

FIVE HORSES ARE SOLD FOR A SONG

Stable of Famous Pau Hunt Passes Under Hammer for Prices Pitifully Small.

WORK OF THE AUTOMOBILE

Fine Hunters go for Less Than \$200 Each in Paris and Pedigreed Carriage Animals for Still Lower Sums.

BY A. W. LAMOUROUX

PARIS, June 6.—(Special.)—Slowly, but surely, the automobile, which is responsible for the death of many a human being, is also killing the horse. Such has been in substance the dictum recently of many a horse-dealer in Paris. An observer might imagine that, as far as cab horses are concerned, other things, such as over-work, want of care, cruelty, and starvation, are the immediate causes of the poor animal's rapid decline and death. However, Paris horse-dealers, for some years past, have looked upon the motor car as the chief danger of all. It was while obtaining facts and figures concerning the prices of automobiles, and the status of that trade, that I incidentally heard the lamentations of the owners of horses.

The very garage, one of the newest, and the latest thrown open to the public, where I was obtaining information, had been built on the site of a demolished livery stable. "Do you see," said a dealer, "the automobile goes up and the horse goes down?"

It was alongside the well-known and long-established horse-market of Charente, now overshadowed by a huge garage, and the dealer told me to go and see for myself, as a sale was just going on. The horses of the famous Pau Hunt were passing under the hammer, and they were as fine a lot of hunters as one could wish to see. The first to be sold off was Black Knight, who went for \$460. This was not so bad, though I was told that a horse like the Black Knight could not have been had for less than \$1000 a few years ago. It was however, one of the highest figures reached.

I soon saw a pretty horse, called RORY O'MORE, go for only \$220, and the prices still came down. Cork was sold for \$198, Brown Bread for \$145, a fine carriage horse for \$135, and another for \$88.

"Heavens!" some one exclaimed; "horses of the Pau Hunt, perfectly sound and safe to ride or drive, given away for \$85, \$100 and \$150."

"There is the effect of the automobile on our trade," remarked one dealer in despair.

But I was doomed to see still lower records, when a second batch of fine-looking cobs and hunters used for riding after hounds, many of them still young and apparently in good condition, was brought under the hammer. Five of them went for less than \$100 each. At that rate one could nowadays purchase in Paris a pair of carriage horses with a pedigree for less than \$200, and for another \$50 or \$100 get the carriage into the bargain.

If bloodstock is sold at such prices, what should be paid for a common hack or cab horse? Perhaps \$25 would be a sufficient price for these out-of-date creatures.

NOW LEADS SIMPLE LIFE

Hard Work Ruins Health of Prince of Wales.

LONDON, June 6.—(Special.)—Too much work has almost completely broken down the never too robust health of the Prince of Wales, and his physicians have advised him to spend as much time as possible near the seashore. For this reason Barton Manor, King Edward's small private country seat in the Isle of Wight, is being put in shape for the Prince, who will spend as much of his time there as he can spare from his official duties until he leaves for Canada.

The work rests on the shoulders of the Prince since King Edward went to Biarritz is much more arduous than that of the average London business man, and many are the days when his health has been at his desk from seven in the morning till six at night with a very short time for luncheon. Sometimes of late he has been so thoroughly tired out after a long day that he has been compelled to retire as early as 9 o'clock. During the past few weeks whenever he has been able to enjoy a night off, which is rather a rare occasion at this time of year, he has spent the evening in a very democratic manner.

On these occasions he sends a footman over to the Marlborough Club, one of the few clubs which may now be called ultra-exclusive, and at which the King in former years spent many jolly evenings. The footman obtains the dinner, which returns to Marlborough House, where the Prince puts a mark against three dishes, usually soup, fish and roast.

Little later the Prince goes over to the club at his table, and thoroughly enjoys himself. After dinner he produces a pipe, a habit which has long since been abandoned by many days, and settles himself with some evening newspapers into a large chair in the smoking room. On these occasions none of his fellow members approach the Prince unless he is addressed.

FRENCH NAVY DECLINING

Figaro Admits That Nation Loses Ground as Power.

PARIS, June 6.—(Special.)—The French budget for 1909 provides for the building of two new cruisers of the biggest type. Even this will not bring France back to its former rank among the naval powers of the world. Today it stands fourth, after holding for ages the second place after England, which is essentially a maritime power. France follows Germany and the United States and is only a trifle in the lead of Japan. Even so it is the slight, but steady decrease of French population makes it difficult for the country to bear the financial burden of the upkeep of a great army and navy. The Figaro points out that inevitably France will lose even her present rank as a naval power, but urges the government to make a stout fight. The situation is curious since the socialists, whose power is still predominant in the Chamber of Deputies, are frankly delighted at the decrease of population and the prospect that France will not figure long among the great war powers.

The latest statistics show that, in 1907 there were 30,000 more deaths than births in France. A congratulatory meeting was held a few days ago under the presidency of two noted socialist deputies, Albert Wilin and Dr. Meslier. Malthusian lectures will be given on "the limitation of births and the social problem" and kindred subjects.

