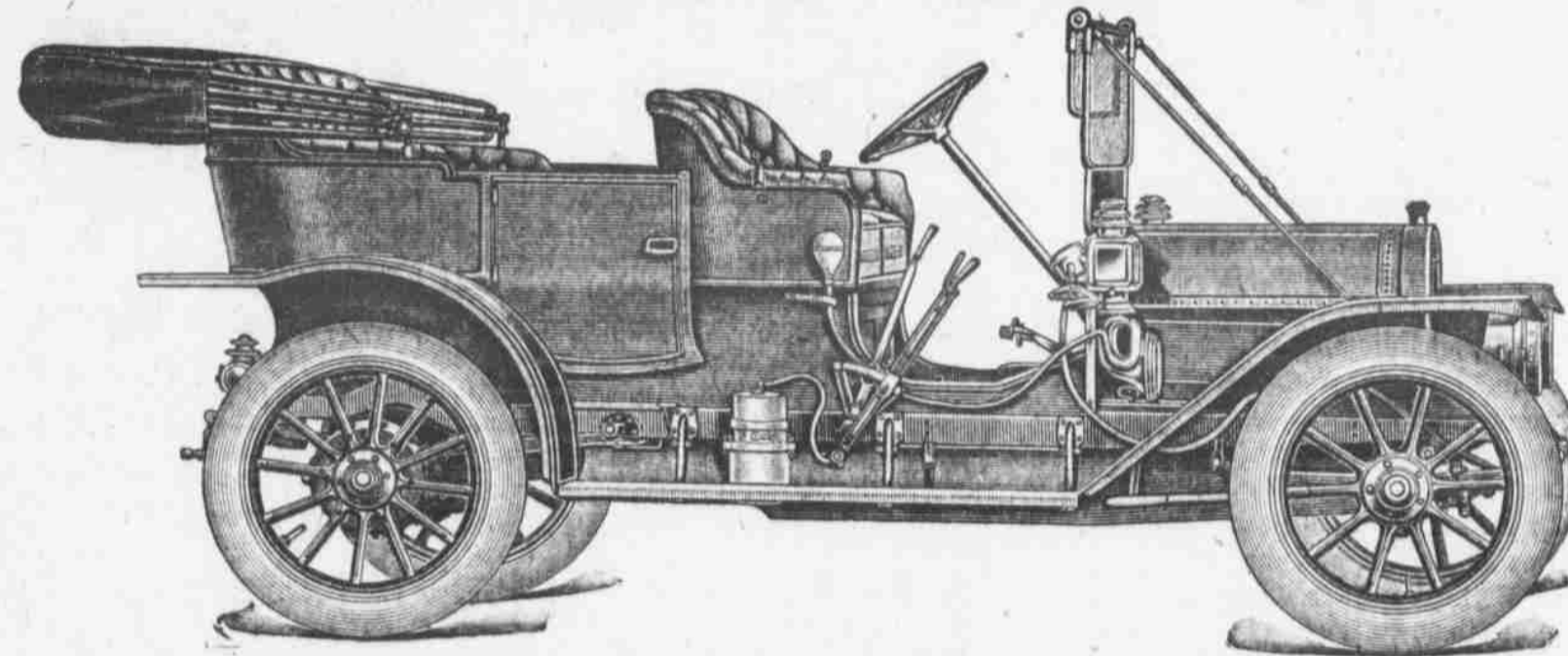
Larger Engine Longer Wheel Base Larger Wheels Larger Tonneau
More Power Increased Efficiency Larger Tires More Room
Two New Ignition Systems Greater Hill Climbing Ability

This year's Cadillac dominated the trend of the entire industry. It introduced in the manufacture of motor cars a new measure of value. The 1910 Cadillac, announced herewith, goes further than did its predecessor. It creates a still higher type of efficiency entirely new at the price. No 1910 car, no matter whether its price be higher or lower, can escape comparison with this new Cadillac. It must, perforce, be accepted as the criterion for the current season.

