# EASTERN OREGON **BOADS NEED AID**

Auto Trip Made by Portland Dealer Proves Worth of Big Machine.

CYCLER PICKED UP ON WAY

O. E. McCarthy, Driving 60-Horse power Locomobile, Makes Long Jaunt Over All Kinds of Highways in East and South.

O. E. McCarthy, of the firm of Neate & McCarthy, Locomobile agents for Portland, returned Wednesday night from an extended trip through Southern and Eastern Oregon and Northern California in the interests of his firm.

Mr. McCarthy left Tuesday, July 18,
in his 60-horse power Locomobile, going by the way of Salem, Eugene,
Grants Pass and Ashiand into Northern California. Returning to Medford
he crossed the Sierra Nevada Range to
Crater Lake and from there a side trip
down to Klamath Falls was made.

Returning by the way of Fort Klamath he came by the way of Crescent,
'Rosland and Bend to Fossil and then
en down the Deschutes River canyon

on down the Deschutes River canyon to The Dalles, where the car was shipped into Portland on the boat. At Salem, finding the care of the ma-chine on the heavy roads too trying, Mr. McCarthy engaged a driver to make the trip with him. At Fossil, Mr. McCarthy picked up

two passengers who accompanied him to The Dalles. One of these was L. L. Stelwer, son of a banker at Fossil and the other was H. D. Johnson, corres-pondent for the Bicycling World, who was gathering data as to the road con-dition between Los Angeles and the Co-lumbia River.

#### Trip Too Strenuous.

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The strenuous trip was too much for Mr. Johnson's constitution and he collapsed at Fossil and had to give up the motor cycle trip. In company of A. H. Hegieson, Johnson started out from Los Angeles on June 6 with luggage attached to his cycle. Data as to the condition of the roads traversed was kept and pictures were obtained for stories for the Bleyeling World. A month was spent by the two men in this manner, but upon reaching Central Oregon the heat and hard goin. In the deep sand were too much for Mr. Johnson. He was advised to give up the trip and his partner continued the journey alone.

Last Wednesday on his return trip from Southern Oregon, Mr. McCarthy met Mr. Johnson and invited the latter to ride into The Dalles with him. The story of the trip from Fossil to The Dalles, told by Mr. Johnson, is as follows:

"The road from Fossil the way was

Dalles, told by Mr. Johnson, is as follows:

"The road from Fossil the way we came yla Condon, Simms, Mikkalo and Wasco is positively the worst I ever saw an automobile attempt to make, but the big Lecomobile made the trip easily. Heavy grades, deep sand, projecting rocks and many curves characterize the road between these points and is indeed a trying test for an automobile.

"From Fossil to Condon, 29 miles.

tomobile.

"From Fessil to Condon, 20 miles, the road is dusty and rocky and badly cut up by freighters hauling material for railroad camps into the interior of Oregon. Cummings Hill, the terror of the motorists of that vicinity, was in a frightful condition, cattle having been driven over it, filling the road with loose rock. Down the Mayville Canyon are some rough roads.

#### Car Proves Equal to Job.

"From Condon to where Rock Creek Canyon was entered much of the way was through a field where the roads are smooth and hard as a newly plowed field. The road in this particular section was in an awful condition. At John Day River a nice patch of sand was encountered by the Locomobile. Here we stopped long enough to get a pleture of it. When the driver went to start again, we were confronted with every wheel buried in the loose sand shove the rims. However, the powerful car pulled out of this without assistance.

sistance.

"Fording the John Day River the long, hard pull up the other side of the canyon was begun. Here the hill is four miles long, with an average grade of over 30 per cent. In spite of all this, Mr. McCarthy's car negotiated it without trouble, and when the top was reached the remaining 16 miles to Wasco was traversed in 26 minutes. The roads over the high bench land, of which Central Oregon hus much, are fairly smooth, and hard, but in the lewland area they are sandy, rough and in sad need of ropair.

"Leaving Wasco the roads are fairly good, over rolling plateaus, until the Columbia River is reached, where the deep saud, as many Portland motorists know, is something to be remembered. The grade from the Des Chutes Canyon to The Dalles is almost as bad as the John Day hill, though possibly not so rough. None but a high-powered car can negotiate either.

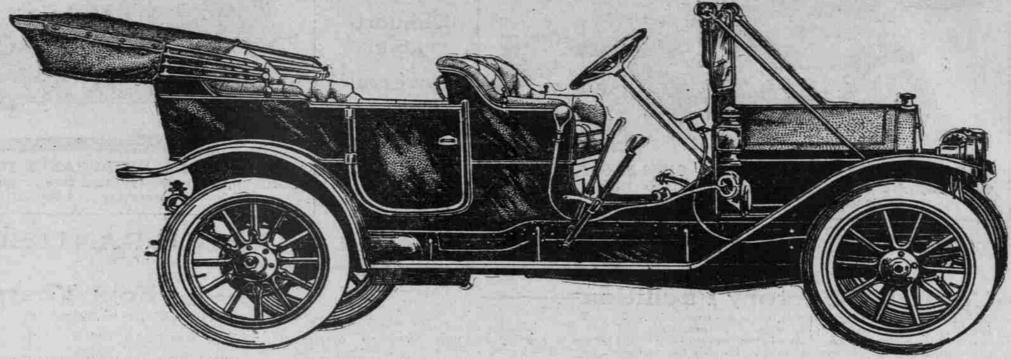
Praise Given Locomobile.

