

BRANCH HOUSES GO

Lozier Company Will Sell by Agency Method Alone.

BETTER SERVICE IS OBJECT

Independent Concern With Money Invested in Business Thought Stronger Factor in Trade Than Salaried Manager.

Every time that "Lou" Rose, the Coast representative of the Lozier Company, comes to Portland he seems to have some news of the really interesting character to make public. He was back here last week to make the announcement that from now on all branch houses of the Lozier firm will be relegated to the discard, since it is the firm belief of the company's officials that business interests are better served by capable agents than by branch houses. In consequence, the branches at Chicago, Boston, Philadelphia and San Francisco are now closed. Strong representation has been secured in each of these cities and the Lozier Company will hereafter dispose of its product exclusively through dealers. At a time when the majority of motor-car manufacturers are vitally interested in the branch question, the action of the Lozier Company in abolishing this method of distribution is arousing wide interest in the trade.

"We have found that from both a service and sales standpoint there is absolutely nothing to be gained by a branch house, as compared with a live dealer," says Mr. Rose. "Most of the prominent dealers now in business are those who early recognized the necessity of furnishing satisfactory service to owners. They have survived because of their service to the public and the fact that they have obtained the public confidence. "From a sales angle the dealer of this type is vastly more valuable to a manufacturer than a branch house. The dealer's money is invested in his business and therefore has the necessary incentive to keep after sales. "The factory branch, on the other hand, is too often an institution merely taking business that is forced upon it. A branch manager for an automobile concern is oftentimes harder to locate than a reliable printer. He may or may not be in his office when a car owner arrives to secure satisfaction in service. His attitude toward the business will determine the failure or success of his particular branch. We believe that by putting the matter squarely up to the dealer, the manufacturer is taking the right step in placing the retail sales end on a permanent basis."

HUMANE SOCIETY HELPS

CARE HORSES REQUIRE USED AS MOTOR ARGUMENT.

Loss of Time Carling for Animals Shown to Cut Into Day's Work, Greatly Reducing Efficiency.

Humane societies in various cities of the country are doing an excellent, if unintentional, missionary work for the motor truck, by their highly commendable efforts to secure better treatment for horses during the summer months, according to G. W. Bennett, vice-president of the Garford Company, Toledo, Ohio. He bases his observation on a bulletin recently issued by the Humane Society of Detroit, and published in various newspapers of that city. The bulletin consists of a number of suggestions for owners and drivers of horses. Every one of these suggestions, Mr. Bennett points out, is a potent argument for the substitution of motor trucks for horses in city transportation work, not only from a humanitarian standpoint, but from those of efficiency and economy as well. He draws a strong contrast between horse-and-wagon and truck service, by considering each of the various suggestions in turn.

The first suggestion in the bulletin is that the horse be lightly laden, driven slowly and allowed to stop in the shade whenever possible during the summer. Mr. Bennett points out that the motor truck cannot be affected by the weather, being absolutely impervious to heat as well as cold. Therefore there need be no loss of efficiency because of light loading, slow driving, or rest periods in the shade. Drivers are told to water their horses frequently, but to let the animals drink but a few swallows at a time. Following 10 stops of two minutes each for a working day, Mr. Bennett points out that 30 minutes are lost, time enough for the motor truck, which requires water but once or twice a week, even during the hottest weather, to travel two miles, discharge its load and start back in vinegar. To be properly cared for in hot weather, horses should be sponged-off carefully at the end of the day's work, with care taken to wash the neck, mouth and feet, but not the legs. If the thermometer registers 75 degrees or over, the animal should be wiped all over with a sponge wet in vinegar. The truck can work under capacity loads and speed for days in the warmest weather without any necessity for washing because of the heat.

Military to Test Use of Motorcycles. Eight members of the Ohio National Guard recently started on a trip on which they will test the utility of the motorcycle for military purposes. They will ride from Columbus to Camp Perry by way of Port Columbus, Zena, Springfield, Urbana and Bellefontaine. Each rider will carry tentage and complete equipment on his machine. This is the first trip of the kind ever made by the guard, and will not only be a test of the motorcycle, but will give the soldiers experience in camping and subsisting in the field.



