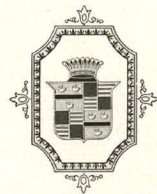




TYPE 55

CADILLAC

MOTOR CARS



TYPE 55

CADILLAC
MOTOR CAR COMPANY

THE LARGEST PRODUCER OF HIGH GRADE MOTOR CARS IN THE WORLD

DETROIT, MICHIGAN. U. S. A.

A few facts concerning The Cadillac Motor Car Company and the Cadillac Car

Established, 1902.

Capital employed	more than	\$10,000,000
Number of cars produced	more than	115,000
Value of cars produced	more than	\$200,000,000
Number of Eight-Cylinder cars produced to November 20, 1916	more than	35,000
Value of Eight-Cylinder cars produced	more than	\$70,000,000
Area of plants, in square feet	more than	1,500,000
Number of employees	more than	7,000
Number of machines used in manufacturing	more than	5,500
Number of special tools, dies, jigs, etc.	more than	60,000
Number of commercial tools, etc.	more than	500,000
Number of mechanical operations on parts of Type-55 car, accurate to the one-thousandth part of an inch	more than	1,000
Number of operations accurate to the one-half thousandth part of an inch	more than	300

First to produce a practical enduring motor car.

First motor car manufacturer to adopt the Johansson Gauge system. These gauges are accurate to the one-thousandth part of an inch. They are used as master gauges to check up the snap, plug and other gauges which are used in testing and proving the accuracy in dimensions of all important parts entering into the Cadillac car.

First to produce a standardized car—a car in which all parts of a kind are like all other parts of the same kind, down to the one-thousandth or the one-half thousandth of an inch accuracy, where such limits are desirable. The Cadillac is still the most thoroughly standardized car in the world.

First to produce a truly high grade car at a moderate price.

First to introduce electrical system of cranking and lighting.

First to develop the V-type high-speed high-efficiency engine.

First in many developments which have been important factors in making the motor car what it is today.



The CADILLAC

Type 55



LUXURY, comfort, performance, safety, dependability, long life and satisfaction are the outstanding results of Cadillac design and construction.

"The sweetest running car in the World," the Cadillac "Eight" was called when its first appearance revolutionized the motor car industry.

And there have been no later developments to challenge successfully that distinction.

In the ownership of a motor car, there are certain features and characteristics which are vitally essential to the physical and mental comfort of the motorist—vitally essential to his complete satisfaction and contentment.

In the opinions of more than thirty thousand Cadillac "Eight" owners, as well as many thousands of non-owners, the Cadillac car provides the most practical combination of the characteristics which contribute to that physical and mental comfort, and to that complete satisfaction and contentment—without embodying features which have a tendency to detract from them.

In driving the Cadillac, you are quick to appreciate the convenience of its controlling mechanism.

The ignition and electric lighting switches are located within easy reach on the instrument board.

The speedometer and several gauges, provided with electric lights, are so situated on the instrument board that it is scarcely necessary for the driver to take his eyes off the road.

In the lighting switch, the first position lights the side, rear and instrument board lamps; the second position lights the head, rear and instrument board lamps; the third position lights the side, head, rear and instrument board lamps. The clock light is controlled by a separate switch.

The starting button which actuates the electric cranking device is easily operated, and is located accessibly in the floor board.

The gear change lever and the hand brake lever are in the center, within easy reach, yet so located as not to interfere with entrance and exit at either side of the car.

The clutch is operated with unusual ease. As it engages, and the car glides into motion, you are impressed by a sense of velvet softness.

And, when the brakes are applied, you observe that the speed of the car is checked—or brought to a standstill—with the same easy glide with which it was set in motion. The brake application is so easy that the effect is perceived almost before you are conscious that you have exerted any material pressure.

Gear shifting calls for but a minimum of effort, and once in high, only some unusual or extreme condition makes it necessary to resort to the lower gears.



Showing hinged steering wheel, dropped, permitting easy entrance and exit at either side for front seat passengers

The remarkable flexibility of the Cadillac V-type eight-cylinder engine is immediately apparent. As you throttle down in congested traffic, or to nego-



Showing commodious tonneau seat and deep luxurious upholstery

tiate some difficult going, you discover with what ease and smoothness the car creeps along.

In accelerating, you find a pick-up which is instantaneous, yet not precipitate. You glide smoothly, steadily, "from a snail's pace to the speed of the wind" almost while the desire to do so is taking shape in your mind.

There is the same smooth quietness of the engine, and the same fascinating performance.

In guiding the car, there is a most striking, yet agreeable, contrast to what you have previously known. The design of the steering mechanism is such that the natural tendency of the car is to travel straight ahead, or to follow the path of the road, yet you discover an immediate response to the slightest effort.

