

LONG TRIP IS TAKEN BY PARTY IN BUICK

Roads Are Reported Ideal on Loop to Crater Lake and Wonders Are Praised.

ADVICE GIVEN ON ROUTES

Medford, Klamath Falls, Prineville, Lakeview and The Dalles Visited. Pacific Highway Is Found to Be in Good Condition.

After completing a trip from Portland to Medford, Crater Lake, Klamath Falls, Lakeview, Prineville, The Dalles and back into Portland over the Pacific Highway, G. H. McCutcheon, manager of the Northwest Territory for the Howard and Automobile Company, in company with Harry C. Hays, the road man for the same company, has returned to his offices at Fourteenth and Davis streets, where he is praising Oregon roads and Oregon scenery.

While stationed at the Howard branch at Oakland, Cal., Mr. McCutcheon made several trips into Oregon, with Crater Lake usually as the objective point, but he says the wonders of this country and the average high quality of the roads never were so apparent to him as on his recent trip when his Buick covered as many as 250 and 300 miles of road in one day.

He is recommending the long loop to all Buick owners who wish to take a picturesque and pleasant vacation trip for ten days or two weeks, and will gladly furnish automobile owners in general with practical information relative to the respective routes that may be followed.

Highway Condition Good.

"The Pacific Highway from Portland by the way of Salem, Albany, Roseburg, Grants Pass, Medford and Ashland is in good condition," says Mr. McCutcheon. "A great many people in the past have objected to this trip owing to the heavy grades encountered over the mountain, but a great deal of work has been put on this grade recently and the 1915 six-cylinder Buick had no trouble in negotiating it on second gear and could have handled the most of it on high gear, except for the necessity of slowing down on bad turns."

"The hotel accommodations are good in each of the towns along the Pacific Highway. From Medford, one could make an easy drive into Crater Lake by the way of Prospect. Prospect is a beautiful spot in the mountains where one can get good hotel accommodations and also excellent fishing. From Prospect into Crater Lake is an easy drive that can be made in three hours' time without any difficulty."

"From the official outpost at Crater Lake the road to the summit is in wonderful condition and the curves have been widened so that no one should have any trouble in negotiating this climb. At Crater Lake the hotel is being completed. Tent accommodations can also be had on the rim of Crater Lake."

Trout Streams Accessible.

"From Crater Lake one can branch out in several different directions and go to Klamath Falls or visit several fine trout streams. The roads from Crater Lake to Klamath Falls are in excellent shape. One has no trouble in making this trip in from four to five hours. At Klamath Falls one of the best hotels in the Northwest is to be found in the White Pelican. This hotel is modern in every way and gives a tourist special attention."

"From Klamath Falls one can make an easy drive to Klamath Hot Springs where good hotel accommodations can be had, or can go from Klamath Falls to Lakeview. The most of this road is in excellent condition and only a few places make it necessary to slow down on account of rough roads."

"From Lakeview to Silver Lake one sees some of the most wonderful mountain and lake scenery in the country. The roads are excellent and it is simply a question of how fast you wish to drive."

Upper Road Is Advised.

"From Silver Lake a great many people will advise going by Fort Rock into La Pine. However, our experience proved that this was an undesirable road. One making the trip between Fort Rock and Bend should be sure and inquire about the road over the High Desert road, as this road is in good condition compared with the lower road, or what is commonly known as the Summit road over Pilot Butte Mountain."

"In through this territory anyone desiring fishing can find some sport at East Lake or Pauline Lake. Fishermen advise that some of the best catches of the season have been made at East Lake."

"From Bend one has the choice of three or four different routes into The Dalles, all of which are in excellent condition. From The Dalles to Portland the Columbia Highway is in fair condition and the work is fast being completed on this wonderful scenic highway that eventually will be one of the most popular drives in the United States."

COSTS FOR FEDERAL TRUCKS

Data Carefully Collected Tell of the Value of Motor in Business.

With much interest is the motor truck industry watching the progress of the Federal Motor Truck Company, of Detroit, in obtaining exact operating costs on Federal trucks in various lines of business.

