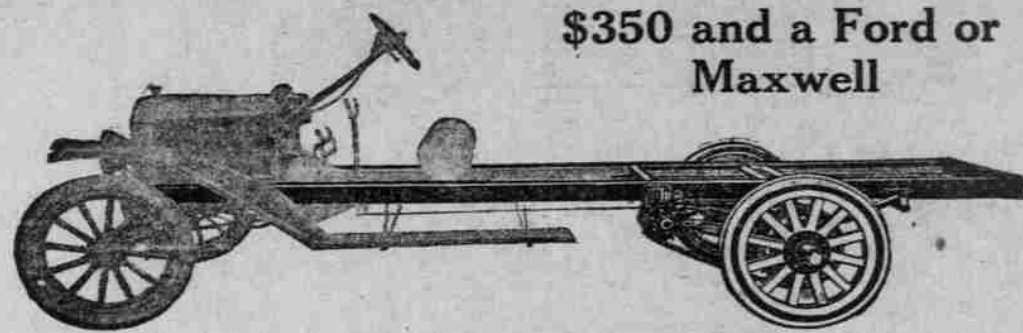


LEADERS FOR 1917



\$350 and a Ford or Maxwell

Smith Form-a-Truck

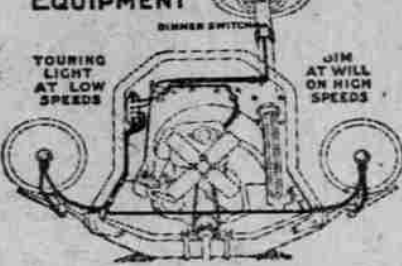
A Smith Form-a-Truck will perform the work of two teams or three one-horse delivery wagons at a saving of about ten dollars per day. Carrying capacity, 2000 pounds, 50 per cent overload. Length of frame, 168 inches; 4-inch channel steel; heavy springs; heavy wheels; Timken bearings; solid tires on rear. Bring your business up-to-date by placing a Smith Form-a-Truck into service.

DEALERS—We have a live proposition for you. See us before some other dealer gets it for your territory.

Electrify Your Ford in Two Hours

You can do it with Genolite and Constolite. Finest electric lighting systems for Ford Cars on the market. We have both.

CONSTOLITE EQUIPMENT

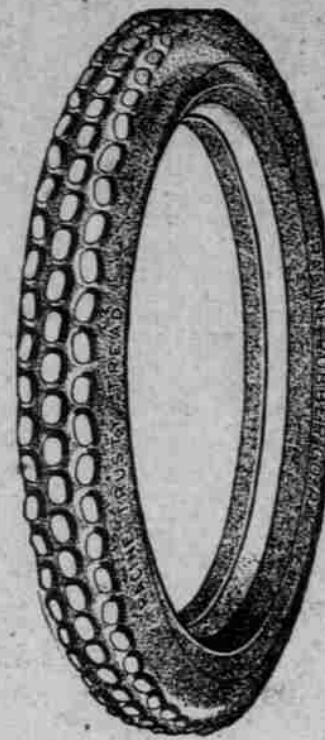


Constolite \$4.85

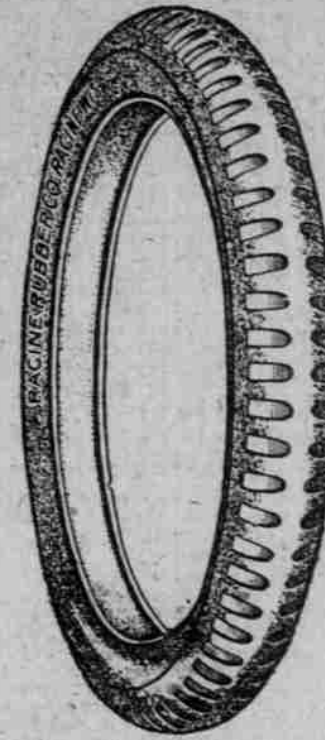
Automatically governs flow of current from magneto to head lamps. Controlled by convenient switch on steering post. Saves bulbs—if one breaks keeps other lighted. Gives many times light brilliancy at low engine speeds. Equal brilliancy at all speeds. Most superior device on market at any price.

Genolite \$24.85

is the complete, perfect electric lighting plant. Designed by Detroit Starter Co. for Ford Cars. Six units, same as in \$5000 cars. Continuous light whether motor is running or idle.



Trusty Tread
5000-mile guarantee.



Country Tread
5000-mile guarantee.



Plain Wrapped Tread
3500-mile guarantee.



RACINE



Announcing our appointment as exclusive distributors of Racine Tires, we wish to advise our many friends that we decided upon Racine after exhaustive investigation and are willing to stake our reputation upon them. In addition to line shown above we will be able to supply the finest cord tire ever built in about 90 days. Our dealers' proposition will interest you.

Indian Motorcycles and Bicycles

This popular line still leading all competitors with wonderful improvements for 1917. Get catalogues and agents' proposition.

VEEDOL

MOST LUBRICATION—LEAST CARBON

The Lubricant unexcelled. We have correct grade for all makes of motors.

Gould

STORAGE BATTERY

STORAGE BATTERY AND MAGNETO DEPT.—Official distributors Bosch Magnetos and Gould batteries. Expert service at your call. Dealers' work a specialty.



In Addition to the Lines Illustrated We Are Distributors of All Standard Motor Supplies, Such as Rayfield Carburetors, Klaxon Signals, Hess-Bright Bearings, Champion, Bethlehem and Other Spark Plugs, Weed Chains, Schebler Carburetors, Pyrene Fire Extinguishers, Columbia and Everready Dry Batteries, Etc., Etc.

Out-of-Town Dealers Will Find Our Store Centrally Located and a very Convenient Place to Meet Your Friends. Make Your Headquarters With Us.

Broadway at Oak
PORTLAND, OREGON

BALLOU & WRIGHT

817 East Pike St.
SEATTLE, WASH.



The Age of The REO— Meaning Its Service Life

This point has never been determined. The original "one-lungers," each with a quarter of a million miles of record, are still doing daily duty throughout the United States.

The same care in engineering, the same fundamentals of this Gold Standard Car have been refined into the 1917 Fours and Sixes.

"Shown at the Show"

The famous one-rod control is a dominant feature that first induced ladies to drive their own cars. Its simplicity assures of safety.

Helping the Small Business Grow

Stewart

1000-pound capacity light-weight truck, built like a heavy one.

The following and all other questions will be answered to your complete satisfaction or you can not buy a Stewart.

Why is it more economical in labor and in fuel than my present equipment.

Show me other concerns in my line of business who are getting better results since they are using Stewart Trucks.

The Line Complete

Northwest Auto Co.

Factory Distributors

Broadway at Couch St. — Portland Oregon
F.W. Vogler, pres. — C.M. Menzies, sales mgr.

Local representatives wanted in unoccupied territory