

CUTS AUTO MARK FROM THE SOUND

R. L. Short Makes the Run From Seattle to Portland in Fifteen Hours.

SAYS ROADS ARE NOT BAD

Drives Six-Cylinder Pierce Arrow, Carrying Four People. From Seattle to Toledo, on Cowlitz River in Nine Hours.

From Seattle to Portland in 15 hours is the record claimed by R. L. Short, who returned last week from the Sound. The entire distance is 212 miles, and Short declares the time he made to be better than all previous records.

Occupants of the car were Mrs. W. M. Walker, Mrs. M. W. Ames, Miss Robinson and Mr. Short. He drove a six-cylinder Pierce-Arrow, and the distance from Seattle to Toledo on the Cowlitz, was covered in a little more than nine hours.

Members of the party disagree with others who have made the journey in automobiles. They insist that the roads between Portland and Seattle are in good condition, with only slight exceptions. There are a few brief stretches, they say, where the roads are difficult, but such conditions are very rare.

"In the entire trip we encountered only about 41-2 miles of difficult roads," said Mr. Short. "One of those places was just this side of Toledo and the other just this side of Kelso, Wash. In those places the roads are bad and almost impassable at times, but during the rest of the entire trip we found the roads to be in really first-class condition."

"Everybody has been talking about the frightful condition of the roads between Portland and Seattle, and if you hadn't made the trip before you would expect all kinds of trouble when you started out. But the hardships have been greatly exaggerated and there is no cause for apprehension on the part of those who contemplate such a trip."

The car suffered no mishaps during the journey and was in excellent condition after the record-breaking run. "We made the distance from Seattle to Portland in 15 hours," said the driver. "We could never have done that if the roads had been as bad as people say they are. From Seattle to Toledo we covered the distance in a little more than nine hours. I contend that this is the best time that has ever been made on this trip."

Detroit, Mich., for the past 10 days has been a Mecca for a large number of automobile dealers from all parts of the country to visit the plant of the Cadillac Motor Car Company and see for themselves the first of the 10,000 30-horse power touring cars which the company announced about a month since.

One of the Eastern dealers of the Cadillac Company said: "It is certainly all I expected and more. The car is vibrant with pent-up power under finger-tip control."

At the recent convention held in Detroit of the Association of American Engineers most of the large automobile and other plants of Detroit were visited by the engineers. They were all particularly anxious to see the equipment of the Cadillac plant, particularly as the company had just announced that they would shortly put on the market a new automobile.

These engineers expressed satisfaction with the plant and the company's equipment.

If ever there was a dark horse in an event of importance in the automobile world, it is the Cadillac in the coming New York to San Francisco and return race which starts from Times Square, New York, on August 14. The Gearsless car has been entered and will be driven by John W. Breyfogel, who started in the Glidden tour for the Hower trophy and had the misfortune to strike a soft place of going which threw him into a telegraph pole and put him out of the running. Mr. Breyfogel really has an excellent chance in the double transcontinental race, as was shown in his great run with the Zusta car in the New York to Paris race when he paced that car to the Mississippi River and had no trouble in out-riding the way through the snow. This same car lighted the way for Pop Weston on the great hike and at the four miles an hour for 18 miles a day had no difficulty or trouble, while where others had all sorts of trouble. For the Double-Transcontinental race the car will be prepared and driven to win regardless of the speed of the others, as Mr. Breyfogel says that he will depend upon absolute reliability to carry him through.

Several business men of Boise, Idaho, made the trip to Portland in an automobile last week. It is suggested by the tourists that a regular line be established for long-distance automobile trips between this city and the Idaho country.

