## EASTEAN OREGON

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THEE most valuable asset the Cadillac Company possesses is its good name-a good name which is not merely the result of popwhat 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 ca so fine as to remove itself automatically from the likelihood of com petition.

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 ir this larger, more pow erful, 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 Cadillacs should be inter changeable 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 g. equal in the the and final of parts and elimination of friction, the value of 1911 was . in 1910
You are receiving now, we verily believe the most advanced typ of exact and scientific motor car manufactur which the industry has produced.
Please co-operate with your Cadillac rep resentative by the earliest possible inspec tion.

1911


##  <br> 

## This car will add new lustre to an honorable name


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Important Improvements in

1911


## "Thirty"

<br>ARGER BRAKE DRUMS



ENCLOSED WIRING
COPPER MANIFOLDS
removable clutch $\qquad$
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IMPROVED APPEARANCE

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Cadillac Specifications in Brie
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 Price $\$ 1700$ 要ETROBR



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## CADILLAC MOTOR CAR COMPANY

## Licensed under selden Patent

Detroit, Michigan

## Covey Motorcaranany

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