Here's the Car the World Has Waited For

The Cadillac Company Realizes the Dream of the Age---A Multi-cylinder Car of Tremendous Strength Brought Within Reach of the Masses by Scientific Methods of Manufacture on a Huge Scale:

First Lot of 10,000 Now Under Way

The New Four-Cylinder, Five Passenger, Thirty Horsepower

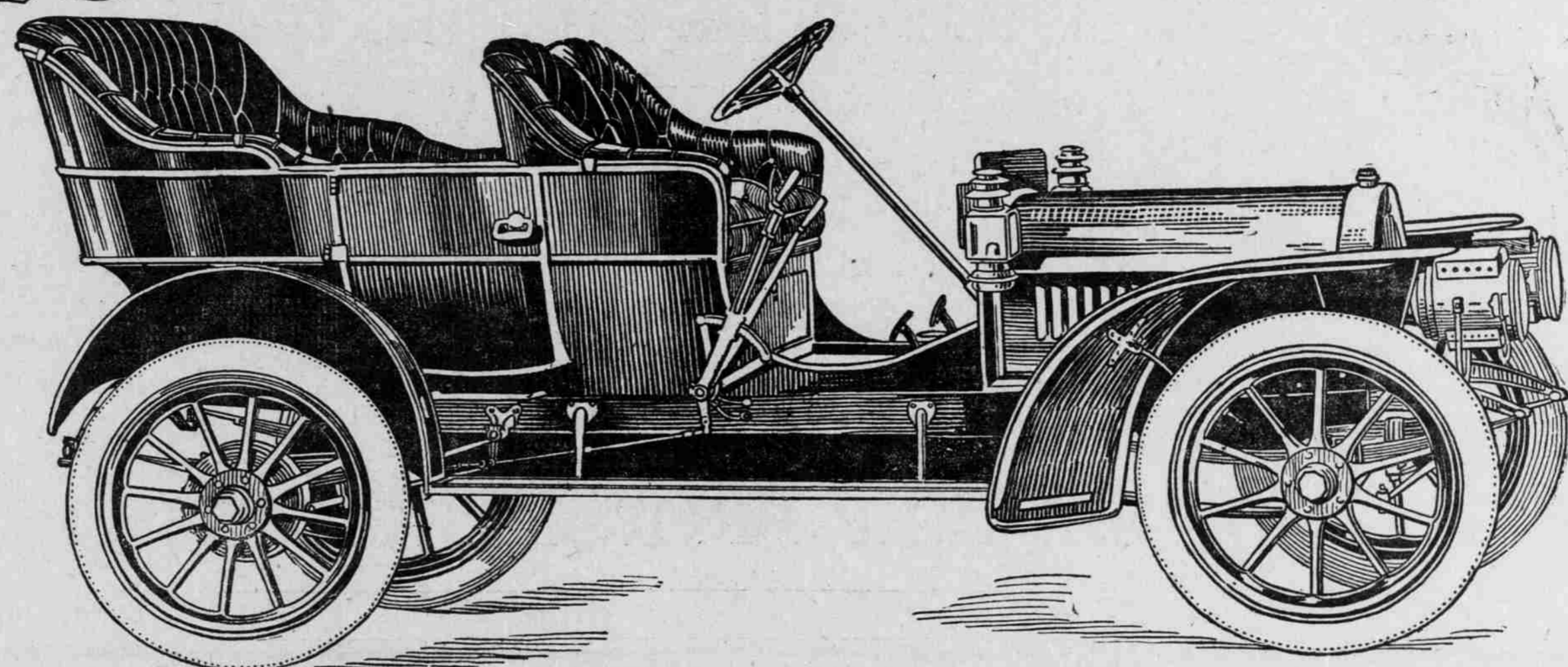


"Thirty"

An All-Steel Masterpiece of Mechanical Simplicity and Service. To Be Sold for

\$1,400

Four Cylinders, Copper Jackets, 30 Horsepower; Selective Type, Sliding Gear, 3 Speed and Reverse Transmission; Wheel Base 101 1/2 inches; Tires 32x3 1/2 inches; Shaft Drive; Platform Springs; Seats Five Comfortably.



The New Thirty A "Steel King"

Built Throughout of Vanadium and Other Fine Alloys.

No Half-way Goodness About It

To Seek Its Mate You Will Have to Search the Ranks of the Most Expensive Touring Cars Built in America.

The parts for the first ten thousand Cadillac Thirties to be sold for \$1400 are now in process of making.

They are being made in the great Cadillac factory at Detroit, Michigan—not in any one or any half dozen parts-factories throughout the country.

That is part of the secret of Cadillac standardization—part of the reason why the Cadillac Company is able to build this marvelous car which will give its owner the power and service of a \$5000 investment.

These ten thousand Cadillac Thirties will be "worked through" the Cadillac plant in every essential part, from raw material upward—just as the 16,000 Cadillacs now in use were worked through the same plant.

There will be no "assembling" of parts with its inevitable resultant evil of looseness, inaccuracy, parts which do not "fit" and the consequent liability to wear, repair, expense and short-life.