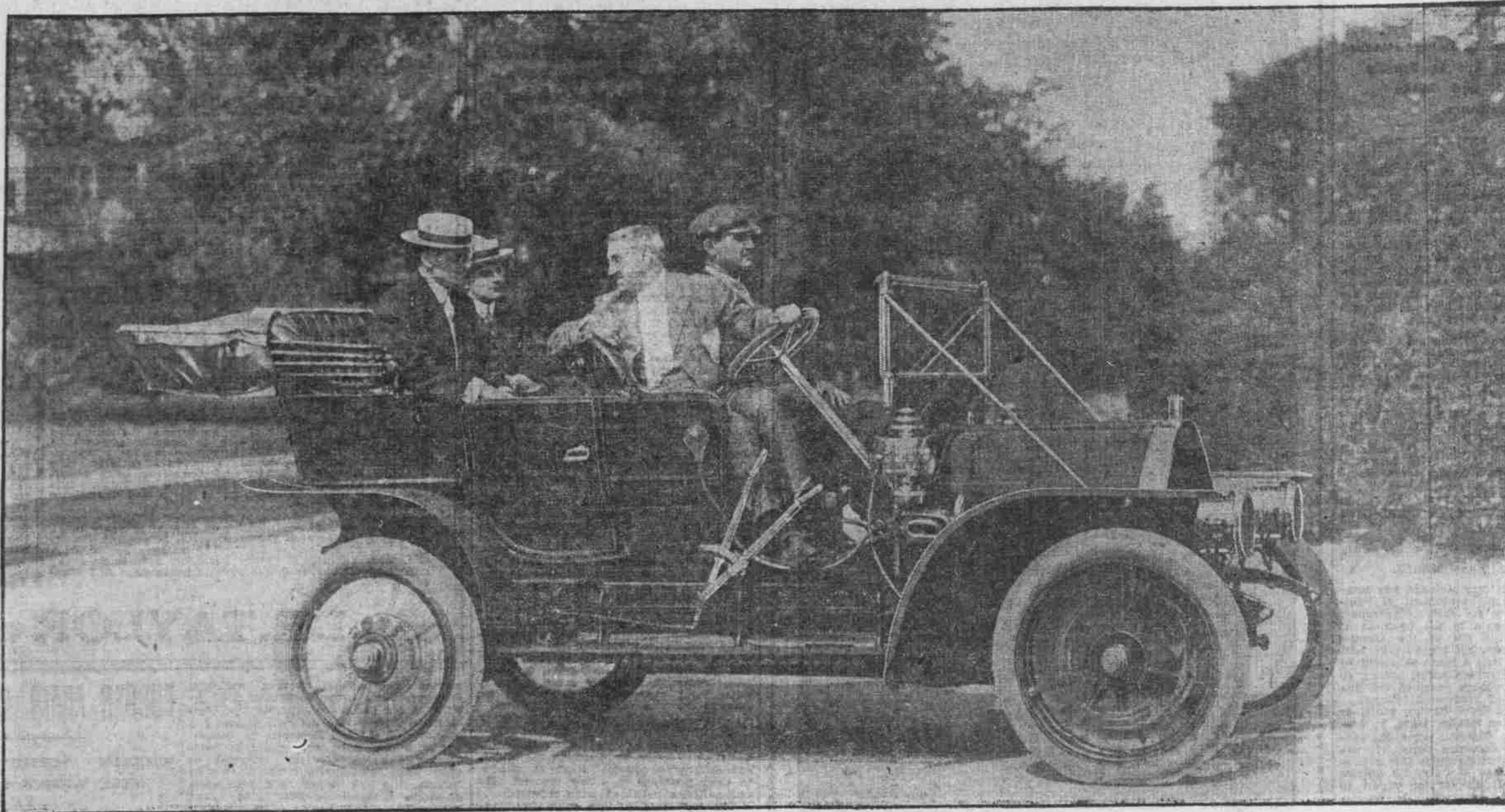
In the party were James Clinton, cashier of the Boise bank; C. J. Northrup, a wholesale hardware dealer; Charles Joy, a druggist, and William Davidson, a wholesale grocer. The party expects to spend a week or more touring the Pacific Northwest and to return by automobile.

Both W. K. Vanderbilt and John Jacob Astor are strong adherents of the American speed indicator. The donor of the Vanderbilt cup has 12 cars in his stable and all are equipped with the Warner Autometers. Mr. Astor owns 16 automobiles and every one of these cars have Autometers attached and in both instances Autometers are used to the exclusion of other speed indicators.

Count Ninagawa, of Japan, who made the A. A. tour in a Haynes car, was delighted with the journey when he reached Saratoga and spoke highly of the American scenery and American roads. The car in which the Count traveled scored perfectly as did the second Haynes, and this successful issue of his trip was a constant source of delight to him, as he was very anxious to return to Japan with a perfect score to his credit. The trip topped a general education in automobilism for Count Ninagawa, who intends to return to Japan to put the knowledge gained into practice. He was particularly interested in good road work seen en route.

The Star Brewery's famous Hop Gold beer is unexcelled in all respects and is highly recommended for its strength and health-giving qualities. Orders for bottled beer receive prompt attention. Phone East 46. Home phone R 1148.

Here's the Car That Has Shaken the Automobile World From Center to Circumference



This Is the New 30 H. P.



