

**EIGHT-CYLINDER CADILLAC**

New Type Automobile First of Its Kind Made in United States.

**REAL ENGINEERING ADVANCE**

Its V-Shape Motor Has One Crankshaft, One Cam Shaft and Tests Better Than Sixty-Horse Power.

In announcing that its new car is powered with an eight-cylinder engine of the V-type, the Cadillac Motor Car company becomes the first American manufacturer to develop an eight-cylinder car for the market, and the only manufacturer whose latest product embodies a vital advance in engineering and in motor.

These are set at rest the rumors which for weeks have presumed to forecast Cadillac intentions and plans.

The first high-grade car at a popular price was the original Cadillac Thirty—and the car opened up a new field to the industry.

For a year the Cadillac was the only car to carry an electric starting and lighting system—a feature that has become an important part of the regular equipment of almost every car.

**To Improve Power.** As the Cadillac statement announcing the new car puts it:

"This company has never relaxed its pursuit of that power principle which would prove to be ultimate and final."

"We sought the medium by which the Cadillac would be endowed, not with approximate freedom from gear shifting, or approximate hill-climbing ability on high, or approximately swift acceleration, but with the highest possible form of these three characteristics."

"The Cadillac company has given serious consideration to every reputable type of motor—endeavoring to scrutinize with scientific impartiality the virtues and the limitations of each and every one alike."

"Building and experimenting in turn, with every type from the single cylinder to the six, and from the poppet to the rotary and to the sliding valve, we have been carried forward to the highest form of frequent impulse motor—the V-type eight-cylinder."

"The principal advantage of the eight-cylinder engine is, of course, its continuous torque, and continuous uniform generation of power. There is no pause or lapse between power impulses, of which there are eight in each complete cycle of the engine, four to every revolution of the crankshaft, or one every quarter turn. The firing alternates from side to side. The continuous torque produces an almost utter absence of vibration, at both high and low speeds."

**Advantages Classified.**

W. G. Aston, writing of the V-type of eight-cylinder motor in the Autocar Imperial Year book, London, classifies its advantages under four heads, viz: size, weight, torque and cooling.

Under the head of size he comments on the shortness of the construction, which not only reduces periodic vibrations in the crankshaft, but affords more space for body work on a chassis of standard length. No extraordinary length of inlet piping is required, as the V-form cylinders lend themselves very readily to a piping arrangement that enables every cylinder to receive a practically uniform charge of gas.

In the matter of weight, the shortness of the V-type eight again figures, Mr. Aston pointing out the reduction in the length of crank case, the lighter crankshaft and flywheel, short camshaft, and lighter reciprocating parts because of the comparatively smaller size of the cylinder on a given power basis.

As to torque, he shows by illustration that the torque of the eight is more uniform and that additional cylinders could do no more than increase the power.

The author points out that, in the cooling system, each block of cylinders is treated as a unit, and the water circulation has no tendency to form pockets around the valves.

The cylinder dimensions of the new Cadillac engine are comparatively small—3 1/2 inches bore and 5 1/2 inches stroke—yet in repeated tests by dynamometer, an excess of 60 horsepower has been registered.

**Cast in Two Blocks.**

The cylinders are cast in two blocks of four cylinders each, with water jackets, combustion chambers and intake manifold integral. The cylinder blocks are mounted on the crank case at an angle of 90 degrees to each other, from whence the designation, "V-type."

The cylinder are of the L-head type, with all valves on the same side of the cylinder block.

There is but one crankshaft, the connecting rods of the cylinders opposite each other being jointly attached. One camshaft with eight cams is employed positioned directly above the crankshaft, driven by a silent chain from the crankshaft and operating the valves through a series of rocker arms provided with hardened steel rollers. The exhaust valves are flat head type, made of Tungssten steel, and the inlet valves are tulip shape to facilitate the intake of gas.

The crankshaft is 1 3/4 inches in diameter, of special chrome nickel alloy steel, supported by reinforced bronze, babbit-lined bearings of liberal proportions. Its length is but 31-1/2 inches between the outer ends of the forward and rear bearings, thus overcoming the periodic vibration or thrashing almost sure to result where a long crankshaft is used.

**Parts Are Light.**

One of the factors which contributes materially to the smoothness and absence of vibration in this engine, aside from its fundamental principle, is the lightness of the reciprocating parts. For example, a pair of piston connecting-rods weigh only forty-eight ounces, yet in making the laboratory tests it required a compression strain of more than nine tons to bend one of them.

