

## TRUE ART IN STYLE SALON

### Cadillac Secures Neysa McMein Painting

Expressing the very spirit of the Style Salon now being conducted by Cadillac distributors and dealers in every part of the country is a pastel drawing produced by Neysa McMein, possibly America's most liked woman artist at the present time, whose work has been popularized by the use of her illustrations and cover designs in magazines of the higher class. In her particular line it is generally recognized that Miss McMein exemplifies the present-day vogue and that the type of American woman portrayed by her is the most popular.

The Cadillac Style Salon is being conducted for the purpose of acquainting Cadillac owners and the general public with the many body styles now obtainable upon the Cadillac V-63 chassis. It also marks the first public showing of the new custom coachwork being built for the same chassis.

In supplying the motif for the salon the popular New York artist has created the figure of a young woman seated in a limousine. The theme is vigorously handled and the central figure, flooded with a golden glow of light, reflects the warmth and dignity characteristically produced by Miss McMein's inimitable handling of pastel colors.

Reproductions of the drawing in the original colors are displayed in the Cadillac showrooms, and the same figure has been used in newspapers and national magazines and upon the invitations and Salon announcements distributed by the local Cadillac organization.

The custom bodies have been designed for those who desire the greatest possible degree of exclusiveness and individuality. The fact that they are designed and built by the same Cadillac and Fisher organizations which have continuously built bodies for Cadillac chassis assures the production of a superstructure of marked durability, balance and suitability, with the minimum of additional cost and of depreciation.

The addition of the custom line of bodies presents the care in a greater variety of body styles, finish, color combinations and interior appointments than at any previous time. Designs for the new bodies preserve the characteristically Cadillac features. Changes have been conservative and blend harmoniously. The streamline effect is retained and the longer wheelbase gives added spaciousness.

Among the features which attract especial attention are the nickel-plated radiator casings, headlamps and side lamps and a new hood with a nickel-plated center-hinge. The radiator casing is of a new design, the main feature of which is a scroll embossment with the lines of the scroll flowing from either side of the radiator cap. There is also a full molding on the sides of the body and hood, for which artists have developed a variety of paint and stripe combinations.

Standards for the interiors call for consistent development of the drawing room atmosphere by the use of specially selected crystal plate glass for the windows, first selections of highest grade mohair and broadcloths for the upholstery in shades to harmonize with the exterior, walnut trimmings on doors and above the instrument board inlaid with polished burl walnut panels edged with pewter bands, dome and pillar lamps, door and window lift handles of modified classic design, assist cords of silk rope on rear door posts, and headlinings of the same material as the rest of the interior.

The new line of bodies in no way interferes with the standard line which is also on display at the Salon in an unusual variety of models with many contrasting color schemes and interiors of great richness.

Among the decorations of buildings and showrooms, the painting by Neysa McMein appears as the inspiring genie. It is one of a number, and probably the most inspirational of them, which has been produced for the Cadillac company by this gifted artist since the introduction of the new V-63 car.

#### SAFETY AT RAIL CROSSINGS

When approaching a grade crossing bring the automobile to a stop, then look in both directions, listening intently for the sound of an approaching train. If you have made sure that there is no train approaching from either direction, proceed to cross the track—in low or second gear is the best way. To some people this instruction may seem absurd, but it may be said the 9,000 persons who have lost their lives at grade crossings did not stop to ascertain whether or not a train was approaching before proceeding to cross the tracks.

Read the Want-Ads

## PACKARD NEGOTIATES 'IMPOSSIBLE' TOUR

Word has been received by the Packard Motor Car company that A. F. Bement, secretary and vice president of the Lincoln Highway association, and E. S. Evans, one of the founders of the association, have succeeded in driving the association's official Packard Six car from Winnipeg to Vancouver, a trip which had been thought impossible for an automobile.

The two Lincoln Highway men dared the hazards of the roadless mountain fastness to arouse interest in the proposed Canadian National Highway. They were to receive a gold medal for their trail-blazing efforts. It is an award offered several years ago as an inducement for intrepid motorists to attempt the passage of the passes of the Canadian Rockies and the dangerous Fraser River Canyon. Many persons had attempted to win the medal but each previous attempt had met failure.

Telegrams to the headquarters of the Lincoln Highway Association in Detroit from Bement said the country was so difficult that 36 hours were consumed in traveling one stretch of 60 miles. Covering another 63 miles the trail blazers were forced to run through 17 railroad tunnels and traverse seven trestles bridging the Fraser Canyon. For several days the route was such that a single slip at any time would have resulted in disaster.

## WARN AGAINST 'GYP' CONCERNS

### Motor Club Fights Clever Swindlers

Local motorists are urged to consult the staff of the Chicago Motor club when in doubt regarding any offers made by representatives of questionable automobile organizations, according to an announcement made by H. M. Brown, manager of the club.

"This step is being taken as a means of protecting the motorist from being mulcted by 'gyp' organizations which are flourishing in all parts of the country," he says.

Mr. Brown also points out that the motorist's cooperation will be sufficient compensation for the service of the club in this connection, since every effort is being made by clubs affiliated with the American Automobile association to rid the motor world of these outfits that promise much and take everything for themselves.

"The A. A. A. has been actively engaged in putting fake outfits out of commission, and the latest information is available, to all who care to consult this club regarding the matter," he says. "Many motorists

are interested in motordom to the extent where they are anxious to support every worth while organization, and it is in their eagerness to help that they are often caught by professional swindlers. It is not a difficult matter to decide whether an organization is legitimate or otherwise if only the matter is discussed with the staff of the local club, for here the motorist will observe the conventional procedure that is typical of the great body of the A. A. A. clubs. He will immediately observe the difference between a club that is elaborately depicted in print and one that is actively engaged in offering service to thousands of motorists. We want the motorist who is in doubt to know the facts and all the officers of the club ask in return is the privilege of knowing more about these 'gyp' clubs that shake the public's confidence in the sort of organization work that is so urgently needed in motordom."

### 15,552,077 Cars in U. S., Half Year Count

Automobiles registered in the various states during the first six months of 1924 amounted to 15,552,077, an increase of 20 per cent over the same period for last year, according to figures just received from the National Headquarters of the American Automobile Association at Washington. These figures are the result of the semi-annual count made by the United States Bureau of Public Roads.

There were registered during the first six months of the year 13,645,726 passenger cars, 1,831,405 motor trucks and 74,946 taxicabs, busses and cars for hire. It is estimated that before the end of the year the total number of all classes of cars in use on the streets and highways of this country will exceed 18,000,000.

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### IT'S 'DONE WITH GAS'

Thread enough to stretch from Baltimore across the Atlantic to London, 4,200 miles, is heated, steamed, dried and made ready for spinning every hour by means of a recent application of manufactured gas in an eastern mill.

Otis Heath, 336 Warwick road, spent part of last week in St. Louis on business. Mr. and Mrs. Otis Heath expect to move into their apartment, 2133 Ridge avenue, Evanston, this week. Mrs. Heath was formerly Miss Elizabeth Stolp.

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