Taken Direct From Photograph \$1,400.00

Little more than a month has elapsed since we promised you a car which would annihilate all previous precedents, and compel a complete readjustment of automobile values.

What then seemed the daring dream of the designer and the draughtsman—and what actually was the long-cherished ambition of a colossal plant, slowly taking concrete shape—has now become a magnificent and impressive fact.

The first of the ten thousand high powered solid steel Cadillac cars which are to establish AN ENTIRELY NEW PRICE STANDARD IN AMERICA, has been running on the streets and roads of Detroit and vicinity for more than thirty days.

Before we proceed to descriptive details, let us stop for a moment and impress upon your mind one vitally important point:

This wonderful car, which says to every higher priced automobile in America, "YOU MUST PROVE THAT YOU ARE BETTER THAN I AM, OR YOU CANNOT COMMAND ONE CENT MORE THAN \$1,400"—tho' it has been running but thirty days has been in PREPARATION for five years, awaiting the time when this plant could be brought to the point of capacity and perfection which would make it possible at such a price.

In other words there is not one ounce of uncertainty or experiment in this marvelous car at \$1,400, because it derives its being from twenty thousand other Cadillac cars which have preceded it. It springs immediately into full-fledged competition with the best other cars at twice and thrice the price, because it is the outcome and evolution of a factory equipment, and a factory experience that has cost millions in the making.

With this thought in mind, turn now, and look at the picture of the 30-horsepower four cylinder Cadillac which you are to buy at \$1,400.

With all the good will in the world toward the Cadillac Company; with full faith in our ability to make good the sensational promise of a month ago; with your hopes and expectations pushed up to the highest notch—did you ever dream for a moment that we could produce such a superb car as even the picture shows, to sell for \$1,400? You COULDN'T have expected it, for two reasons: First. Because no plant in the world with a lesser equipment than ours, and especially no plant which ASSEMBLES its parts instead of MANUFACTURING THEM could have possibly produced it; and

Secondly. Because in our most enthusiastic moments we did not dare hope, ourselves, that we could attain such a magnificent measure of value.

The picture was made direct from a photograph.

Now try and conceive a car almost as silent as the photograph itself—a car vibrant with pent-up power under finger-tip control; a car that will glide noiselessly up alongside the aristocracy of motordom and LACK NOTHING THAT THE LATTER POSSESSES EXCEPT A HIGHER PRICE—and you will have formed a fair mental picture of the revelation that awaits you.

Dismiss from your mind the idea that you have ever seen a low priced car which was in the same class as this \$1,400 four cylinder 30-horsepower Cadillac.

Where you have seen LITTLE cars at a low price, you will now see a BIG car at a low price.

Where you have hitherto seen spidery outlines and band-box proportions you will now see SIZE and STRENGTH and DIGNITY.

Where you have seen indifferent material skimmed and saved to make possible a low price, you will now see a car built of the finest steels money can buy, used in full and generous measure—and the same painstaking conscientious system of construction, down to the last nut and bolt, that has been typical of the Cadillac plant from the first year of its history.

Where you have seen cars whose vital parts were bought "ready-made"—ill-fitting, loose and out of gauge—from half a dozen factories, and then "assembled" for a brief and inglorious career—you will now see a car whose low price is made possible only by the fact that it is MANUFACTURED in every item of its make-up under one roof which covers the most scientific automobile equipment in the world.

The mere announcement of our plans a month or so ago let loose an avalanche of inquiries. It shook the industry from center to circumference.

Then came the inevitable prediction that our ideas were too colossal—that we could not carry them out.

Well, the car is here—AND ALMOST ONE-THIRD OF THE OUTPUT HAS ALREADY BEEN SOLD.

Deliveries are being contracted for ABSOLUTE shipment in October. Every big city in the country, and scores of smaller ones, will see the car during that month.

Meanwhile hundreds of visitors and dealers have ridden in the car; seen it perform under every possible condition—and without a single dissenting voice they have declared in effect that they have seen no car at double the price the equal of the four cylinder 30-horsepower five passenger Cadillac at \$1,400—f. o. b. factory.

Your dealer has placed an order. You would be wise to place a reservation with him.

Cadillac Motor Car Company, - - - - - Detroit, Michigan

MEMBERS ASSOCIATION LICENSED AUTOMOBILE MANUFACTURERS
COVEY MOTOR CAR CO., SIXTEENTH AND ALDER STREETS