

CADILLAC SHOW CHASSIS SHINES LIKE PLATINUM

Material Simply That Which Goes Into the Regular Car That Is Sold in the Regular Way.

Mechanical construction was given more than ordinary prominence this year in the Cadillac booth at the New York and Chicago show.

The cut-open chassis, showing internal construction and operation, is a feature which the Cadillac company was the first to adopt in the early days of the industry, and which has been a feature in every show since that time.

This year's exhibit contains a special chassis, in which the predominating effect is that of platinum and gold. The materials, however, are only those which go into the actual construction of the car, highly cleaned and burnished.

The Cadillac company is showing a line of ten body styles this season as follows:

Seven-passenger car, four-passenger phaeton, two-passenger roadster with rumble seat, four-passenger brougham, four-passenger town limousine and town landaulet, seven-passenger limousine, landaulet and imperial. All five limousine and landaulet models are on a 132 inch wheelbase and the others are mounted on a 125 inch wheelbase.

Feature Eight Cylinders. Adhering to the eight-cylinder V-type high-speed, high-efficiency principle which it first introduced, and which has characterized its product for the last three years, the Cadillac company calls attention to further refinements of that principle.

The company is now on its fourth year's production of eight-cylinder cars, with more than 55,000 in use.

Perhaps the most important change is the use of detachable cylinder heads. These are secured to the cylinder blocks by 20 nuts each, and are made gas and water tight by special copper-ashbestos gaskets. The detachable heads make for greater accuracy in manufacture, without sacrificing the compactness, lightness and rigidity of the former construction. They permit easy access to valves and pistons, without removing the cylinder blocks, and greatly facilitate the removal of carbon deposits.

One of the detachable heads is removed in the cut-open chassis, showing piston and valve action very clearly.

The Tilting Headlight. A feature of the new cars which it is felt will be particularly appreciated, is the device for tilting the headlight reflectors. This device eliminates glare from the eyes of oncoming motorists by lowering the direction of light. It is operated by the driver by means of a small lever attached to the steering post.

They Give Ford Service for McCaffrey



Fred Keus • Neil Smith • Edna Jensen • P.A. Hargate • Ed Lowry



R.W. Copenhaver • Roy Wilson • Avery Jordan • Bert Dukes • Allan Farmer

ELECTRIC CARS MUCH IN DEMAND

Parents Left Without Drivers When Boys Go to War Are Turning to Electric Cars.

Without question there are industries which have suffered as a result of the war, but the encouraging reports from other industries seem bound to counteract all of the war's ill effects on business. One of the latest announcements of bigger and better business comes from R. S. Woodhull, sales manager of the Milburn Wagon company of Toledo, O., manufacturers of the Milburn Electric.

"Despite the advance in price due to increased costs of material and labor, our electric car business is getting better and better," says Woodhull. "Unquestionably, the growth in certain business is largely due to the merits of the product manufactured; nevertheless the most meritorious article in the world could not be marketed successfully unless the public were in the financial position to buy it."

"And, to us, that is the most important feature of the whole situation. The public is in a financial position to buy electric cars when the public has money general business will not suffer."

"Obviously, the manufacturers of electric cars are in most advantageous position for making the best of current prosperity. Now that this most

admirable wave of intelligent economy is spreading over the land, the economy in operation and the low upkeep cost of the electric appeals to every motor car enthusiast.

"Furthermore, in the building of our cars we specialize in light weight and low construction, consequently they guarantee the maximum tire and battery service, thereby increasing the economical advantages of the vehicle.

"Another factor which is increasing the sale of electric cars by leaps and bounds is the calling away to war of thousands of chauffeurs and boys and young men who drove the gasoline cars for their parents. The increasing scarcity of chauffeurs has turned the mind of more than one gasoline car owner to an electric because the latter is so simple to operate that either the old or the young may drive it with perfect safety.

CITY OF CHICAGO BUYS HEAVY TRUCKS

Seven Service Trucks Assigned to Task of Performing Heavy Hauling for Illinois Metropolis.

Albert E. Bihler, Omaha distributor for Service trucks, points with pride to the recently executed contract made between the Service Truck company and the city of Chicago. The city of Chicago purchased seven five-ton Service trucks for the heaviest work the city has to do.

"Service gives service that is service," is the motto of Bihler. "Service trucks are worm drive and include 1, 1 1/2, 2, 3 1/2 special and 5-ton models. Users of any of these trucks will all tell you that on a basis of sheer efficiency the Service is a winner," declares Bihler.

"Service is the ideal truck for any kind of work," continued the Omaha distributor. "Carry any load you want to and the Service truck will deliver it. And hills and rough roads will not tear the insides out of its engine either."

Truck Company to Locate Factory at Havelock, Neb.

The Hebb Motors company of Lincoln will locate its new truck manufacturing plant at Havelock, Neb.

The Hebb Motors company has been a body manufacturing company at Lincoln. Recently at a small factory at Detroit a corps of engineers has been testing and assembling different units and a motor truck has been built. It is this motor the Hebb firm will make at Havelock and place on the market.

A large site at Havelock has been

obtained by the Hebb people and they will start construction of the plant immediately.

The capital stock of the Hebb company is being increased and stock subscriptions now are being sold.

Coast Hurler Expected To Deliver With Chicago

Frank Schellenbach, the tall lad from Los Angeles, after a season's experience in the minors, is expected to make good with the Chicago Sox this year, who says the pitcher showed him last year that all he needs is brushing up.