Cadillac leadership in scientific motor car development is once more strikingly demonstrated

A new quality of luxury A new element of efficiency A new source of economy

Each year you have looked to the Cadillac for the real and substantial progress in motor car development.

You have looked to the Cadillac for the great essentials in the practical motor car.

And you have not looked in vain.

Now conceive, if you can, a Cadillac with its essential functions sharpened, accentuated and refined.

Conceive such a process of refinement culminating in an entirely new, riding quality of unexampled ease.

That is precisely what has come to pass in this new car.

The principal contributing factor—the two speed direct drive axle—is described in detail elsewhere.

The Cadillac Delco electrical system of automatic cranking, lighting and ignition, the first practical system ever made and first introduced by us, has, after experience with it on 27,000 Cadillacs, been still further developed,

improved and simplified and the slight attention required from the user materially reduced.

The carburetor has been improved, its efficiency and its well-known economy increased. It is hot water jacketed and electrically heated to facilitate starting in cold weather.

The rear springs are six inches longer.

The body designs are new and strikingly handsome.

Front seat passengers may enter or leave the car at either side.

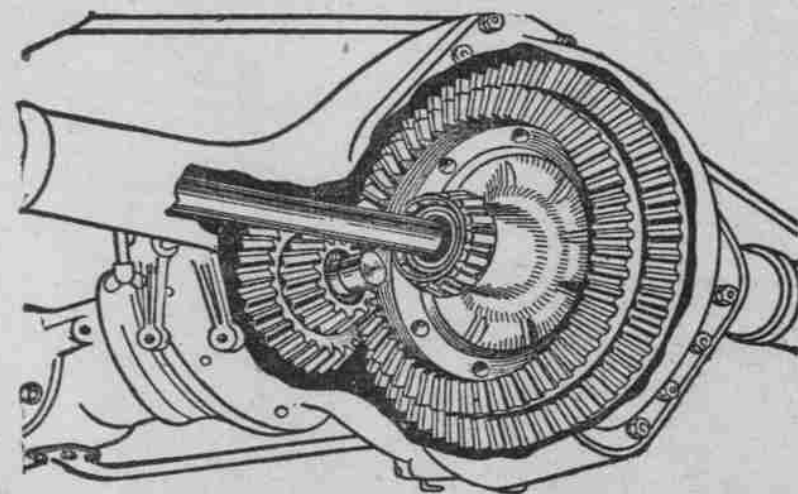
These and many other refinements of essential details make for a greater and a better Cadillac and serve to more firmly establish its position as America's leading motor car.

The Cadillac Company has never disappointed you in the smallest particular or in a single promise.

We promise you again, in this new car, a positive revelation in motor car luxury.

Cadillac two-speed direct drive axle

In this new axle the Cadillac Company once more gives evidence of its leadership in motor-car development and motor-car progress. The advantages of this axle do not lie in its being particularly an improvement so far as its functions as an axle are concerned, but rather in the manifold advantages attained in other directions through the medium of the axle. In place of the single-bevel pinion and single-bevel driving gear common to ordinary construction, there are two bevel pinions and two bevel driving gears. This affords two different gear ratios, each driving direct from the engine to the axle without the intervening gears. The usual single direct gear ratios range from about 3.5 to 1 down to 4 to 1 according to the car. Any single-gear ratio is necessarily what it is because a single-gear ratio must be, or should be, the particular one which is best adapted for all-around general use. No one single-gear ratio can possibly be just right for all speeds and for all conditions. But by using two direct gear ratios we have exactly doubled the means for promoting the economical and efficient application of power developed by the engine to the driving of the car.

