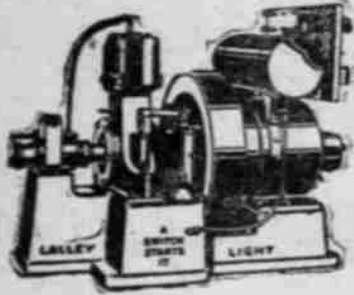


Another development that will take its place beside the auto and motor truck on every farm—

### Electric Light and Power at Below Cost



Lalley-Light is a complete electric generating and storage plant that economically gives the farmer electric light and power service, which has so long been a servant of his city brother.

It gives to the farmer and the farmer's wife the same security, comfort and efficiency that electric service gives to the city dweller.

It is an economical investment because it quickly earns its keep in increased efficiency and comfort. It adds hours to the day because it makes work easier and time of recreation more enjoyable.

Lalley-Light is simple and fool-proof. It is automatically controlled and takes care of itself. It is a practical, efficient appliance that completely serves the purpose for which it is intended. The plant consists of an electric generator directly driven by a ball-bearing gasoline engine, and a set of storage batteries.

See it today.

## LALLEY-LIGHT

THE BALL-BEARING ELECTRIC LIGHT PLANT

### Oregon Motor Car Co.

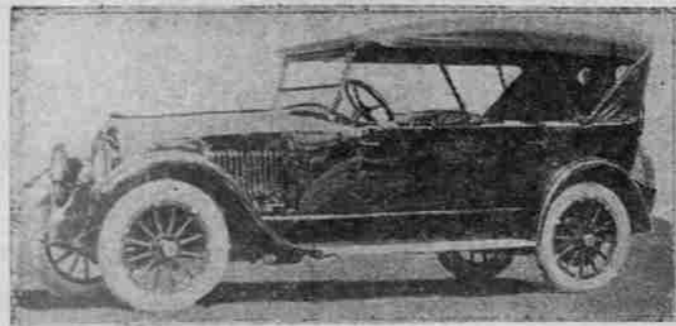
Distributors for the Northwest

Demonstrated in Truck Department, Auto Show.

Park and Davis

## Studebaker

Series 19



### A Superior Car

And now the Studebaker that has been so much talked of—

It is a car that is vastly more beautiful than any Studebaker ever built. It is an elegant car that you will immediately say is one of the most beautiful you have ever seen.

It is a car of individuality. It is a car which combines with the time-tried standards of Studebaker greater beauty and greater comfort and elegance, heretofore unheard of in a car at anywhere near the price. SEE THE NEW

## STUDEBAKER

An Entirely Different Car

### Oregon Motor Car Co.

Distributors

PORTLAND SALEM  
Park and Davis Sts. Ferry and High Sts.  
AT THE SHOW

## Why? This Increase

OREGON STATE SALES RECORD

NAME	1916	1917
Denby Trucks		700 percent increase in one year

The answer is in the difference between a

## DENBY

and the ordinary truck.

DENBY will handle a given load with LESS horsepower!

LESS HORSEPOWER means less fuel.  
LESS FUEL means a lower operating cost.  
LOWER OPERATING COST means cheaper delivery.  
CHEAPER DELIVERY is what you want.

All this is made possible because DENBY

uses the INTERNAL GEAR DRIVE. The ordinary Truck doesn't!

THE INTERNAL GEAR is only ONE of the differences between



DENBY

and the ordinary Truck. There are many others—each important in itself, and when taken in the aggregate, they can't be ignored by the INTELLIGENT BUYER.

Come in and see the DENBY and let us tell you all about it, or call Broadway 616 and we will bring the DENBY to you.

Four Sizes—One to Five Tons

### Oregon Motor Car Co.

Distributors for Oregon

Truck Department, Auto Show.