The thought which we wish to convey to your mind immediately is that the 1910 Cadillac foretells the end of the era of high prices for the finest cars. We realize the grave responsibility that attaches to such an announcement coming from the Cadillac Company. Realizing it—we beg to remind you that this company has always held fast to high and honorable ideals. We venture, further, to refresh your memory regarding the record of 1909. We promised you a year ago that we would build the car the whole world had waited for—the first truly high grade car at a popular price. We believe it is universally conceded that we carried out that promise to the letter—that the Cadillac Thirty was far and away the most noteworthy product of 1909.

That this was the consensus of public opinion was proven by the fact that within 60 days after the original announcement was made, every car we could build in a year was sold. The Cadillac Thirty far outsold any other car and many hundreds of buyers who were slow in placing their orders were disappointed. At this writing the demand for the new 1910 Cadillac is more than double the tremendous pressure of orders recorded a year ago for the 1909 car. This record of the past year's performance, and the certainty of a second year's sales success even greater than 1909, should inspire you with confidence in our sincerity when we say that

The 1910 Cadillac is a far greater achievement than the Cadillac of 1909



The new Cadillac Thirty breaks down the last slight barrier that separated the car from those of highest price.

First—by furnishing a larger engine, which means greater power.

The 1910 Cadillac is not proportioned more generously nor more nicely balanced, than was its predecessor of 1909.

But, in keeping with its betterment, the engine has been built on slightly larger proportion. The cylinder bore is a quarter of an inch greater—the dimensions now being—Bore 4 1/4 inches; stroke 4 1/2 inches.

The engine—with its increased size—will embody the same magnificently standardized construction, which brought the Cadillac the most cherished prize in the automobile world—the famous Dewar Trophy.

Second—by its greater hill-climbing ability.

The increase of power naturally means increase in the car's ability on the level and on the grades.

In a car perfectly standardized—and the winning of the Dewar Trophy stamped the Cadillac the most perfectly standardized car in the world—any increase in power is material gain, because Cadillac standardization reduces friction—the great power antagonist—to the very minimum.

Third—by its two ignition systems.

In the important matter of ignition, the 1910 Cadillac is truly a marvel.

The two ignition systems are separate, complete and independent.

Either alone is efficient for starting and operating the car.

Fourth—by its larger wheels and tires, and its longer wheel base.

The enviable place occupied by the Cadillac of 1909—in the estimation of thousands of owners was won no less by its superior riding qualities than by its magnificent operative qualities.

In spite of this, we say that the Cadillac for 1910 will ride more easily than the 1909 car.

This is due to three changes in construction—Long lengthening the wheel base to 110 inches, and accordingly lengthening the suspension between the axles by 4 inches; increasing the size of the wheels from 32 to 34 inches; and increasing the tires from 32 by 3 1/2 inches to 34 by 4 inches.

Fifth—by its larger, more roomy tonneau.

Because of the additional wheel base we are enabled to furnish a more commodious and more comfortable body. The tonneau of the 1909 cars afford generous room for accommodating three passengers comfortably; and there will be still more foot room and a wider tonneau for those occupying the rear seat of the new Cadillac.

The price of the 1910 Cadillac—\$1,600—includes three oil lamps, two gas lamps and generator, horn, magneto, larger wheels and tires, larger tonneau, increased comfort, and increased efficiency and control. This additional equipment more than equals the increase in price over 1909.

We ask you once more to bear in mind what we have frequently said in the past:

That the sale of the 1909 Cadillac was limited only by the producing capacity of the Cadillac plant.

If it had been possible for us to build 20,000 cars for 1909, the public would have absorbed them.

Today the demand for the 1910 Cadillac is more than double in volume the demand at this time last year for the 1909 product.

If you, by any chance, were among those, who, willing to pay a substantial cash premium for the privilege of buying a 1909 Cadillac still are among the disappointed—you have no desire to repeat your experience.