While cutting the wind at high speed, you have unusual opportunity to admire the performance of the Cadillac high-efficiency engine.

You note the marked freedom from vibration, originating in the overlapping impulses which melt and merge into a stream of continuous power.

You revel in the ease with which the Cadillac takes the inequalities of the road—due to its admirable spring suspension and its superb upholstery.

You find a new thrill of pleasure in traveling over your favorite roads. There is a fascination that you have never before experienced.

Ascents which you have, perhaps, habitually avoided, seem to fade before the approach of the Cadillac, so easily, so smoothly, so quietly and with

so little apparent effort does the car surmount them. You perceive that you have unconsciously driven over roads which heretofore you have hesitated to attempt.

You realize the extent to which your range of touring has been broadened, and you observe a noticeable absence of fatigue after long journeys.

No experience in any other car can afford even a limited insight into the luxuries of comfort and convenience which are present so abundantly.

The known stability of the Cadillac inspires a confidence in its performance which removes all anxiety for your safety and welfare.

There is that peace of mind which removes apprehensions that something unwelcome may happen.

That known stability assures years and miles of satisfactory service.

But the luxury, comfort and satisfaction of owning and driving a Cadillac is not attributable solely to its superior power plant and the other engineering triumphs embodied in its mechanism.

These achievements, alone, would fall short of affording that serene contentment and motoring pleasure which Cadillac owners are privileged to enjoy.

Cadillacs are beautiful cars to look upon.

The super-excellence of Cadillac mechanism is augmented and emphasized by coach work wherein the designers' art and the builders' skill is everywhere reflected.

The simplicity of design and grace of contour, impart a dignity of bearing which identifies them as cars of distinction and refinement—unmarred by anything which savors of the tawdry or freakish.

The artistic body effects are made possible by a unique system of designing and manufacture.

The bodies are first modeled in wax. From the wax pattern, a plaster cast is made and from this a die is formed. The various sections are then stamped from sheet metal by the most modern process. They are substantially reinforced and supported by hardwood frame work.

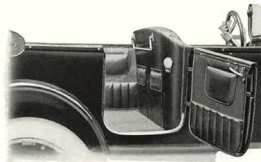
The crown fenders blend harmoniously with the pleasing lines of the bodies. They are special Cadillac improved pattern, made in our own sheet metal division. They are strongly made, substantially attached and are designed to prove effectual in protecting the car and its occupants.

Running boards are clear of encumbrances which mar a clean-cut exterior. They are covered with linoleum and bound with aluminum.

Battery and tool compartments are neatly concealed beneath the dust shield, alongside the running boards—but immediately accessible. The simplicity of the windshields is most pleasing. No unsightly stay-ropes are required to hold them in position. They are all of the clear vision, ventilating type.

A rim-lock tire carrier with capacity for two spare tires is located at the rear. You enter the car and alight from it through doors of liberal dimensions.

Door handles are easy of action and so designed that they are not apt to catch the clothing.



The wide tonneau doors, the auxiliary seats neatly concealed, and the electric light which illuminates the entrance

Entrance to the driver's seat is facilitated by the hinged steering wheel which swings downward, but is held securely when driving.

As you enter the car you are impressed with the roominess of the interior arrangement. The simple luxury of the appointments is inviting.

Cadillac upholstery is truly a revelation. It represents the most advanced developments in thorough comfort-giving qualities. The covering material is plaited over specially designed deep coil springs. Extreme inequalities of the road are reduced in their effects to the lowest minimum, while minor inequalities are lost in its soft resilience. The entire construction is conducive to the very acme of seating luxury.

The seats of open cars are luxuriously upholstered in selected full hides of hand-buffed black leather.

Enclosed cars are upholstered in first quality selected fabrics, furnished in a variety of patterns.

Auxiliary seats—in cars so equipped—fold snugly into compartments, out of the way when not in service. This feature is in marked contrast with the cumbersome type which fold against the tonneau sides and interfere with passengers' comfort and convenience.

There are pockets in the doors to care for parcels.

In every detail there is striking evidence of the care and forethought to provide every comfort, convenience and facility which the most exacting could demand.

And, as you relax and rest from the strain and fatigue which motoring may heretofore have imposed, you appreciate more and more the delight and inexpressible charm of owning and driving a Cadillac.

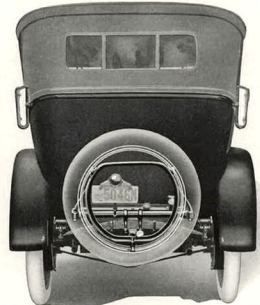
The Cadillac Clientele

THE Cadillac has always been regarded as a car apart—a car in a class by itself. Today it is in a World of its own.

