

# MOTORISTS—THIS IS YOUR PAGE

## IMPORTANT IMPROVEMENTS IN THE NEW CADILLAC CARS

New and Original Transmission. Security-plate Glass in all Windows. Improved Double-Action Shock Absorbers.

The complete new line of Cadillac cars announced last September by Lorne Ardell, General Sales Manager, of the Cadillac Motor Car Company of Canada, have already established themselves high in public favor.

Three outstanding improvements are noted in this superlatively fine product of General Motors. These are—an entirely new and original Cadillac-designed transmission which provides easy, instantaneous and silent gear shifting without the usual hesitation in neutral, remarkably efficient new brakes, and "security-plate" glass in all windows and windshields.

Improved double-action hydraulic shock absorbers of the two-way piston type, smooth out the effects of road unevenness by absorbing both the bumps and the rebounds.

Other important improvements include new use of principles of pneumatics in engineering to insure maximum quietness; adjustable front seats in all body models except the Imperials; more powerful engines; chromium plating of all exposed nickel parts, assuring permanent lustre; and strengthening of body construction with refinements in body exteriors and interiors. All chassis have a wheelbase of 140 inches.

The new brakes are of the internal shoe-type, entirely enclosed, and so easy to operate that they are described by the company as "effortless." They are long lived and in servicing them only a simple outside adjustment is

## Motor Cars in Britain One for Every Thirty-six

That the high rate of horse power and petrol (gasoline) taxation is not only arresting the development of the automotive industry of Great Britain and the motorization of the motherland, but is proving a source of national depression, is the contention of the Automobile Association of the United Kingdom.

A recent communication of the Automobile Association to the Ontario Motor League, with which it is allied, says in part:

"The recent increase in the price of petrol taken in conjunction with the additional taxation imposed last year, emphasizes the extremely serious position to-day of all who manufacture, sell or use motor vehicles.

"Industry declining; unemployment increasing; road development held up. All these evils are due to the bad policy of successive governments in overburdening the motor owner with special taxation—not merely for road costs, but for the general purposes of the country, e.g., the de-rating scheme.

"For years past the Automobile Association has continually urged upon the government the need for relief and the dangerous position which would arise if that relief was not afforded. To the end, in 1922 the Automobile Association thoroughly explored the whole question of the capitalization of road costs, and its annual report for that year pointed out (a) that too often the annual rate yield and tax yield had been devoted to road costs which

necessary. There are two entirely independent systems for the service and hand brakes.

A novelty in design is the placing of parking lights on the front fenders instead of on the cowl. This is a distinctive mark of the new lines of cars.

should properly be spread over a period of years and (b) that with the return of stable conditions it should be possible to achieve great economies by means of loans for road construction.

"In January last this same principle was again urged by the Automobile Association in evidence before the royal commission on transport, it being strongly represented (1) that too much money was being collected from motor owners in special taxation, and (2) that all new road works should be treated as capital charges and not set against income.

"Since the war a sum of £150,000,000 has been furnished by the special taxation of motor owners. There are now 1,800,000 motor vehicles of all classes registered in this country. Last year 2,527,000 driving licenses were issued. These figures show the importance of motor transport today but hardly stands comparison with the United States where one person in five owns a motor vehicle. Here only one person in 36 is a motor owner. But in the United States the average motor tax is £4 as against £17 in Great Britain.

"Certain it is that those who manufacture, sell or use motor vehicles—whether omnibuses, private cars, char-a-bancs, lorries or motor cycles—can no longer bear the excessive load of taxation which has badly handicapped both trade and user for years past. The shortsighted policy which has obtained during the last decade is responsible for the present position. Over-taxation has undoubtedly hampered the normal progress of the motor industry for several years, until in 1928 progress is replaced by a decline.

"The Automobile Association contends that both industry and user are entitled to demand immediate and substantial reductions in taxation and with the approach of the budget, is urging the government to remedy the injustice of the present position."