The Cadillac dealer in your locality knows definitely how many of the cars his allotment calls for; and he also knows that it will be futile to ask us to allow him more than he has already been assigned.

See the 1910 Cadillac, and you will see at a glance that it does invade the domain of highest price, and that it is impossible to buy more actual automobile value—at any price—than this car offers at \$1,600 (F. O. B. Detroit). Furnished either as Touring Car, Demi-Tonneau or Runabout.

Specifications of the 1910 Cadillac

Motor—Four-cylinder, four-cycle, cylinders cast singly, 4 1/4-inch bore by 4 1/2-inch stroke. Five-bearing crank shaft.

Horsepower—Nominal 20. Actual, dynamometer test, 22.

Cooling—Water. Copper jacketed cylinders, gear driven gear pump. Radiator of ample efficiency. Fan attached to motor, running on two point ball bearings. Center distances of fan pulleys adjustable to take up stretch in belt.

Ignition—Two new systems, complete and independent. One, low tension magneto. The other, four unit coil with dry cells.

Lubrication—Automatic splash system, oil uniformly distributed. Supply maintained by the mechanical forced feed lubricator with positive slight feed on dash.

Carburetor—Float feed type, our own make.

Clutch—Cone type, leather faced, with special spring ring in fly wheel.

Transmission—Sliding gear, selective type, three speeds forward and reverse.

Drive—Direct shaft drive in housing in bevel gears of special cut teeth to afford maximum strength. Universal joint enclosed in housing and running in oil bath.

Axles—Rear, special alloy steel live axle shafts running on special roller and ball bearings. Front, "I" beam section with drop forged yokes, spring perches, tie rod ends and steering knuckles, the latter having ball thrust bearings. Front wheels fitted with two point ball bearings.

Brakes—One internal and one external brake direct on wheels, large drums, double acting and compensating.

Steering Gear—Our own worm and sector type, adjustable with ball thrust bearings.

Frame—Dropped, pressed steel, channel section.

Wheels—Wood artillery type, with quick detachable rims. Special large hub flanges and special strength wide spokes.

Wheel Base—110 inches.

Tires—34 x 4 inches.

Track—56 inches.

Spring—Front, semi-elliptical 36 inches long by 2 inches wide. Rear, three-quarter platform; sides,

42 inches long by 2 inches wide; rear 38 inches long by two inches wide.

Control—Spark and throttle levers at steering wheel. Steering wheel 17 inches in diameter. Clutch operated by foot pedal. Service brake (external) operated by foot lever. Emergency brake (internal) operated by hand lever. Speed changes by hand lever operating in "H" plate. Throttle acceleration by foot lever.

Speed—2 to 20 miles an hour on high gear.

Gasoline Capacity—About 12 gallons.

Oil Capacity—Six pints. Sufficient for 400 to 500 miles.

Upholstering—Black leather over genuine curled hair and deep coil steel springs.

Paint—Royal Blue body and chassis striped.

Equipment—One pair gas lamps and generator; one pair side oil lamps and tail lamp, magneto, horn, set of tools, pump, tire repair kit, robe rail and tire irons.

BOOST FOR POSTAL BANKS

Postmaster General Hitchcock Has Been Gathering Data.

HOW THEY WORK ELSEWHERE

Mr. Hitchcock Will Also Recommend a Parcels Post Law, but This is Likely to Meet with Strong Opposition.

(From a Staff Correspondent.)

WASHINGTON, Sept. 15.—(Special.)—Postmaster General Hitchcock will make a strong presentation to congress at the coming session in favor of the establishment of postal savings banks. Mr. Hitchcock has collated, during his term of office, all available information as to the operation of the postal savings banks in foreign countries and these data, without exception, are substantial arguments in favor of the policy of governmental banks. While the people of the United States are unquestionably the greatest bank depositors in the world there are still hundreds of thousands of American citizens who, it is believed, will welcome a policy which will enable them to deposit their savings with the guarantee of the government behind them, thereby increasing the total bank holdings and at the same time adding to the available cash in the treasury. It is believed, too, that postal savings banks will check the desire among timid people to withdraw their funds from depositories whenever business conditions become "panicky," not only from the government depositories, but from national and state institutions as well. It is a well known fact that more than half the bank "runs" are caused by the timid small depositors who, becoming frightened over rumors of insecurity, hasten to the banks and by their numbers create a scare which rapidly spreads. If these small depositors can feel certain that their funds are safe, when in the care of the federal government they will have no occasion to "start a panic" and as a consequence fewer "runs" and their following failures will result.

