

Cadillac, LaSalle Brilliant Exhibits at Chicago Show

Among the brilliant exhibits at the automobile show will be the cars in the Cadillac and La Salle lines, shown side by side. Cadillac is stressing the sport phaeton on Cadillac 140-inch chassis, powered by V-type, 90 degree, eight-cylinder engine, 341 cubic inches displacement, body built by Fisher; also Cadillac cut-open chassis.

Leading the La Salle offerings are the five passenger family sedan on La Salle 125-inch chassis, V-type, 90 degree, eight-cylinder engine, 304 cubic inches displacement, body by Fisher. Also La Salle seven-passenger sedan on La Salle 134-inch wheelbase, same engine and make of body.

Following twenty-five years of manufacture, the Cadillac Motor Car company is this year for the first time showing two different cars—the La Salle and the Cadillac.

The La Salle is the new car, introduced in March, 1927, as a companion car to the Cadillac. It is of Cadillac quality throughout.

The new Cadillac was announced in September 1927, as the largest, most powerful and most luxurious Cadillac ever produced. The engine is said to be bigger and more powerful, the chassis lengthened to 140 inches, the bodies more spacious and their designs, colors and appointments entirely new.

On the La Salle 125-inch wheelbase is exhibited the five-passenger family sedan.

On the La Salle 125-inch chassis are produced seven other Fisher body styles and six by Fleetwood.

On the same La Salle 134-inch wheelbase are produced two other body types—the Imperial five-passenger sedan and the Imperial seven-passenger sedan.

The Cadillac four-passenger sport phaeton is exhibited in Tokio ivory with six wire wheels, the extras carried in front fender wells. Striping in gold leaf. All nickel parts brass plated. The top is of Laidlow cloth and the trim is pigskin.

A partial list of equipment includes two forward folding windshields, the extra one with tonneau cowl shielding rear seat passengers. Cowl lights on nickel hood band; cigar lighter; dash type heat indicator, fuel quantity gauge; shock absorbers; spring covers; power tire pump; one key all locks; rubber interlined; double texture, drab duck top material; six wire wheels and fender well; running board mounted spotlight.

On the same Cadillac 140-inch chassis, are offered twenty-five other body styles, 14 of them Fisher custom-built bodies, and twelve of them Fisher-Fleetwood creations.

Both Cadillacs and La Salles are on exhibition at the Cadillac salesrooms in Evanston located at 1800 Ridge avenue.

North Shore Battery May Soon Have Own Building

The North Shore Battery service, which, two years ago next May, established itself in business at 672 Vernon avenue, Glencoe, has enjoyed a good, steady growth, which its founders and present owners feel will warrant building of an establishment of their own, if the business continues to grow another year as it has in the past.

Dwight H. Sprague and Samuel O. Mattson comprise the firm. Both are experienced battery men and give their personal attention to all work.

They sell the Willard battery and do repairing and recharging work on all makes of batteries.

Dodge Victory Six Is First to Adopt Unit Construction

Featuring Dodge Brothers' cars for the new season will be the new Victory Six, which embodies a number of innovations in automotive construction and design. Besides the wholly new Victory Six, numerous models are shown of the recently introduced Senior Six and the Dodge Four.

Unique methods were employed to obtain the low, long, sweeping lines in the Victory Six. Correlative advantages include a roadholding low center of gravity, sturdy construction, the elimination of scores of squeak-and-rattle sources, and a roomy interior quite at variance with the compact appearance of the car as seen from the outside.

The Victory Six is powered with a six-cylinder L-head engine with a seven bearing crankshaft; bore 3 3/8 inches, stroke 3 7/8 inches.

Clearer vision will be the lot of those who drive the Victory, the first car to adopt the principle of unit construction, with body and chassis built in one piece. Unobstructed vision in all directions results from wide windows, rear-view mirror, and full-vision swinging windshield with automatic wiper.

A more-than-adequate lighting system also makes it unnecessary for Victory drivers to possess second sight or depend on intuition. There is an attractive dome light, and the instrument panel has a really adequate shaded lamp.

These precautions taken against accidents due to restricted views are augmented by other safety features of the Victory Six. The one-piece construction lowers the height of the car by at least two inches, thus giving it the utmost stability without reducing either the head-room or road-clearance of the car.

The Senior Six will be continued as Dodge Brothers' highest priced model. Wersted Motor company, 562 Lincoln avenue, Winnetka, is the north Shore Dodge dealer.

The next year will be a good one, I believe. It will be a good year because American business men are fighters. They are workers. They are thinkers. In spite of the fact that it is a presidential year, I don't look for a downward curve in automobile sales.—Edward VerLinden, president of the Peerless company.

The cars manufactured in 1927 numbered 3,530,000. Of these, 3,066,000 were passenger cars.

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1-Ton G-Boy	895
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(Chassis prices f.o.b. Detroit)	
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