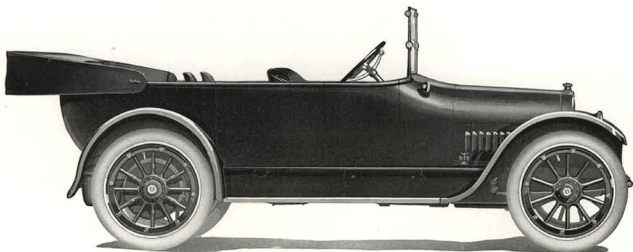
Each year sees the Cadillac become more and more the car which is bought, not because its price is what it is, but because of what the car itself is—and because of what it does.

It is the choice of the buyer who can easily afford any car, no matter what its price, but who recognizes the advantages of Cadillac ownership and who realizes that he cannot obtain the same advantages in any other car, no matter what price he pays.

It is likewise the choice of the buyer who would prefer to pay less for a car but who also realizes that only in a Cadillac is it possible to obtain the advantages which the Cadillac affords.



Rear of Seven-Passenger Car, showing spring suspension, license bracket and rim lock tire carrier. There is capacity for two tires



The Seven-Passenger Car

A LARGE roomy car designed to carry seven passengers in the utmost comfort. Comment on its handsome and impressive lines is not necessary. The illustration tells the story. It is upholstered in long grain, hand-buffed black leather, including the doors. The upper portions of the doors contain pockets with weighted covers. In the lower half of the left forward door is a convenient compartment for the small tools. The back of the front seat is leather covered. The upper portion of the windshield

swings inward or outward to provide clear vision; the lower portion swings inward to assist ventilation.

The auxiliary seats, upholstered in leather, fold into recesses in the back of the front seat, completely out of the way when not in service.

A tonneau light on the curb side in the back of the front seat, controlled by a separate switch, is included in the lighting equipment.

The finish is Cadillac blue with black fenders, etc. The wheelbase is 125 inches.

Cadillac Tops

THE open body types are equipped with the Cadillac top which may be raised and lowered by one person.



Cadillac one-man top

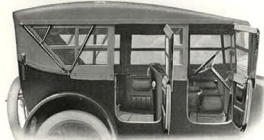
We believe this to be the most easily handled and most practical top made.

We manufacture our own tops that they may be in keeping with the high quality of the car itself.

They are designed to give a well-balanced and

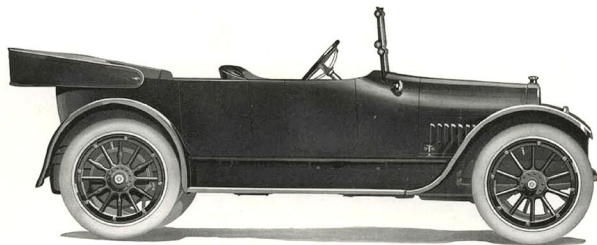
well-proportioned outline, in harmony with and giving a rich finishing touch to the car.

The gypsy curtains assist in protecting the tonneau passengers from draft and dust.



Top with side curtains in position. Observer how curtains open with the doors, into the standard lighting cover.

The curtains immediately above the doors are so constructed that they open with the doors, affording convenient entrance and exit.



The Four-Passenger Phaeton

IN the Cadillac Phaeton, with its low sides and smart, speedy, rakish lines, there is afforded the opportunity to obtain what has been called the "Sport" type of body, on a chassis of the highest mechanical excellence.

Quite in contrast with the usual car of this type, the Cadillac Phaeton affords an unusually high degree of luxurious riding qualities for both driver and passengers.

It is upholstered in long grain, hand-buffed black leather, including the doors. The back of the front seat is leather covered.

There are convenient pockets in the doors.

The windshield is inclined at a 6° angle. The upper portion swings inward or outward to provide clear vision; the lower portion swings inward to assist ventilation.

A tonneau light on the curb side in the back of the front seat, controlled by a separate switch, is included in the lighting equipment.

The finish is Cadillac blue with black fenders, etc.

The wheelbase is 125 inches.



Under side of top, showing curtain pockets, with curtains stored.



Seating arrangement of the Phaeton

Finish

CADILLACS have always been noted for the excellence and durability of their finish. As this work is done in our own plant we are able to give it the same careful supervision which characterizes all Cadillac workmanship.