## THRIFTY FOLK IN ALL LANDS ARE USING AUTOMOBILES

Alvan Macauley, President of One of the Big Motor Companies, Says Cars Add to the Saving of Families

The president of one of the big motor car companies in the United States recently writing in a New York paper says:

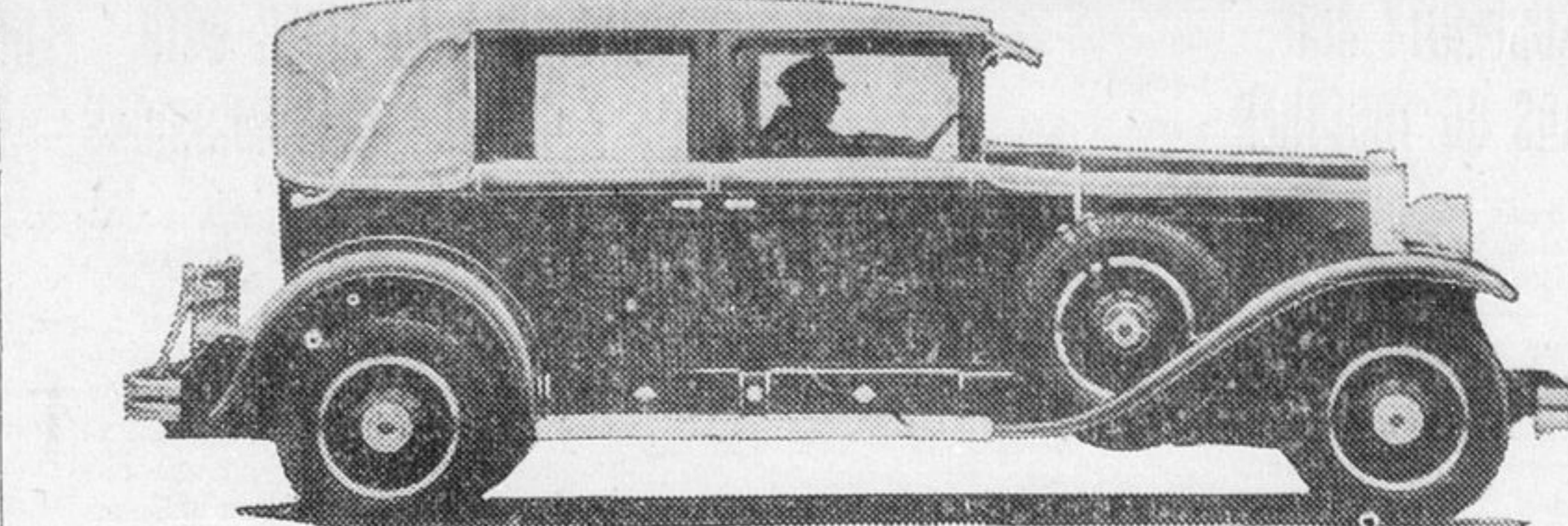
"The motor car has definitely found its place in America as a producer and the rest of the world has begun to readjust itself to automotive transportation as rapidly as possible.

"For many years, even in this country, the motor car was looked upon as a luxury. It was considered to be a menace to the savings account and its possession a destructive force to thrift. It now is recognized in America that it has not only raised the nation's standard of living to a high place, but has proved itself a creator of prosperity and wealth.

"What automotive transportation has done for America is not only now recognized by this entire country but the true part it has played in the amazing development of the nation in the last quarter century is becoming known to the people of nearly every other part of the world.

"Necessity for the careful husband-teaching of ages among the peoples of the Old World and it is perhaps but natural that other countries have been slower than we, for this reason, to grasp the fact that the motor car not only is the most desirable form of transportation, but a true producer of prosperity.

"The realization, however, has come. Perhaps it would be true to say that



This five-passenger Imperial landau cabriolet, a new body by Fisher for the Cadillac chassis, has a rear quarter of Burbank material which is collapsible. A plate glass partition between front and rear compartments makes the car either owner or chauffeur driven at will.

this realization long germinating began to ripen most notably during 1927 and that America's large increase in automotive exports during last year was a result of this awakening.

