

AUTOMOBILE SECTION

CADILLAC V-63 UNEXCELLED CAR

Thousands See New Model
At Evanston Rooms

"Motorists and motor enthusiasts have inspected the new Type V-63 Cadillac now on display at our sales rooms in such large numbers that we have continued the special display," says Lester F. Lines, manager of the Cadillac Evanston branch. "The new Cadillac has met with a reception on the north shore that is very gratifying. The interest manifested has been wide. In fact, during the day of the announcement—September 12—more than 2,000 people visited our own show rooms at 1820 Ridge avenue and the show rooms of the Michigan avenue building and the Broadway and West Side branches in Chicago.

"The type V-63 possesses to a great degree, characteristics which win instant respect and enthusiasm.

"Its engine, while still the 90 V-eight-power plant that Cadillac first introduced in 1915, is a greatly improved engine. It is now inherently balanced, an engineering achievement that results in velvet smoothness of performance.

New Line Bodies

"Four wheel brakes, exclusively designed by Cadillac, have been installed, making the driving of the V-63 much safer.

"An entirely new line of bodies has been brought out for the V-63 chassis. The most advanced practices of custom body designing have been used in developing the body lines and in selecting and placing the interior appointments. The streamline effect has been heightened by raising the radiator and hood and setting the cowl ventilator flush. The fenders have been re-designed and given more graceful curves.

"Unquestionably, type V-63 is the greatest Cadillac. The short time that has elapsed since it was introduced has more than substantiated the prophecy made by Mr. H. H. Rice, president of the Cadillac Motor Car company, that V-63 would establish a new motor car standard."

ROSENBERG LEASES BUILDING ON 'ROW'

Herman J. Rosenberg, prominent in North Shore motor circles, is president of the newly organized Chicago Flint company, and a deal has been closed whereby the Flint distributors take possession of the four-story building now occupied by Louis Geyley, at 25th street

and Michigan avenue, Chicago.

Mr. Rosenberg announces the appointment of Frank E. Witt, formerly executive with the W. C. Auble company, Durant and Star distributors, as general manager of the Chicago Flint company.

Mr. Geyley, who has occupied the site of the new Flint home for more than ten years, will temporarily share headquarters with Mr. Rosenberg. He will continue of distributor of Dort and Stephens cars and is now negotiating for new quarters to handle both lines.

Ideally Appointed

The Geyley building is ideally appointed for major motor car distribution. The Chicago Flint company will administer to a territory covering the entire state of Illinois. There are ample facilities for the exhibition of the various models, service requirements and administration quarters, 50,000 square feet being available in all.

The deal consummated between Mr. Rosenberg and Mr. Geyley involved a lease for six and one-half years at a total rental of approximately \$162,500. It is an interesting fact that the building occupies the site of a former residence in which Mrs. Rosenberg was born.

Mr. Rosenberg has been identified with the automobile business in the Chicago territory ever since the industry was in its swaddling clothes. Until he opened the North Side Motors company on upper Broadway a year ago he was the silent partner in a number of successful agencies in this vicinity.

Lincoln Highway Now Carries Heavy Traffic

Those who have failed to realize that the Lincoln highway is carrying an immense traffic across Illinois should consider the figures resulting from a careful traffic check taken at the Chicago and Northwestern R. R. crossing on the Lincoln Way near DeKalb. For a period of 36 hours recently two men stationed at this crossing with mechanical counters checked the passing motor cars. The total during this time was 13,907 automobiles across the tracks. Estimating four persons to the car, this is a total of 55,628 and is an excellent argument for the elimination of the grade crossing at this point.

