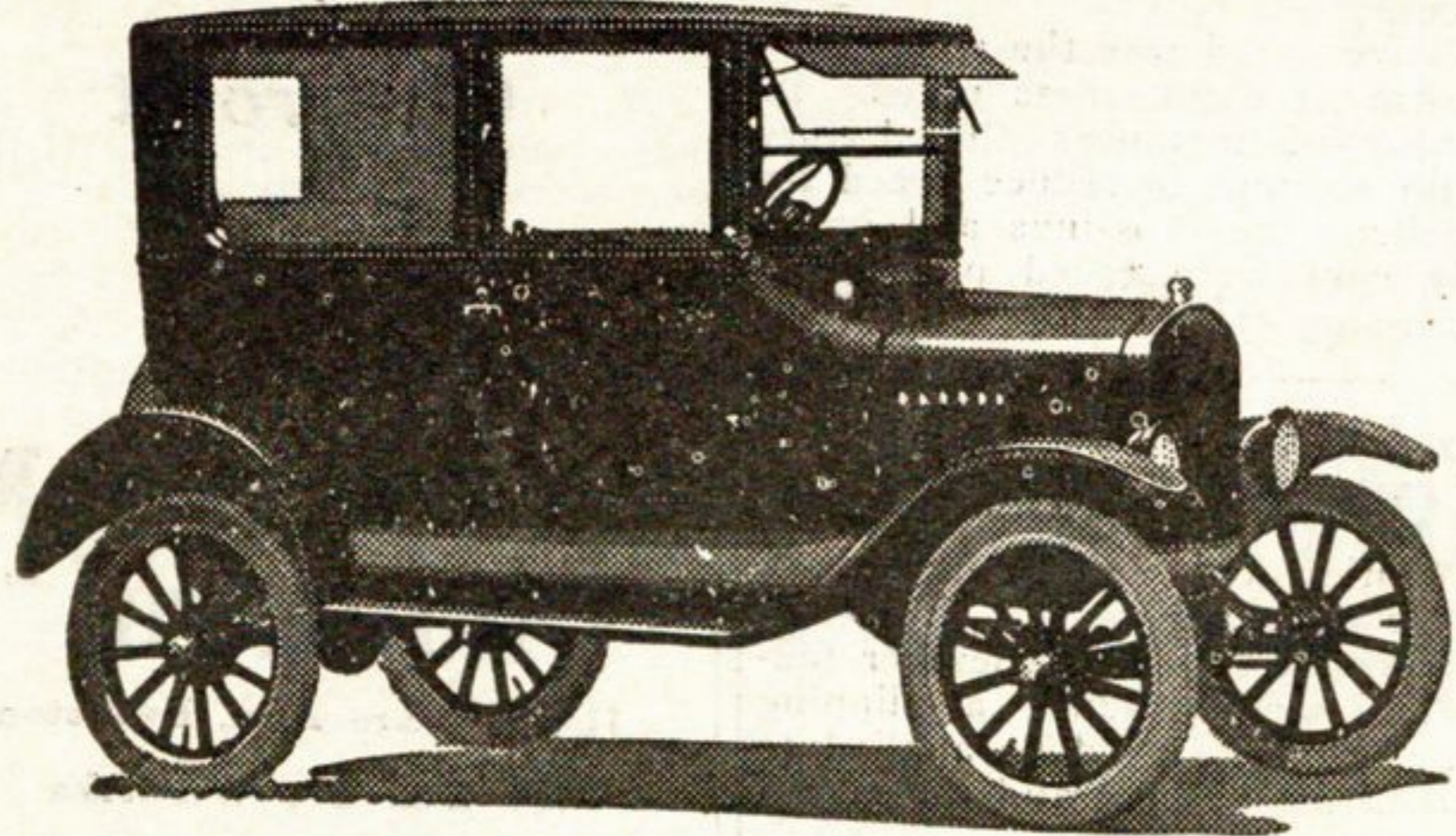


AUTOMOBILE SECTION

Tudor and Fordor Latest Fords



There's been a double christening in the Ford car family.

