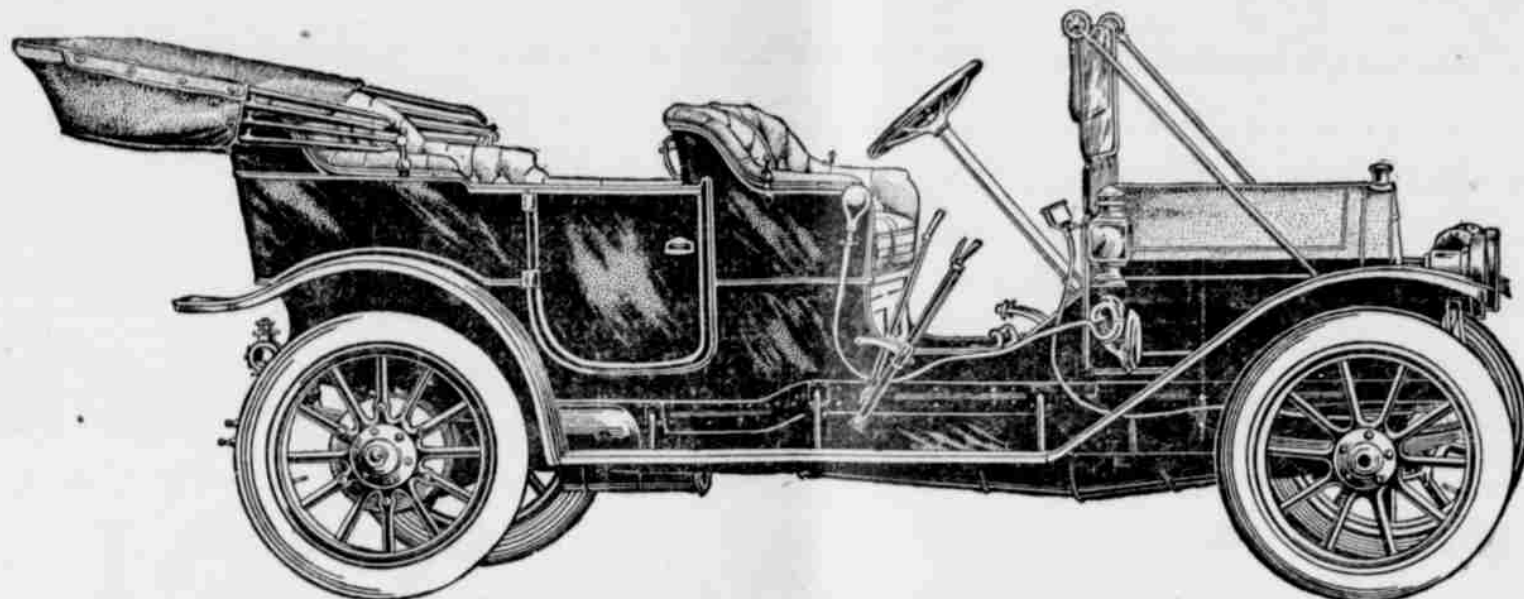


# This car will add new lustre to an honorable name



**T**HE most valuable asset the Cadillac Company possesses is its good name—a good name which is not merely the result of popular caprice but has been earned by what the car has done and what it has been. The Cadillac is, as you know, unique in the kind things that are said, and thought, and felt about it by thousands of people.

This good name, and the extraordinary good will which it has engendered everywhere, we interpret as an obligation to build a car so fine as to remove itself automatically from the likelihood of competition.

For 1911, therefore, our first thought—our one and only thought, in fact, has been to satisfy that widespread and implicit confidence which always expects the exceptional from the Cadillac.

We believe we are justified in saying that in this larger, more powerful, more luxurious car, the Cadillac organization has surpassed itself.

In spite of ten years of devoted adherence to the manufacturing principle that any one of ten thousand Cadillac's should be interchangeable in its parts with any other Cadillac of the same type, we were not ready so short a time as twelve months ago to build a car as worthy and as wonderful as this.

Manufacturing plants, like men, must fit themselves to do truly great things. Even with a system of standardization which has no equal in the world and which insures an absolutely perfect alignment of parts and the almost final elimination of friction, the value of 1911 was not possible in 1910. You are receiving now, we verily believe, the most advanced type of exact and scientific motor car manufacture which the industry has produced.

Please co-operate with your Cadillac representative by the earliest possible inspection.

## 1911

## Important Improvements in



## "Thirty"

### INCREASED POWER

Cylinder bore increased from 4 1/2 inches. This, with more efficient carburetor, (Schebler) which is water jacketed, effects a material increase in power. Piston stroke, 4 1/2 inches.

The four cylinders are cast singly, with copper jackets applied, retaining the exclusive Cadillac features throughout.

### INCREASED COMFORT

Wheel base increased from 110 to 116 inches, making the car ride easier than ever.