Use Soap and Chamois When Washing The Car

While the commonly used rubber hose is perhaps the best method of cleaning the lower portions of the car, such as wheels, running gear and mud-guards, it is positively injurious when used on the

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body and highly finished surface. The force with which the stream of water impinges on the surface causes the sand and dirt adhering to the body to be driven into the varnish, destroying its brilliancy,

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EXPECT GREATER SAFETY

The four-wheel brakes, a feature of the new V-63 Cadillac, constitute the greatest factor of safety ever contributed to motor car operation. They have been perfected by the same engineering talent which pioneered and developed the V-type, Eight-Cylinder Motor, Electrical Starting and Lighting, Thermostatically Controlled Carburetion, and numerous other achievements in automotive engineering.

It is difficult to describe the action of these brakes—for at any speed, whether the stop is gradual or sudden, they absorb the momentum of the car in a manner which can only be fully realized in ac-

tual driving. The driver will find an amazing certainty and ease of control in traffic, on slippery roads, and in higher speeds—an increased measure of that driving safety for which Cadillac has ever been commended.

In addition to their remarkable effectiveness they require far less adjustment than two-wheel brakes, have a longer wearing life and give complete steering control on difficult turns or under conditions where two-wheel brakes could not be used with safety. You will experience a new feeling of security when you drive V-63.

CADILLAC MOTOR CAR COMPANY, CHICAGO BRANCH
Division of General Motors Corporation
2301 SOUTH MICHIGAN AVENUE

Community Branches:
EVANSTON BRANCH 1820 Ridge Ave.
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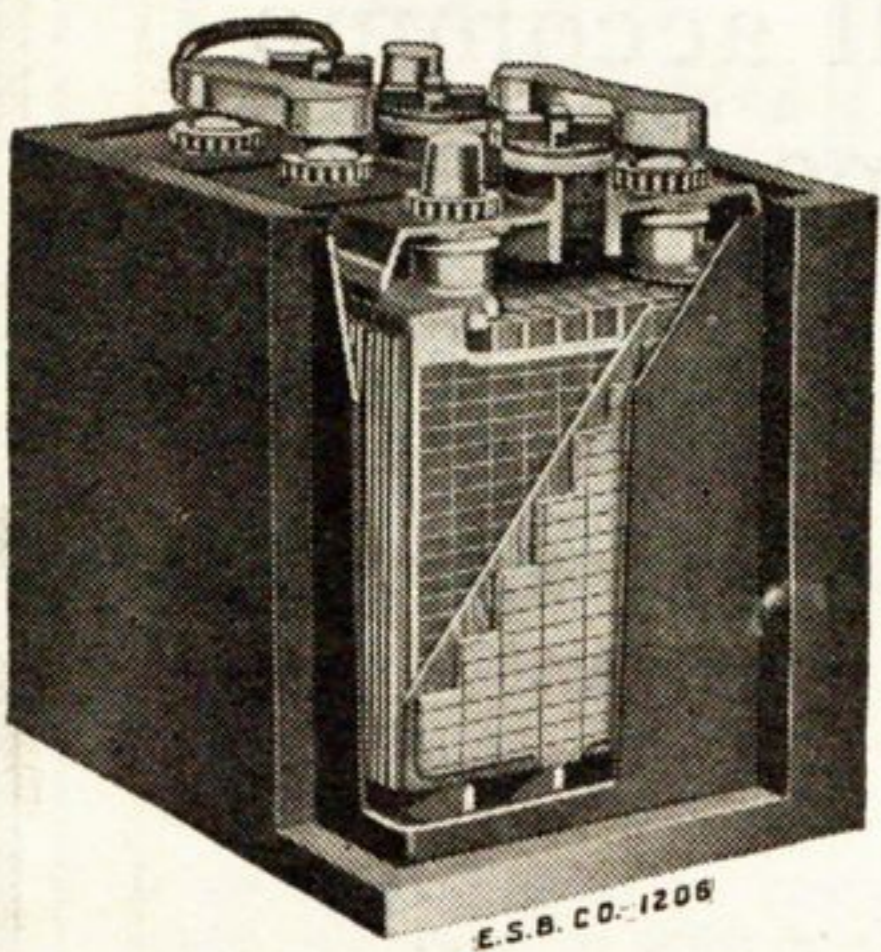
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