

MOTOR NEWS

From Road & Showroom

CADILLAC IN NEW RECORD

Production of Cadillac and LaSalle cars by the Cadillac Motor Car company, will reach a new peak this month, according to H. M. Stephens, general sales manager.

The plant has been running near to capacity since the beginning of production of the new Cadillac and LaSalle cars in October. Average daily output is 175 to 180 cars. Expected production for the month is 4,250 units, a gain of 5 per cent over September, which was the biggest previous month in the company's history. This top production in October, 1937, by 43 per cent and the biggest previous October by 30 per cent.

Preliminary figures of shipments also indicate that October shipments will be the second largest of any month in Cadillac history, the largest being March of the current year. They will surpass September shipments by 1.6 per cent, shipments of October of last year by 93 per cent and will be 25 per cent greater than any previous October in Cadillac history.

Production schedules call for a 100 per cent increase in output through the next 12 months.

C. H. Lightner of Iola, Kan., while blasting some old concrete, fighting a watch imbedded in the cement, on being word the watch started running.

SPEED OF 250 MILES PER HOUR GOAL OF NEW BRITISH AUTO

LONDON, Oct. 29.—Plans were completed here today for the construction of a British motor car designed to average 250 miles per hour. A motor car is being built already by a United States maker with which it is hoped to average 220 miles per hour. This car will be ready in December.

These two items of news herald the approach of one of the greatest speed struggles in the history of the world.

American motorists have had the keenest desire to go the better ever since May, 1930, D. Seagrave broke the world record at Daytona, Fla., by covering the mile at a speed of 203 miles per hour.

Meanwhile, anticipating this, Louis Cantona, designer of the 1,000-horsepower car which holds the present record, has conceived a new machine which he hopes will preserve the record for a long time.

"I intend keeping the details of my new car secret," he said, "but now that news of the American car has leaked out there is no longer any need for mystery. I have known for some time that the United States cherished an earnest desire to beat our record."

A New Sunbeam

"I accept the challenge, and today passed plans for a new Sunbeam car which I believe will travel at a speed of 250 miles an hour. This may sound optimistic, but our 1,000-horsepower car was designed to do 250 miles per hour, and achieved it. The new car will have two engines each of 200 horsepower rating, but with a

CHECKER USES BUICK CABS

FLINT, Mich., Oct. 29.—One of the strongest testimonials to Buick's performance, reliability and low upkeep cost is the experience of the Checker Cab company of Detroit, which operates the largest motor car fleet in Michigan and one of the largest in the country. Among the 650 cars which Checker has in the streets today, Buick number 370, or more than all other makes combined. For in Detroit, which has the reputation of being "motor wise," the public has come to demand the same luxury and comfort in its cabs as in its private cars.

Every driver in the Checker organization is free to select the make of car he prefers. The factors which influence his choice are much the same as those which influence the private owner. The dependable performance and riding ease, which insure the passenger of a comfortable trip, are the things which make him proud to be entering or leaving the cab; reliability, which obviates delay on route, and low upkeep cost, which enables the cab to return a profit.

The extent to which Buick fills all these requirements, in the opinion of Checker drivers may be gauged from the fact that 85 per cent of new cars being added to the Checker fleet today are Buicks.

Urges Pre-Winter Car Inspection

Sick people do not work properly. Neither can 'sick' automobiles. The only difference being, a person can sense an ill-feeling and go to a doctor, while the automobile carries on until cold weather comes and gives a visible protest—then a repair job is needed. This is the observation of R. A. Armstrong, director of service of the Oakland Motor Car company, who urges owners to have their cars given a pre-winter inspection and adjustments necessary to insure maximum cold weather performance.

"This pre-winter automobile check-up is similar in its purpose to the growing practice of visiting a physician every autumn just for inspection," said Mr. Armstrong. "The physician checks over the visitor's physical condition, alters his diet, possibly gives him a hypodermic and gives a visible protest which in general is heavier clothing and to change services of the winter. It is a wise precautionary measure that undoubtedly prevents much winter illness."