"In Europe, Asia and Africa the use of and demand for the motor car is developing as it did in America. "While this demand for new cars abroad, increasing with development of natural resources in every country, is opening up tremendous export markets, prospects for even greater business than last year are seen in America.

"Our country is already sold on the motor car and with the best minds agreeing that 1929 will be America's most prosperous year, it would seem certain that general business conditions will make possible an even greater domestic consumption of motor cars than ever.

"American manufacturers will obtain the bulk of the world's motor car business and the prospects offered by this great growing export market, plus the certain demand in this country, assure the American automotive manufacturers another record-breaking year."

## Every Adult Urged to Own Car as an Economy

R. H. Grant, vice-president of the Chevrolet Motor Company in the United States, writing recently in 'The New York Herald' says:

"Every adult member of American society who can finance an automobile should have one. The reason for this is that with an automobile an individual can transport himself more quickly and, consequently, within a given day's time, can see more people, do more work, and be more effective in his living. This is a fundamental matter in economics.

"There are in the world three great necessities that must be provided if the human race is to exist. These great necessities are food, clothing and shelter. After a human being provides himself with the three great necessities

he then has a curiosity as to where he should go and how he should get there. To put it in other words, transportation becomes an inherent necessity as soon as the three great actual necessities have been taken care of.

"It so happens that the progress of mankind depends more on transportation, which is not in the strictest sense a necessity, than it does on the three great actual necessities of life. The whole history of the progress of the world proves this.

"Mankind was retarded in his material progress for many years by the lack of transportation facilities. The great and outstanding material progress of the world has taken place in the last two centuries since transportation has been made efficient. The introduction of the steam railroad, the building of bridges, the introduction of rapid communication in the form of the telegraph and the telephone, the development of rapid transit in congested areas, the introduction of automobiles for horses, and, finally, the partial development of air transportation have been the greatest factors in the material prosperity of mankind. The underlying reason for this is that it enabled men and women to increase their efficiency by covering a greater area, seeing more people, and doing more things within the period of a working day."

"The year saw the commercial realization in Germany of the project of producing motor fuels by the direct hydrogenation of coal, using the Bergius process," according to the summary.

"Production at the Leuna works was at the rate of 70,000 metric tons per year during 1928, and this is to be

trebled during 1929. The research upon which this commercial development rests goes back at least to the beginning of the century.

"The motor fuel resembles gasoline from petroleum so closely as to be entirely acceptable for the purpose, and is said to be produced at a modest profit while competing in the German market with imported motor fuel."

Another development in motor fuels, it was pointed out, centered about the investigation of tetraethyl lead, principal constituent of ethyl gasoline, in Great Britain, where after an exhaustive investigation by the House of Lords permission was given to use this product of General Motors research throughout the British Isles. This decision marked an important triumph of American industry abroad, and accords with similar action by the United States Public Health Service.

Synthetic rubber, it was reported, has been pushed somewhat nearer to completion but is still far from a commercial success.

"To find plenty of raw materials sufficiently low in price to compete with the abundance of latex offers a real difficulty," it was explained. "The producers of natural rubber are alive to the situation and look to increasing production through bud grafting, the application of fertilizers, seed selection and other scientific methods"

Mr. Gossip, in Daily Sketch, London, Eng.:—I had never been particularly attracted by monkeys until I met Lady Gort's drinking a dry Martini at a cocktail party, Lady Gort's monkey is a perfect gentleman and walks decorously and upright by her side wherever she goes. He knows every restaurant and bar in London where he is accorded a special right of entry. Soon he will appear on the stage, for Lady Gort is lending him to Jack Buchanan for the first night of his new show. He—the monkey, not Jack Buchanan—is grey and woolly with a black face.