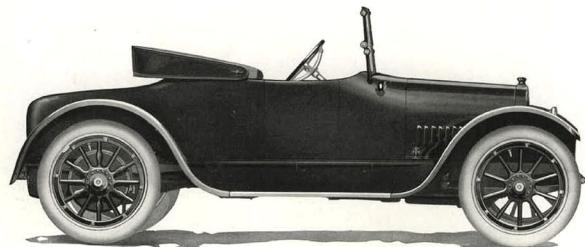
The standard finish of open cars is Cadillac blue with black trimmings.

The standard color of the enclosed cars is Calumet green lower panels and doors, with upper panels and mouldings in black. Trimmings are nickel plated.

Cadillac Tops—Continued

The supporting members are substantially constructed. The top, when raised, fastens by ball and socket joints to the windshield frame. There are no unsightly straps or stay rods.

The side curtains are stored in pockets on the under side of the top. When released, the curtains may be quickly secured in place without the necessity of alighting from the car.



The Two-Passenger Roadster

THE Roadster is designed primarily for two persons. The seat is low, in accordance with the general



Seating arrangement of the Roadster; top not shown. Observe the storage space directly back of the driver's seat.

preference in a car of this type. The windshield is placed at a 6° angle, accentuating the speedy effect—an effect which becomes a reality in driving the car. The upper portion of the windshield swings either inward or outward, to provide clear vision, and the lower portion swings inward to assist ventilation.

The double rumble seat which provides for chauffeur or attendant, folds into the rear deck when not in service. The interior of the deck also affords space for luggage. There is a compartment 7½ x 34¼ directly back of the front seat, of sufficient capacity for two suitcases.

The upholstery is of long grain, hand-buffed black leather.

The finish is Cadillac blue with black fenders, etc. The wheelbase is 125 inches.

The Cadillac Commercial Policy

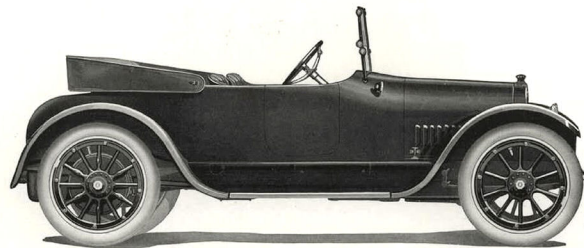
AS a commercial asset, one of the most pronounced advantages enjoyed by the Cadillac Company is the supreme satisfaction and enthusiasm of the more than one hundred thousand users who are ever anxious to sound the praises of the Cadillac car.

Of special significance are the expressions of those whose motor car experience has not been confined to the Cadillac but has extended to cars of lower price and to cars of higher price and from one to the other.

In the marketing of its product, the Cadillac Company adheres in the greatest possible degree to certain well-defined principles.

The Cadillac is sold at a price which gives to the user the greatest real value obtainable in a motor car. Its list price is its selling price, a price which affords but a legitimate margin of profit to the maker and to the distributor.

The Cadillac Company is in a position to choose its distributors.



The Four-Passenger Club Roadster

AN excellent type of the smart roadster in appearance, it is at the same time a very desirable small-family car.

Quite in contrast with most cars of this type, the Cadillac Club Roadster offers comfortable accommodations for four persons. The front seats are the individual type with passage-way between. A compartment for luggage is provided in the rear, access to which is obtained by raising the back cushion of the rear seat.

The windshield is inclined at a 6° angle. The upper portion swings either inward or outward to provide clear vision; the lower portion swings inward to assist ventilation.

The upholstery is of long grain, hand-buffed black leather.

The finish is Cadillac blue with black fenders, etc. The wheelbase is 125 inches.



Seating arrangement of the Club Roadster

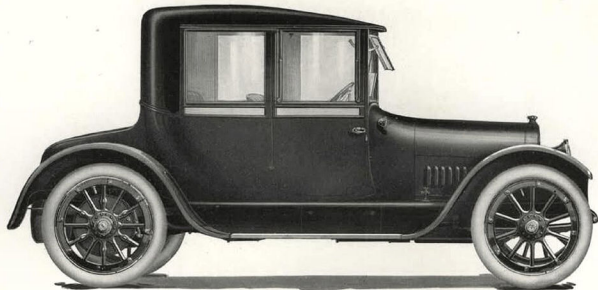
The Cadillac Commercial Policy—Continued

In so doing, its aim is to exercise the same discrimination as in selecting the materials which enter into its product. In choosing its distributors, as in choosing its materials, it has in mind the interests and welfare of Cadillac users because it knows that upon the service and satisfaction rendered to those users depends the future of the Cadillac car.

The aim of the Cadillac Company is that its distributing organization shall be composed of business

houses which are a credit to themselves and a credit to the Cadillac car; houses that realize—and act upon the realization—that in the sale of a car, their duty to the purchaser, instead of being finished, has only begun.