When the newest member, a smart sedan with two doors, arrived on the scene, announcement of which is just made, there came with it the question of a name.

For several days the folks just couldn't decide what to call the baby of the family until, from quite an unexpected source, there came the happy suggestion:

"Let's call it Tudor."

And Tudor it was christened, a name quite in keeping with the aristocratic appearance of the new car.

"How about re-naming the other sedan?" some one asked and then came this reply:

"We might call it the four-door Ford or—Ah, that's it! Ford—or, Fordor. Simple and expressive, isn't it?"

So we have two Ford cars with brand new names, the Tudor and the Fordor.

The Tudor is a distinctive type designed to carry five passengers in complete comfort. The roof line is low and straight which with the larger radiator, now standard on all Ford cars, gives Ford designers an opportunity of effecting most graceful lines and at the same time a most sturdy construction.

Besides its general and high quality aspect, the Tudor Sedan has several new features which promise to win immediate favor.

The two doors are unusually wide, 28 3/4 inches to be exact, and are set at the front of the car, hung in exceptionally heavy frames and swing open forward on either side in line with the driver's seat.

Side windows running back from

the doors are oblong in shape and thirty-two inches in length, affording unusual vision to the occupants, while a large rear window adds to the visibility. All window glasses are lowered flush with the framing, affording clear vision and the maximum in ventilation.

Exterior appearance is enhanced by a windshield visor, cowl ventilator and secure rear fenders of new design.

Interior arrangement of the Tudor Sedan meets all comfort requirements both for driver and passengers. The driver's seat is of the "bucket" design with easy cushion and back, assuring restful posture. There is a noticeable roominess in front with plenty of foot room. The tilting seat opposite the driver folds compactly out of the way so that entrance and exit through the large and roomy door is easily and conveniently effected by those occupying the rear seat which is amply large for three persons.

"Polar Fluid" is Latest Anti-Freezing Solution

There are lots of anti-freezing solutions on the market to protect your radiator against any unnecessary trouble, but here's the newest one—and they call it "Polar Fluid." The introduction of the new liquid is announced by the Wilmette Battery and Electric Service Station and, according to their word, here is the way it is applied: In the fall you drain the radiator and refill it entirely with Polar Fluid and when you have done that the cap is put back on the hood of the car and remains untouched until spring. All through the winter there is no addition of water or any non-freezing solution.

CITY OBSERVES SAFETY SUNDAY

Dever Asks Co-operation to Cut Death Toll

Chicago observed its first Safety Sunday on December 2, when, in accordance with a letter issued by Mayor Dever, motorists and pedestrians were urged to consider seriously how they could co-operate in cutting down the horrible toll of automobile deaths. The spirit of Safety Sunday was proclaimed from hundreds of pulpits and emphasized in the Sunday schools.

Mayor Dever's letter to the clergy of the city should be read by every person who drives an automobile. It follows:

"Sunday, December 2, has been set aside by His Honor Mayor Wm. E. Dever, as 'Safety Sunday' and he has requested all Priests, Rabbis and Clergy to kindly speak from their several pulpits upon the subject of preventing accidents and fatalities by automobiles.

"Through careful study the Mayor's Safety Commission has found that 90 per cent of all accidents may be avoided by diligence on the part of both driver and pedestrian.

"The conservation of human life is so sacred that it becomes the imperative duty of every man, woman and child to lend their aid to this end. Carelessness of drivers is a most prolific source of accident and can only be equaled by the carelessness of pedestrians.

"In view of the fact that children form a large part of those who are constantly being killed and injured they should be taught through the pulpit, the day school and the Sunday school the necessity of constant diligence while crossing the public thoroughfares.

"He desires that the attention of those who drive be called to the necessity of always keeping their machine under absolute control and that extra speed may mean the taking of human life. Carelessness on the part of the pedestrian and driver which leads to fatalities is a violation of the Divine Ordinance—'Thou Shalt Not Kill.'"

"Call attention to the fact that the Mayor's Safety Commission desires the co-operation of all and will welcome suggestions for solving this pressing problem. Where machines are driven in a reckless manner the license number, time and place should be reported immediately to this office, 613 City Hall."