A multiple disc, clutch is employed and the motor and transmission are mounted as a unit, the two rear points being bolted to the frame and the forward point taken care of by a ball and socket joint.

Details of the car include left drive and center location of the gear change and hand brake levers, wide doors, lighting and ignition switches located conveniently on the cowl board and a pedal button in the floor for bringing the electric device into action.

The advent of the new car naturally has created extraordinary excitement all over the country and the feeling in the trade echoes in a large measure the expression of W. C. Leland, general manager of the Cadillac company, who is quoted as saying:

"We believe the eight-cylinder is destined to change completely the current of motor car design and manufacture."

This is supplemented by a statement

from Sales Manager E. C. Howard, who says that reports from every city and town of consequence in the country indicate an advance sale so unusual that it will be impossible for the Cadillac company, even with an enlarged production, to satisfy the demand during the first twelve months.

**Ford Business Has Trebled Since New Plan is Inaugurated**

Since the announcement of the Ford profit-sharing plan to include retail buyers business at the local branch has increased to over three times the volume done during a like period last year. Orders received at the Detroit factory show that this increase is general all over the country, and there is no question now but that the 300,000 car production will be greatly exceeded. Notwithstanding the fact that the daily production is now running close to 1,000 completed Ford cars the factory is over 20,000 cars behind orders for immediate delivery. About 1,000 of this number are ordered for shipment to Nebraska points, although shipments to greatly reduce this number are expected soon.

Among local purchasers to whom Ford model Ts were recently delivered are:

Public Market,	S. B. Letawsky,
W. H. Hornbeck,	L. D. Whitaker,
S. F. Jones,	E. T. Wright,
F. P. Cheshire,	G. F. Howard,
H. Ebelie,	F. W. Calkins,
Tunberg & Reetz,	John Schlueter,
C. S. Malm,	S. E. Solomon,
Cole & Fry,	Dr. E. R. Porter,
Orville Cox,	W. J. Daly,
T. E. Floyd,	H. G. Montgomery,
J. Valenta,	D. D. Addison,
V. P. Garst,	C. W. Clark,
R. L. Lewis,	Mrs. M. H. Garfunkel,
Edward Bulmer,	John A. Moore,
James Davis,	J. H. West,
Herman Grote,	M. Nordquist,
H. R. Fleck,	Hosenslum Bros.,
G. E. White,	J. H. Isely,
M. D. Aldright,	J. W. Pariah,
Smith-Loockwood,	Harry Kasmussen,
L. E. Wulff,	Paxton & Gallagher,
H. Warncke,	S. E. Hager,
John Harte,	E. M. Tomlinson,
R. A. Lewis,	Charles Tabbar,
C. E. Krotts,	William Hess,
George Hansen,	E. E. Zimmerman,
B. R. Cosby,	E. C. Sandoz,
J. H. Isely,	J. A. Christianson,
Frank Kuback,	L. Sommer,
L. P. Kerbal,	Charles Pownell,
Dr. J. F. Hyde,	W. E. Mowry,
Thomas Cronin,	Frank Elison,
H. Hill,	J. B. Pfisterer,
Ann Lightning,	Maud Easley,
Andrew Alback,	G. O. Young,
David Cole Creamery Company,	J. Peters,
Jones Candy Co.,	W. D. Kirkham,
B. M. Strous,	John McPherrin,
G. L. Mendonhall,	Charles West,
Charles West,	Dr. P. F. Kand,
W. Harlan,	Dreibus Candy Co.
John G. Jones,	

**Rubber Company Enters Buy Bale of Cotton Stunt**

The Goodyear Tire and Rubber company is the first of the tire companies to take up the "buy a bale of cotton" movement, by which an effort is being made to move at least a part of the south's enormous cotton crop this year. Instructions have been issued to the managers of Goodyear's eight branches in the cotton belt to buy bales of cotton and place them in the branch show windows. Each bale bears the name and address of the planter from whom it has been purchased and in addition an exhortation to others to do likewise.

"The present situation, due to the accumulation of such a large crop with no means of selling it, may yet prove of value to southern farmers," says a Goodyear official who has just returned from the south. "Too much reliance has been placed by farmers on one, or at best, two staple crops. When these fail, or when they cannot be turned into cash, the farmers are left helpless. Many of them buy almost all their food products. This condition is likely to be changed as a result of this year's experience. More diversified crops and more scientific tilling is already being urged, and northern farmers and their ideas are now more welcome in the south than ever before."

**The New SAXON \$395**



**Did You Say This?**

Are you the man who sadly says, "I want an automobile but I can't afford one yet." Guilty? Then you're the man who ought to know the Saxon better.