It is the experience of Cadillac purchasers that in dealing with the Cadillac organization, they obtain a service which is not duplicated in the motor car industry.



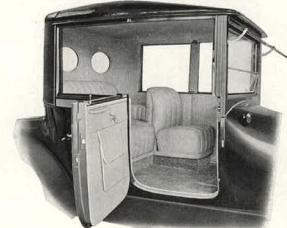
The Four-Passenger Convertible Victoria

A LUXURIOUS convertible—open or closed—car providing accommodations for four persons. It is a new, distinct and practical body type which adapts itself to a wide variety of uses.

The body is substantially constructed of aluminum panels over hardwood framework. The roof, which is stationary, is covered with leather.

The driver's seat is positioned forward of the two-passenger seat adjoining. The folding auxiliary seat, providing comfortably for a fourth person, facing forward, folds up under the cowl when not in service.

The doors and windows, the latter of crystal plate glass, are of weather-proof construction.



Interior of the Convertible Victoria. The auxiliary seat is folded under the cowl.

The windows in the doors are raised and lowered by mechanically operated devices, the handles for which are satin finish nickel. The side windows may also be lowered.

In the rear there are two oval windows, 14" x 9". In the windshield, the upper portion is double, providing clear vision when raining; the lower portion swings inward to assist ventilation.

To convert the car from closed to open, the windows are simply lowered into the compartments provided. The pillars are also easily removed and

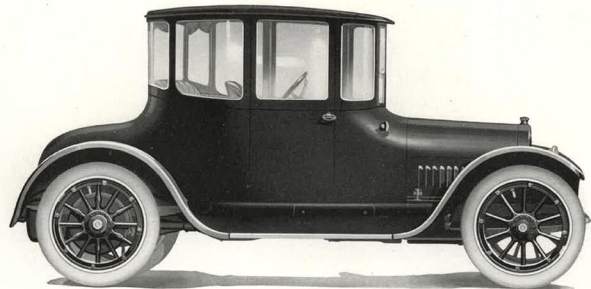


Convertible Victoria with windows lowered and pillars removed

stored in the compartment back of the driver's seat, the space being sufficiently large to care also for parcels. The upholstery, furnished in a variety of selected fabrics, is unusually soft and luxurious.

The illuminating equipment includes a dome light, controlled by individual switch.

The wheelbase is 125 inches. The standard finish is Calumet green with upper portion, fenders, etc., in black. The monogram panels are in gray green.



The Four-Passenger Coupe

THE Cadillac Coupe represents the uttermost in beauty, style and luxury in a car of this type.

Among its many advantages is the unusual opportunity afforded for observation. The roof supports occupy such limited space that vision in any direction is not obscured.

The body is cast aluminum in which the number of joints is reduced to a minimum. The window frames are of aluminum, each in one piece. The roof is also a single casting.

The seating arrangement provides for four persons. The driver's seat is located forward of the two-passenger seat adjoining. An auxiliary seat, which folds up under the cowl, provides for a fourth person. This seat, which faces forward, is swiveled to facilitate entering and alighting.

The large side windows, also those in the doors, may be adjusted to any desired opening, the latter by means of positive-acting mechanical devices.

The windows are crystal plate glass. The rear window and the large side windows are provided with silk curtains on rollers; the rear quarter window curtains are draped.

Windows and doors are of weather-proof and rattle-proof design.

In the windshield, the upper portion is double, providing clear vision in rain or snow; the lower portion swings inward to assist ventilation.

The illuminating equipment includes a dome light, also a light which illuminates the entrance on the curb side, when the door is opened.

The ease and simplicity of operation appeal strongly to the woman who prefers to drive her own

car, to social functions, to the theater, and in shopping.

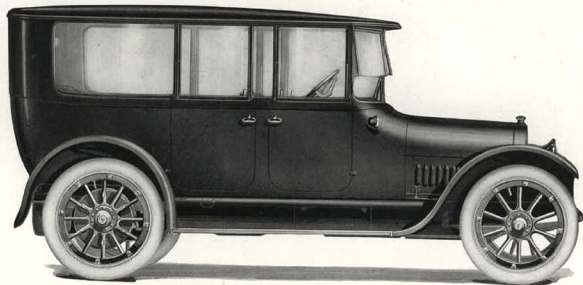
The upholstery and interior trimmings are of high quality selected fabrics in a variety of patterns.

The wheelbase is 125 inches.

The finish is Calumet green with upper portion, fenders, etc., in black.



Interior of the Coupe. The auxiliary seat may be folded under the cowl.