The few essential attention which are necessary before any conditions, require very little more time than the physician spends in preparing the human machine for the rigors of winter. But that half hour or two will pay large dividends later in uninterrupted driving satisfaction. Many stations have grouped these cold weather precautions under a flat name which compares favorably with the physician's charges for physical examination.

PISTON RINGS ARE GIVEN HARD TEST

It is not unusual to hear an automobile owner remark that he intends putting new compression rings on his pistons. The operator is not considered one calling for a high degree of skill, but if the owner were put the rings he intends using to the same tests as are required of all rings put in the Oldsmobile factory, he might be would require considerable equipment and training just to let rings that would function most efficiently.

Every compression ring used at the Oldsmobile factory must pass four tests—for roundness, flatness, thickness and gap size. Two "round" light machines, comprising sets of gauges are used for these tests.

To give perfect results and eliminate any chance of side wall wear, a compression ring should be as perfectly round as is the cylinder. To insure this every ring is placed into a cylindrical fixture the inside diameter of which is exactly that of an Oldsmobile engine cylinder. This fixture is placed upon the glee top of the states of housing. That portion of the glass inside the inner diameter of the ring is blackened so that light only shows in a circle of the thickness of the ring. If a ring is not perfectly round a ray of light is seen between the outer edge of the ring and the side of the fixture. In such cases the ring is rejected.

India has only about one-half the area of the United States, but has three times as many inhabitants.

Yegmen frightened away from a drug store in St. Paul left behind burglar tools valued at \$1,000.

PARTS MAKERS' YEAR'S OUTPUT IS \$2,000,000,000

Four hundred manufacturers of automotive parts, accessories and kindred products, comprising the Motor and Accessory Manufacturers' association employ 200,000 persons and have an output valued at approximately \$2,000,000,000 a year. One-half of this output goes to other manufacturers, including the car and truck makers, and the other half is distributed through the wholesale and retail trade, according to a study of its membership recently completed.

The association made this analysis in connection with the publication of a "Quick Reference Buyers' Guide" of its members' products, which has just been supplied to executives in the industry. Member companies have manufacturing plants located in 21 states and one Canadian province, the study showed.

The guide lists 321 products, including motors, bodies, parts, accessories, production equipment, service equipment and material used in the manufacture and maintenance of cars, trucks, tractors, airplanes and other automotive vehicles, and the luxury and commercial products. Another list of association members names general credit and sales representatives. For the convenience of engineers and buyers, the book also lists original equipment sales representatives, together with their addresses.

STUDEBAKER COMMANDERS

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Break 11 more records

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(also 5-mile, 10-mile, 50-mile, 100-mile and 500-mile records) (also 1, 3, 6 and 12 hour records)

TWO Commander roadsters were started at the Atlantic City Speedway October 6, 1927, under supervision of the American Automobile Association. Not one, but both of them, established new stock car records for 1000 miles, for 12 hours and for 24 hours. Neither of them required any mechanical attention during the entire run. After finishing the 24-hour grind the winning Commander spurred 15 miles at 82.62 miles an hour.

The Commander now holds all stock car records for periods up to 24 hours and distances up to 1000 miles.

Other Speed and Endurance Records Set by The Commander This Year

5000 miles in less than 5000 consecutive minutes—April, Culver City, Calif., under A. A. A. supervision.

New York Harbor to San Francisco Bay, 77 hours and 40 minutes—new coast to coast record set in September.

First and second places in 75-mile stock car race at Atlantic City under A. A. A. supervision on Labor Day.

First, second and third places in 75-mile race for stock cars listing below \$200—Charlotte, N. C., September 20th, certified by A. A. A.

Climbed Pike's Peak in 22 minutes, 47 seconds—new record for stock cars priced below \$3000. Supervised and certified to by A. A. A.

The Studebaker Commander, "greatest achievement of post-war automotive engineering," is the creation of the finest research and engineering organization ever assembled by one company.

D. G. Roos, chief engineer, and W. S. James, research engineer, have not only splendid new laboratories and a million-dollar proving ground to work with, but also staffs of experts in every phase of automotive design.

Studebaker cars are engineered, built and broken in to run 40 miles an hour from the day you buy them.

And with ordinary gasoline they will excel the performance which other makes attain only by the use of high-compression engines and high-priced fuel.

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