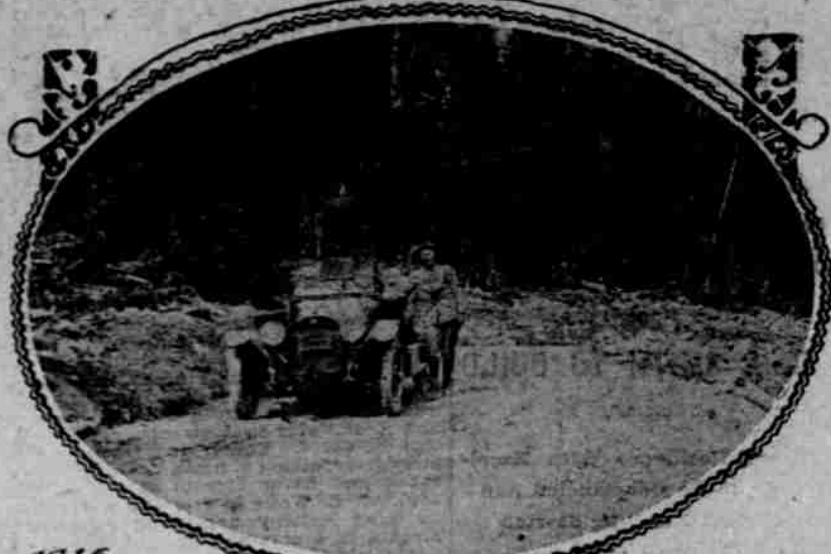
"Less than a year ago," says J. F. Bowman, director of sales of the company, "when we started on a new phase of obtaining exact operating costs, we scarcely hoped to progress in the work to the extent we have. The system our traffic engineer has put in absolutely eliminates any chance of human error, and gives us the combined results from trucks running all over the country."

"The combined daily results for each month are analyzed by our traffic analysis department, and thus we obtain the exact information on motor truck costs extending over a long period of time."

Tom Orr Signs New Contract.

Tom Orr, of the Maxwell racing team, is the first of the Maxwell drivers to sign a new contract since the recent record-breaking performances of Maxwell race cars at Chicago, Sioux City and Omaha. On July 17 he married at Jackson, Mich., Miss Elizabeth Lowery, of Chicago. Nothing was known of the romance until the news was whispered around Maxwell headquarters several mornings later. Orr is one of the most popular men in the racing game, and a consistent driver. His last performance was at Omaha, July 5, when he broke the world's record for five miles, driving his Maxwell this distance in 2 minutes 52 seconds.

CRATER LAKE IS INCLUDED IN LONG TEST TRIP FOR 1916 BUICK.



1916 Buick on the New Road Inside Crater Lake Reserve.



Buick 6-45 and H.C. Hays on Rim of Crater Lake.

AUTO RULES MADE

Regulations in Yellowstone Park Are Issued.

PASSAGE TICKET NEEDED

Speed Limits, Provisions Governing Parking and Passing Other Vehicles, Included in Code for Motor-Driven Cars.

Regulations governing the admission of automobiles into the Yellowstone National Park, from August 1 on, have been issued and are summarized as follows:

Automobiles will not be permitted park only by any one of the authorized routes of entrance. While in the park, if a stop is made at points other than at the hotels and permanent camps, travel may be resumed only at such time as permits a car to fall in with the regular subsequent schedule past the stopover point. Parking at these stops must be out of sight of or at least 100 yards from the main route, and a stop is made at a definite stop, but to those which may be due to breakdowns or accidents of any nature. Automobiles will not be permitted to be used on local trips around hot spring formations or other points of interest of the main route, except in the special cases of the morning schedule from the Lake Hotel to the Canyon Hotel and at Artist Point.

Speed Limits Set.

Speeds must be limited to 12 miles per hour ascending and 10 miles per hour descending steep grades, and to eight miles per hour when approaching sharp curves. On good roads, with straight stretches, and when no team is nearer than 200 yards, the speed may be increased to 20 miles per hour. An automobile shall not pass another while in motion going in the same direction. The horn will be sounded on approaching curves, stretches of road which cannot be seen for about 200 yards and on approaching driving or riding animals, also on meeting other machines.

When teams, saddlehorses or pack-trains approach, automobiles will take the outer edge of the road, regardless of the direction in which they may be going, taking care that sufficient room is left on the inside for passage of vehicles and animals. Teams have the right of way and automobiles will be backed or otherwise handled, as may be necessary, to enable teams to pass with safety. In no case must animals be passed on the road at a speed greater than eight miles per hour.

Autos Must Stay Ahead.

The schedules from place to place provide that automobiles must keep well in advance of any horse-drawn vehicle which may be following them. Upon overtaking any horse-drawn vehicle running upon regular schedules automobiles must not attempt to pass or to approach closer than 10 yards of the same.

Ticket of passage must be secured and paid for at the checking station where the automobile enters the park. The fees are payable in cash only and are as follows: For runabouts, \$5; for five-passenger cars, \$7.50; for seven-passenger cars, \$10.

Copies of these regulations, which also show the running times from place to place, may be had from the Touring Bureau of the American Automobile Association at either its Washington

or New York headquarters or by sending to the Department of the Interior at Washington.

SECRET OF NEW CAR LEAKS

Maxwell Company Astounded by Great Orders for 1916 Models.