John Wanamaker, when postmaster general, was the first cabinet officer to make a serious effort to induce congress to authorize the establishment of postal savings banks. But at that time his chief, President Harrison, did not show any enthusiasm for the plan. On the other hand, it is understood that President Taft is in hearty accord with the plans of the postmaster general and will back him up to the limit of his power. President Taft has shown that his power of persuasion is very effective upon congress, so that Mr. Hitchcock's program is likely to be adopted before the close of the sixty-first congress.

Parcels Post Recommendation.

Another change in the postal service which will probably be advocated by Mr. Hitchcock is not so likely to meet with congressional endorsement as the parcels post. The people of the United States are today in the most peculiar position in regard to the transportation of merchandise through the mails. While it is possible to send a twelve-pound package from San Francisco to London, Berlin or Paris by mail for \$1.44, the same parcel addressed to New York or Omaha would not be received, and even if it should be accepted the postage would be \$1.92. The present postal laws limit the weight of a package of merchandise to four pounds and the postage rate is 15 cents per pound on domestic matter as compared with 12 cents per pound on packages addressed to any country with which the United States has a parcels post treaty.

The chief opposition to the enactment of a more liberal parcels post law has come from the express companies, and these organizations are still very active in their opposition. But in recent years they have won to their support a very powerful and widespread following. The country storekeepers have become alarmed at the growing business of the "mail order" houses. Those concerns have the farms and the villages in every rural community flooded with their catalogues, and are constantly drumming trade through the medium of millions of circulars sent through the mails. The small merchants are compelled to give credit to their customers, while the mail order people sell only for cash in advance. Naturally the country merchant opposes any legislation which promises to increase the facilities of his powerful city rival and within the last two or three years he has joined with the express companies in a fight against the proposed parcels post law. The most active among small storekeepers are located in Oklahoma, Kansas and Nebraska and it is understood that an organization has been perfected among them with a view to sending a committee to Washington to plead with the committee of the senate and the house and to protest against a change in the postal laws which they fear will result in the annihilation of their business.

WHY HIS APPETITE FAILED

It Wasn't Musk Ox or Walrus Meat, but Pictured Confections Did It.

"I don't take much stock nowadays in these mouth watering pictures of salads and desserts that are so thick in all the magazines," said young New York photographer who has lately added a writer on culinary topics to his list of patrons. "The first time I was asked to take such a picture the subject was just about the most appetizing collection of sandwiches I'd ever seen. They were arranged on a dainty dolly and placed in a beautiful silver dish. I was told where to deliver the photo and return the dish, but to never mind about the sandwiches."

"As I saw in these a much better lunch than I could get anywhere else I took the picture at once and then sent out for a pot of coffee. I hardly knew where to begin on, but finally decided in favor of an artistic combination of brown bread and cream cheese. The filling which I'd supposed was cream cheese proved to be a stiff flour paste and rained at that. It coated my mouth and stuck to my teeth. I did some inquiring after that and found that many a photographer has tried to eat similar stuff. Creamettes made of soap, then covered with glue and rolled in bread crumbs was one appetizing subject brought in to a friend of mine to be photographed, and another man in the business told of little blocks of wood dipped in frosting to represent small fancy cakes. Most of the whipped cream is in reality cotton wool, and so it goes."—New York Sun.

Most Wonderful Healing.

After suffering many years with a sore, Amos King, Fort Byron, N. Y., was cured by Bucklen's Arnica Salve. Sold by Weston Drug Co.

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