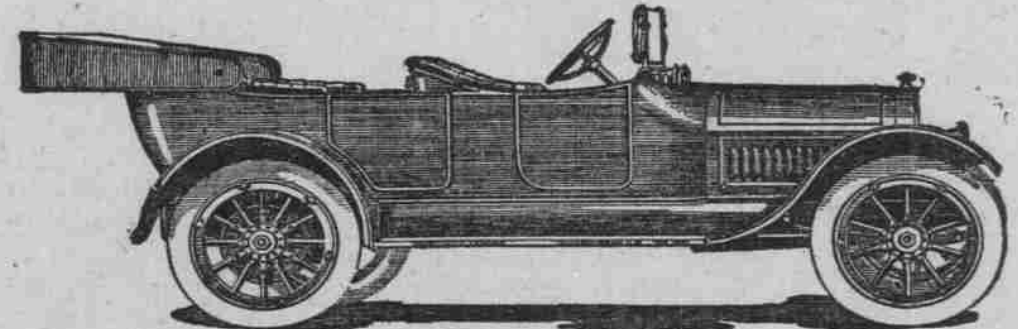


In the new Cadillac axle we have, as before stated, two direct-drive gear ratios. The low direct-drive gear, which is 3.5 to 1, is especially adapted for city driving, where starting, stopping and slowing down are frequent and where cautious operation is necessary. The high direct-drive gear ratio, which is 2.5 to 1, is of special advantage where speeds of about 15 miles or more per hour are permissible and desirable. The change from one gear ratio to the other is made by means of a simple, convenient electric switch. The advantages of the high direct-drive gear ratio lie primarily in the fact that with it, any given speed of the engine produces an increase of about 42 per cent in the speed of the car. For example, at an engine speed of 700 revolutions per minute, with the low direct-gear engaged, the car will travel approximately 21 miles per hour; while on the high direct gear it will travel approximately 30 miles per hour with no increase in engine speed. This great increase in car speed in its relation to engine speed accomplishes a number of desirable things. Among these is a decrease in gasoline consumption for a given mileage. This is due to the fact that with the engine running over slowly comparatively less gas is utilized to generate the power that generates more actual power than with the engine turning over more rapidly. Friction also is materially reduced by reason of the parts operating more slowly and this, too, is a factor in reducing gasoline consumption when driving on the high gear. Another great advantage is that with this direct drive high-gear ratio, there is obtained an extraordinarily luxurious smoothness in running, together with a marked quietness and a comparative freedom from the vibration which, to a greater or less extent, is ever present when traveling at high speed with a low-gear ratio.

In attaining these much-desired qualities, instead of adding complications to the power plant which make for greater fuel consumption and for greater upkeep expense, they have been attained by methods which are strikingly the reverse, viz., by methods which lessen the fuel consumption, methods which decrease friction with its resulting wear and methods which make for longer life, together with an appreciable decrease in the cost of operation and maintenance.

Specifications in Brief

ENGINE—Four-cylinder, 4 1/2-inch bore by 5 1/2-inch stroke; silent chain-driven cam shaft, pump shaft and generator shaft; enclosed valve mechanism. FIVE-BEARING CRANKSHAFT. HORSE-POWER—40-50. COOLING—Water, copper-jacketed cylinders. CENTRIFUGAL PUMP, radiator, tubular and plate type. IGNITION—Delco dual system. CRANKING DEVICE—Delco Electrical, patented. LUBRICATION—Cadillac automatic system, oil uniformly distributed. CARBURETOR—Special Cadillac design of maximum efficiency, hot-water jacketed and electrically heated; air controlled from driver's seat. CLUTCH—Cone type, large, leather faced with special spring ring in fly wheel. TRANSMISSION—Sliding gear, selective type, three speeds forward and reverse. Chrome nickel steel gears running on five Annular ball bearings. CONTROL—Hand-rear change lever and hand-brake lever at driver's right, inside the car. Service brake, foot lever. Clutch, foot lever. Rear axle gear control, electric switch. Throttle accelerator, foot lever. Spark and throttle levers at steering wheel. Carburetor air control, hand lever on steering column. DRIVE—Shaft, to two sets of bevel gears of special cut teeth. AXLES—Rear, full floating type, special alloy steel. Five axle shafts; two-speed direct drive (see detailed description). Front axle drop for a beam section with drop-forged yokes, spring perches, tie-rod ends and roller-bearing steering spindles. Front wheels fitted with Timken bearings. BRAKES—One internal and one external direct on wheels, 17-inch by 2 1/2 drums; exceptionally easy in operation, both equipped with equalizers. STEERING GEAR—Cadillac patented worm and worm gear sector type, adjustable. 18-inch steering wheel with walnut rim, aluminum spider. WHEEL BASE—129 inches. TIRES—34-inch by 4 1/2 steering wheels with demountable rims. SPRINGS—Front, semi-elliptical. Rear, three-quarter platform. FINISH—Calumet Green with gold strip. STANDARD EQUIPMENT—Cadillac top, windshield wipers, gasoline pump, electric horn, power tire pump, foot rest, and cocoa mat in tonneau of open cars, robe rail, tire holders, set of tools, tire repair kit, Warner Automator.