You don't need to be drawing a princely salary to own a Saxon. In fact the Saxon is the one really good automobile you can easily afford on the salary you're getting now.

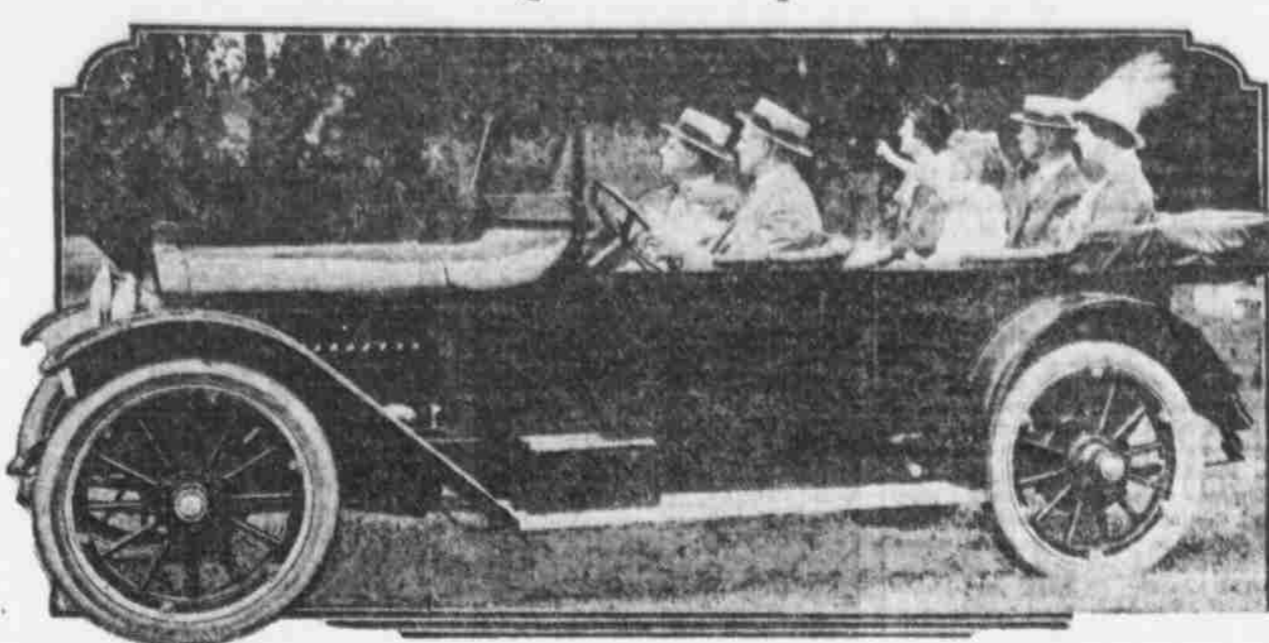
**Not "Cheap" But Inexpensive**

The price of the Saxon is only \$395, but it is a long ways from being a "cheap" car. It has proved its quality in a 3389-mile coast-to-coast trip in 30 days; in a hundred 200-mile non-stop runs; in the hands of over 6500 owners in every part of the country.

If you will just phone us we will arrange a demonstration at your convenience.

**Linger Implement Company**  
Omaha, Nebraska

**Five-Passenger 1915 Hupmobile Here**



NEW MODEL HAS ARRIVED IN OMAHA AND IS ON DISPLAY IN THE SALES ROOMS OF THE CADILLAC CO.

**Willys Buys Bale of Cotton for All Southern Agents**

In an effort to further the national campaign recently started to better business conditions in the stricken cotton belt of the south, John N. Willys, president of the Willys-Overland company, has purchased a bale of cotton for each of the 400 Overland dealers in that section of the country. Mr. Willys has also declared his intention of buying an additional bale of cotton for each Overland car purchased during the two months ending November 17, and also of trying to interest each of the prominent concerns affiliated with the Rice Leaders of the World association.

Arnour & Co. have purchased 700 cotton bales for their southern agents. The Pillsbury Flour company and many other concerns of national prominence have bought or signified their intention of buying a bale for each of their southern agents.

**War Will Increase Future Auto Sales**

Sales Manager Frank L. Pierce of the Regal Motor Car company is an optimist, especially with reference to automobiles. "Why should American manufacturers decrie the loss of European trade on account of the war?" remarked Mr. Pierce the other day. "Thousands of cars are being confiscated by the warring nations and they will give them more abuse in six months of campaigning than the average user would in two years. That, with the European supply cut off and American shipments held up, will leave the European market almost depleted when peace comes. The foreign market will then open up with a rush and the industry will likely find itself in much the same shape as it was when cars were first built. An initial supply will have to be furnished and with American plants already running it will mean a vast amount of business to be taken care of."