### IMPROVED APPEARANCE

Double drop frame, 23-2 inch drop, which makes car set lower, and this with the larger hood and more roomy tonneau greatly improves the appearance.

### LARGE RADIATOR

The radiator is slightly larger, hence has greater cooling capacity. This is notwithstanding the fact that the Cadillac was never deficient in that respect.

### TIMKEN AXLE

Full floating type. Tinkens roller bearing rear axle. This is the same axle as used on a number of America's highest priced cars.

### LARGER BRAKE DRUMS

More powerful brakes, more easily applied and greatly increased efficiency. Contracting and expanding double acting brakes, both equalized.

### TWO IGNITION SYSTEMS

Two complete and independent ignition systems, each with its own set of spark plugs. The two ignition systems consist of Bosch high tension magneto and the new and improved Delco system with single unit coil, high tension distributor and controlling relay. Either system alone is efficient for operating the car.

### ENCLOSED WIRING

All electrical wiring enclosed in copper tubes.

### COPPER MANIFOLDS

Copper manifolds are used for water inlets and outlets in the circulating system.

### REMOVABLE CLUTCH

Clutch may be removed in a very few minutes without disturbing other members.

## 1911 Cadillac Specifications in Brief

**MOTOR**—Four Cylinder, four cycle; cylinders cast singly, 4 1/2 inch bore by 4 1/2 inch piston stroke. Five-bearing crank shaft, 1 5/8 inch diameter. Bearings, Cadillac make, bronze with babbit lining. Five-bearing cam shaft.

**HORSEPOWER**—A. L. A. M. rating 32.4.

**COOLING**—Water. Copper jacketed cylinders, copper inlet and outlet water manifolds. Gear driven centrifugal pump. Radiator, tubular and plate type of unequalled efficiency. Fan attached to motor, running on two point ball bearings; center distances of fan pulleys adjustable to take up stretch in belt.

**IGNITION**—Jump spark. Two complete and independent systems, including two sets of spark plugs; Bosch high tension magneto; also new and improved Delco system, single unit coil with high tension distributor and controlling relay. (Delco apparatus located in former commutator position.) Wiring enclosed in copper tube.

**LUBRICATION**—Automatic splash system, oil uniformly distributed. Supply manifolded by mechanical force-feed lubricator with single sight feed on dash. Most economical and simplest system ever devised.

**CARBURETOR**—Special Schebler, water jacketed. Air may be adjusted from driver's seat.

**CLUTCH**—Cone type, large leather faced with special spring ring in fly wheel. Clutch readily removable and most easily operated ever devised. Universal joint between clutch and transmission practically noiseless in all positions and easily removable.

**TRANSMISSION**—Sliding gear, selective type, three speeds forward and reverse. Chrome nickel steel gears. Chrome nickel steel transmission shaft and clutch shaft running on five annular ball bearings.

**DRIVE**—Direct shaft to bevel gears of special cut teeth to afford maximum strength. All gears cut by us. Drive shaft runs on Tinkens bearings. Two universal joints, the forward telescopic, each enclosed in housing and running in oil bath.

**AXLES**—Rear, Tinkens full floating type; special alloy steel five axle shaft; Tinkens roller bearings. Double torsion tubes arranged in triangular form affording unusual strength. Front axle, drop forged I beam section with drop forged yokes, spring perches, tie rod ends and steering spindles. Front wheels fitted with Tinkens bearings.

**BRAKES**—One internal and one external brake direct on wheels, inch x 21-2 inch drums. Exceptionally easy in operation. Both equipped with equalizers.

**STEERING GEAR**—Cadillac patented worm and worm gear sector type, adjustable, with ball thrust, 1 3/4 inch steering post, 18 inch steering wheel with corrugated hard rubber rim, aluminum spider.

**WHEEL BASE**—116 inches.

**TIRES**—On Touring car, Demi-tonneau, Roadster and Coupe, 34x4 inches; Limousine 34x4 1/2 inches.

**SPRINGS**—Front, semi-elliptical 26 inches long by 2 inches wide. Rear, three-quarter platform; sides, 42 inches long by 2 inches wide. Rear cross 28 inches long by 2 inches wide.

## Price \$ 1 7 0 0 F. O. B. DETROIT

Touring Car, Demi-Tonneau and Roadster (Coupe \$2250, Limousine \$3,000). Prices include the following equipment: Bosch magneto and Delco system, one pair gas lamps and generator. One pair side oil lamps and tail lamp, one horn and set of tools, pump and repair kit for tires. 60 mile season and trip Standard speedometer, Robe rail, full foot rail in tonneau and half foot rail in front. Tire holders.

## CADILLAC MOTOR CAR Co.,

## DETROIT, MICHIGAN

Licensed under Selden Patent

# GILBERT-VAUGHAN IMPLEMENT COMPANY

## THAT'S ALL—THAT'S ENOUGH