The Seven-Passenger Convertible Touring Car

CONVERTIBLE from a closed to an open car and vice versa, providing the advantages of both, it is a type which is growing rapidly in public favor. The body, which is manufactured in the Cadillac shops, is constructed of sheet steel sections over hardwood framework. The top, which is permanent, is made of agasote, a light fibrous material.

The four doors provide direct entrance to, and exit from the front and rear seats.

The convertibility feature is shown in the illustrations. The door windows lower into receptacles in the doors. The windows between the doors, on each side, together with the aluminum pillars, are stored compactly in a compartment under the front seat.



Interior of the Convertible Touring Car

The large side windows may be removed and stored vertically in a compartment back of the rear seat.

One of the marks of distinction in this car is its V-shape windshield. The upper portion, on each side, swings outward to provide clear vision, and the lower portion, on each side, swings inward to assist ventilation.

The two auxiliary seats are the disappearing type which fold into recesses in the back of the front seat.



Converted to an open car

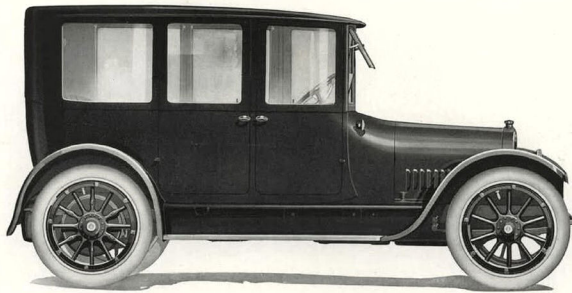
The upholstery is in high quality selected novelty cloth. The large rear window is provided with silk curtain.

The illuminating equipment includes two reading lights, located in the rear quarters, controlled by a separate switch.

The entire construction is in accordance with the high standards of Cadillac workmanship.

It is pronounced to be the most advanced and most practical development in cars of the seven-passenger convertible type.

The wheelbase is 125 inches. The finish is Cadillac blue with upper portion, fenders, etc., in black.



The Five-Passenger Brougham

THE Brougham is primarily a family car.

The body is of aluminum with hardwood framework, substantially joined and braced. The roof is of aluminum, in one piece.

The seating accommodations are all in one compartment. The rear seat accommodates three persons. The two forward seats are the individual type with aisle between; passengers therefore may exchange seats without leaving the car. There are also two emergency seats which fold snugly into the backs of the front seats, affording a total seating capacity for seven persons.

There being two wide doors on each side, any passenger may enter or leave the car without disturbing the others.

Windows are of crystal plate glass. Those in the doors may be lowered by positive-acting mechanical devices, to a position almost flush with the bottoms of their frames. The rear side windows may also be lowered. The rear window, which is 15½ x 31", is stationary.

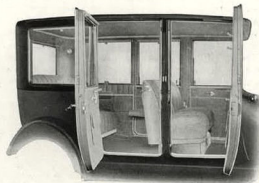
In the windshield, the upper portion is double, affording clear vision in rain or snow. The lower portion swings inward to provide ventilation.

The two rear side and the two rear door windows and the window in the back are provided with silk curtains on rollers.

Doors and windows are of weather-proof and rattle-proof design.

The equipment includes ladies' toilet set with leather trimmed mirror, card case and memorandum book, also gentleman's smoking set.

The illuminating equipment includes two reading lights located in the rear quarters, controlled by a separate switch.

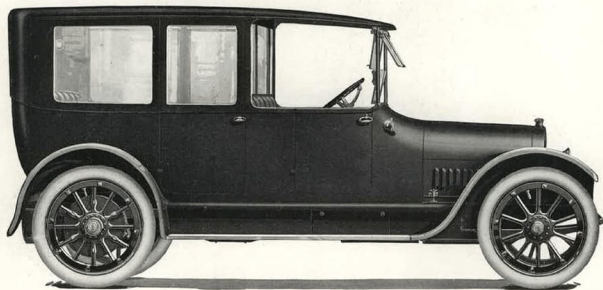


Interior of the Brougham. One emergency seat is in position; the other is folded.

The upholstery is in first quality selected fabrics in variety.

The finish is Calumet green with upper portions, fenders, etc., in black.

The wheelbase is 125 inches.