Membership card No. 3,496 has just been issued by the Federation of American Motorcyclists.

**An Eight Cylinder Cadillac**

*The matchless mode of motoring reserved to only a few privileged persons in the Old World (at an almost prohibitive price) developed by the Cadillac Company for American motorists!*

Serious minded motor car manufacturers have sought the ideal power principle for fifteen years.

The Cadillac Company has never relaxed for a month, a week, or a day, its patient pursuit of that underlying principle which would prove to be ultimate and final.

In the course of that long journey toward perfection, the Cadillac Company has given serious consideration to every reputable type of motor—endeavoring to scrutinize with scientific impartiality the virtues and the limitations of each and every one alike.

Building and experimenting in turn, with every type from the single cylinder to the six, and from the poppet to the rotary and to the sliding valve, we have been carried forward irresistibly, by the impetus of our own research, to the highest form of frequent-impulse motor—the V Type Eight Cylinder.

It is admitted, we believe, that this Company produced in the four cylinder field, a succession of cars which earned the title "Standard of the World."

Beyond that, loomed for us only one hope and possibility—the promise of a motor in which there would be no lapse, no pause, no hesitation between impulses, but an overlapping of strokes so complete as to produce a flow of power almost literally liquid in its continuity.

We sought the medium by which the Cadillac would be endowed, not with approximate freedom from gear shifting, or approximate hill-climbing ability on high, or approximately swift acceleration, but with the highest possible form of these three characteristics.

The Cadillac already possessed those qualifications in an extraordinary measure, but we wanted them developed to a point beyond which it was not possible to go.

This requirement pointed straight to an Eight Cylinder Cadillac with four power impulses during every revolution of the fly-wheel.

How fully these luxuries of travel have been achieved, nothing but your first memorable ride in the new Cadillac can reveal.

As the Cadillac softly speeds along under the almost magic influence of this new power-principle, you become oblivious to the wonderful mechanism which gives you motion. The sensation is as unique as though you had never motored before—the sense of floating through space comes to you as it never came to you before.

It is useless to try to depict in words, thrills which you have never felt—or to portray a degree of ease which you have never experienced.

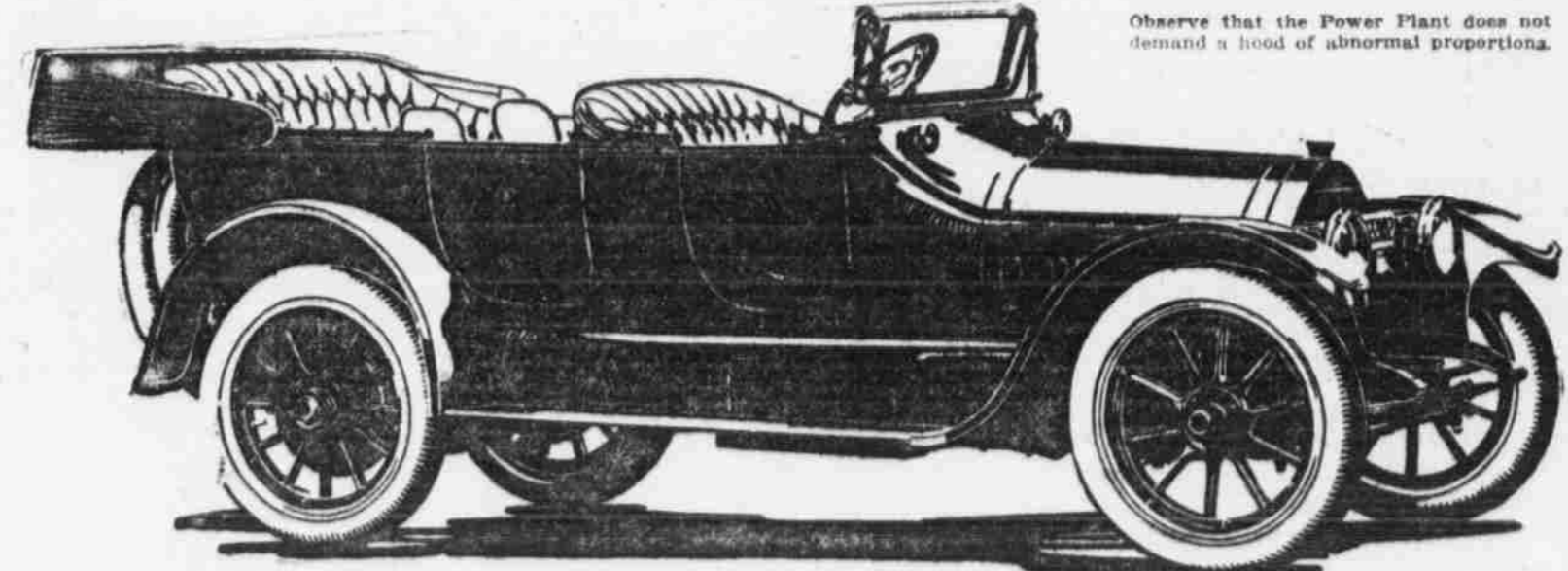
Good roads yield up a velvet quality of travel undreamed of.

