

NEW START FOR THE CADILLAC

Motor Set Going by Electricity on the New Cars.

DYNAMO SUPPLIES THE CURRENT

Electricity to Start Motor, Light the Car and Perform Other Unique Service on the 1912 Models.

The usual policy of the Cadillac Motor Car company to produce the exceptional brings out for 1912 a car whose motor is started and ignited, and whose lamps are lighted by electric current from the same source—a dynamo on the motor.

Never before, in a gasoline car, has electricity been utilized to such an extent. The adoption of the dynamo for ignition supplements the usual magneto.

The dynamo also supplies current for ignition. Up to 280 to 300 R. P. M. the ignition current comes from the storage battery, while above that speed it is direct from the dynamo through the high tension distributor to the spark plugs.

Practical Tests Satisfactory. Practical tests have shown that the storage battery is of sufficient capacity to operate the starting device and "turn over" the engine for a space of about twenty minutes, although it seldom requires more than a second or two to start the engine.

The storage battery also supplies the current for lighting. The car is equipped with two specially designed electric headlights, with adjustable lamps to focus the rays properly—two front side lamps, tail lamp and speedometer lamp.

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The entire electrical plant has been designed with a view to compactness and efficiency, simplicity and positiveness; and to obviate as far as possible, the necessity of attention.

The Cadillac company makes but one type of chassis, but offer a line of six different types of bodies, viz: Five-passenger touring car, four-passenger phaeton and two-passenger roadster, each \$1,500; four-passenger torpedo, at \$2,000; three-passenger coupe, at \$2,250; and seven-passenger limousine, at \$3,250.

Other noteworthy improvements are made in the 1912 car, the more important of which are increased power, larger wheels, larger tires and larger brake drums; increase in the gasoline capacity of all models and a gasoline gauge on the dash.

The size of the cylinders is not increased, but the increase of power is gained in other ways. For instance, the valve openings are larger, the intake manifold is larger and the shape changed to insure more uniform distribution of the gas to the cylinders, and a new carburetor, of Cadillac design, is developed in the Cadillac laboratories.

Down Where It's Hot. The deepest hole in the world up to date is the boring begun ten years ago at Catochov, Siberia, with the object of attaining a depth of 2,500 meters, and which has now reached a depth of 2,100 meters.

Little Surprises. "Mister, you left this diamond shirt stud in your laundry last Monday." "Hello! Is that Mr. Smith's? ... Is this your best girl?"

Coast-to-Coast Run to Start October Two

Fifty Persons in Ten Automobiles on 4,000-Mile Tour, New York to Los Angeles.

NEW YORK, Aug. 26.—A novel transcontinental automobile tour will leave this city on October 2. This tour will be on a scale and plan that has not hitherto been attempted.

The promoters have the assistance and co-operation of the American Automobile Association representative, Westgard, will pilot the tour.

The idea seems to be a variation from the general run of transcontinental tours, in that comfort and a route of unusual interest have been considered, above speed.

Autos in Road Race Hope of Gotham Men

Taking of Vanderbilt Cup to Savannah Will Not Prevent a Little Sport.

NEW YORK, Aug. 26.—High-powered machines will plunge through clouds of gasoline and dust in road-racing competition on Long Island this autumn.

The Forty-seventh regiment of Brooklyn will guard the course. The order has been signed by the brigadier general and has been forwarded to Washington.

White lies get soiled almost as easily as white gloves. If the successful suitor gets her mother's consent, he has a majority sufficient to overcome father's veto.

What has become of the old-fashioned red petticoat with which the midnight express used to be flagged and saved?

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Cadillac progress

in scientific research marks a well defined line between the motor car of the past and the motor car of now

Automatic electric starting device. Electric lights. Two complete ignition systems. Scientifically developed carburetor. More Power. Larger wheels and tires. Larger brake drums. Steel bodies of latest accepted designs. Numerous refinements of essential details.

The improvements incorporated in this year's specifications will give a pronounced impetus to the conditions which have constituted the Cadillac a law unto itself. These improvements are obviously the result of an economic and evolutionary development; hence, it is useless to seek them elsewhere.

The simple, centralized, Delco system of starting, igniting and lighting is merely a phase, or an integral part of that process. To combine these elements of efficiency, for the first time, in a unit, exercising the three separate functions, is of itself an interesting achievement.

CADILLAC ELECTRICAL SYSTEM

Starting Lighting Ignition

The electric plant in the new Cadillac not only accomplishes what heretofore has been accomplished in a less efficient manner by separate systems—ignition and lighting—but goes further and includes in its functions a feature to which motorists have long looked forward, an automatic starter which obviates the necessity of cranking by hand.

The plant consists of a compact and powerful dynamo operated by the engine of the car. The dynamo charges the storage battery. For starting the engine, the dynamo is temporarily and automatically transformed into a motor, the current to operate it as a motor being furnished by a storage battery.

To start the engine, the operator after taking his seat in the car, simply retards the spark lever and pushes forward on the clutch pedal. This automatically engages a gear of the electric motor with gear teeth in the fly-wheel of the engine, causing the latter to "turn over," thereby producing the same effect as by the old method of cranking.