CALLS CADILLAC V-63 MOTOR VELVET SMOOTH

"Coasting" is the word that most nearly describes the effortless, gliding motion of the new V-63 Cadillac," says Lester F. Lines, manager of the Cadillac Evanston Branch. "The new engine, inherently balanced so that its

operation is literally velvet smooth, performs so easily that drivers are hardly aware that it is under the hood.

"This smoothness is most apparent when the car is moving along in second gear. From a standstill, V-63 moves forward in second in rapidly accelerating speed, without a sign of the drumming, whirring noise usually expected. The acceleration is effortless. The sensation of the driver and passengers is that of riding down an incline, so free from laboring is the performance of the engine.

"The performance of the Cadillac four wheel brakes is equally smooth and positive. Distributing the braking strain over all four wheels, they nearly double the braking power.

"As a safety factor, the four wheel brakes of the V-63 are most valuable to drivers. They give a degree of driving control never before approached. On wet, slippery pavements, they bring the car to a stop in an incredibly short distance without in any way affecting the driving control. Around corners, V-63 slows and turns freely and surely."

MOON

In the new Moon four-passenger Coupe—the luxurious Sedan or Petite Sedan—you will find the same outstanding individuality of Moon design—the same thoughtful consideration for every detail of construction, upholstery and equipment.

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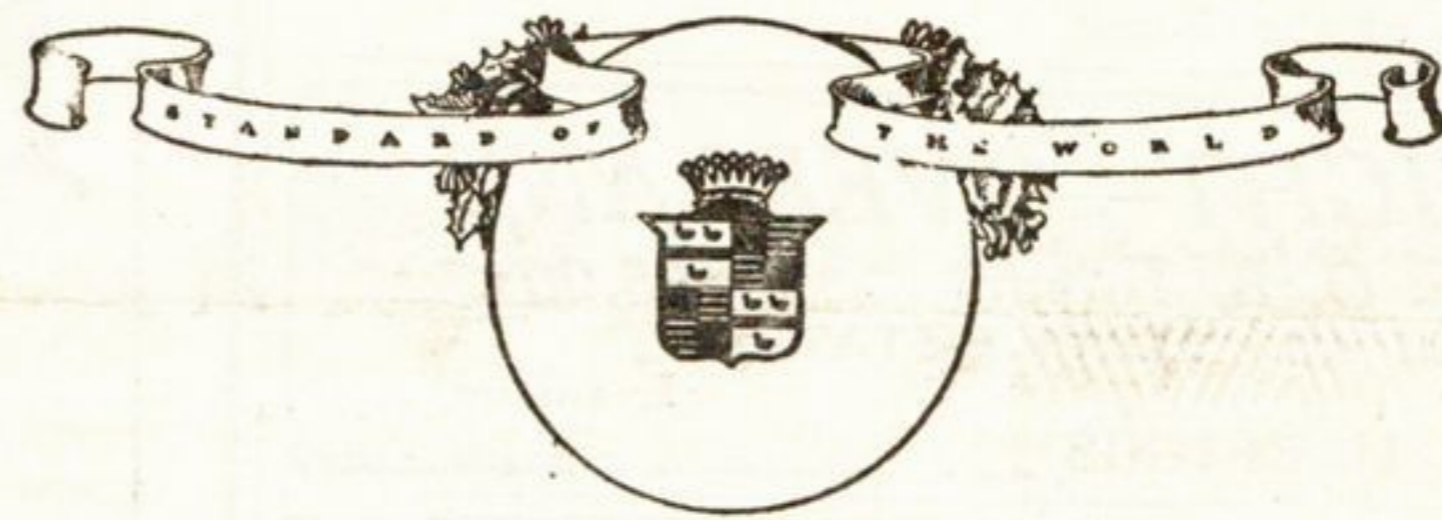
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A Cadillac for Christmas

Many Chicago homes will be made happier on Christmas day because the major gift for the household is a Cadillac.

Years of luxurious and trustworthy transportation are a part and parcel of this Christmas gift supreme.

Choosing Cadillac V-63 for Christmas giving is an expression of genuine thoughtfulness as well as one of discrimination.

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