# The finest and smartest cars on the streets of the world

*It is a very tangible value in Cadillac-La Salle that all over the world Cadillac-La Salle ownership carries with it the unquestioned admission that the owner is driving the very finest motor cars which his highest ambition can attain.*



Other cars have sought in vain to achieve the high social prestige that has been inseparably Cadillac's for a generation. But you have only to pause where the smartest people congregate, you have only to check the social register, and you will inevitably discover a preponderance of Cadillacs and La Salles.

And the simple bald fact about this is that men and women who know motor cars know too that if they want a car to ride and drive as Cadillac-La Salle ride and drive they must eliminate everything else from consideration.

For the truth of all truths about Cadillac-La Salle, and something that you know full well, is just this: it is because of inherent and surpassing excellence that there is no substitute for the priceless possession and prestige of a Cadillac-built car.

Where else—in all the world—will you find the same measure of

comfort, of riding and driving ease?—where else such vital provisions for safety and freedom of mind?

The Cadillac-La Salle Synchronic-Silent-Shift Transmission, for example, was designed and perfected specifically for the highest degree of control in all driving conditions. A vital essential in time of emergency, this transmission permits lightning-like shifting of gears with a fingertouch, at any speed, without pausing in neutral. It is quiet, simple, positive and effortless in operation and removes even the faintest suggestion of clashing gears. The sense of security inspired by the Cadillac-La Salle Duplex-Mechanical System of Four-Wheel Brakes will prove a decidedly new motoring experience.

Though these new brakes are amazingly powerful and positive in action, slight effort is required to operate them. Just a touch of the

toe on the brake pedal and they respond instantaneously.

Cadillac-La Salle Security-Plate Glass with which Cadillac-La Salle windows, doors and windshields are equipped, is the highest quality, perfect-vision plate glass. It remains intact in the event of collision or if struck by stones flung up from the wheels of passing cars—so that the Cadillac-La Salle owner may rid his mind of any concern about being injured by flying glass fragments.

Included in the present Cadillac-La Salle line are twenty-three refreshingly beautiful Fisher bodies and fifteen exclusive and luxurious custom models, Fleetwood designed and Fleetwood built, exemplifying the very last word in chic, smartness and luxury.

Cadillac-La Salle dealers welcome business on the General Motors Deferred Payment Plan. Enjoy the car now and pay out of income.