Because of this keen competition, mystery has always surrounded the production of a new automobile. From chief engineer to factory hand, everything is kept in strictest confidence. Even in the executive offices an ominous silence prevails.

At last, however, there is an instance when this secrecy has been betrayed. And the Maxwell is the victim. No one seems to know how it happened. At the three Maxwell plants—at Detroit, Dayton and Newcastles—every plan and specification of the 1916 "Wonder Car" was carefully guarded. The usual "mystery" was continually in evidence. "Until our first big advertisement appears throughout the country," remarked one of the officials recently, "no one can say just what we're going to offer."

In view of this attitude the surprise can well be imagined when, within the last ten days, orders for more than 4000 1916 Maxwells were received at Detroit.

One dealer gave the only inkling of a clue yet uncovered. "It would be a wonder if you left it just as it is," he wrote with his order. "That's why we want to be certain of enough cars to take care of the rush for Maxwells that will surely follow your announcement."

Sixty thousand more Maxwells will be marketed during the coming season. This mammoth production will be responsible for a startling announcement, it is predicted. But there is amazement in the "Maxwell" rush for orders for such quantities come piling in before even a word is said about the latest Maxwell product.

GENERAL SERVICE IS PLAN

Hupp Company Establishes Stations Throughout Country.

Nation-wide service for the care of Hupmobiles is a plan which has been announced by the Hupp Motor Car Company. The Detroit concern has developed a system by which it is establishing service stations throughout the United States and Canada, at any one of which Hupmobile owners will be able to secure proper attention for their cars.

Every motorist knows the value of service. But heretofore it has always been local and not general in practice. A dealer in one town attempting to give service has had one plan and a dealer in an adjoining town had an entirely different system. Both were trying to give their customers good service but there was no uniform plan by which an owner was guaranteed that he would get any specific attention to his car.

The Hupp Motor Car Company has eliminated this old policy by establishing Hupmobile service stations throughout the country. There will be one of these stations in each small town and as many in the larger towns and cities as is necessary to take care of the Hupmobile owners. Each service station is under the jurisdiction of the local Hupmobile dealer, who in turn is under the direct factory service department management of the Hupp Motor Car Company. The stations are designated by special Hupmobile service signs.

Fairgrounds Barns to Rise.

NORTH YAKIMA, Wash., July 31.—(Special.)—Work is to begin at once on construction of a cattle barn at the state fair grounds, to replace the sheds burned recently. The new structure will have a capacity of 200 head.

Newcastle-on-Tyne, England, takes its name from a castle which was erected on the banks of the Tyne in 1350.

A New Eight-Cylinder Cadillac

Type 53

THE new Eight-Cylinder Cadillac is ushered in on the heels of the most impressive success ever recorded in the motor car industry.

It follows a car which has entrenched itself in a positive position of pre-eminence.

The whole country now knows that the number of cars which are even candidates for comparison with the Cadillac has been narrowed down until they can be counted on the fingers of one hand.

The country no longer asks if the Cadillac is as fine a car as some other; but inquires, instead, what other cars compare with the Cadillac—and how.

If public opinion could be translated into a few simple words, it would doubtless result in the statement that there never has been a motor car equal to the Cadillac Eight—either in performance or in stability.

It is this kind of a car—this one example of V-type efficiency, demonstrated by a year's experience—which the new Cadillac succeeds.

It succeeds a car which many thousands of people believe to have been the best car which the world had yet produced.

The new Cadillac is the fruit of experience, acquired in the building of 13,000 V-type Eights, and of the service in the hands of 13,000 users.

We believe that in this new car the V-type engine is developed to a point of excellence which even the most conscientious effort to equal cannot reach in many and many a day.

A year ago the Cadillac Company was blazing new paths of progress. It pioneered new principles and new processes, pushing them to a point of certainty before its first V-type engine was marketed.

Nothing can take the place of that hard and painstaking period of invention, selection, rejection, adjustment and adaptation.

As a result, there is but one V-type standard based on extended experience; that is the Cadillac standard.

There is but one V-type criterion based on a demonstrated certainty; that is the Cadillac criterion.

It is obvious, therefore, that the first Cadillac Eight is the source from which V-type development must borrow its inspiration.

And in that fact lies an exceedingly important consideration.

In the pioneering process to which we have referred the problems solved were peculiar to Cadillac construction.

They referred to that intimate relation between all the parts and all the processes of manufacture which make for a harmonious whole.

The Cadillac transmission and the Cadillac clutch—to cite only two of a number of features—were developed with direct reference to the requirements of the Cadillac V-type engine and the Cadillac car.

Their adoption by other makers may or may not be successful.