Five-Passenger Touring Car \$1975

Other models

- Seven-passenger car.....\$2075 Landaulet Coupe, three-passenger.....\$2500
Phaeton, four-passenger..... 1975 Inside drive Limousine, five-passenger..... 2800
Roadster, two-passenger..... 1975 Standard Limousine, seven-passenger.....\$3250

All prices are F. O. B. Detroit and include standard equipment.

CADILLAC MOTOR CAR CO., DETROIT, MICH.

DOUGLAS PRAISES COOS

GOOD ROADS SUPPORT BY CITIZENS COMMENDED.

Association in Neighboring County Highly Pleased and Promises Co-operation.

ROSEBURG, Or., Aug. 2.—(Special.)—Believing the interests of Coos and Douglas Counties are in common, in the matter of good roads, the Douglas County Good Roads Association has prepared resolutions praising the citizens of Coos County for the manner in which they have answered the call of improved highways. Copies of the resolutions have been sent to the Coos County Good Roads Association.

The resolutions, which were submitted by George Neuner, Jr., George M. Brown and E. B. Stewart, follow: Whereas, The Good Roads Association of Coos County, Oregon, has recently gone upon record as favoring the bonding of said county for the full amount of its legal indebtedness, for the purpose of improving its highways and especially designating the construction of a hard-surface road between the Douglas County line and Sunset Bay on Coos Bay, Oregon, via Bridge; and Whereas, said Coos County Good Roads Association has been and is the pioneer in

NAME IS SIGNIFICANT

MAKERS OF NATIONAL CAR AIM FOR WIDE MARKET.

Motor Made Almost Entirely of Stock Parts Makes Record Unbeaten by Foreign Machines.

MOTOMETERS GIVEN PRAISE

Grand Prix Winners Send Commendation After Big Race.

The following cablegram was received by the Motometer Company, New York, on July 16, after the Grand Prix race in France, the blue ribbon event of the foreign automobile racing world, in which the celebrated drivers, Bolliot and Goux, finished first and second: "Your motometers mounted on our cars have given us complete satisfaction. (Signed) Bolliot and Goux." The motometer is one of only two or three American accessories ever put on French cars by Frenchmen. And the motometer has only been introduced to the motor world six months.

SPokane Trip Reported

CADILLAC MAKES HARD RUN WITHOUT PUNCTURE.

One Piece of 60 Per Cent Grade Baffles Car but Other Heavy Hills Are Taken Easily.

SPokane, Wash., Aug. 2.—(Special.)—A. Cohn, president of the Northern Grain & Warehouse Company, and family, Pearl Boyer and Walter Steeply, chaffeur, in a 1912 Cadillac, recently made the run from Portland to Spokane, without even a puncture.

Mr. Cohn says, "Too much praise cannot be given the Cadillac for this trip. We lost our road before coming to the Deschutes River, and suddenly found ourselves on the brink of a chanyon. Two thousand feet below us ran the Deschutes River. There was no backing out, so, after a perilous descent over an extremely rocky road, we reached the bottom, when, to our horror, we found that we were obliged to climb the other side again. The ascent was about half a mile long. We were unable to take the grade at its steepest place, but at the foot of the hill it was 60 per cent. "Never have I experienced such an affair as that. A slip, a fault in changing gears, and probably we would have

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ROAD BOND ISSUE FAVORED

JACKSON COUNTY WILL APPROPRIATE \$50,000 FOR BUILDING ROADS AS SPECIAL ELECTION IN AUGUST.

Engineer Bowley, who returned from that county today, "The money will be used in building 50 miles of what will be a part of the Pacific Highway. I found the people enthusiastic over the subject of improving the highways, and there is no question as to the proposition being approved by a large vote."

Under the law passed at the recent session of the Legislature providing a state highway commission, all counties that desire may have the services of the highway engineer. Mr. Bowley has been asked to aid in the preliminary work in Jackson County, and will be there when the money for the work is available. It will be raised