Rock Island Will Sue for Coin Posted as Guarantee

The Rock Island club of the defunct Three-I league has notified President Al Tearney that it means to sue him for payment of the \$1,000 it deposited as a guarantee with him to finish the season. The president of the league says the money was used to finance crippled clubs, or at least some of it was, and that an accounting will be made showing that fact. But Rock Island claims the money was not put up to finance lame ducks. So there's the argument and the law suit.

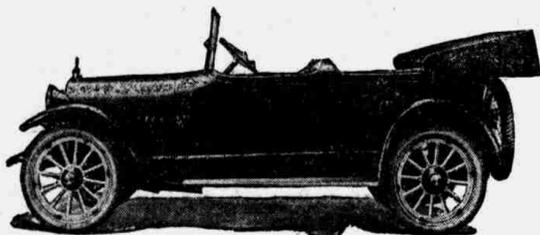
A cordial invitation is extended to all Auto Dealers and Garage Owners to investigate THE MORRIS CASH & CREDIT REGISTER during Show week.

Serves You As a CASH REGISTER CREDIT REGISTER AUTOMATIC BOOKKEEPER EVERY ENTRY FORCED

A device designed expressly for your particular business in every detail.

MORRIS CASH AND CREDIT REGISTER COMPANY 219-222 City National Bldg., 16th and Harney Sts. Omaha, Neb. Phone Douglas 4408.

THE DOUGLAS



Eight Cylinder Passenger Cars

Are Surpassed by No Other Make of Cars in the United States

BEFORE PURCHASING A NEW CAR SEE AND RIDE IN THE DOUGLAS EIGHT

Space 2, Main Floor; at the Show

Don't Buy It Because It Is Made In Omaha--Buy It Because It's a BETTER CAR

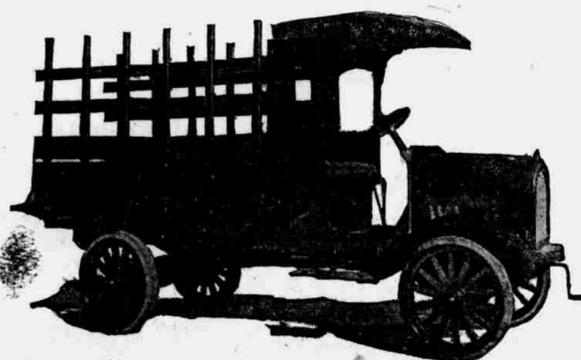
OUR NEW FACTORY AT 30th and SPRAGUE STS., ready for occupancy May 1st, will give us added facilities for the manufacture of passenger cars and trucks.

THE DOUGLAS 1 1/2-TON TRUCK, with internal gear drive, combination box, platform and stake body, with many other up-to-date exclusive features, make it the foremost opportunity for individual transportation problems in the middle-west.

The Douglas Motors Corporation

26th and Farnam Streets

After May 1st, in our new, Fireproof Factory at 30th and Sprague Sts.



ANNOUNCING THE Commonwealth '4'

An Automobile Which Took Dealers At The Chicago Show By Surprise

Every little while some manufacturer comes out with a model that startles the dealers. That's what the Commonwealth did to dealers who visited the Chicago Show. We are pleased to announce our connection as western distributors and invite you to inspect this model.

SPECIFICATIONS

OMNI-POWERED MOTOR in which the power impulses are over-lapped; the crank shaft bearing resistance reduced by over 50%; vibration almost entirely eliminated; fuel consumption reduced and acceleration materially increased. Four 2 1/2 cylinder-in-line; removable cylinder head; ample valve area; efficient, self-contained lubrication in connection with plunger pump; three-point suspension.

COMPLETE ELECTRICAL EQUIPMENT, including Dyneto Double Unit starting and lighting system; AC-water-Kent ignition; 16-inch double-bulb head lights; 6-volt, 80-hour Willard storage battery; tail light, dash light and motor-driven horn. The generator is driven from head gear; starting motor is fitted with Bendix drive.

NOTICEABLY SMOOTH RIDING QUALITIES the three-quarter elliptic rear springs being 48 inches long and 2 inches wide with the under leaves virtually flat; semi-elliptic front springs; all spring bolts fitted with grease cups.

DEPENDABLE SYSTEM OF BRAKES, internal and external, operating on liberal sized drums; equalized.

TRANSMISSION IN UNIT WITH MOTOR, selective type, sliding gear; three speeds forward, one reverse; annular ball bearings; noiseless gear shift.

DRY PLATE MULTIPLE DISC CLUTCH, the velvety action of which permits of gradual engagement and instant release of seven plates; Clutch-hub lubricated from motor; adjustable.

FULL FLOATING REAR AXLE; weight carried entirely on housing; drive shafts easily removable by simply unscrewing hub caps; Two-Row Bower tapered roller bearings in each rear wheel hub; Hyatt roller bearings next to differential; specially treated shafts; differential removable through rear plate.

THERMO-SYPHON COOLING in connection with honey-comb radiator; oversized manifold, spacious water jackets and powerful fan.

HOTCHKISS DRIVE; two universal joints; specially heat treated propeller shaft.

WHEEL BASE—112 inches. WEIGHT—2,375 pounds. SPEED—Four to fifty miles per hour on high gear.

PRICE—Five-Passenger Touring Car or Four-Passenger, Chummy Roadster, \$995. Wire Wheels Extra.

Price \$995 f. o. b. Factory.

Nebraska Paterson Auto Co.

Distributors

Omaha, Neb.

Lincoln, Neb.

See it at the Show.