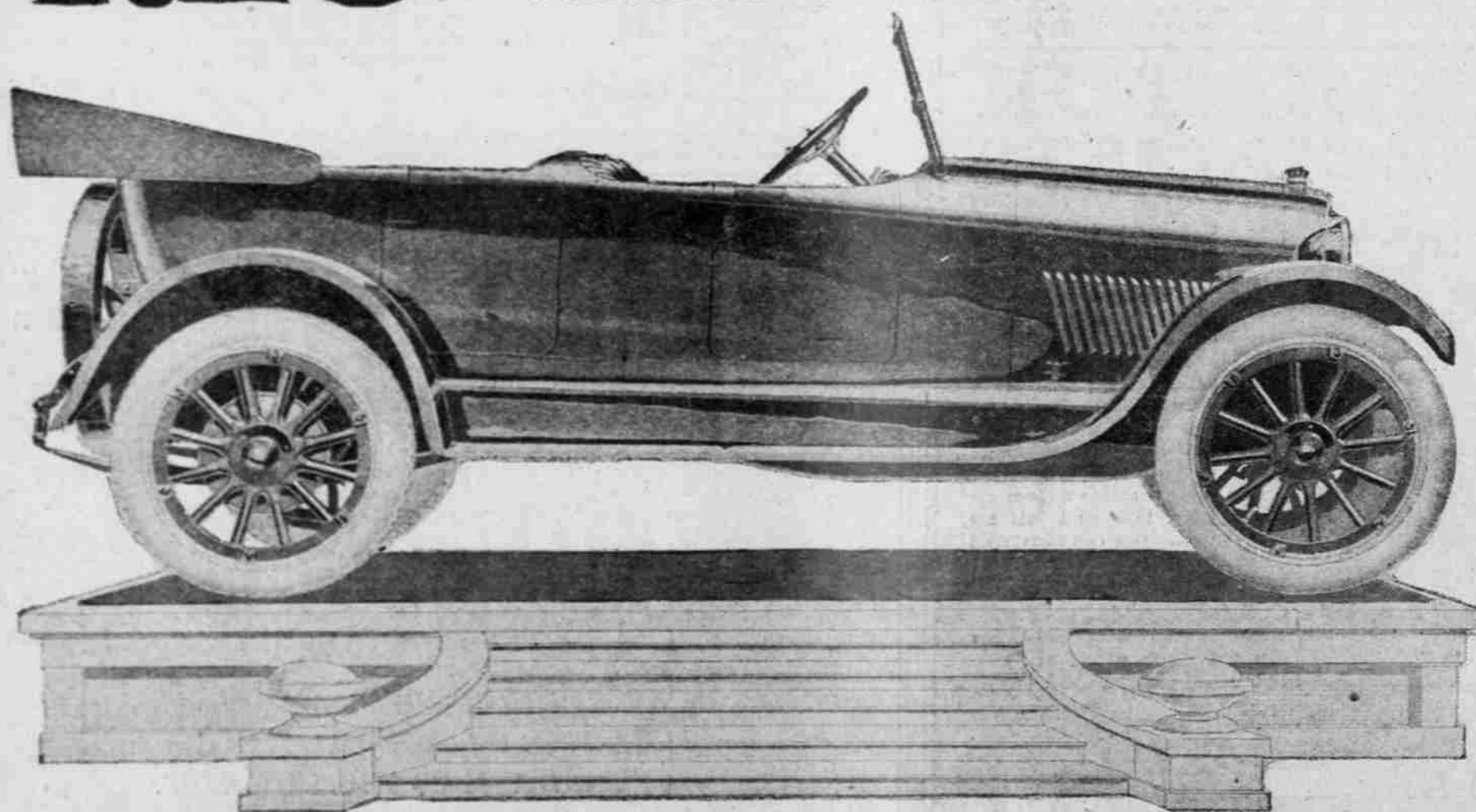
Park and Davis

# The cream of the show

## REO

Introducing the New Series Reo Four Model

The Gold Standard of Values



This model is the latest edition of the famous four-cylinder Reo.

The differences are more in the outward appearance than in inward excellence—for what Reo owner could really suggest an improvement in his reliable Reo?

Today the demand for a full-size, five-passenger, four-cylinder car of Reo quality is greater than ever—the four is coming into its own.

We will be fortunate if we secure 25 per cent of these cars that will be demanded from us in our Northwest territory—First come must be served first—and tardy buyers will surely be disappointed.

Similar limitations affecting production also apply to the Reo Six and to the Reo Trucks of all capacities.

# Northwest Auto Co.

Factory Distributors - F.W. Vogler, Pres  
Broadway at Couch Sts. C. M. Menzies, Manager

The Line Complete  
Portland, Oregon