The Seven-Passenger Limousine

The Limousine The Imperial The Landaulet

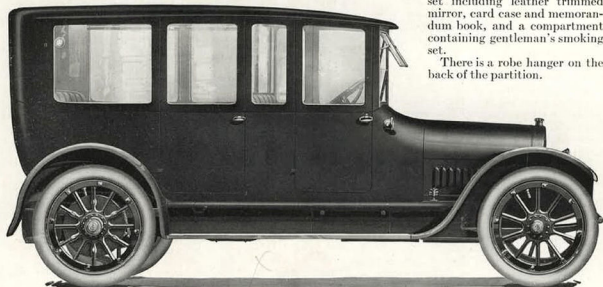
THE Cadillac Limousine, Imperial and Landaulet represent motoring luxury in the superlative.

The bodies represent the most advanced state of the art in coachwork. They are built of aluminum sections, in which the number of joints is reduced to a minimum, and are supported by hardwood framework, substantially constructed and joined. The roof is aluminum, in one piece.

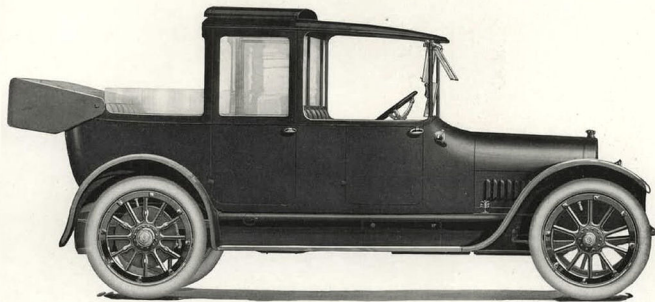
There is seating provision in the passenger compartment for five persons. The rear seat accommodates three persons in comfort. There are two comfortable auxiliary seats which fold snugly into recesses in the back of the front seat.

There is a convenient pocket with weighted cover in each door, and one on the partition, a receptacle for telephone, a compartment containing ladies' toilet set including leather trimmed mirror, card case and memorandum book, and a compartment containing gentleman's smoking set.

There is a robe hanger on the back of the partition.



The Seven-Passenger Imperial



The Seven-Passenger Landaulet

The window frames are one-piece. The windows are crystal plate.

The windows above the doors may be lowered almost flush with the bottoms of their frames by means of positive-acting mechanical devices having satin finish nickel handles to harmonize with the interior trimmings. The center window between the passengers' and driver's compartment is adjustable by the same means. The rear side windows may also be lowered. The stationary rear window in each the Limousine and Imperial is $15\frac{1}{2}$ by 31 inches. In the Landaulet there are two 9"x14" oval windows.

Doors and windows are of weather-proof and rattle-proof design.

The windows, including that in the partition between the forward and rear compartments, are provided with taffeta silk curtains, on rollers.

Special attention is directed to the large area of the rear side windows, with the resulting opportunity for observation. In the Landaulet particularly, there is a striking contrast when compared with the usual car of this type.

The driver's compartment of the Imperial is closed while those of the Limousine and Landaulet are open, storm curtains being provided for use during inclement weather.

In the Landaulet, the illuminating equipment includes a dome light. In the Limousine and Imperial a dome light and two reading lights are provided, the latter located in the rear quarters. These lights are controlled by independent switches.

The electrically connected telephone is contained in a compartment at the right, with cord so constructed that it rewinds automatically. The cord is of sufficient length to allow the 'phone to be used by

a person at the opposite side of the car. In each of the types mentioned—Limousine, Imperial and Landaulet—the driver's compartment is upholstered in long grain, hand-buffed black leather.

The upholstery in the passenger compartments is in high quality selected fabrics.

In the windshields, the upper portion is double, providing clear vision in rain or snow. The lower portion swings inward to provide ventilation.



Landaulet, with top closed

In the Landaulet, the rear section is leather covered and may be laid back, affording a spacious opening.

Throughout, there is everywhere reflected the care and forethought to provide every feature which makes for greater travel comfort.

The finish of Limousine, Imperial and Landaulet is in Calumet green with top portion, fenders, etc., in black. The wheelbase of each car is 132 inches and the tires 37"x5".

Specifications in Brief

ENGINE—Eight-cylinder V-type. High speed. High efficiency. Engine and Transmission built in unit, three-point suspension. Cylinders cast in two blocks of four cylinders each with water jackets and combustion chambers integral. 3½-inch bore by 5½-inch stroke. Piston displacement 314 cubic inches. Crankcase, aluminum, copper alloy. Tungsten steel valves. Valve mechanism enclosed. Three bearing crankshaft 1½-inch diameter of chrome nickel alloy steel, special heat treated. Main and connecting rod bearings of liberal dimensions, bronze, lined with special bearing metal. Single camshaft, five bearings. Camshaft and generator shaft driven by silent chains from crankshaft.

HORSEPOWER—S. A. E. rating 31.25; actual, more than 60.