Bad roads lose much of their terror, and hills seem almost to flatten out before you—so easily, so quietly, and with so little effort does the car surmount them.

In operation, you enjoy the extreme of flexibility—from less than three miles an hour in crowded city streets and congested traffic to more than sixty miles an hour on the open highway, without change of gears.

Comfort is subserved in the highest degree by the absence of vibration and the pronounced flexibility—and, again, by the yielding springs; the ease with which the car is handled and controlled; the smoothness of the worm bevel driving gears, the soft clutch action and the exceptional sense of rest and relaxation.

The supreme motoring experience of your life awaits you when you take your first ride in this truly remarkable car.



Observe that the Power Plant does not demand a hood of abnormal proportions.

Seven Passenger Car, Price \$1975.00 F. O. B. Detroit

**Specifications in Brief**

**ENGINE**—Eight cylinder V type, high speed, high efficiency. Engine and transmission built in unit. Cylinders cast in two blocks of four cylinders each with water jackets and combustion chambers integral. 3 1/2-inch bore by 5 1/2-inch stroke. Piston displacement 214 cubic inches.

**HORSE-POWER**—S. A. E. rating 31.25, actual, more than 40.

**COOLING**—Water. Two impeller pumps insure proper water distribution. Radiator, Cadillac tubular and plate type.

**IGNITION**—Cadillac Delco Improved Dual system.

**LUBRICATION**—Automatic pressure feed by gear to crankshaft and connecting rod bearings.

**CRANKING DEVICE**—Cadillac Delco, improved, patented.

**CARBURETOR**—Cadillac, designed especially for this engine.

**CLUTCH**—Multiple disc, dry plate type.

**TRANSMISSION**—In unit with engine. Selective type sliding gear, three speeds forward and reverse.

**AXLES**—Rear, Cadillac Timken, full floating type; Timken bearings. Front axle, drop forged, special alloy steel, I beam section.

**DRIVE**—Tubular shaft, to special cut Worm type bevel gears.

**BRAKES**—One internal and one external brake on hub drums; 17-inch by 1 1/2-inch drums.

**STEERING GEAR**—Cadillac patented worm and worm gear sector type, adjustable, with ball thrust bearings. 18-inch steering wheel hinged to swing downward, facilitating entrance to front seats.

**FRAME**—Channel section, six inches deep.

**WHEELS**—Wood, artillery type running on Timken bearings, fitted with demountable rims.

**TIRES**—34 inches by 4 1/2 inches.

**WHEEL-BASE**—122 inches.

**TREAD**—34 inches (optional 41 inches).

**SPRINGS**—Front, semi-elliptic. Rear, three-quarter platform.

**CONTROL**—Center control, left hand drive.

**GASOLINE SYSTEM**—Twenty gallon tank with gauge at rear of chassis. Fuel forced by air pressure to carburetor.

**UPHOLSTERING**—Hand-buffed black leather over genuine curled hair and deep coil steel springs.

**STANDARD EQUIPMENT**—Cadillac "One-man" top, windshield, full lamp equipment, gasoline gauge, electric horn, power tire pump, foot rail, license tag holders, tire irons, tools including tire repair kit, Warner Auto-meter.

**STYLES AND PRICES**

Standard Seven passenger and Five passenger cars, Four passenger Salon and Roadster, \$1975. Landaulet Coupe, \$2500. Five passenger Sedan \$2800. Seven passenger Standard Limousine \$3450. Berline type Limousine \$3600. Prices F. O. B. Detroit.

**CADILLAC MOTOR CAR CO., DETROIT, MICH.**

**THE CADILLAC CO. OF OMAHA**

GEO. F. REIM, President

2354-50 FARNAM

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