It is not the V-type engine, merely as a type, which has proven such a triumphant success, but the Cadillac Eight-Cylinder V-type engine, built into a Cadillac chassis according to Cadillac ideals—and as Cadillac artisans know how to build it.

That is what we meant when we said that nothing can take the place of Cadillac experience in building 13,000 cars.

That is why we do not believe that the equal of this new Cadillac Eight will exist for many a long day.

The first Cadillac Eight furnishes for those who would emulate its excellence the one certain source of V-type information based on extended experience.

And the second Cadillac Eight, with that wonderful experience to build upon, naturally and logically marks an advance over the initial achievement.

There are no doubts or uncertainties about it.

Its advantages and virtues are all clear and positive and plain.

It has taken the one safe V-type criterion and carried it to the highest pitch.

It is twelve months away—13,000 cars away—from the least or last element of experiment.

Its pre-eminence cannot consistently be questioned.

In the face of widespread adoption of the very principles which produced that pre-eminence, its leadership is not even a subject for discussion.

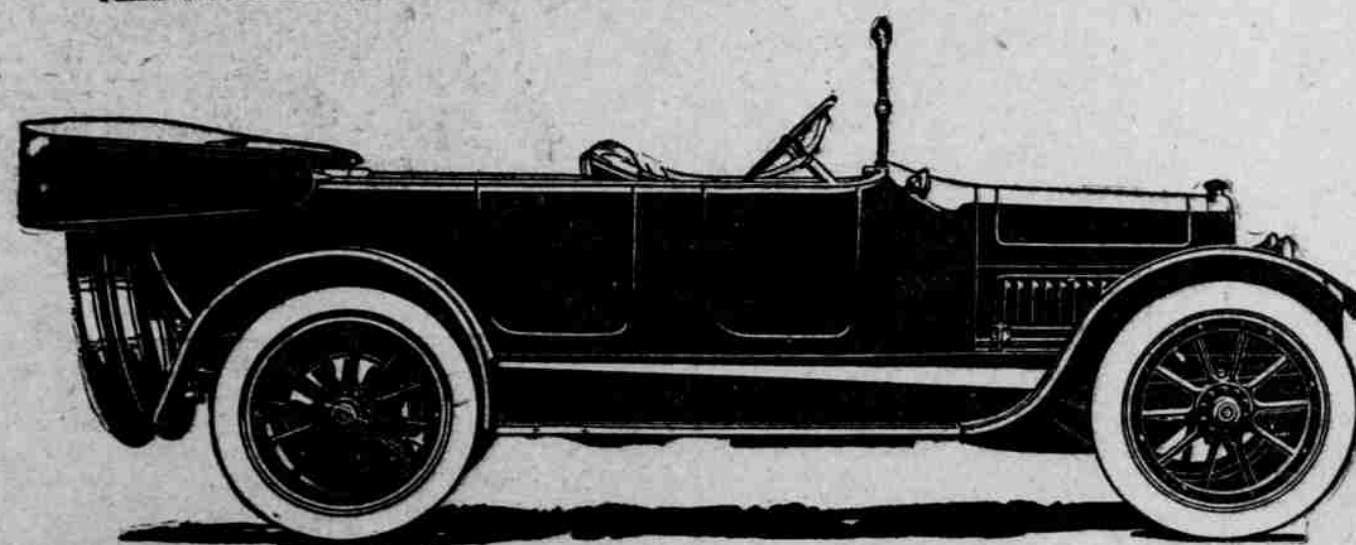
We believe that the new Eight-Cylinder Cadillac embodies the most practical combination of all-round efficiency.

No really desirable qualities are sacrificed in order that some less essential—which provide more spectacular, but empty "talking points"—may be exploited.

We believe that it possesses a maximum of the worth-while characteristics which the most exacting motorist wants in his car—power, speed, smoothness, flexibility, ease of operation, dependability and endurance.

We repeat—again—we do not believe the equal of this new Cadillac exists.

And we do not believe that it can or will exist for a long time to come.



SEVEN-PASSENGER CAR, \$2080
Other styles:—Five-passenger Sedan \$2800.—Roadster \$2080.—Three-passenger Victoria \$2400.—Five-passenger Brougham \$2920.—Seven-passenger Limousine \$5420.—Seven-passenger Berlin \$5900. Prices include standard equipment, F. O. B. Detroit.

CADILLAC MOTOR CAR CO.

DETROIT, MICH.

1916 Oakland Cars Arrive

The New Roomy Four, \$1050. The Light, Snappy Six, \$795

WILL BE ON DISPLAY ON AND AFTER TUESDAY, AUGUST 2

SALESROOM 16TH AT ALDER ST.

Oregon Oakland Motors Company

Distributors for Oregon
Main 414

Washington at
Twenty-First

Covey Motor Car Co.

Washington at
Twenty-First