COOLING—Water. Jackets cast integral with cylinder liners, liberal water circulating space. Two in-peller pumps, one for each block of cylinders, insuring proper water distribution. Radiator, Cadillac tubular and plate type. Fan attached to generator shaft, driven by silent chain. Water temperature regulated by Sylvania Thermostats.

IGNITION—Cadillac Delco, improved system. Current supplied by generator.

LUBRICATION—Automatic pressure feed by gear pump. Oil forced to crankshaft and connecting rod bearings.

CRANKING DEVICE—Cadillac Delco, improved, patented.

CARBURETOR—Cadillac, designed especially for this engine, insuring uniform gas distribution and maximum efficiency. Auxiliary air control to facilitate starting. Intake pipe, hot water jacketed.

CLUTCH—Multiple disc, dry plate type; seventeen high carbon steel plates, 7½ inches diameter; plates driven by fly-wheel faced with wire mesh asbestos. Exceptionally soft and velvety in operation.

TRANSMISSION—Aluminum case. Selective type sliding gear, three speeds forward and reverse. Chrome nickel steel gears and shafts.

AXLES—Rear, Cadillac Timken, full floating type; Timken bearings; special alloy steel live axle shafts. Spiral type bevel driving gears, ground to accuracy. Front axle, drop forged, special alloy steel, I beam section with integral yokes and spring perches; drop forged tie rod ends and steering spindles, the latter fitted with Timken bearings at the upper ends.

DRIVE—Tubular shaft. Two universal joints, the forward telescopic, each enclosed in housing and running in lubricant.

BRAKES—One internal and one external brake direct on wheels. 12-inch x 4½-inch drums. Exceptionally easy of operation. Both equipped with equalizers.

STEERING GEAR—Our own patented worm and worm gear sector type, adjustable, with ball thrust bearings. 18-inch steering wheel with corrugated walnut rim, aluminum spider. Steering wheel hinged to swing downward, facilitating entrance to front seats.

FRAME—Channel section, carbon steel, eight inches maximum depth; width 30 inches in front, 33 inches in rear; tubular cross members.

WHEELS—Wood, artillery type, running on Timken bearings, fitted with demountable rim for straight side tires. Special large hub flanges and substantial spokes.

TIRES—36 inches by 4½ inches (or 895 x 133 m/m at extra charge) either Goodrich, United States or Kelly-Springfield at our option. Non-skid on rear wheels. Tires on cars with 13½" wheelbase are 37" x 37". Tire equipment subject to change on cars shipped outside the U.S.A.

WHEELBASE—125 inches on all cars except Limousine, Landaulet and Imperial; the latter are 132 inches.

TREAD—56 inches.

SPRINGS—Front, semi-elliptic, 42 inches long by 2 inches wide; rear, three-quarter platform; sides, 24 inches long by 2 inches wide. Rear cross, 39½ inches long by 2 inches wide.

CONTROL—Center control. Gear change lever and hand brake in center, set well forward yet within easy reach. Service brake, foot lever. Clutch, foot lever. Throttle accelerator, pedal button with foot rest. Throttle and spark levers at steering wheel.

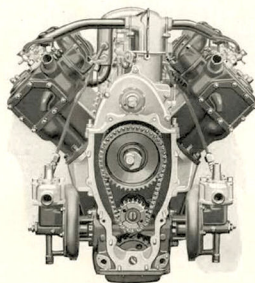
Throttle auxiliary air control, hand lever, on steering column. **GASOLINE SYSTEM**—Twenty-gallon tank with gauge, at rear of chassis. Fuel forced by air pressure to carburetor.

FINISH—Open cars, Cadillac blue, black trimmings. Closed cars, Cabernet green, black trimmings.

UPHOLSTERING—Open cars, long grain hand-buffed black leather. Closed cars, high quality selected cloth fabrics in variety.

RUNNING BOARDS—Linoleum covered, with metal binding.

STANDARD EQUIPMENT—Cadillac "One-man" top, windshield, full lamp equipment, especially designed for Cadillac cars, black enameled, nickel trimmed. Waltham eight-day clock, speedometer, gasoline gauge, electric horn, power tire pump, foot rail, robe rail, license tag holders, tire carrier, tool box with tools, rail, robe rail, license tag holders, tire carrier, tool box with tools, set of tools including tire repair kit, handy lamp. Universal key fitting tool box, ignition and lighting switch and tire lock.



PRICES on automobiles and parts are positively net F. O. B. Detroit.

No allowance will be made for any part of standard equipment if ordered omitted.

NOTE—The Cadillac Motor Car Company reserves the right to make changes or improvements at any time without incurring any obligations to install same on cars previously sold.