CAD-1429X

# CADILLAC-LA SALLE

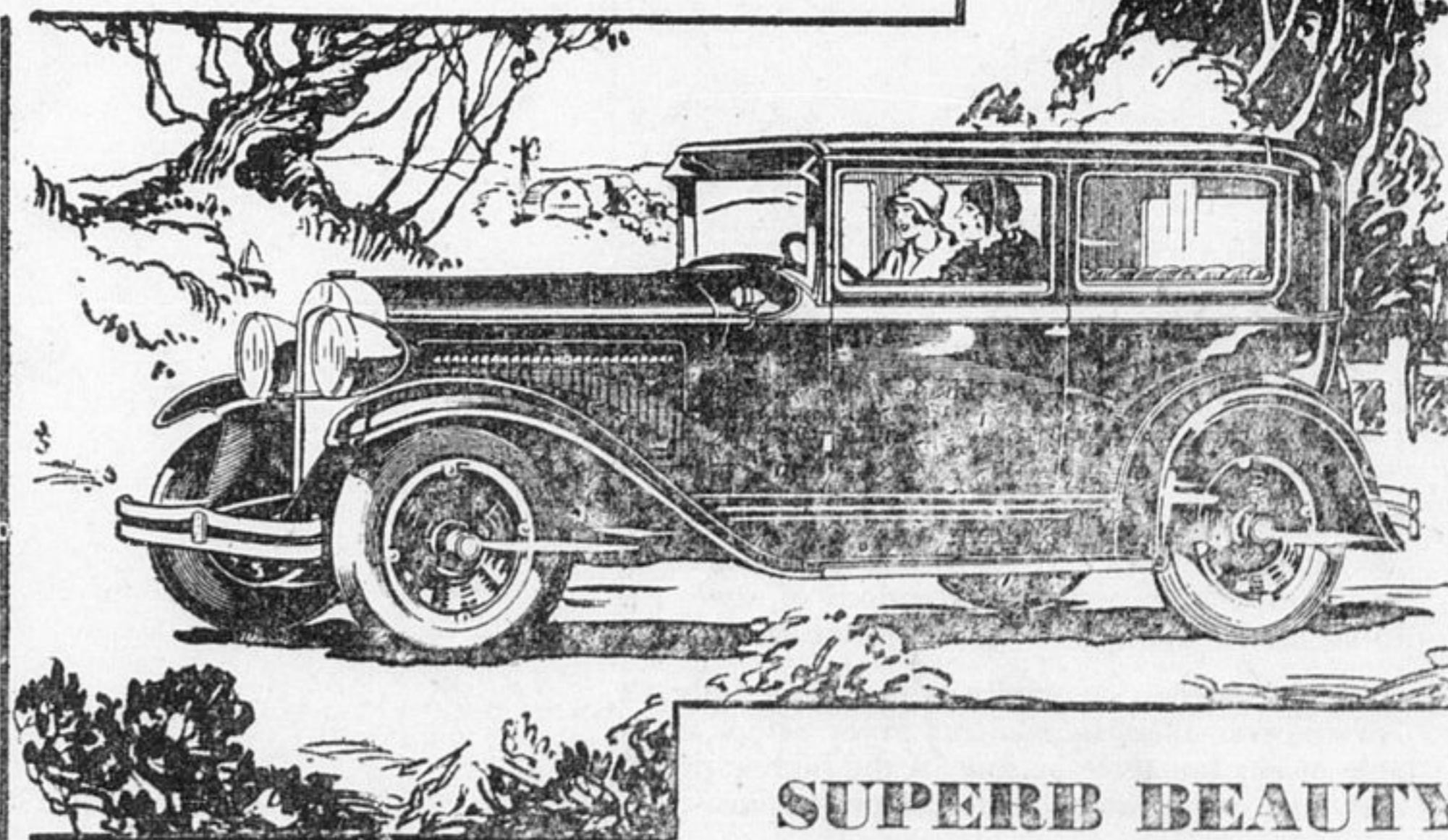
CADILLAC MOTOR CAR COMPANY OF CANADA, LIMITED  
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## STYLE BEYOND THEIR PRICE CLASSES

# New Whippet

FOURS SIXES



## SUPERB BEAUTY MUCH Larger Bodies

The longer, larger bodies of the new Whippets, the low lines, distinctive colors, higher radiators and hoods, heavier one-piece full-crown fenders, are bringing to Four and light Six buyers an entirely new conception of how beautiful an inexpensive car can be.

Roomier interiors, broader seats, longer front and rear springs, snubbers and oversize balloon tires bring you the riding comfort of costlier cars. Mechanically too, the new Whippets are far advanced—faster, livelier, more powerful than ever. They are the lowest-priced cars to offer such important features as the new "Finger-Tip Control", silent timing

**FINGER-TIP CONTROL**  
The greatest driving convenience since the self-starter. A single button in the centre of the steering wheel controls all functions of starting the motor, operating the lights and sounding the horn.

chain and full forced-feed lubrication. They carry on Whippet's unsurpassed reputation for operating economy and minimum service costs. Be sure to see the new Whippets at your first opportunity!

WHIPPET FOUR COACH £725, Coupe \$725, Coupe (with rumble seat) \$765, Sedan \$810, Roadster \$660, Roadster (with rumble seat) \$700, Touring \$595. WHIPPET SIX COACH \$930, Coupe (with rumble seat) \$970, Sedan \$995, Touring \$795, De-Luxe Sport Roadster \$1150. All prices F.O.B. Factory, Toronto, Taxes Extra.

Now... a full line of Whippet Commercial Cars and Willys-Knight Trucks ranging in price from \$600 to \$3460, f.o.b. factory, extra taxes.

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