Of the 16,000 Cadillacs now in use all over America, not one has ever been reported as having gone out of commission. The first six of the 16,000 which left the factory are still running on the streets of Detroit.

That's the kind of durability you're going to get in the new \$1400 four-cylinder Cadillac Thirty—durability which will mean a life of unlimited length for every car.

Vanadium steel will be employed in the construction of the new Cadillac Thirty.

The record of the little Cadillac—based on reports secured from several hundred owners selected at random—showed an average cost of upkeep of 50 cents a week. The little Cadillac was conceded to be the cheapest car in the world to maintain.

The same high degree of standardization which obtained in the little Cadillac and kept it out of the repair shop will obtain also in the Cadillac Thirty—because it will be built with the same magnificent special equipment, from infinitely finer materials, and by the same painstaking methods.

We can promise you, therefore, not only the cheapest big automobile in the world in point of price and value, but the cheapest automobile in the world in point of maintenance and upkeep.

Do you begin to realize now what a tremendously important thing the arrival of this new Cadillac really is?

Historians will date the new era in automobile manufacture from July first, 1908.

With the advent of the Cadillac Thirty there enters an economical epoch which transforms the touring car from the luxury of the few into the vehicle of the many.

Obedient to the law of progression and demand, the first four-cylinder touring car of unlimited power, and of a type hitherto sold for twice and thrice as much money, has arrived at a strictly popular price.

That such a car should come was inevitable. That it should arrive so soon is a triumph of American manufacturing methods and a tribute to the far-sightedness of the American people.

The people began to predict its coming in the infancy of the industry. In the last analysis they compelled its construction; because the law of public demand must be obeyed by the manufacturer. The Cadillac Company realized that inexorable law five years ago, and began then to build, and labor, and plan, to accomplish the seemingly impossible.

Back of this wonderful new car is a million dollar investment in buildings and equipment, all constructed and installed for the special purpose of cutting down the cost of manufacture. When you see the first Cadillac Thirty on the streets of your city you can call it the million dollar car, if you like, because no lesser amount would have made it possible.

Other low-priced cars there have been, but no car like the Cadillac Thirty, because no other plant in the world is equipped to produce such a car at such a price.

The Cadillac factories were built with the conviction that the automobile has come to stay for all time; that the horse driven vehicle would eventually pass away; and that the automobile of the future must be a car of universal use and service, brought down in price by perfect manufacturing methods to the level of every home owning family in the land.

The Cadillac Company five years ago was the first to conceive and carry out the idea of producing a small car at a low price by building in large quantities. Sixteen thousand of these cars were built, and they are all running to-day on the roads and streets of America.

By a logical process of evolution the Cadillac Company is also the first to solve the great problem of producing at a popular price a perfect car of greater size and power, which will go anywhere and do anything any car at any price will go or do.

Judge the new Cadillac Thirty by the same standards you would apply to the highest grade, highest priced cars in America. Expect it to do all that the finest thirty horsepower four cylinder car you know can do.

We pledge you the word of the Cadillac Company that you will not be disappointed—that you will get \$3500, yes \$5000 worth of service as it has obtained heretofore, for \$1400.

We would suggest that you place reservations with your Cadillac dealer, as orders will positively be filled in the rotation in which they are received.

Deliveries Will Begin October 1st in Every Leading City in America

Cadillac Motor Car Company,

DETROIT, MICHIGAN.

Members A. L. A.M.

Portland, Covey Motor Car Co., 16th and Alder Streets

How You Can Help Your Dealer

Enable Him to Judge His Probable Demand Intelligently.

We Must "Play Fair" on Orders

The First Ten Thousand Cadillacs at \$1400 Will Go Without Partiality Where the Demand Develops Earliest and Quickest.

Even with a magnificent sales organization, the task of allotting these first ten thousand Cadillacs is not going to be a simple one.

The first cars will appear July 1st. *Then the huge Cadillac plants, with their million dollar equipment, will begin to labor incessantly at the titanic task of supplying 10,000 people with automobiles at \$1400, which could not be produced in any other factory to sell for much less than twice the price.

Your agent, and every other Cadillac agent in America—will be eager to get as large an allotment as possible. Before August it will develop into a scramble.

Your agent needs your help. Help him to decide whether he needs four hundred or a thousand cars.

No need to commit yourself—only give him a show, so that you won't have to blame him later for disappointing you.

Talk the new car over with him. Let him tell you all about it and give you the specifications which make it such a Twentieth Century marvel at \$1400.

Then—if you feel inspired to do so—say to him: "Reserve a car for me, subject to my approval."

You run no risk in that; first, because we give you our word the new Cadillac will be infinitely bigger value than the most we have said of it intimates.

Secondly, your reservation will be subject to your approval. But it will mean a lot to your agent. It will help him to size up the situation.

It will save him the folly of ordering in tens when he ought to order in fifties, or fifties when he ought to order in hundreds.

Sixteen thousand Cadillac owners will tell you that you take no chances on any Cadillac promise or any Cadillac product. We keep our word—the Cadillac cars of the past prove that.

And the new Cadillac at \$1400 will prove it over and over again.