### Praise Given Locomobile.

"After my 2000-mille ride on the motorcycle it was a great relief to be picked up by Mr. McCarthy in his smooth-running Locomobile and transported over a hard part of the journey. I can and do truthfully say that the Locomobile is the easiest riding car, outside of a Pullman standard sleeper, I have ever had the pleasure to ride in and I want to compilment Mr. McCarthy on his driving. On the snites 105 miles of this last leg of the journey the Locomobile experienced not one bit of treuble."

Mr. McCarthy was gone nine days on his journey and drove his car over 1190 miles of road in Oregon and California. He reported not having any treuble at all with his car, and but two stops were made for the repair, Mr. McCarthy sold three Locomobiles on the trip.

# This car will add new lustre to an honorable name



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

In spite of ten years of devoted adherence to the manufacturing principle that any one of ten thousand Cadillacs 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 inspec1911

cooling Water. Copper jacketed cylinders, copper inlet and outlet water manifolds. Gear driven centrifugal pump: Radiator tubular and plate type of unequaled 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 magnetic also now 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.

Important Improvements in



INCREASED POWER increased from 4% inches to 4% inches. This, with more arburetor (Schebler), which is water-jacketed, effects a lustrase in power. Piscon stroke, 4% finches, our cylinders are cast singly, with copper jackets appling the exclusive Cadillac features throughout.

INCHEASED COMFORT reased from 110 to 116 inches, making the car ride

IMPROVED APPEARANCE

frame, 2½-inch drop, which makes car set lower, and the larger hood and more roomy tonneau greatly im-

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.

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

CARBURETER—Special Schebler, water jacketed. Air may be adinsted from driver's soat.

With Timken roller bearings. Double torsion tubes arranged in triangular form affording unusual strength. Front
axie, drop forged I beam section with drop forged yokes, spring
perches, the rod ends and steering spindles. Front wheels fitted
with Timken bearings.

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 Tinken bearings. Two universal joints, the forward telescopic, each enclosed in housing and running in oil bath.

TIMKEN AXLE

till floating type. Timken roller bearing rear axie. This is the same axis 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

TWO IGNITION SYSTEMS complete and independent ignition systems, each with its own set of spark plugs. The two ignition systems consist of Soach high-tension, magnete 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 oar.

ENCLOSED WIRING

All electrical wiring inclosed 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.

### Cadillac Specifications in Brief

with Timeen bearings.

BRAKES—One internal and one external brake direct on wheels, 14linch x 24-inch drums. Exceptionally easy in operation. Both
equipped with equalizers.

STEERING GEAR—Cadiliac patented worm and worm gear sector
type, adjustable, with hall thrust. 1%-inch steering post, 18inch steering wheel with corrugated hard rubber rim, alumimus golder.

num spider. WHEEL BASE-116 inches.

THES On Touring car, Demi-tonneau, Roadster and Coupe, 34x4 inches; Limousine Sixii; inches.

SPRINGS Front, semi-cilipical 3d inches long by 2 inches wide; Rear-three-quarter platform; sides, 42 inches long x2 inches wide. Rear cross 38 inches long x2 inches wide.

## Price \$1700 F. O. B.

Touring Car, Demi-Tonneau and Roadster (Coupe \$2250, Limousine \$3000). 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 COMPANY -

Licensed under Selden Patent

# - Detroit, Michigan

# Covey Motor Car Company Seventh and Couch Streets, Portland, Or. Phones, Main 6470, A 4587

BIG AUTO JAUNT TAKEN speed. Although many bad stretches of road were found over which the car was forced to travel at a minimum speed as road were found over which the car was pieces. a whole, the trip was made with the car

speed. Although many bad stretches of were afraid would batter our machine to

Toward to compilioned Mr. Momany all vasal to compilioned Mr. Moma one of the finest roads I have ever seen. There it is as level as the floor, and as

### "Between Albany and Salem you have FAST GAME IS EXPECTED

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til that organization disbanded, will play with West Portland. "Colly" Druhot, the former National League southpaw, probably will pitch for West Portland. Johnnie Shea, a brother of Dan Shea, the Seattle star catcher, will do the receiving for Rupert's team.

Either Townsend or Van Hommison will occupy the mound for the Dilworth Derbies and Bill Bauer, whose hand was split in a game at Salem recently, will catch. Cains, the new man, will play right field for the Derbies. The players:

Ditworth Derbies. West Portland.