Cadillac, LaSalle Brilliant Exhibits

Among the brilliant exhibits at the displacement, body built by Fisher; Senior Six and the Dodge Four. also Cadillac cut-open chassis.

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, introquality throughout.

to be bigger and more powerful, 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 locks; rubber interlined; double tex- of the Peerless company. ture, 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 warrent 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 at Chicago Show Unit Construction

Featuring Dodge Brothers' cars for automobile show will be the cars in the new season will be the new Victory the Cadillac and La Salle lines, shown | Six, which embodies a number of inside by side. Cadillac is stressing the novations in automotive construction sport phaeton on Cadillac 140-inch and design. Besides the wholly new chassis, powered by V-type, 90 degree, Victory Six, numerous models are eight-cylinder engine, 341 cubic inches shown of the recently introduced

Unique methods were employed to Leading the La Salle offerings are obtain the low, long, sweeping lines the five passenger family sedan on in the Victory Six. Correlative advantages include a roadholding low center of gravity, sturdy construction, the elimination of scores of squeakand-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 33/8 inches, stroke 3% inches.

Clearer vision will be the lot of those duced in March, 1927, as a companion who drive the Victory, the first car to car to the Cadillac. It is of Cadillac adopt the principle of unit construction, with body and chassis built in The new Cadillac was announced in one piece. Unobstructed vision in all September 1927, as the largest, most directions results from wide windows, powerful and most luxurious Cadillac rear-view mirror, and full-vision swingever produced. The engine is said ing windshield with automatic wiper.

A more-than-adequate lighting syschassis lengthened to 140 inches, the tem 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.

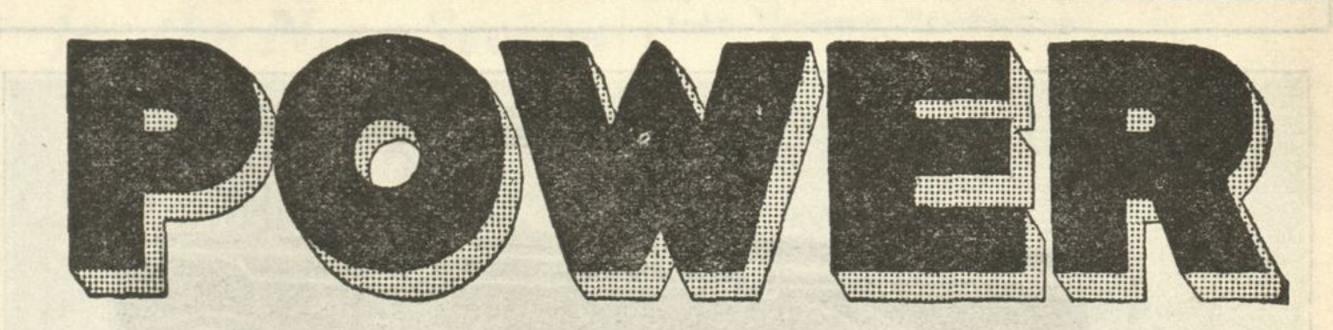
These precautions taken against accidents due to restricted views are augmented by other safety features of the Victory Six. The one-piece construction lowers the height of the car by at least two inches, thus giving it the utmost stability without reducing either the head-room or road-clearance of the

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 nickel hood band; cigar lighter; dash thinkers. In spite of the fact that type heat indicator, fuel quantity it is a presidential year, I don't look gauge; shock absorbers; spring cov- for a downward curve in automobile ers: power tire pump; one key all sales.—Edward VerLinden, president

The cars manufactured in 1927 numpered 3,530,000. Of these, 3,066,000 were 300,000 people and her automobiles, passenger cars.

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