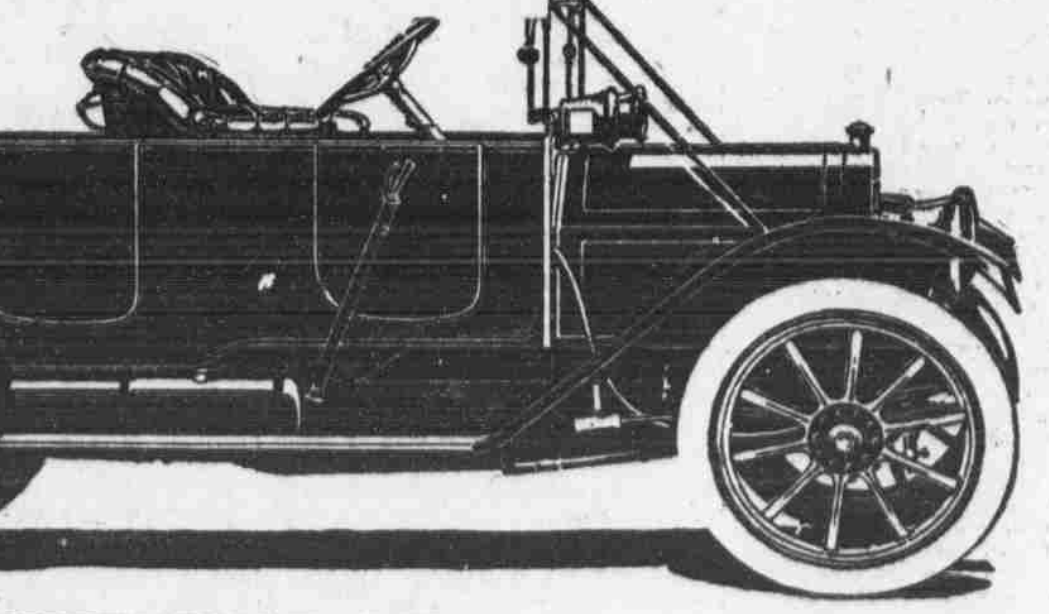
A Few of the Improvements in the 1912 Cadillac

Automatic electric starting device, electric lights. (See detail description in another column.)

Increased power resulting from motor refinements and our own new carburetor. This new carburetor has not only simplified the matter of adjustments, but possesses maximum flexibility and maximum efficiency from low to high speeds without change of adjustment, excepting air adjustment controlled by small lever at the steering wheel.

Wheels and Tires. Increased from 34 in. x 4 in. to 36 in. x 4 in. Brake drums. Increased from 14 in. to 17 in. diameter. Bodies. Steel of later accepted designs; all fore doors, constructed upon new improved methods.

Gasoline capacity increased to 21 gallons on all models excepting Phaeton and Roadsters, in which the increase is to 18 gallons. Gasoline gauge on dash.



SPECIFICATIONS IN BRIEF

ENGINE—Four-cylinder, four-cycle; cylinders cast singly, 4 1/2-inch bore by 4 1/2-inch piston stroke. Five-bearing crankshaft. Five-bearing cam shaft. HORSE-POWER—Nominal, A. L. A. M. rating, 32.4. Actual horsepower greatly in excess of that rating due to Cadillac design, Cadillac principles and Cadillac construction. COOLERS—Water, copper jacketed cylinders. Gear driven centrifugal pump, radiator tubular and plate type. IGNITION—See description under Electrical System. LUBRICATION—Automatic splash system, oil uniformly distributed. CARBURETOR—Special Cadillac design of maximum efficiency, water jacketed. Air adjustable from driver's seat. CLUTCH—Cone type, large, leather faced with special spring ring in fly-wheel. TRANSMISSION—Sliding gears, selective type, three speeds forward and reverse. Chrome nickel steel gears, running on five annular ball bearings; bearings oil light. CONTROL—Hand gear-change lever at driver's right, inside the car. Service brake, foot lever. Emergency brake, hand lever at driver's right, outside. Clutch, foot lever. Throttle accelerator, foot lever. Spark and throttle levers at steering wheel. Carburetor air light adjustment, hand lever under steering wheel. DRIVE—Direct shaft to bevel gears of special cut teeth to afford maximum strength. Drive shaft runs on Timken bearings. AXLES—Rear, Timken full floating type; special alloy steel live axle shaft; Timken roller bearing. Front axle, drop forged I beam section with drop forged yokes, spring perches, tie rod ends and steering spindles. Front wheels fitted with Timken bearings. BRAKES—One internal and one external brake direct on wheels, 17-inch by 2 1/2-inch drums. Except

Table listing prices for various Cadillac models: Touring car \$1,800.00, Phaeton \$1,800.00, Roadster \$1,500.00, Coupe \$2,500.00, Limousine \$3,250.00. Prices F. O. B. Detroit, including standard equipment.

CADILLAC MOTOR CO. Omaha, Neb.: Cadillac Company of Omaha, 2050 Farnam Street. Detroit, Mich. Lincoln, Neb.: Copeland-Orr Motor Car Co., 127 So. 11th Street.